

## **Project Definition;**

The project aims to create awareness about domination of shopping malls in Istanbul and all over Turkey over public spaces such as parks, open squares.

## **Goals & Objectives**

Goals;

According to researches and references, the goal of this project is creating awareness about how domination of shopping malls as a culture dominating the cities of Turkey, especially Istanbul. Istanbul has 93 shopping malls as recorded in 2013. The number of shopping malls around Turkey will be expected to rise to 347. Turkey comes first, as the winner in terms of number of shopping malls around Europe and fifth around the world whereas I am as a Turkish person observed that parks and public squares are not fulfilling the demands of the society.

Objectives;

Objectives of this project focus on the demand of parks by Turkish people who seek to see parks and squares in the city rather than shopping malls which are constructed in every corner. In that sense, the objective will focus on transforming the environment of shopping malls to public parks via augmented reality.

Figuring out a way to implement the researches and the idea to augmented reality application.

## **Target Audience / User**

The audience of this project will be Turkish people who prefer parks and squares to become socialized and think having 93 shopping malls has nothing to do with living in a great city, Istanbul. People who think constructing shopping malls didn't make a city more favorable to live in.

## **Background Information**

When I met augmented reality technology, it makes me realize that how much I was annoyed from my environment in Istanbul and how I criticize and wanted to change it. I thought that this new media technology would be the most suitable tool that could give me the chance to transform my environment. What would I want most, I asked myself, first, I wanted to make a criticism on current agenda of politics in Turkey. Since it is changing everyday, it is eliminated. Then, I remember that last week, I went to a concert in newly opened shopping mall, Zorlu Center and noticed that all of the shopping malls were the same and asked myself was it really necessary, do we really demand that much on shopping malls in Istanbul. According to politics and economic researches, we do. Does having 93 shopping malls in a city is a sign of civilization or not? I am, as a person living in Istanbul, don't think that shopping malls makes Istanbul more favorable to live in.

The project seeks to address awareness about domination of shopping malls in Istanbul and Turkey whereas public squares and parks are few in numbers. I would like to use to think about this domination.

Making researches on the content, analyzing statistics about shopping malls in Istanbul and learning how to transform the environment of a shopping mall by augmented reality application via 2D or 3D animations. I would also decide on which data I would use video, sound or GPS data.

I will learn how to create an augmented reality application which is a new media technology that already been used in many fields and has a great future. It would be great for me to experience a new, interactive technology that has a future especially in commerce and art. I will enhance my experience on Adobe Flash or Autodesk Maya. Perhaps, I could use sound layers, in that sense I can develop my skills on sound design.

Augmented reality is/will be used in many fields, I am especially focusing on its use in commerce and art works.

AR Applications

<http://www.youtube.com/watch?v=NqUSfjTSLyo>

Wolkswagen

[http://www.youtube.com/watch?feature=player\\_embedded&v=KRAoSZhKNyo](http://www.youtube.com/watch?feature=player_embedded&v=KRAoSZhKNyo)

Starbucks

[http://www.youtube.com/watch?feature=player\\_embedded&v=RWwQXi9RGow](http://www.youtube.com/watch?feature=player_embedded&v=RWwQXi9RGow)

Ikea

<http://www.youtube.com/watch?v=vDNzTasuYEW>

Art

<http://www.fastcocrete.com/I682447/rethinking-public-space-bc-biermann-s-augmented-reality-urban-art#I>

## Detailed Project Description

The user will open his/her smart phone or tablet, by using LAYAR application that works by using a combination of the mobile phone's camera, compass and GPS data to identify the user's location and field of view, retrieve data based on those geographical coordinates, and overlay that data over the camera view. S/he scan the AR code by their phones or tablets and application will be open. When s/he directs her/his camera to somewhere in a shopping mall, in Istanbul, an animation of a public park will overlay on the image of shopping mall. I am planning to use animations and GPS data, perhaps I can also add sound layers.

## Scope of the Project

### What will be recovered;

researches on content, domination of shopping malls in Istanbul  
what people think about this issue  
environment sensibility and transformation of it  
combination of shopping mall images and animations  
GPS data

### What will not be recovered;

the consequences of this domination (traffic, pollution etc.)

## Required Know-How and Resources

I will learn and enhance my skills on;

Adobe Flash / 2D animations  
Autodesk Maya / 3D animations  
ARToolkit  
C++ or C#  
Quartz Composing

## Needed Know-How and Abilities

For this project I will learn how to create an augmented reality project by ARToolkit. I will develop my visual skills by learning how to create animations by Adobe Flash or Autodesk Maya. I will learn how to use Quartz Composing without coding or I will learn how to code by C++.

## Needed Resources

I need researches, statistics and existing surveys on the content, if it exists, about shopping malls and public parks in Istanbul.

## **Difficulties & Risks**

The most important risk would be for me to learning how to create an augmented reality application and integrating the layers of real and virtual images.

## **Phases of the Project**

Collecting data about the content  
Learning to possible ways to create an augmented reality project  
Creating layers, animations  
Bringing the real and virtual images  
Testing the application  
Designing a booklet

## **Criteria of Success**

By the end of this semester, I aimed to learn a way to create an augmented reality application and decide on which tools I am going to use such as video, sound or GPS data.

## **Bibliography and References**

Future of AR

<http://www.youtube.com/watch?v=tnRJazHZH9lo>

AVM'de 5. Muzede 15

<http://www.gazeteport.com/haber/134294/avmde-5-muzede-15>

Istanbul AVM'de Dunya 5.si Oldu!

<http://www.aktifhaber.com/istanbul-avmde-dunya-5si-oldu-782560h.htm>