

**"The world is but a canvas to the
imagination."**

Henry David Thoreau
American essayist, poet, and practical philosopher


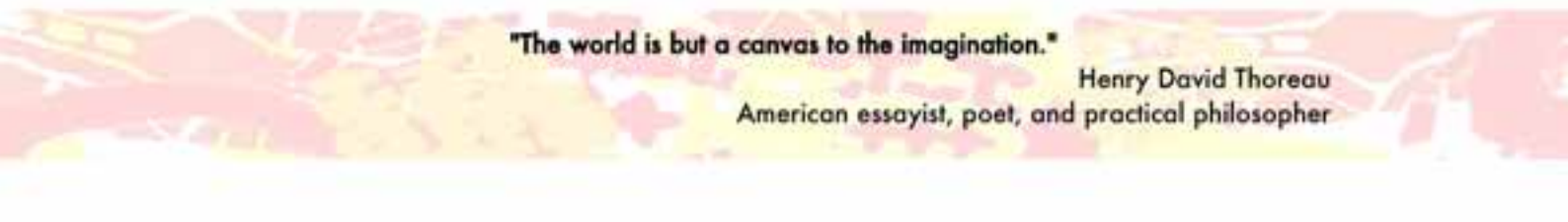


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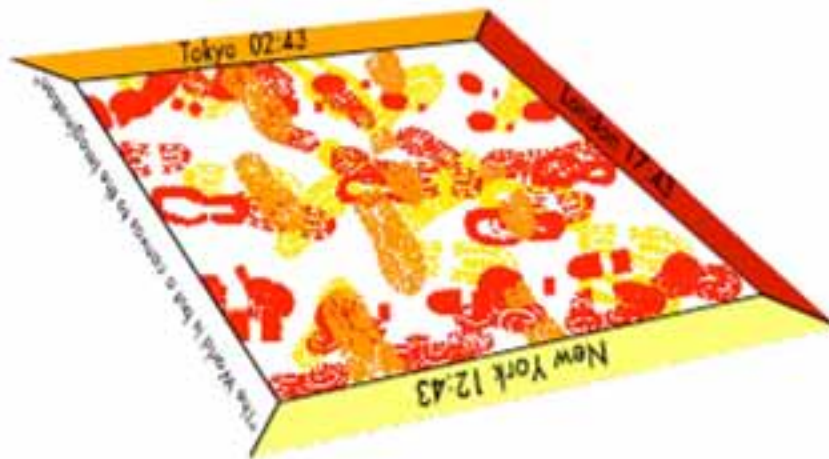


Specification Document:

"The World is but a canvas to the imagination"

1.0: Project Description:

To achieve a continually changing, random, dynamic visual experience through the participation of the public.



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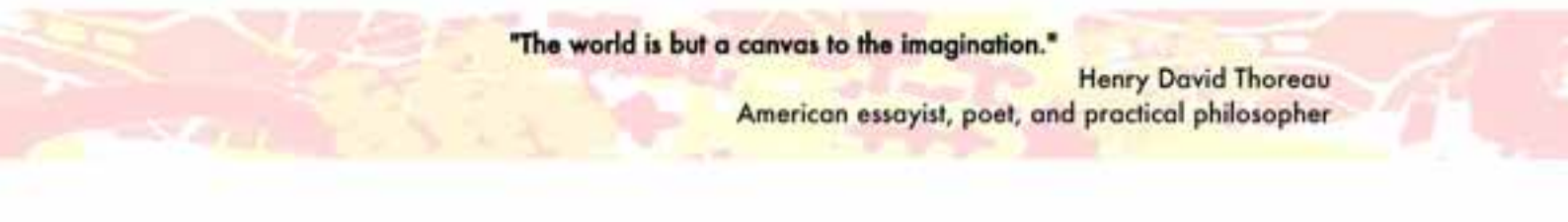
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2.0: Aims and Objectives:

Concept:

The main aim and achievement I wish to make with this installation is to capture the audiences creativity and get them to become more conscious of the world around them and embrace the fact that there are other people in a totally different place carrying out their lives.



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3.0: Audience Profile:

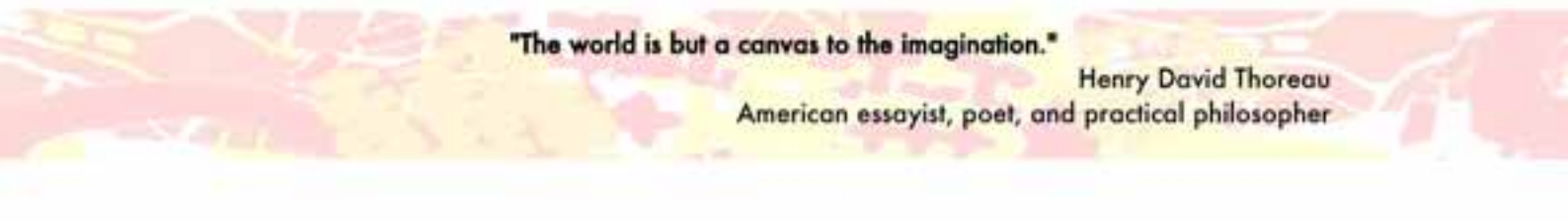
I don't think it is possible to specify demographic characteristics in the audience. Due to there being 3 different locations and the locations being in the middle of busy Cities with tourist attractions. On the streets it is going to be the locals and tourists who are walking along the pavement. It depends mainly on the location to who exactly these local people are. But there will be a wide cross section. It is of course not just dependent on location but time of day.

Users of the installation may not notice they are taking part as they walk over it. Those who have time to stop and investigate further what they see will be inquisitive as to where the images are coming from and to where the footprints are going.

I can see a community of users that become regular in the use of the installation as they become more accustomed and creative in their own uses of the installation.

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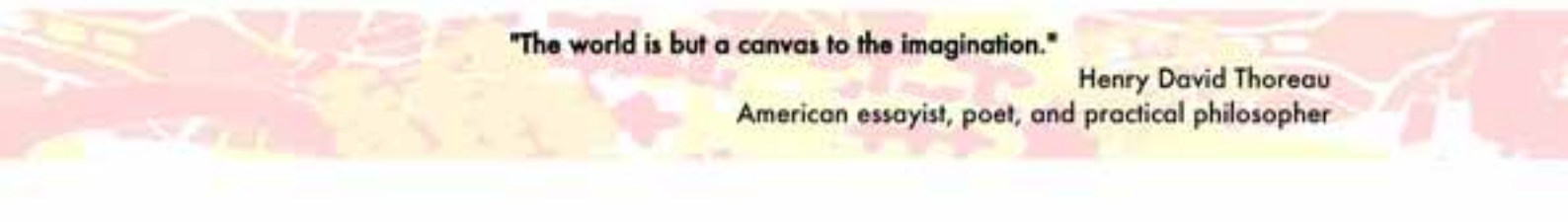


4.0: Client Profile:

I would look for backing for this project from the Arts Council. There is a reasonable amount of money required to fund the Installation if given the go ahead.

The ideal place would be the three locations however it could be made over just one location and allowed to act purely on a remote basis. This could lend itself to be placed in locations such as train stations and shopping centres as a focal point.

I could look commercially for an interested party such as Nike. They have recently been promoting they're new brand of shoes that are made to make your feet feel 'free', as if you weren't wearing shoes. This could be an opportunity for me to offer the installation as an advertising means that could be taken on road shows and it could also be placed in their shops.



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5.0: Media Specification:

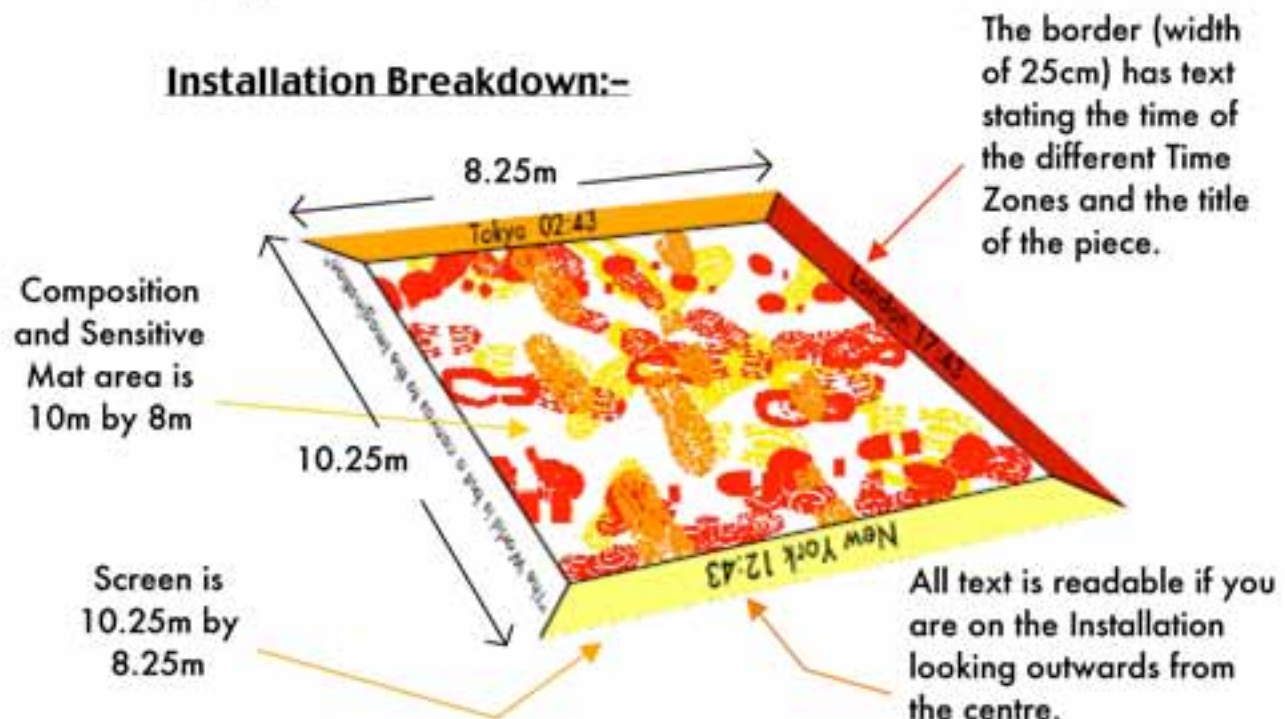
5.1: 2d Design:

The images that will be displayed on the screen will be those of the pressure recorded. The pressure could be from anything that makes contact with the sensitive pad like the most probable contact of feet and shoes to people placing their hands down and pushing.

The Colours of the imprints made will be dependant on the location to which they are made in. If they are made in London they will be **RED**, after the famous Red Buses. New York will be **YELLOW** after the infamous Yellow Taxis. Tokyo will be represented via **Orange** after Japan being the land of the rising sun and this is the colour of the sky and sun early in the morning.

The border around the pad will have writing in the appropriate languages, English and Japanese. This will be written in 'Futura', to enable readers a clear and precise font to read. The colours used around the screen are as seen below. They follow the form and meaning to the colours of the Footprints and make a relation between the two, making the outside section a key to what is going on in the middle. The title of the installation, a quote, is displayed on the fourth border section.

Installation Breakdown:-



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5.2: 3d Design:

Floor Sensor & Processing Power – TekScan’s Walkway Mat

(See Appendix 1)

This is the floor sensor I will use by placing it under the thin Electronic Paper detailed below:

Walkway Mat
By
TekScan

Sensor’s record pressure applied and recreates it as an image which will be shown on Electronic Paper



Screen - Philips and E-ink’s Electronic Video Capable Paper-

(See Appendix 2)

This form of screen will allow the users who walk over it enough 'give' and movement to bend the screen to allow the transfer of pressure through the screen to the pressure mat.

The images are displayed on the whole of that page. I will have a bigger version. The size of the screen that shows the footprints will be 10 metres by 8 metres. This will be the required visible size of the screen. The added border which will also need the use of electronic display through the e-paper. This will mean the whole installation will have a 'footprint' itself of 10.25 by 8.25m (this is the required size of the e-paper). The Walkway mat underneath will be centred and will require an area of 10m by 8 m of which is the 'active' area of the installation.

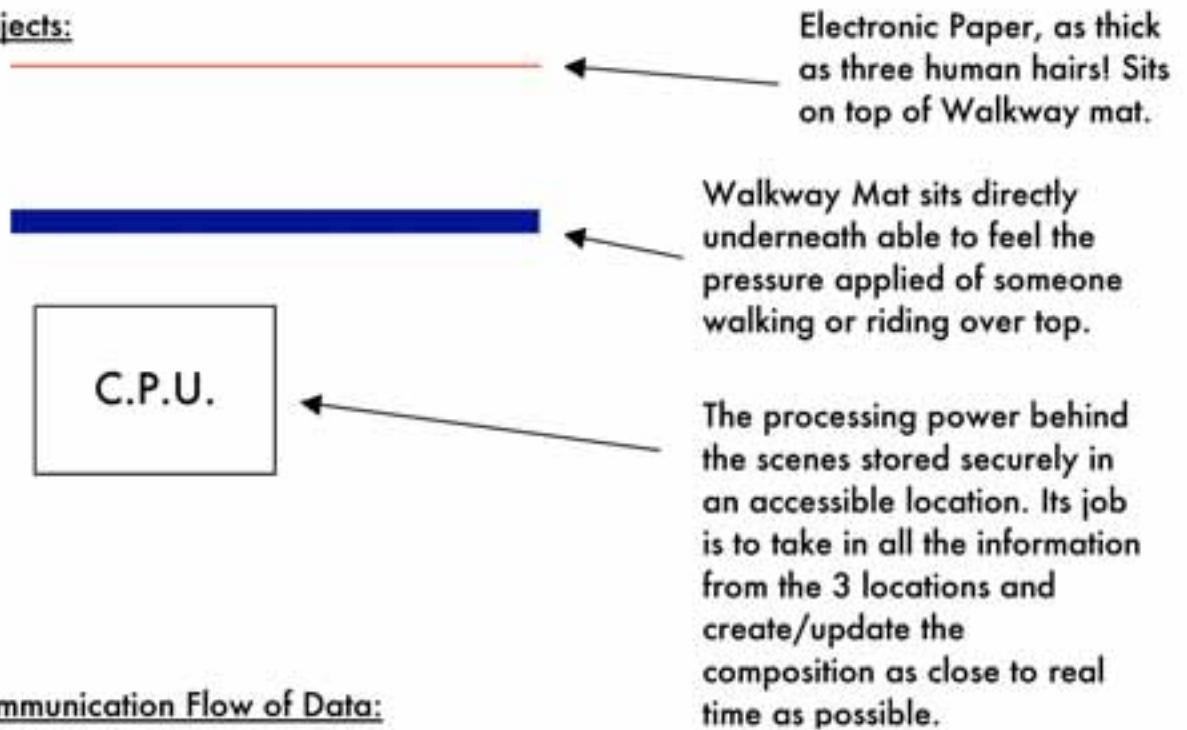


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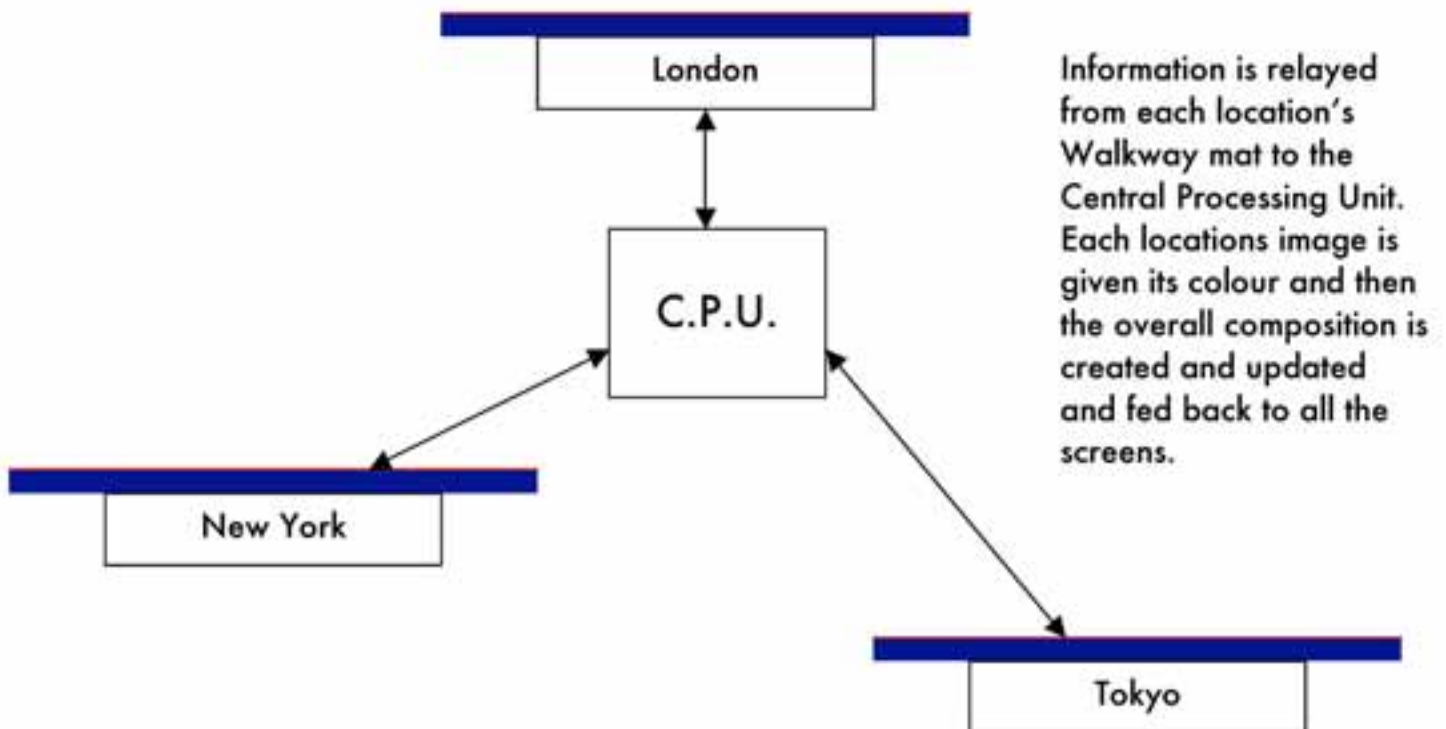
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How the E-paper and Walkway mat combine with C.P.U.:

Objects:



Communication Flow of Data:



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Locations:



Piccadilly Circus - London
17:43 - Monday 25th April



Shinjuku Market - Tokyo
02:43 - Tuesday 26th April



Times Square - New York
12:43 - Monday 25th April

This shows how Tokyo the installation in position within the three cities. Until I can place the installation in exactly the right place, these mock-ups of what the general picture will look like will give a realistic interpretation.

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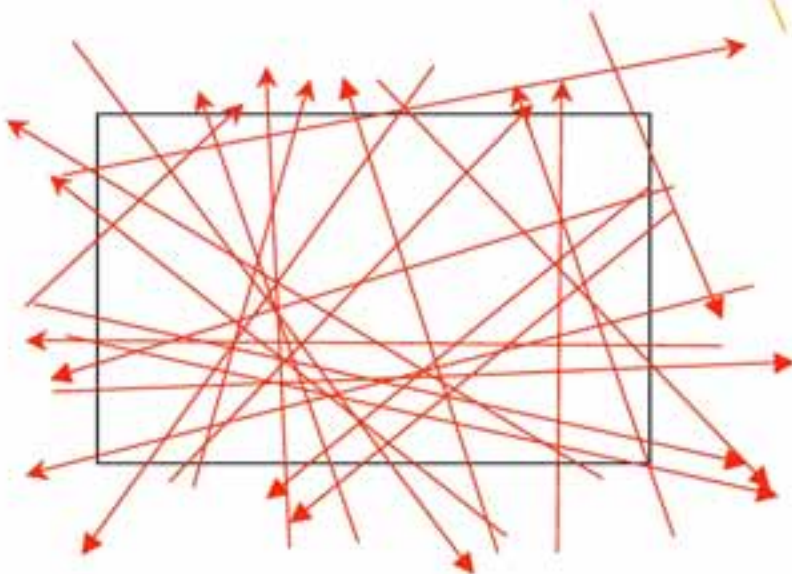
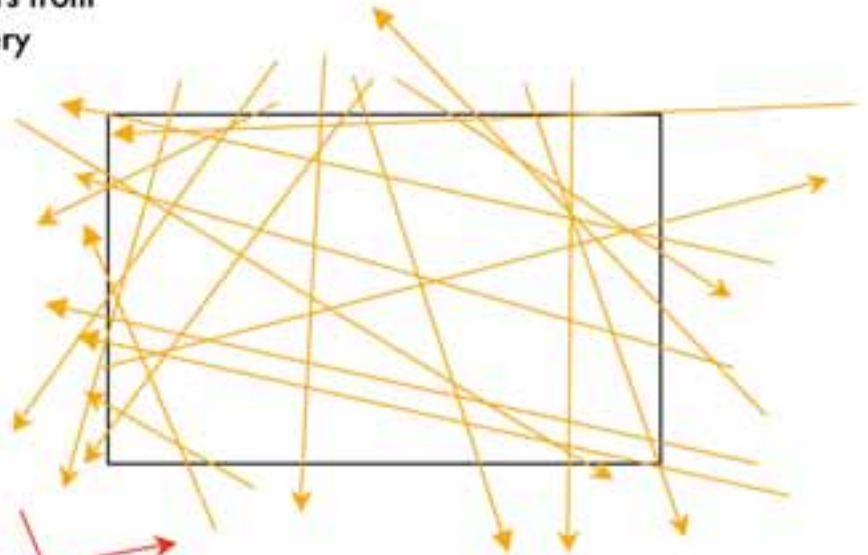
5.3: 4d Design:

Flow Diagrams For Differing Times through the day of users:

Installation represented by black boxes –there are no obstructions around the installation stopping users from being able to walk from every angle.

Times Square - New York
12:43 - Monday 25th April

Quite high frequency of people walking over Installation as its Midday - tourists and lunch breaks.

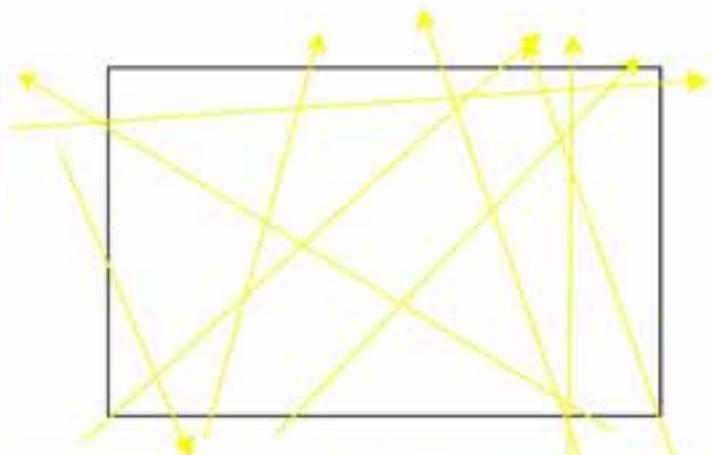


Piccadilly Circus - London
17:43 - Monday 25th April

Higher frequency of people walking over Installation as it's Rush Hour.

Shinjuku Market - Tokyo
02:43 - Tuesday 26th April

Low frequency of people walking over Installation as it's early morning and most people are asleep.

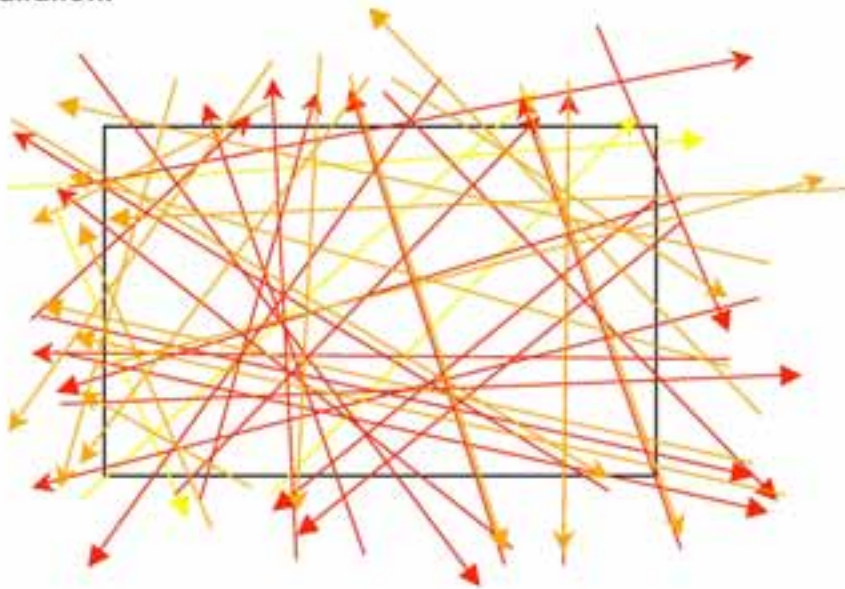


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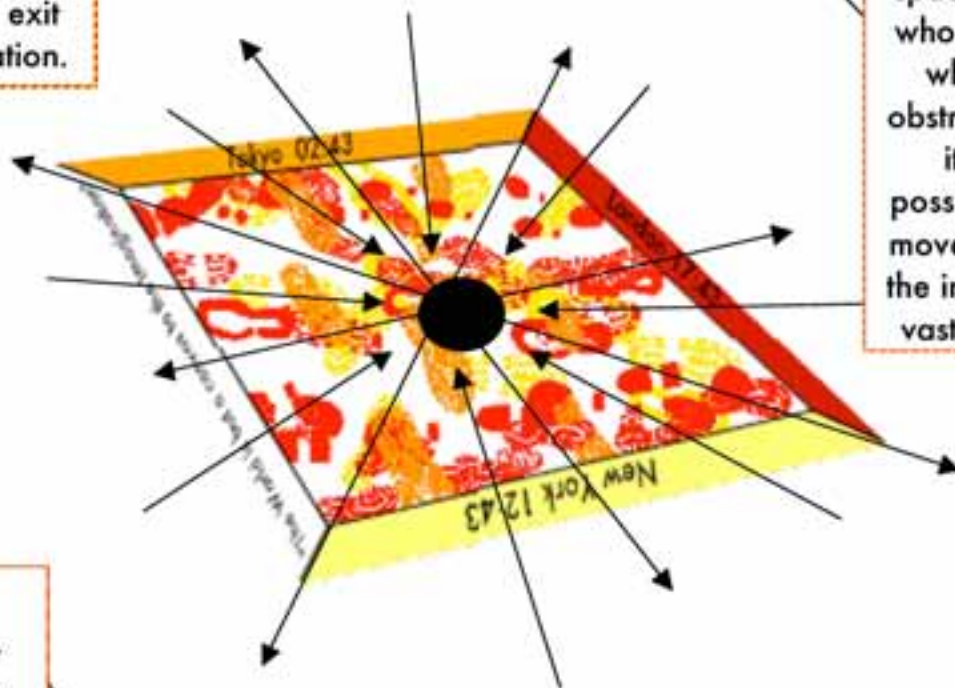
Composite Flow Diagrams:

This shows how the flow of people once added together begins to make its own composition. There are some overlaps of the similar route being taken by people in totally different locations. Perhaps they are purposely following what they can see on the floor below their feet interacting with the installation.



Combined flow of all users at the given time stated above.

This shows the general directions of entry and exit of the installation.



As long as there is 2 metres of floor space around the whole installation which has no obstructions within it, then the possibility for free movement around the installation will vastly improved.

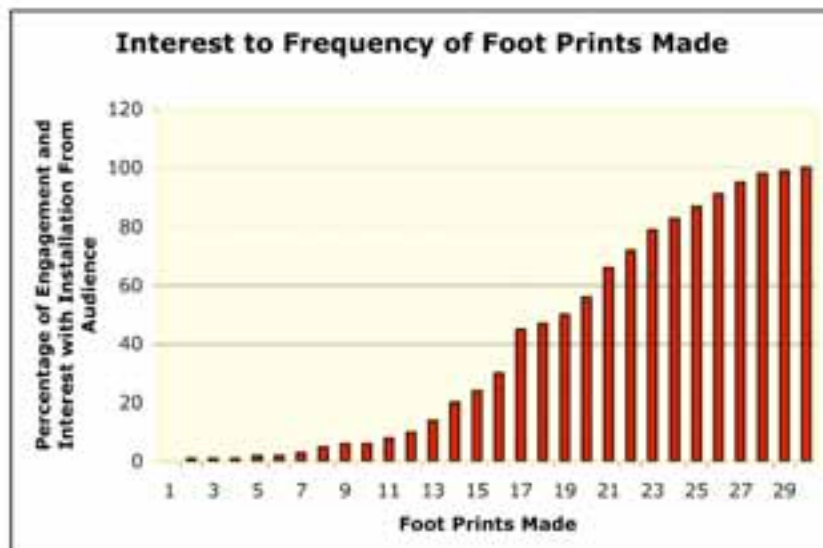
Installation in position - Street, pedestrian area.

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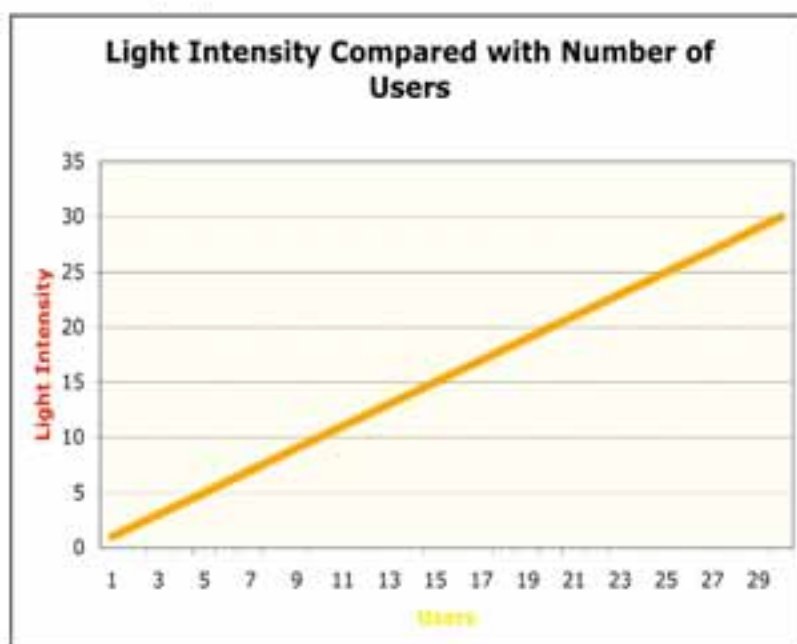
Interest to Frequency of Foot Prints Made:

This chart shows how the audience watching the Installation gain more interest when there are more footprints appearing on the screen than when there is little change in composition.



Light Intensity Compared with Number of Users:

This chart below, looks at the amount of light being emitted depending on the amount of people walking over the mat. As more people walk over it there are more images placed on each screen causing more light and bright colours to be displayed.

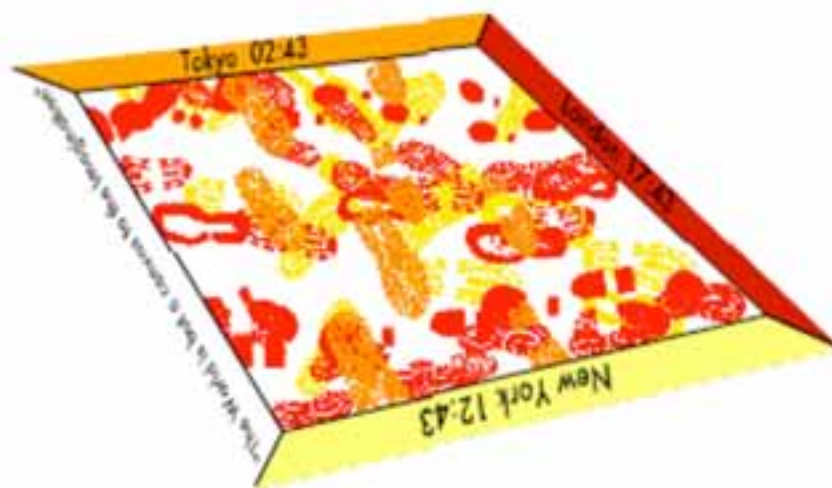


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Aesthetics and underlying themes:

As mentioned in the 2d aspect of this document, the colours of the four sides of the installation are meant to be different enough to be distinguishable but yet also offer a continuity and cohesion of colours that go well together. The hue of colours is tight and allows the composition formed, to be attractive and dynamic.




The time of each location is displayed next to the title of the City. This is to highlight the main essence of the installation, which is to raise awareness of the differing times of day and night within the countries. For example on my installation I quote the time as being 17:43 here in London. But when we look at the actual time in New York, it's 12:43, and when we see the time in Tokyo we see it is 02:43. The message and reaction I want is for people to think about are the implications of being able to see how busy a place is at different times of the day around the world.

Tokyo has already started a new day when for example New York is just past Midday. The Time of day is not only important in terms of setting the scene and making people aware of the implications they have on the installations, but it also has a say on the amount of people likely to be around. With the ideal spot being in a busy centre of a main City there should always be a number of people walking past even if it is really late like it is at Tokyo. They need to be placed in a wide enough expanse as to allow people free access to all sides and no obstructions around it to aid a complete covering in local colours.

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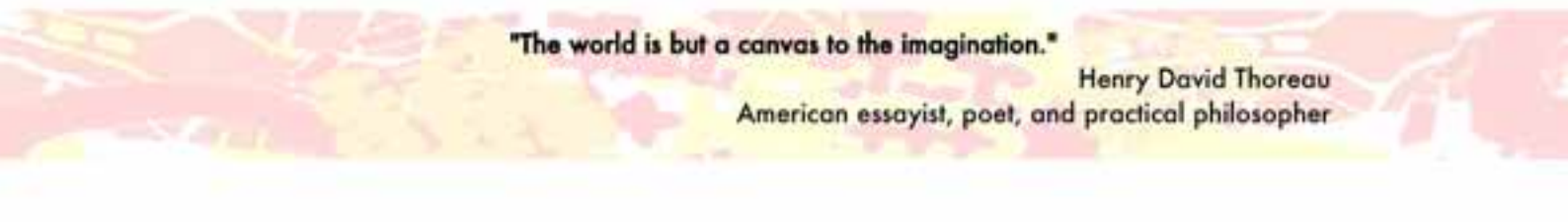



I find the idea of people being ahead or behind the perceived 'normal' daily routine fascinating. In New York they are off on a lunch break from work or tourists visiting the landmark Times Square. In London most people would have just finished work - '9am to 5pm typical office job' - and commuting home. Then in Tokyo most people would be tucked up in bed, fast asleep.

I can see a community of users that become regular in the use of the installation as they become more accustomed and creative in their own uses of the installation. They could even be able to communicate to others in differing locations through the installation and arrange to meet up again to play games they devised. But again they would have to take into account the time zones and ability of people to be able to meet at convenient times of day or night.

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Appendix:

1. Walkway Mat By TekScan:

Information taken from:

http://www.tekscan.com/medical/system_matscan1.html

2. Electronic Video Capable Paper:

(Yet to be fully realised and commercially viable)

Information taken from: www.e-ink.com and www.research.philips.com

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