

Location research

Project stage: Research

It is important to understand the context of the Design Ventura brief – the Design Museum and its shop. You can do this by visiting the museum or by using the website for research. The questions below will help you.

(This worksheet is intended to be used alongside a visit to the Design Museum but can also be used while researching the museum via its website.)



DESIGN
VENTURA
2023–24

the
DESIGN
MUSEUM

+

BORN TO BE

The Deutsche Bank youth
engagement programme



Location purpose:

What activities take place here?
What exhibitions are on?
How is this reflected in the shop?

Audience:

Who visits this place?
Make a note of the people you see and what they are doing?

Be inspired:

What products stand out to you?
What makes them different from other products in the shop?

Ideas:

Be inspired by your research.
Jot down any ideas that come to you to follow up later.

What is missing?

How could the shop or its website be improved?

Sketches:

Don't forget to document your research visually with sketches and annotations.