



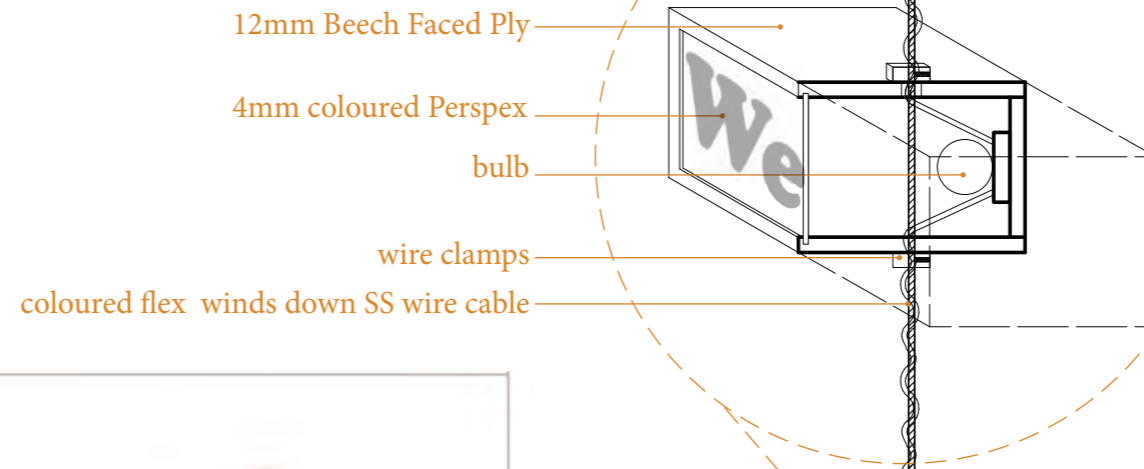
## 2. The Design

The new shop front installation is made from beach face plywood boxes with coloured Perspex fronts. Each Perspex face has a 'well-word' stencilled onto it.

These boxes are hung on stainless steel wire cables fixed ceiling to floor.

Coloured power cables wind through each brick illuminating the stencilled 'well-word' from within.

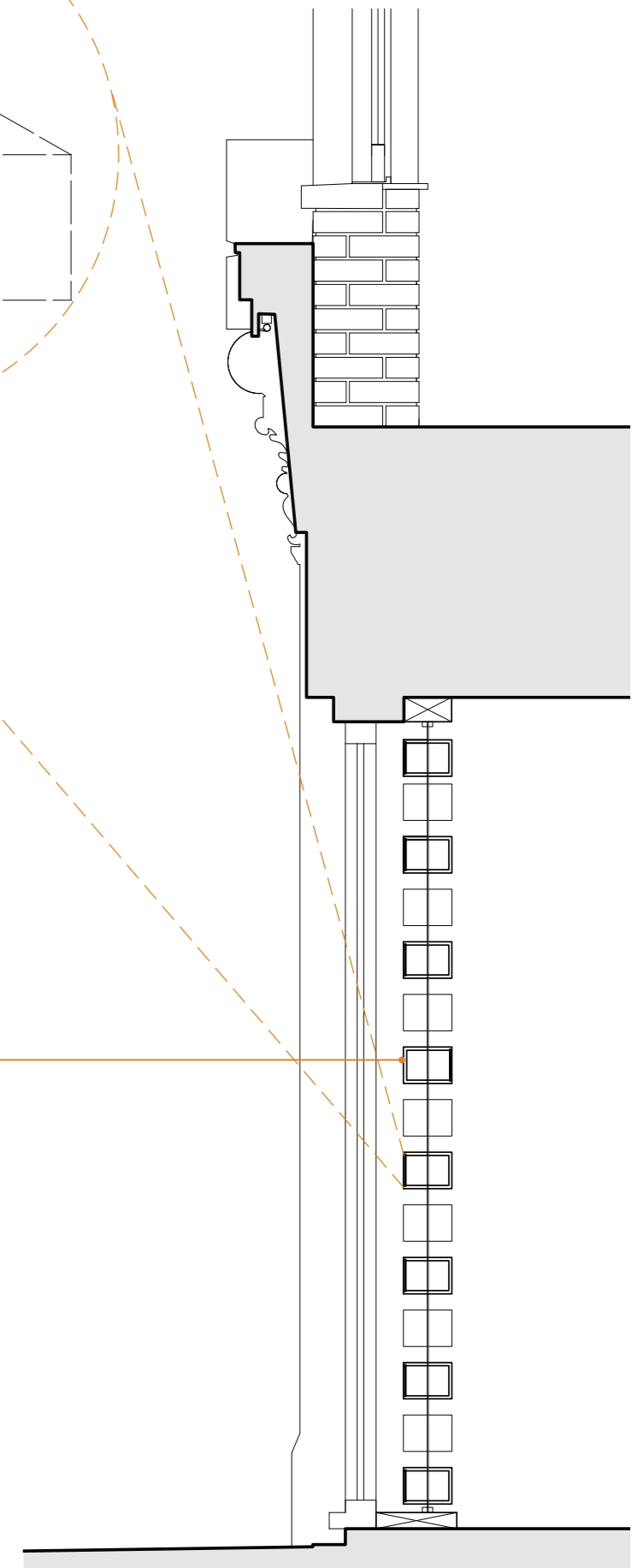
### 1:5 Section through Brick Light



1:20 Elevation of Shop Front

Brick orientation reversible so messages conveyed to diners

Larger bricks become menu lit menu display for Well Food



1:20 Section through window display

### 3. The Effect

The illuminated shop front will act as a beacon in the evening and will become a playful reminder to everyone to be Well.

Well Full, Well Fed & Well Happy.

(after eating some Well Food Fried Chicken!)



Well Good Well Said Well Played Well Fun Well Fed Well Sexy Well Done Well Won Well Cooked Well In Well Spent Well Good Well