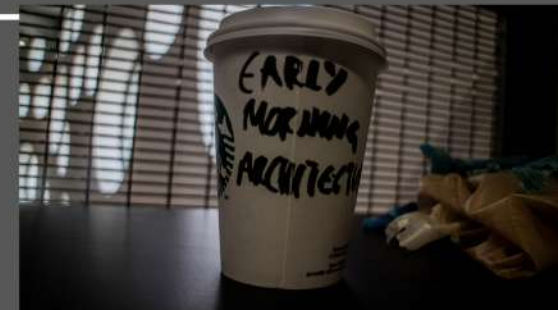


# Early Morning Architecture: The Commuter's Perspective



a photo series by Maia Ojerinde-Ardalla



"I think you don't much think on the commute because you're trying to get to your destination and all the spaces around you are helping you get there. There's no need to *think*

Morgan McDermott - frequent London Underground commuter, May 2016

"When architecture becomes *invisible* to us, its influence for good or bad becomes invisible as well"

Evan Pushack, journalist, June 2014

"The volume of *passing trade* on the transport network means that renting one of our retail units could be a good move for any business."  
Transport For London



#### Mirrored Reflection #1

If we eliminate the element of branding, would we still purchase items on a morning commute? If all we could see was ourselves, would we both-er to stop off on the way to our destination?

**STARBUCKS**

### Rise of the Coffee Shop

Three most popular Coffee Shops in the UK

	tall	grande	venti
£Caffe Nero	250 stores	1000 stores	700 stores
£Costa			
£Starbucks			

Growth of each shop in the past 5 years

### The Spread of Coffee Shops

Most frequent zone one coffee shops

	tall	grande	venti
Costa			
Starbucks			
Pret A Manger			

### Cost of the starbucks business

As of September 2015

	tall	grande	venti
		\$86billion	

### What do we buy in the morning?

Most commonly bought items on a morning commute

	tall	grande	venti
Capuccino			
Latte			
Espresso			



The new consumer menus



"The best thing about a coffee early morning is that we recognise the spaces and interiors of the shops. It distract us with something other than travel, something other than work.

Sure it's just an establishment, but from the colours to the furniture, it's recognisable, it's *comfortable*"  
 Morgan McDermott, frequent London Underground commuter, May 2016

Mirrored Reflection #2

Consumer-awareness: To show a consumer their actions, to make them aware of traps surrounding the architecture and branding of establishments



"At the end of the day it's just a coffee and a cheeseburger, right?"



