

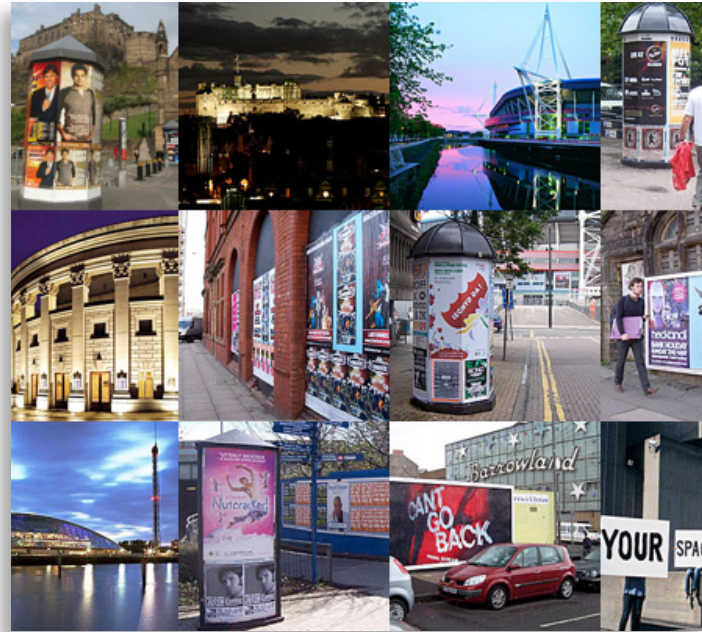
# Initial Research



Hannah Jenkins

## User Consideration

### City Centre Posters



Would like a more exciting structure to secure council contract, as well as one that is cheap to make, generates profits & suitable for other locations.

### City Council



Would like to revitalise area with more exciting structures.

### Avenue of the Arts Team



The redevelopment team want to use arty and innovative ways to light up the area and invite the public to visit the destinations on the Avenue.

### Venues



Arts venues want to be able to advertise events in order to increase ticket sales. Restaurants and hotels want the structure to enhance the street landscape and increase public flow.

### Davey - Worker



Needs to be able to put up posters easily, quickly and preferably not at height.

### Installation Team



Need to be able to install structures with ease, safely, cheaply and all at once.

### Students & Artists



Students at the RCS and GSA would like somewhere to exhibit video/photography/artwork outside their school.

### Poster Users



Want their adverts to be noticed and draw attention to as much as possible.

### Public



Would like an aesthetically appealing structure that they want to take notice of and that can provide a benefit to them; whether functional or artistic.