

Experiential Remapping

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Compelling Experience Design
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the roles and responsibilities

Lisette Curameng
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- Thought of idea/concept
- Thought of materials
- Purchasing
- Cut wood
- Cut boards
- Managed time for both group members
- Made blanket
- Helped glued pieces' down
- Took photos

Derrick Oduro
2475564

- Help further the idea/concept
- Thought of materials
- Purchasing
- Wood stain
- Aesthetics
- Chose room
- Helped glued pieces' down
- Took photos

description

We chose the AGO because we were curious to know what we could create with a place so familiar and common. Not to mention, we felt like as OCAD students, we don't go there as often as we should and can since we have free access to roam the gallery with general admissions.

On the second level of the AGO, we explored and observed the behaviours and mannerisms of attendants/visitors in the environment. The space is large which made us feel small, reminding us of the little space we individually occupy in the world. We saw people in awe and inspired by the works of amazing artists on the clean white walls. The colours we have seen at the AGO are mainly brown and white with hints of greys and reds. There were visual movement that we have seen throughout the ago with the linear and curvilinear lines. We heard the sounds of on-going conversations about the art, life, work, business, etc. (i.e. student groups from schools). Echoes bouncing off the walls through the movement of visitors and objects. The closer they are, the louder the echo; depending on how large the area is.

Our design is a maze. It is a representation of the simple-complexity with the hint of sophistication of the AGO. The maze is mainly made out of wood. Within the maze there is a plexiglass cube and a warm soft blanket that represents the warmth of gallery as well as the source of light we got from the clear windows. The walls that are surrounding the maze are larger than the maze itself, height wise, to show how small we have felt during our visit. We want people participating in our experience to be engaged and feel exactly how we felt, as well as to get a sense in their minds, without having been there. If participants have already been to the AGO, perhaps, they may gain insight and see in a new light, a different perspective that they haven't experienced before. When this is achieved, we know that the audience were connected to the environment and we've completed our task.

stimuli mapping

see, smell, & taste

think & feel

say & do

hear

lights / spot lights
hard objects
neutral colours
open space
visual movement

freedom to roam
welcomed
inspired
peaceful / calm
warm
small

discussions about art
asking for directions
taking photos of the art
walking around
way-finding

foot steps
objects
talking
echoes
discussions

key words described

open space

The term open space is used because the AGO has a lot of space in the hallways for a large amount of people to still be able to freely walk around as well as the amount of space given for each exhibition room.

visual movement

Visual movement is seen throughout the AGO by how it is structurally formatted. By seeing the details of the architecture on the ceilings to how the spiral stairs are with the curves. The mixture of vertical and horizontal lines to curvature lines were appealing and showed strong visual movements.

warm

Felt warm in the AGO because of how the colours of the wood were as well as the how the natural lighting was coming through the window above. On top of that, we were wearing our winter coats and hats while in the space.

discussions

Discussions were heard around the space. It varies from talking about what has happened prior to the AGO trip, as well as talking about what the assignment is about for class to what has been seen while at the exhibit the person has been to and asking for directions from an AGO worker.

small

The feeling of being small was apparent while we were at the AGO since the walls, the ceilings, and the ledges were extremely tall allowing us to feel a lot shorter than we are.

echoes

Since the space at the AGO is open and with tall walls, the sound bounces off the walls and having it sound louder than it initially is as well as how large the space is.

peaceful/calm

We felt very peaceful and calm during our visit at the AGO because the colours we saw were not so in our faces, as well as how large the space is. We were not overwhelmed through our senses since there were not many things that were going on besides people walking around and having discussions with people.

way-finding

The term way-finding is used to describe where we are and it is used to find your way around. We both thought that the AGO needs more work on their wayfinding since we were going around rooms not sure where to go, which made us feel like we were in a maze.

mapping exercise

people

Who are we talking about?

Art students, general public (guests, kids, young adults, adults, senior citizens, etc.)

What are their needs and desires?

Interested viewing old/current art, to see an exhibit gaining experience as an employee/intern to wine and dine at the restaurants/bar.

What are their goals, what motivates them?

Experiencing an art gallery space, using art/environment for a project, to socialize/network, to learn about artists/art history.

What's familiar to them?

The nature of an art gallery, it's structure artworks of certain artists that maybe are well known.

context

Where are they?

The Art Gallery of Ontario also known as the AGO.

Environment: time of day, conditions.

Anytime during the hours the AGO is open.

What technologies or devices are involved?

What technology do they have personally, vs. what else do they have access to?

Technology or devices that are involved in the area would be cameras or phone. The people would personally have would be their cameras and phones, and what they have access to are the audio guides that are provided in some exhibits. Another technology they have access to is being able to live tweet their experience and using #AGO. They also get to share their experiences on different social media platforms that is not twitter, such as Instagram. The AGO also provide projection to show video or art that the people who are visiting would not have access to.

activities

Describe some of the things your (user/customer/audience) might do? Why?

The user might go up to the pieces of art to have a closer look and an understanding of what is being shown to them, as well as get more of a feeling of what is going on. They might also interact and feel the work to know what the texture is and what it is made out of.

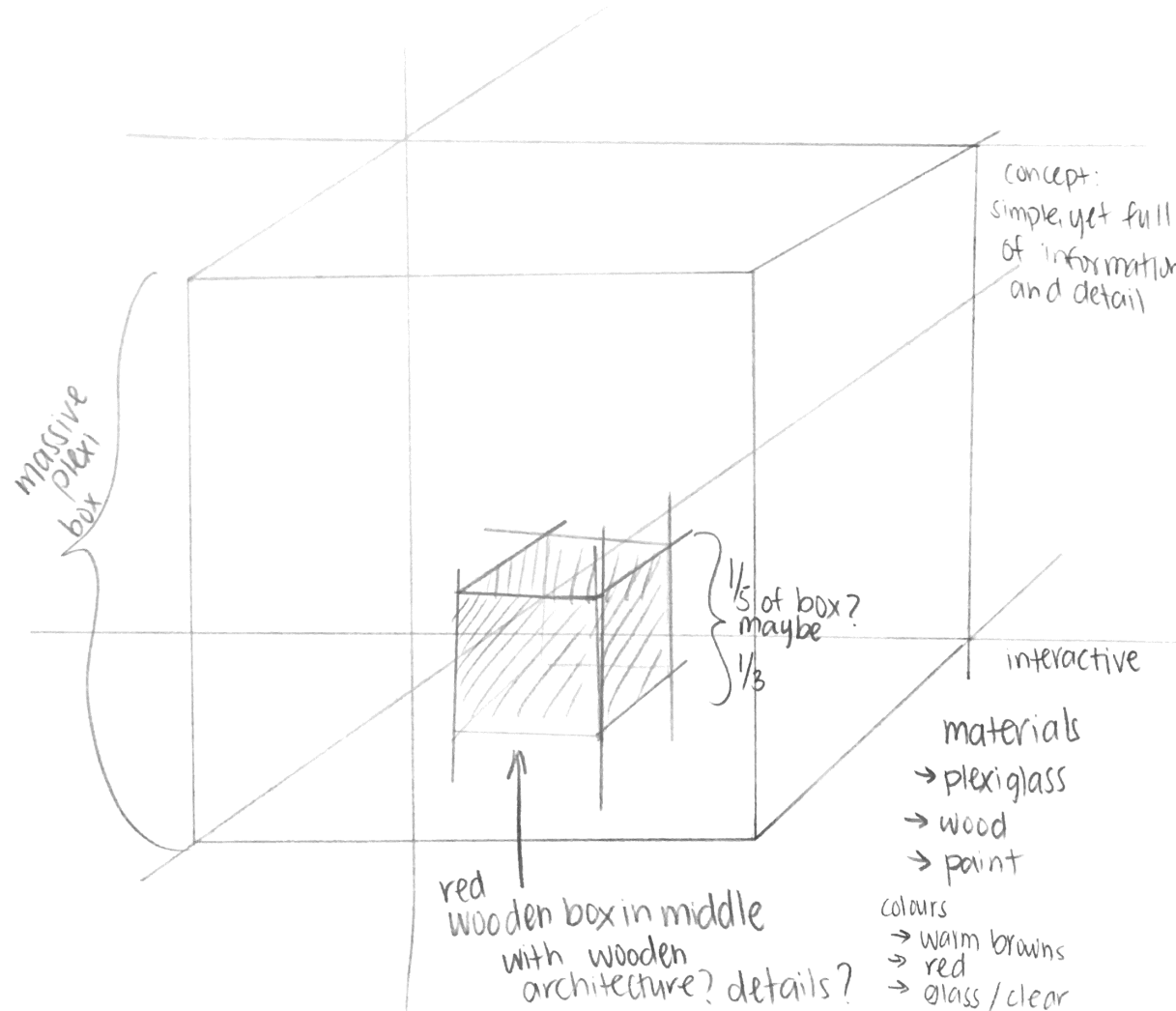
What are the analogous competitive experiences?

The analogous competitive experiences are pathways that are seen in other places such as the museums or galleries. Another example would be galleries that have large, open spaces that can hold many visitors who want to view the work.

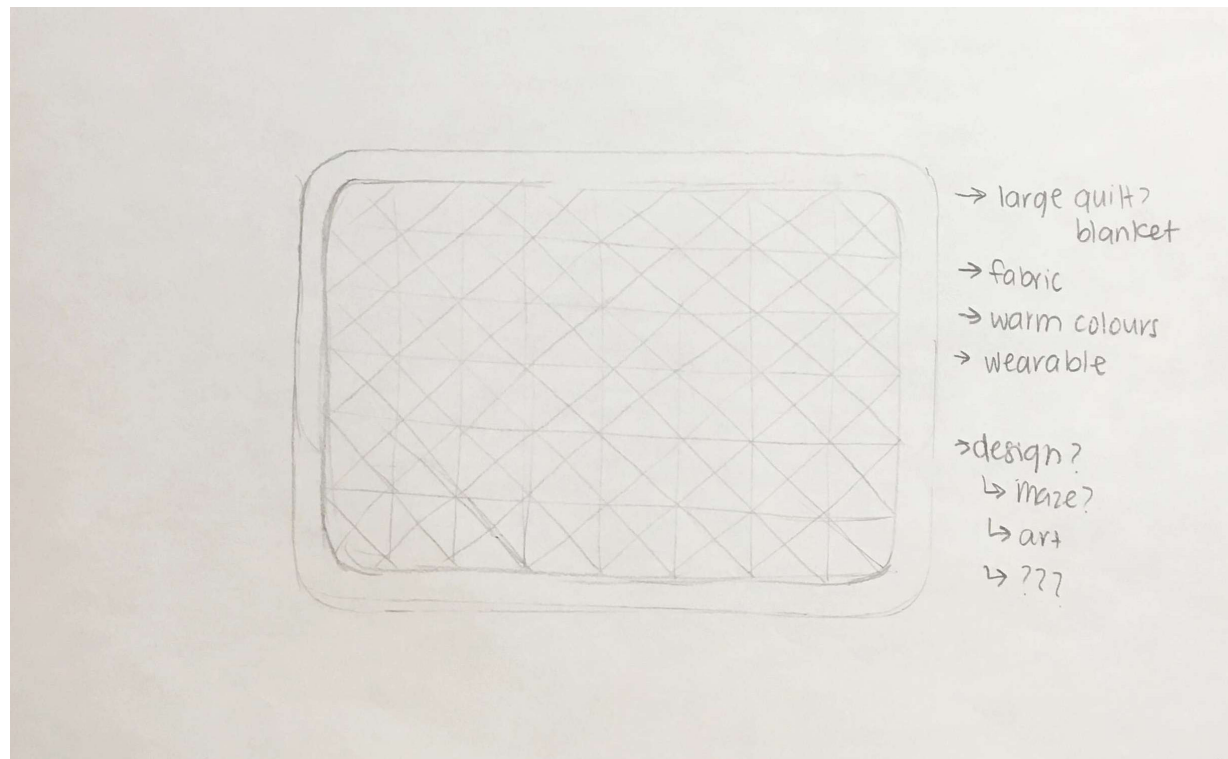
What technology needs to exist in the environment to support this idea?

Technology that need to exist in the environment to support the idea might be projection to further show what we saw, as well as a form of light source to mimic the lighting we seen at the AGO if the day of the presentation does not do it justice. Another technology that might need to exist would be the form of sound to emphasize the amount of sounds and noises we have heard while we were there.

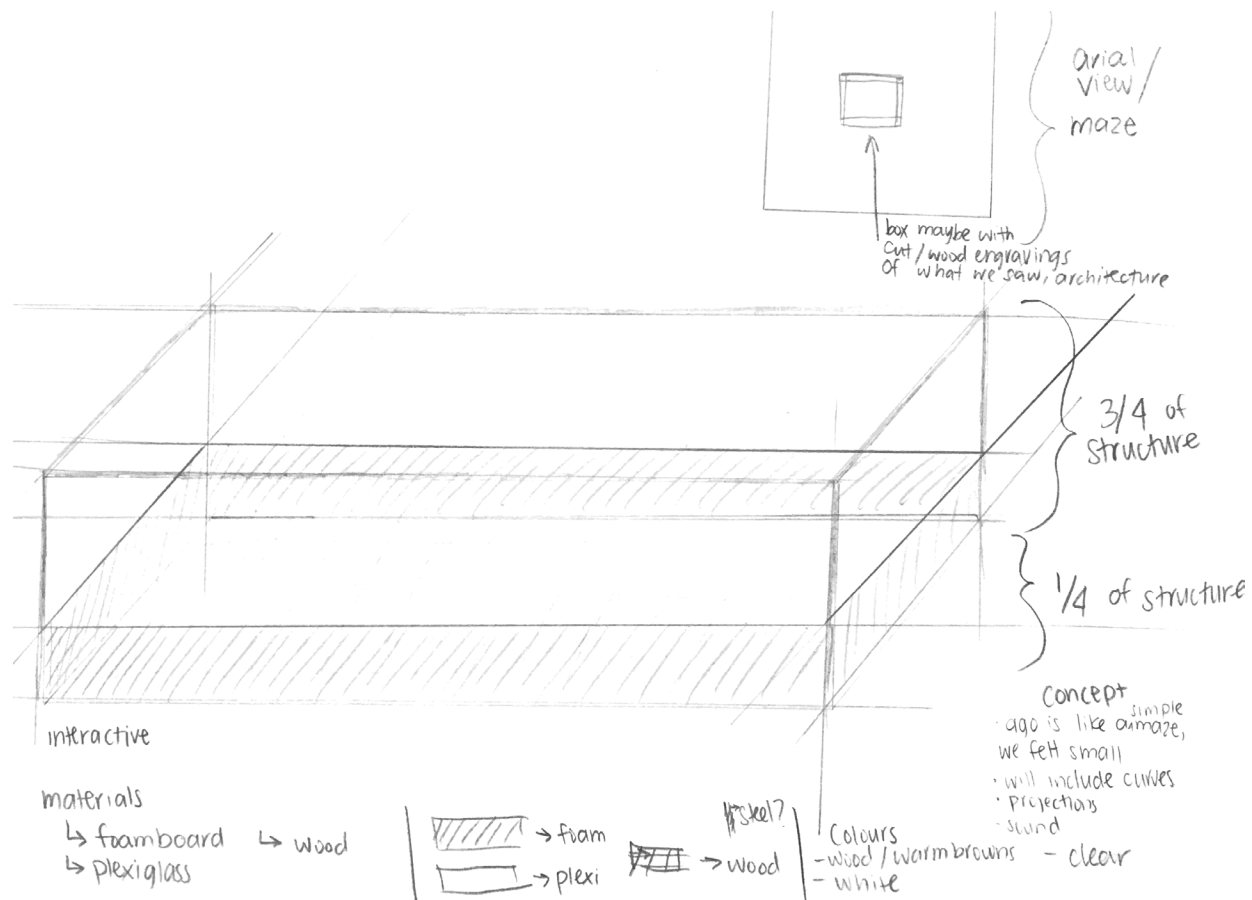
re-framing the experience



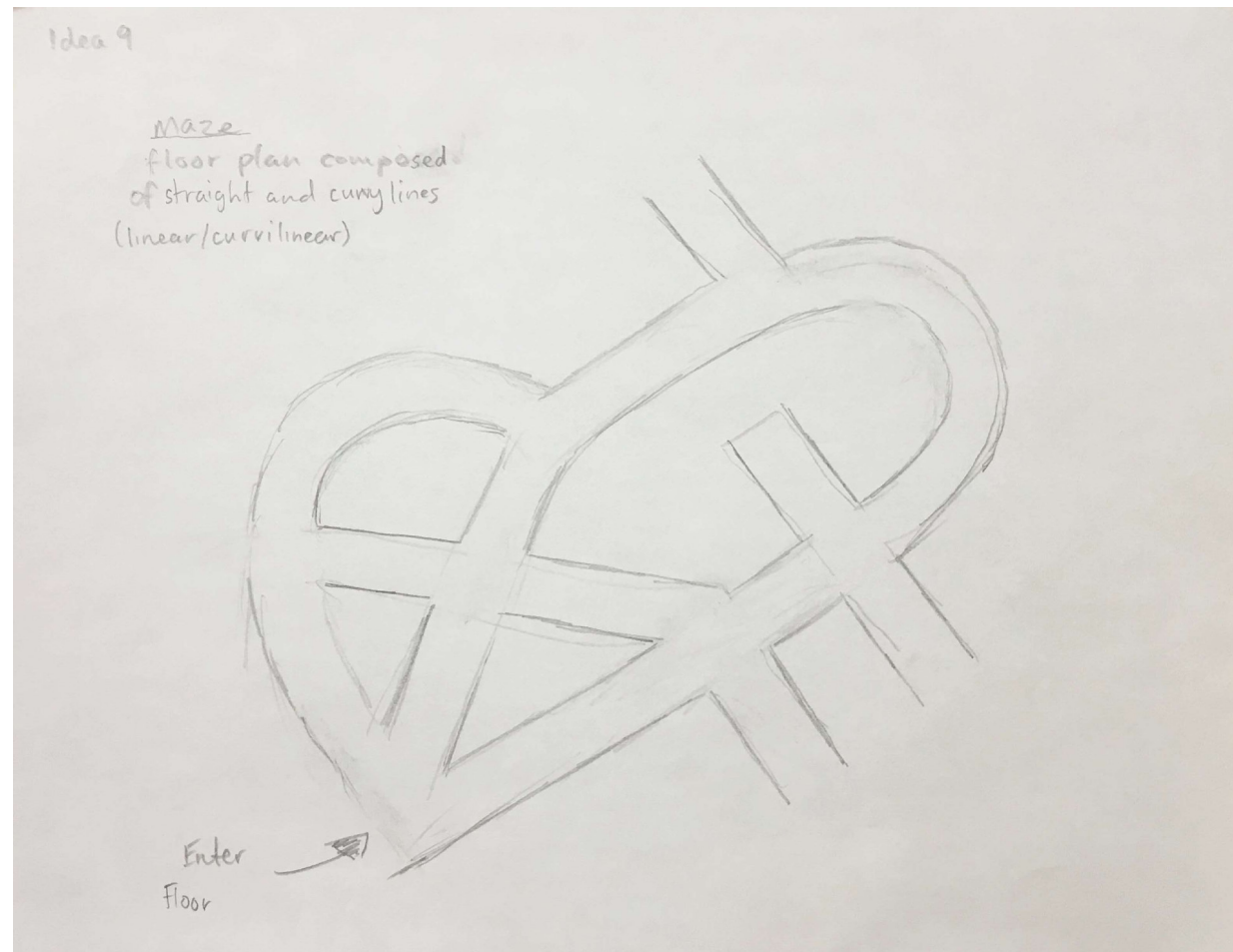
The drawing on the top left is a clear plexiglass box that would represent the natural lighting that was seen at the AGO. Within the box, there would be a smaller box that is a lot smaller than the first box. That is to represent how small we felt while at AGO. The inner box will contain slices of wood that would have carvings on them that has details to show visual movement and possibly education.

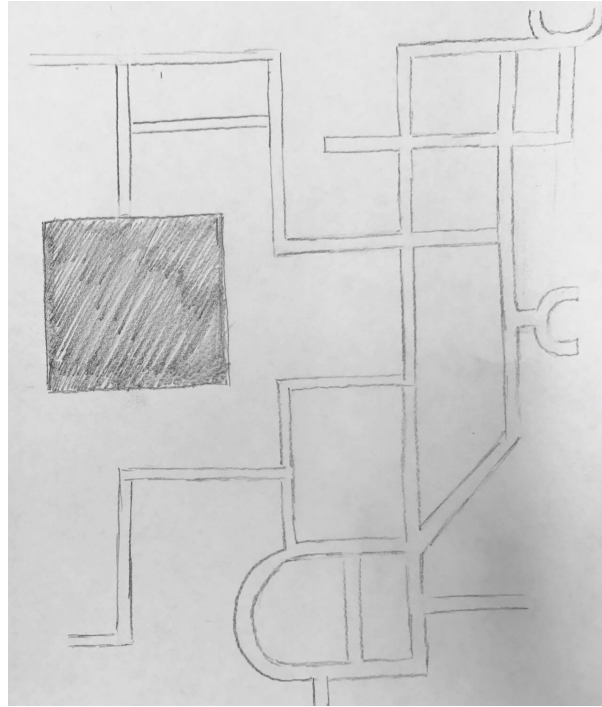
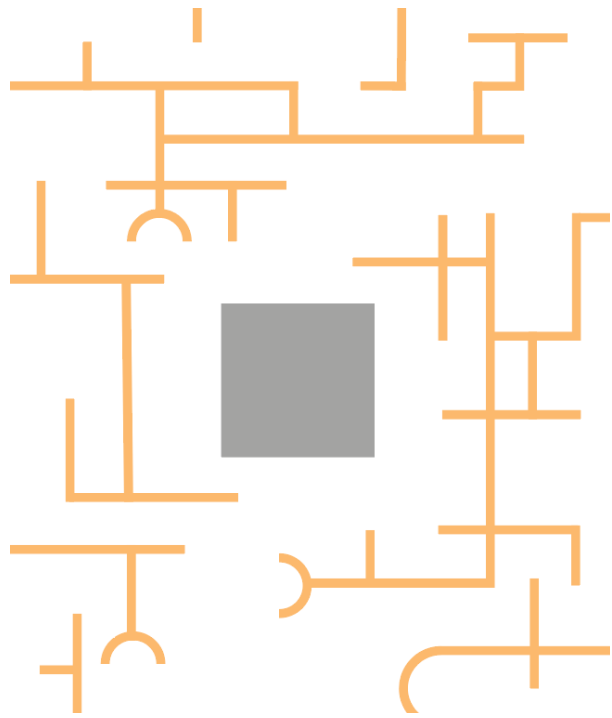


This drawing on the bottom left is a large quilt or blanket that would represent warmth that we felt at the AGO. The blanket would be life size, possibly bigger so it would also show how small we felt. On the blanket, there would be designs that show visual movement.



The two sketches on this page illustrates how the maze would possibly look like. Showing that the walls would be extremely tall while the maze itself is not. The maze will a tasteful mixture of curves and straight lines to represent the visual movement that was seen at the AGO.



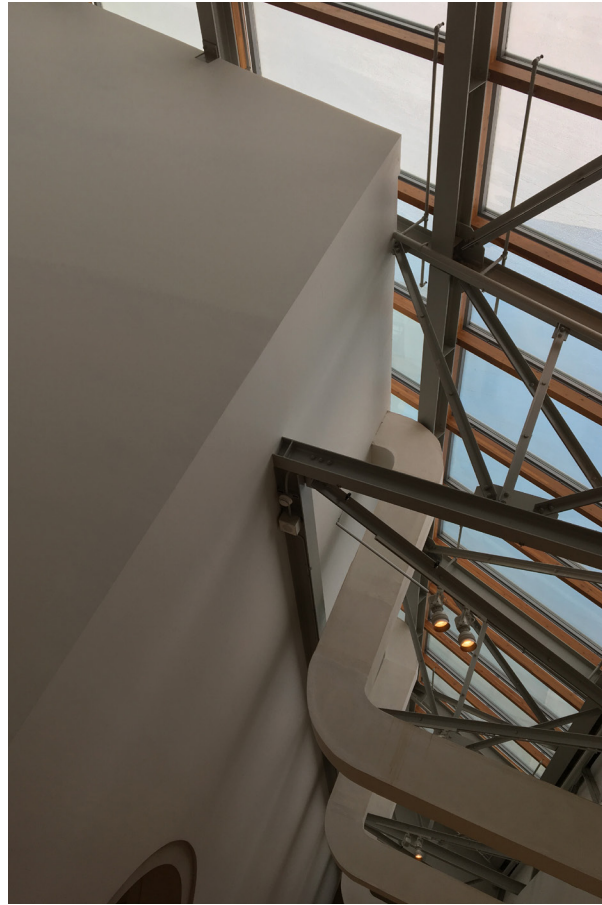


The drawing on the top left are rough sketches of what we want to achieve with our maze with the mixture of curvilinear and linear lines that we have seen during our visit. The filled in boxes represents the plexiglass with content inside.

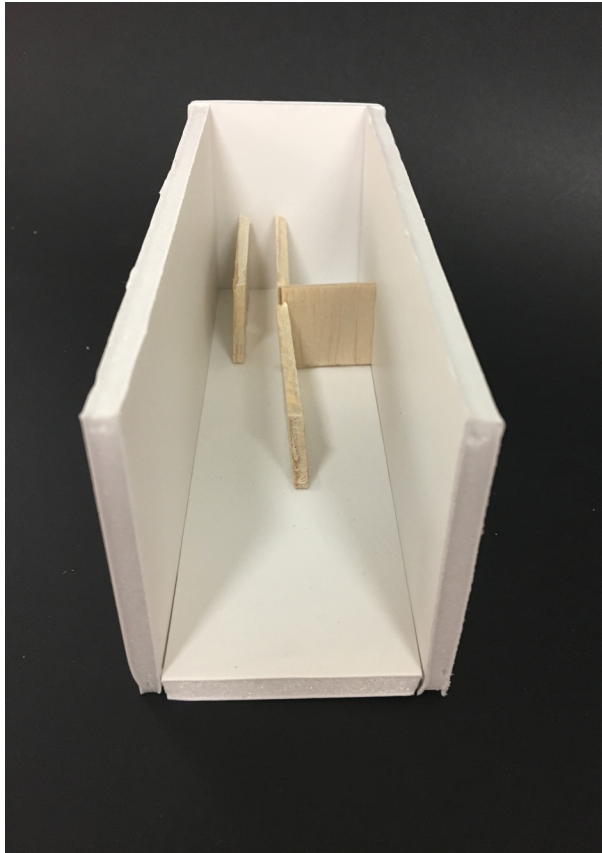


This prototype on the bottom left is a mock-up of what our maze will look like and the size relationship of the maze itself with the walls around it. It provided a sense of what we would want as an outcome for this assignment.

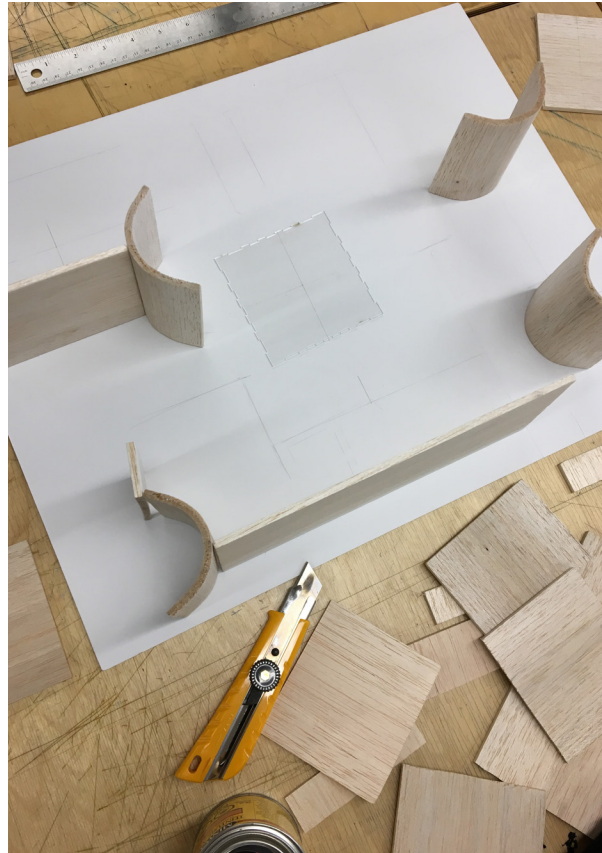
the 'as-is' scenario



re-invented experience



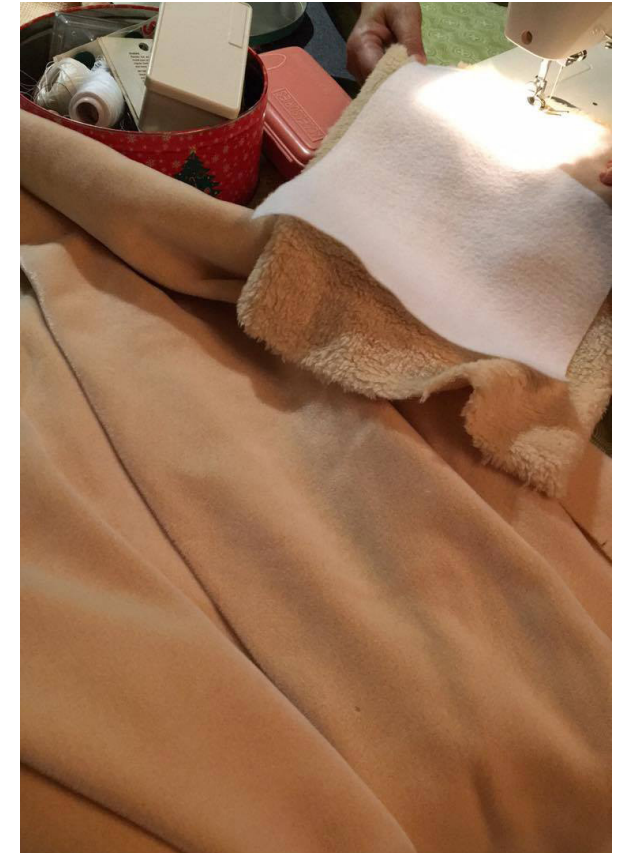
Prototype of what the maze will be with majority of the materials used.



Planning maze onto larger scale.



Wood that has been cut to sizes is wood stained to give a warmer feeling that the original colour didn't provide.



Sewing the blankets to choose which would be the one that is going to be used.



Plexiglass was laser cut then assembled together to form a cube.



Decided from cream and white, cream and cream and grey and white. The grey and white blanket fitted more with the feeling we were going for.



Maze was assembled completely. Final maze, aerial view.