

● LIVE RECORDING SESSION

JAKARTA\_SELATAN\_ // BLOK\_M\_AREA

# DESIGN ON FOOT



## BLOK M EDITION

// THE CONCEPT

Thinking While Walking —  
An Urban Design Exploration.

MAIN HOST



**UTAMI**

SPECIAL GUESTS

● **NATHANIA**

● **ABIL**

ALUMNI



REC\_00:00:00

# CONCEPT THINK ING WHILE WALK ING

URBAN EXPLORATION

## ● /// DEFINITION

“Thinking while walking” is a way to understand design through **direct experience.**



## KEY INSIGHT

Observation becomes more **honest** by walking through real spaces. Design is thought of while moving because the best context is outside the studio.

# PRODUCTION TIMELINE

**5 STOPS**

Total Duration: ~5 Hours

| IDX | TIME_SLOT | LOCATION / STOP                    | FOCUS_TOPIC   | DUR. |
|-----|-----------|------------------------------------|---|------|
| 01  | 08:00     | <b>MACAN MACAN</b><br>START POINT  | <b>Opening &amp; Unconventional Branding</b><br>Why: Sticky identity despite being new. | 75m  |
| 02  | 09:30     | <b>BUTTER BABY</b>                 | <b>Mascot &amp; Character Analysis</b><br>Do all brands need a mascot?                  | 60m  |
| 03  | 10:45     | <b>ARTIRASA</b>                    | <b>Viral Design vs Psychology</b><br>Why the constant queue?                            | 60m  |
| 04  | 12:00     | <b>PICTME</b>                      | <b>Typography in Public Space</b><br>Visual Closing segment.                            | 45m  |
| 05  | 13:00     | <b>DERACIKAN</b><br>/// THE A.S.S. | <b>After Show Segment</b><br>Deep dive discussion in calm atmosphere.                   | FIN  |

START  
POINT

LOC\_01

MOCOR MOCOR

pick up

order

● VISUAL REFERENCE

Macan Macan — Menu/Space Branding

/// OPENING SEGMENT

08:00

# MACAN MACAN

FOCUS TOPIC

## Unconventional Branding.

WHY HERE?

Strong and "sticky" identity despite being new. We explore how a brand selects an identity that feels unexpected yet becomes effective and memorable immediately.

EST. BUDGET

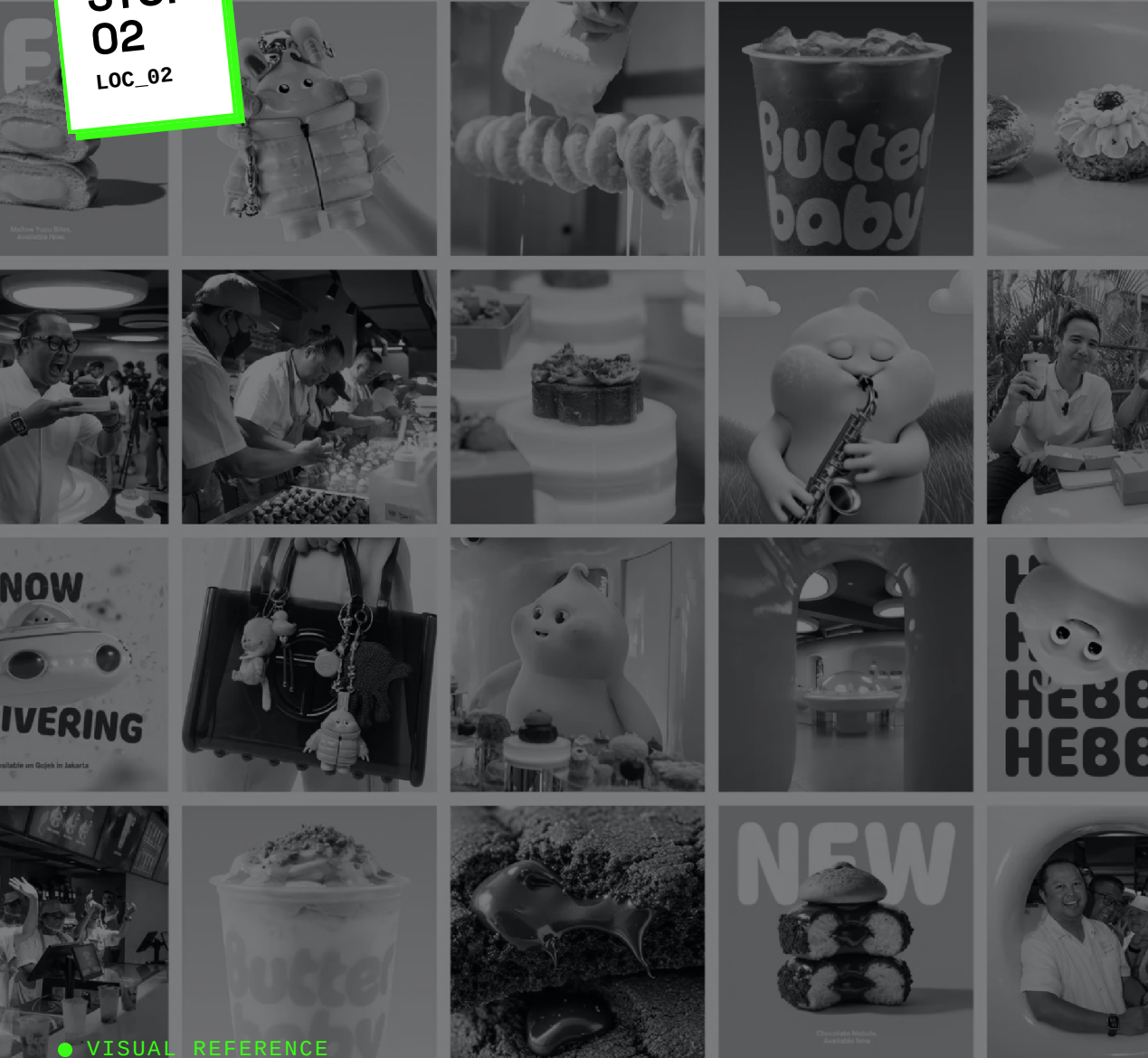
Rp 50K/pax

CONTEXT

Identity vs. Time



STOP  
02  
LOC\_02



● VISUAL REFERENCE

## Mascot & Character Analysis

/// STOP 2

09:30

# BUTTER BABY

FOCUS TOPIC

## The Power of Mascot.

WHY HERE?

Strong and recognizable mascot. Discussion on whether all brands need a mascot and how to make them relevant/consistent.

EST. BUDGET

Rp 80K+/pax

KEY QUESTION

Character Relevance?



STOP  
03  
LOC\_03

Artirasa

/// DISCUSSION SEGMENT

10:45

# ARTI RASA

FOCUS TOPIC

Virality vs. **Design Theory.**

WHY HERE?

Exploring why it stays viral and keeps a constant line of customers. Is it the **design influence** or are there other psychological factors making people willing to wait?

EST. BUDGET

Rp 50-75K/pax

CONTEXT

Visual Impact vs. Hype



● VISUAL REFERENCE

Artirasa — Viral Queue Magnet

STOP 04

VISUAL CLOSING

PICTIME

THE POWER OF LAYOUT

# TYPO GRAPHY IN PUBLIC

BLOK M NEWS FRAME

“ Newspaper-themed photo frames as a real-world example of graphic design.

CLOSING WITH FUN AND MEMORABLE VISUALS

12:00

PM

ENTRY FEE

Rp 40K

FINAL  
STOP  
LOC\_05

/// THE AFTER SHOW SEGMENT (ASS)

13:00

# DERA CIKAN

FOCUS TOPIC

Deep Dive **Discussion.**

WHY HERE?

Calm and comfortable atmosphere to allow **focused conversation** without distraction. The perfect spot to unwind and reflect on the design walk.

EST. BUDGET

Rp 67K/pax

CONTEXT

Reflection & Closing

● VISUAL REFERENCE

Cafe Interior & Red Chairs

