

Capsulated Memories

Final Major Project

Nicole Cho



Design Statement

I will be designing an immersive and interactive experience on memory building and the sentiments of nostalgia with the jewellery brand Astrid and Miyu. The experience will be conducted through making charm bracelets while moving through the different zones in the space.

I chose the activity of making bracelets as jewellery is capable of holding sentiments and memories. Since I was little, my mum has gifted me jewellery as a way to show her love, therefore I thought it would be fitting to use charms and bracelets to encapsulate memories and the feelings of nostalgia.

Concept Statement

Creating a fun and lighthearted interactive experience, where the audience are able to engage with the space and through a series of activities, forming memories while having fun.

Mission Statement

Our mission is to form unforgettable memories and deeper connections with loved ones through analog activities.



Processes

Regulations: Installations built indoors

Technology: Time sensitive triggers

Publicity: Avertisements both online and in store.

Manufacturing: Made and sourced mainly in the UK. Products are designed in London.

Funding: Funded by Astrid and Miyu

Stakeholders

Primary Stakeholders: Astrid & Miyu customers, Astrid & Miyu, people who are interested in jewellery/ jewellery making activities

Secondary Stakeholders: City of Westminster, Soho's neighbourhood, Londoners

Space

Environment: Central London, Urban

Economy: Positive impact

Site & Scale: Greek Street Soho, 200 sqm

Society & Culture: Diverse

Ethics

Our materials will be sourced locally, and we will also be closely working with the sustainability guidelines of Astrid & Miyu

Time

18/03/2026-20/05/2026

Site: Greek Street Soho

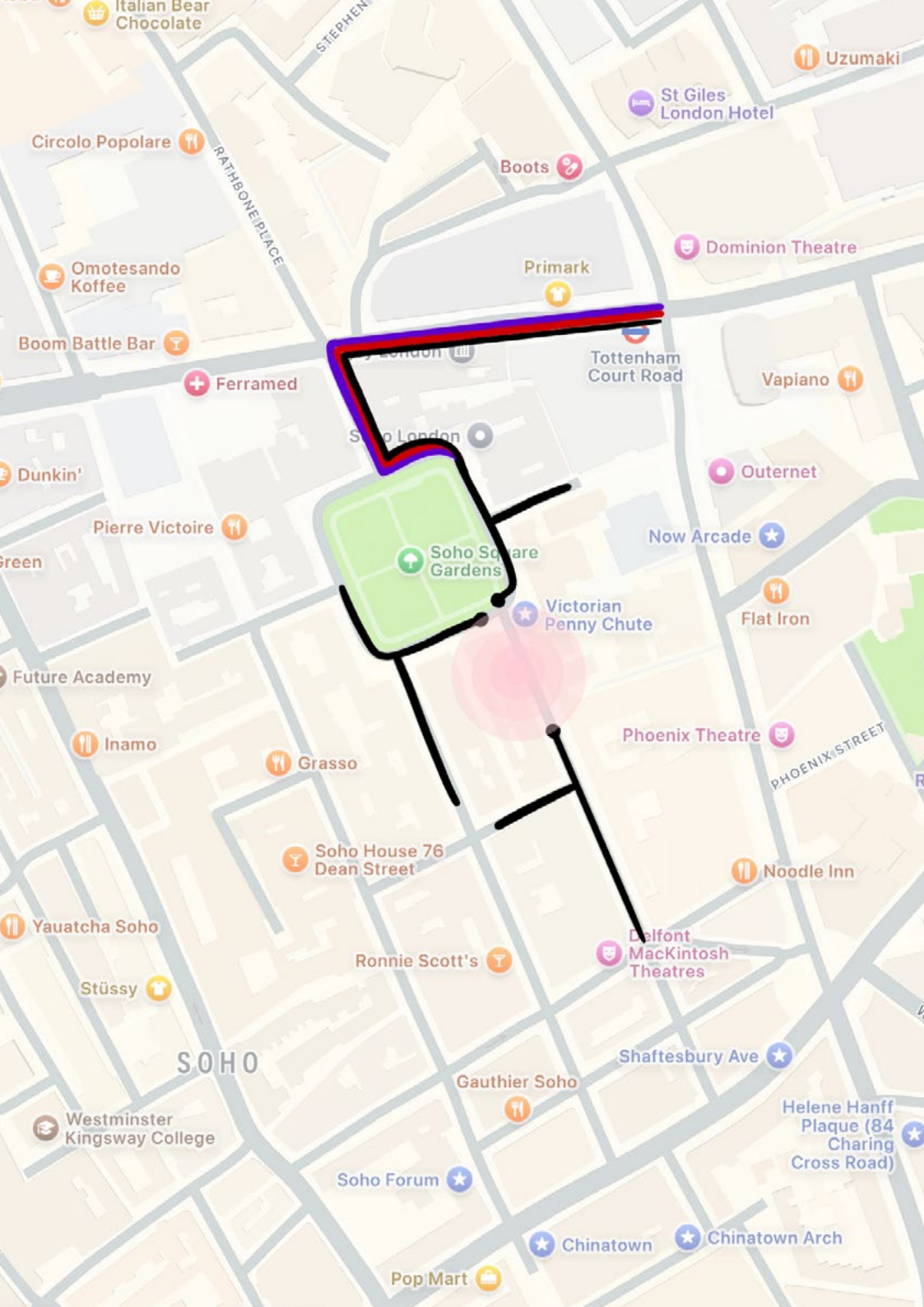


The location is a short walk away from Tottenham Court Road Station and Leicester Square Station

The shop is located on Greek Street in Soho, This is one of the busiest streets in Soho.

As it is near bus stops and some of the main tube stations, it has a high accessibility to the public.

Soho is a area famous to both tourists and locals, therefore having high foot traffic and a high population.



The navy blue lines highlight the paths participants can take to get to the pop up store. The red, purple and black line are the colours of the tube lines that stops at Tottenham Court Road station, which is a five minute walk from the pop up store.

Personas



John and Sarah

A couple in their mid-twenties, in a long distance relationship.

Sarah's first gift from John was an Astrid & Miyu necklace.

John is visiting Sarah in London.

Both love going to crafty workshops.

Sarah loves jewellery and John loves Sarah.



Brianna and Raquelle

Brianna is a jewellery design student studying in London and her little sister Raquelle is visiting her for the week.

Due to a seven year age gap, they don't get to spend much time with each other.

Raquelle is looking to take arts and design in her GCSEs.

Design Overview

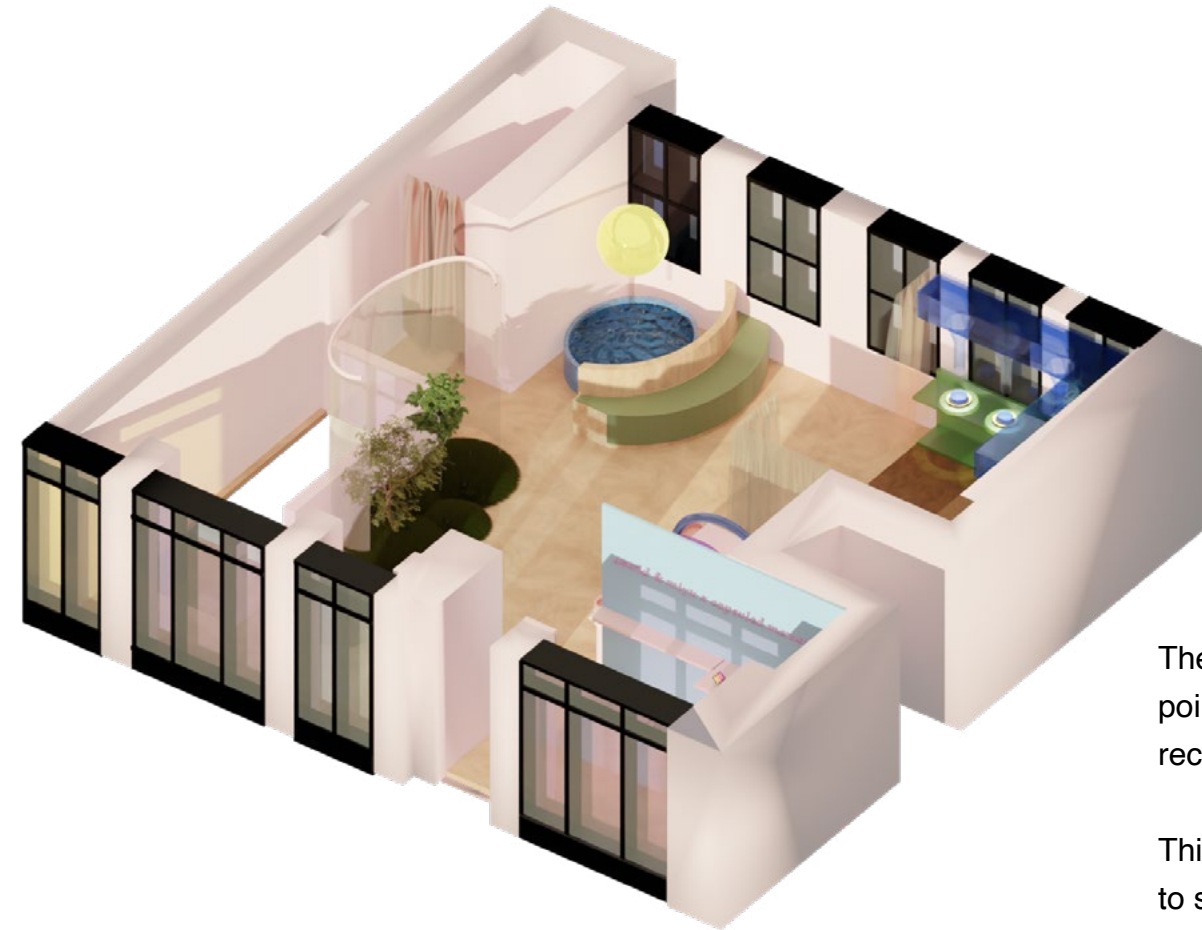


The space will span over two floors, the ground floor and the basement floor. The ground floor is where the activity of making charm bracelets will happen, and the bottom floor would be the till (collection point) of the product, where there will also be a cafe, seating, photobooths and a DIY Station.



Design Overview

Ground Floor



The ground floor is where the activity takes place. There are five touch points on the first floor, where at each touch point, the participant will receive a product contributing to their charm bracelet.

This space has a non-linear narrative, however the participants have to start at touch point one and end at touch point five.

Design Overview

Basement Floor



The basement floor is where the collection point (till) is placed. This is where the participant will be collecting their packaged bracelets. While waiting, the audience can visit the cafe (7), seating area (8), hanging installation (9) and the photobooth (10). There is also a DIY station (11) for the audience to further personalise their charm bracelets.

Narrative

Participants register with the staff and receive a token from the staff.

Participant uses token in capsule machine to get the desired bracelet.

3-5 minutes

Participants go to collect a charm regarding memories of food.

Participant pushes a button to activate the tubes. A capsule with a prompt and charm of the choice falls out into the bowl.

5-7 minutes

Participants go to collect a charm regarding memories of objects.

The yellow orb will release a capsule with prompt and charm relating to objects into the pool. Participants can choose the capsule they desire.

5-7 minutes

Participants go to collect a charm regarding memories of places.

Participants will have to scavenge in the grass to look for the capsules holding the places charm they desire.

5-7 minutes

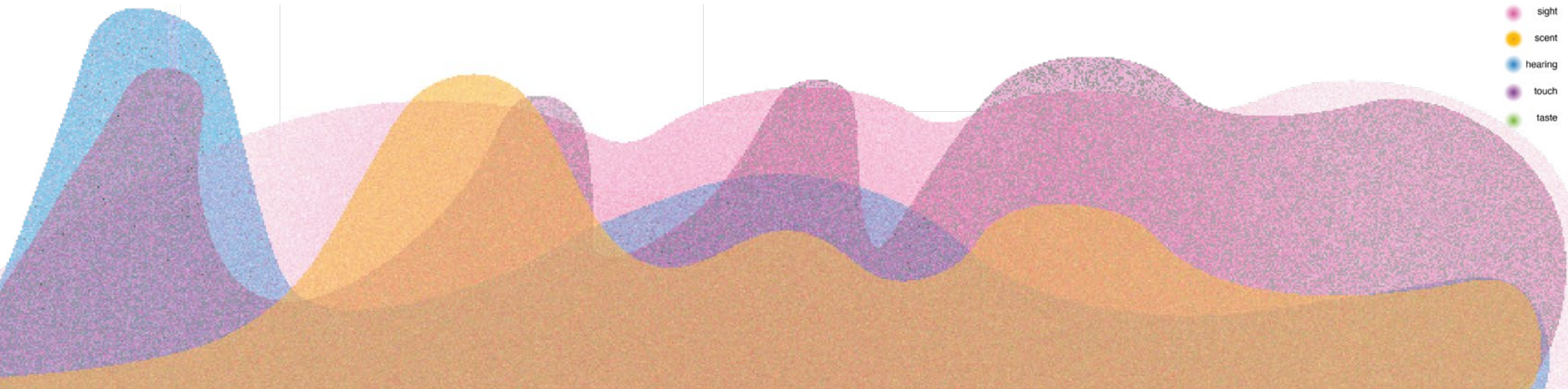
Participants will send their complete charm bracelet to the basement for packaging.

Participants will put their name, number and their charm bracelet into a capsule provided, sent down the tubes by a pinball mechanism.

5-7 minutes

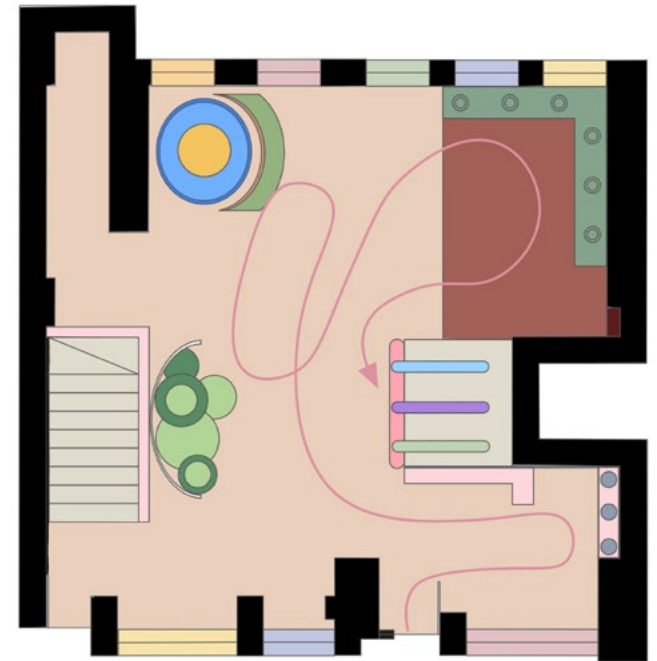
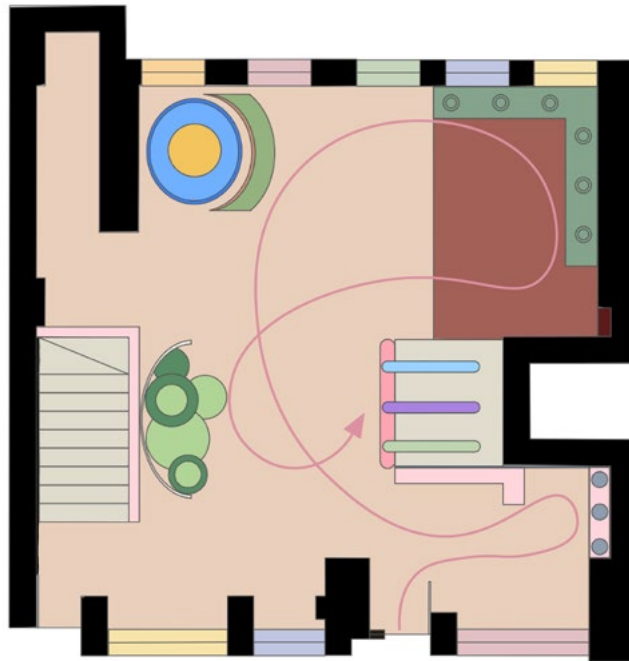
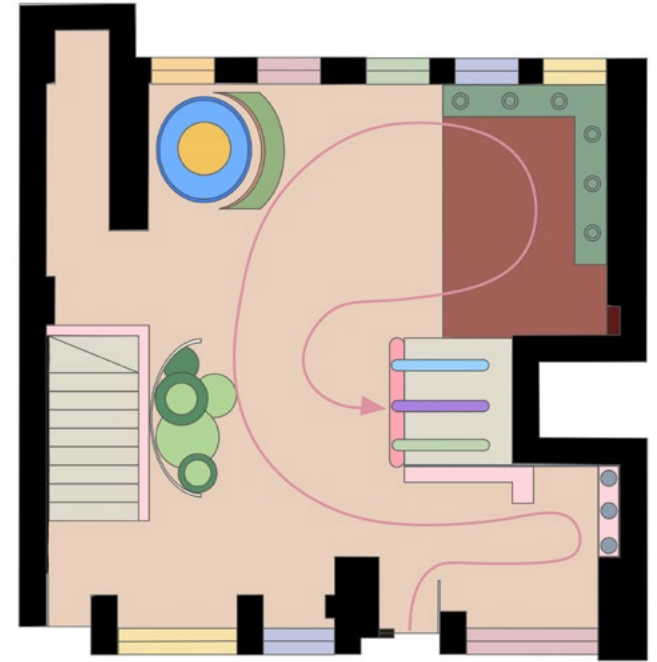
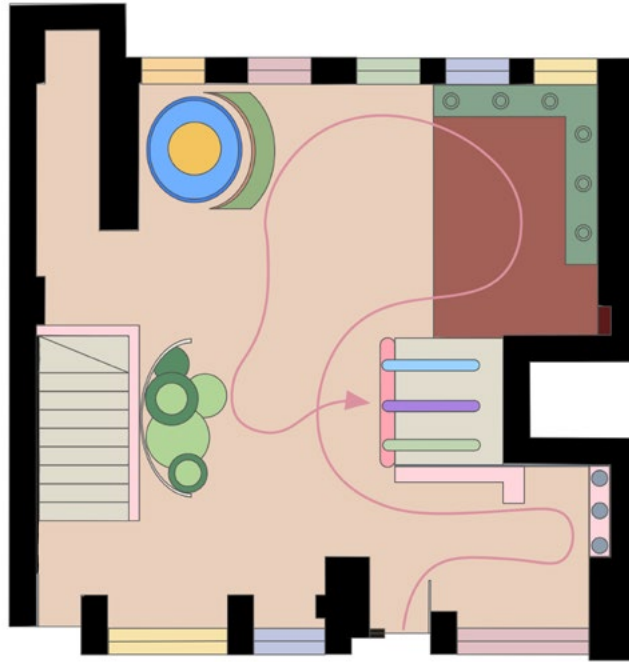


Sensory mapping guide



Movement

These are the four possible routes for participant to move through the space.



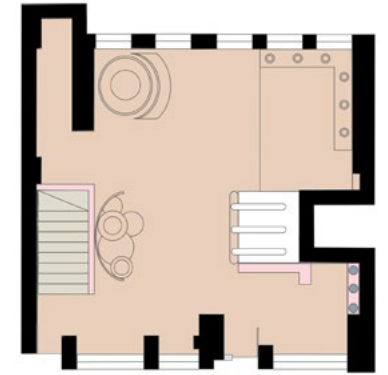


Exterior

The exterior walls will be painted in the Astrid & Miyu pink. Which makes the store stand out and easy to locate.

Coloured acetate will be stuck onto the windows to create a stained window effect. The tinted windows allows light shine into the space in different colours, creating a colourful interior.

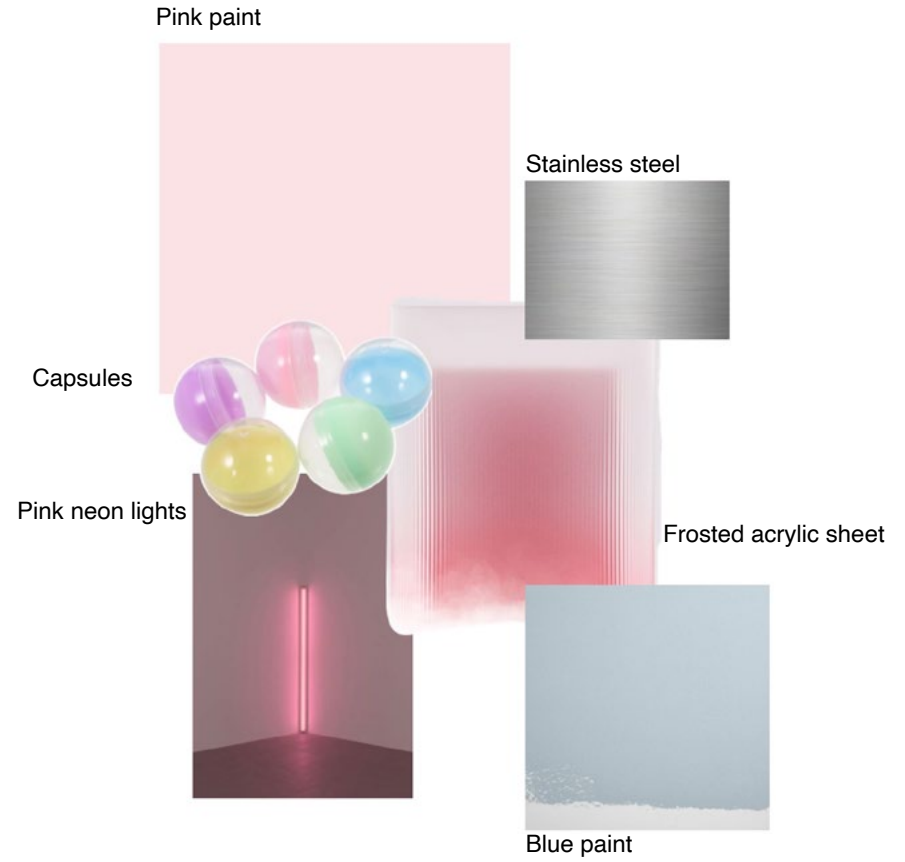
Touch Point 1



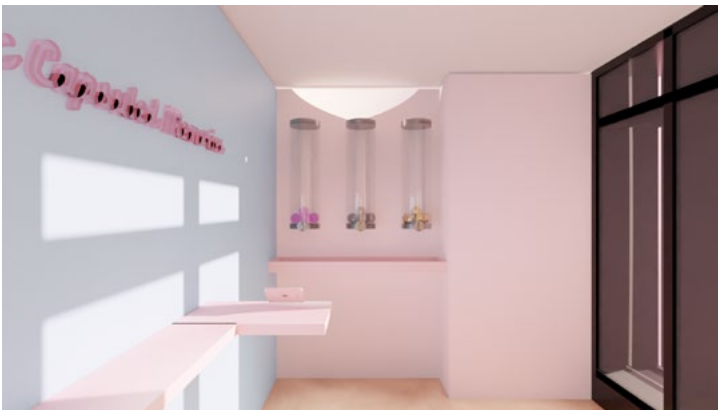
The space starts off being more minimalistic to not overwhelm the participants

A blue interior wall is added to the space to section off touch point 1 from touch point 5.

Staff table, where participants register for the activity

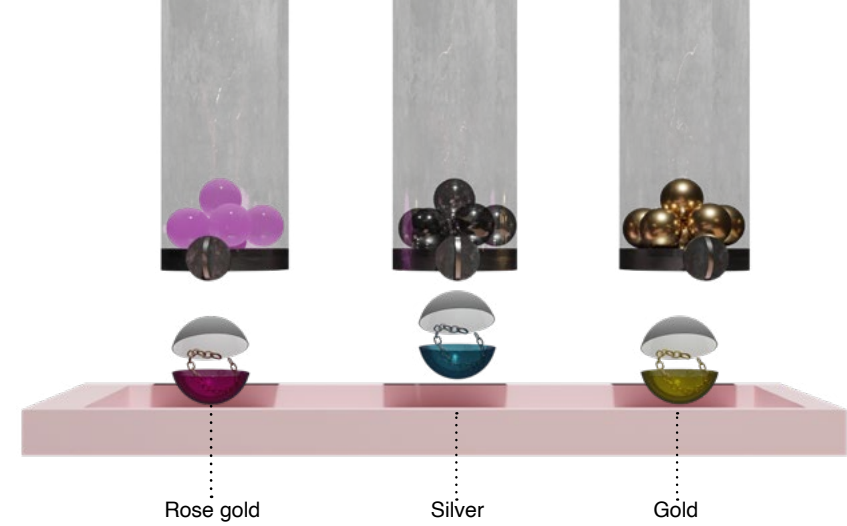


Capsule machines are installed onto the wall with brackets.



Touch point 1 design overview

After registration with the staff, the participants are given a token to activate the capsule machine.



astrid & miyu X capsuled memories

Once the participants arrive at the pop up store, they will be greeted by the staff and directed to the first touch point.

A pink neon sign is showing the name of the pop up.



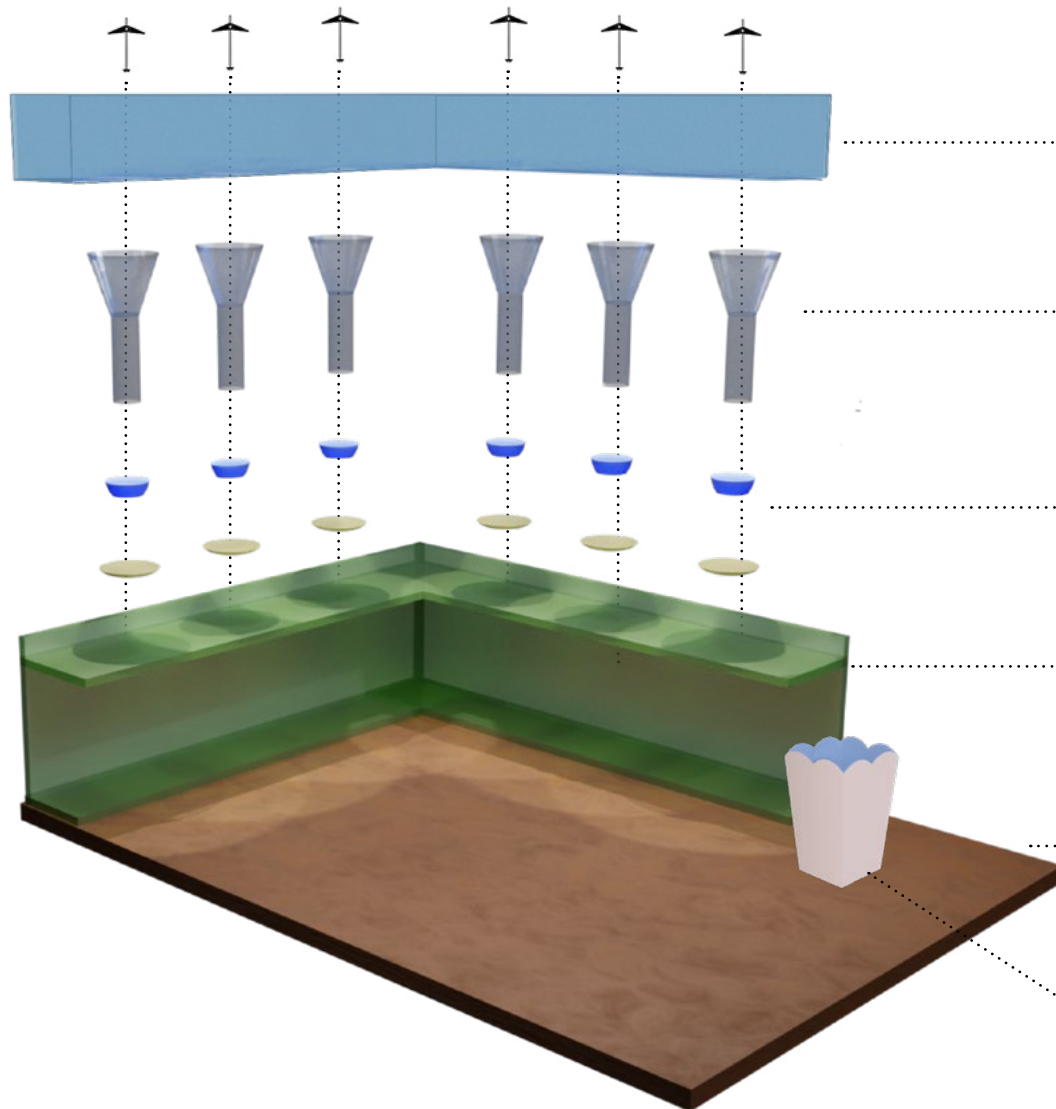
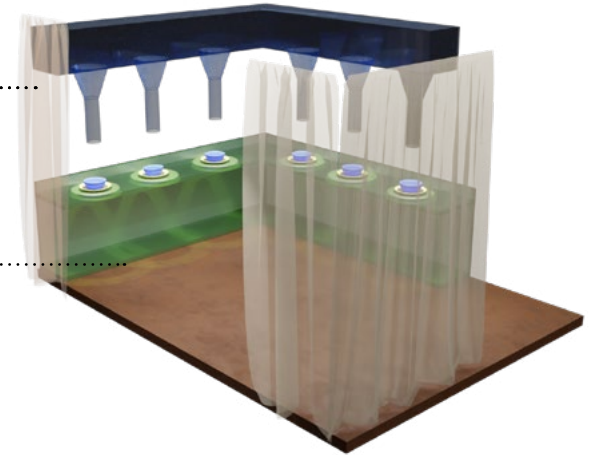
Touch Point 2



This is a touch point which is based on memories on food. The charm that will be dispensed in this area will be food related eg. croissant, sushi. By pressing the button on the table, the tube structure will release a capsule holding the charm.

The addition of the curtain helps reduce noise from other sections and also section off the space.

A darker floor board is added to this area to create a cosier atmosphere as well as creating a clear section.



The acrylic box will be secured onto the ceiling with toggle bolts.

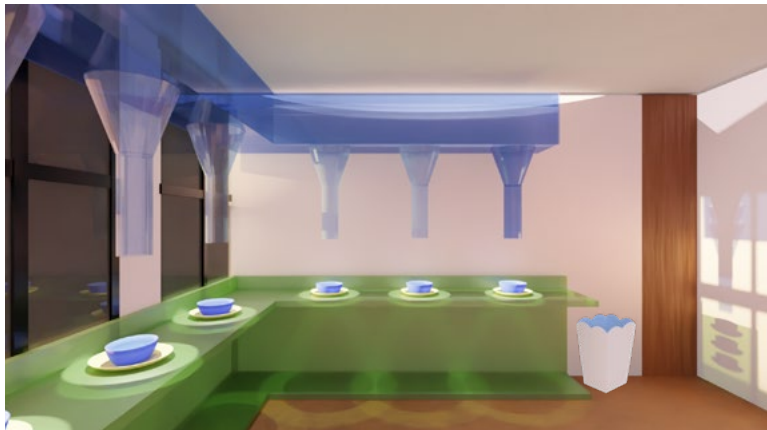
The funnel tubes will be screwed onto the the acrylic box. With screws and bolts.

Bowls and plates will be set on the table, under the funnel tube to catch the capsules.

This is a custom made table created with six pieces of green acrylic joined together with acrylic cement.

An extra floorboard will be added to elevate the space, creating a step for people to 'enter' the area.

A bin is added for participants to place the empty capsules in to reuse for the next day.

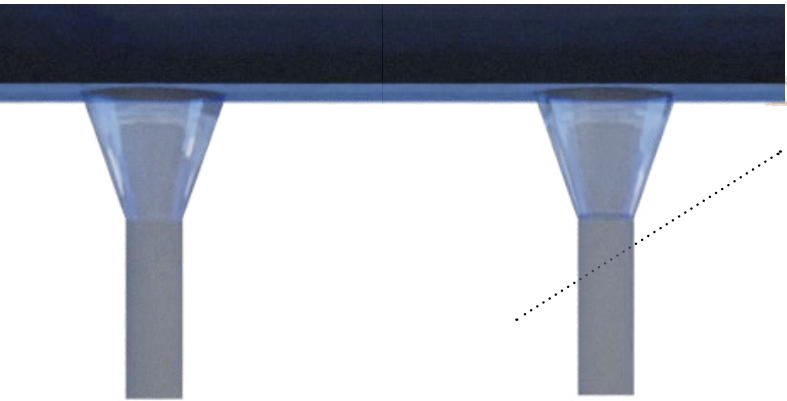


Touch point 2 design overview

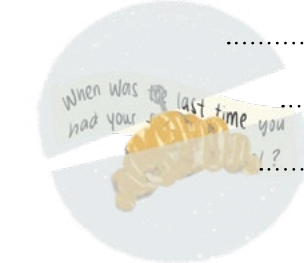
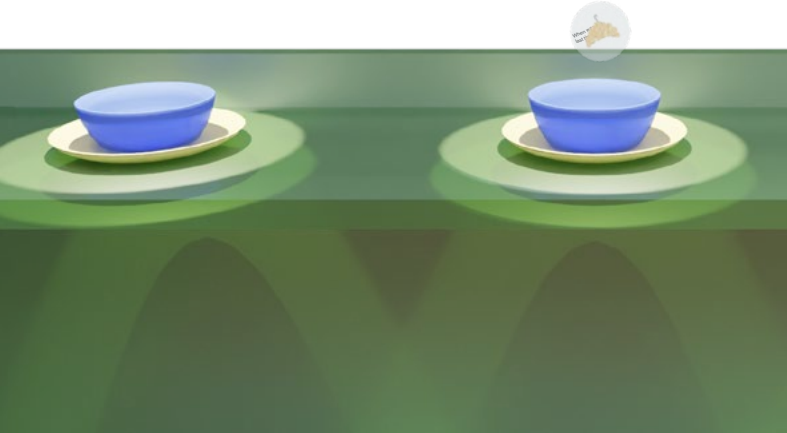
Selection of charms at this touch point



A variety of food charms will be shown. Five tubes will be dedicated to a single charm, where the participants can choose their favourite charm. A special tube will carry all the food charms, where participants may get any charm at random.

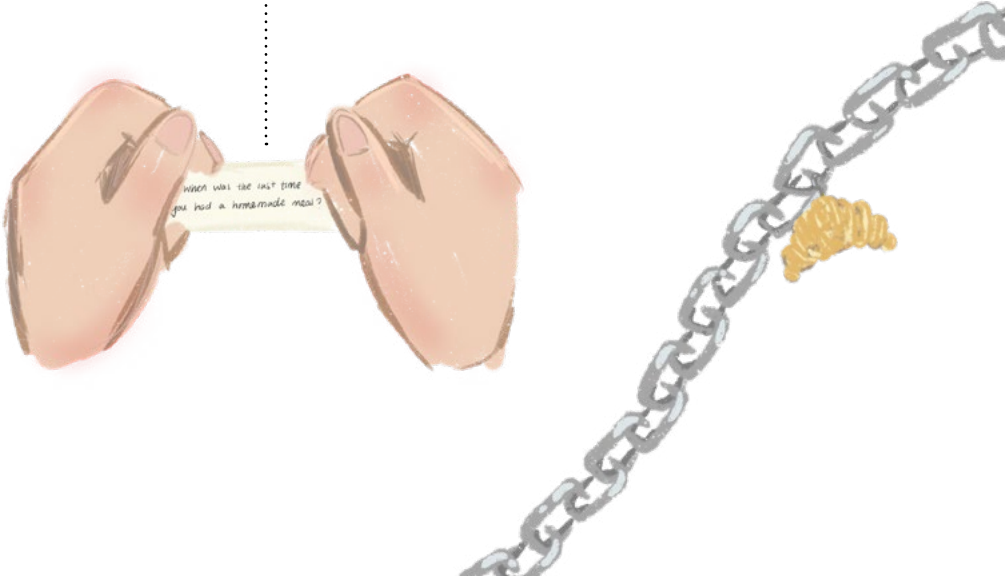


Subtle hints of a bakery aroma to help the participants immerse in the food related touch point.

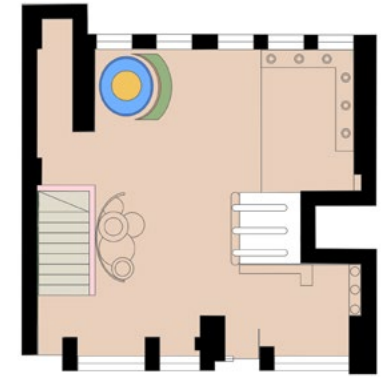


.....Capsule
 Paper prompt
 Charm

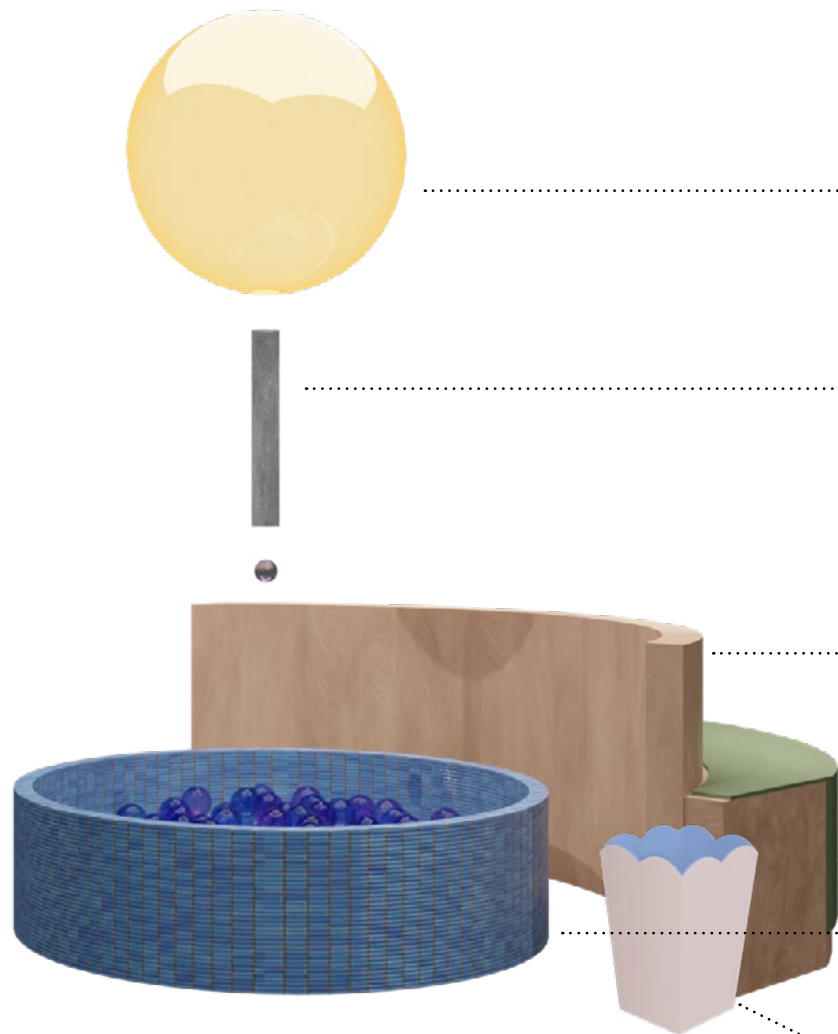
A food related prompt is placed in the capsule to act as a tool to remember food related memories.



Touch Point 3



This is a touch point which is based on memories on objects. The charms that are dispensed in the area related to objects such as a teddy bear or a blankie. A capsule will be dispensed from the yellow orb every minute, where the 'pool' below will hold all the capsules.



The sphere will be suspended from the ceiling with using a threaded rod.

A capsule is released every minute through this clear tube into the 'pool'.

A light coloured pine is used for the curvature and the bench.

A custom green seating cushion is added onto the bench adding tecture and comfortability.

This 'pool' will be holding all the capsules. The participants may choose the capsule they want from the 'pool'.

A bin is added for participants to place the empty capsules in to reuse for the next day.

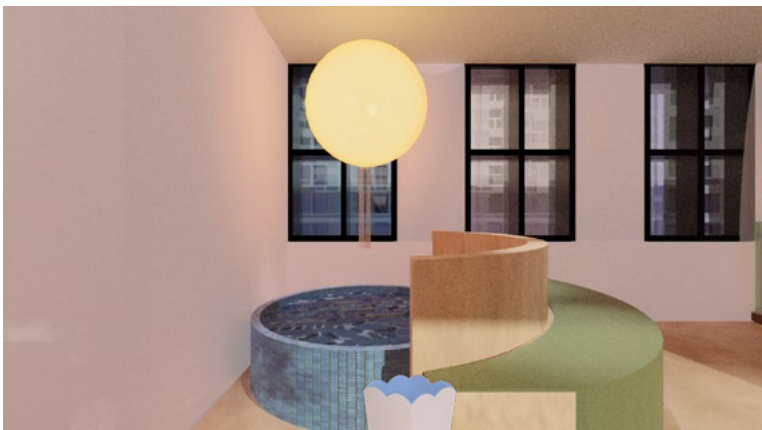
Light pine board

Warm tone orb light

Green linen cushion

Clear acrylic tube

Blue tone mosaic tiles

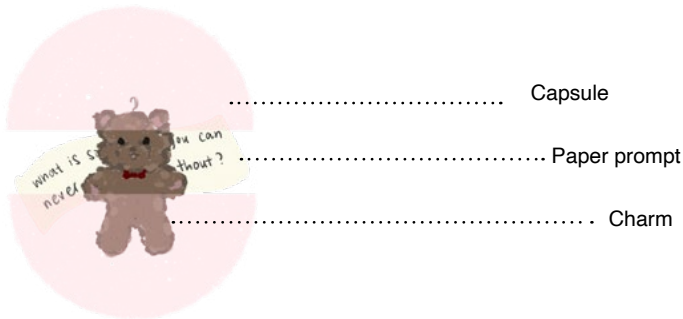


Touch point 3 design overview

Selection of charms at touch point 3



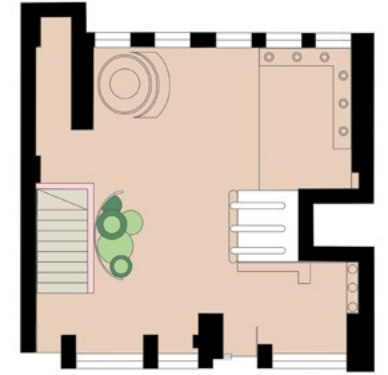
A variety of object charms will be shown. A random charm will fall from the tube every minute, into the pool holds all the charms shown above. This way, the participant may interact with the space by taking the random charm from the tube directly or choosing a charm from the 'pool'.



A food related prompt is placed in the capsule to act as a tool to remember food related memories.



Touch Point 4



This is a touchpoint based on memories on places. The charms in this area will be place related such as seashells relating to beaches, coffee cups relating to cafes. The capsules will be scattered in the artificial grass where the participants have to scavenge for the capsules.



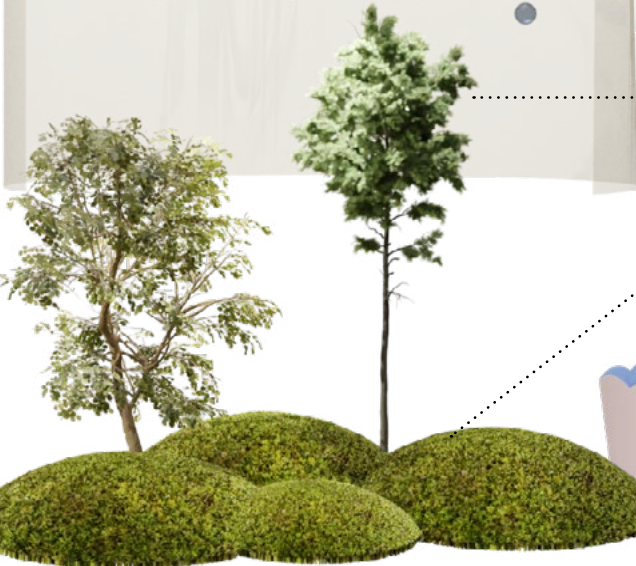
A curved curtain rail is added onto the ceiling. This is done to hang a sheer curtain around this section.



A piece of voile (fabric) is used as the curtain in this section. It acts as sectioning and a added piece of fabric may filter out some noises from the other sections.



The capsules are scattered on the artificial grass, where the participants will have to pick their desired capsule from the grass.



Artificial trees are slotted into the custom made grass mound to create a nature-like space.

Artificial trees are slotted into the custom made grass mound to create a nature-like space.



A bin is added for participants to place the empty capsules in to reuse for the next day.





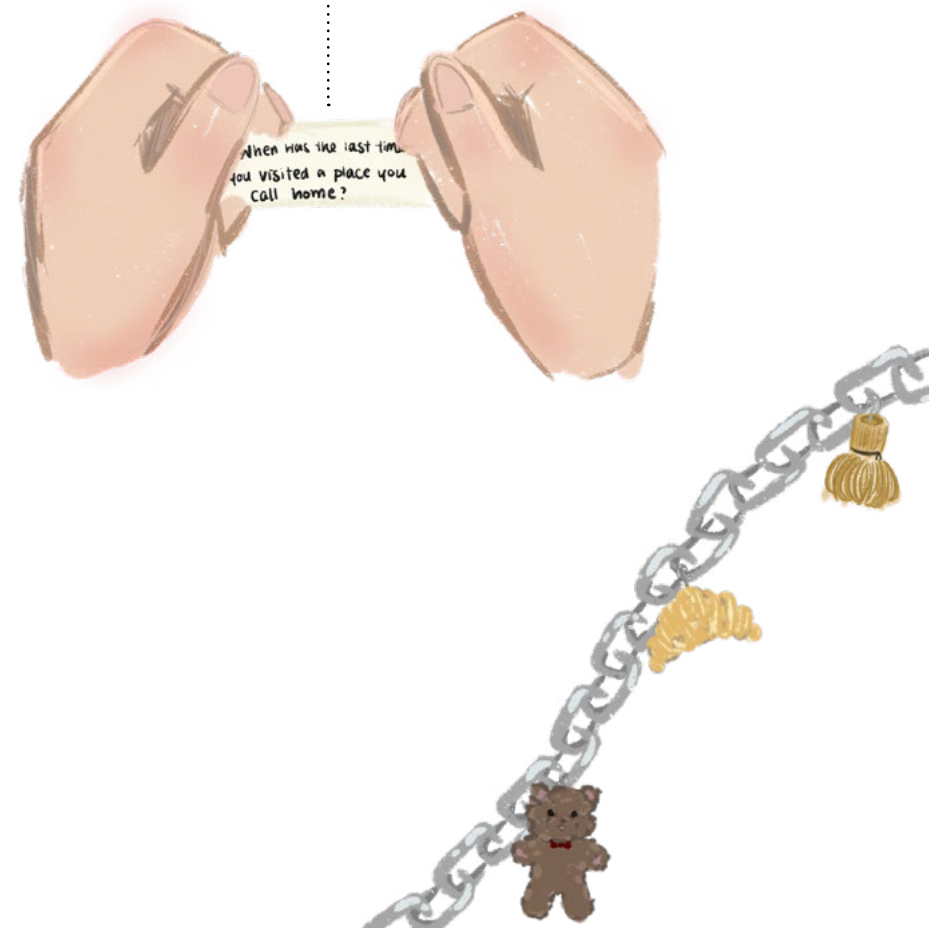
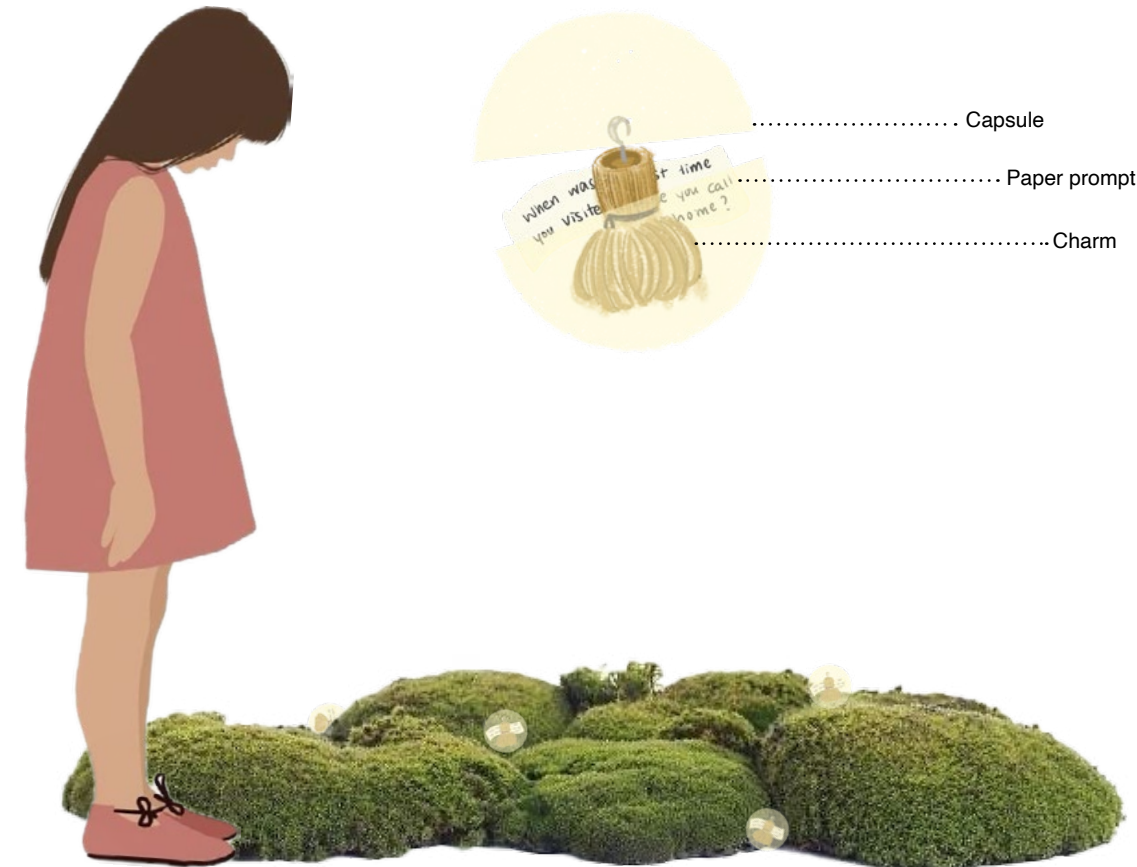
Touch point 4 design overview

Selection of charms at touch point 4

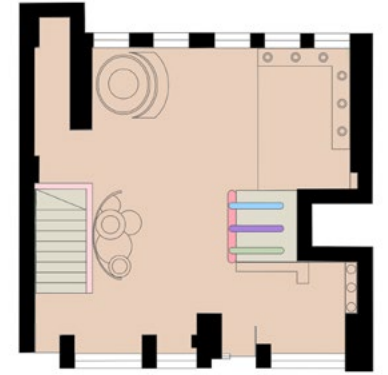


A variety of place charms will be shown. Capsules holding the place charms will be scattered on artificial grass, left for the participants to find. Participants are able to pick a capsule they like.

A place related prompt is placed in the capsule to act as a tool to remember place related memories.



Touch Point 5





Touch point 5 design overview

This is the last touch point on this floor. After the participants complete their charm bracelets, they will come to touch point 5 where a staff would ask the participant to put their bracelet and a receipt with their number and name into a capsule. The participants will then send their capsule down to the basement floor to be packaged. This is inspired by the idea of a time capsule, where you would normally put a note and an object you value in a capsule for your future self.

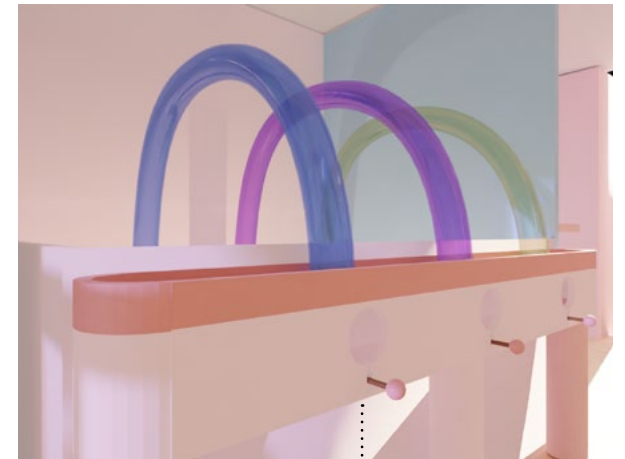


Three acrylic tubes are attached to the desk with wood screws. As a precaution, epoxy is applied to both surfaces.

The desktop is then screwed onto the base of the structure with wood screws.

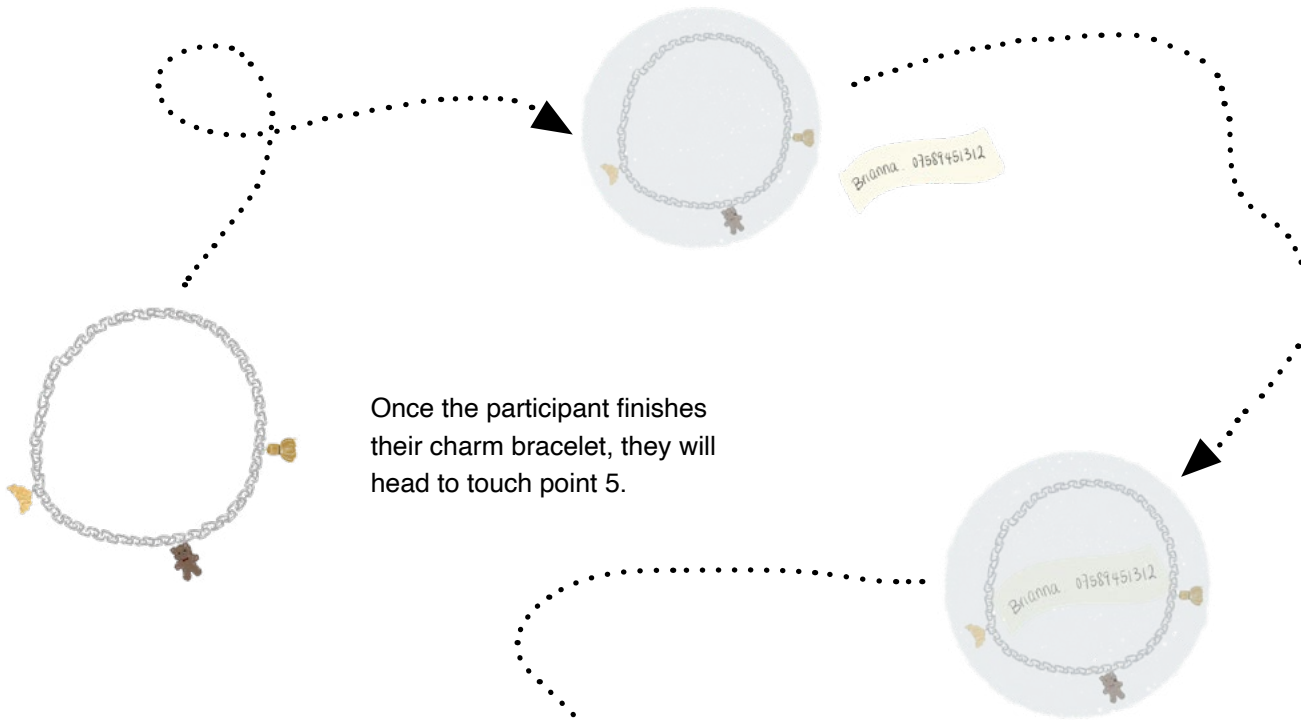
A spring is attached to the base and the plunger to launch the capsule into the tubes.

As the base is free standing, extra weights are added to the legs to balance the weight of the whole structure.



The capsules will be launched into the tubes by dropping it into the trough and shot off by a spring.

The participant will be provided with an empty capsule and a paper to put their name and number on.



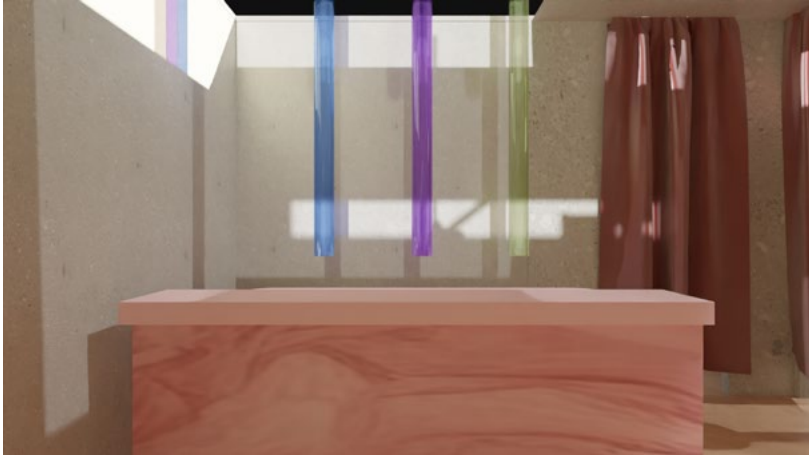
Once the participant finishes their charm bracelet, they will head to touch point 5.

After sending the charm bracelet to the basement floor, the participants may start heading down as well, where there are spaces to sit and relax after the activity.

After putting the charm bracelet and paper receipt in the capsule, the participant may launch their capsules through the tubes down to the basement floor.



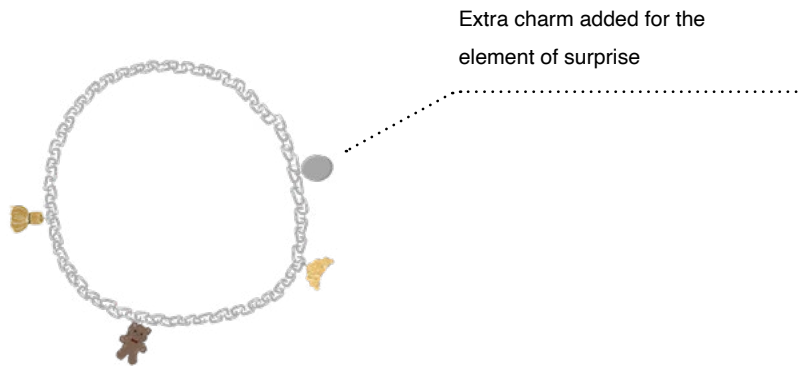
Touch Point 6



Touch point 6 design overview

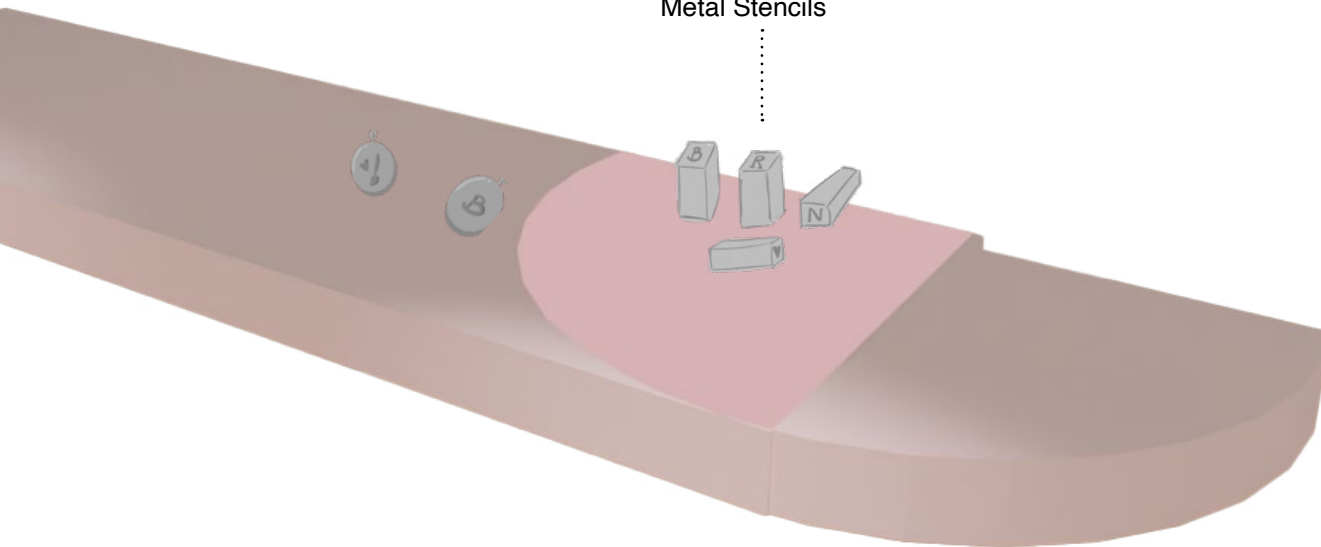


This is the collection point of the charm bracelets. Once the charm bracelet is packaged, the staff will call out the participant's name to collect their packaged bracelet. An extra charm will be added onto the bracelet by the staff. The extra charm will be a small metal plate where the participant will be able to add their personal touch to it.



Extra charm added for the element of surprise

Metal Stencils



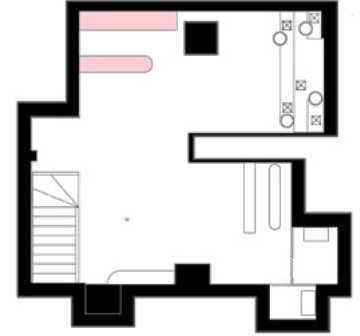
Customised with metal stencils



Cafe Area

Similarly to the House of Astrid & Miyu, there will be a cafe counter in the pop up space, where participants may order a coffee or some sweet treats while waiting for their bracelet to be ready.

After ordering some refreshers, the participants may move over to the seating area.

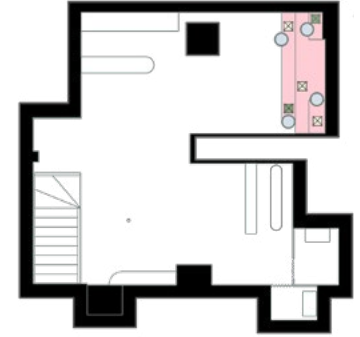




Cafe Area overview

Seating Area

The seating area serves as a social hub for the participants while waiting for the charm. The style of the space also adheres to the current interior trends, creating photo opportunities.

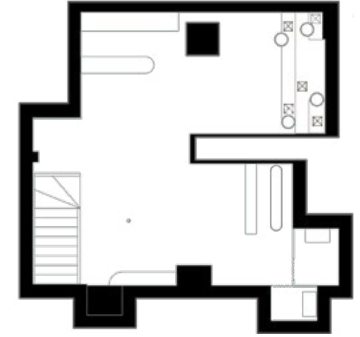




Seating Area Overview

Giant Charm Installation

A giant charm bracelet installation is placed between the stairs and the till. A giant replica of each charm is created for this installation, where the charms can be interchanged throughout the week. The charms shown on the installation are the 'picks of the day' where this provides another photo opportunity.

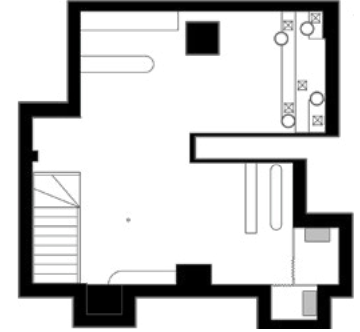




Giant Charm Installation Overview

Photobooth

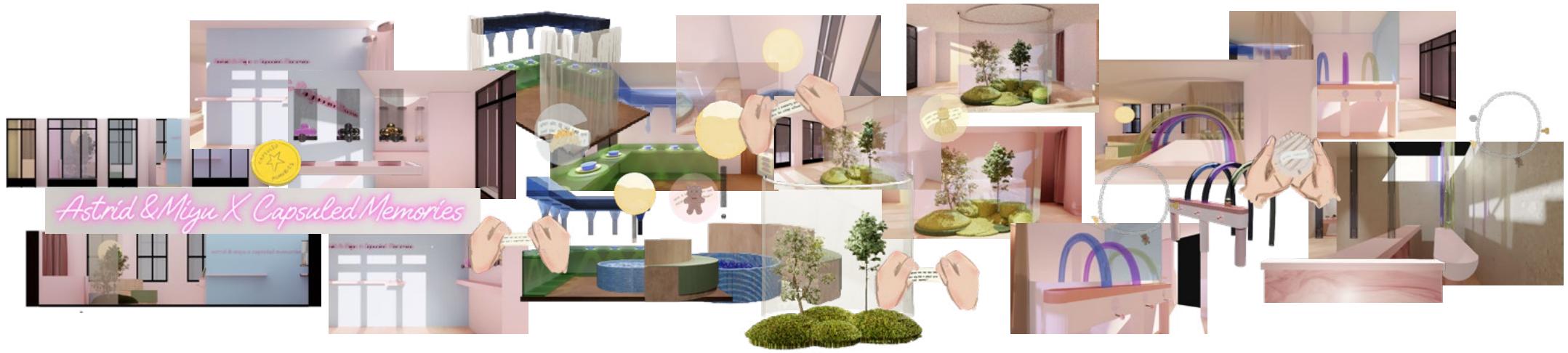
Two photobooth is placed next to the till, where participants can head into to take photos, creating an extra keepsake and memory from this event.





Photobooth Overview

Chronogram



Time	Repetition of action to increase memorability				Element of surprise
Sensory phenomena:	<p>Touches token sees capsule machine</p> <p>Twists the capsule machine to get capsule</p> <p>Bins the first capsule, moves onto the next touch point.</p>	<p>Visually attracted to the space, takes time to look around.</p> <p>Engages in the activity in the space, where participant gets their first capsule with a charm.</p> <p>Opens the capsule, reads the prompt to trigger touch point related memories</p> <p>Attaches charm to the bracelet, and moves to the next touch point.</p>	<p>Engages in the activity in the space, where participant gets their second capsule with a charm.</p> <p>Opens the capsule, reads the prompt to trigger touch point related memories</p> <p>Attaches charm to the bracelet, and moves to the next touch point.</p> <p>Engages in the activity in the space, where participant gets their third capsule with a charm.</p> <p>Opens the capsule, reads the prompt to trigger touch point related memories</p> <p>Attaches charm to the bracelet, and moves to the next touch point.</p>	<p>Participants finish collecting charms and bracelet is assembled</p> <p>Participants get a paper to leave credentials and capsule to put paper and capsule in.</p> <p>Capsule with paper and completed charm bracelet is launched through the tube installation to basement floor to be packaged.</p> <p>Participants move onto basement floor to collect their charm bracelet.</p>	<p>Participant collect packaged charm bracelet when their name is called.</p> <p>Opens package to find a surprise charm added by the staff.</p> <p>Heads to the personalisation station to use the metal stencils to engrave the surprise charm.</p> <p>Participants collect their bracelet from the till, and further personalise their bracelets at the personalisation station.</p>
Action	<p>Enters the pop up, goes to the first touch point, gets their first capsules with the bracelet.</p>	<p>Arrives at the second touch point, Gets their first charm to attach to the bracelet.</p>	<p>Arrives at the third touch point, Gets their first charm to attach to the bracelet.</p>	<p>Arrives at the fourth touch point, Gets their first charm to attach to the bracelet.</p>	<p>Arrives at the fifth touch point, participant sends their completed bracelet to basement to get packaged.</p>