

# SELVAGE

NAVAJO TEXTILE SHOP & RESIDENCY DESIGN



## THE CLIENT:

The clients for this project are a Navajo textile artist and a photojournalist looking for a sustainable and functional space that provides them with a live/work environment to fit their unique needs. They have requested a space that effectively combines and balances a retail environment for their textile business with a residential space for their personal use.

## THE BRAND:

**SELVAGE** is an Indigenous-owned textile shop that sells woven rugs, blankets, and other textiles traditional to the Navajo people. The brand's goal is to spread awareness and share the history of the Navajo people to the citizens of Santa Fe and beyond. By producing and selling hand-made woven textile products, the brand strives to create a newfound appreciation for the Navajo culture and arts.

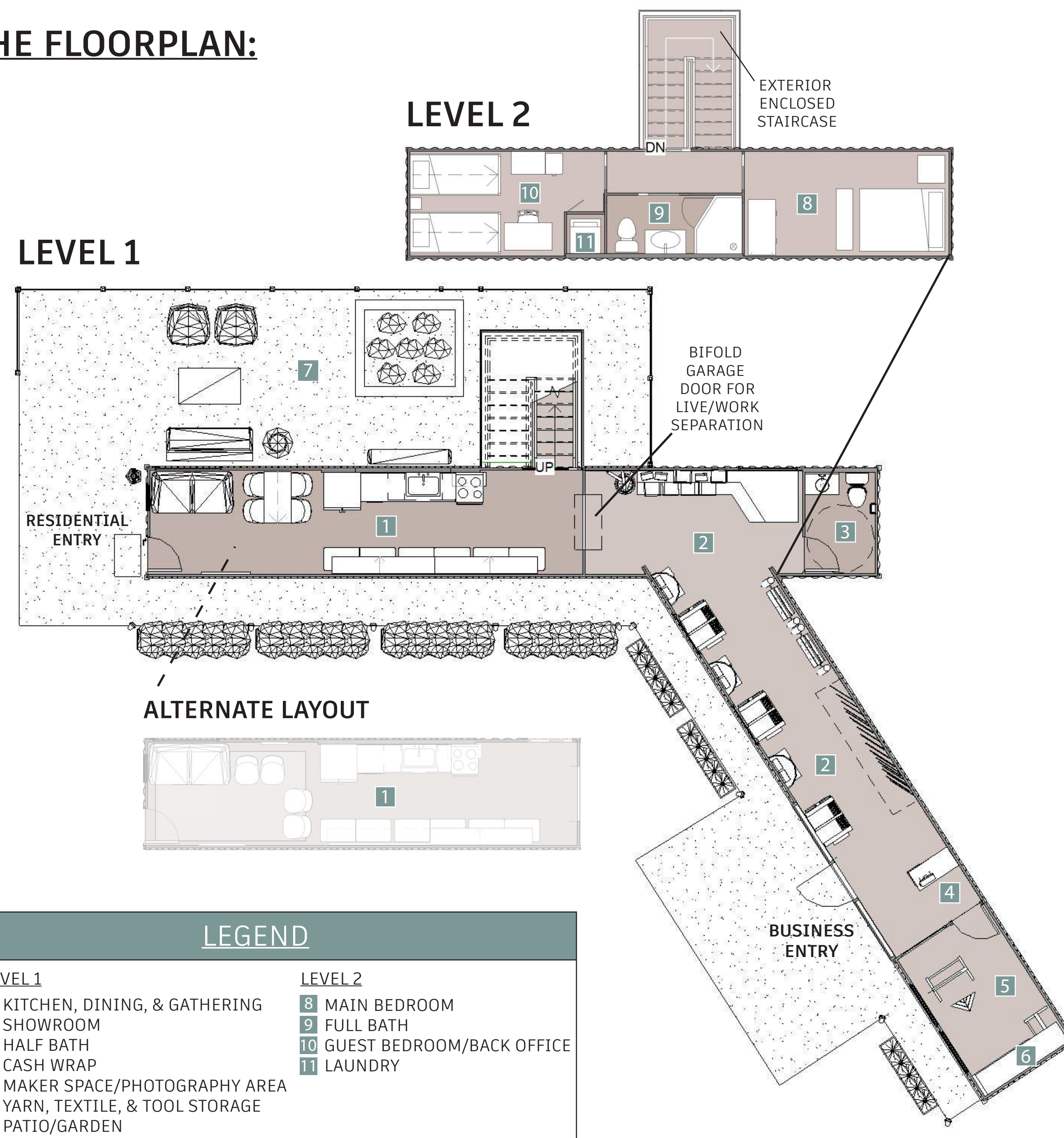
**BRAND STATEMENT:** "We are here to help you find the perfect hand-made, authentic indigenous textile, from our home to yours"

## SITE PLAN:

1609B ALCALDESA ST. SANTA FE, NM 87501



## THE FLOORPLAN:

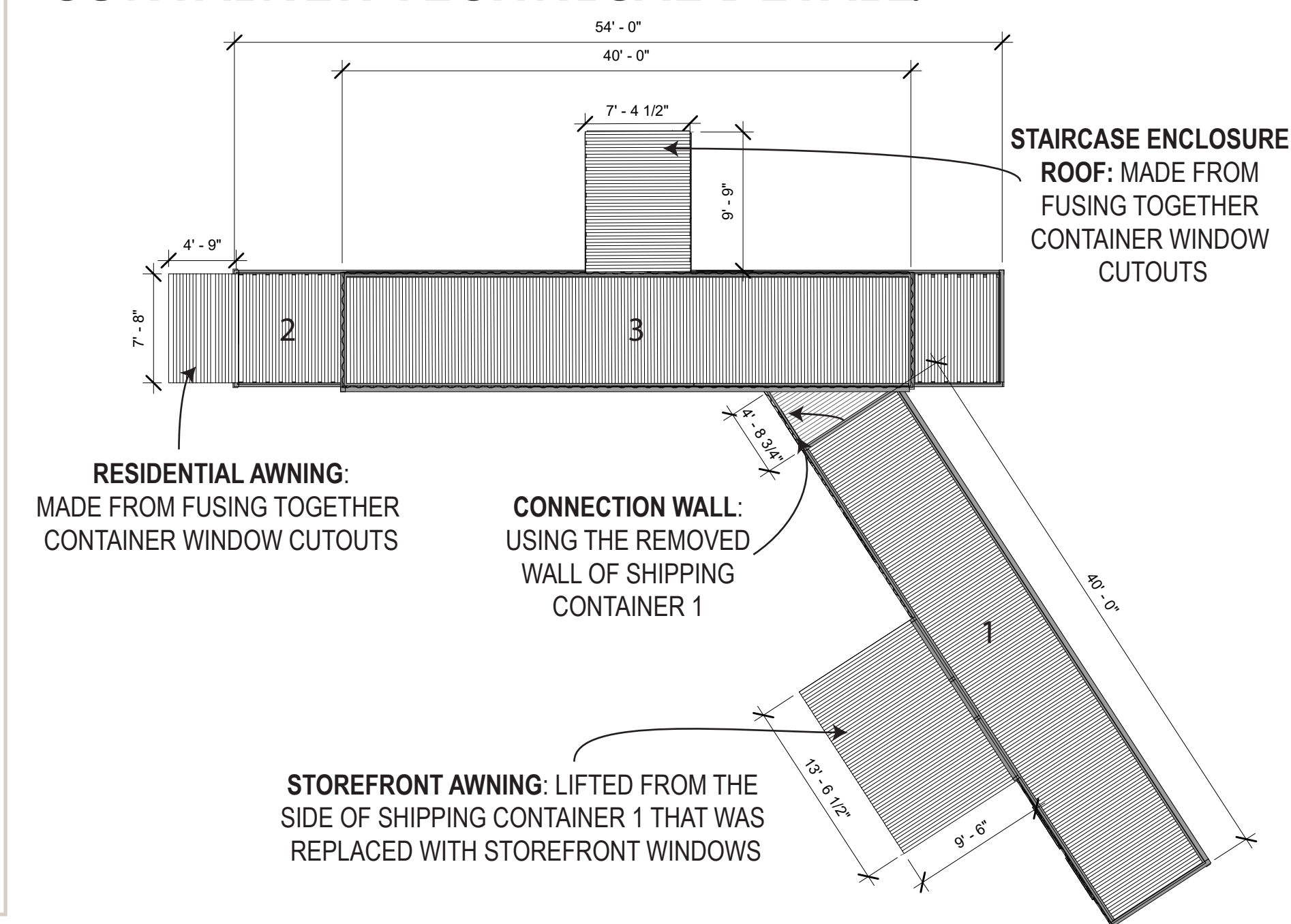


## CONCEPT:



The concept of *Unraveled* originated by reimagining the purpose of the threads that make up a woven textile product. *Unraveled* strives to honor the origins of the client's textiles with attention to the history of Navajo weaving and places a strong emphasis on the repurposing aspect of this project. Inspired by a ball of yarn unraveling, the design will feature clear yet unexpected circulation paths to keep customers engaged in the shopping experience. *Unraveled* will also impact the design through the incorporation of modular layouts. With respect to sustainability, this design will utilize as much of the shipping container material as possible.

## CONTAINER TECHNICAL DETAIL:



BUSINESS ENTRANCE - DAY VIEW

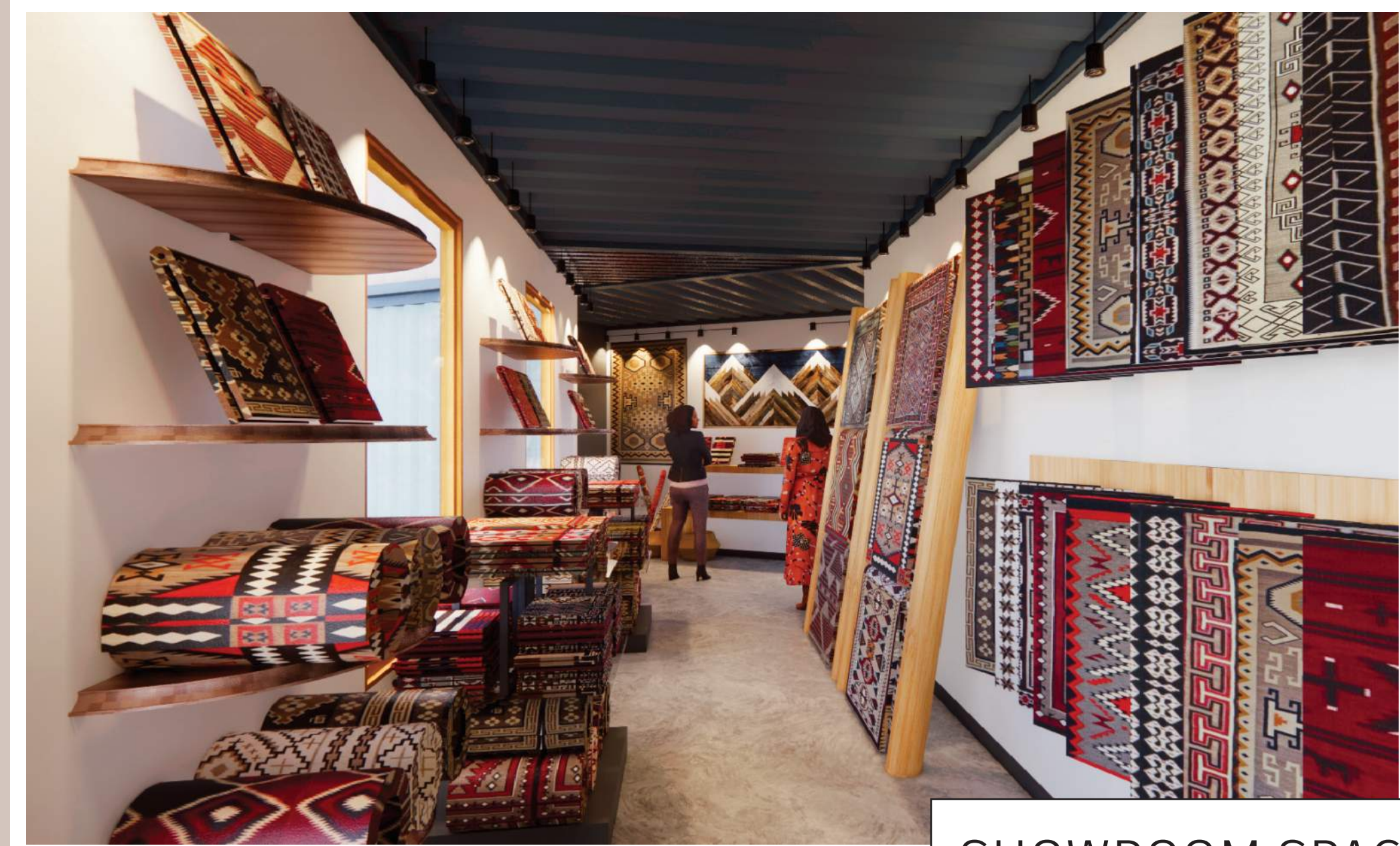


BUSINESS ENTRANCE - NIGHT VIEW



RESIDENTIAL ENTRANCE AND PATIO





SHOWROOM SPACE

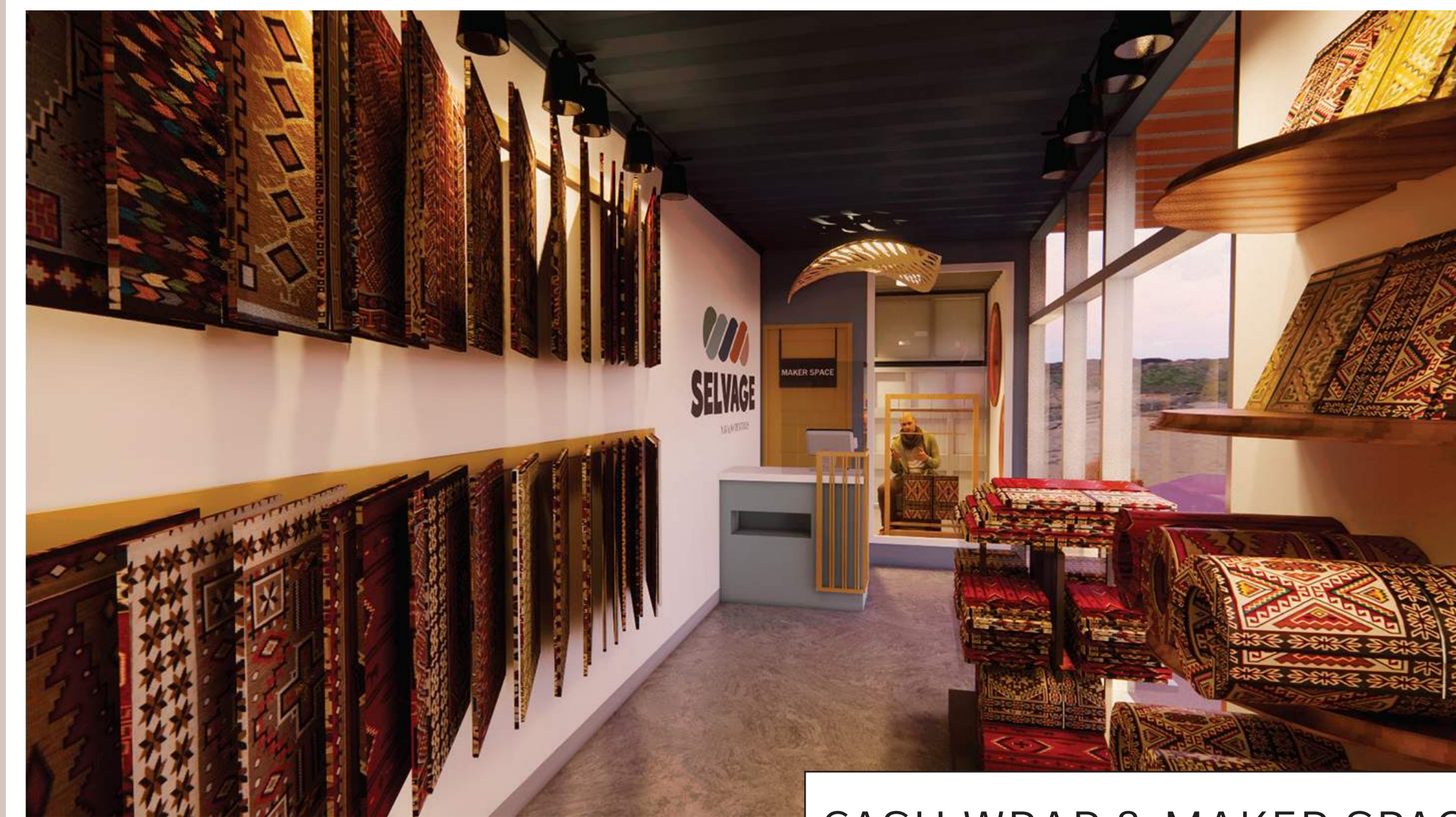
KITCHEN, DINING, & GATHERING SECTION VIEWS



DINING LAYOUT



LOUNGE LAYOUT



CASH WRAP & MAKER SPACE

LOCATION & SITE RATIONALE:



**The Railyard of Santa Fe** began as a transportation hub in the 1880s when large railroad systems put Santa Fe in the center of huge trade and tourism opportunities.<sup>5</sup> After the decline of the railroad, the district became neglected while the surrounding areas saw significant growth.<sup>5</sup> Plans put in place to develop the area into luxury malls and hotels were faced with strong opposition from the community.<sup>5</sup> Eventually, the Community Plan was created, envisioning a new public place "built on the good industrial bones, retaining the train tracks, anchored by local businesses, nonprofits, and cultural institutions woven together by a network of public open spaces."<sup>5</sup>

**Today, the North Railyard, (as referred to by locals), is home to:**<sup>5</sup>

- The nationally renowned Farmer's Market
- The Indigenous Fine Arts Market
- Craft fairs, live concerts, and pop-up movies
- Art galleries, restaurants, and pubs

The site location was chosen for its long and unique history, presence of art fairs, markets, and local shops, and proximity to tourist destinations and transportation hubs. Nearby residential apartments and neighborhoods ensure that the area does not feel exclusively commercial, creating the balance of a good place for business and a good place to live.<sup>6</sup> The industrial feel of the Railyard was also an important factor in choosing this site, as the exterior facade of the shipping containers blend seamlessly into the surrounding environment.

**LEED-ND SLL Prerequisite 1 - Smart Locations:**  
Previously paved site surrounded by other businesses, housing developments, and a railroad station

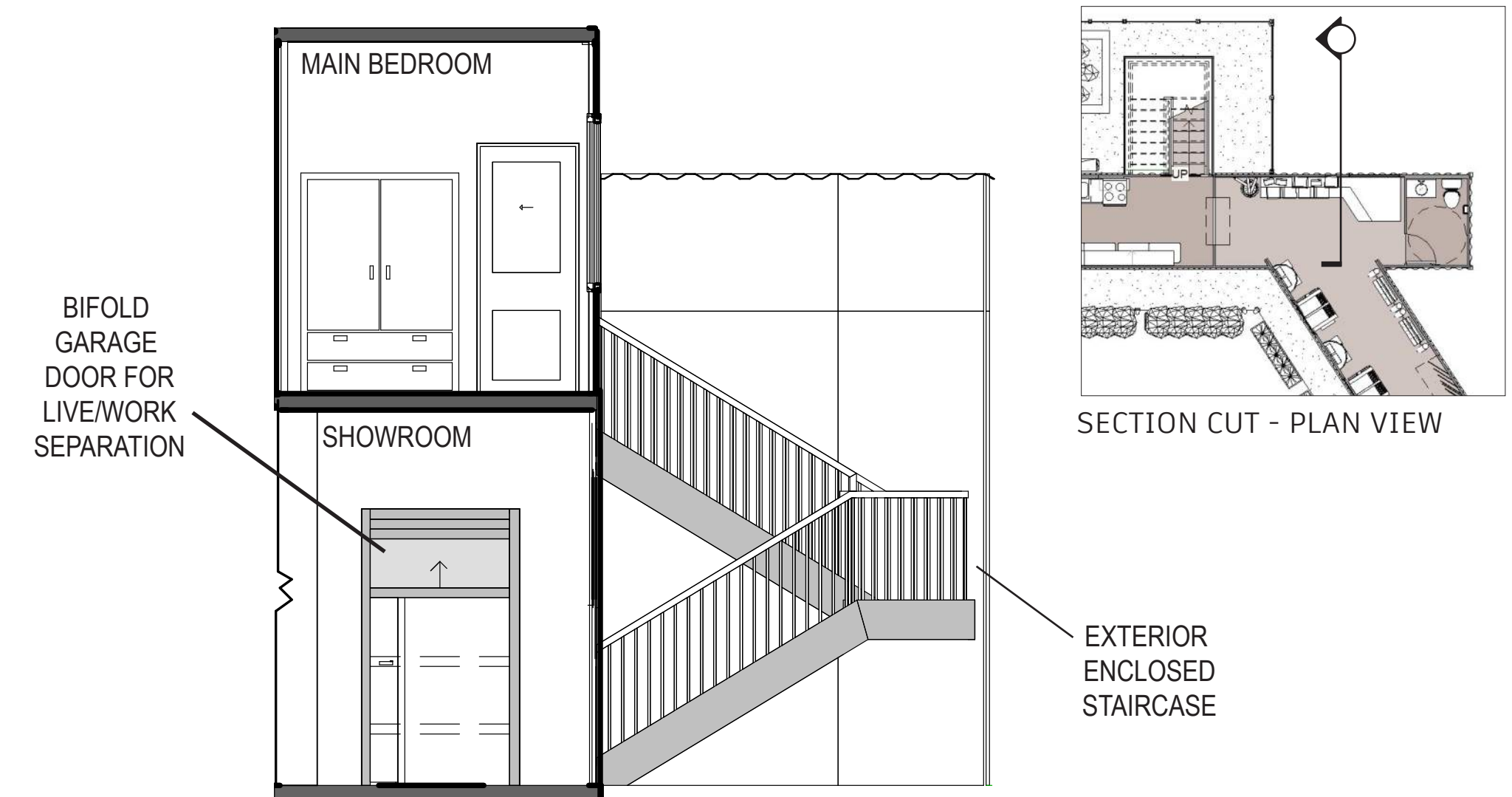
**LEED-ND NPD Prerequisite 3 - Connected and Open Community**  
Walkable neighborhood with heavy foot traffic, safe connected streets, and no dead ends

THE RAILYARD - SANTA FE, NEW MEXICO



SECTION VIEW:

Showing the relationship between the two levels and between the residential and retail spaces

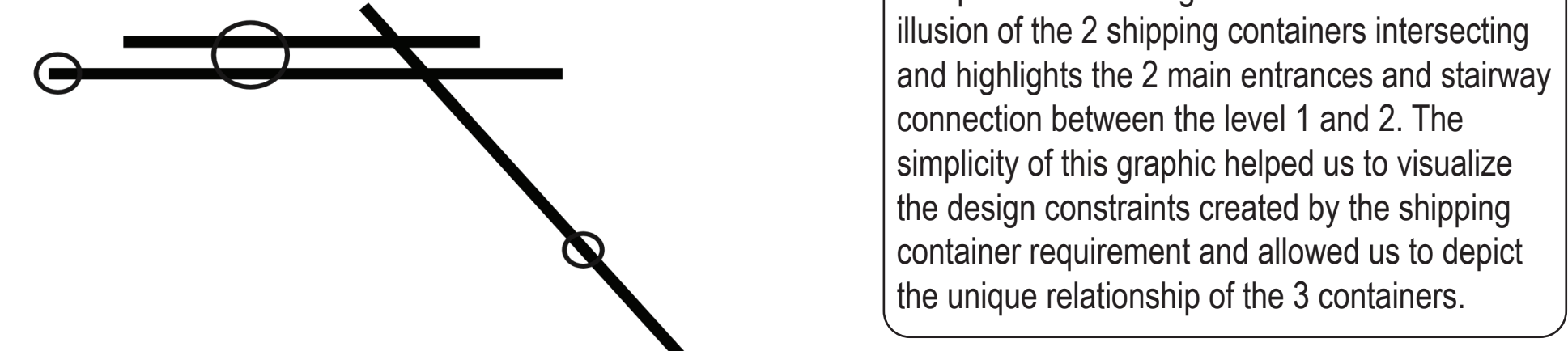


PROCESS WORK:

ADJACENCY MATRICES:



PARTI:



OVERARCHING RESEARCH:

- The Navajo Nation is the largest Native American Nation in North America with over 290,000 members. The Navajo reservation is located on the Colorado Plateau and spans through Arizona, Utah, and New Mexico.<sup>1</sup>
  - **Informed us about the large presence of the Navajo Nation in the U.S. and impacted our choice of site for this project.**
- According to Navajo legend, the first loom was of sky and earth cords, with sunlight as a weaving tool. Traditional woven products include rugs, blankets, saddle blankets, and wearing blankets.<sup>2</sup>
  - **Inspired the use of natural materials to represent nature and informed the showroom layout and display fixture styles.**
- One way to verify that a textile is an authentic Navajo weaving is by the presence of a side selvage cord, which is used to help keep a straight edge while weaving.<sup>3</sup>
  - **Inspired the retail brand name and led to the development of the concept.**
- The Navajos define their homeland as the area between 4 sacred mountains in each direction.<sup>4</sup>
  - **Impacted design choices such as the focal mountain art piece at the end of the showroom and the residential decor.**



MATERIALS RATIONALE:

**All of the materials in this design were chosen with the following criteria in mind:**

- The design needs to effectively and creatively balance the industrial aesthetic of a shipping container with the softer texture of the textiles. The concept behind these materials is "industrial bohemian," which embraces the stark contrast between these two styles and creates one cohesive design.

SUSTAINABILITY, HEALTH, & SAFETY:

- In order to minimize the waste of the shipping container material, this design utilizes the cut-outs of doors and windows creatively within the design through the form of exterior awnings, textile display shelves, etc. All materials used in this design will be analyzed and chosen based on important aspects of sustainable design, including but not limited to: low VOC levels, durability, locality of materials, small carbon footprint, recyclability, and closed-loop production standards.

<sup>1</sup>Navajo Reservation, "Nature Culture and History at the Grand Canyon," accessed November 9, 2021, <https://grcchistory.org/sites/beyond-park-boundaries/navajo-reservation/>.

<sup>2</sup>A Brief Social History of Navajo Weaving, "The Collector's Guide," accessed November 9, 2021, <https://www.collectorsguide.com/fa/fa064.shtml>.

<sup>3</sup>Mary Walker, "How to Identify Navajo Textiles," Weaving in Beauty, March 20, 2017, <https://weavinginbeauty.com/navajo-rug-101/how-to-identify-navajo-textiles>.

<sup>4</sup>The Navajos: How The Meanings of Colors Transmit Navajo Culture, "Utahindians.org," accessed November 9, 2021, <https://utahindians.org/Curriculum/pdf/4thNavajo.pdf>.

<sup>5</sup>Santa Fe Railyard, "Santa Fe," Accessed October 27, 2021, <https://www.santafe.org/therailyard/>.

<sup>6</sup>Santa Fe Railyard: Santa Fe, New Mexico, "American Planning Association," Accessed October 27, 2021, <https://www.planning.org/greatplaces/spaces/2015/santaferrailyard.htm>.