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VA 401/Project Proposal

Project Definition

My project will be creating a 'social field' between people who are working in the skyscrapers. This 'social field' will also create an entertainment atmosphere and be placed in the elevator.

Background information

I was influenced by a work "Elevator from the Subcontinent" in Venice Biennale in which an atmosphere was created in a small room. Visuals flowing down on the wall combined with sounds and movement gives the feeling of upward movement of an elevator. With these visuals, artist addresses to the social structure of India. It was really impressive and made me to think about a real interactive elevator. Actually, I was also inspired from another project of mine I did in a photography class last year. It was a typology project which shows people how they spend their time in the elevator.

The elevator is a vehicle in which people spend their time just 10-20 seconds, staring at either the floor, or the wall, turning back to each other and the time slows down for them. People stop communicating with each other and stand quietly waiting to reach the floor or if there is a mirror inside the elevator, they are looking to their appearances in the mirror. I think the best place to observe this condition is skyscrapers, business centers. Skyscrapers are formal places where all people work every time in motion, even though living under the same hood, they do not know each other and they only salute without knowing who. Inside these giant 40-50 storey buildings, people do not get the chance to meet their coworkers and to see places outside their work space. Yet, elevator is that significant space where people meet others even if for a brief period. Therefore, elevators are ideal places for meeting different people, having conversation with them and creating a 'relation' between them.

During the process of the work, I will use some techniques that I haven't tried and learned before such as motion tracking and some other code based programmes like processing. The other and important challenge will be the creation of an interactive mirror. I may use camera behind the mirror but I have a very limited space in the elevator to catch people's all body in the camera. My gain out of this project will be to learn code based programmes and develop my skills.

There are also some other projects about elevator which are based on advertising. Marketers and artists have taken advantage of this limited space to capture the audience in brilliant ways by creating many illusions and stickers.

Objectives and goals

-This project will create a 'relation' between people who are working in the skyscrapers:

People who are working in the skyscrapers will get a chance to meet their coworkers in the 'social field' and they will also spend their time in an entertaining way even if for a bried period.

-This project makes me learn to use code based programmes such as processing and motion tracking:

The project will provide me opportunity to learn different techniques that I've never used before. Therefore I can improve my skills in these techniques such as motion tracking and code based programmes; processing.

Target Audience

In this project my target audience is employees in the skyscrapers.

Detailed Project Definition

In this project, I will use an interactive mirror in the elevator and for creating interactive mirror I will use motion tracking technique. In the mirror people see their own 'field' which means everyone sees their body on the mirror with some abstract visual elements that are surrounding their body and with their movements, these fields will be integrated with other people's visuals

and form different visuals than their 'own fields'. In addition to this, people will spend more entertaining time and feel more comfortable in the elevator even for a brief period.

In my working structure I will;

- Create abstract visual elements
- Learn processing and motion tracking

Scope of the project

My project will :

- Be interactive with employees in the skyscrapers
- Create a 'relation' between people and an entertaining atmosphere in the elevator
- Learn coding and motion tracking

Required how-know and resources

Software needed to be known

- Processing
- Motion tracking

Difficulties and Risks

During the work in progress period, I am expecting some difficulties and the main difficulties may be learning coding and motion tracking techniques. I need to do more researches about how to do motion tracking and watch tutorials about processing. The other difficulty is to make the motion tracking in the elevator because I have very limited and small space to apply and capture

people's movement and also I have to find out at most how many people should be captured by using motion tracking.

Criteria of success

-If this project is completed within the time limit

-If this project provides creative and entertaining visuals which are interesting to look at and interact with it

-If the visuals are moving correctly

-If the movements of people are recognized correctly by using motion tracking and processing

-If this project creates a relation between people and arouses curiosity within the target audience, then everything is right and the project reaches its aim.