TEXTILE SHOP

GREEN STREET NEWHAM E7

* 'RETAIL OUTLET' IMPLIES FORCE OF PRESSURE TO SELL
* 'STORE' SUGGESTS REPOSITORY (LIKE MAGAZINE: A STORE: A DEPOT)
* 'SHOP' SUGGESTS DESIRE TO BUY: TO GO SHOPPING

THINGS WE REALLY DON'T WANT TO KNOW ABOUT OR TALK ABOUT OR REMEMBER EVER EVER EVER AGAIN IF WE CAN HELP IT

FOR THE HUGE PRESSURE OF THE THROWN OUT

NEVER ENOUGH ROOM IN THE BINS

BINS

OUT THE BACK NEVER ENOUGH BINS

GOODS IN

RUBBISH OUT

BUT -

WHAT

CONSTITUTES

RUBBISH

EXACTLY?

INFINITELY DEEP SPACE

MARRIAGE

FAMILY

WILL HER

HUSBAND

LIKE IT?

WHAT WILL HER IN-LAWS THINK?

WIDOWHOOD

HER MOTHER'S HOUSE

HOW MUCH IS IN HER PURSE?

STORE ROOM

OF OUR CUSTOMER'S DESIRES

HER CHILDREN

RELIGION

DIFFERENT RELIGIOUS COSMOLOGIES
EVER CYCLING
FORMING/DISSOLVING
GEOMETRICS EXPRESS
PERFECTION

MEMORY

SHE GREW UP IN BRITAIN
SHE CAME FROM UGANDA IN 1972
FROM SOUTH AFRICA - FROM KENYA
FROM PAKISTAN
FROM BANGLIDESH
FROM INDIA
HER PARENTS
HER GRANDPARENTS

WHAT IS HER
IDEA
OF

BEAUTY

LIKE A GODDESS?
OR A FILM STAR?
OR HER MOTHER?
BOLLYWOOD?
FILM POSTERS?
FASHION MAGS?
'ASIANA'
'ASIAN WOMAN'
'ASIAN BRIDE'

THIS STUFF SPILLS OUT

WHAT DOES OUR CUSTOMER WANT?

MEANS OF PRODUCTION

OUR SUPPLIERS MIGHT BE IN:
PAKISTAN INDIA
ISLAMABAD MUMBAI
DELHI AHMADABAD
BANARAS
FACTORIES : LABOUR
WORKSHOPS : CRAFTSMEN
WHO WORK
8AM → 11PM
FOR £45.00 A MONTH APPROX

WHAT FORCES DRIVE HER TO THIS SHOP?
WHAT FORCES FORM HER WISHES?

LANGUAGE

SPEAKING WRITING UNDERSTANDING
FRAMING
THOUGHTS

(LANGUAGE ORGANISES SENSIBILITY)
HINDI GUJERATI PUNJABI URDU BENGALI TAMIL
ENGLISH
'GUJERATI SAMCHAR': GUJERATI NEWS
SONGS
POEMS RHYMES

SEQUINS
TINSEL
ELECTRO-PLATED
THREADS
POLYESTER:
SHE KNOWS
THESE ARE
NOT GOLD
BUT THEY
ARE REMINDERS

LONG WAY MIRROR

DOOR WITH

CARRIER BAGS DREAM CONTAINERS

SHRINE ON WALL: JEWELLED GODS

BEHIND THE COUNTER
CONTROL OVER COSTLY ITEMS

KEPT UNDER COUNTER
(WHERE THEY SEEM MORE DESIRABLE)

COUNTER

ELECTRONIC TILL

TRANS-ACTIONS FOR PLEASURE HOPE DREAM

UNDER COUNTER DISPLAYS IN GLASS CABINETS

SHOP FLOOR

SPACE OF UNASSUAGABLE DESIRES

THINGS SHE MIGHT BUY

POSSIBLE

CHOICES LOTS OF THEM

AVAILABLE

ARRAYS OF OPPORTUNITIES

FITTING ROOM
WHAT FITS?
IS FITTING?
WHO SHALL SHE BE?
WHAT DOES SHE LOOK LIKE IN THIS?

CURTAINED SPACE
INFINITE REFLECTIONS OF IMAGE BETWEEN LOOKING GLASSES

FITTING ROOM FANTASY
OF LOOKING BEAUTIFUL

A PRIVATE PRACTICE SPACE FOR THE REHEARSAL OF IDENTITY

SPARKLE LIGHT COLOUR SPANGLES

RHYTHMS IN ALL SORTS OF ORNAMENT JEWELLED

SINUOUS: BLOCKY: VOILE: MUSLIN: SILK: COTTON:

LOOKING LIKE GOLD & SILVER

COSTUMING OF THE FOOT: HANDS: HAIR

AND SHOES! AND JEWELLERY!
HANDBAGS! HENNA HANDS!

SHOP WINDOW

SPACE OF DISPLAY FLAT DEPTHLESS SIGNS

SHALLOW SPACE

SHOP WINDOW

GLASS WINDOW

GLASS WINDOW

ENTRANCE

SPACE OF HESITATION

THRESHOLD

PAVEMENT

STREET

Notes:

All dimensions must be checked on site and not scaled from this drawing.

Rev	Date	Revisions

Scale: Wildly variable

Client:

Job Title:

Drawing Title:

South Asian Textile Shop
Green Street
Newham E7:
A Chart

Dwg No: