

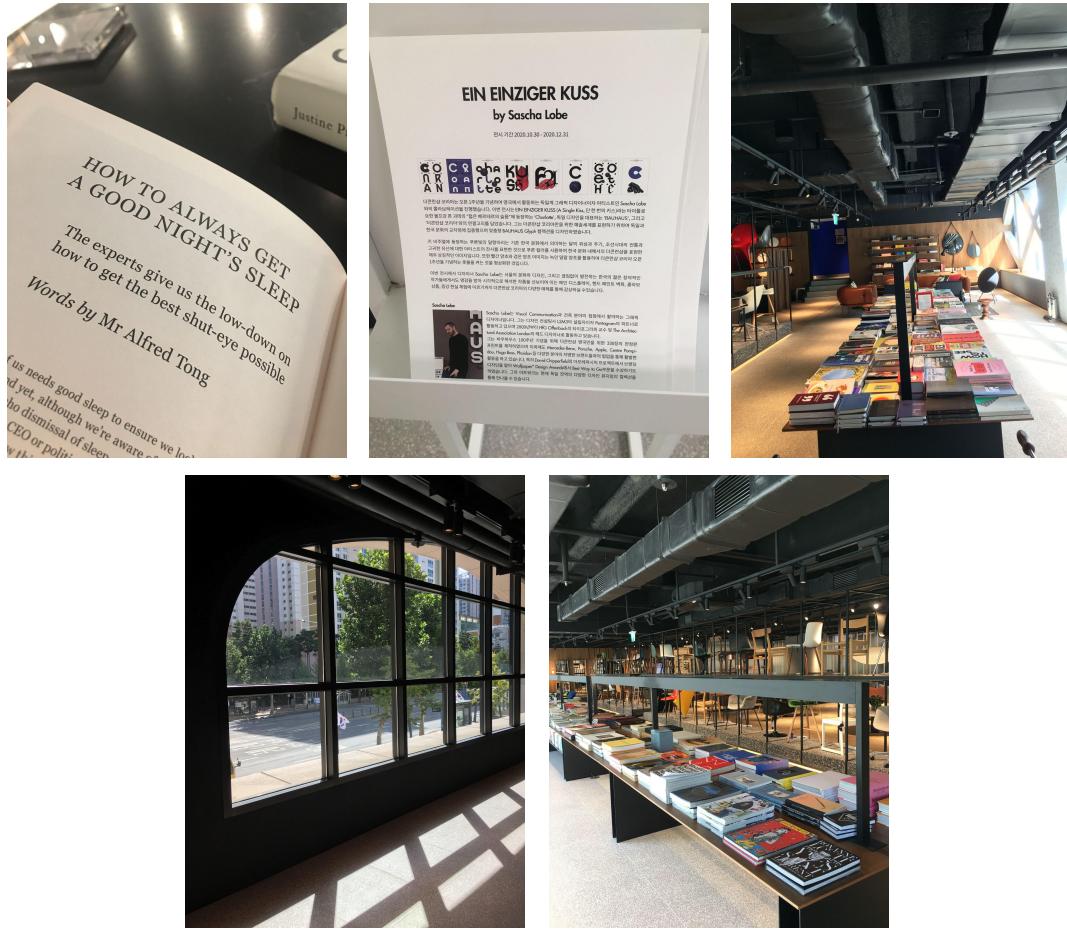
Prototype #2

Prior to advancing my research on the type of platform I wanted to use for my project, I wanted to spend more time developing the concept and content of my project. In particular, I wanted to focus on some of the sources of inspiration I drew for this project.

During my gap semester, I spent a significant amount of time exploring design studios, cafes, and bookstores. Those that piqued my interest included books related to lifestyle design. One of my favorite places out of them all was The Conran Shop.

The Conran Shop is

"The home of considered design and **curated living**. Offering a unique and distinctive blend of design classics and future collectables its innovative edit has inspired and excited visitors for generations. With heritage spanning over 50 years, the Conran name has established itself as a brand synonymous with all areas of design"



The books curated in the studio had a central theme of 'good design' that optimizes well-being. The form varied from architecture, cuisine, furniture, life-style, fashion, perfume, lighting - all

Capstone

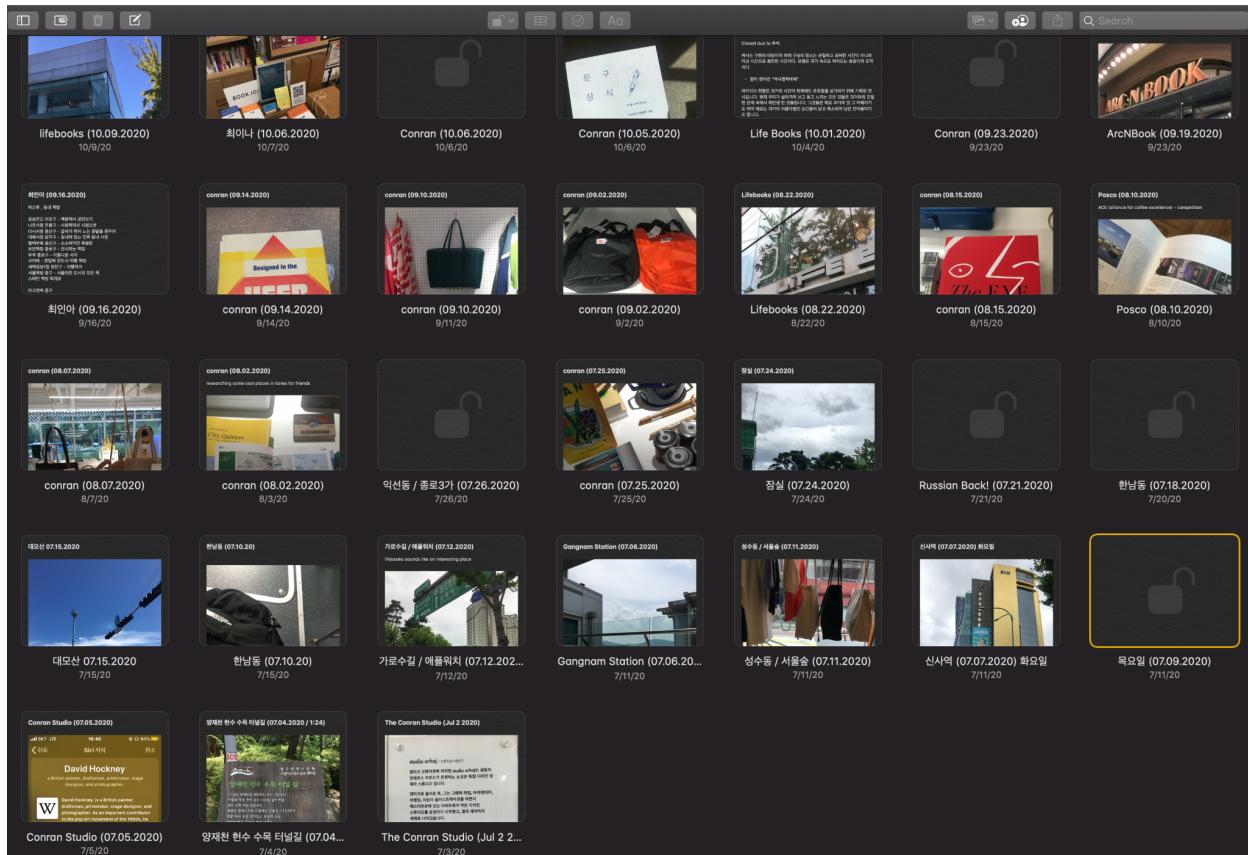
Yeji Kwon

things that stimulate our senses. After consuming such content, I always remember feeling great. The studio also had furniture in the physical space that followed all the principles of design laid out theoretically in the books.

I found the effects of good design really powerful, perhaps due to consuming such content during the pandemic when my well-being was not the best. Being exposed how design could completely alter the way we feel about the physical space around, which directly influences our mental space, made me inspired to focus my capstone on how I could integrate good design into the digital space.

Feel good design, design for well-being, has been a focus in architecture and interior design for quite some time. Yet, it is still a relatively new concept in the digital space. I want to investigate how I can bring some of these principles into the digital space so that more people - those who do not have access to good design in the physical world due to geographical restraints - could have access to these principles and knowledge so that they can be inspired to optimize their well-being, and life.

A lot of my research will be done online, but my primary source of research will be the notes I took while going on these bookshop, design studio tours.



My record from the tour for reference.