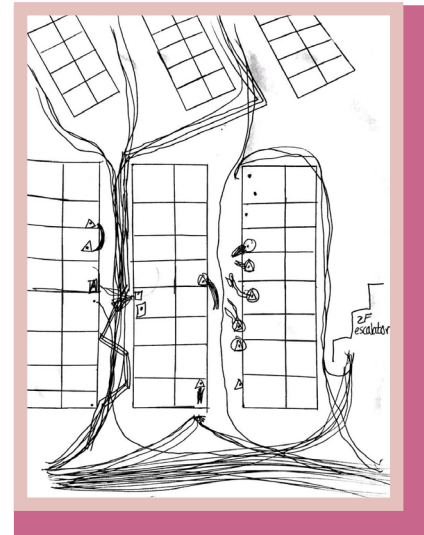


# OBSERVATION

EVERYTHING IN LIFE SEEMS CHAOTIC AND RANDOM. SOMETIMES YOU HAVE TO TAKE A STEP BACK TO REALLY UNDERSTAND.

SOMETIMES YOU JUST NEED TO OBSERVE AND NOTE THINGS AROUND YOU.



## A DAY AT THE NOTIONS MARKET

SHORT-TERM ETHNOGRAPHIC RESEARCH

BY DOM, VANELLY AND SARA

# EXPECTATIONS



LABELS CAN HELP CLARIFY EVEN THE MOST MISUNDERSTOOD THINGS.

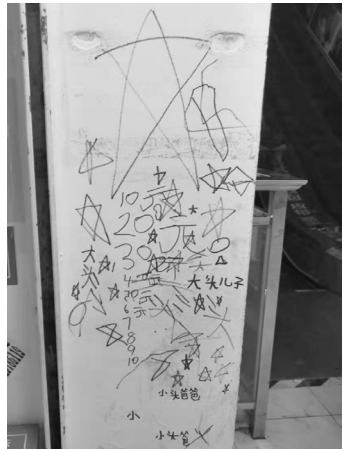
PICK YOUR LENGTH, PICK YOUR FABRIC, IN NM WE PROBABLY HAVE IT.

EVEN IN CHAOS, BEAUTY CAN BE FOUND AROUND THE CORNER.

# REALITY

ABOVE THE CHAOS, HIDDEN AWAY, INNOCENCE IS FOUND, ENJOYING THE DAY.

NM IS A CREATIVE SPACE FOR ALL AGES.



LEARNING A SKILL OR TRADE PERHAPS, BUT LOOKS LIKE THEY'D RATHER BE OTT TAKING A NAP.



MERCANTS STAND-ING TALL AND PROUD, EXCHANGING LAUGHTER WITH THE NEIGHBOR-ING CROWD.