EXCHANGE SEMESTER IN SYDNEY, AUSTRALIA
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Leichhardt: Demographic

- Total population as of 2014: 58,136
- 3 largest ancestries: English, Australian, and Irish, followed by Scottish, Italian, and German
- Slightly more females than males: 52.6% vs. 47.4%
- Biggest age groups:
  1. 28.6% "parents and homebuilders", age 35-49
  2. 18.8% "young workforce", age 25-34
- Diverse practice of religions, but predominantly Christian (50.6%); 35% of the population affiliate to no religion
There is a feature branding wall near the register desk. The installation includes wooden blocks, which imitate tall buildings in a city skyline, that are placed vertically on the wall. Providing an aerial-like view of an imaginary city, the blocks are then colored red and black so that from far away, it reads the LEGO brand.

The building blocks stretch onto the ceiling and gradually gets fragmented towards the center of the store. The trail then picks up again near the entrance where the concentration gradient appears once again but radially towards the piazza space.

The feature branding wall is directly across the store entrance to pull customers in through visual interest.

Branding strategies are evident on other wall surfaces, such as the wall into the storage room that carries LEGO's famous mantra, "Joy of Building."

The Lego architecture display mantels are dispersed across an engraved world map on the floor. By physically being placed according to its geographic location, the collection leads the customer on a path throughout the space that mirrors a journey to see different architecture around the world.

The architecture studio exists to express the element of play in Lego Architecture. Customers have a table with the Lego Architecture Studio set to leave behind his or own story, after engaging with the stories of famous architecture around the world.
The lighting piece connects to the LED light curve that extends from the stage inside.
The small garden behind the wooden curving bench attracts visitors to sit and stay for conversation.
Those without tickets are able to view the talk outside in the colonnade where casual seating options and a projection screen are available.