

O2 EXPLORE

HIERARCHY DESIGN STUDY



Bigger art pieces:
generic Hedleys Studios

Smaller art pieces:
specific about cars

(Design study only)

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Pop of colour

Bigger art pieces:
generic Hedleys Studios

Smaller art pieces:
specific about cars

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"BRAND TAKEOVER"

Colour and imagery inspired
by partner brand



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Using halftone images
only on walls and
interior features

(Design study only)

Hedley Studios_V2
April 2025