

JUNIOR TRACK 02

Chair: Matteo Moretti

Sabina Bauer

The Layers of Ads

exhibition / mental images / advertising / pictograms / augmented reality

This project is part of the group exhibition "Behind the Veil: About the non-shown in design" of the 1st semester master class in communication design at (undisclosed). The aim was to develop an individual strategy and to find a mechanism to create mental images in the viewer. The result is an exhibition with seven objects that ask the viewer the question: What did you see in your mind's eye?

"The Layers of Ads" is about a variant of advertising that is used frequently and uses the combination of two visually similar shapes. It aims to visualize the different layers contained in such an ad, that are normally only perceived unconsciously. This is how the way advertising works is revealed.

The project consists of two parts. In the first part the mechanism is shown and explained. Existing advertising posters that combine two similar shapes were examined and separated into two layers. For simplification, one layer is represented as a pictogram and the other one is projected over it with the help of augmented reality, so that the combination is recreated in the viewer's mind.

In the second part of the project, the visitor is asked to build such a mechanism himself. This can also be used as a creative tool. To do this, he/she is guided through three steps. A particular pictogram is given and should be used to create a shape combination as seen in the first part. The visitor is also asked to think about a possible message of their created shape combination. The result is a big collection of creative ideas.

Annapaola Vacanti, Daniele Bonanzinga, Pietro Crovari

Genoa Loci Interactive Game

gamification / generativedesign / phygitalexperience

Generative design is a valuable tool to engage citizens in interactive activities and allow them to discover hidden treasures in their cities. Such potential can be leveraged by combining a physical experience with a digital application, designed to collect data during the activity and ultimately visualize them, producing visual feedback that can be collected as a prize. The gamification approach is considered extremely valuable to involve both young and adult users in activities that require commitment and dedication.

The case study hereby presented has been organized by the authors as members of BLANK UNTIL ACCEPTANCE, a non-profit organization devoted to sharing knowledge and valuable ideas within the city of Genoa, Italy. The event Genoa Loci has taken place in February 2020, in the historical center.

Despite the undeniable historical and architectural value of the area, during the history of the city there have been sociological and cultural processes linked to urban, economic and social transformations that have distorted its image; in particular, the Genoese historic center has long been the victim of a strongly negative prejudice that has fueled stereotypes and collective beliefs based on the urban decay of some areas, indicated as notorious and dangerous. In this context, the goal of Genoa Loci was to strengthen the sense of belonging of the citizens and let them discover an area that they too often avoid.

To start playing, users must go to one of the five access gates and scan a QR code with their smartphone. The QR code contains a URL that refers to the application, together with an identification code associated with the gate, so that the starting point is known to the system. From that moment on, the application guides users through the alleys included in the game area, and indicates a path based on their inputs. At each crossroads (3-way intersection + the route traveled to reach it), the application presents the user with a multiple-choice question, drawn from the 15 questions included in the test. Each question offers three possible answers and, depending on the one selected, the application directs the user to a new intersection in which to answer the next question. In this way, the path generated is entirely customized by the user's choices. The questions posed to the player do not

have a "correct" answer but are structured as a personality test; mainly focused on Genoa and its traditions, the questions record three different traits of the user, which contribute to the definition of a generative graphic.

The final output of the experience consists in the generation of a unique illustration, representing the path taken by the user in the game area; in addition, the answers provided during the test profile the user's personality in the light of three parameters, measured by simple subtraction or addition of scores depending on the selected answer.

The three traits are:

- Parameter G: the user's relationship with the city of Genoa.
- Parameter S: how much the user is a dreamer / pragmatic.
- Parameter T: how innovative / traditional the user is.

Each of these 3 parameters has three possible degrees:

- Parameter G: True Genoese / Occasional Genoese / Tourist.
- S parameter: Dreamer / Flexible / Pragmatic.
- Parameter T: Visionary / Enthusiastic Innovator / Lover of Tradition.

The results of the G parameter control the background color of the illustration, the S parameter controls the color of the path traveled by the user and the T parameter controls the shape of the checkpoints.

At the end of the activity, the server recorded a total of 211 paths generated, or the number of users who have successfully completed the process of 15 questions. Considering that 40% of users have played as a couple or as a family, collaborating from the same device to build a single path, we can estimate that about 700 people have walked through the alleys of the historic center.

The initiative has produced encouraging results from several points of views. 32% of users said they were thrilled to be able to compare their journey with that of friends and relatives. As for the relationship with the city, the feedback was even more positive: one in two users (50%) said they were "happy to be able to explore an area of the city that they know little about." And one in three users (32%) said they were happy to be able to "deepen the relationship with their city". But the most significant result from the point of view of the redevelopment of the Genoese

historic center is the following: to the question "after playing at Genoa Loci, did you re-evaluate the alleys you crossed?", more than half of the users (55%) replied "Yes, positively".

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Jana Christina Rowenski

Tracing Breakpoints

interactive installation / stereotypes / tangible data / austria / society

Tracing Breakpoints is an interactive installation that deals with self-imposed stereotypes.

Through negative experiences with our social environment, roles are imposed on us that we often find difficult to let go and that have a lasting influence on us.

The installation is an attempt to make these role models visible using consciously generated mental images. Within the installation, the negative memories can be experienced through tangible data. The project revolves around the question: "What was the most hurtful thing anyone ever said to you?", leading to a

confrontation with our negative experiences, the roles they impose on us and the human behind. The experience intends to create sadness and dejection, which dissipates during the confrontation, leading to closure.

To make the negative memories and their imposed roles visible, tetrahedrons were used on whose sides the participants wrote: the experience, the associated person, and (if needed) the context of the situation. A black tetrahedron indicates that the experience is still lingering, while a white one indicates that the situation has been completed. The position of the tetrahedron in the vertical represents the age of the participant at the time of the experience. Another cord stopper, the current age of the person. By hanging the tetrahedrons from the ceiling, a tangible and experiential set of data is created, which allows individual experiences to become shared ones and evokes a further examination of one's own life expectations.

The project generates engagement with the subject at different levels. In the participants themselves, who deal with their own experiences and images, as well as in the viewers, who see a person behind each tetrahedron.