

REFRAMING RED SQUARE

MAGIC IN THE MUNDANE



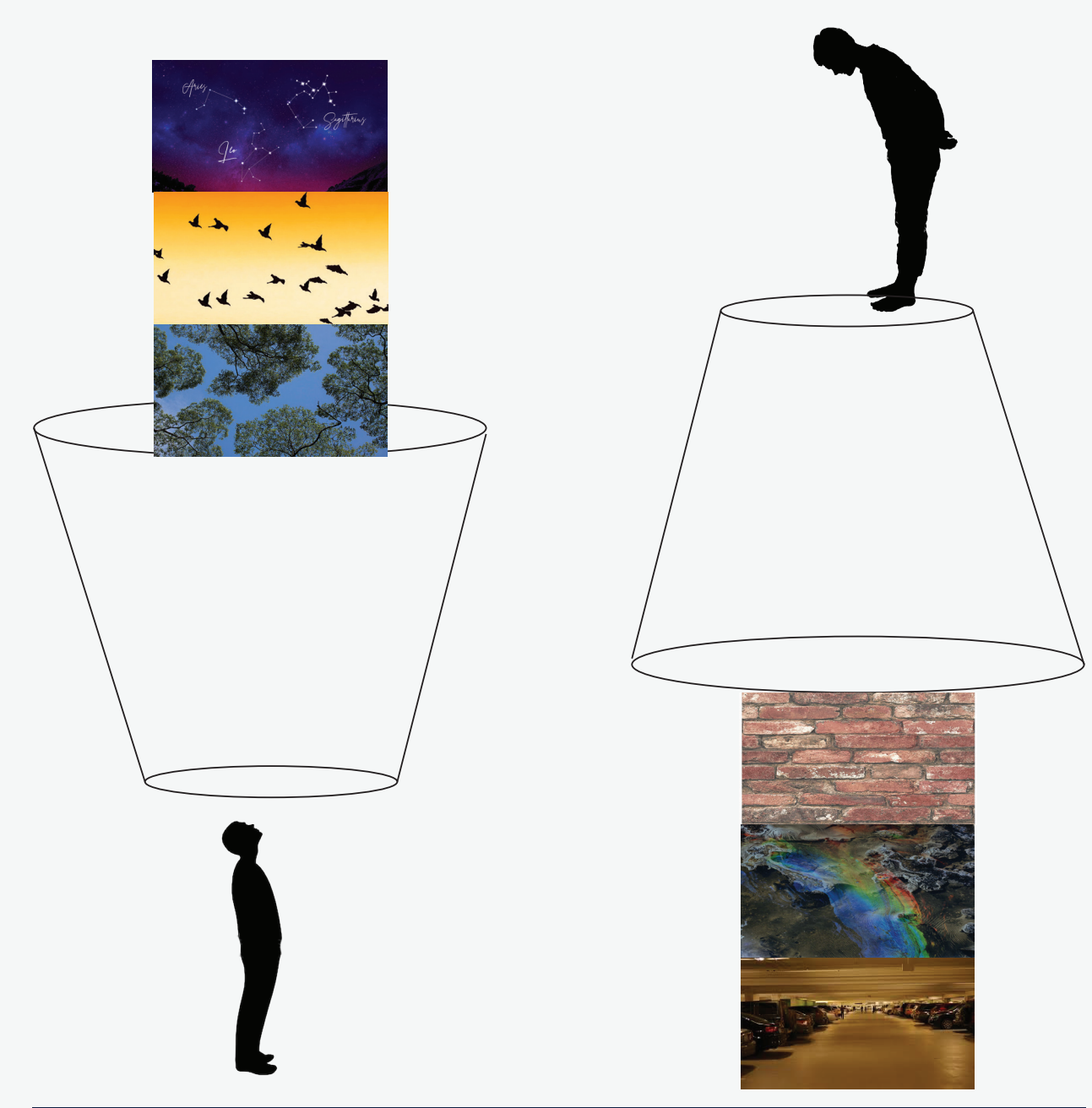
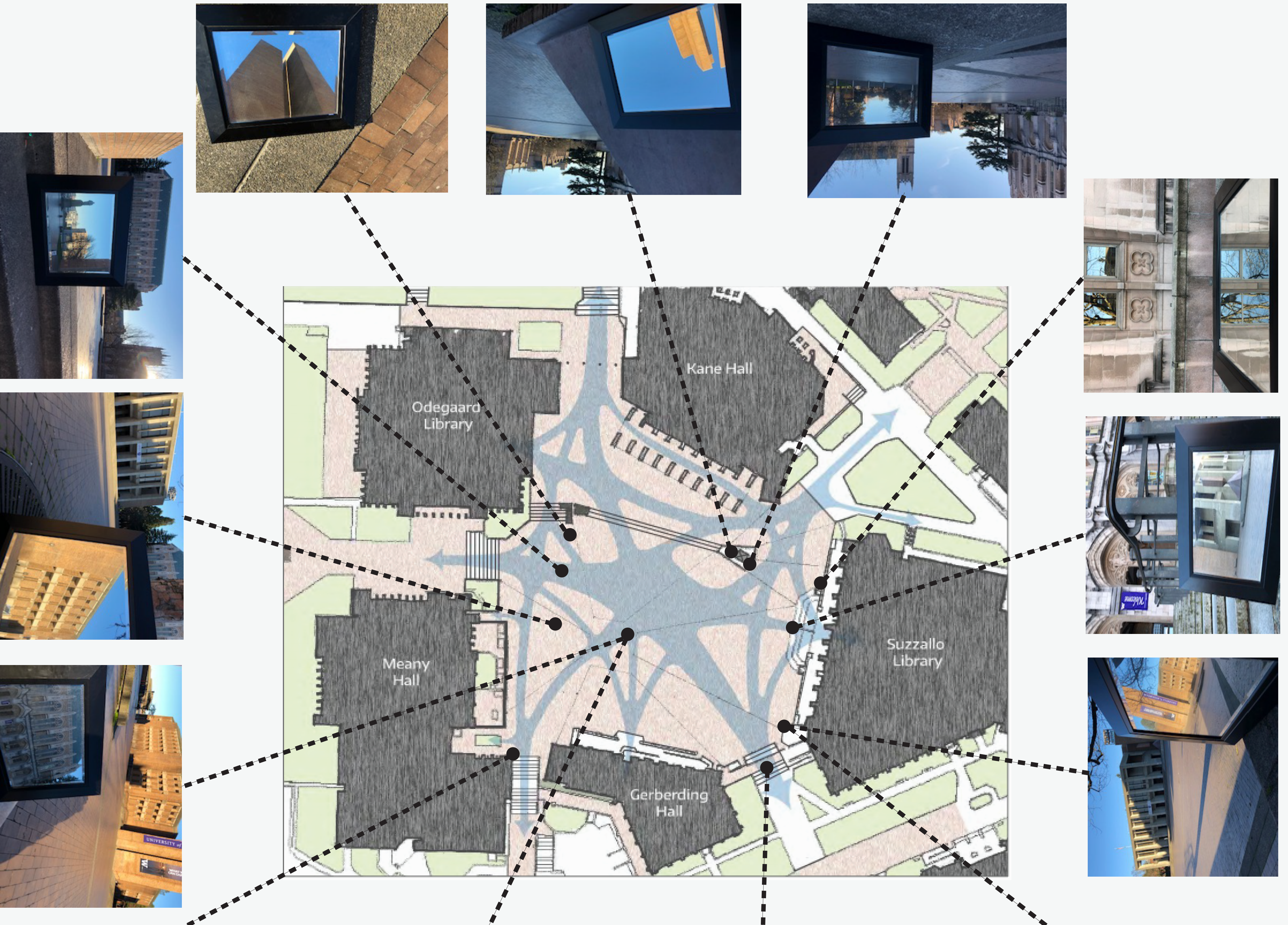
BE BOUNDLESS

Do you remember meeting Red Square for the first time? Maybe you were in awe, maybe you were nervous, maybe you got an electric rush from being so small in a place so vast and full of unknowns.

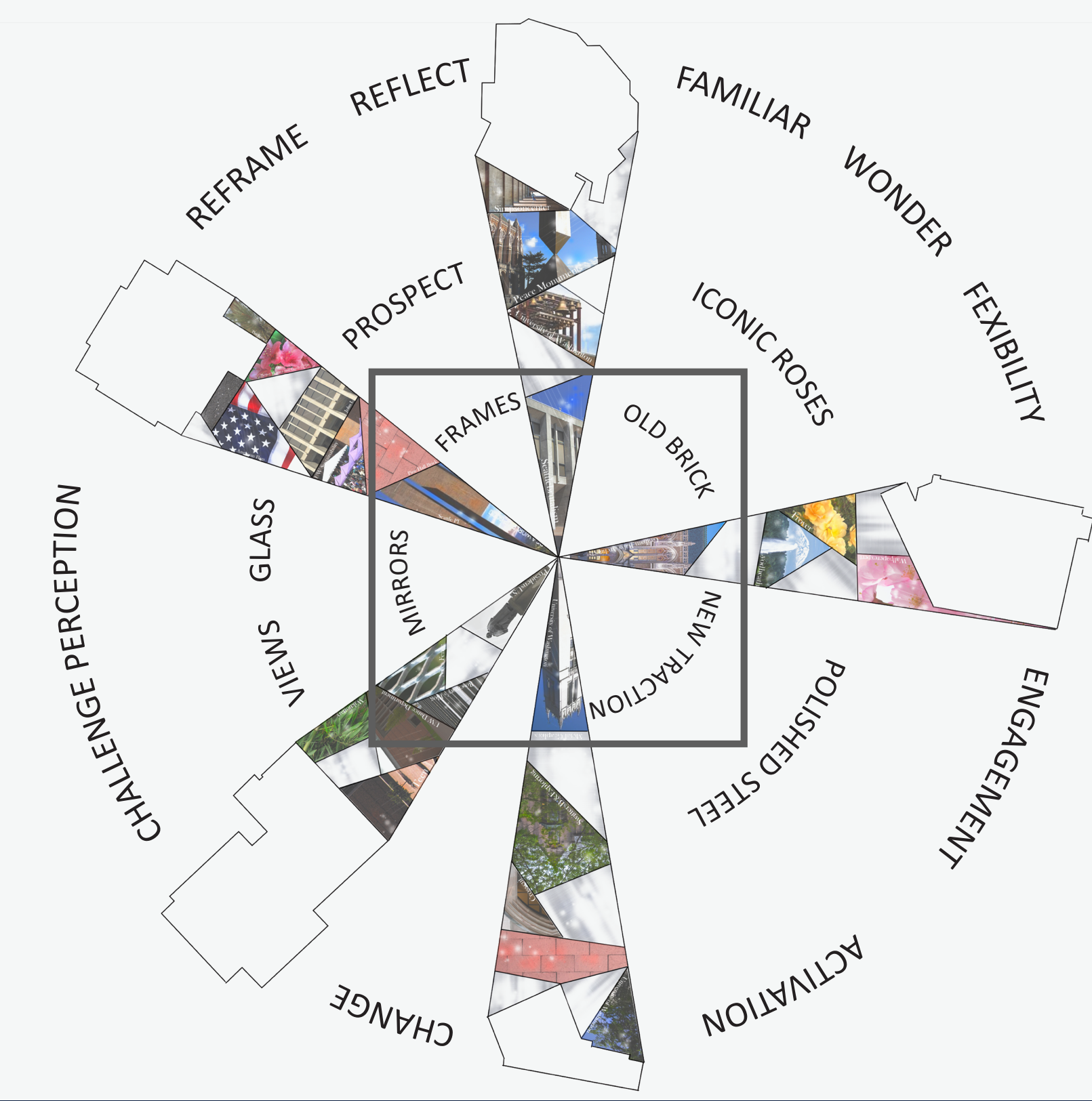
And what now? You're comfortable. You know your way around. You know what you need to do to get to where you want to go.

But you've lost the *magic*.

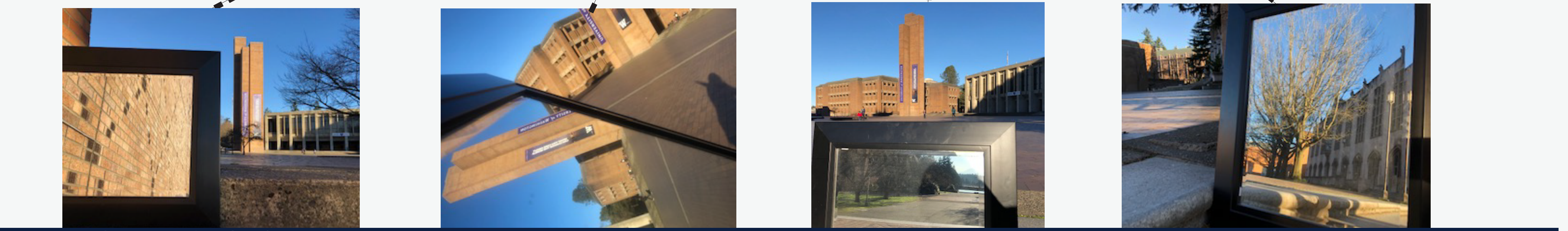
Our design is as much a celebration of the familiar charm and success of Red Square, as it is a humble reminder to challenge reality. Through simple interventions using reflection and framing, we augment the ordinary. The unremarkable walks to class, the unassuming days spent at work- this is the "everyday," this is the stuff life is made of! Don't forget to look around you. You might be surprised at what you will find.



CELESTIAL FUTURE ICONIC HISTORY



CONCEPT DIAGRAM



MAPPING REFLECTIONS

PRECEDENT IMAGES

