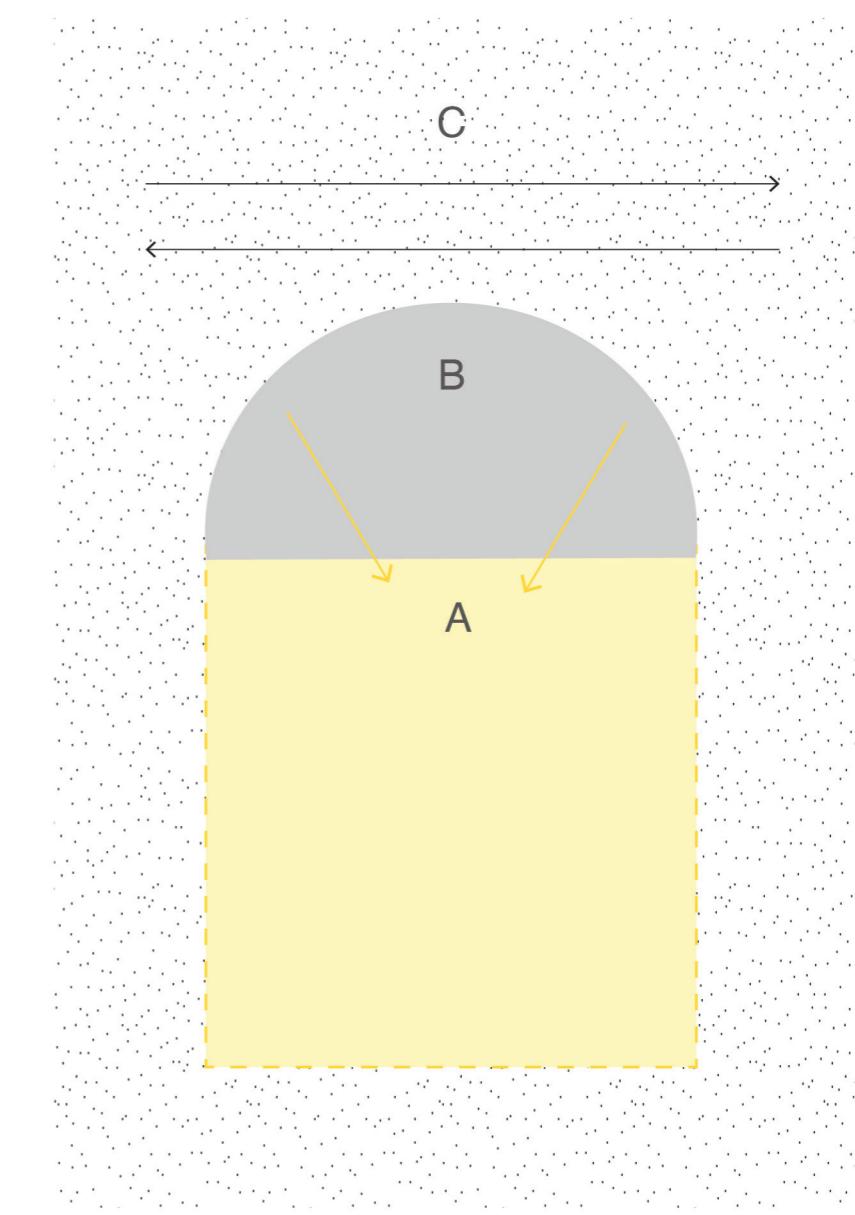
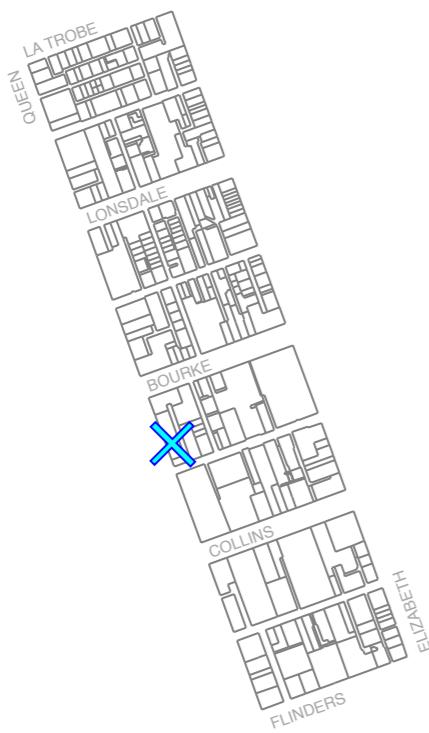


S



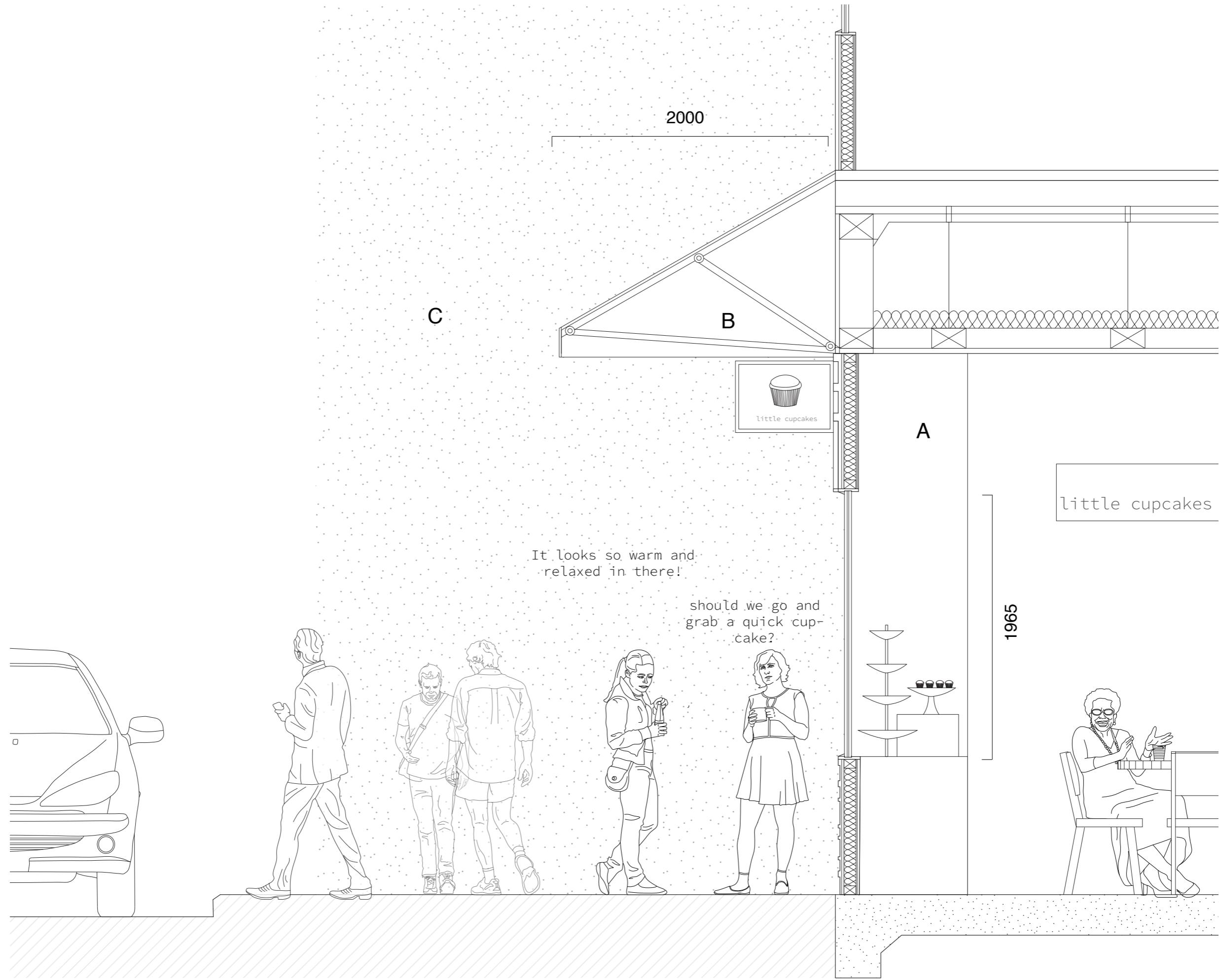
AWNING
LITTLE CUPCAKE STOREFRONT
4/118-126 QUEEN STREET
8/8/2021

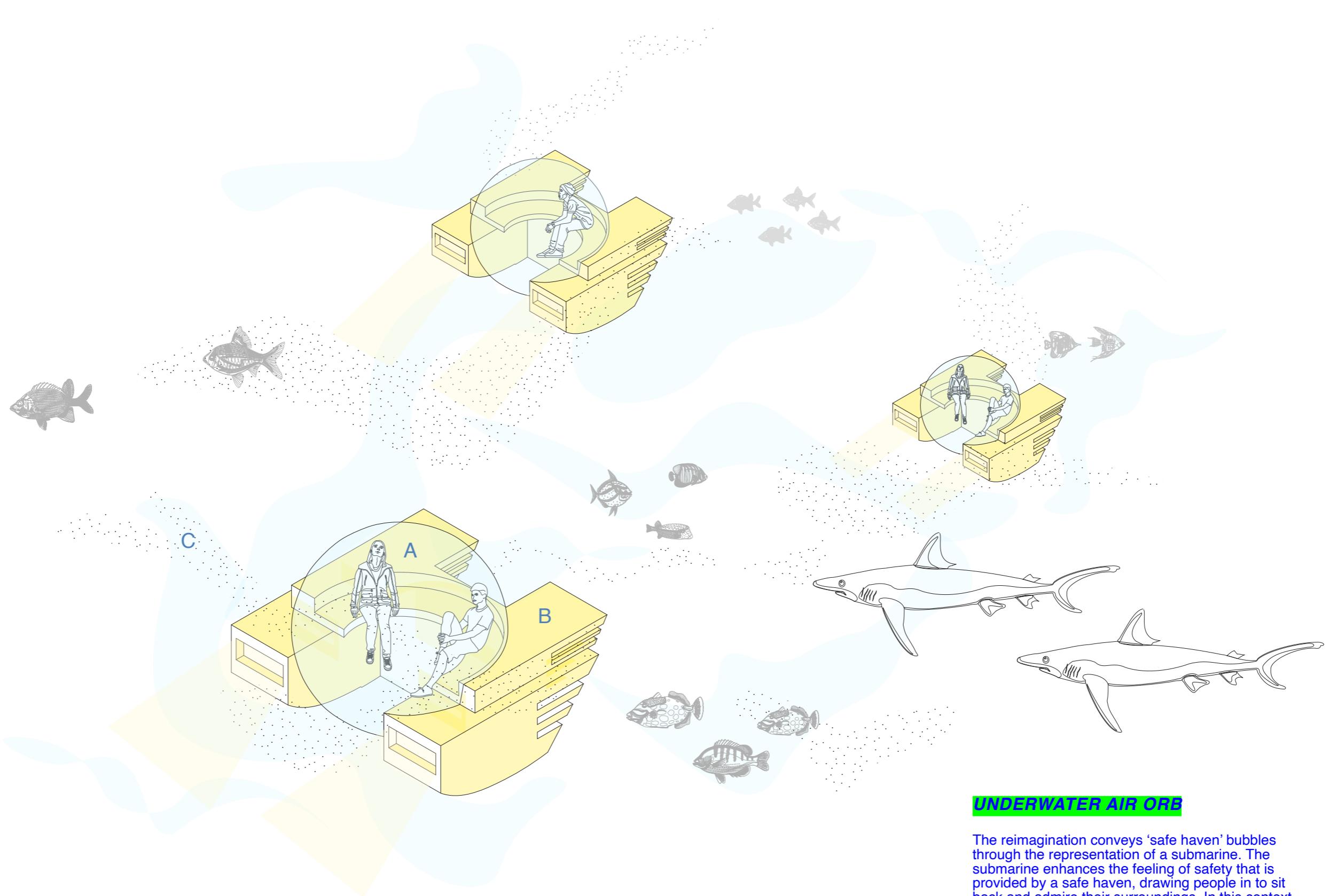
S2S: DARK MODE



MOMENTS SAFEHAVEN

The system purpose is to create a safehaven area, which is framed by the awning system (B) to draw in pedestrians from the fast paced city streets (C) into the shopfront of the store as the safe haven (A). Th awning provides both the attraction of framing the storefront window, as well as sheltering pedestrians from weather, creating a neutral stationary space where people can step away from the pedestrian traffic, subconsciously drawing people to stand underneath and be encapsulated by the store/ safe haven.





The reimagining conveys 'safe haven' bubbles through the representation of a submarine. The submarine enhances the feeling of safety that is provided by a safe haven, drawing people in to sit back and admire their surroundings. In this context the ocean is C/ the city, the submarine is B/ the awning, and the glass bubble is A/ the safe haven.