Ayça Narin

VA 401/Project Proposal

Project Name

Interactive Journey

Project Definition

My project will be creating an interactive social environment for people who are working in the skyscrapers. This social atmosphere will also create an entertainment atmosphere and be placed in the elevator.

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 environment and they will also spend their time in an entertaining way even if for a brief period.

-This project will create a social environment:

The project will provide people to meet in a different way. People may meet and have conversation with different people in informal and entertaining way in this formal place.

-This project will create an entertaining atmosphere:

People will spend their time in an entertaining way by playing with the visuals instead of staring at either the floor, or the wall while they are reaching the floors.

-In the project, people will have different experience in a brief time:

In the elevator time slows down for people. Therefore people will have a different experience during 40 seconds.

-This project will make me to improve my illustration skills:

In the project, I will create abstract visual elements so this project will improve my skills in doing illustrations.

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

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

Target Audience

The target audience of this project is employees who are working at associated companies of skyscrapers, business centers. Aim of this project is to reach people who are high educated and working at departments such as finance, human resources, not service providers. In other words, project aims to reach people who generate predominance in skyscrapers.

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 is 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 story 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.

For this project, I went to Sabancı Center to observe elevators and behaviors of people. There are 8 elevators in one building and each elevator's height and widths are 2, 5 meter. The capacity of the elevator is 13 people and the security camera sees everywhere in it. The 'journey' takes 40 seconds to reach 33rd floor. Furthermore, I had chance to observe people from security footages. When people are alone, they get closer to the mirror and controlling their appearances, clothes and when there is more than one person, they generally looking around and waiting to reach the floors.

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 programs like processing. The other and important challenge will be the creation of an interactive mirror and I have a brief time to adapt people to this social environment. I may use camera 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 programs 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.

Detailed Project Definition

In this project, I will use an interactive mirror in the elevator of Sabancı Center and for creating interactive mirror I will use motion tracking technique. In the mirror people will see their 'personal spaces' which means everyone sees their body on the mirror with abstract visual elements that are surrounding their body. Everyone's personal spaces will be in different combinations and colors. These visual elements will be combined by lines, squares and triangles and I will use neon colors so it will be more impressive on the mirror.

Firstly, when they enter the elevator, they will see visual elements as a whole around their body. With their movements, the particles which are triangles, squares and lines, will move away. Therefore people's personal spaces will be integrated and form different combinations of visual elements with their movements.

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, social environment and an entertaining atmosphere in the elevator

Required how-know and resources

Software needed to complete this project is:

-Illustrator

-Processing

-Motion tracking

-Abstract interactive visualization

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 use motion tracking technique 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. Furthermore, I have to figure out how I can create my visual elements according to the number of people. According to my observations in Sabancı Center, at 09:30 am and 13:30 pm the elevators are more crowded for maximum 10 minutes. At all other times, approximately 5-6 people use the elevator at the same time because there are 8 elevators and people go towards the elevators which are empty or have less people, automatically. If the coming one is crowded, they are waiting for the other. However, if more than 6 people enter the elevator, the visuals may look very crowded and people may play with visuals hardly due to the limited space.

Moreover, I have to create many variations to reach the best visual forms and also I have to create storyboard to figure out when and how these visuals will be formed in the mirror. Lastly, the most important and difficult thing is to combine visuals and coding part and make the visuals to move correctly.

Phases of the project

-I will begin to my project by creating storyboard to figure out how and when my visuals will move on the mirror. Since the visuals are abstract, I have to decide the combination of my visual elements so this step is very crucial.

- Then I will form a basic sample of these visuals and try to move them with motion tracking.

- Once I've begin to try the technique of motion tracking in simple way, I will start working on motion tracking and processing.

- While I am working on the technique, I will also improve my visual elements and finalize the total visual form.

- Finally, once the design is complete, I will code it in processing and use motion tracking technique. Then after testing them and be sure the visuals are working well, I can set my project in the elevator of Sabancı Center.

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.

Bibliography&References

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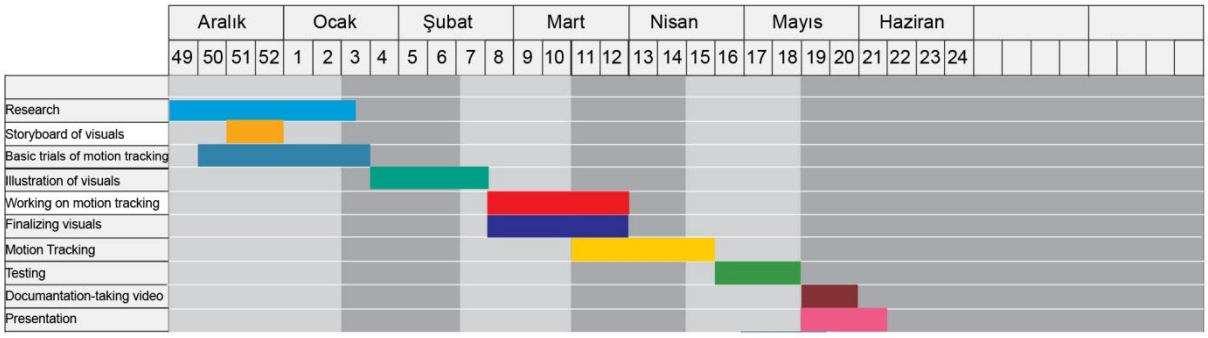
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