

# Initial Research



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## Brief

Develop a new and innovative idea for an advertising structure/system that would be appropriate for CCP to operate on the Avenue of the Arts.

## Current Methods

Existing drums fit 4 x 4s + 8 x 1s posters, use corrosive paste, have flat sides & a roof with lip for aesthetic purposes.



## Avenue of the Arts

On our visit, I was drawn to the open spaces with room for a striking structure, especially outside the RCS. I also noticed walls & ground that could be used on narrow pavements.



## Inspiration

I took inspiration from other sites on the Avenue, as well as systems used abroad. I wanted to include as much variety as possible in my early concepts, and found there was a need for more exciting designs.

