

New Proposals

-After thinking of what it was that made me decide on choosing to LCB as my space, I realized that it was the fact that the LCB made me feel welcome in a city where everything else has not yet given me this feeling (since I just moved here). The happy, sweet and colorful atmosphere made me feel secure, just like when I am at home, it was a familiar feeling that I had.

-I revisited the space in order to find what it was specifically that gave me these sentiments and I did find it: the music. A lot of the songs played at the LCB are songs that I know and listen to, and it is not mainstream music, which is a very important factor due to which I was drawn to the place. I believe the memories this music brings up gives me the feelings of familiarity and makes me enjoy this location. This is why I decided to focus on the music and work on how I could transmit the LCB experience and feelings through a website.

- In the 5 previous proposals, I underlined the fact that I want the design of my website to reflect the way the space is arranged. The navigation through the space is continuous, and it is arranged so that the visitor is driven towards the numerous cupcakes. However, everything is within the same space. These characteristics are important to exist and be reflected within my website I believe.
- In terms of presentation, I do want the website to reflect the happy, sweet and colorful atmosphere that made me feel so welcome (along with the music). Therefore, I have chosen to incorporate the color of the logo (pink), which is considered a "sweet" color either way, and that may even be the reason why it was used in the "Little Cupcake Bakeshop" logo.
- The functions of the space I will focus on are: a) how the music functions within the space, defining the feelings of the visitors, b) how the chosen colors do the same thing and give a specific vibe to the place and c) how the presentation of the products functions and results in people craving them.
- Therefore, although the website will be a personal one and I will work on reproducing the feelings that the LCB gave me specifically, each person visiting the website will respond differently to the choices, just like they would when visiting the LCB.

Proposals

- Just like everything sold in the LCB is within the same space, I decided to have all the PNGs of the products on one page. The way the space is arranged navigates the visitor directly to the cupcakes. I want this to be reflected in my website. I believe it is an appropriate “navigation” since it reflects the original one.
- Since for me, the music was special, I decided to make a musical website. It would be as follows: cupcake PNGs all over the page, and when one clicks a cupcake, a part of a song will play and the cupcake will make some sort of movement. These songs will be LCB/me kind of songs. The aim is to recreate the atmosphere of the LCB, and allow each user to respond to it in their own way. It could also be music would play on the website, and the cupcakes would move depending on the sound (some could respond and move to different sounds than others).
- A third approach could be the following: since the LCB plays my music, the users of my website could play their music. Each cupcake would make a sound when clicking on it, and the users would be able to make their own combination of sounds, i.e. music.
- Memory





Photomaton
Two48, Christmas
lights, acquaintances
of a lifetime, music
to dance to, a
disposable camera
and I can't remember
the rest..



Sweater Weather
Highschool,
new people, an
apartment in the
center of Athens,
music, smoke, a
chinese hat, a guitar, a
video of me going round
and round



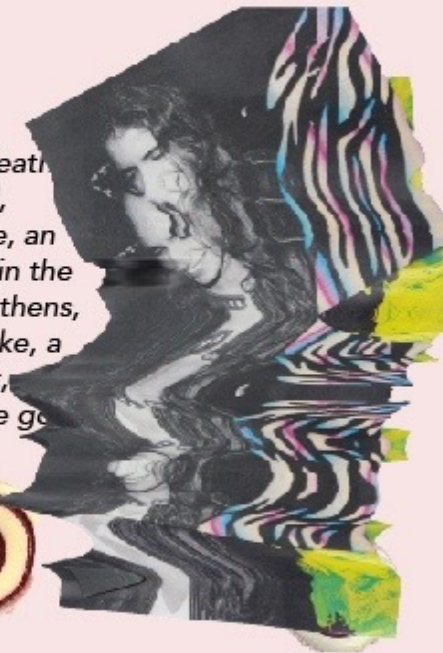
Koop Island Blues
In Paris and in love,
La Palette, a frame
maker, a train ride to
London, the feeling
of home so far away
from home, true love



Photomaton
Two48, Christmas
light, acquaintances
of a music



Sweater Weather
Highschool,
new people, an
apartment in the
center of Athens,
music, smoke, a
chinese hat,
video of me go
and round



ONE
LOVE

ONE
LOVE

ONE
LOVE

Description

- When clicking on a cupcake it turns around and music plays. When dragging the mouse over, the name of the song that is assigned to the cupcake appears as the title of the cupcake and below it, there is a description of the memory that I have for each song. When dragging the mouse over the title of the cupcake/memory an image of the memory appears.
- The design of this website reflects the navigation of the original space-continuous and within the same space.
- The color of the background is characteristic of the LCB
- The website is a personal one, it is an expression of the feelings that the LCB gave me. My aim was to recreate these feelings through the website. This will result in each user having their own response and feelings, just like they would in the original space.
- As mentioned earlier, the functions of the space I will focus on are: a) how the music functions within the space, defining the feelings of the visitors, b) how the chosen colors do the same thing and give a specific vibe to the place and c) how the presentation of the products functions and results in people craving them.

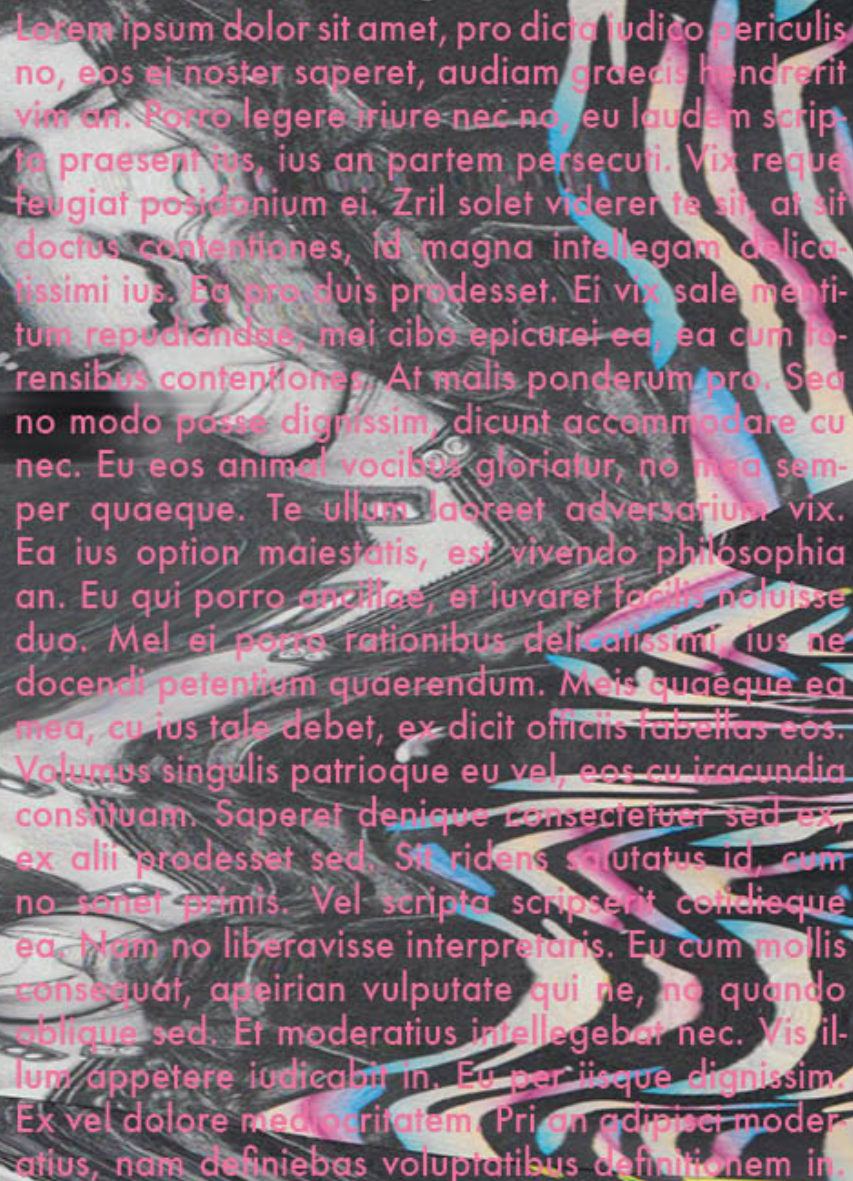
Final Proposal

Finally, I decided to make a website where:

- Each cupcake is named after a song and the name appears when dragging the mouse over the cupcakes
- When clicking on a cupcake, the song assigned to it plays
- I chose songs that I listen to and that are similar to the ones that I heard and knew at the LCB
- When clicking on the title, a new window opens with an image. This image consists of a photograph I have taken and altered, and my memory for the specific song which is written over the photograph.
- The process for the creation of the images is the following: I printed a few colorful photographs on glossy photo paper and then spilled chlorine over them. The chlorine messed up the colors, creating weird shapes and hues. I scanned these, cropped them in Photoshop, in some cases altered their colors, and then saved them as PNGs. I added the PNGs over black and white photographs I have taken in the past (these photographs are from the different occasions I am referring to in the texts I have put over the final images). After that, I printed and scanned these final images, and during the scanning, I was moving the images around. I further played around with these scans in Photoshop, and finally added text. The images that open in the new windows when clicking over the cupcake titles are the result of this process.

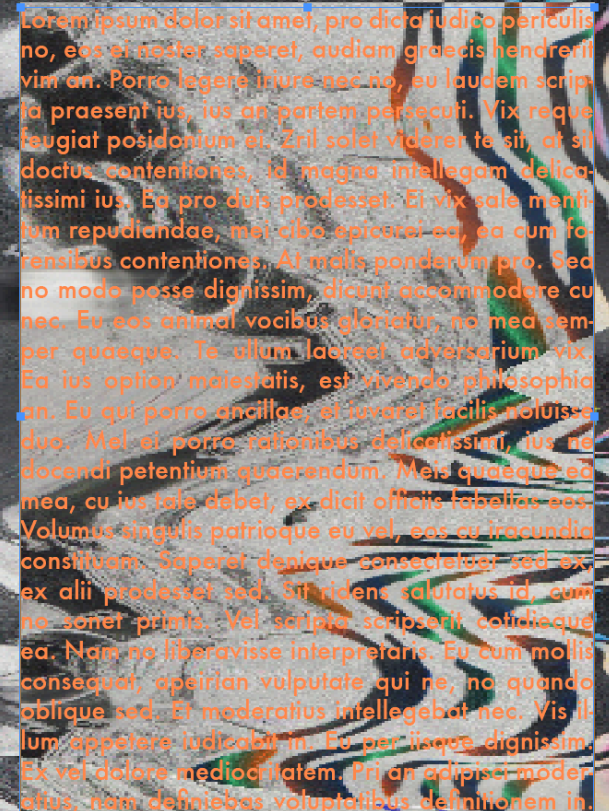
Images





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Tests



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