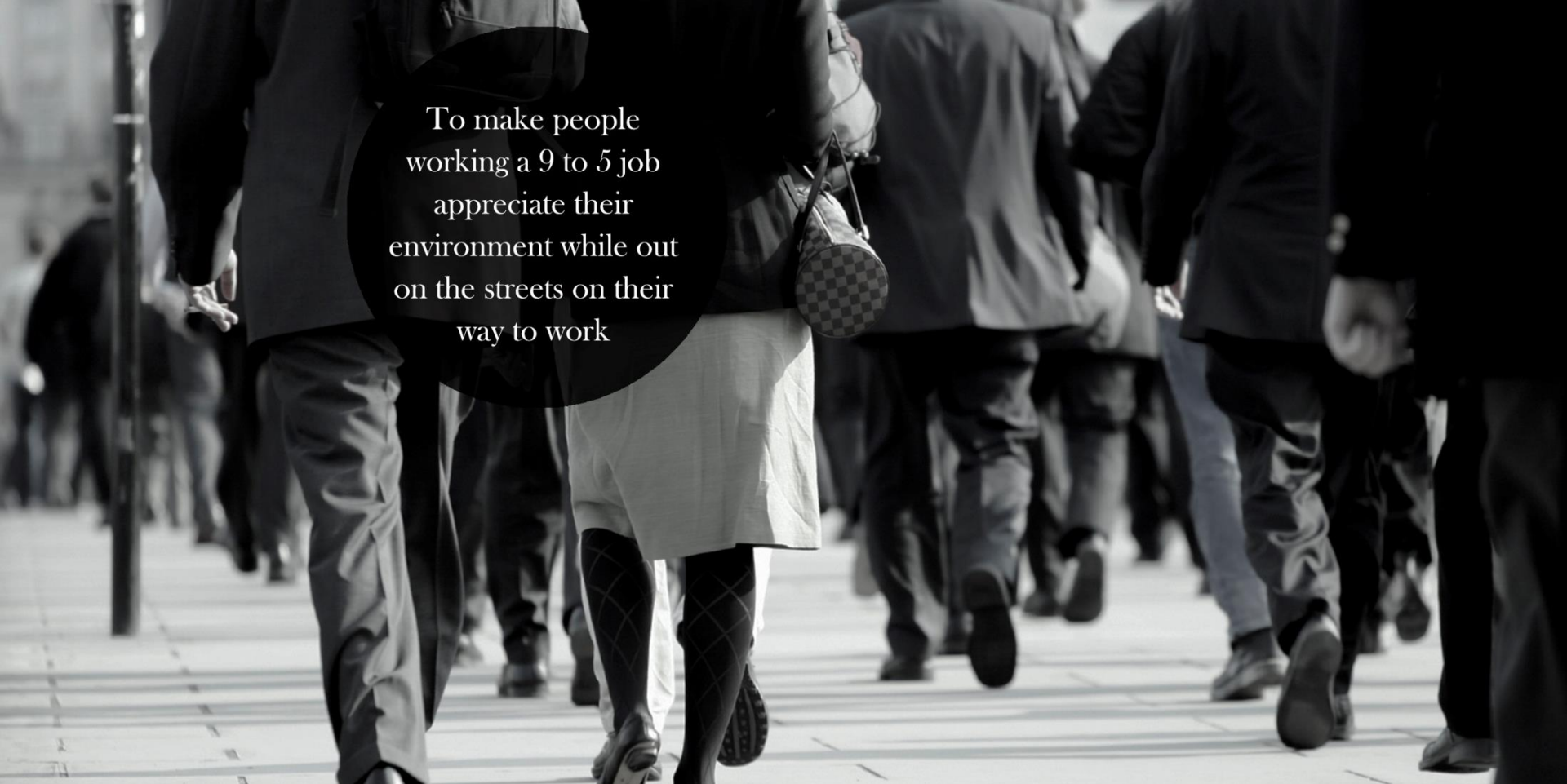




DESIGN FOR HAPPINESS  
JULIA MATTAAR



To make people  
working a 9 to 5 job  
appreciate their  
environment while out  
on the streets on their  
way to work

DESIGN GOAL

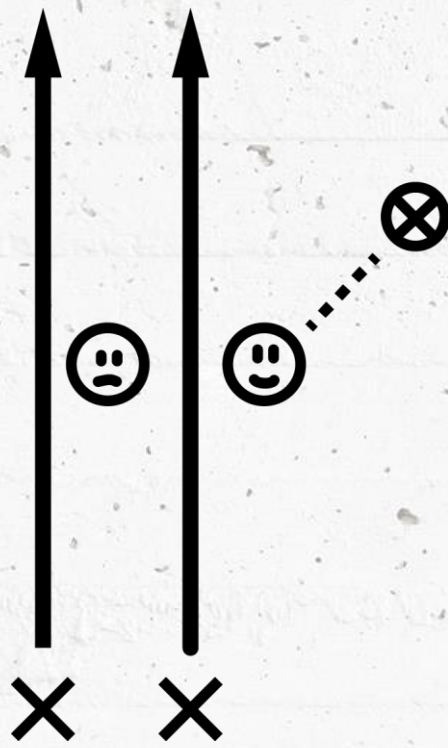
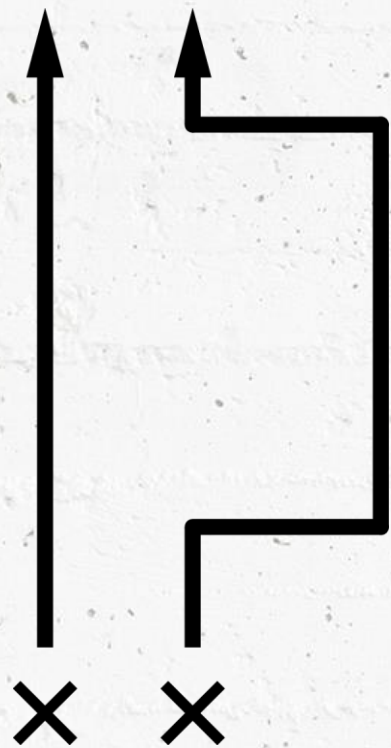




SUBTLE INTERRUPTION



FIND A NEW WAY HOME



FIND A NEW THING ON THE WAY HOME

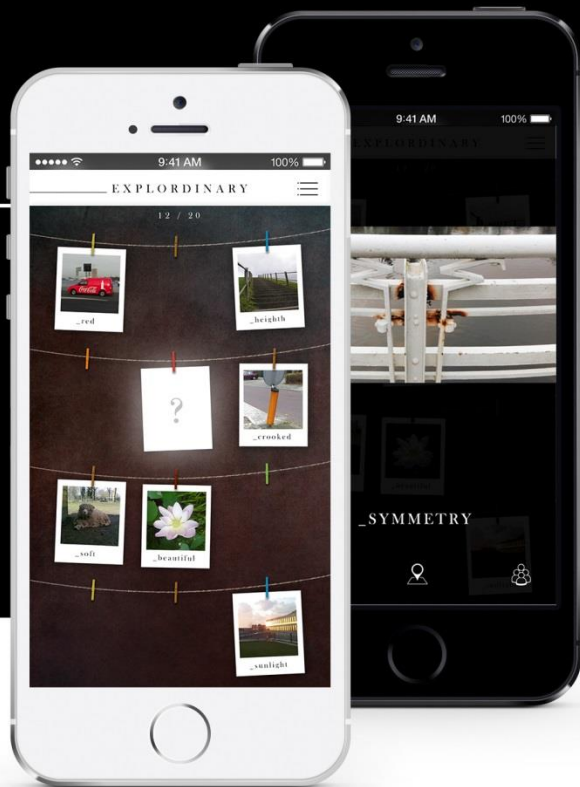




TREASURE HUNT



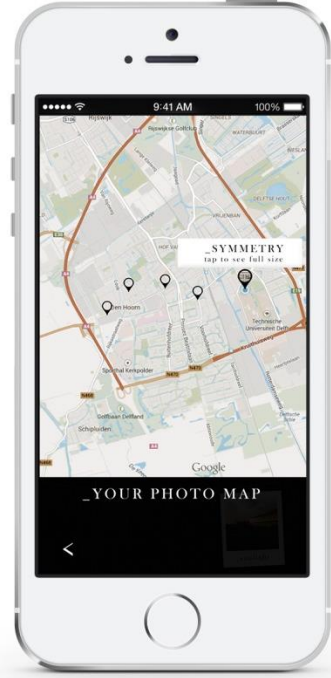
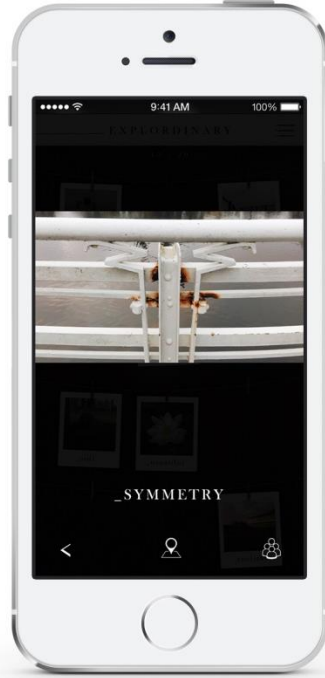
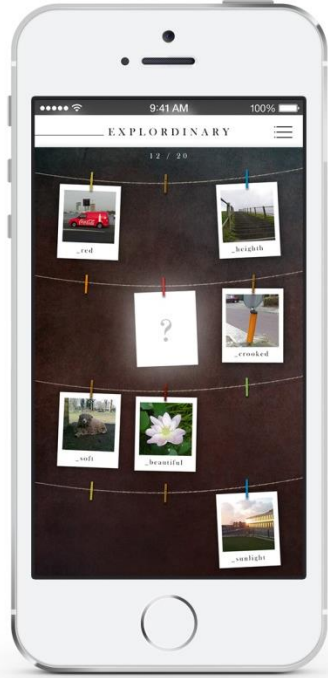
THEMES



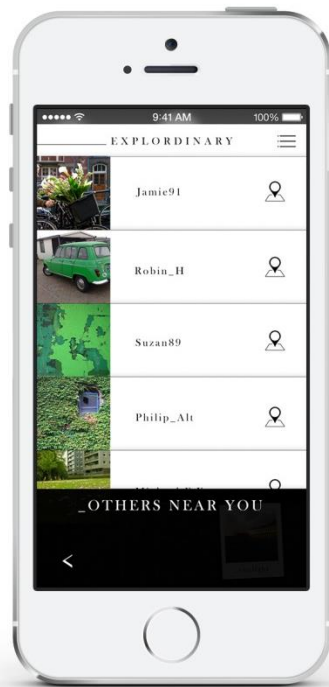
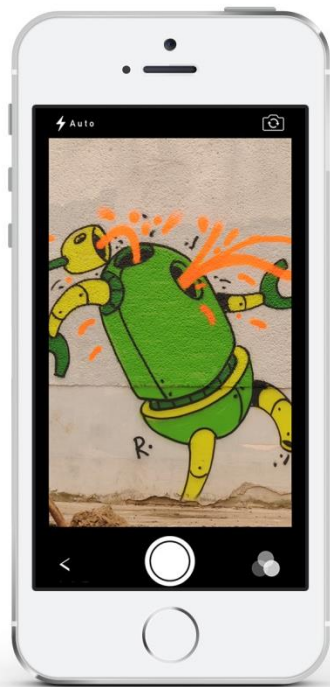
# EXPLORDINARY

REDISCOVER YOUR  
EVERYDAY ROUTE





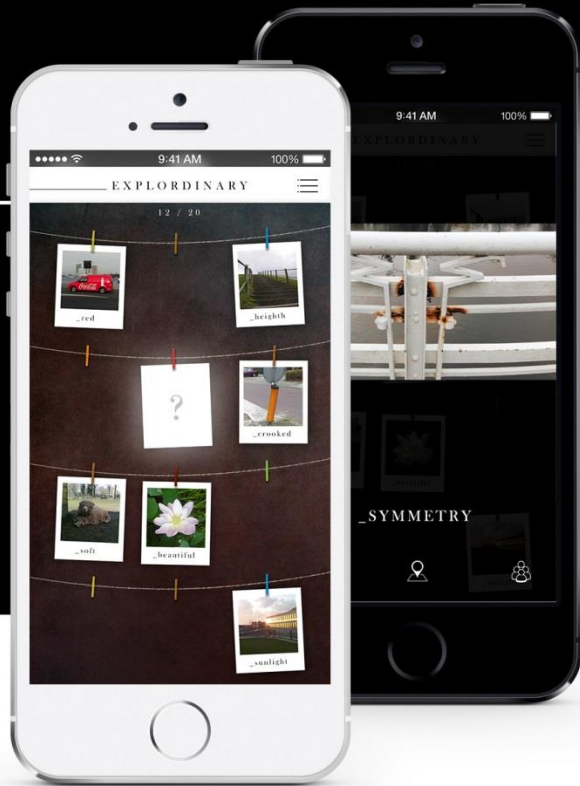
EXPLORDINARY



EXPLOARDINARY

VIDEO





# EXPLORATORY

REDISCOVER YOUR  
EVERYDAY ROUTE