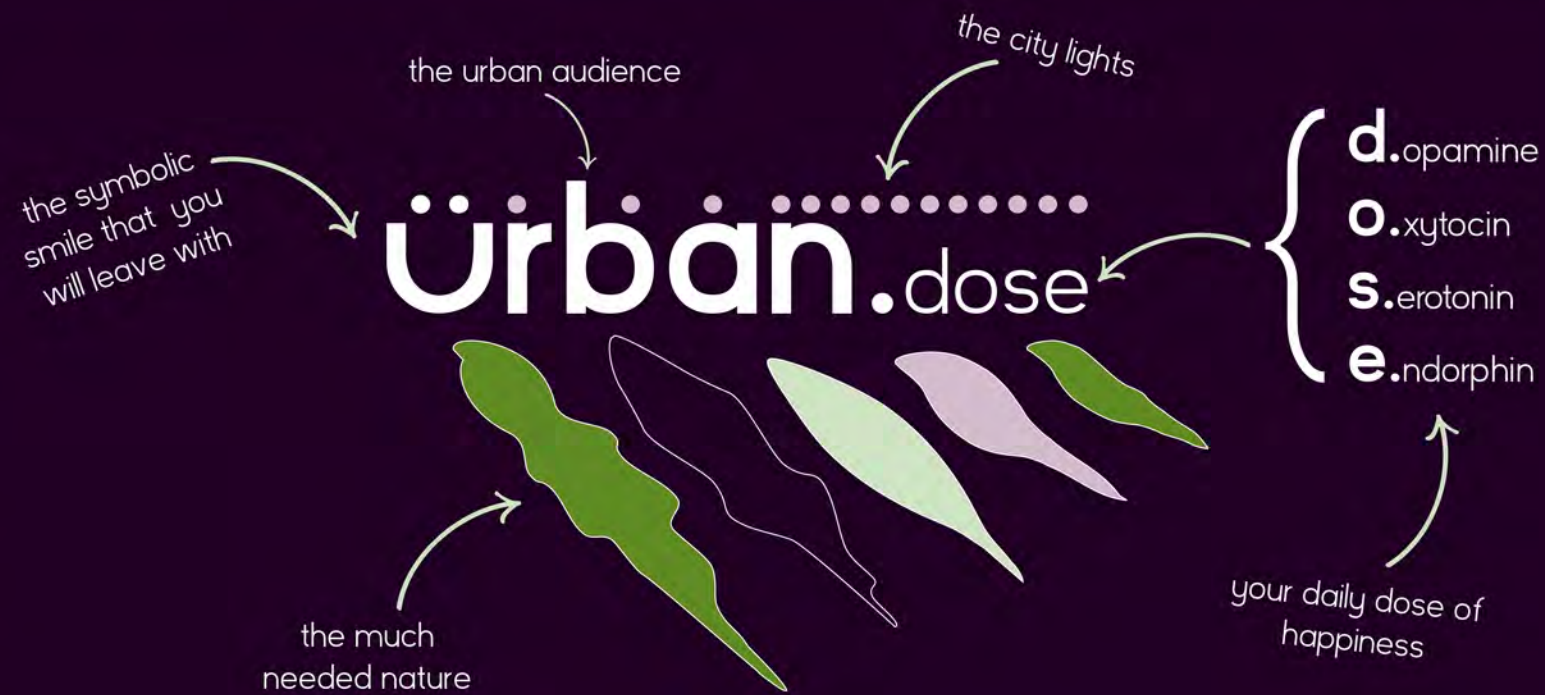


The brand name is the embodiment of the concept...



The Brief

Design a hybrid space with the initiative to increase happiness in urban areas.

Urban.dose



So what is happiness?

To put it very simply it is a mixture of chemicals that our brain produces when we do certain activities. This could be eating healthy foods, creating art, meditating or spending time in nature...

So, that means that if we find enough time to do each of these things proven to increase happiness, then we hacked our brains and we will increase our mental well-being which will make us happier!

your daily Dose of Happiness

- d.opamine
- o.xytoxin
- s.erotonin
- e.ndorphin



The Customer Journey



Walking by...

Being Welcomed & Introduced to the Space

Having a Hot Chocolate or a Healthy Brunch

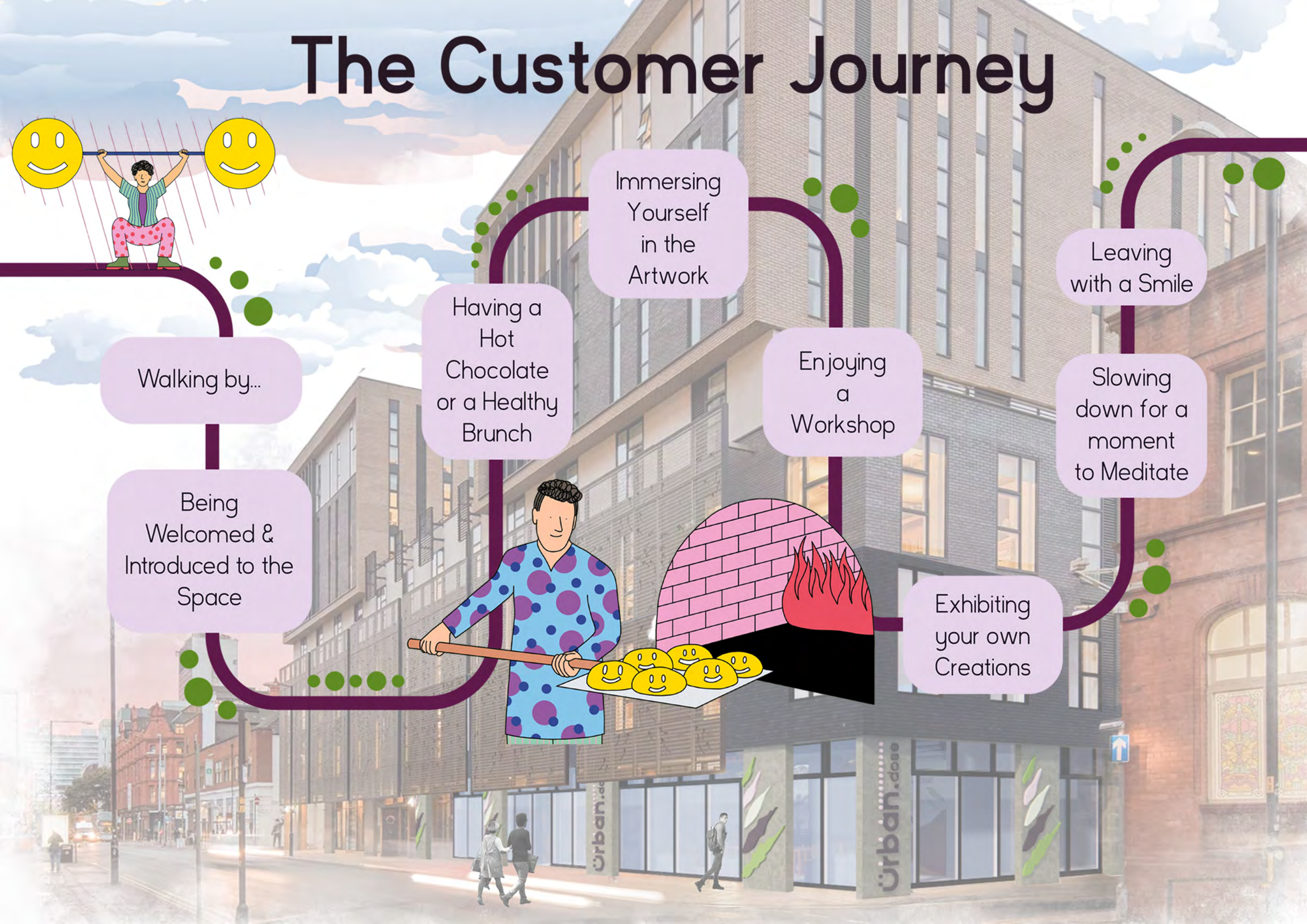
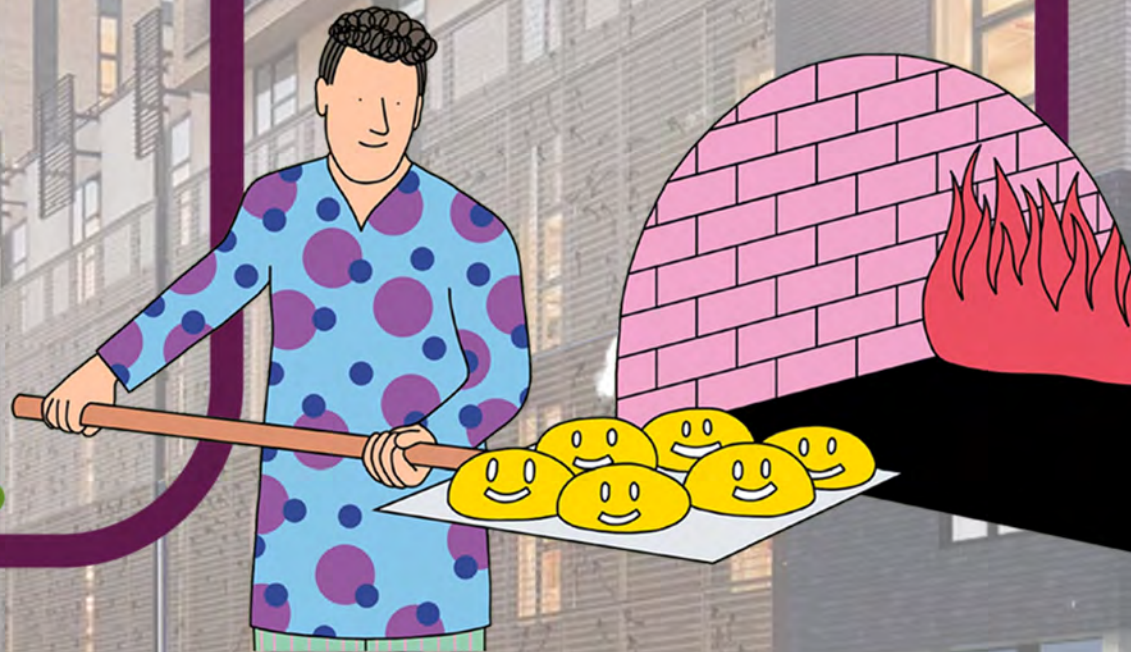
Immersing Yourself in the Artwork

Enjoying a Workshop

Leaving with a Smile

Slowing down for a moment to Meditate

Exhibiting your own Creations



"happiness is greater in more scenic locations" Seresinhe et al., 2019



Café & Exhibition

Multifunctional
Space

Multifunctional
&
Reconfigurable
Design pieces



