

# IMPLEMENTATION TIMELINE

**PHASE 01**  
Research & Ideation

WEEK 01		WEEK 02		WEEK 03		WEEK 04	
Field Research	Benchmarking		Theoretical Research				
	Ideation						

**PHASE 02**  
Design & Strategy

WEEK 05		WEEK 06		WEEK 07		WEEK 08	
Design		Feedback		Design		Feedback	
Strategy							

**PHASE 03**  
Prototype & Refinement

WEEK 09		WEEK 10		WEEK 11		WEEK 12	
Prototype				Refinement			
		Testing					

**PHASE 04**  
Construction & Pre-publicity

WEEK 13		WEEK 14	WEEK 15	WEEK 16
Construction				
Partnerships with local businesses			Social Media & Website Publicity	

**PHASE 05**  
Installation & Activation

WEEK 13		WEEK 14	WEEK 15	WEEK 16
Installation	Activation Strategy			
Put up posters	Update social media & website			

**PHASE 06**  
Tear down & Wall Mural

WEEK 13		WEEK 14	WEEK 15	WEEK 16
Final week	Tear down		Engage local street artist for wall mural	
Consolidation	Update social media & website			