



INTERACTION DESIGN INSTITUTE IVREA

Venice Biennale

Phase II

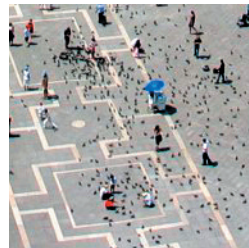
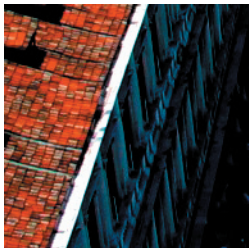
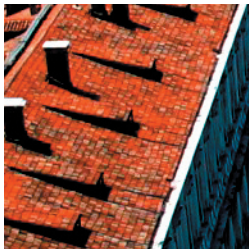
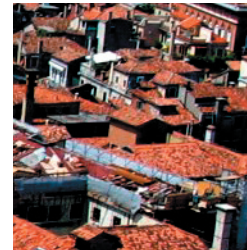
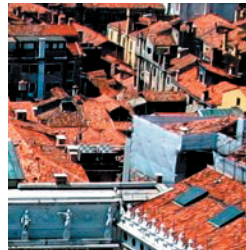
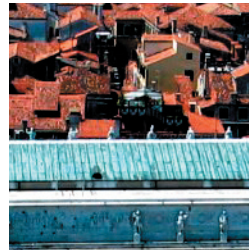
Introduction

This document presents the 2nd phase of idea generation for the Venice Biennale 2005.

In the 2nd phase the focus has been on outlining a system for the oasis as well as where to locate the oasis.

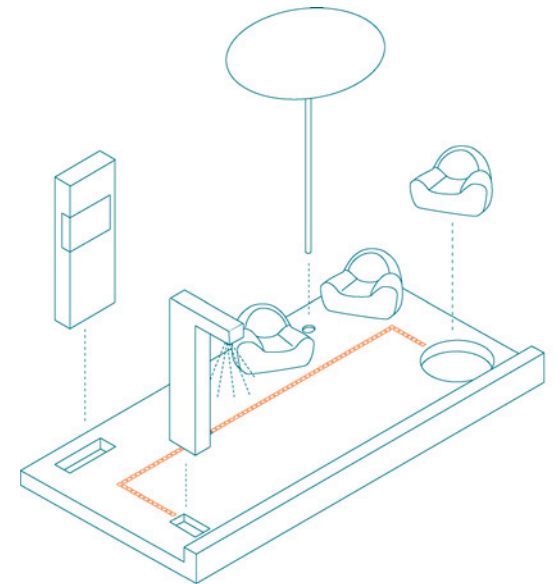
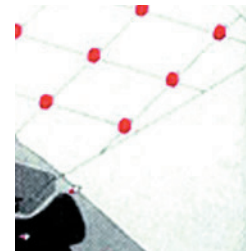
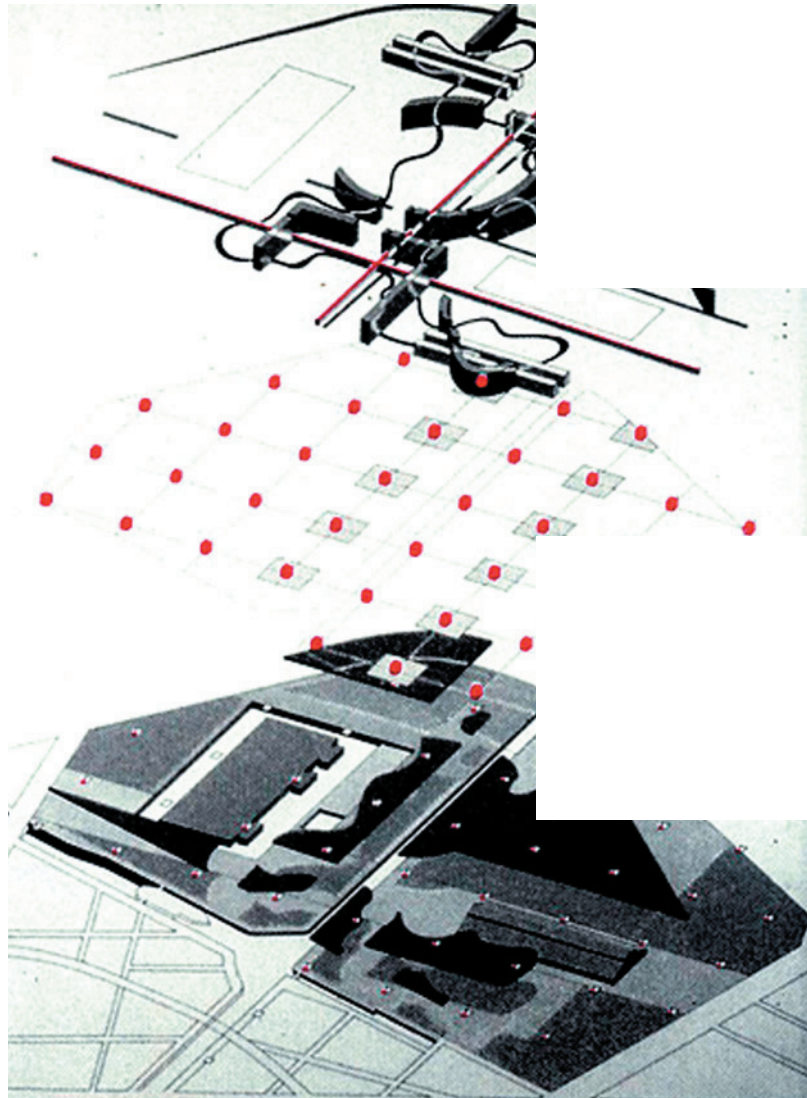
Furthermore, the 2nd phase explores how to communicate to the visitor the 'where is' and the 'what is'.

The proposal are grouped into three areas; Spatial, Location and Services.



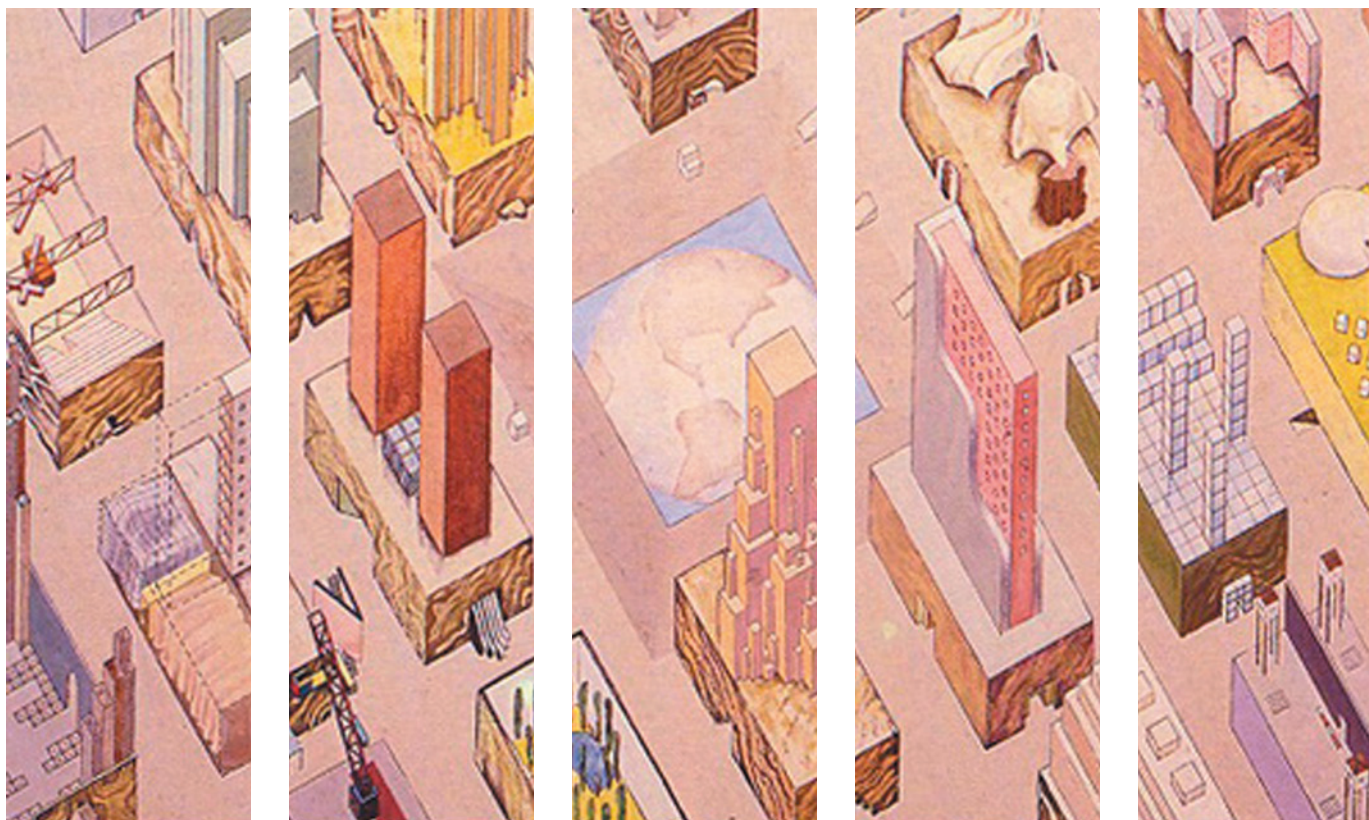
Spatial

Oasis areas which relaxing for visitors; an information point as well as an area which refreshes the visitor. A system of elements needed is outlined to create a flexible system.



Location

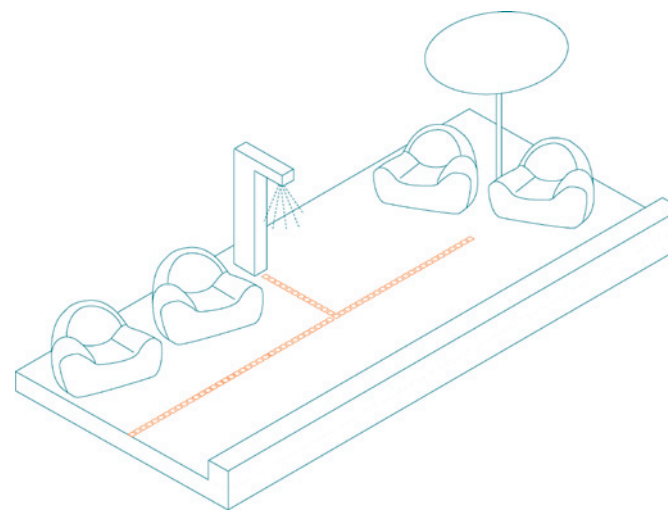
According to the architectural flexibility of the oasis, they will be located in different the areas within of the Arsenale and the Giardini.



Services

Service systems which allow visitors to access guides or information concerning how to get from a place to another as well as information about different pavillions and artists work.





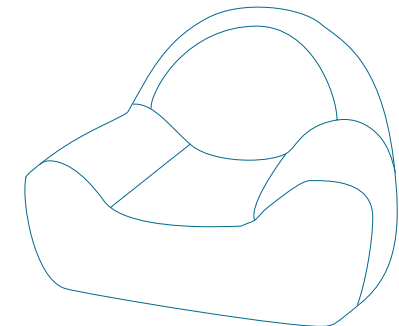
Spatial

Relaxation Areas

Distributed around the Biennale are a number of oasis which provide an area of comfort and rest for the visitors. The oasis could be sponsored - for example with seating by Moroso, or tiles from Bisazza used to indicate info-points.

The oasis are scalable at their simplest level concerning information and comfort. They consist of a seating area with possibilities to plug-in different elements for information.

A second level additionally offers water fountains and air conditioning, whilst at the top level feature water-curtains and aromatic refreshment.

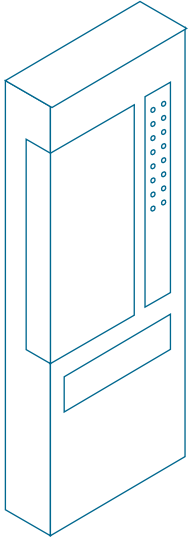


Architectural Elements

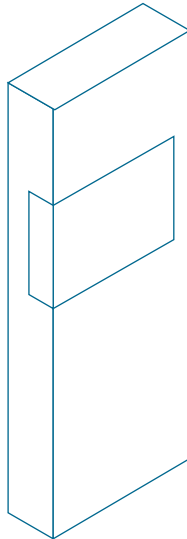
The oasis are combined by several elements divided into information point and comfort.

The vertical elements as totems with different functions; a vending machine for purchasing various service items, a display, or an element of comfort supplying a re-freshment in the form of a fountain or 'shower'.

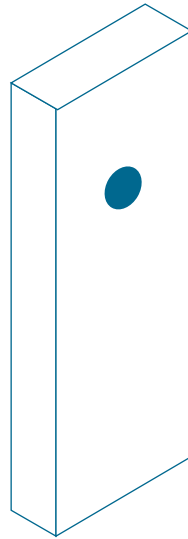
vending machine



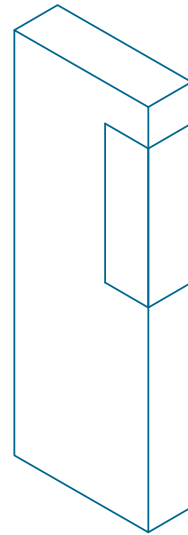
display



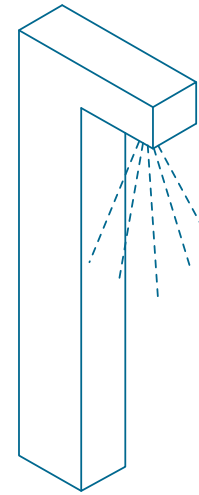
audio



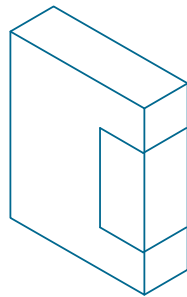
light B



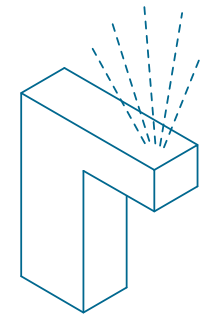
'shower'



light A

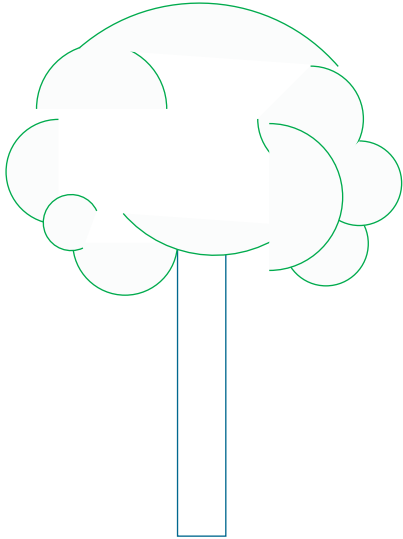


fountain

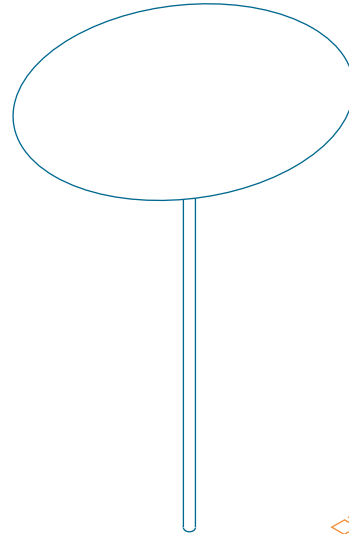


Architectural Elements

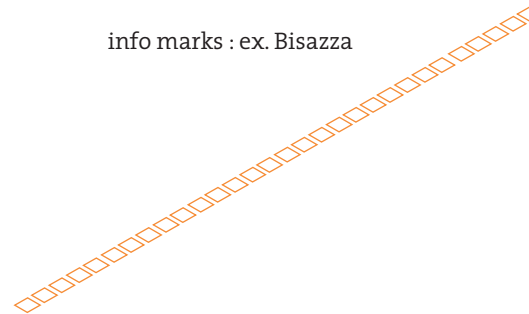
shade : tree



shade : umbrella



info marks : ex. Bisazza

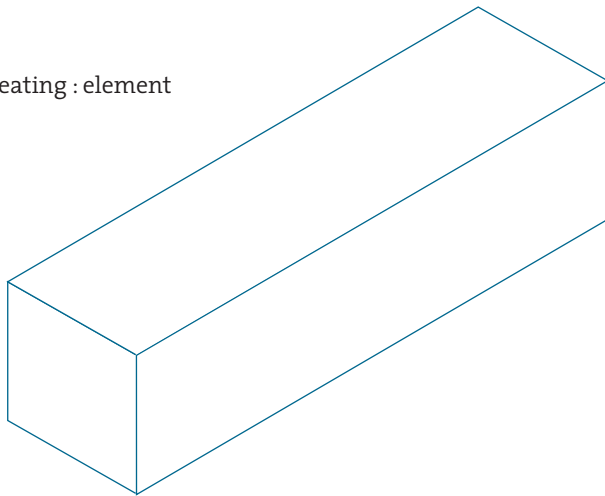


Seating elements are proposed as either flexible modules or could be in collaboration with Moroso.

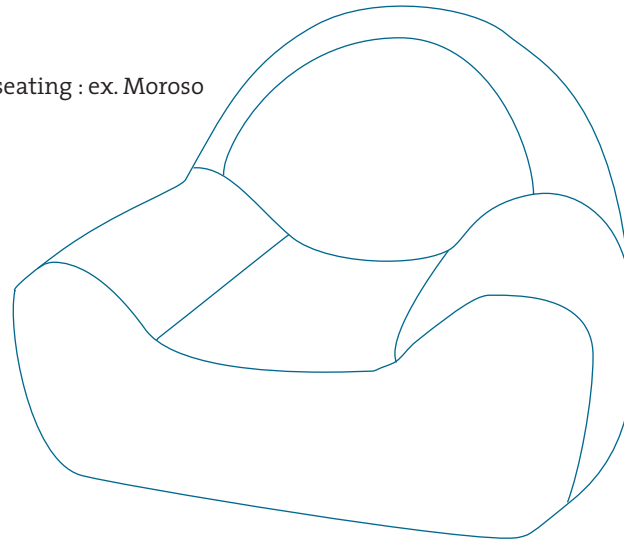
The Giardini automatically supply shade with the use of existing trees or can be produced by applying umbrellas to the system.

Info marks are tiles that visually leads the visitor to the information point. Such tiles could be produced in collaboration with Bisazza.

seating : element



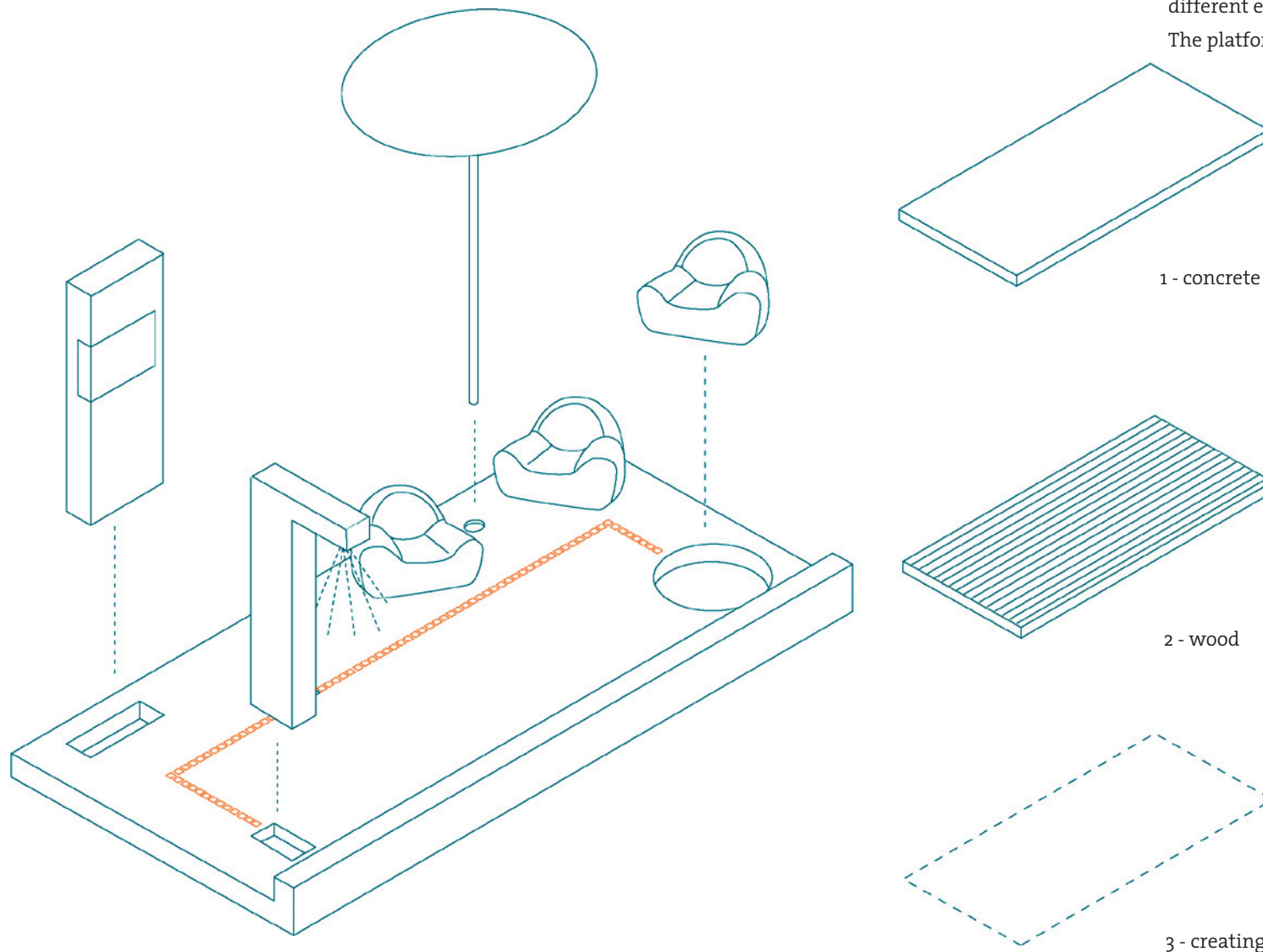
seating : ex. Moroso



Exploded Diagram

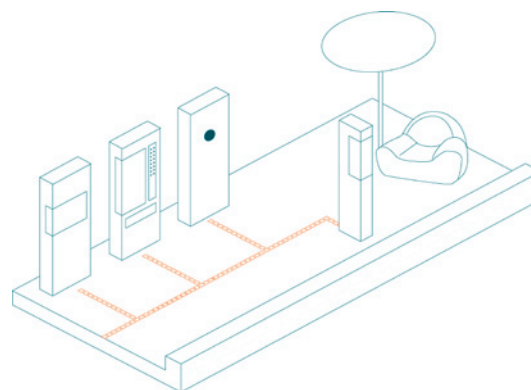
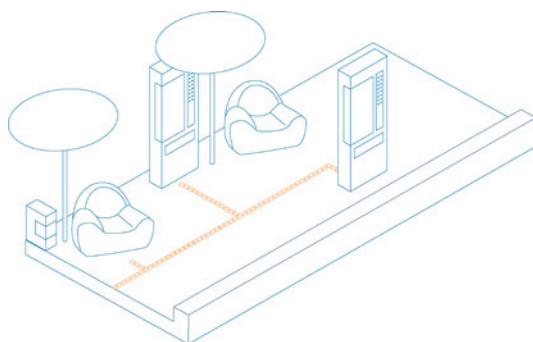
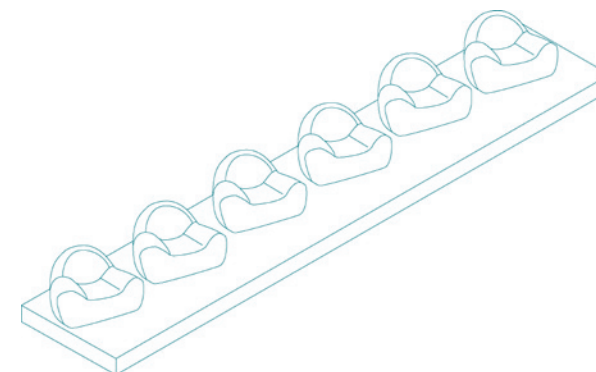
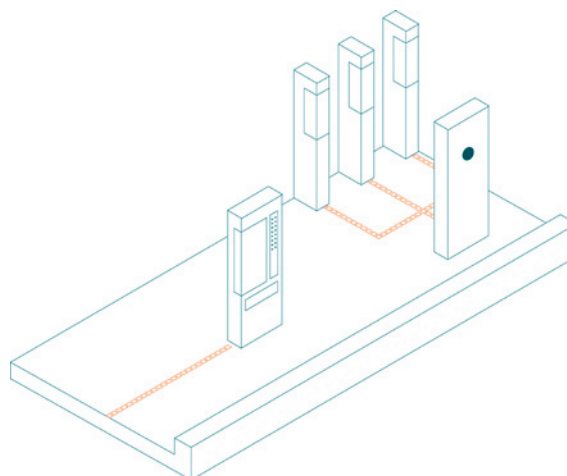
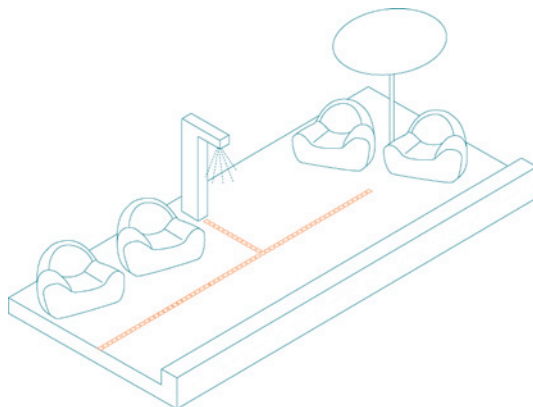
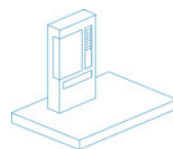
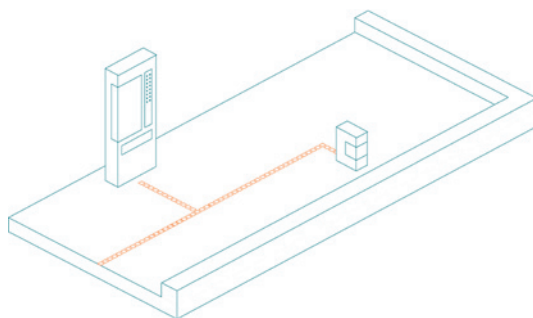
The oasis is composed by a platform in which different elements can be applied.

The platform can be done in different materials



Possible Configurations

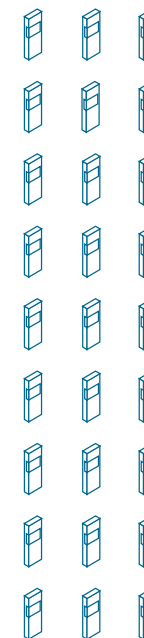
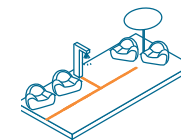
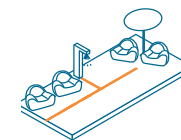
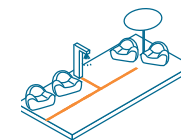
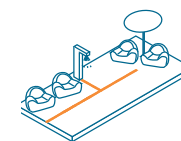
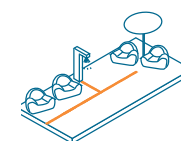
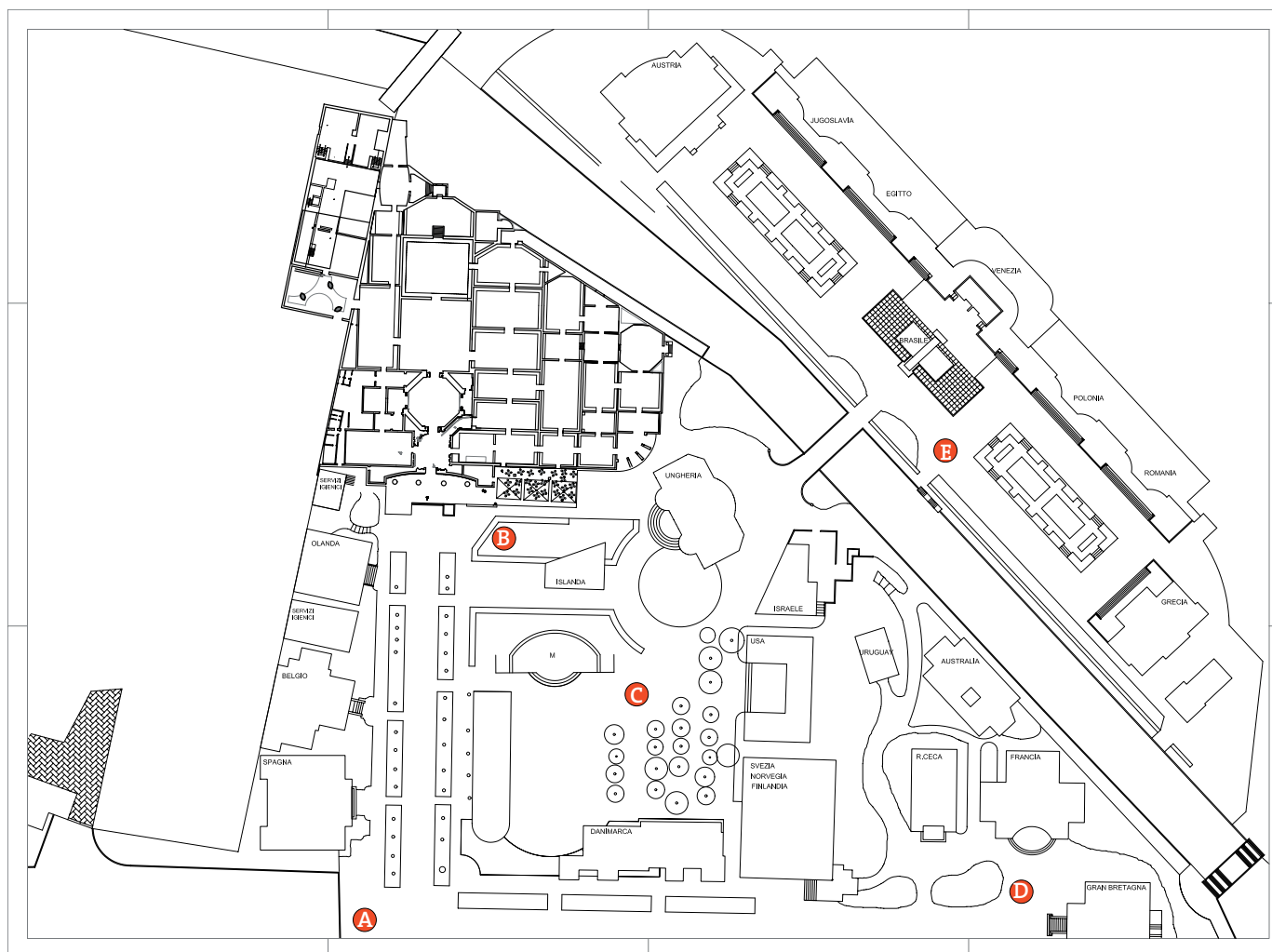
The oasis function as a flexible system where the different elements can be applied in larger or smaller scale according to needs.



Location

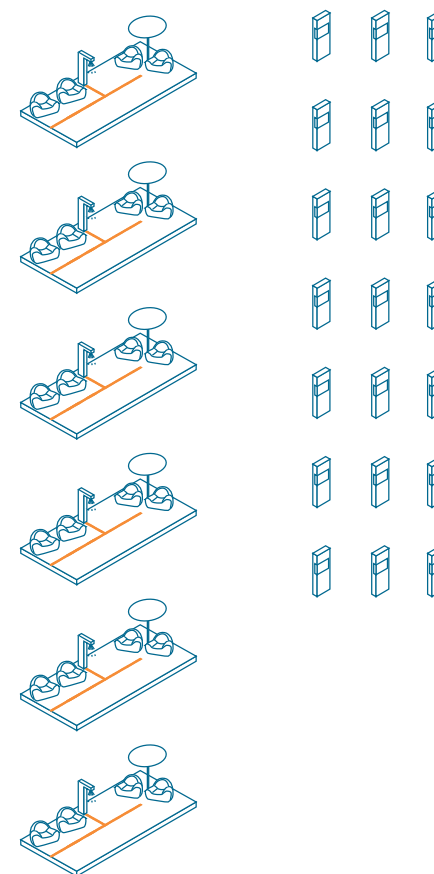
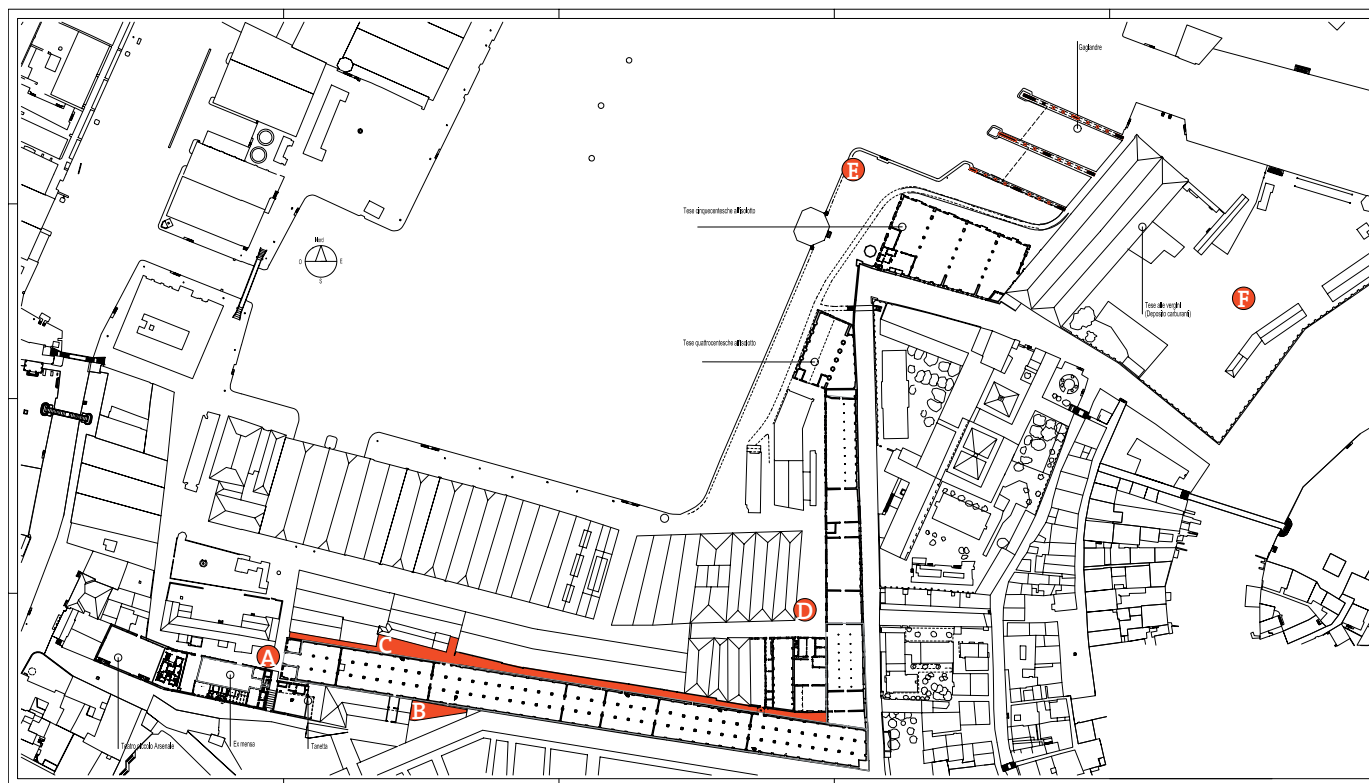
The Giardini

General plan view.



The Arsenale

General plan view.



Services : what is

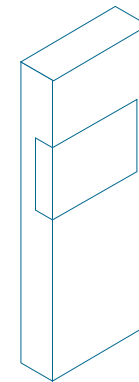
The following is a set of different proposals for handling the content in order to allow the visitor to answer the question, 'what is on at x pavilion'

Biennale Guide

This would be a guide to the different events and exhibitions at the biennale (similar to the Interni guide for Salone Del Mobile).

This guide would utilize text and images from the press releases.

How: This system implies a high level of visitor interaction with a screen-based display.



Visitors Participation

Supported by: **HOWARD STONE**

"Newbridge lacks a dedicated community building and the school or leisure centre is used instead. It has hoped that the Institute and Memorial Hall would be restored so that it can once again serve as the centre of the community. With its cinema and stage, the Memorial Hall is an ideal venue for holding conferences and events. Likewise, the Institute with its many rooms is also ideal for community activities."

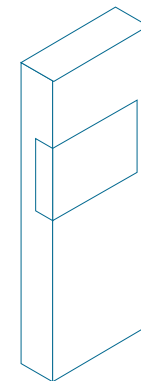
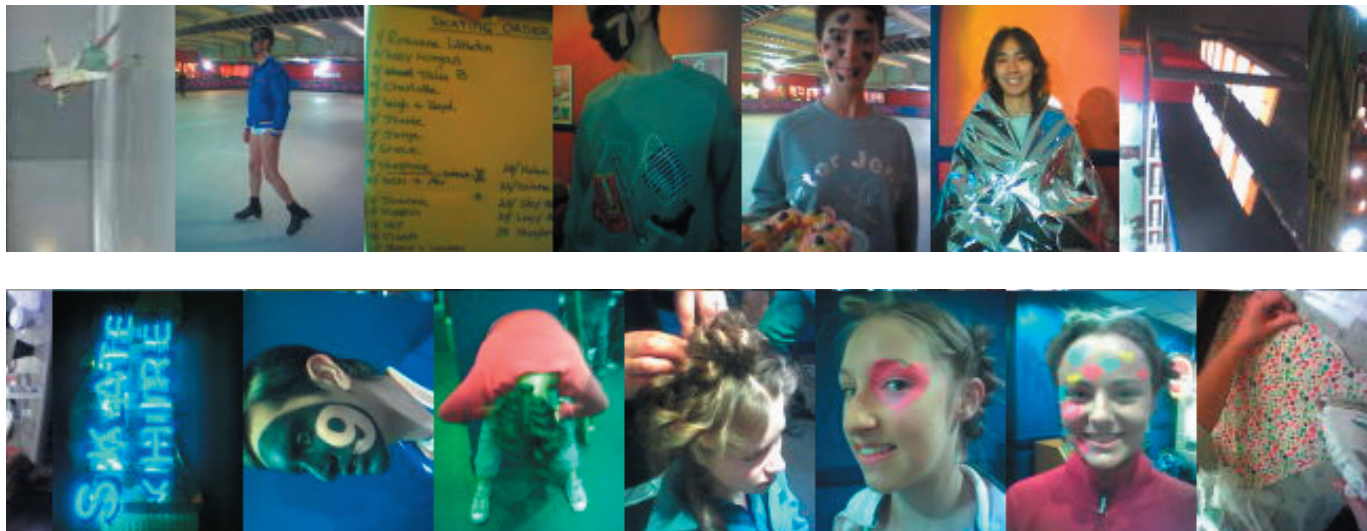
[Read about the supporters](#)

In this scenario the visitors would contribute to the content of the guide to the biennale.

Visitors could send picture messages to provide content for a database of all the exhibitions. As an incentive the images might be printed out as postcards.

Visitors could vote on which exhibitions they liked best, which would in turn give other visitors a sense of where was worth visiting. Visitors could champion different exhibitions (similar to Amazon customer reviews).

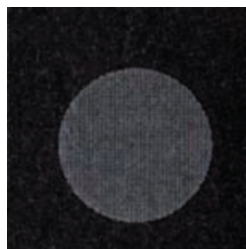
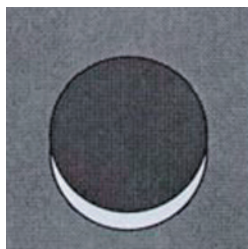
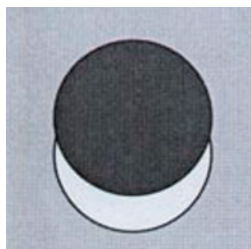
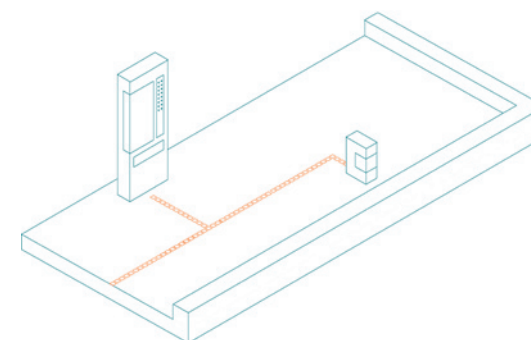
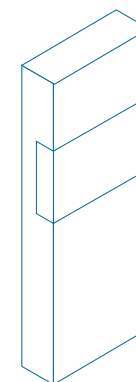
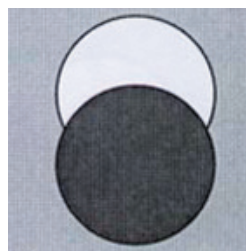
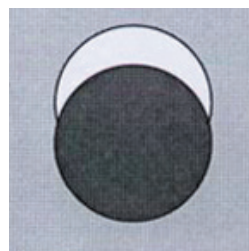
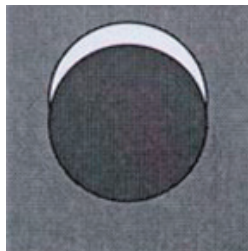
How: This system requires most of the interaction to take place on the visitor's own mobile phone. Within the Oasis a (non-interactive) screen could display the images. One of the Oasis's would need to be able to print postcard images.



Biennale TV

Within the Oases screens could display a variety of content relating to the biennale, these could include – time lapse sequences of the construction; press images; artist / curator interviews.

How: non-interactive screens.

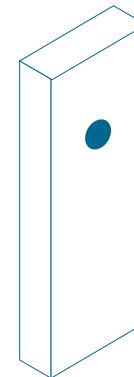


Biennale Radio

This is similar to the biennale TV concept – different content would be provided in a purely audio format.

Each of the national pavilions could have a different 'channel'; visitors could listen to interviews with artists and curators.

How: The audio could be accessed in different ways (the visitor needs to have some control in the realm of choosing channels) – via cups on strings (each cup being a different channel); different seats in the oasis could trigger different audio channels (with speakers in the seats or sonic showers); individual channels could be downloaded onto mp3 players.



Services : where is

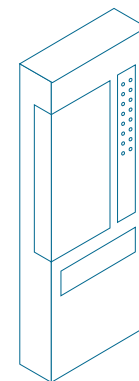
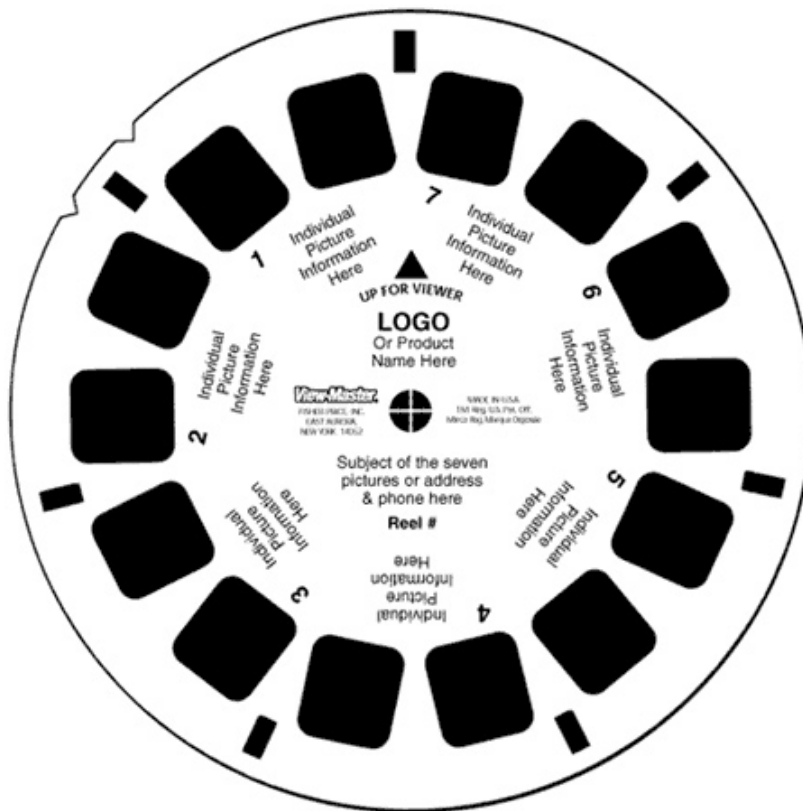
The following is a set of different proposals for handling the content in order to allow the visitor to navigate to different pavillions.

Vista

The vista communicates directions by showing images taken at key points along the route. This content could be manifest in different ways – as a video, as a Viewmaster disc or as a flip-book.

How: There are several infrastructure issues – printing the flip-book or the Viewmaster disc; providing an way to vend or retail the Viewmaster devices and the discs, or the flip books.

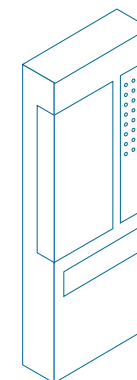
The visitor must have a high level of control in order to select which route they are interested in.



Maps : Paris Metro

This map would be a physical model of key landmarks around Venice (off-site pavilions etc). The model would rest on a screen and the visitor would be able to select their destination and see directions on this screen below the model (perhaps a vista video).

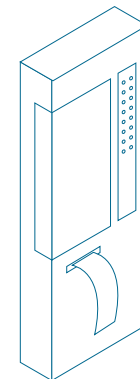
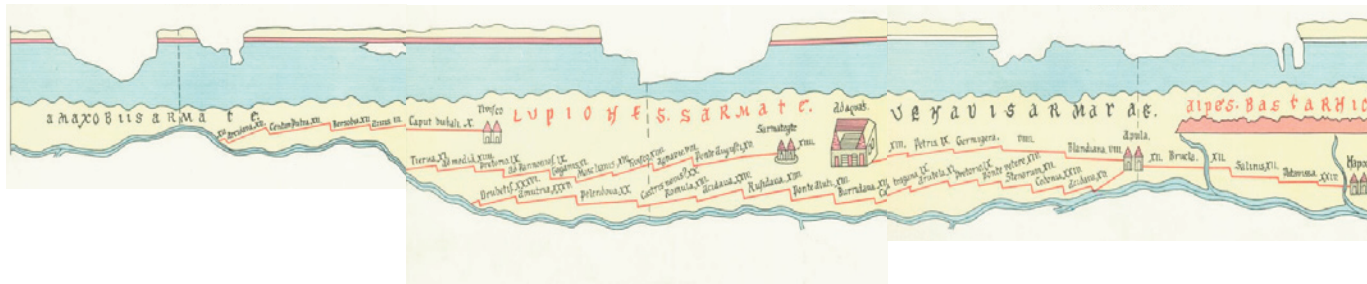
How: Visitors would need to be able to control the system in order to describe where they want to go.



Maps : Roman Map

We are very conscious of the problems of navigating around Venice with a map. Rather than attempt to produce topographical maps we propose a more schematic map that allows visitors to navigate point-to-point.

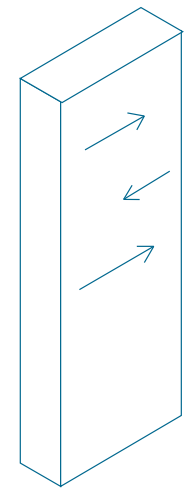
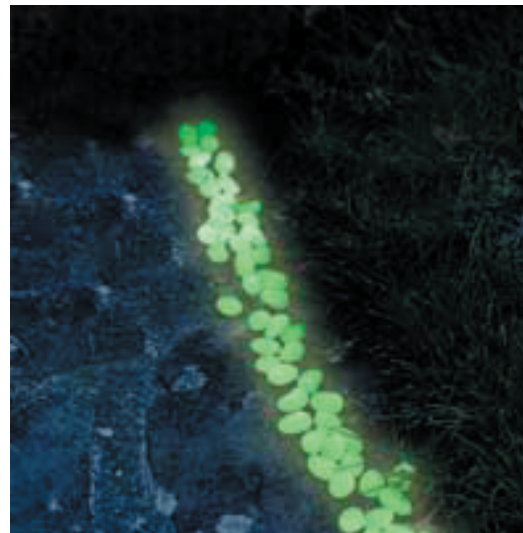
How: The essential question here is whether to print on-demand or have the maps pre-prepared. Printing on-demand allows database driven map building, which would expand the potential of the maps exponentially. Pre-printing the maps would allow better print quality, but would be limited to the ten principal routes. Both of these printed maps pose question about how to vend or retail them to visitors.



Trails

Visitors to the Biennale could navigate around Venice by following different 'trails' around the city. At key intersections coloured tiles could be attached to the walls to guide the visitors. At the Oasis visitors would find the colour-key that would allow them to pick the trail they wanted to follow.

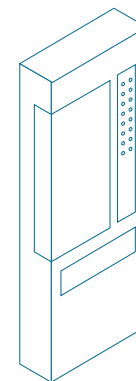
How: Tiles on wall.



Audio Direction: Audio-Grabber

Using an audio-grabber, visitors could obtain verbal directions to their destination. Whilst walking to their destination they could refer back to the directions as needed. The audio grabber could have a number of forms, for example an audio postcard or an inexpensive mp3 player.

How: The visitor needs a high level of control in order to select the route they are interested in. There needs to be a way of retailing the audio-grabber and of downloading onto it.

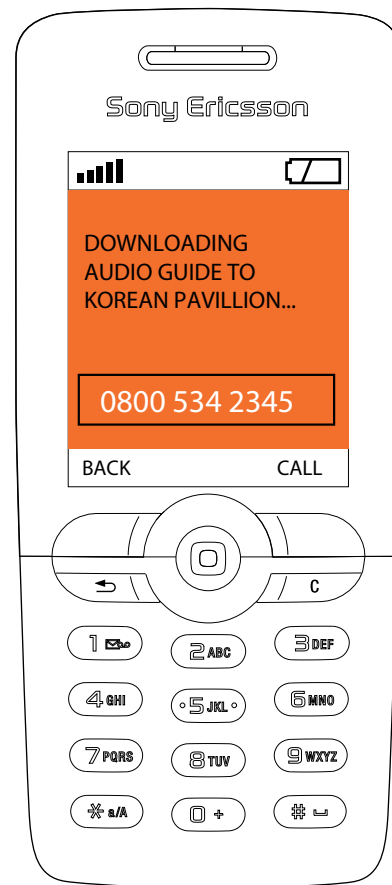


Audio Direction: Mobile phone

Visitors can use their mobile phones for downloading information at different info points located at the Giardini, the Arsenale and a few in the open Biennale areas.

The audio information downloaded to the visitors personal phone can be either a guide of direction of how to go from A to B, or the it can contain info concerning the various artist exhibiting at the Biennale.

How: the information can be retrieved from an information totem simply by selecting the desired information and providing your personal mobile number. The content will then be transferred to the users mobile phone.



Credits

Team

E1 Unit, Unit2, live|work

by

Line Ulrika Christiansen

Crispin Jones

Matteo Pastore

with

Massimo Banzi

Maya Lotan

Heather Martin

Myriel Milicevic

Stefano Mirti

Pedro Sepulveda

Manuela Serra

James Tichenor