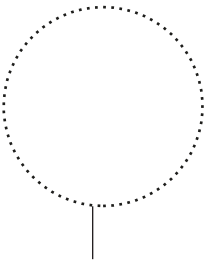


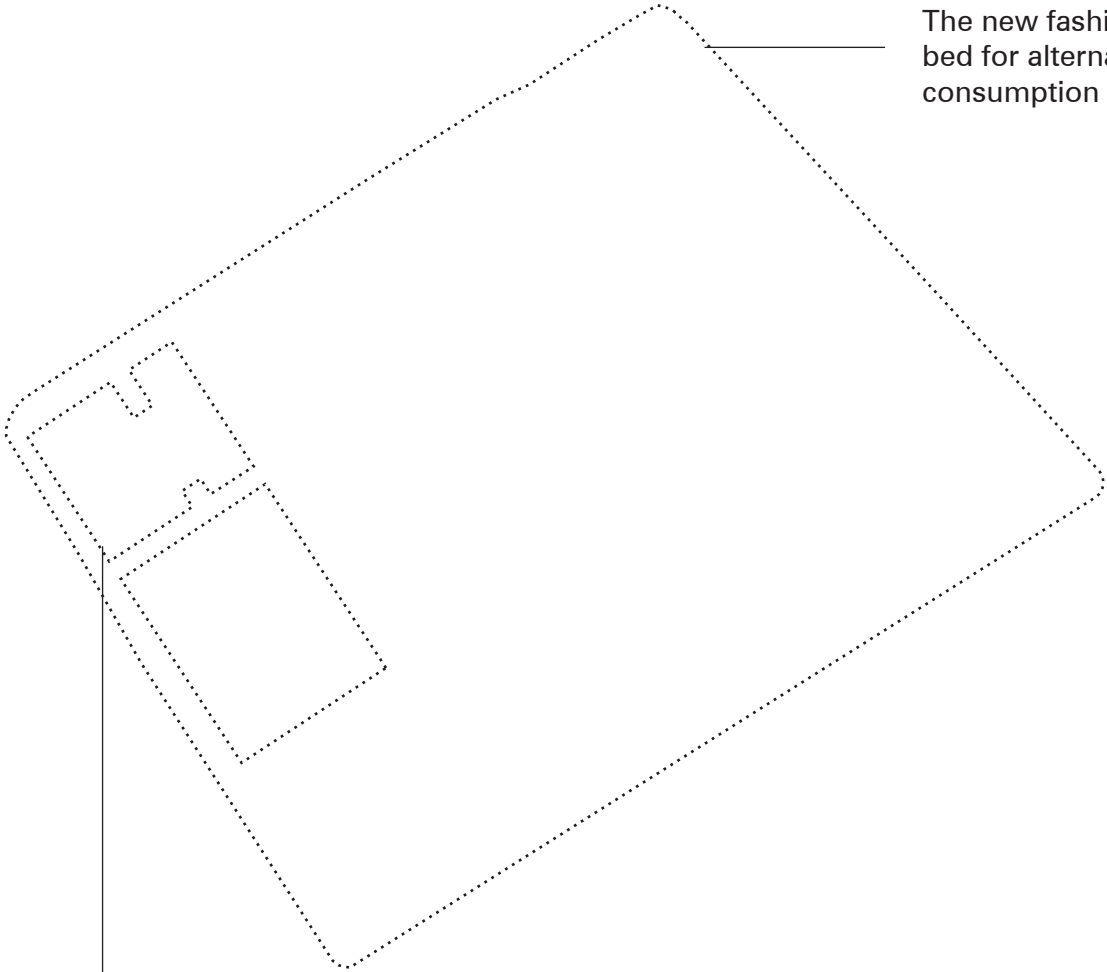
The Unmentionables



The clinic is located within an area that is easily accessible through public transport, mainly train, tram and bus

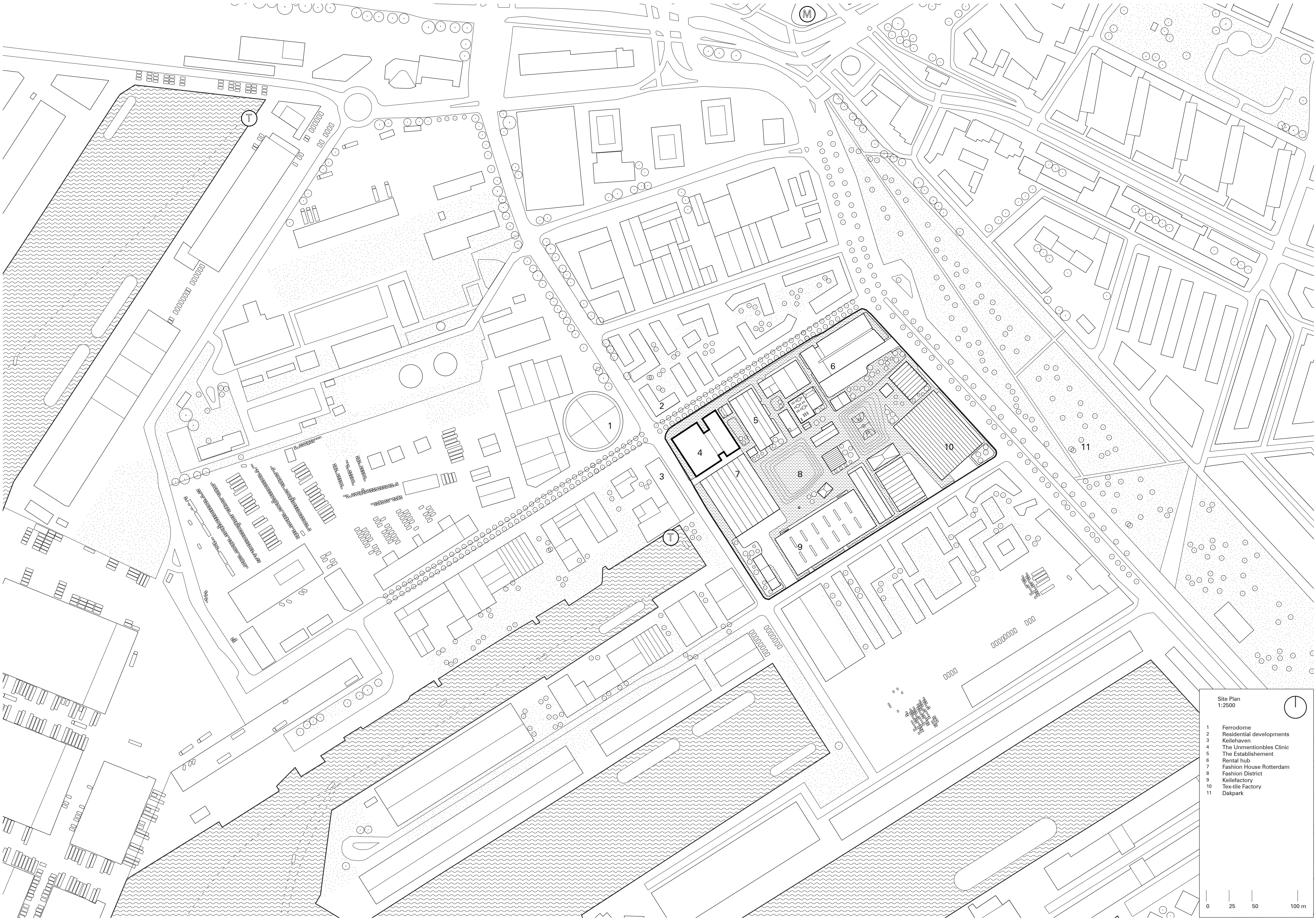


The new master plan proposed for the area repositions the Ferrodome into a central public node that will increase the foot traffic of the area



The new fashion district is a testing bed for alternative means of fashion consumption and production

The Clinic is located within Fashion House Rotterdam and not visible from the outside



Site Plan
1:2500

0

25

50

100 m

1 Ferrodome

2 Residential developments

3 Keilehaven

4 The Unmentionables Clinic

5 The Establishment

6 Rental hub

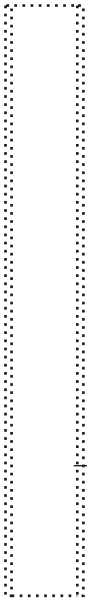
7 Fashion House Rotterdam

8 Fashion District

9 Keilefactory

10 Text-tile Factory

11 Dakpark



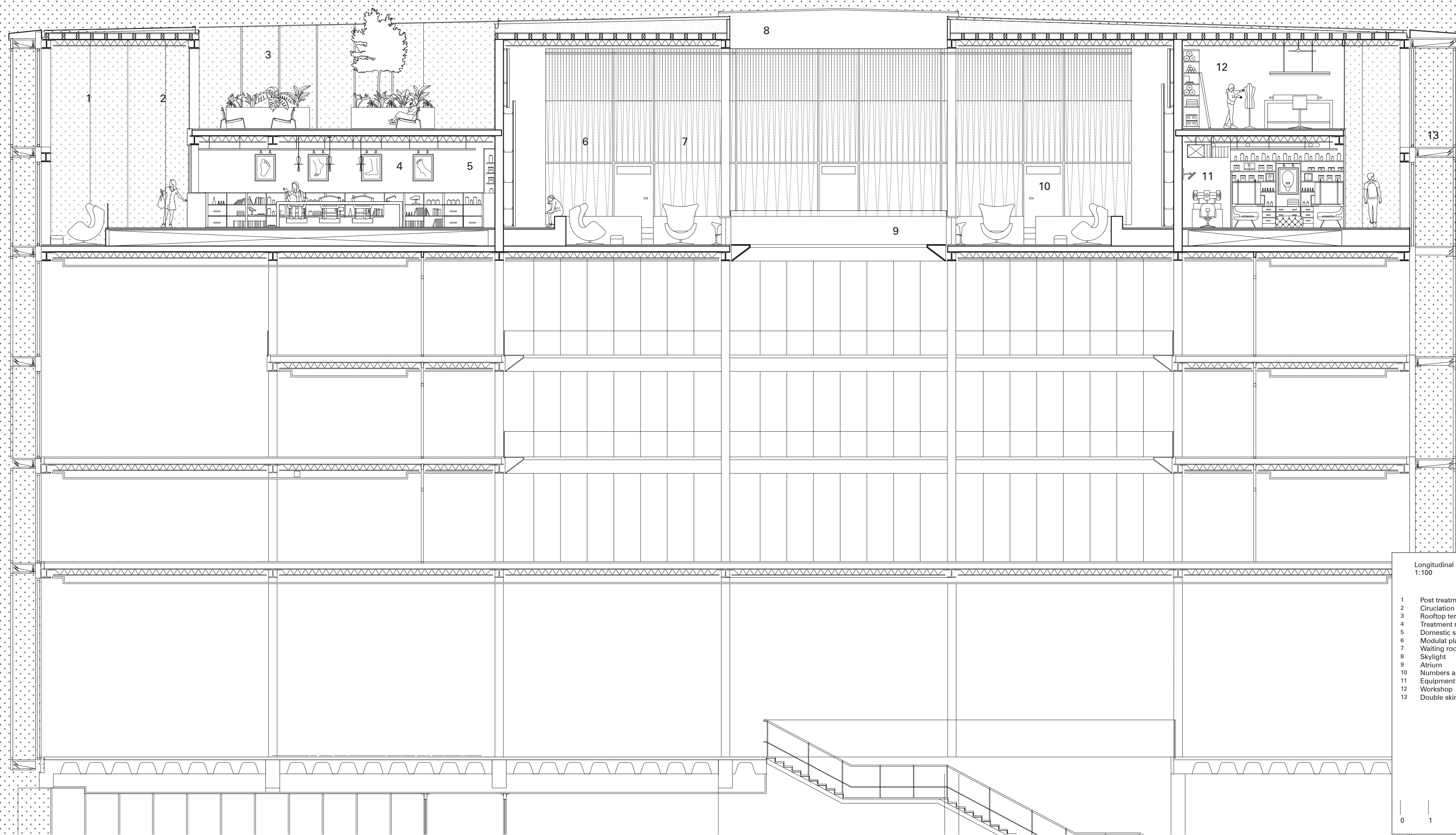
The double skin façade varies in width depending on the building’s orientation to optimise the spaces to sun exposure



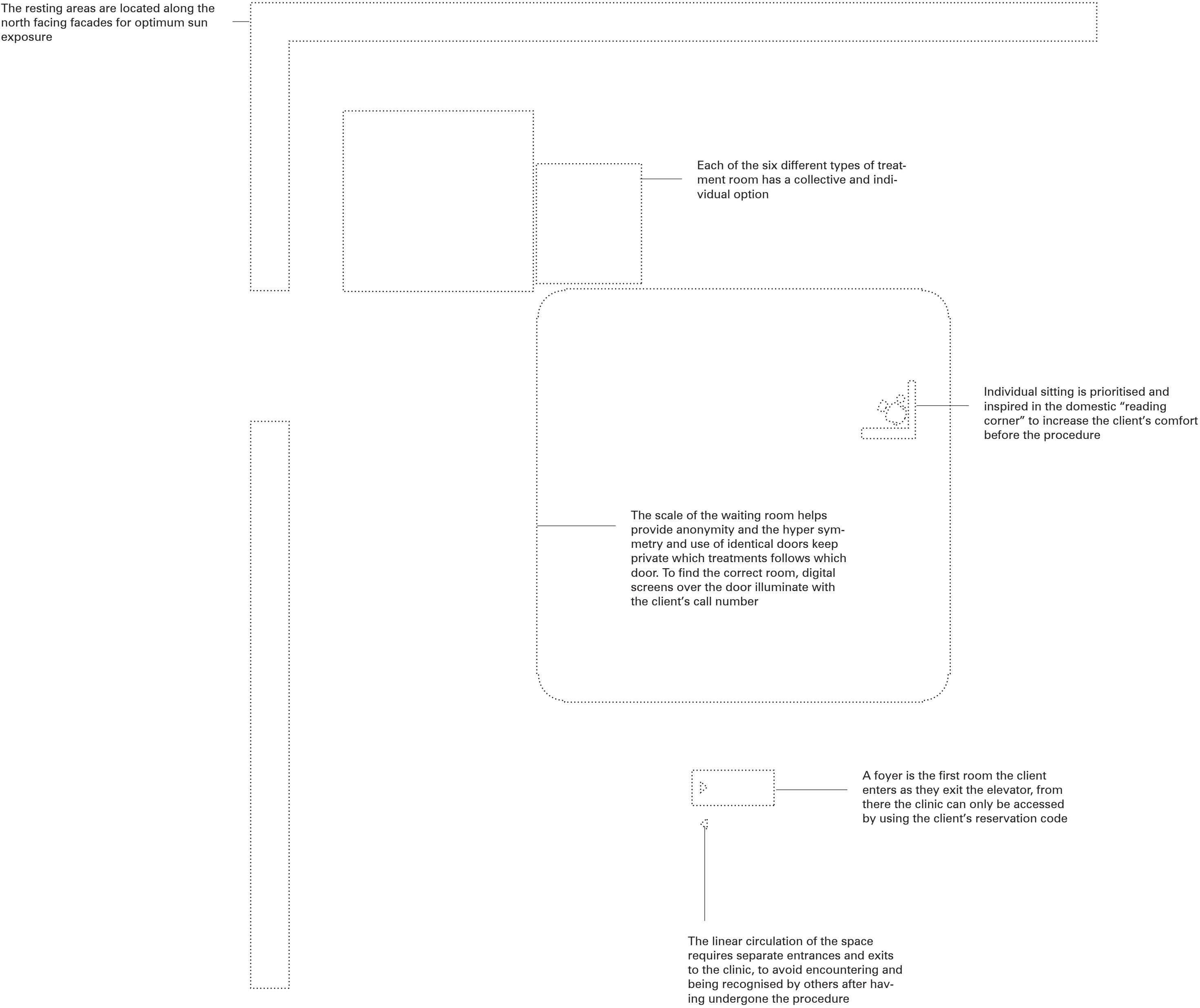
Decorative interior panels made from modular plaster panels combining historical ornamentation materials with modern techniques

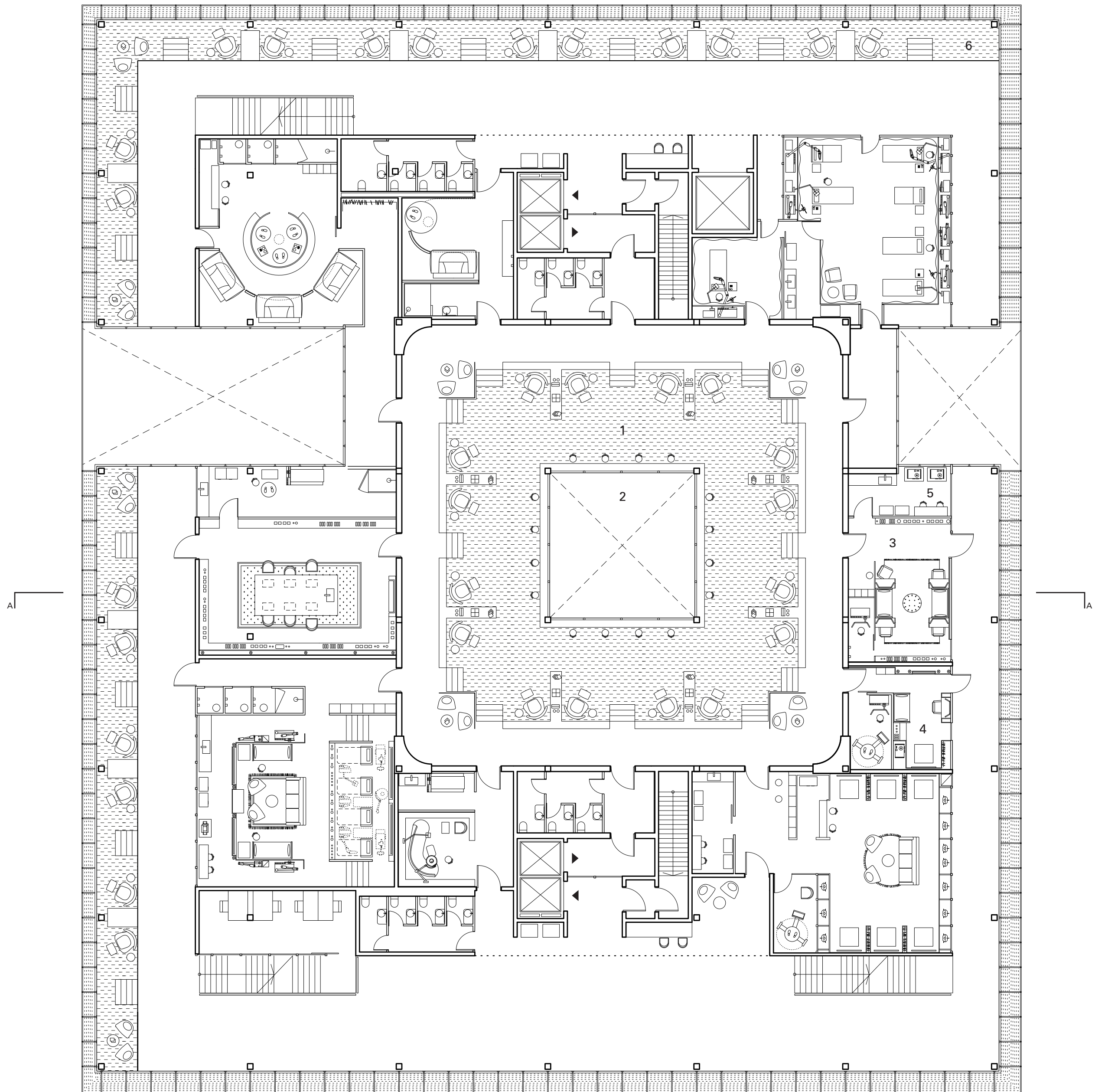


Atrium opening into Fashion House Rotterdam below, in line with the “Prospect and Refuge theory” it helps develop a safe and secure space by allowing clients to look at others without being seen



- Longitudinal Section
1:100
- 1 Post treatment resting spaces
 - 2 Circulation spaces
 - 3 Rooftop terrace
 - 4 Treatment rooms
 - 5 Domestic setting
 - 6 Modular plaster panels
 - 7 Waiting room
 - 8 Skylight
 - 9 Atrium
 - 10 Numbers appear on door
 - 11 Equipment
 - 12 Workshop
 - 13 Double skin facade
- 0 1 2 3 4 m





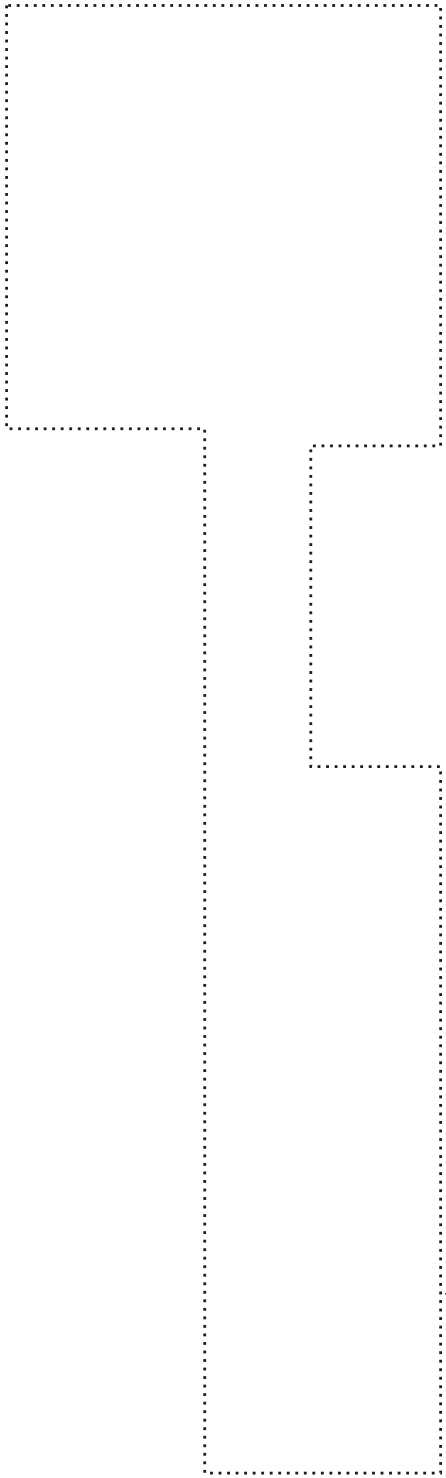
7th Floor plan
1:200

1 Waiting room
2 Atrium
3 Collective treatment room
4 Individual treatment room
5 Service and hygiene spaces
6 Waiting area.

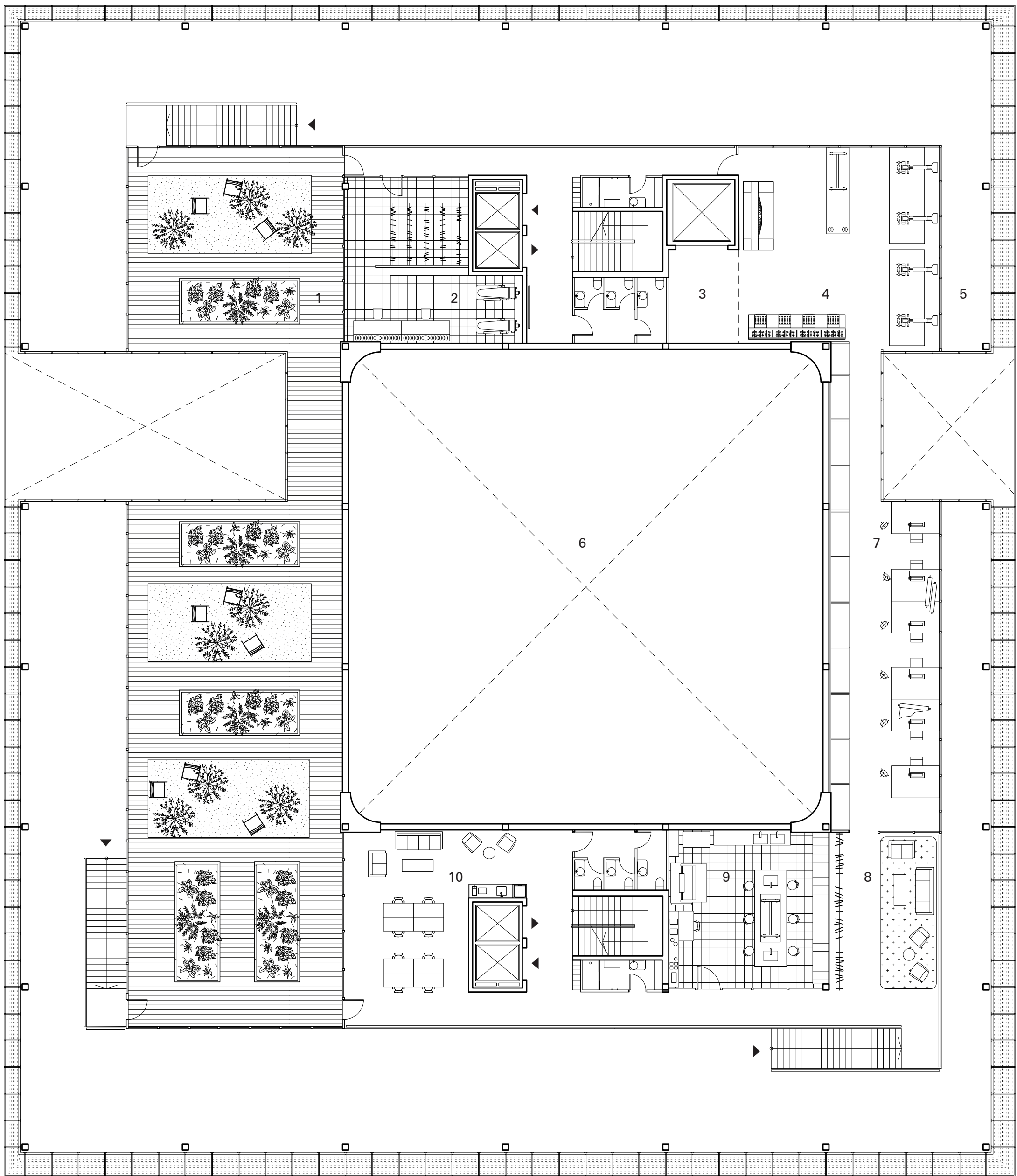
0 2 4 6m



Open staircases connect the treatment rooms with the production rooms and roof terrace. It can be accessed by both staff members and clients which can see how their garments are being made



The made to measure structural garments that clients use to enhance their bodies are 3d printed from recycled plastic by using the machinery in the workshop, where they can also be retrofitted and repaired



8th Floor Plan
1:200

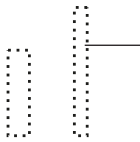
- 1 Rooftop terrace
 - 2 Dying and washing room
 - 3 Arrival of raw material
 - 4 Cutting and printing room
 - 5 Open double height space
 - 6 Closed double height space
 - 7 Repair and alteration room
 - 8 Hung finished products
 - 9 Laboratory
 - 10 Studio desks
- Wet spaces
Roof terrace

0 2 4 6m

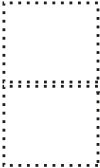
The consultation rooms and booths are not hidden as they carry no commitment to the procedure, therefore, they are located on the third floor of Fashion House Rotterdam—a public space for garment pickup, drop-off and networking



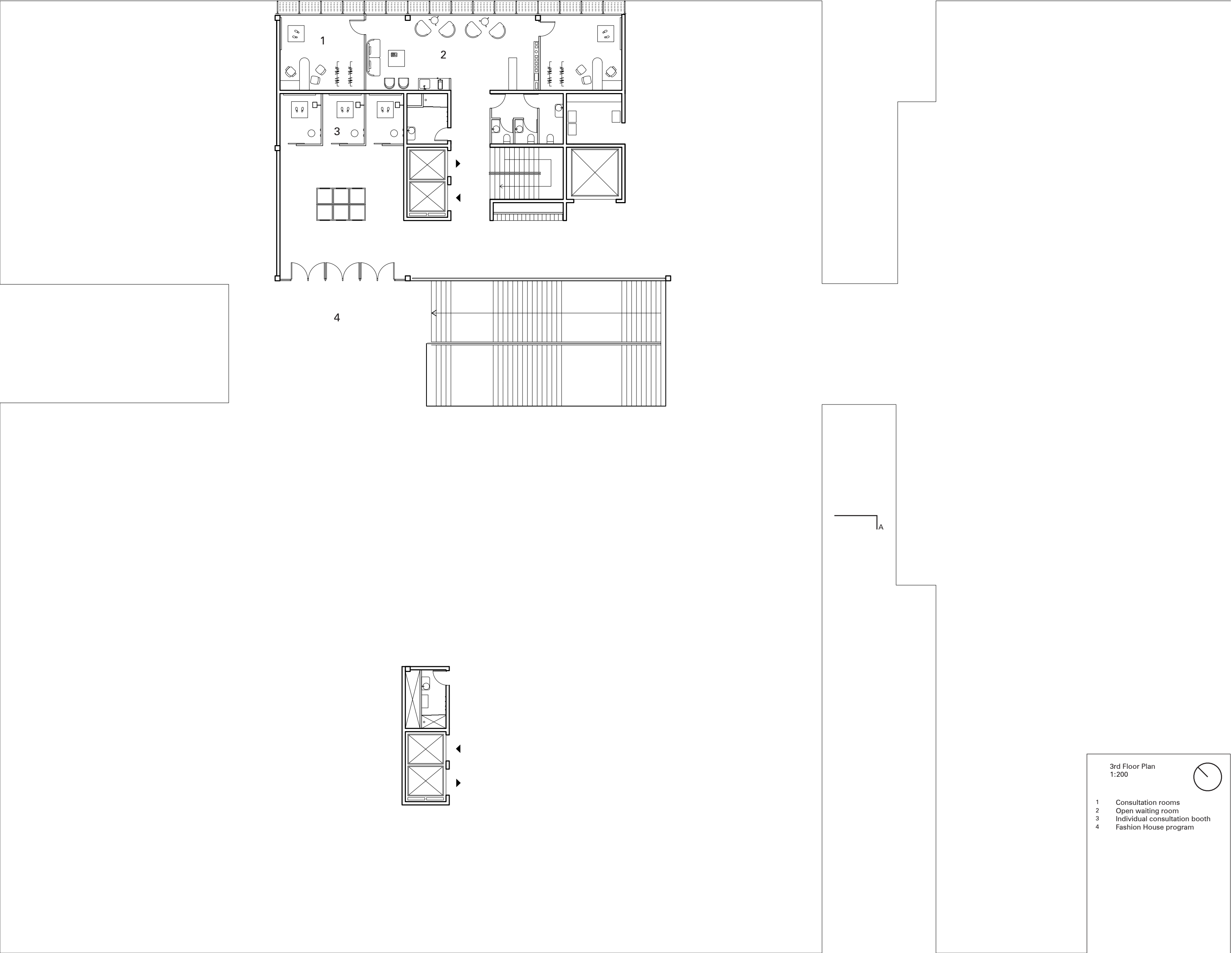
Individual booths allow clients to use smart mirrors to see how they would look like enhanced



Open reception desk to inform interested guests about the process of enhancement, without disclosing where it actually takes place within the building



Separate elevators, two to access and two to exit the clinic, located at both cores of the building



3rd Floor Plan
1:200

1

2

3

4

Consultation rooms

Open waiting room

Individual consultation booth

Fashion House program

0

2

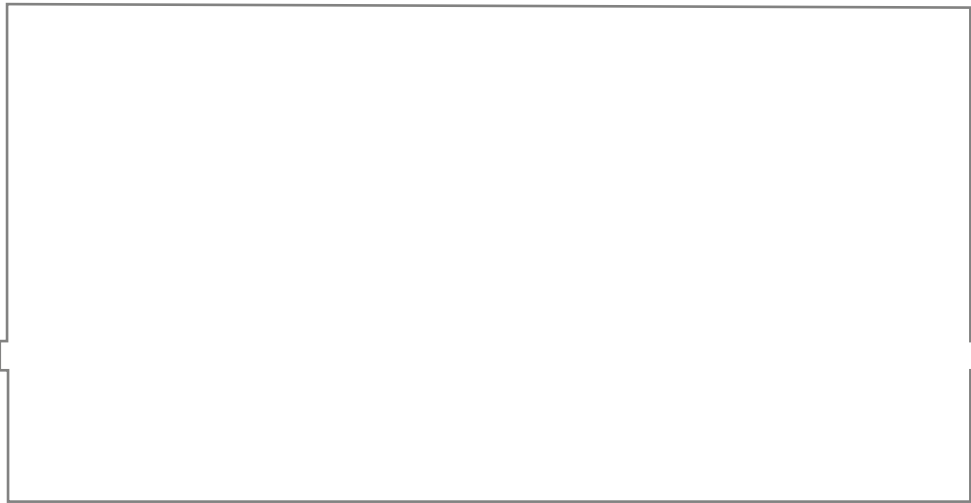
4

6m



A waiting “room” is created within a large open space by dividing it into circulation areas and stationary areas

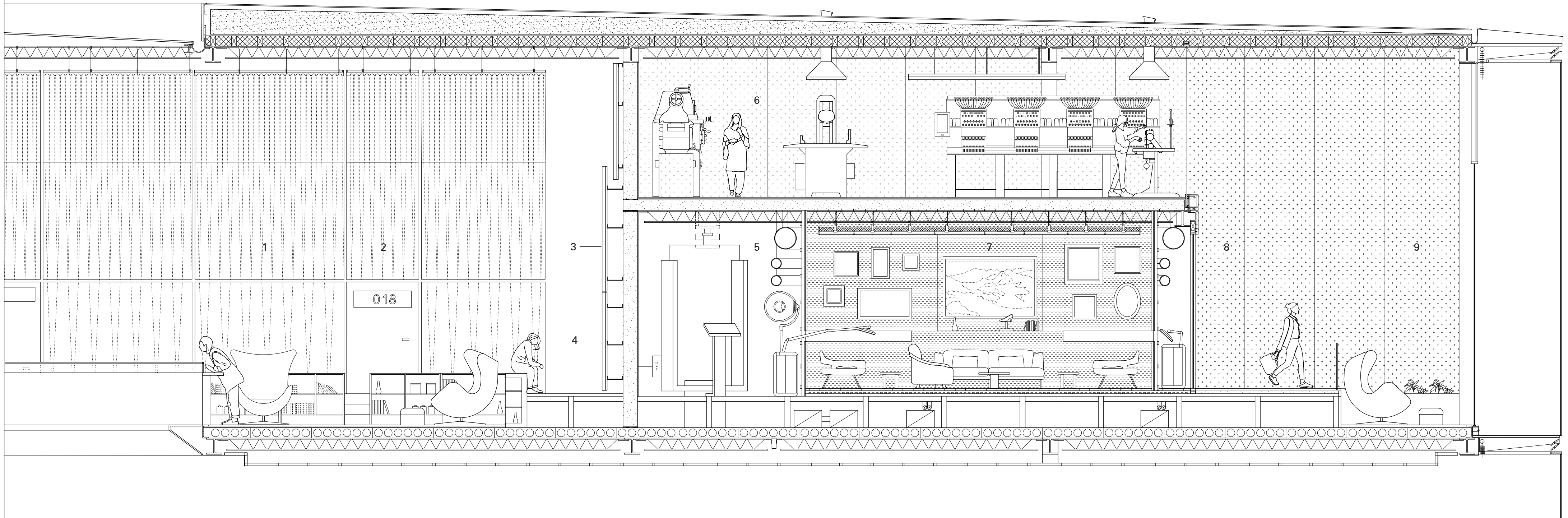
Multipurpose furniture that can be used as shelves for the magazines, books, complimentary products provided but that also provides an alternative form of sitting which is a desired element in a waiting room



The treatment rooms are staged as familiar domestic settings to comfort the clients during the procedure



The procedures are automated, and the machinery is hidden behind the walls to maintain the domestic illusion of the room



Close Up Section
1:40

- 1 Waiting room
- 2 Digital screen
- 3 Modular plaster panel
- 4 Circulation spaces
- 5 Measuring room
- 6 Atelier
- 7 Treatment room
- 8 Circulation spaces
- 9 Resting spaces

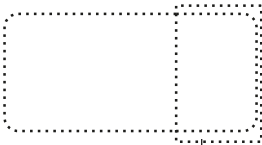
0 .50 1 2 m

Each treatment room has two doors, to separate the entrance and exit so that “before and after” moments of comparison are prevented



Changing rooms and lockers are provided, as well as body suits, robes or other appropriate attire that gives privacy to the clients while trying on garments or undergoing procedures in front of others

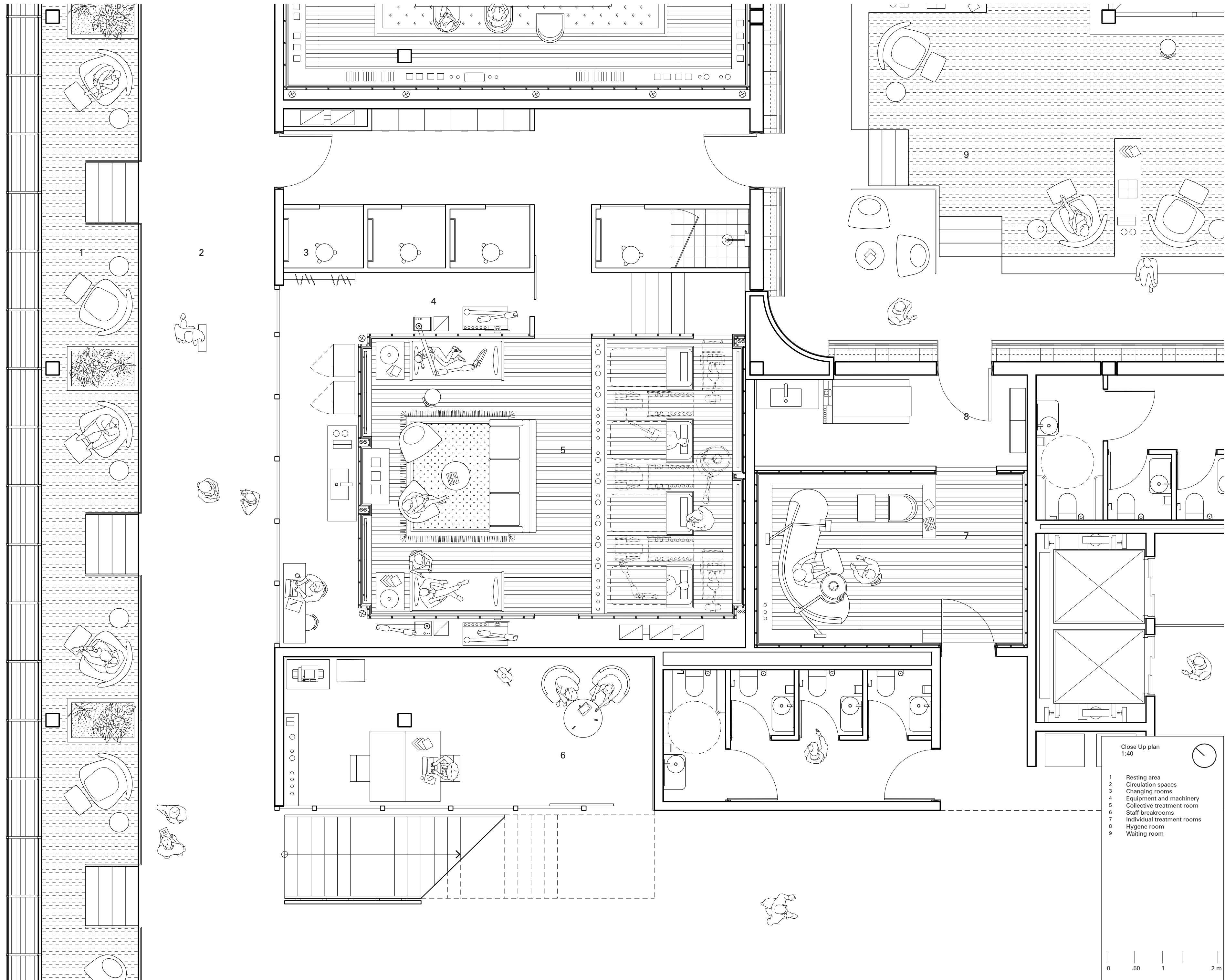
Hygiene spaces are adjacent to the treatment room but designed to optimise hygiene and efficiency

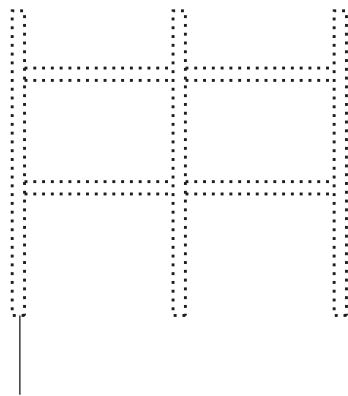


Full body tubs in which the body, with exception of the face, is immersed, allows for automated body enhancements whilst clients continue to socialise

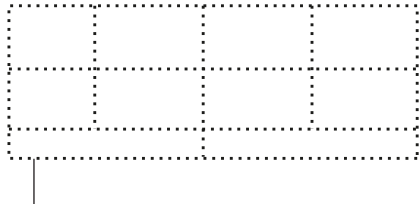


The staff break rooms for the experts to use in between procedures are close to the treatment and resting spaces in case of an emergency

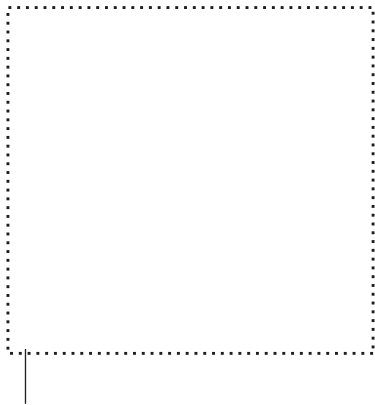




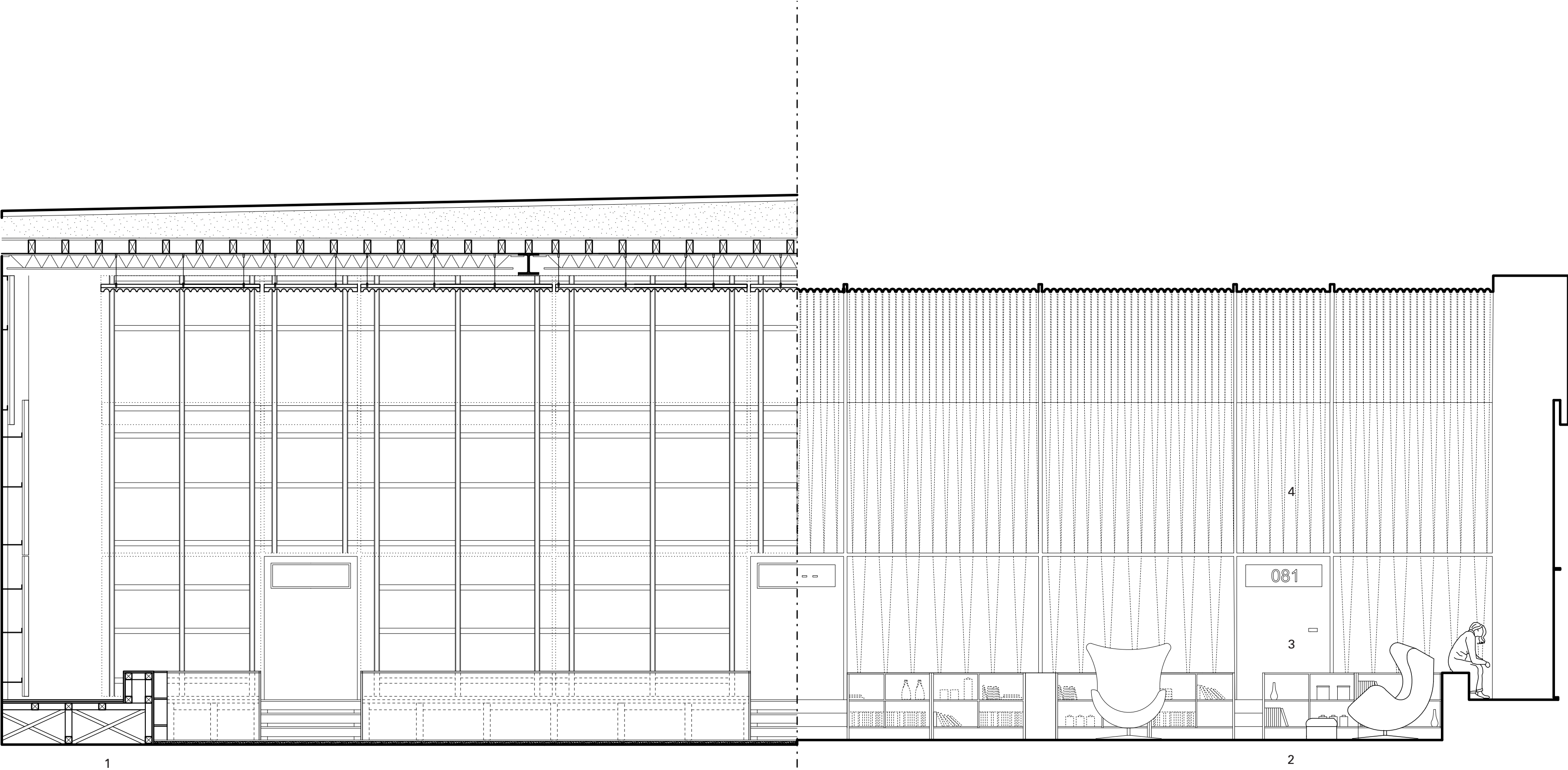
The structural elements that are hidden but allow for the ornamentation of the space are a reference to how structural garments are used in fashion to enhance the body



Books, magazines, testing samples as well as complimentary products are placed in the shelves as forms of entertainment during the waiting period

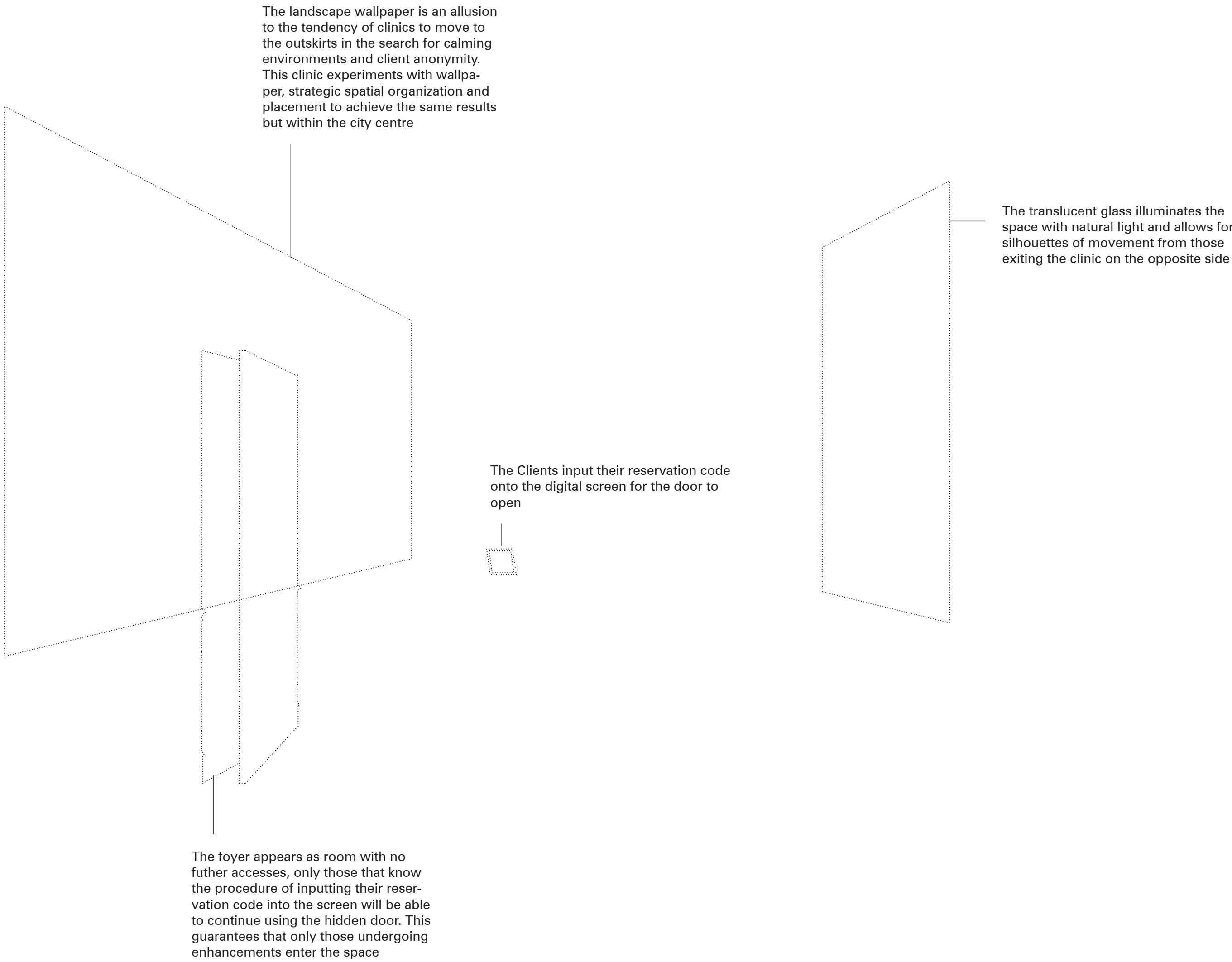


The modular plaster panels as a form of artwork attempt to mitigate the feeling of a clinic by making the space more ornamented and detail oriented



Interior Elevation
1:50

1 Timber frame platform
2 Sitting area
3 Digital screens
4 Modular plaster panels

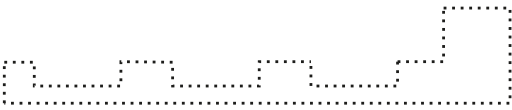
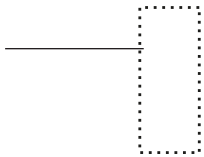




Foyer Perspective

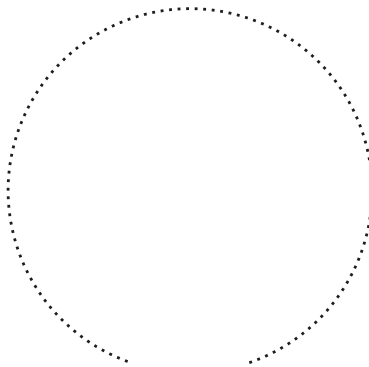
- 1 Jib Door
- 2 Wallpaper
- 3 Code number
- 4 Classic foyer console
- 5 Translucent glass

The room is for sitted procedures
therefore the furniture is designed to
increase comfort at that height



Automated machinery located under
the table for feet and lower leg treat-
ments, it provides privacy for that part
of the body whilst still allowing for so-
cial engagement such as board games
on the table surface

Lockers for changing into bathing suits
or other tanning attire



Colletive treatments require an adap-
tation of the typically individual equip-
ment, to transform a medically associ-
ated event into a social one

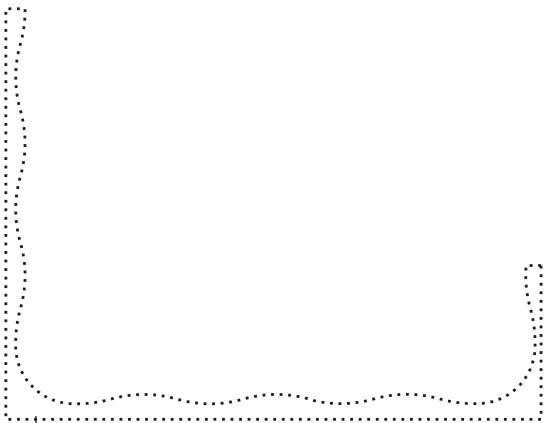
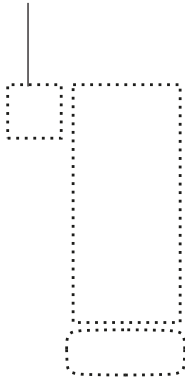


A bar is placed inside some rooms to
augment the social environment and
to provide fresh drinks during waiting
periods



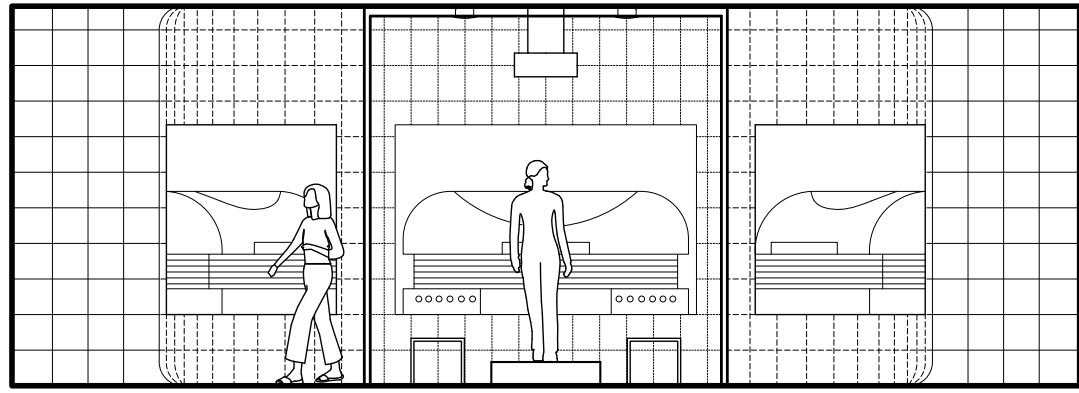
Hygiene rooms attached to each treat-
ment room

Typical bedroom layout measurements
are used to increase familiarity

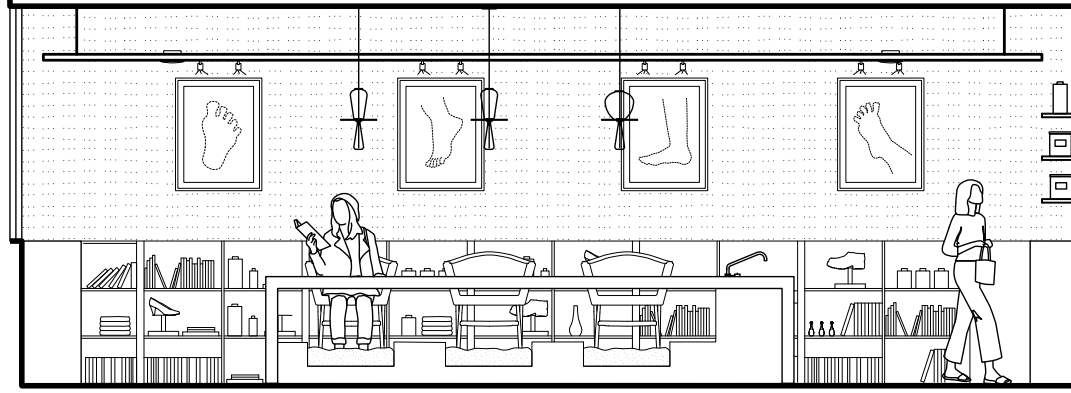


The bedroom inspired room uses treat-
ments in which the eyes are closed,
therefore the ornamentation focuses
on increasing the other senses, such
as the use of acoustic wall panels

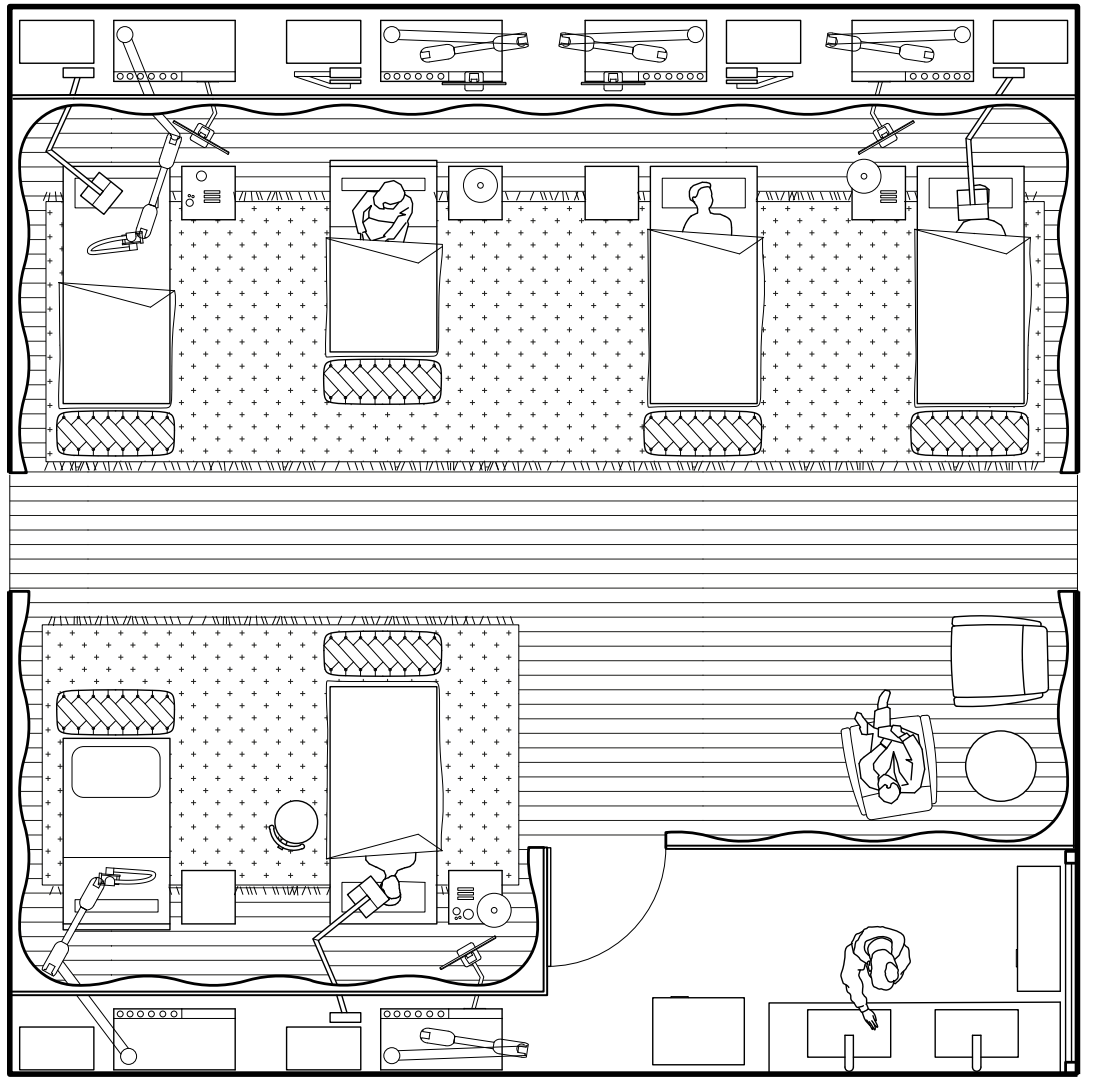
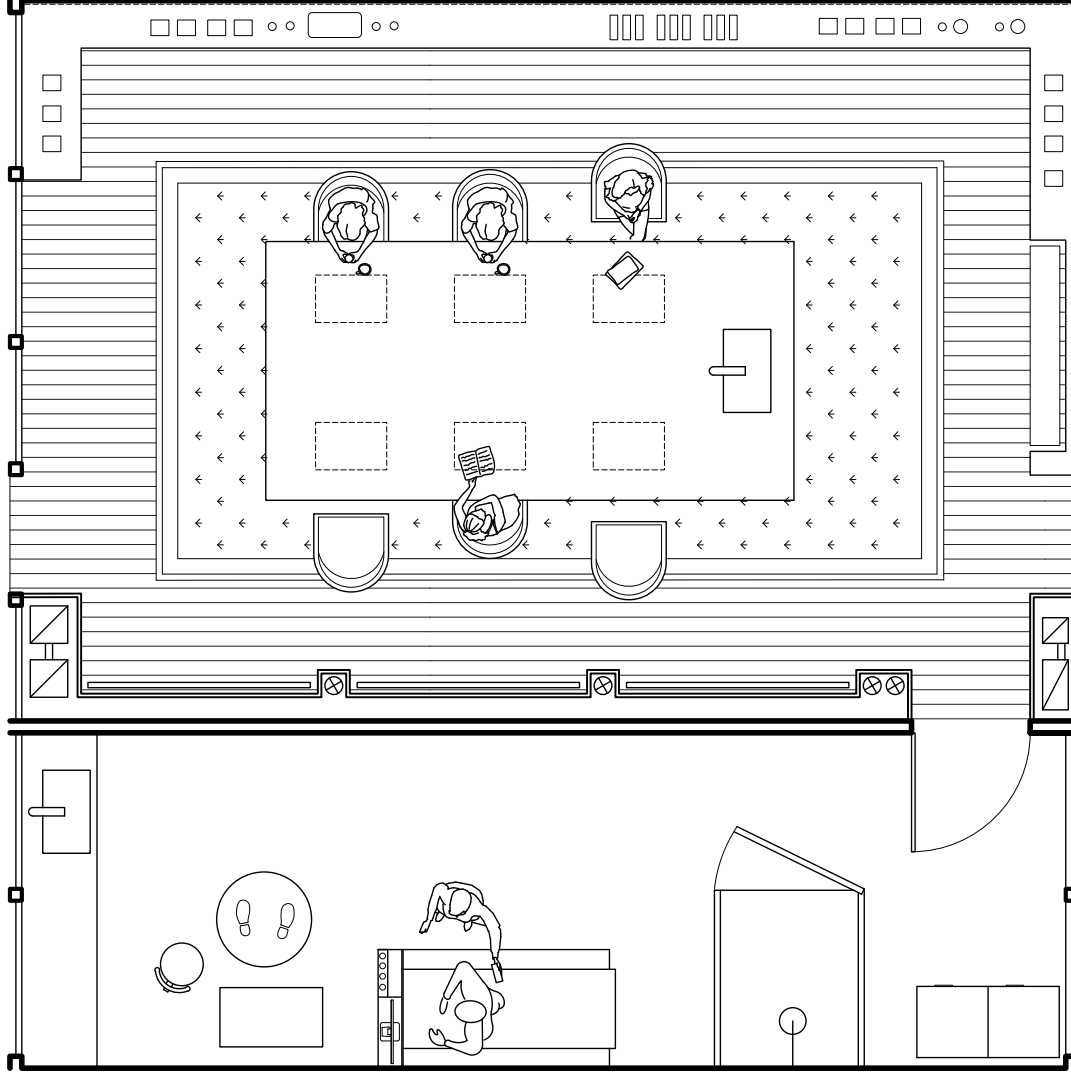
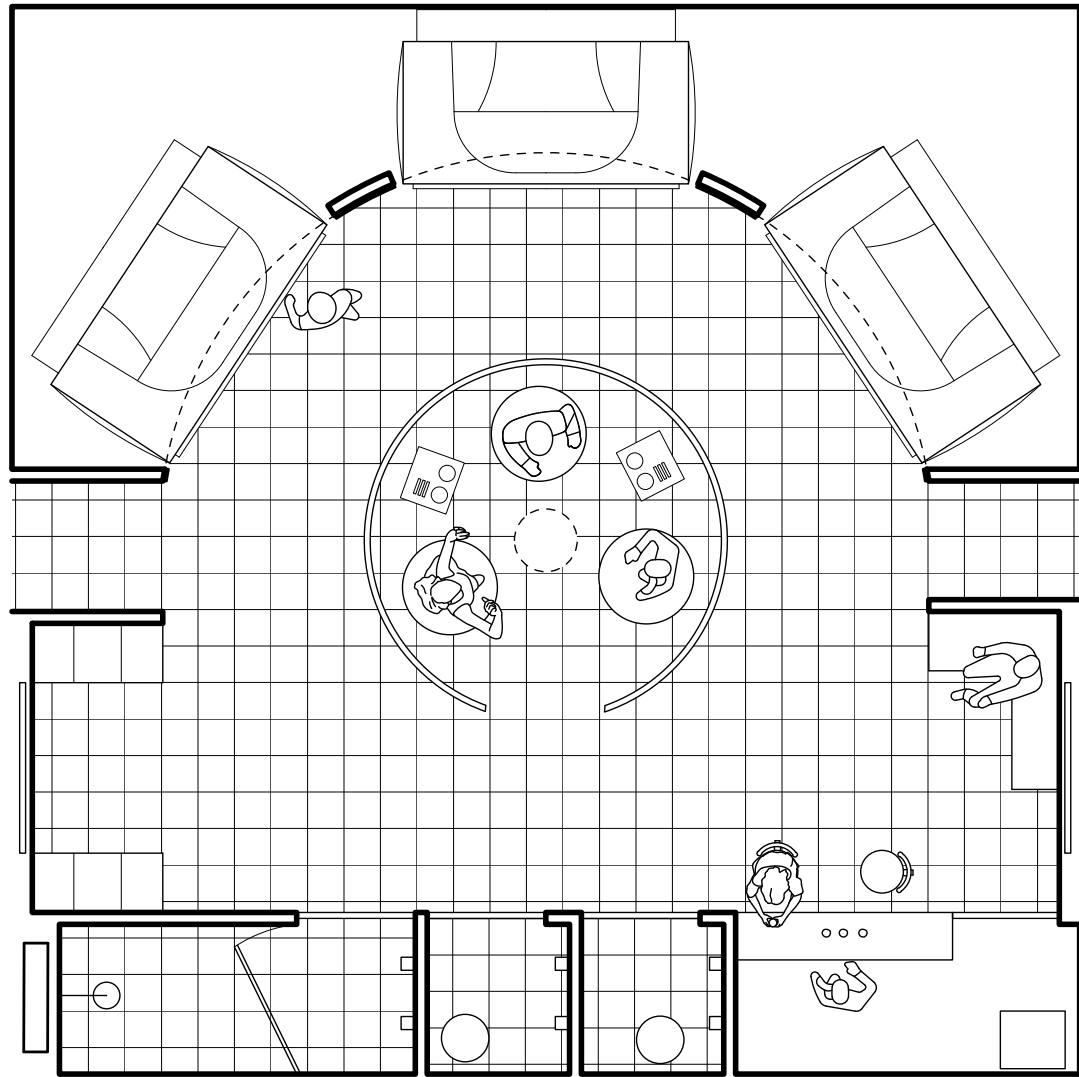
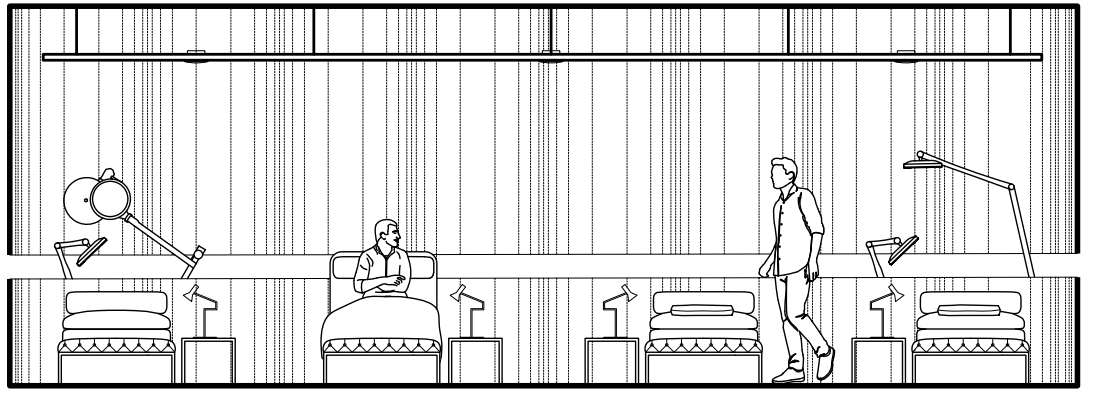
1



2



3



Type: Body alteration
Spray, laser and injections to alter the color of the skin. Ex: Body contouring.

Temperature: 25 °C
Ventilation: Higher oxygen levels.
Smell: Sea salt.
Sound: Ibiza Lounge Playlist

Atire: Bathing suit. Changing spaces are provided.

Type: Body alteration
Shaping of feet and lower legs, height enhancement. Ex: Calf shaping.

Temperature: 21 °C
Ventilation: Anesthesia released into the air.
Smell: Natural candles.
Sound: Elegant affairs playlist.
Privacy: Table block the view.

Atire: Slippers are provided.

Type: Body alteration
Non invasive facial enhancement through injections, fillers and lasers. Ex: Oval jawline.

Temperature: 19 °C
Ventilation: Sleep serum
Smell: Cotton
Sound: Soft instrumental
Privacy: eyes are closed during procedure

Catalogue Part 1
1:30

- 1 Skin treatment
- 2 Feet and calf treatment
- 3 Facial treatment

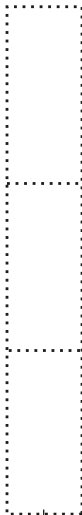
0 .50 1 3 m



All the ornamentation is inspired in the body part that is treated in the room



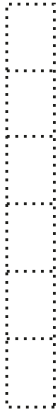
A variety of sitting options, to wait, discuss with experts or for treatment allow for different forms of interaction



Lockers and body suits are provided to change into an attire that allows clients to try on strucutral garments without having to undress



Body parts can be 3d printed during the session, and are made to measure

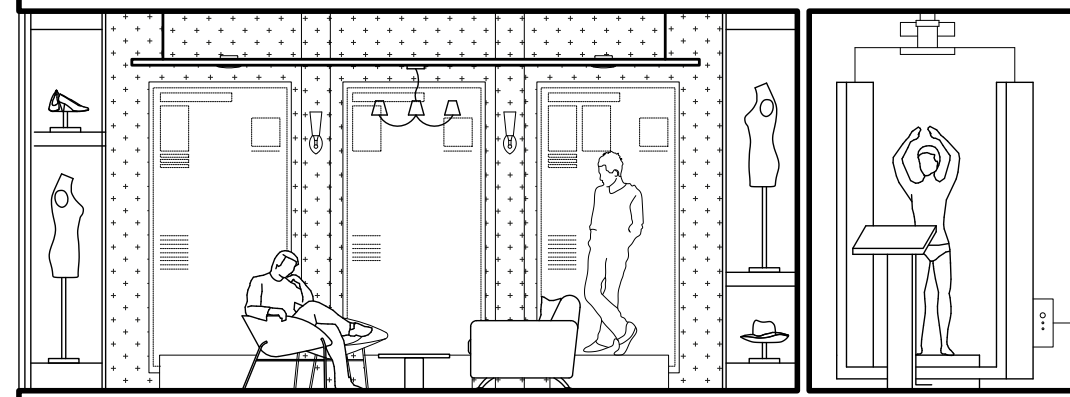


The wall is ornamented using manequins that exhibit the catalogue of the garment pieces in style, ac-knolodging the long history of window display

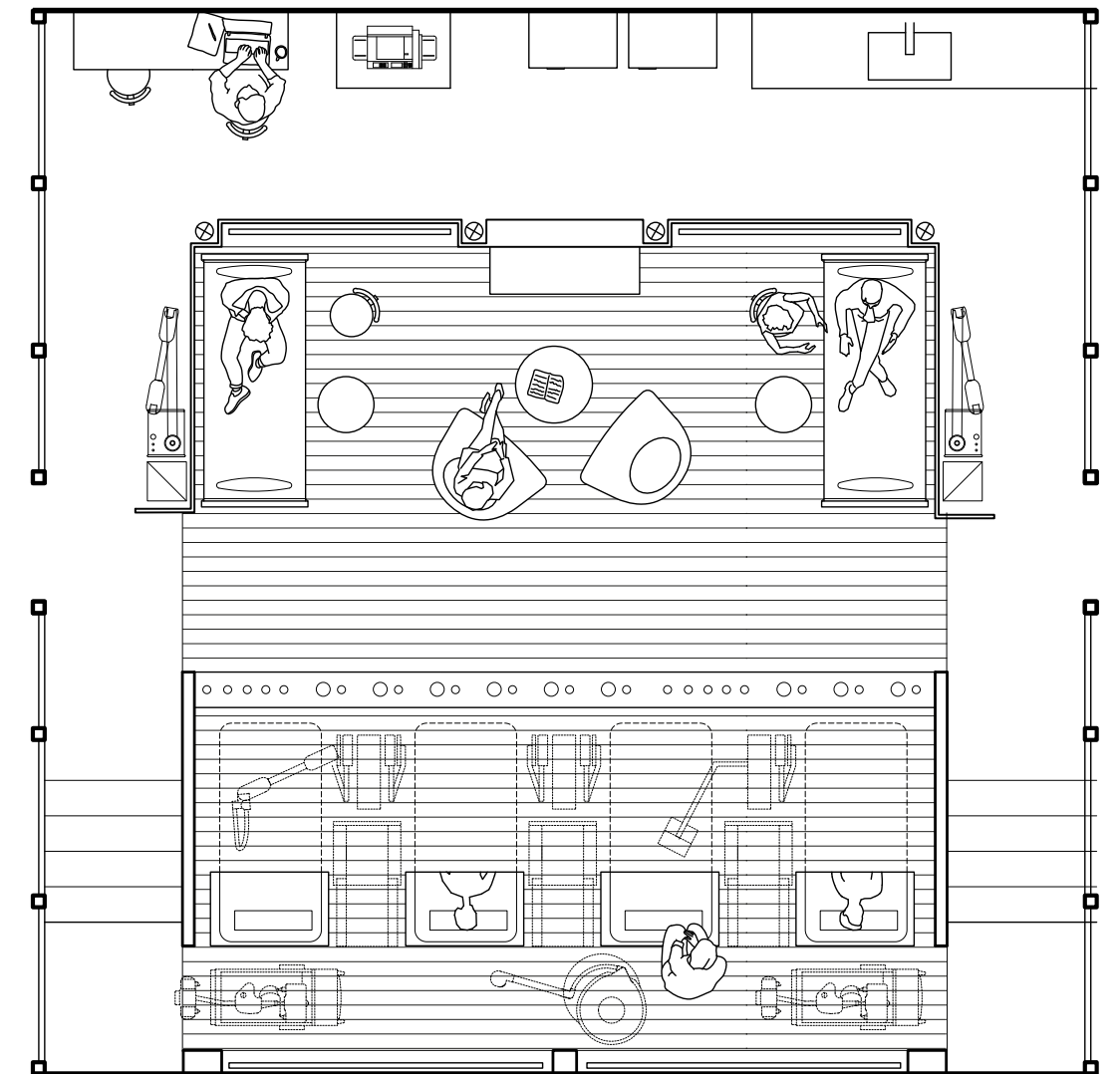
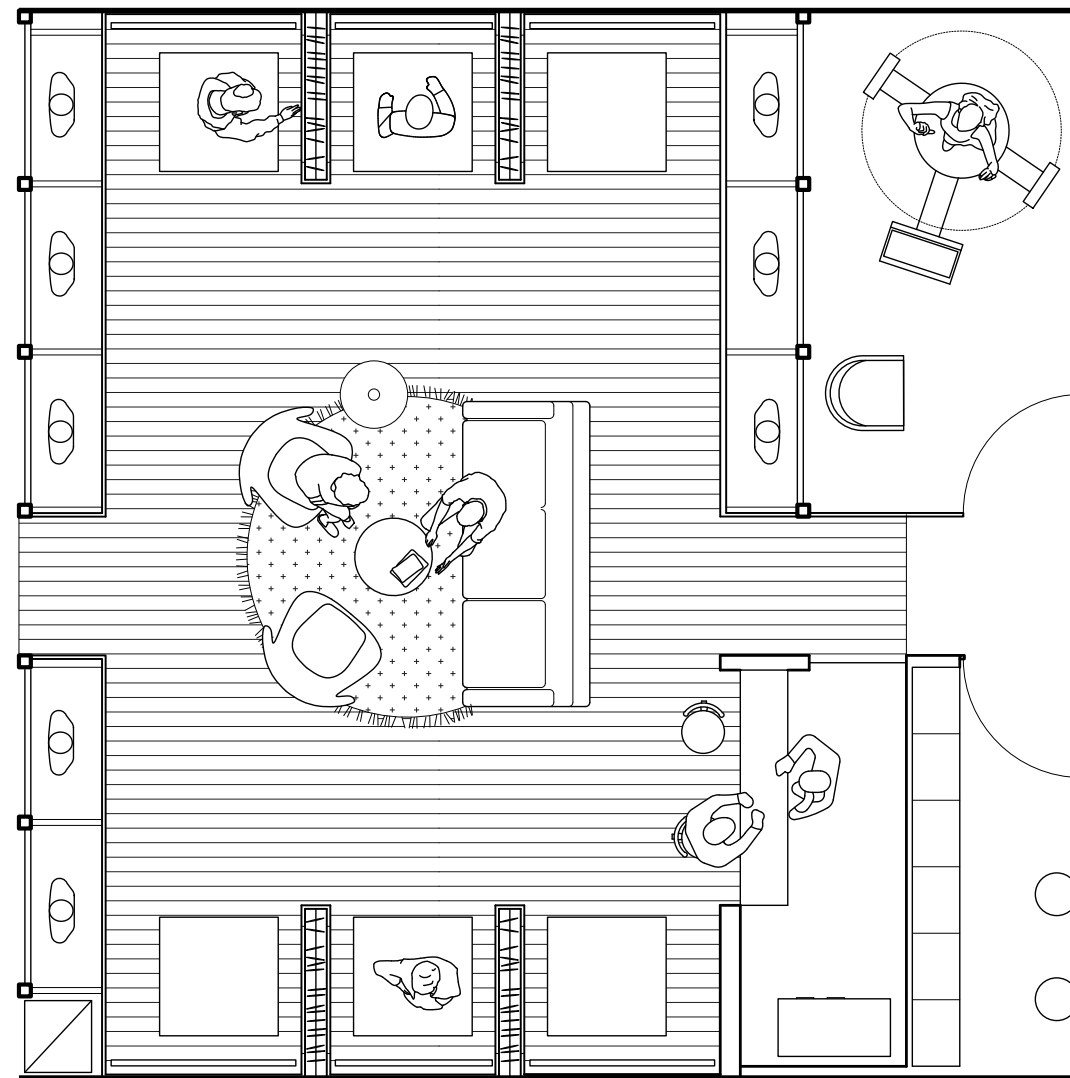
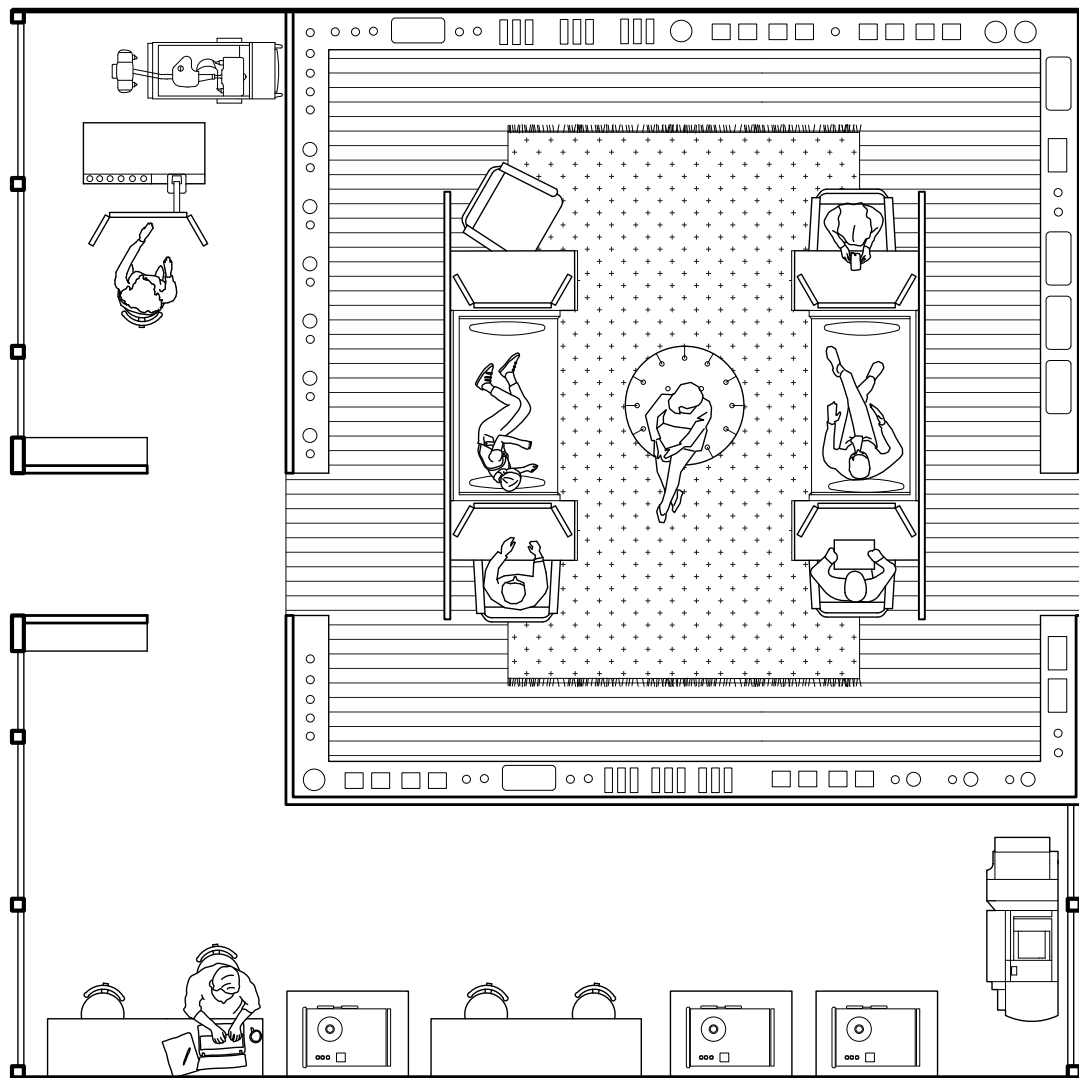
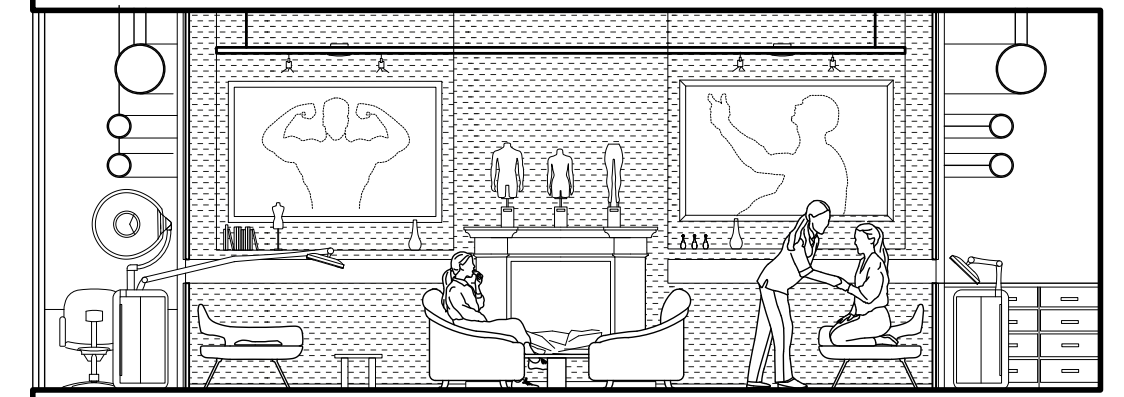
1



2



3



Type: Wearables.
Facial add-ons, 3D printed and made to measure features. Ex: 3D printed chin

Temperature: 21 °C
Ventilation: Higher levels of oxygen
Smell: Fresh coffee
Sound: Morning Playlist

Privacy: mirror limits exposure

Type: Wearables.
Body add-ons, 3D printed and made to measure features. Ex: 3D printed shoulders.

Temperature: 22 °C
Ventilation: Higher levels of oxygen
Smell: Cedar
Sound: Music radio

Privacy: Body Suits are provided to try on add-ons.

Type: Body modifications
Body injectables and shaping. Ex: Knee injections.

Temperature: 21 °C
Ventilation: Anesthesia released into the air.
Smell: Fire wood
Sound: Classical music

Privacy: Placed into tubs the body is modified through an automated process, whilst clients face forward.

Catalogue Part 2
1:30

- 1 Facial add-ons
- 2 Body add-ons
- 3 Body treatments

0 .50 1 3 m