

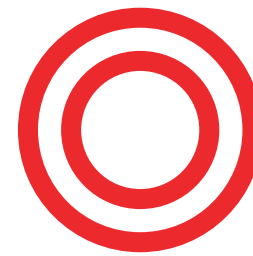


INTERACTION DESIGN INSTITUTE IVREA

Venice Biennale

Phase II

Appendix: Navigational Map



Access Points

The Navigational Map

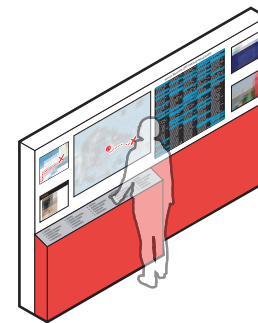
Location of Map System

A navigational map system will be located in 3 main places of Venice.

- A. The Trainstation
- B. The Giardini
- C. The Arsenale

The selection is on the two main areas of the Venice Biennale and the trainstation as an important entrypoint to access Venice.





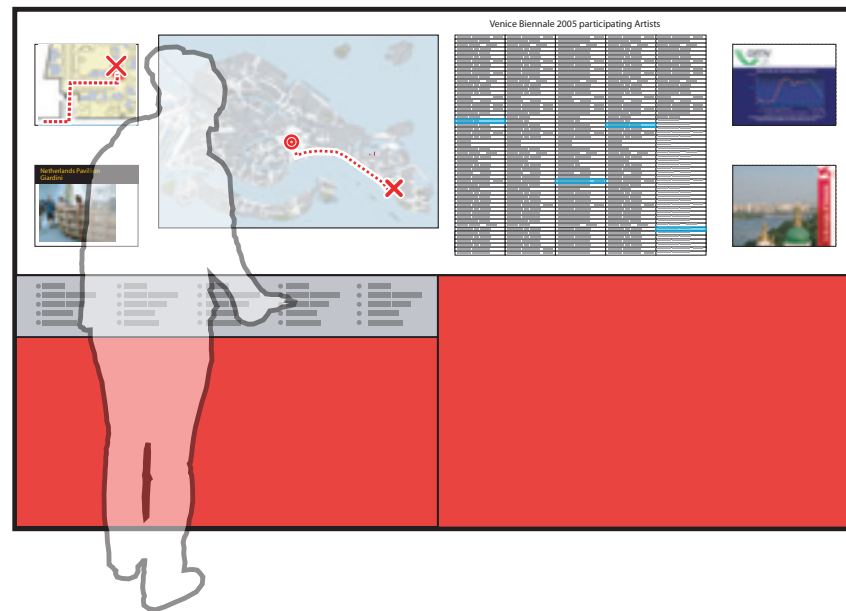
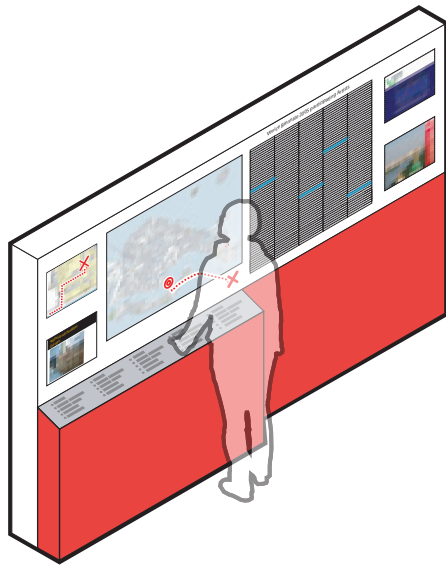
MAP Navigation System

The Giardini?

The Giardini is one of the main attractions of the Biennale. It is divided into several stationary national Pavillons, where the different countries exhibit their selected work.

With the map system one is able to find the directions to the Giradini or directly via searching on a specific country. By searching on the country the map would guide the way the location of the pavillion of that selected country.

In the example, an Netherland Pavillion is selected from the venues list and the display lhighlights the four artist from the artist list, exhibiting in that specific pavillion.

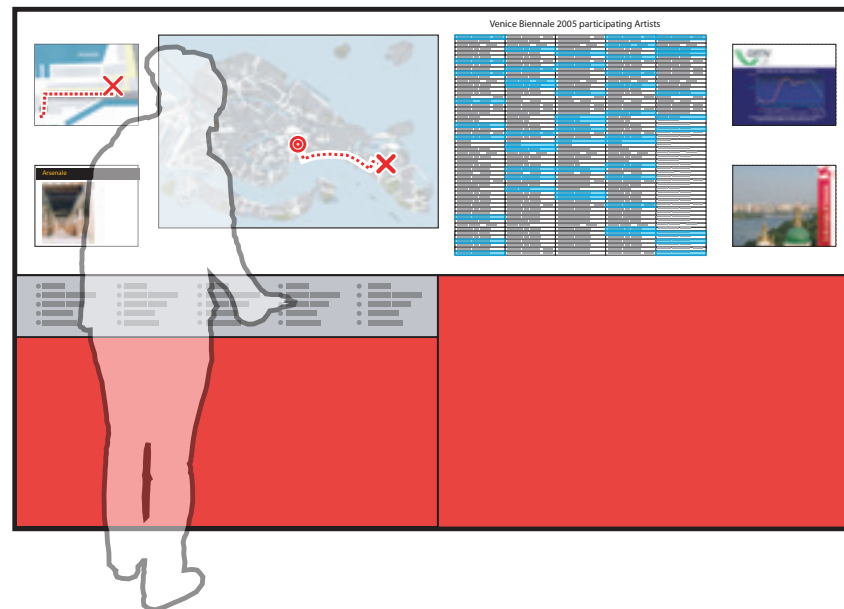
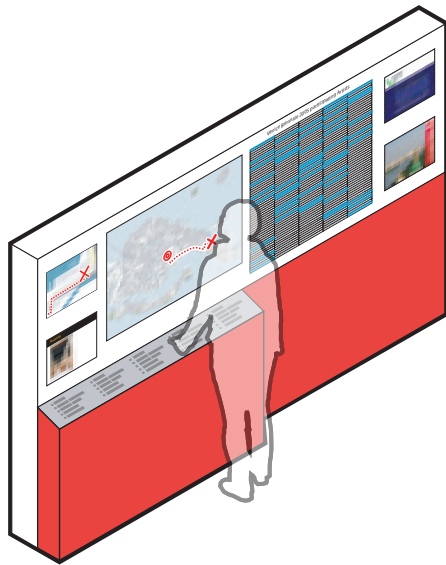


The Arsenale?

The Arsenale is the second main venue of the Biennale. It is a large exhibit where several international artists are selected to exhibit each year by a different curator.

With the map system one is able to find the directions to the Arsenale and each of the many artists exhibiting there will then be highlighted.

In the example the Arsenale is selected from the venues list and the display highlights all the artist from the artist list, exhibiting in the Arsenale.

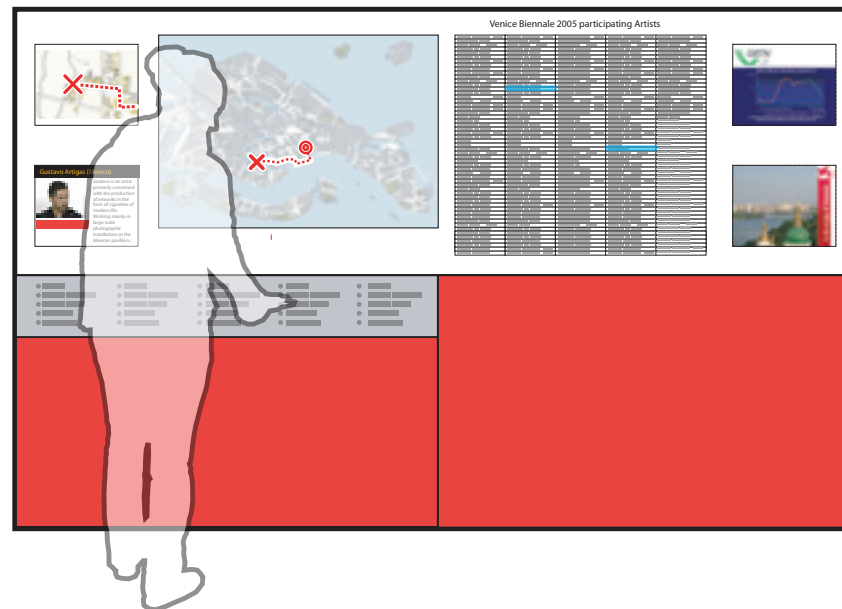
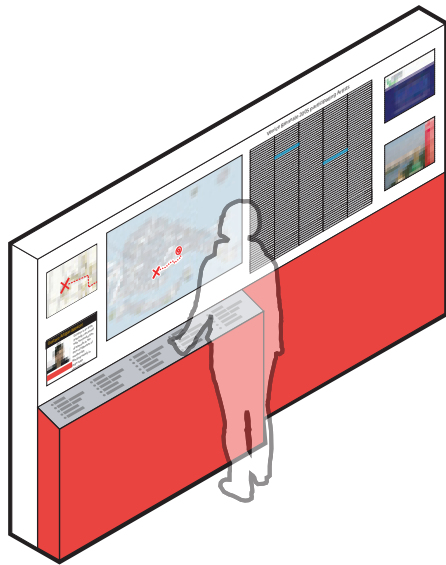


The Offsite venue?

Although the two main areas of the Biennale is the the Girardini and the Arsenale, each year there is a number of offsite venues located around Venice city.

With the map system one is able to also select an offsite venue to get the directions and the listing of the artits exhibiting there.

In the example, and offsite venue is selected from the venues list and the display lits up the two art-ist exhibiting.



Apx. 1:1 Scale Artist Listing

- Marine Hugonnier - France
- Pierre Huyghe - France
- Bethan Huws - Wales
- Joo Jae-Hwan - Korea
- IRWIN group - Slovenia

Approx 1:1 scaling of names with 3mm LED
< 400 names total

Next to the navigational map one will find the artist list, which list all the artists exhibited in the current Biennale.

Each year there is about 400 artists showing their work at the Biennale.

The listing is made in alphabetic order and supplied with the information of the national inheritance of the artist.

In the example the French pavillion has been selected and the french artist, Pierre Huyghe, is highlighted.

The highlight could be via the use of LED's or with el-panel being each name.

Marine Hugonnier - France
Pierre Huyghe - France
Bethan Huws - Wales
Joo Jae-Hwan - Korea
IRWIN group - Slovenia

Approx 1:1 scaling of names with blue el-panel
to show highlighted artist
< 400 names total



The Screens

Zoom on Info

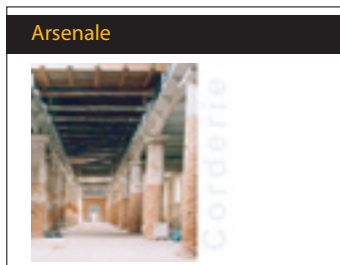
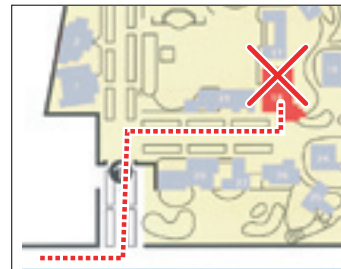
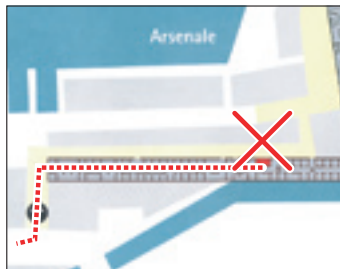
The interactive navigational map system link to two of the separate screens located to the side of the large map.

The two screens are not interactive in themselves but generates information according to the selection made on the navigational map.

- A. Zoom view of route
- B. Inspirational info on selected venue

Screen (A) will display a zoomed-in view of the route that is shown with litted LED's onto the larger map of Venice.

Screen (B) will display informational content concerning the selected venue in the form of imagery, movies, text.



Monitor: CTX Open Frame 18 / 19"
(18" screen size shown) www.ctxintl.com

Inspirational Movie

In the navigational map system a screen display is embedded to provide inspirational looping movies concerning the countries exhibiting at the Venice Biennale.

The content is looping and is not connected to the interactive part of the navigational map system. For future usage this screen could exchange the content each year according to the various countries that participate every year.



Sponsorship Movie

The navigational map system will include a placeholder in form of a video screen for promotion of the sponsor(s).

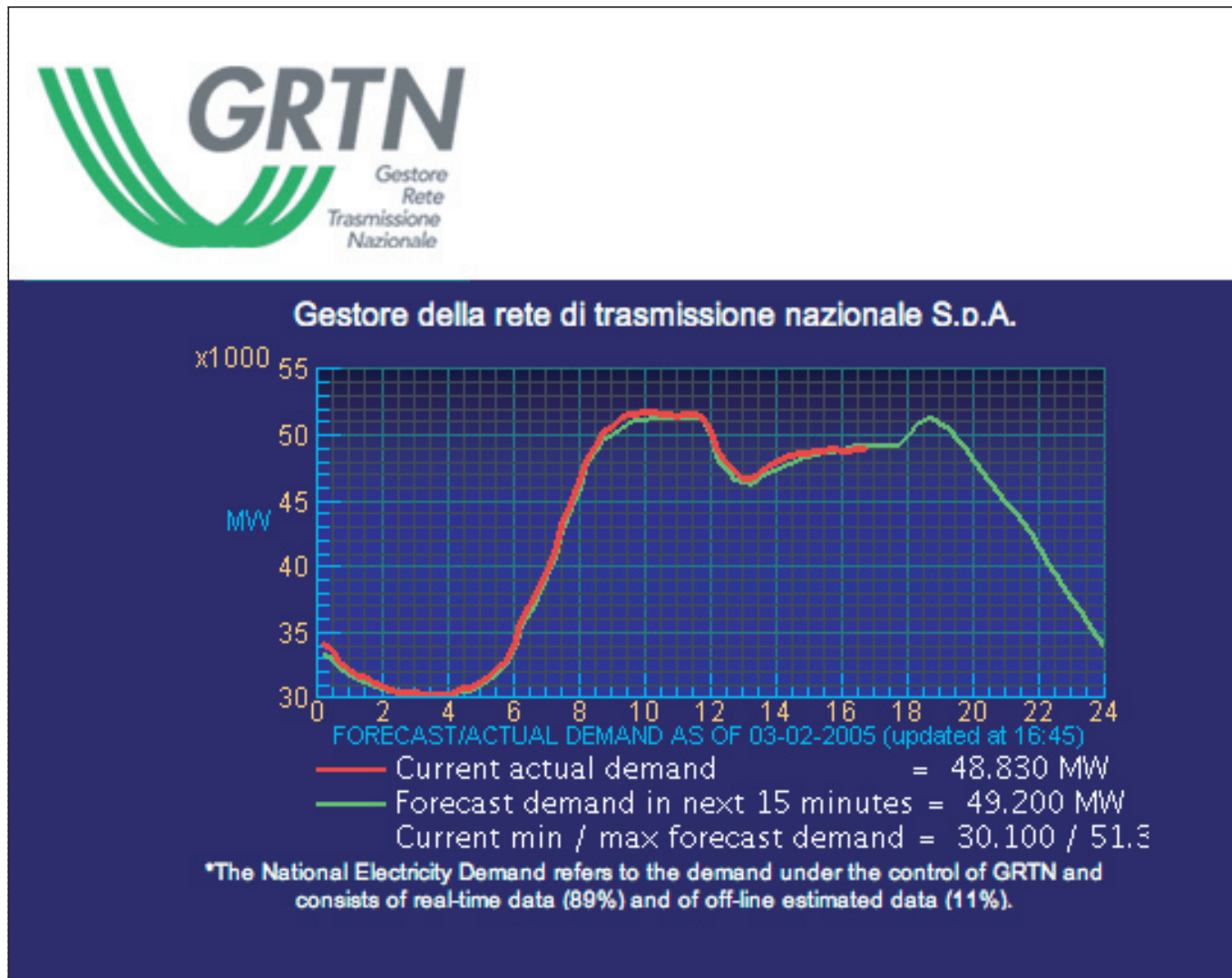
The screen would play a looping video and therefore not connected to the interactive system. For future usage this screen could exchange the content each year according to the sponsors.

A possible sponsor of the system could be GRTN (Gestore della Rete di Trasmissione Nazionale - Italian Independent System Operator).

The activities of GRTN concern electricity transmission on the high- and extra-high voltage grid (national transmission grid) that it operates under exclusive rights ("concession").

The shares of GRTN are held by the Ministry of Economy and Finance, exercising the shareholder's rights jointly with the Ministry of Production Activities, which also issues strategic and operational guidelines for GRTN.

As a Group, GRTN set up two companies, of which it is the sole shareholder: AU (Acquirente Unico) and GME (Gestore del Mercato Elettrico).



Credits

Team

e1

Interaction Design Institute Ivrea

Line Ulrika Christiansen, Crispin Jones and

Matteo Pastore with Stefano Mirti.