Project Definition

This project aims to focus on urban transformation of Istanbul whose streets, local stores and bazaars transformed in to shopping malls that constructed in every neighborhood after 90's and resulted in distortion of the city's texture.

Goals & Objectives

Goals

Transforming our environment, Istanbul, which is constitute of shopping malls as a urban motif, by overlaying virtual layers on real layer by augmented reality technology.

By this transformation, creating awareness about destruction of the texture of the city.

In broad terms, establishing criticism of consumerism and capitalism.

Istanbul has 102 shopping malls that recorded in 2013. The number of shopping malls around Turkey will expected to be rise to 347 in 2014. Turkey comes first, the winner, in terms of number of shopping malls around Europe and fifth around the world, yet Istanbul is not the most developed and civilized city in Europe.

Objectives

Figuring out the borders of the content, establishing a clear statement

Making research

How to visualize this statement

How to overlay virtual layers on real layer

Learning how to create augmented reality

The project will be successful if overlay of virtual and real layers makes the user understand and think of the criticism that had been done.

Target Audience / User

The target audience of this project will be Turkish citizens who at least have an acquaintance with urban transformation of Istanbul and who has a few knowledge about Turkish politics. People who think that living in a city which is paved with shopping malls is not a favorable environment 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 augmented reality technology would be the most suitable tool that could give me the chance to transform my environment. What would I wanted to chance most, I asked to myself, first, I wanted to make a criticism on current agenda of politics in Turkey. Since it is changing everyday, it was eliminated. Then, I remember that last week, I went to a concert in newly opened shopping mall, Zorlu Center whose slogan is *"unique as Istanbul"* and thought that all of the shopping malls were same and asked to myself was it really necessary, do we really demand that much on shopping malls in Istanbul, in every neighborhood. According to politics and economic researches, we do. Then I asked, does having 102 shopping malls in a city is a sign of civilization or not? Yet, as the paradise of shopping malls, Istanbul is not the most civilized city around Europe. When I researched further, I discovered that how this issue was complicated with respect to consumerism, capitalism and transformation of urban lifestyle and public culture. People who are living in Istanbul were mainly concerned about the transformation and evanescence of local salesman and stores, bazaars. In this project, I am thinking to create an augmented reality application where I can overlay virtual layers that constitute of image, video or sound inputs on real layer that will be images of shopping malls. User will open the application via Layar or Aurasma that are platforms which enable viewing augmented reality applications by a QR code or scanning an image which is defined before. S/he will direct her/his smartphone or tablet to a shopping mall or a code and application will open. Layers of inputs will overlay on real layer. To make another point, augmented reality is new technology which Turkey recently met

and that is mostly have been used in shopping malls as entertainment tool, in that sense making criticism of shopping malls by an augmented reality application will be ironic.

By creating this project, I want to make user both think and entertain about this transformation of Istanbul by shopping malls via inputs on virtual layers. My first challenge will be establishing a clear statement on this wide-open content. Then I will make researches on the content. Then, I will focus on how to visualize this statement. I will decide which inputs I will use which are image, video, sound and GPS data. According to inputs, I will learn which programs I should learn and improve my skills. The programs I will use will become clear when I decided which inputs I will use. In terms of creating augmented reality, I am planning to use Aurasma or Layar applications.

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. 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=KRA0SZhKNyo
Starbucks
http://www.youtube.com/watch?feature=player_embedded&v=RWwQXi9RG0w
Ikea
http://www.youtube.com/watch?v=vDNzTasuYEw
Art
http://www.fastcocreate.com/1682447/rethinking-pulic-space-bc-biermann-s-augmented-reality-urban-art#1

Detailed Project Despriction

This project will be based on criticism of urban transformation of Istanbul with the rise of shopping malls in every neighborhood that is resulted because of capitalism and consumerism. It will be an augmented reality application and it will be open by a QR code via Layar or Aurasma applications. User will open the application and direct his/her camera of smartphones or tablets to code and my project will launch. The virtual layer will overlay on the real layer that is image of shopping malls. I could promote this by attaching the QR codes on the walls of the shopping malls. Such as Demiroren AVM in Taksim which is protested. Then I can work on a website where user can both reach to QR code and the reader which I will distribute.

Scope of the Project

What will be recovered;   *What will not be recovered;*

Required Know-How and Resources

Diffuculties and Risks   **Criteria of Success**

The most important risk would be for me to learning how to create an augmented reality application, managing the inputs and integrating the layers of real and virtual images. At the end of the project, another risk would be for me to making the user understand the content clearly.

By the end of this semester, I aim to collect data about the content, decide to inputs of virtual layer and learn a way to create an augmented reality application. The criteria of the success of this project will be integration of the layers and the clear depiction of the content in the visuals.

Phases of the Project

Making research about the content

Learning to possible ways to create an augmented reality project

Managing the inputs

Creating an virtual with these inputs

Bringing the real and virtual layers

Testing the application

Promotion of the project

Bibliography and References

Future of AR
http://www.youtube.com/watch?v=tnRJaHZH9lo

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