

Aēsop

THE DESIGN

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202310312

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THE MAIN CONCEPT

The Market Endures

Covent Garden Market has been selling botanical goods since 1654. The produce changed , the purpose did not. Where traders once sold herbs, roots, and botanicals across these stones, Aesop continues the same trade in a different form. The store does not interrupt the building's history , it resumes it.

CONCEPT DEVELOPMENT

"The Market Endures"

A. DESIGN CONCEPT STATEMENT

The Concept:

Covent Garden has sold botanical goods since 1654. The herbs, roots, flowers and produce that once filled this building have given way to Aesop's botanical skincare . but the transaction has not changed. The same exchange between a person and a plant-derived product, across the same stones, in the same light.

This store does not decorate a historic building. It continues one.

The Three Design Arguments:

- 1. The building speaks first.** Every material decision departs from what the building already knows . its granite columns, its York Stone floors, its cast iron, its Victorian market memory. Nothing is imported that the building cannot absorb. The design adds only what the building was already reaching toward.
- 2. The market gesture.** The inclined shelves , tilted at 20° ,reference the angle of a market crate. Produce once rested on these tilted surfaces so that it faced the buyer naturally, without props. Aesop's products now rest the same way. The gesture is unchanged. Only the product has evolved.
- 3. Material continuity.** The floor, the counter, and the sink share a single material family, Jesmonite, invented in Britain, heir to the Coade Stone that still marks this building's facade. What was once used to ornament the exterior now forms the functional interior. The boundary between building and store dissolves.

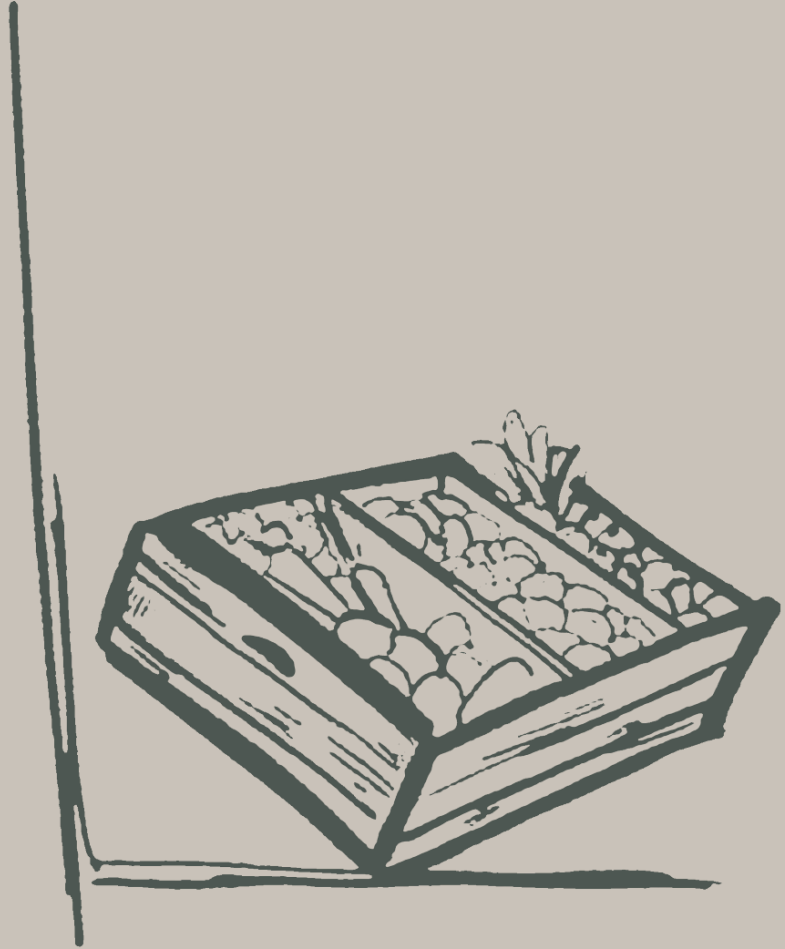
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HOW THE CONCEPT IS APPLIED TO THE DESIGN?



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HOW THE CONCEPT IS APPLIED TO THE DESIGN?



THE MATERIAL BOARD



2cm

Olive Green Jesmonite
Floor - Counter
British origin 1984

Warm Beige Jesmonite
Sink basin
Sustainable — zero VOC

Satin Brass
Shelf brackets + Tapware
Antique finish

Dried Botanicals
Column display
Market memory

Frosted Glass
Display columns
Diffused light

Lemon
Decorative element
Covent Garden citrus heritage

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Aesop Covent Garden — Color Palette

'The Market Endures'



Olive Green
Jesmonite Floor + Counter
Dominant — botanical, alive, market herb

Warm Beige
Jesmonite Sink
Secondary — warmth, ritual,
invitation

Satin Brass
Shelf brackets + Tapware
Accent — Victorian market
ironwork

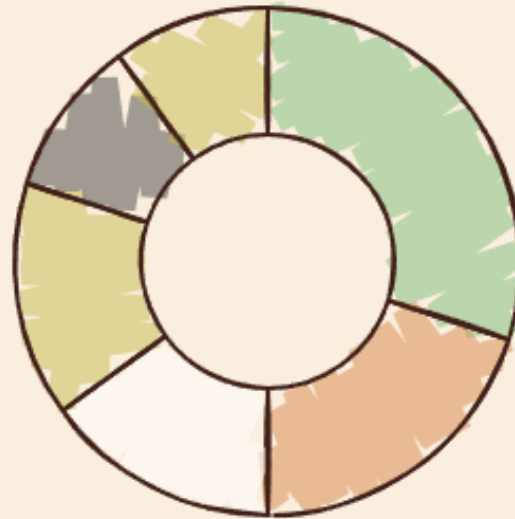
Frosted White
Glass columns + Walls
Neutral — diffused light,
breathing space

Lemon Yellow
Decorative element
Reference — Covent
Garden citrus trade 1654

Deep Charcoal
Typography + Details
Grounding — restraint
and depth

Color narrative: from the herb garden to the market floor floor — botanical green, citrus yellow, aged brass, diffused light

Branding Integration Strategy:



**30% Olive
Green**

**Dominant botanical
and market herb
color**



**20% Warm
Beige**

**Secondary warmth
and invitation color**



**15% Frosted
White**

**Neutral diffused light
and breathing space
color**



**15% Satin
Brass**

**Accent Victorian
market ironwork and
aged honesty color**



**10% Deep
Charcoal**

**Grounding restraint
and depth color**



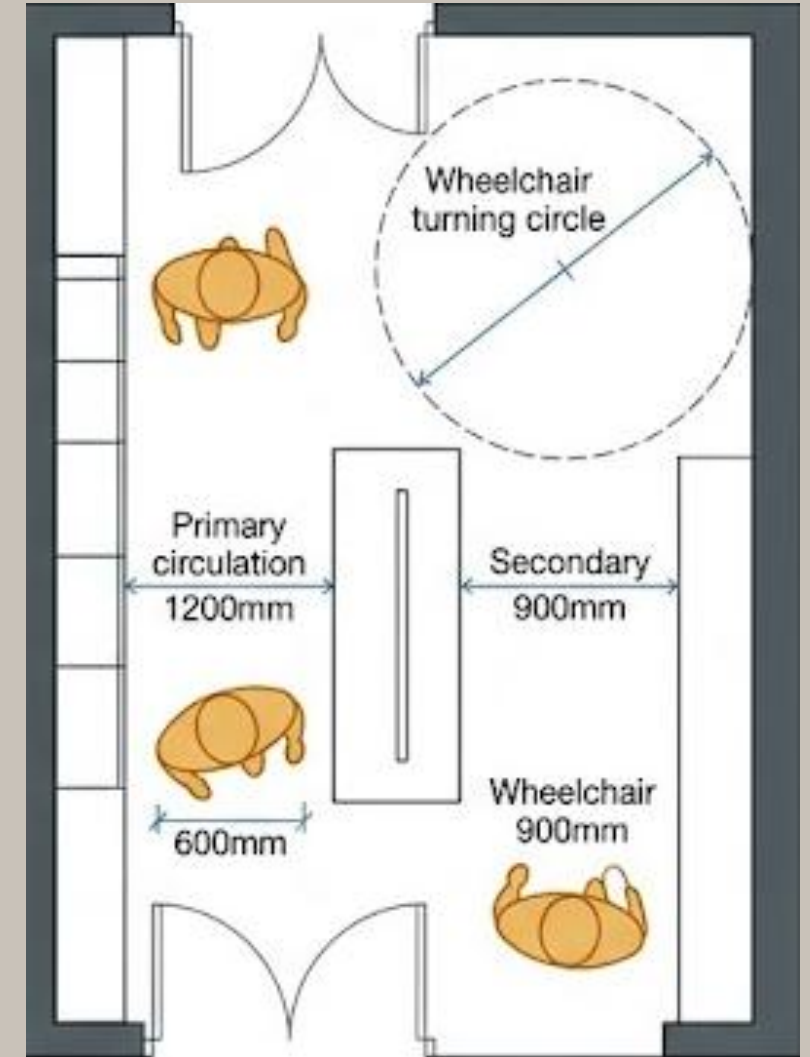
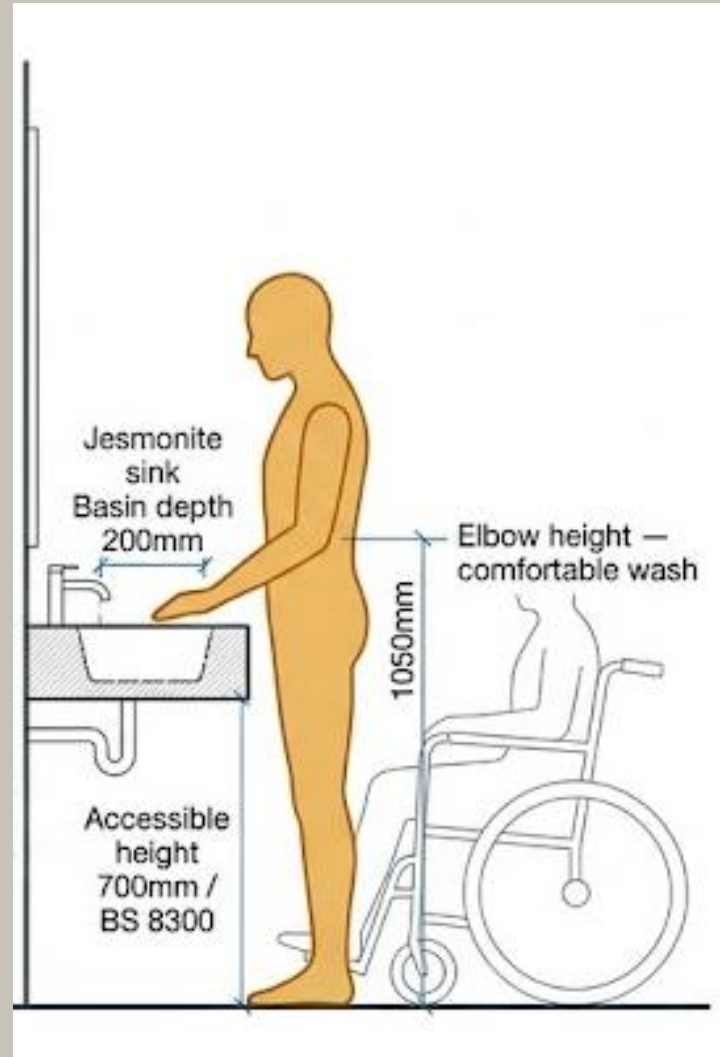
**10% Lemon
Yellow**

**Reference to Covent
Garden citrus trade
color**

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ANTHROPOMETRIC & ERGONOMIC STUDIES

Anthropometric standards ensure that every surface, shelf, and fixture in the store responds to the human body, not as an afterthought, but as the primary design generator. For Aēsop, where the entire experience is built around physical interaction with product and space, ergonomics is not compliance, it is hospitality.



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The Inclined Shelf , Ergonomic Argument:

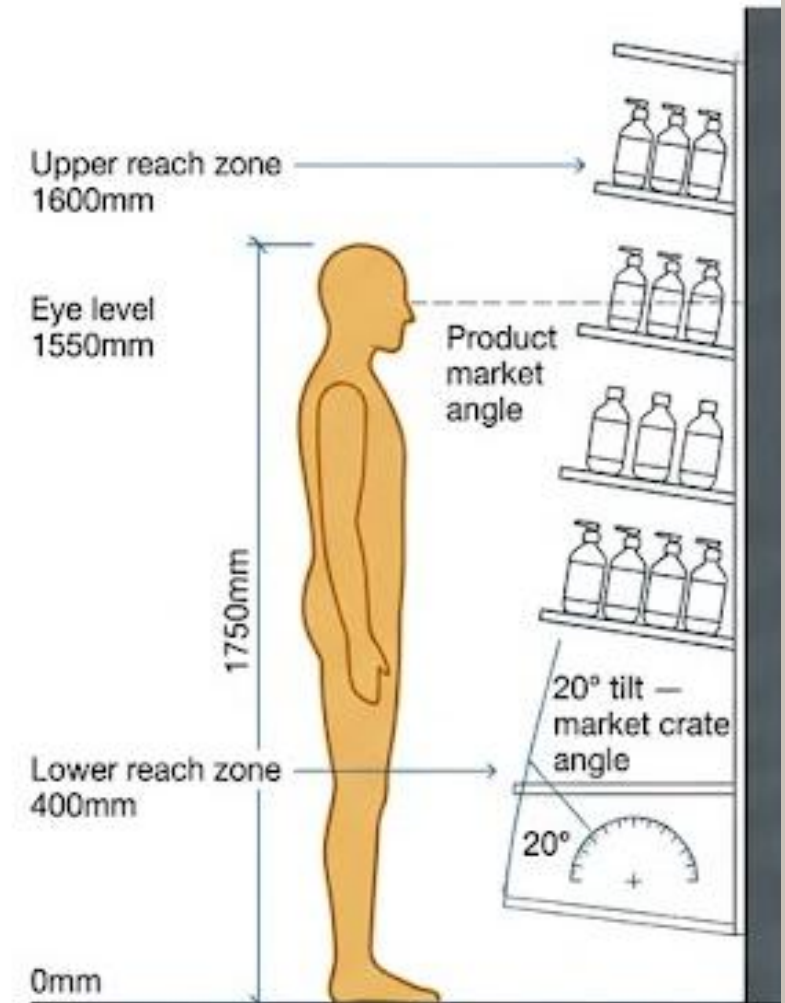
The 20° tilt serves two simultaneous purposes:

Ergonomically: Product tilted toward the customer sits naturally in the field of vision without the customer needing to bend or crane. The label faces up and forward , readable without touching.

Conceptually: The angle references the tilted market crate. The ergonomic decision and the design concept are the same decision.

Human Scale Representation:

All drawings include a human figure at 1750mm (average adult height) to establish scale relationship between body and space.



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Three Wayfinding Layers:

1. Spatial Wayfinding , the layout guides:

The sink is visible from the entry, it draws the customer inward naturally
The inclined shelves face the customer , product orientation IS the wayfinding
The POS sits at the deepest point , the customer discovers it, not follows a sign to it

The glass columns mark the threshold between zones without naming them

2. Material Wayfinding , the floor speaks:

The olive green Jesmonite floor is continuous , no zone changes, no color coding
The warm beige sink sits within the green field, contrast creates destination without signage

The brass fixtures mark the display zones , metal catches light, draws the eye

3. Light Wayfinding , the spots direct:

2700K accent lighting trained on product , lit zones attract, dark zones recede
The sink is the most intensely lit point , brightness creates hierarchy without words
The glass columns glow from botanical interior , vertical light markers in space

OCCUPANCY & LIGHTING ANALYSIS

Occupancy Load

Retail floor (91.2 m²) at 1 person/2 m² = 46 persons BOH + Service (40 m²) at 1 person/10 m² = 4 persons

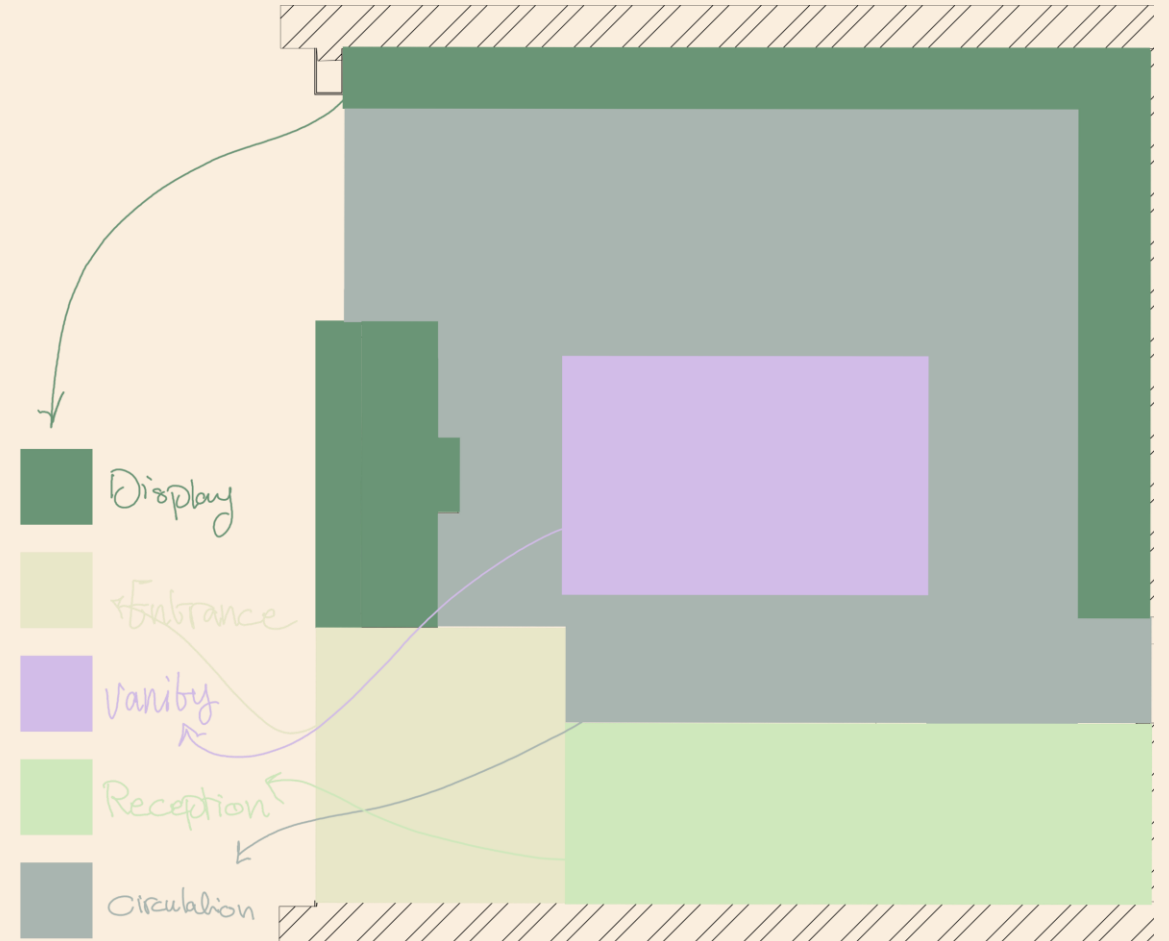
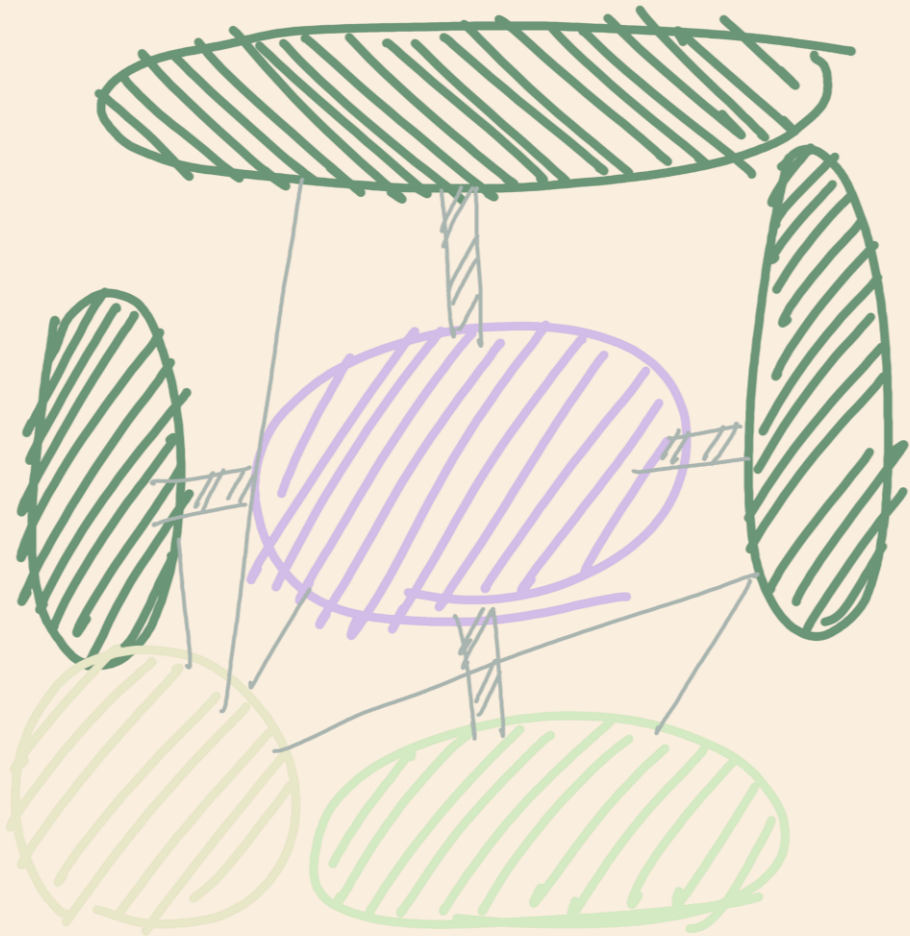
Maximum calculated occupancy: 50 persons Operational design occupancy: 15–20 persons (Luxury retail consultation model , low density by design)

Lighting

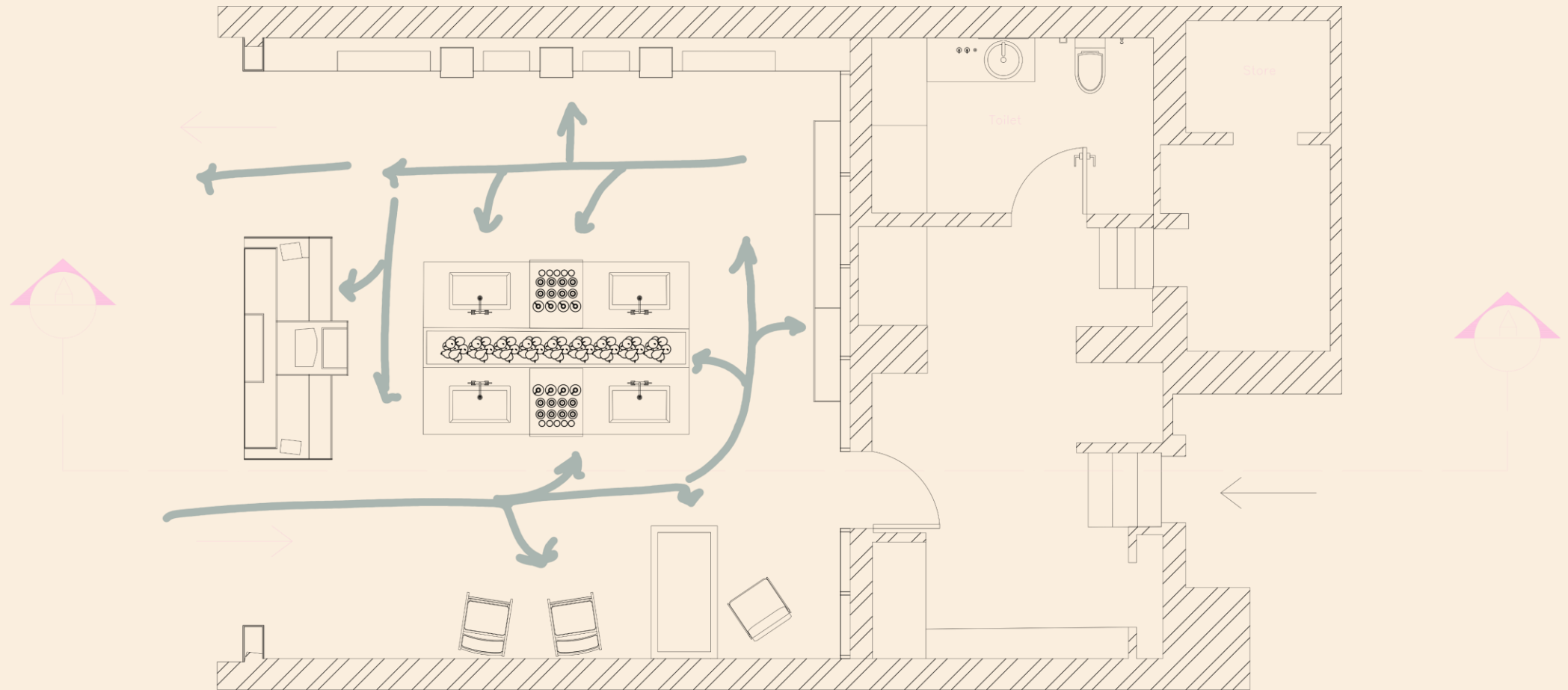
Ceiling height: 3400mm Work plane height: 850mm Effective mounting height: 2550mm
Total installed lumens (retail): 29,900 lm Total installed lumens (BOH): 4,500 lm System efficacy: 87 lm/W average **All fixtures: 2700K warm white , permanent golden hour**
Design principle: low ambient, high accent. The darkness between products is as designed as the light on them.

Zone	Target Lux	Delivered Lux	Standard
General retail circulation	300 lux	328 lux avg	CIBSE LG5
Product display (shelf)	800–1200 lux	900 lux accent	CIBSE LG5
Sink / ritual zone	400–500 lux	450 lux	CIBSE LG5
BOH + Service	300 lux	310 lux	BS EN 12464

BUBBLE DIAGRAM & ZONING PLAN



CIRCULATION PLAN



Environmental & Sustainability

Jesmonite Olive Green , Floor + Counter: British origin 1984 · Zero VOC · BREEAM certified · Cast not quarried · 30+ year lifespan

Satin Brass , Shelves + Tapware: 100% recyclable · No lacquer · Natural patina develops over time · 50+ year lifespan · Zero replacement cycle

Dried Botanicals , Column Display: Zero carbon · Locally sourced British herbs · No water or energy to maintain · Biodegradable · Covent Garden botanical heritage since 1654

Aesop Amber Glass Bottle: 100% recyclable glass · Refillable programme available · Minimal packaging · No plastic components

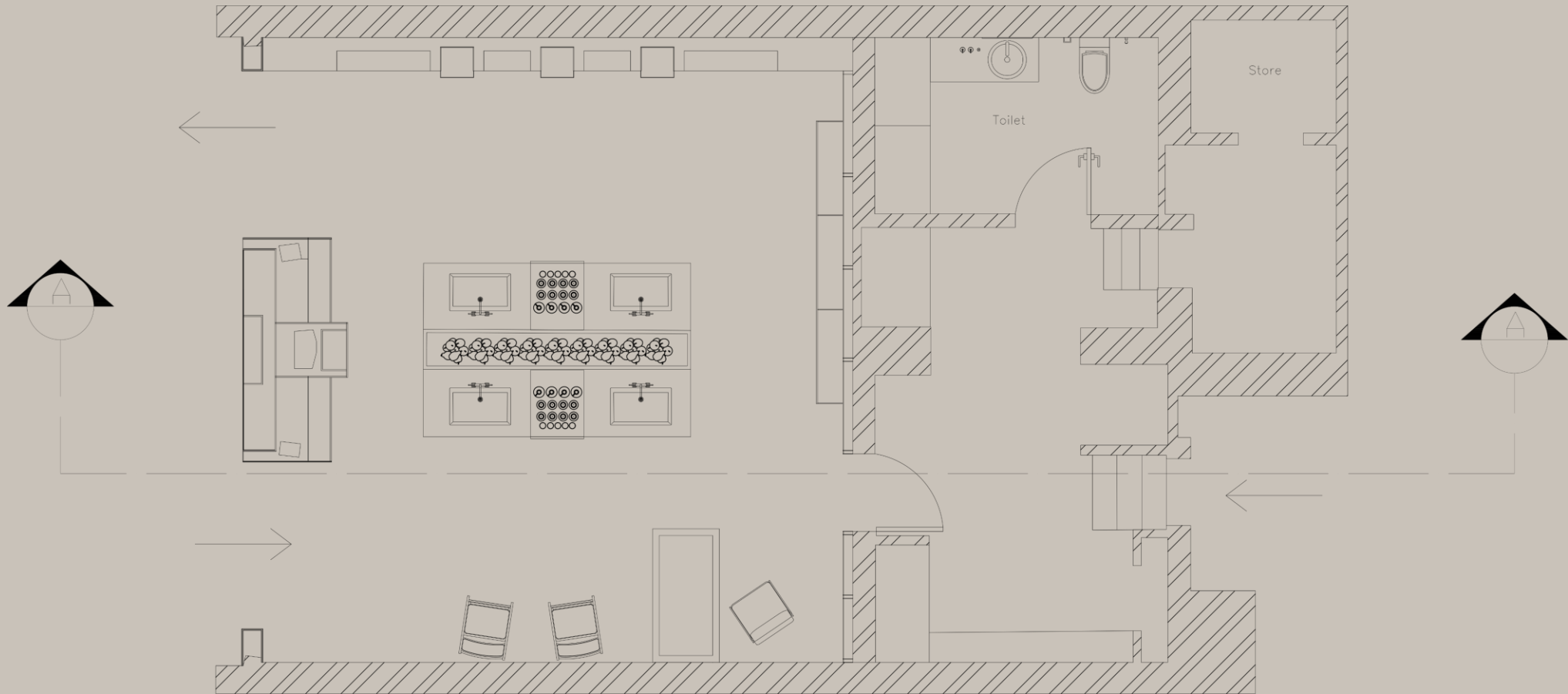
Jesmonite Warm Beige , Sink: Same material family · Seamless · R10 slip resistance · Cleaned with water only · No chemical treatment required

Frosted Glass , Display Columns: Inert · Zero off-gassing · 100% recyclable · UK sourceable · No maintenance required



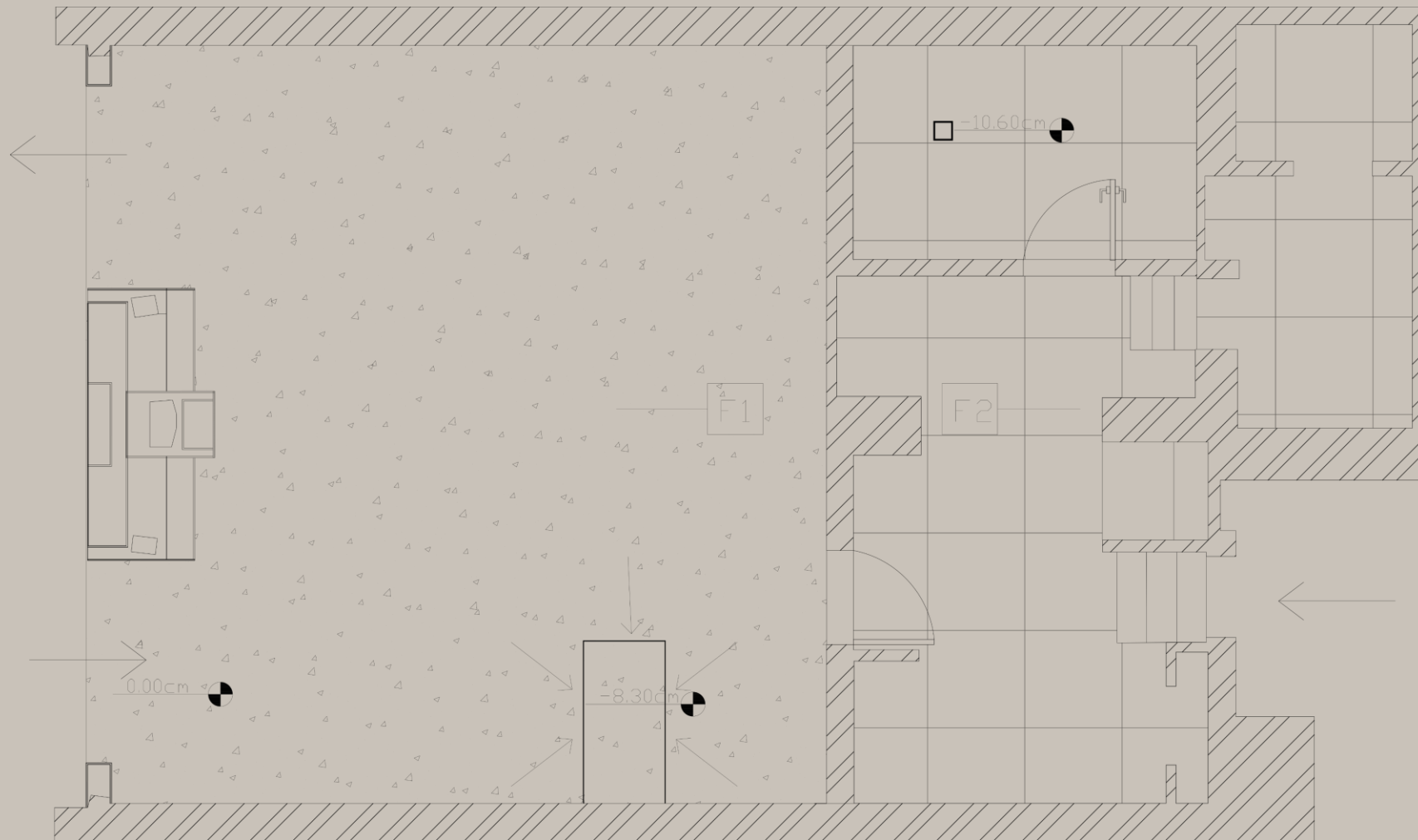
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FURNITURE PLAN



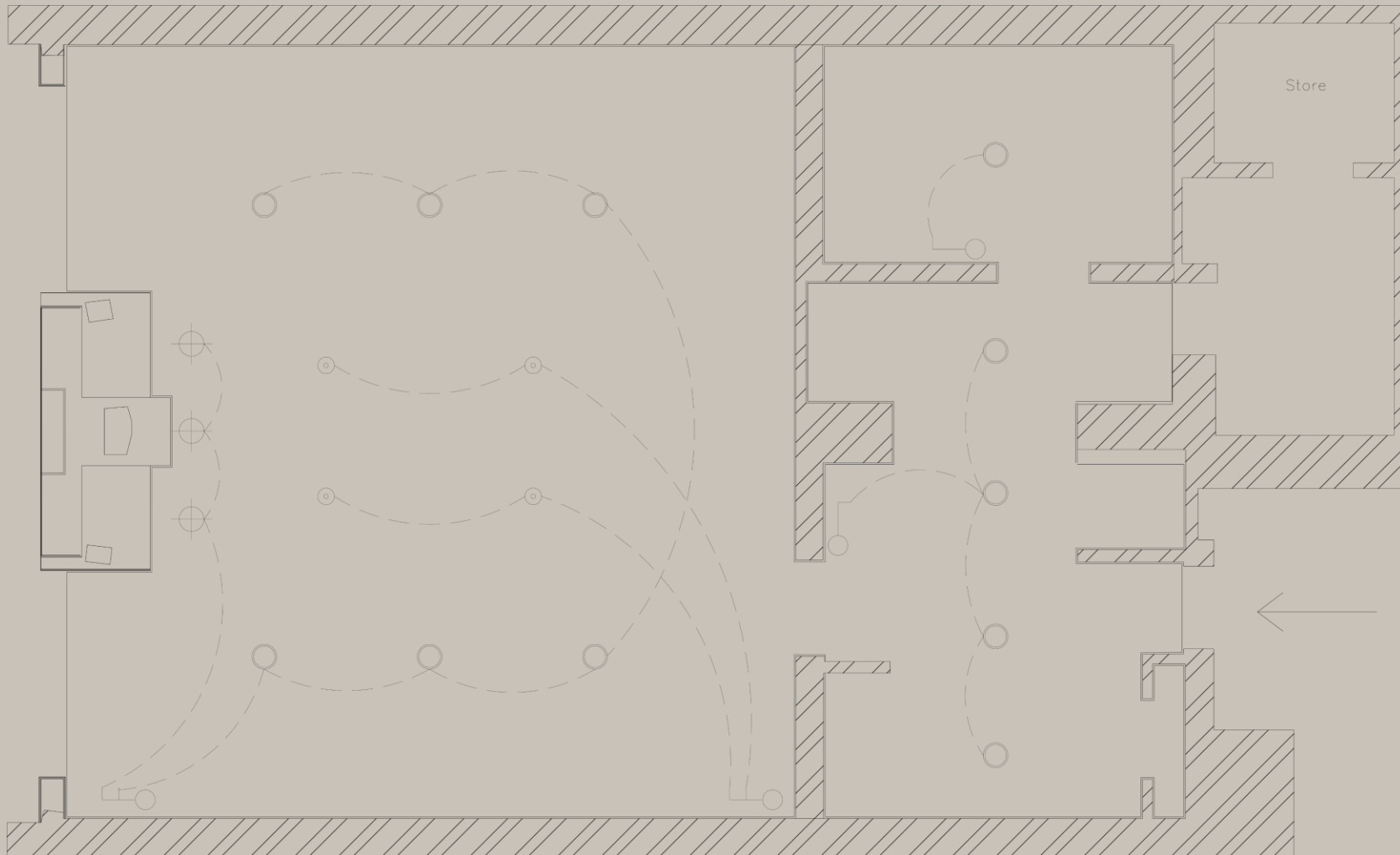
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FLOORING PLAN



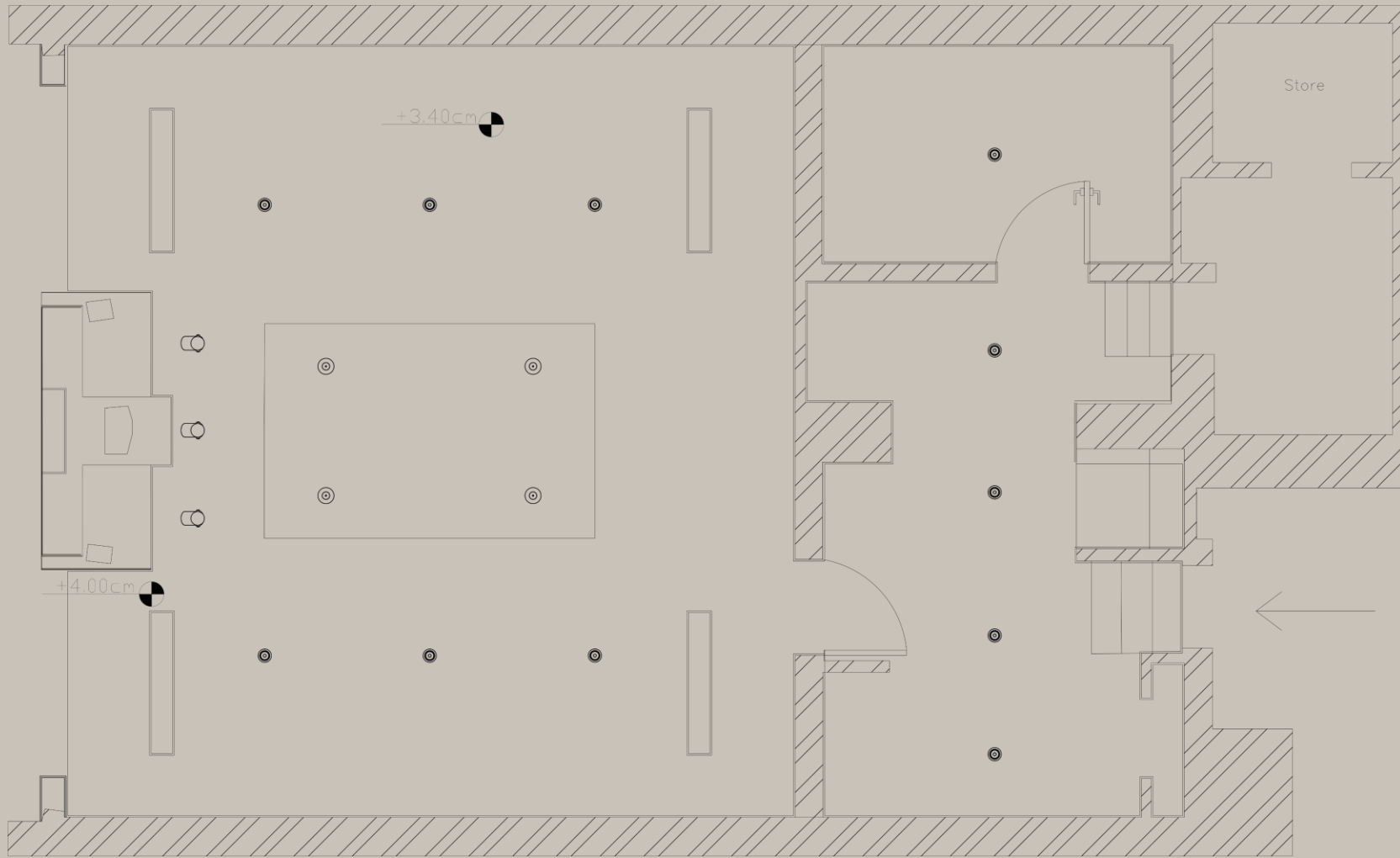
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LIGHTING PLAN



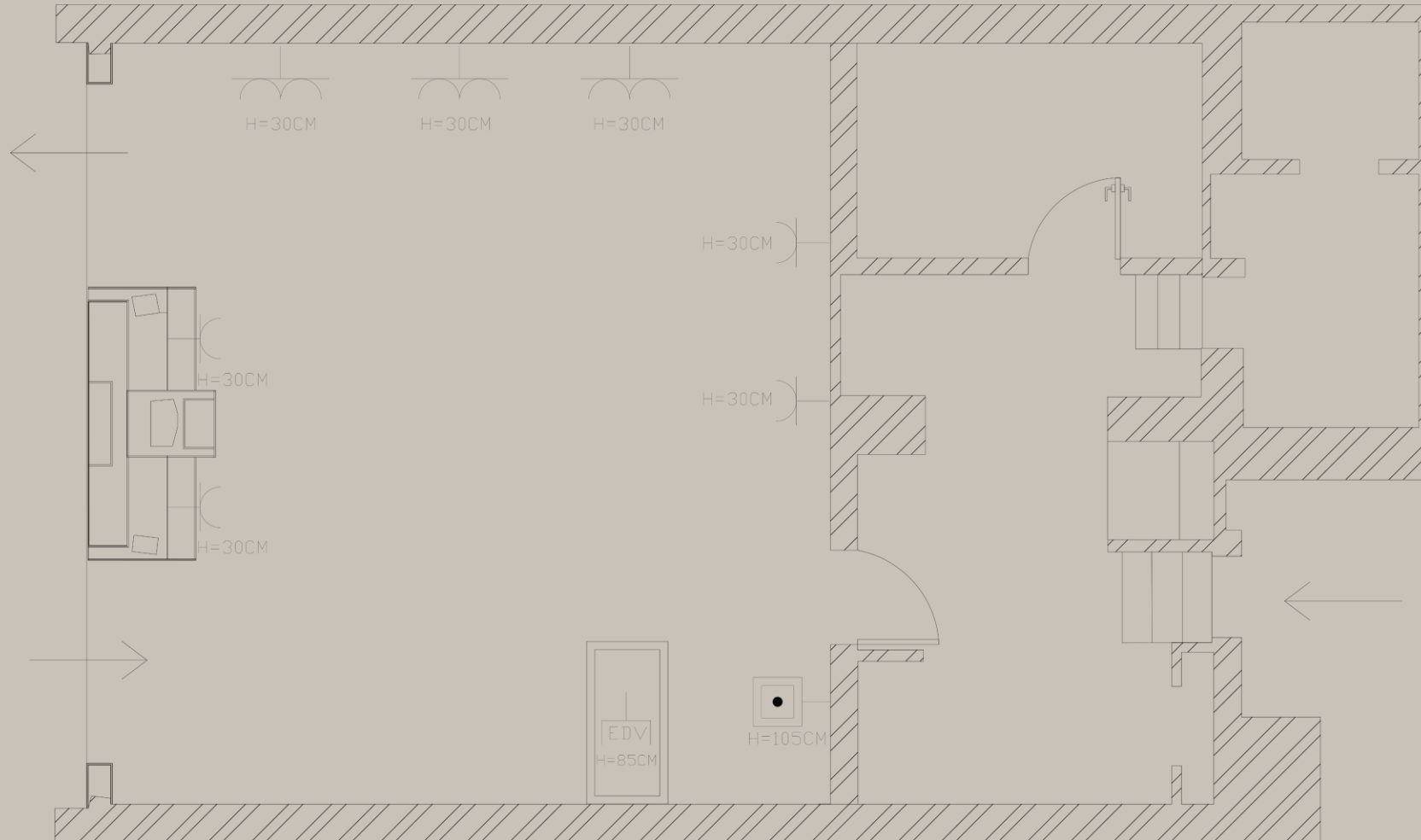
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REFLECTED CEILING PLAN



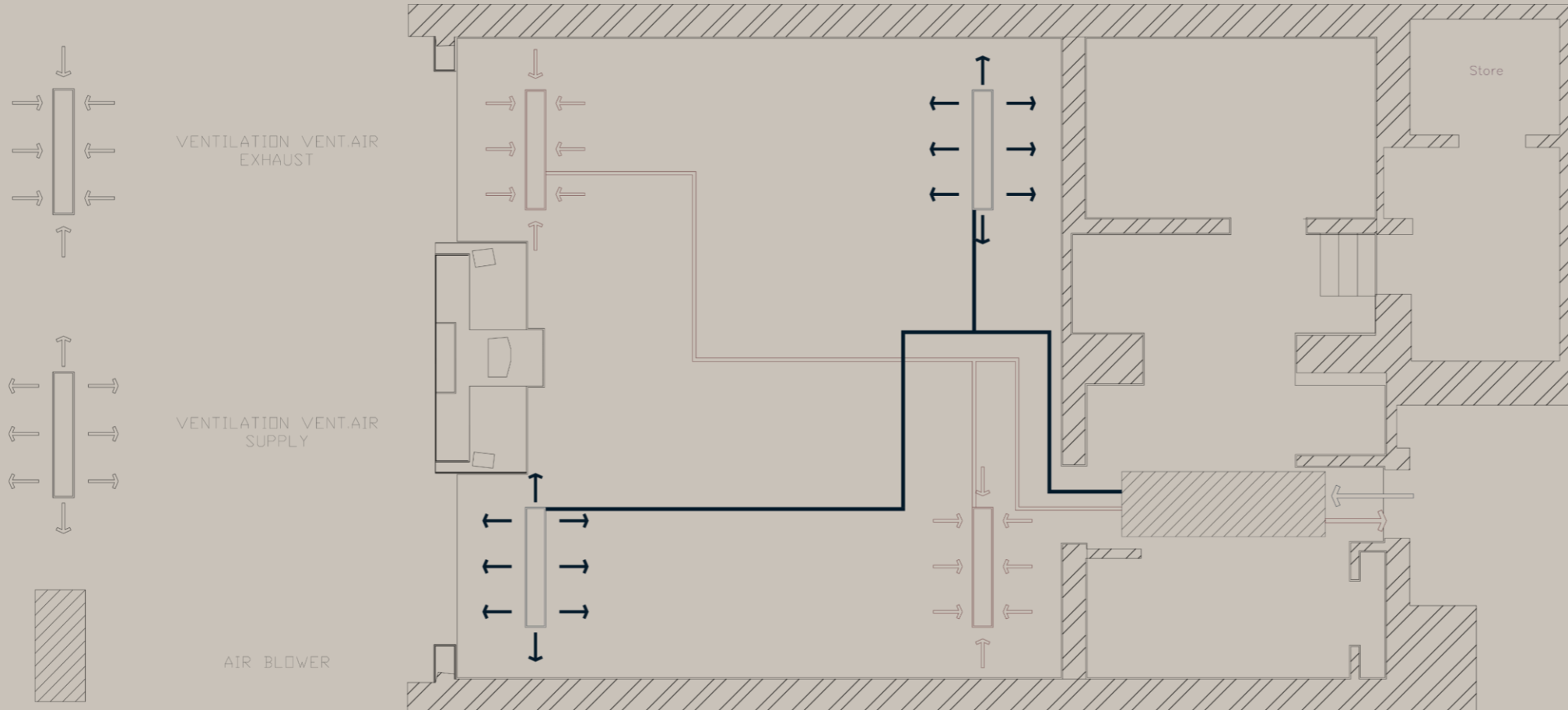
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SOCKETS PLAN



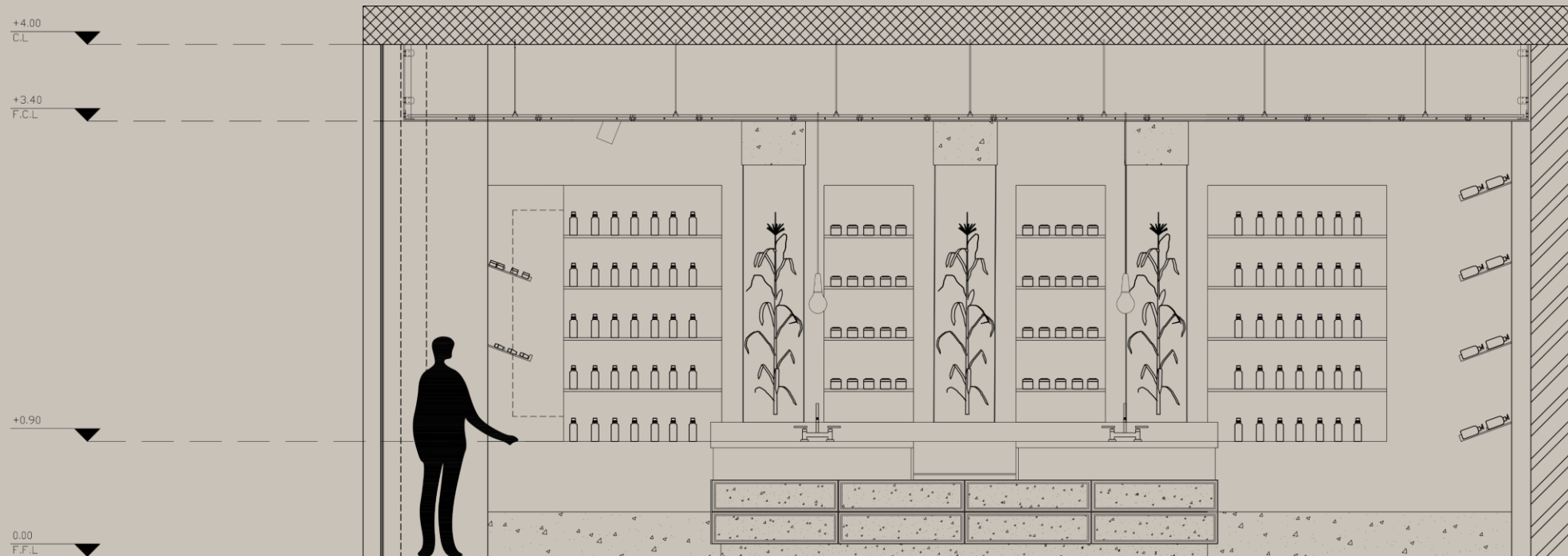
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VENTELATION PLAN



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SECTION A-A



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3D SHOTS



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3D SHOTS



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3D SHOTS



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3D SHOTS



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The Ritual Core ...Sink Counter

The lemon display at the sink counter references Covent Garden's 370 year citrus trade. Water, scent, and botanical product converge at the spatial heart of the store ,the moment of handwashing becomes the peak of the customer experience.



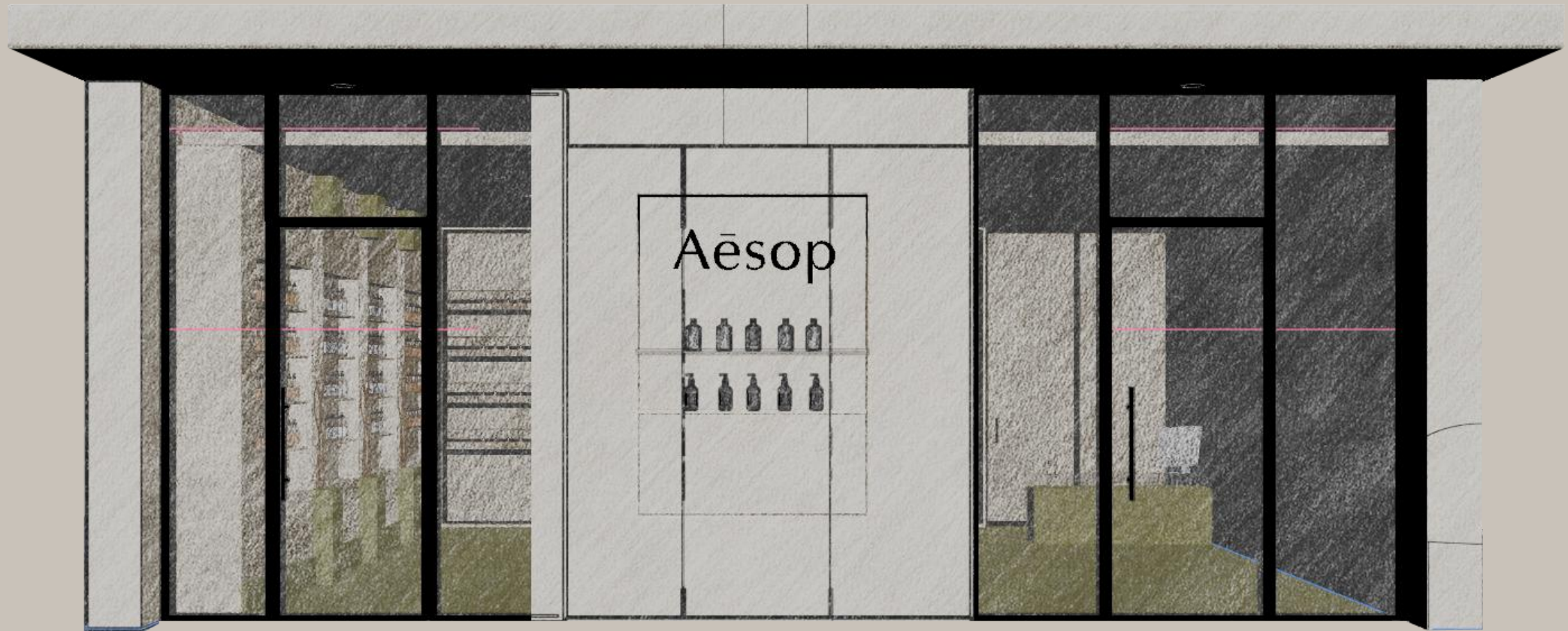
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RENDERED SECTION



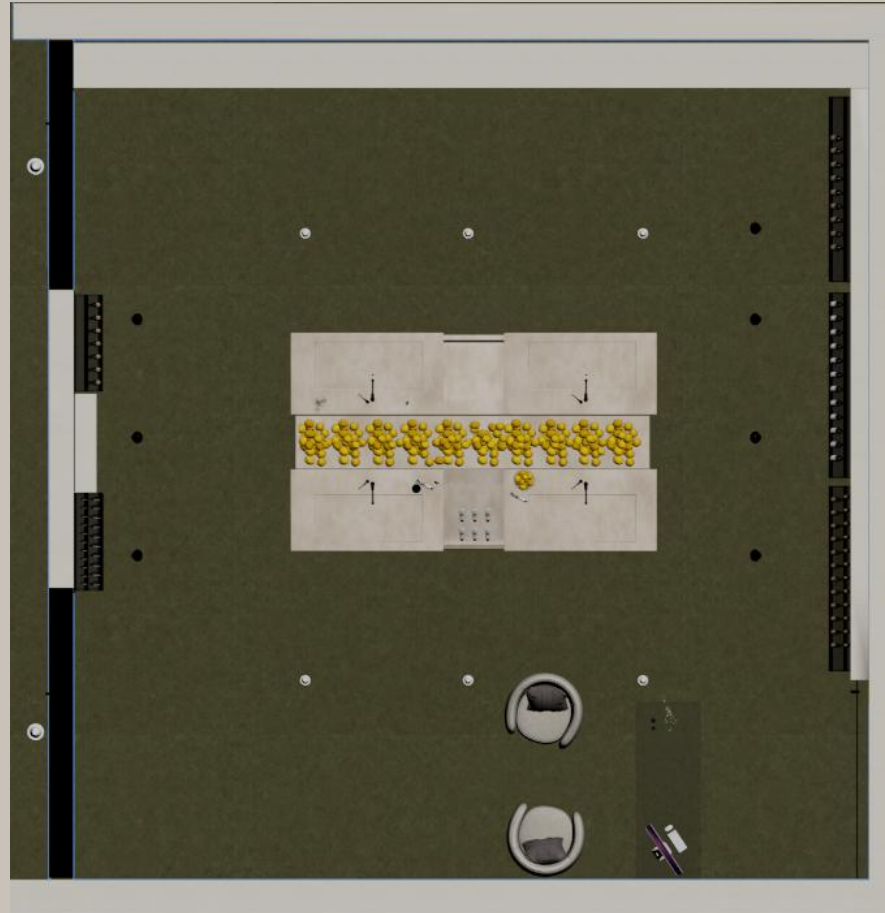
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RENDERED ELEVATION & FLAGSHIP



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RENDERED PLAN



THANK YOU!



Covent Garden Flagship Store

London, United Kingdom

The Market Endures.

A retail environment conceived in continuation of Covent Garden's 370-year botanical trade. Where traders once sold herbs, roots, and citrus across these stones, Aesop continues the same exchange in a different form.

Course

Interior Environment and User Behavior

Instructor

Dr. Saeed Al-Hamoud

Academic Year

2025 / 2026, Second Semester

Department

Interior Design

Faculty of Art and Design

Applied Science Private University

Design Concept

The Market Endures

Location

Covent Garden Market Building, London

Built 1828–1830 / Charles Fowler

Primary Material

Jesmonite — British origin 1984

"The produce changed, the purpose did not."