

INSIDE

WHO / WHAT / WHY

HOW IT WORKS

DOING GOOD

THE FUTURE

13/07/20

THE SUM

This is issue N01. Your monthly insight into your space.

“ Much to learn from one another, but potentially never cross paths in everyday life... “

“ A marriage of art an technology, to champion our consumers...”

“ Artificial Intelligent is the name given to any computer system taught to mimic human...”

“ I think it shows people what local can really achieve, see what’s right on our door...”

Neighbourhood Spot



Kelham Island

	PEOPLE	P2,3,6,8		“A truely meaningful concept, at the heart of the community”		FREE
	ART	P5,6,8,12				SCAN
	TECHNOLOGY	P2,3,4,12				SCAN
	SUSTAINABILITY	P3,6,8,12				SCAN





## SUM THOUGHTS

Today our hyper consumption + 'take-make-waste' lifestyle is carrying us towards an irreversible climate breakdown, to change our ways is no longer an option but an imperative. Technology has given access to anything anytime from anywhere + this on demand culture has left us disconnected to not only what we consume but our communities. We need a new approach, that reconnects us to each other, nature + conscious consumption, that encourages us to rethink + connect with what + how we consume, in order to promote a positive balance between humans + technology.

## BUT WHERE DO WE START?

Hey Kelham Islanders!

I'm Imogen Thomas, a local + tech enthusiast + design driven + the conceptualiser of your new neighbourhood spot Sum Space.

Sum Space is a Community Interest Company that provides a hyper-local multifunctional concept space, for the benefit of your neighbourhood.

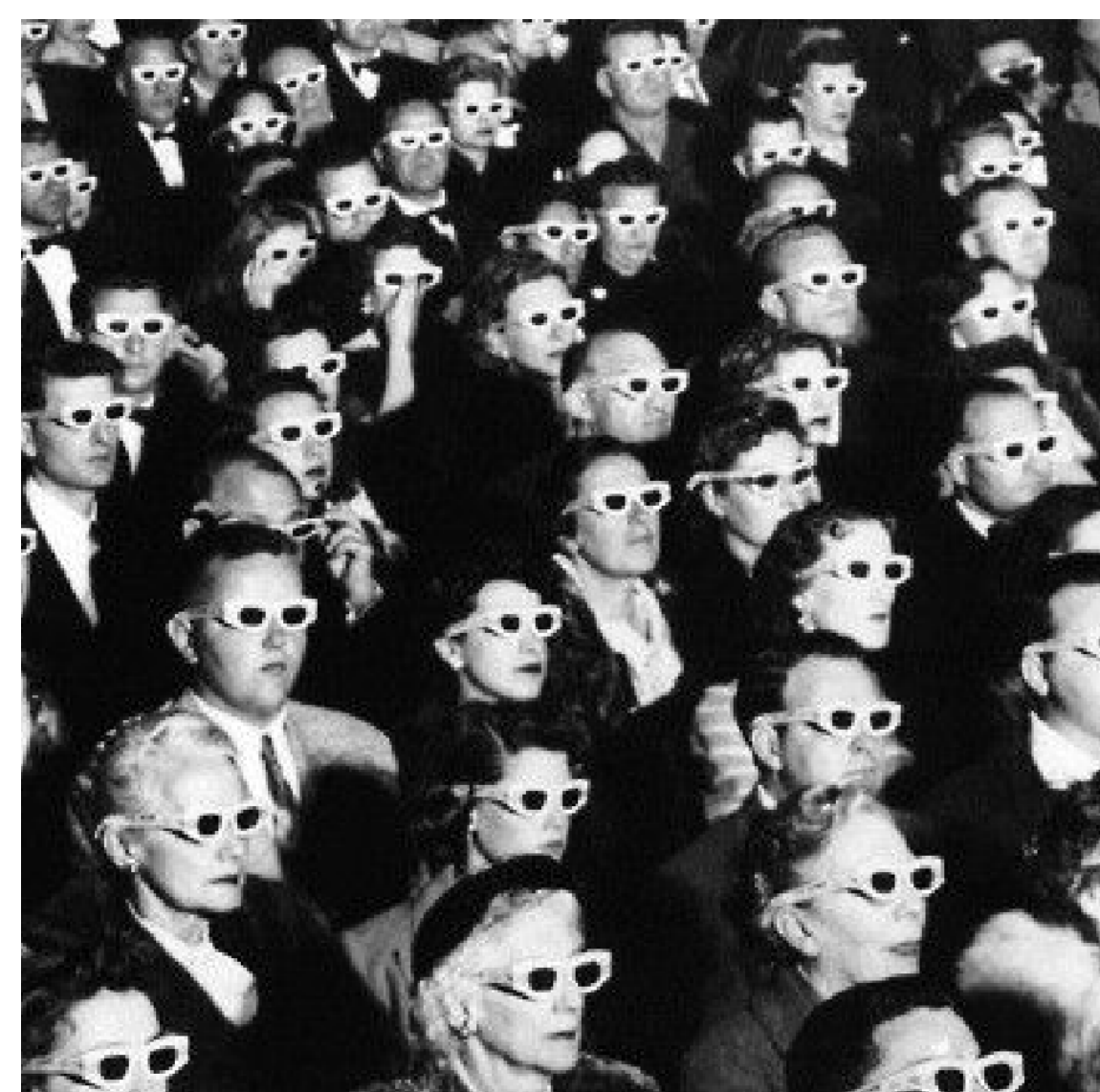
SO, WHAT DOES THIS  
REALLY MEAN?

A marriage of art + technology, Sum Space is arranged over three levels: Studio, Cultural + Market Spaces within one footprint, for all to socialise, create, learn, + access curated products. The three spaces are fashioned by you through the use of the Sum Space app or instore system. You simply input data you wish the space to access, be it your favourite colour or most hated sense, this information along with other local consumers is decoded by artificial intelligence technology to understand user preferences. This information is subsequently used in a multitude of ways to steer the space + to meet the growing demand for localised conscious consumption.

The space has creative collaboration at its core + aims to bring together artisanal craftsmanship + data-driven design, through sustainable practices + a fully transparent business model to create truly unique experiences.

A fresh + future-forward lifestyle brand that facilitates stepping away from meaningless digital distraction into more meaningful interactions.

Sum Space is a mechanism to encourage us to rethink + connect with what + how we consume, in order to promote a positive balance between humans + technology.



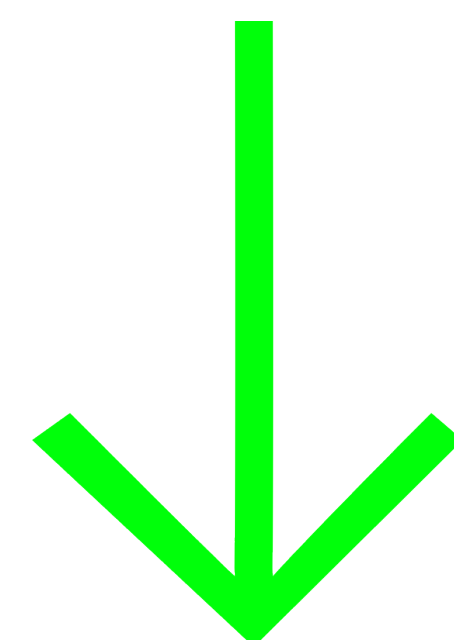
## THE EQUATION

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ARTISAN

# The Space U Make

FOR YOUR



## THOUGHTS

MADE BY U

LED BY TECH

= SUM SPACE

Chronic overconsumption is fuelling the climate crisis + disconnecting people from the true value of items, we have created a space for you + your neighbours to bridge the disconnect with each other + your consumption. With a new approach to consumerism **Sum Space is a true representation of circularity, designing for longevity + towards an elevated visual culture away from the latest trends.**

We want everyone to have access to beautifully designed, curated + meaningful products + services that are aspirational yet accessible. Over the 3 levels, you will find + explore your 'local edit' ranging from lifestyle products + wellness classes + technology workshops + sum more.

We believe we are entering a new era of craftsmanship + repair + we are passionate about inspiring + enabling people to change in a way that is highly accessible + relevant to the realities of day to day life. Through AI technology (TURN TO P4 TO SEE AI DEFINITION) + local artisans we are able to provide you with all of this. We are coding your neighbourhood's DNA, to sum it up, in an innovative physical space that is alive + under constant renewal to reflect its users.

## WHAT DOES THIS MEAN?

You have a real say over what happens in the space big or small, to suit your changing demands but in the most ethical way providing a better quality of services + lifestyle providing truly unique outcomes that have a purpose to make a difference.

(TURN TO PAGE 11 TO SEE A SNEAK  
PEAK OF YOUR SUM SPACE)

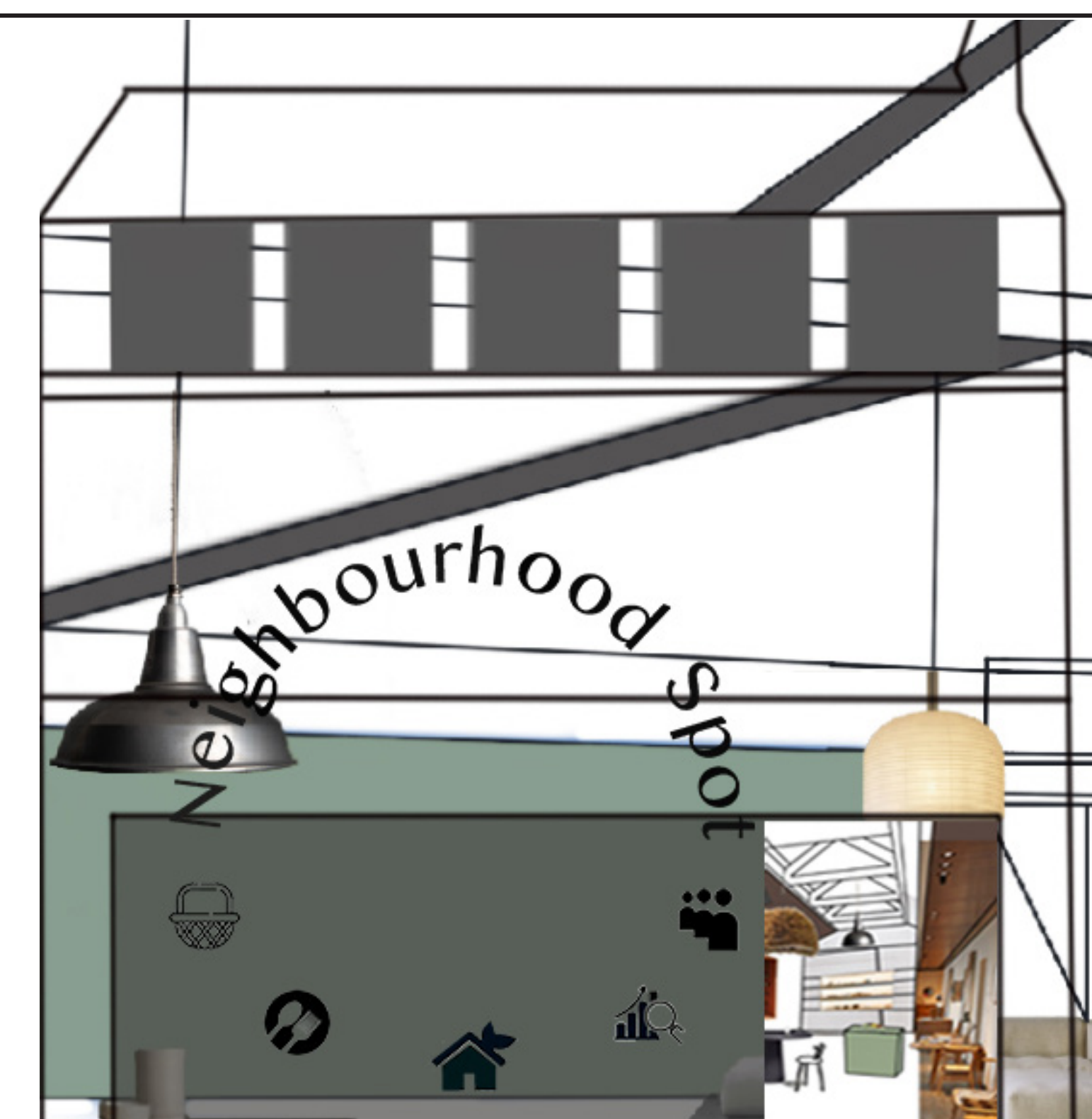
Kelham Island is Sum Spaces first neighbourhood location, so...

## WHY KELHAM?

As you will already know the area is vibrant, full of life + connects with both contemporary + rural life. Your community has a wide range of demographics from families, young professionals to students, all from different walks of life, with much to learn from one another, but potentially never cross paths in everyday life. An area with a diverse cultural identity to express the unity between you all + how together is always better. We have a desire to regenerate neighbourhoods, to bring back to life the area's history, whilst modernising to create comfortable spaces. We came across Sheffield's heritage 20 by 20 campaign which aims to breathe life back into 20 dormant listed buildings across the city. The forgotten high-profile dormant buildings of Sheffield presented an

A hyper local concept space, with a neighbourhood edited of curated content, led by tech to give a customer-centric experience.

mixed it with the city's natural beauty.



THIS MEANS your local area surrounding Sum Space will too be regenerated in time. We want to provide opportunities to those who have been disadvantaged for whatever reason, we believe in new beginnings + fresh starts: if you want to know more about future job opportunities please come visit us. Sum Space has completely transparent moto + want you to know everything, this is more than a space, Sum is intertwined with local consumers lifestyles, telling a story of the neighbourhoods' residents through, listening to the market + using advanced technology.

JOIN  
US

ON  
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08  
20

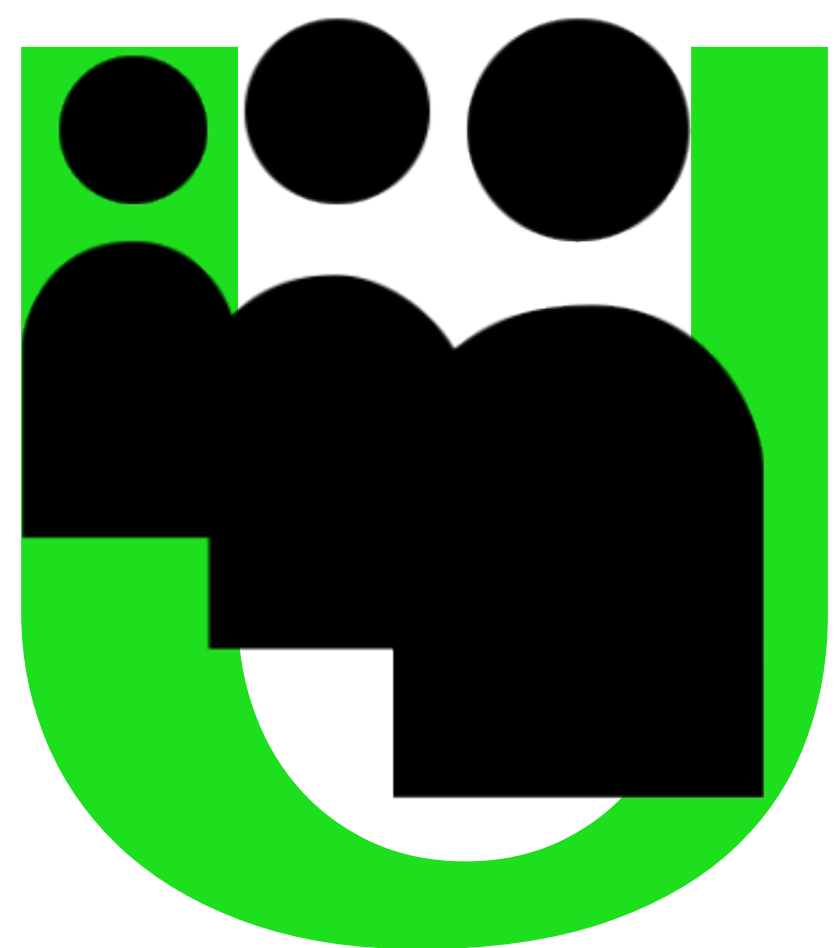
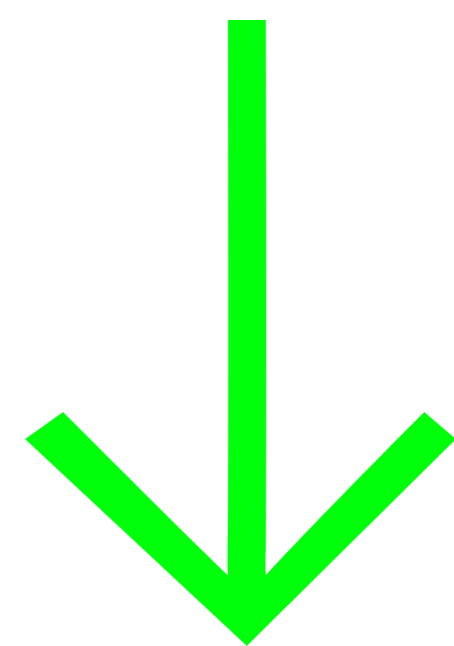
WELCOME TO...

Sum = The Space U Make





# That's Us



THE SPOT

A PERFECT FIT

WELCOME TO YOUR

“A marriage of art + technology”



COLABORATION + CO-DESIGN + CO-CREATE

DATA

THE NEIGHBOURS

CIRCULARITY



(Artificial Intelligence is the name given to any computer system taught to mimic intelligent human behaviours)



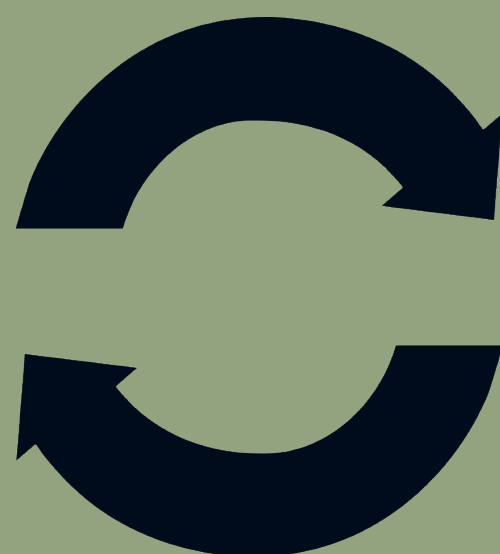
1: Through the use of the Sum Space app or in store system, input the data you want the space to access.



2: AI technology decodes patterns + trends monthly from all of the imputed data.



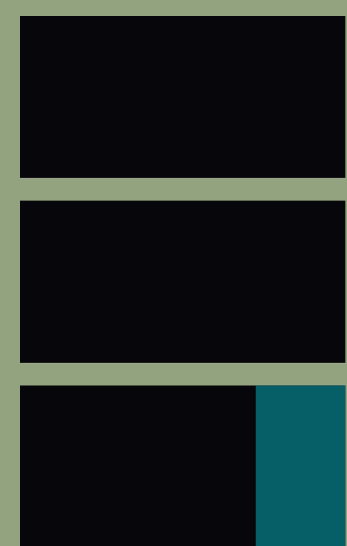
3: Local creative/s of the month uses the decoded data + AI's generative design system to aid their process in the Studio Space.



3: The smart space uses the data to constantly renew to reflect its users + seasonal factors.



4: Local edit of products are available in the Market Space + outcomes created in Studio Space.



4: Creating a space that is accessible and open to the whole community.



Meet the first 3 local makers to take over the Studio

Space: John Thatcher - Furniture Designer + Brian Holland - Ceramicist + Helen Clark - Candle Maker



LOCAL ARTISAN  
John Thatcher – Furniture Designer

SS: John, how do you feel about being one of the local artisans involved with the Space?

JT: It will be a great experience; I love sharing my skill sets and in the Studio Space the workshops brilliant way of doing this. I am excited by the firm roots in community, today people live most of their lives online, this concept has all the correct groundings.

SS: What are your principles of good design?

JT: Good product design should avoid or at least minimise the potential for damage to the environment. A chair, for example, must satisfy a real need. It should be considered beautiful so as to encourage the owner to cherish it, and thereby maximise the life of the piece. It should also be relatively easy to take apart, so as to facilitate repair or re-use when no longer needed. **This combined with consumer data will make for unexpected outcomes** and will innovate the whole design process making it as

relevant to the consumers as possible. My furniture pieces should last a lifetime and hopefully will be either passed on or repurposed.

LOCAL ARTISAN  
BRIAN HOLLAND - Ceramicist

SS: Brian, when consumers hear the words 'sustainable, longevity, tailored' do you feel they will expect the price tag to follow?

BH: Most definitely and they would be right too, as most brands will upscale there pricing to make a profit. However, **Sum Space has such a fresh approach and understands if it is to benefit the whole community the pricing has to be accessible. This is achieved by transparency.**

SS: What are your feelings about the Studio Space?

BH: I like the notion of engaging a different crafts-person each month, I like the notion of trying to make the work relate to the community and

engaging with those communities in decision making and I like the notion of not having a fixed idea of what it is that one is going to produce, with the piece or pieces emerging from this engagement.

LOCAL ARTISAN  
Helen Clark – Candle Maker

SS: Helen, what do you think of the Sum Space opening in Kelham Island?

HC: Kelham is a perfect location for Sum Space and it will really be a true asset. It will connect so well with the independent movement and be a contemporary hub that unites people and that is so exciting.

SS: Sum Space is harnessing local consumption, in a world of quick fixes and global connectivity what do you think Sum Space is going to bring the local community?

HC: **I think it shows people what local can really achieve, see what's right on our doorsteps.**

Sum is proving a completely new way of doing things, before this concept I had never even heard of AI, never mind how to integrate it to create a truly unique consumer experience. It's just fantastic that such a tailored service is going to be available. Local community, AI and

craftsmanship equal truly unique and special bond.

SS: What do you think a key USP of Sum Space is?

HC: I Would say the education, I think moving forward this is going to be so important, it will make the difference from consumer buying cheap through away garments and products, to people investing and looking after what they own as they understand its journey. Price is a massive factor in this and the fact Sum Space has tailored pricing to suit local incomes as well as a variety of pricing for top quality products that are sustainable, this is second to none.

If I won, the lottery today I would invest all of my money. I believe this future forward thinking is the regeneration of an old system that was just not working. is going to produce, with the piece or pieces emerging from this engagement.

SS: What can the community expect to see you creating in the space?

HC: I would love to use the data and AI technology to inform the candle design as well as scent. I think this would create such an interesting combine **my hand-crafted skill with such advanced technology, that I had never heard of before Sum Space.**

We would just like to thank the first 3 makers, John, Brain and Helen for an insight into their thoughts on the space as well as their craft. Brian will be the first maker we will have in the Studio Space, he will with us for 2 months starting from our opening weekend.

To read the full interview with all of the makers please visit the Sum Space App or scan the QR code on the front and back of the newspaper.



On



# COMMUNITY THOUGHTS ?

## “Simple Complexity”

“This is such a creative idea, sustainability is more important than ever and my thoughts on ethical shopping and consumerism has definitely ramped up another notch.”

Tracey Ellis

## “Ge-nius”

“It’s more important than ever for consumers to feel a connection with a brand and storytelling is a huge part of this. Humans are tribal in nature and thrive off a sense of belonging. In a world that’s becoming increasingly faceless and automated I think that humans crave that connection in their transactions.”

Jessica Garnham

“Coolest idea + future forward thinking.”

Cai Jones

## “A Truly Meaningful Concept”

“It’s almost a part of history, Sum Space is an ever-evolving time capsule. A beautiful idea.”

Luciana Melegari

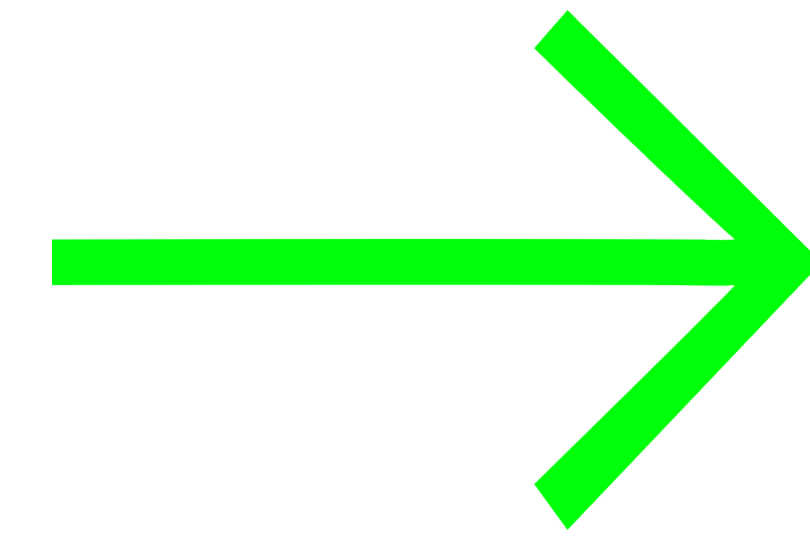
“The fact it’s not your stereotypically ‘green’ or community design principles it’s so refreshing. Its desirable yet accessible, it’s just brilliant.”

Becky Quinn





# Your Kelham Island



Studio Cultural Market

## Space



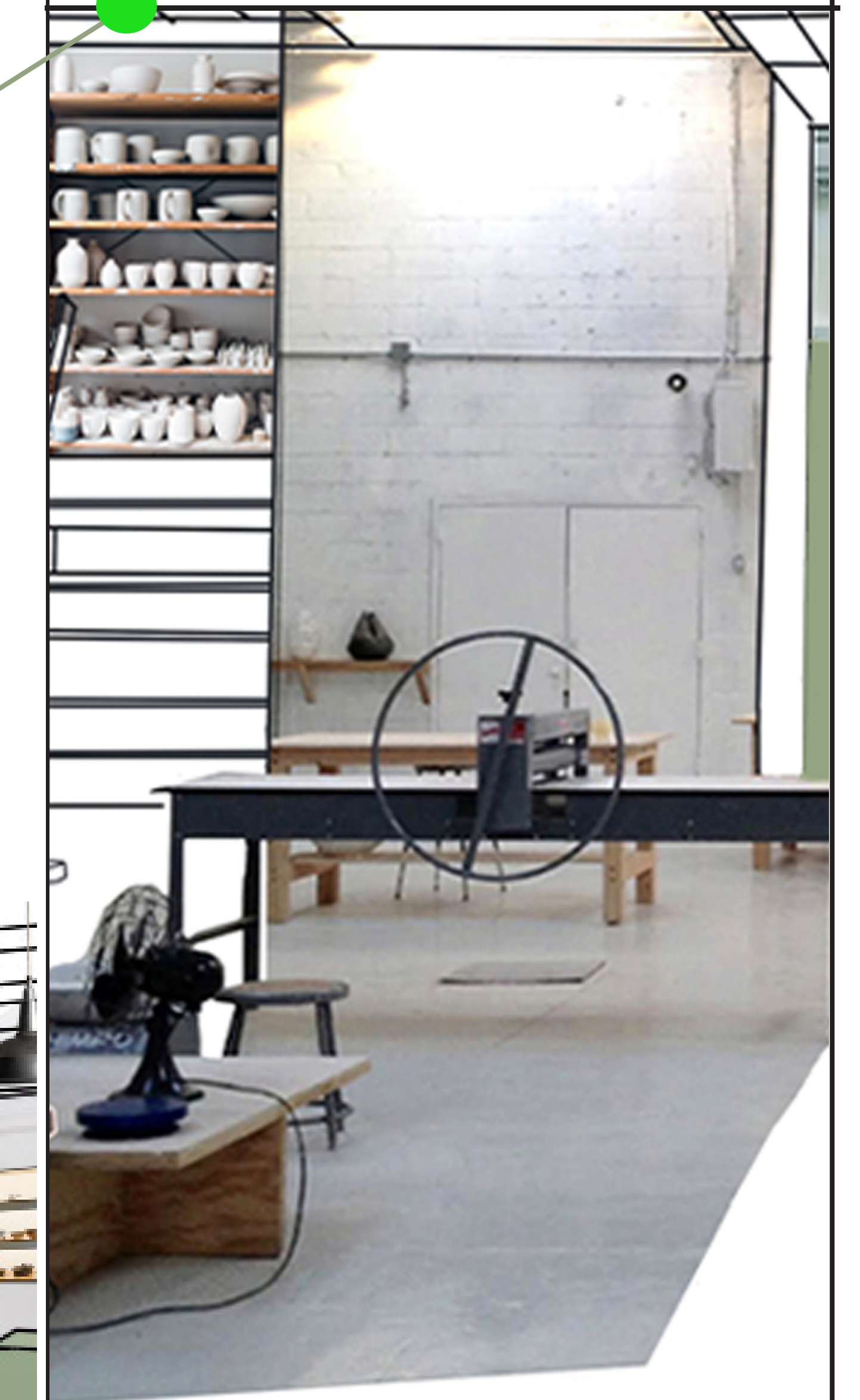
L1

In this open space you can socialise, relax, eat, drink, work + sum more. The laid-back cosy environment is a space to meet up + share experiences with your neighbours. The café + bar just like the rest of the space are tailored to locals' preferences, serving drinks, snacks and light meals. All of the produce is locally sourced + seasonal. The multifunctional space will also host a range events and seminars + additionally hold the club activities, such as supper, tech, yoga, book + sum more clubs. The cultural space facilitates and celebrates human connection + interaction. Art supplies, games and iPads will be supplied to keep everyone entertained. There is also a sound-proof hub for group projects or silent work.



L0

In this space you will be able to access your local edit of sustainable lifestyle products, all made in the UK + local suppliers, enabling + facilitating better lifestyle choices at a variety of price points. This ensures accessible pricing for all in + in keeping with local income. Outcomes that are created in the Studio Space will also be sold here, the pricing strategy for these items will also be in line with local income, the money made from these sales goes back to the designer, locals entered onto the residencies + local community. Products will be actively changing + adapting but the Market Space will only stock based on demand to ensure no waste is created. On Sundays the space expands both inside + outside to host a traditional market, with other local vendors who do not stock in the Market space to have a stall, a nod to tradition as well as providing a wider selection + exposure of locally made products.



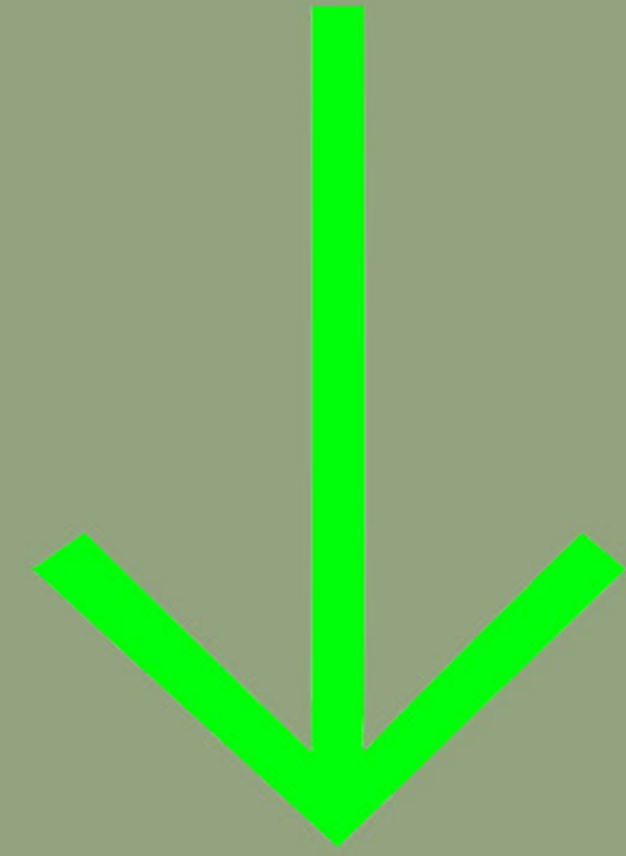
L2

In this state-of-the-art studio, the local artisan of the time period, will use the imputed local data + AI technology to aid their design process. For example, Marcus Thomas a local Weaver in order to produce a piece he would follow these steps to make a traditional blanket; 1: AI decodes the local data it has on this topic, sorting + storing into groups, to reveal patterns + trends. 2: Next AI's generative design system produces sketches that illuminate the results. 3: Marcus would then use these AI sketches to aid his own design process. This process creates outcomes uniquely for your neighbourhood. In the studio workshops will also take place to teach locals the artisans trade, provide education, as well as to inspire future job prospects. Where possible artisans will be using sustainable, locally sourced + waste materials. This space will also be used for repairs on users' products, these do not have to have been purchased from Sum Space, we want to ensure longevity + circularity.



# Sum Space

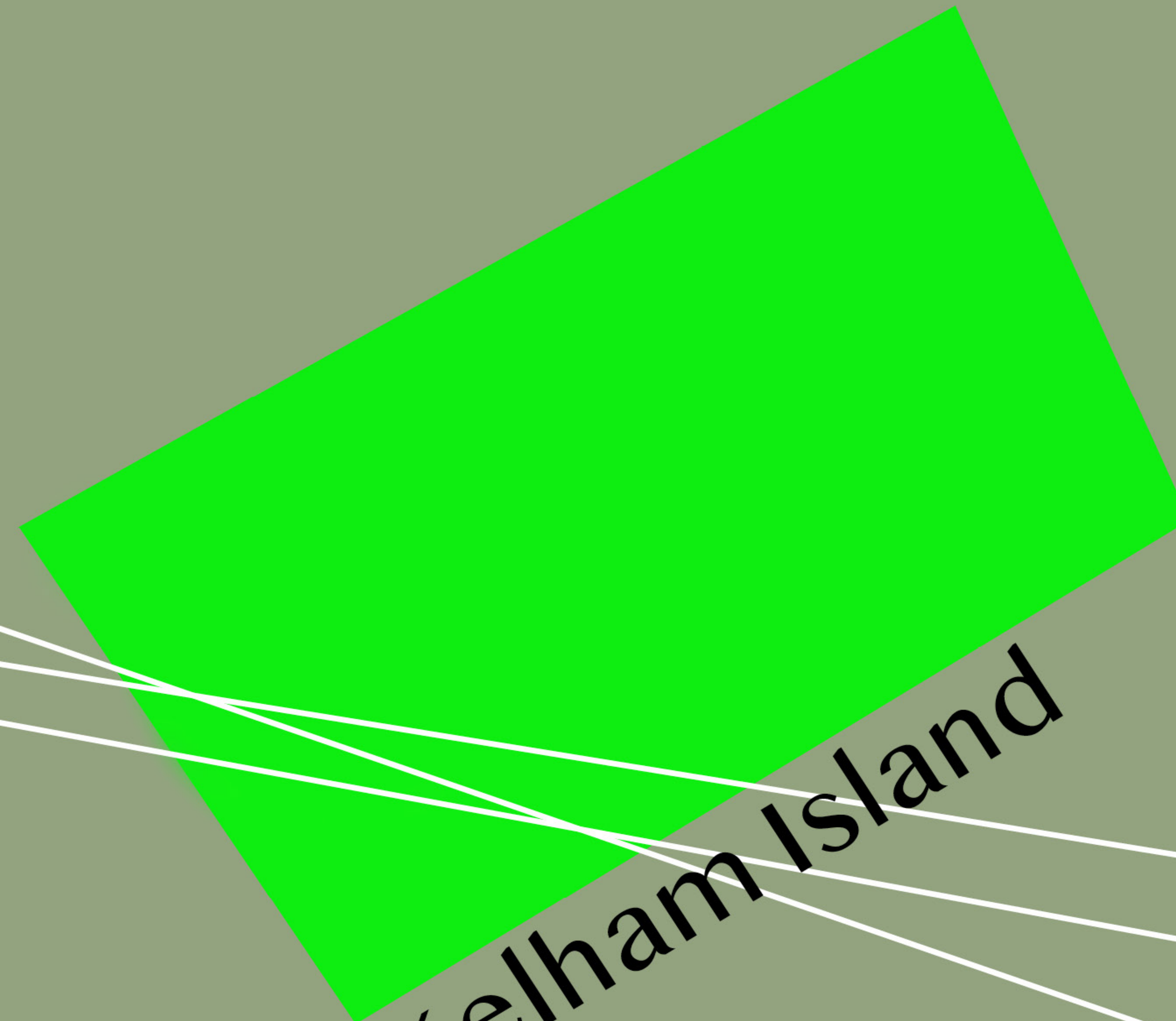
Hyper-Local Concept  
Space



Visit Your Local

Open: 7am -12am  
Everyday

Kutrite Works, Snow Lane  
S3 7DB



Kelham Island

Studio

Bar / Café

Market

Your  
Neighbourhood  
Spot

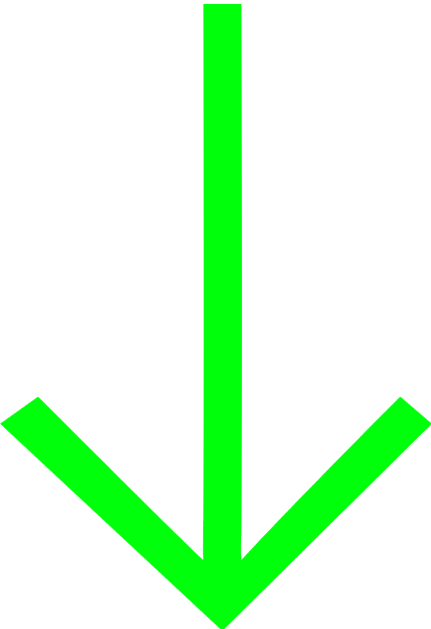




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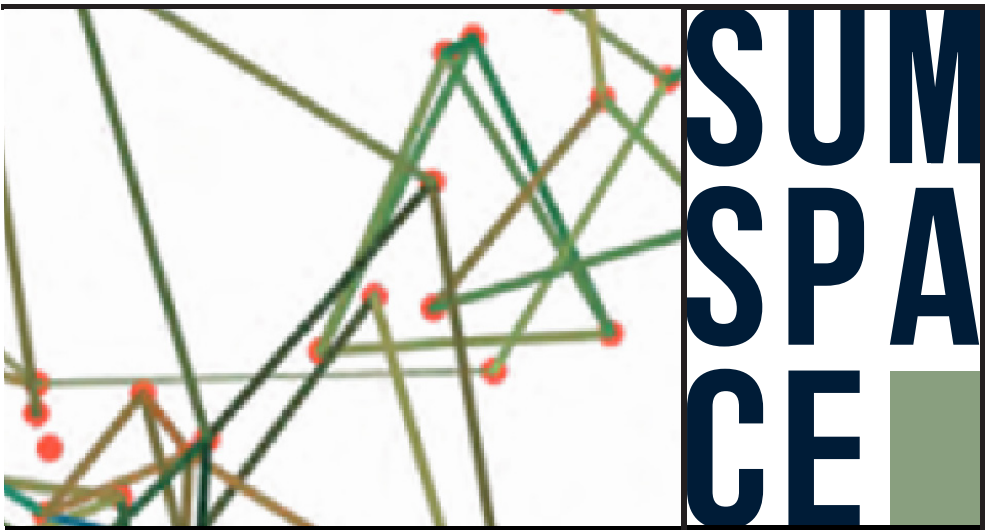
# JOIN US

Opening Weekend  
Opening Weekend  
Opening Weekend



This is  
issue  
N01.  
Your  
monthly  
insight  
into your  
space.

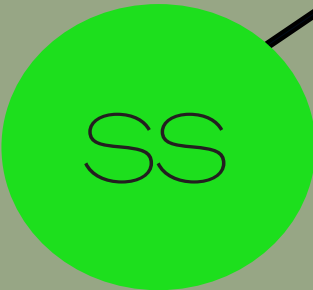
Opening Weekend



“A hyper-local concept space with a neighbourhood edit of curated content, led by tech”



FREE  
SCAN  
SCAN  
SCAN



Place: Kutrite Works, Snow Lane S3 7DB