

BE MORE DOG

O2 CALLS ON MSA TO DESIGN IN-STORE MUSIC INTERVENTION

CO-ORDINATION TEAM

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AGENDA

By exploring the recent shift in the consumer experience of the high-street our event will aim to merge the thriving music scene of Manchester with the forward thinking, trend setting and boundary pushing ideals of the recently opened O2 concept store.

The vision of our collaborators fits neatly with our experimental studio work due to O2 having recently launched their 'Stores of the Future' project which consists of two concept stores, one in London and one in Manchester. These stores seek to change the face of the high-street and redevelop the customer experience through creating a relaxing, engaging and inspiring atmosphere within their store and with their staff.

O2 are very aware of the vibrant creative culture within Manchester and are wanting to focus on the people rather than the product, with the aim of creating a constant discourse between the store and the wider community.

COLLABORATOR

O2, the telecommunication giants who touch the lives of the majority of the population, whether through their mobile network service, priority offers, and sporting or music experiences.

Their interests lay in the intersection between technology, experience and social sustainability, and they are keen to push boundaries within the ever-changing role of the high street in order to live up to their name of "stores of the future".

PRODUCTION

The final output will be a pop up music based intervention in the O2 store on Market Street which will bring together local Manchester based talent and members of the public in an engaging and inspiring manner.

MASTER-CRAFT

The process will be much like the process within studio of getting a brief, conducting a site visit, working in groups and being given set deadlines and list of requirements for the deadlines.

The students will present their ideas to the coordinators before a final design is chosen, presented to members of O2 and set up in store.

LIFE'S A STICK GO CHASE IT

