

## **Ayça Narin**

VA 401/Project Proposal

### **Project Definition**

The aim of my project is to prevent people being socially isolated in the business centers and create opportunities for people to socialize by using the elevator.

### **Background information**

Today, technology and internet play an important role in our daily lives. With the help of the internet and technology, communication process has become more convenient, quicker and efficient. For instance; faxing, texting messages, e-mail and social networking websites are the examples of the communication technology so people can communicate with anyone globally and easily. However, even if people can communicate face to face with improvement of the technology this is the truth that people began to be socially isolated so this leads a lack of contact between people and make them more insensitive and lonely. One of the most important factors of being isolated is the difficulties and intensity of the business life so people have started to be lonelier and their wishes to communicate and socialize with other people began to diminish. 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 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, I think elevators are ideal places for providing people opportunities to socialize, meet different people and have conversation with them.

### **Detailed Project Definition**

I think elevators are uncomfortable places, especially in these formal places. People spend their time just 20-30 seconds, staring at either the floor, or the wall, turning back to each other and the time slows down for them. People only salute and stop communicating with each other and stand quietly waiting to reach the floor. Therefore, firstly I will try to find out how I can prevent the uncomfortable feeling and create a relaxing atmosphere in the elevator

so I can induce them to have a conversation face to face. For instance, I may place 6 chairs which are looking to each other. Therefore when people sit on the chairs, they will see each other face to face. I may also use some sounds and visuals to create a comfortable atmosphere or there may be interactive post-it so people can drag them and leave some notes on it.

### **Target Audience**

People who are working in business centers, skyscrapers.