

“Shout at Corona” Vertical Gallery Proposal

Jack Tibbitts
Course: Three-Dimensional Design

Concept & details of the work

As a designer I operate within the region of everyday objects. I want my creations to be extraordinary while having a positive impact on the user’s day. Something that I’ve always wanted to achieve is spreading joy to others. I want my audience to have a positive experience when interacting with the objects I create. Due to sadly losing my parents between the ages of 15-17, I have always had this overriding will to make others happy. With a lot of my problems in life, I resolve them with humour. This is something I’ve always liked to channel throughout my work, using my playful nature. I want the people viewing or experiencing my designs to see my personality within them.

Through my latest project I created an interactive object that spreads joy to others. The aim was to create something that has been directed by the public. Using a survey (Figure 1), I asked 30 individuals to create a sentence using the options I provided. The survey gave me three key design principles. A type of object, an emotion and a doing verb. The statement that guided my practice was “something that lights up when the user is angry while they squeeze”.

The Archetypes of Emotion

Please circle 1 option below

SOMEWHERE SOMETHING

to:

Please tick 1 option below

SIT	<input type="checkbox"/>	SLEEP	<input type="checkbox"/>
REST	<input type="checkbox"/>	LIGHT UP	<input type="checkbox"/>
STORE	<input type="checkbox"/>	EAT	<input type="checkbox"/>
LEAN	<input type="checkbox"/>	RELAX	<input type="checkbox"/>

Please circle 1 option below

ON IN

when:

Please tick 1 option below

HAPPY	<input type="checkbox"/>	DISGUSTED	<input type="checkbox"/>
ANGRY	<input type="checkbox"/>	SAD	<input type="checkbox"/>
SURPRISED	<input type="checkbox"/>	SCARED	<input type="checkbox"/>

whilst:

Please tick 1 option below

TWISTING	<input type="checkbox"/>	ROCKING	<input type="checkbox"/>	SQUEEZING	<input type="checkbox"/>
BOUNCING	<input type="checkbox"/>	JUMPING	<input type="checkbox"/>	PUSHING	<input type="checkbox"/>
FALLING	<input type="checkbox"/>	BREAKING	<input type="checkbox"/>	PULLING	<input type="checkbox"/>
HITTING	<input type="checkbox"/>	CRUNCHING	<input type="checkbox"/>	SPINNING	<input type="checkbox"/>

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Figure 1: The Archetype of Emotion Survey

The object that I created was an interactive stress release system in the form of a musical horn (Figure 2). This was led by the words “angry” and “light up” from my primary research results. Screaming when you’re angry can seem very negative and I wanted to turn that negativity into a positive light, literally. Therefore, the user interacts with my horn by shouting as loud as they feel necessary. The louder they shout, the brighter the red light increases. Once the user has finished exerting their energy, the red is replaced with green, signalling the point for them to start feeling better. Please see video at: <https://www.rehistoric.co.uk/thearchetypesofemotion>.



Figure 2: The Horn

During the time that I have been creating this proposal the Covid-19 situation has been increasing around the world. For obvious reasons it is making everyone feel stressed, sad, strange etc. We are all feeling the negative impacts of the virus and finding it hard to adjust. Therefore, I have decided to use my practice and react to the current pandemic using the object I create. It is going to be a large scale, stress release system for anyone that wants to “Shout at Corona”. I think this will be a playful and fun way for users to release their pent-up emotion towards the virus.

With my previous project in mind, I want the new object to work in a similar way. The object will create an environment for users to release their stress into a positive light source. Using Swiss Horns as my main inspiration (Figure 3), I want to design a comical, yet beautiful object that entices users to interact.



Figure 3: Swiss Horns

Swiss Horns are created using traditional carpentry techniques. Using two Spruce beams, it is cut in half, hollowed out and then connected together in sections. Although this would be an incredible skill to learn, I understand it takes years to master. Therefore, using the shape of a Swiss Horn as inspiration, I plan to use a CNC cutter and modern techniques to create the object. I will construct a series of plywood framework to form the shape of my design. Sheets of thin aluminium will then be screwed on in panels. The malleability of the aluminium will enable my panels to fit the desired shape. Below (figure 4) I have inserted renders of the wooden framework for the 1st section.

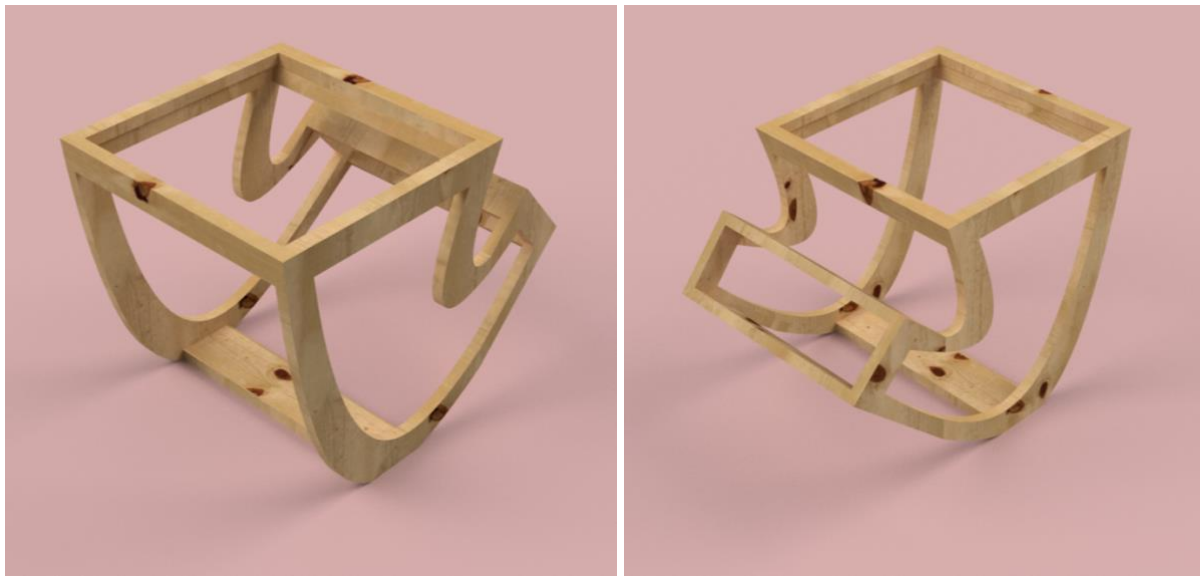


Figure 4: Wooden Framework for Section 1

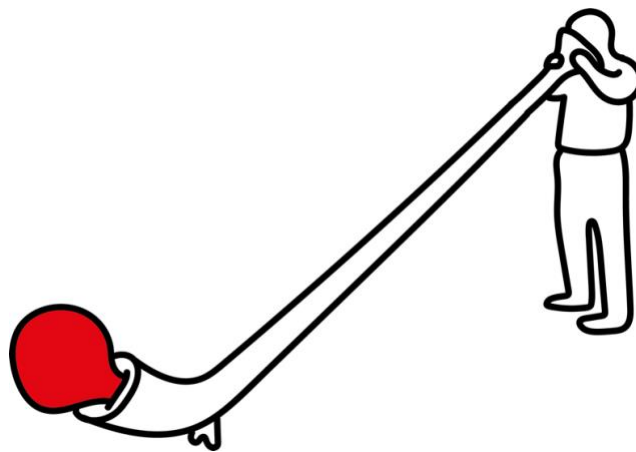


Figure 5: initial Idea

Here I have displayed the initial idea (Figure 5) of what the design could have looked like using traditional Swiss Horn making techniques. However, as I have chosen to work with metal, my latest design holds more rigid properties to ease the making process. The extreme curvature would have been difficult to achieve in both wood and metal.

Something I had to take into consideration for my last project was hygiene. I couldn't have a mouthpiece which multiple people used. Especially, during a pandemic. Therefore, I created an input large enough for the user to shout into. This is something I took into consideration with my latest design.

Before the Covid-19 situation the light source was going to work in a similar way to my last project. However, as the user will be shouting at Corona, I wanted the output to reflect that. From looking at what the virus looks like under the microscope (Figure 6), I realised it looks similar to the Plasma Ball's (figure 7) that were popular in the 80's. In fact, the multiple constant beams of coloured light are otherwise known as a corona discharge.

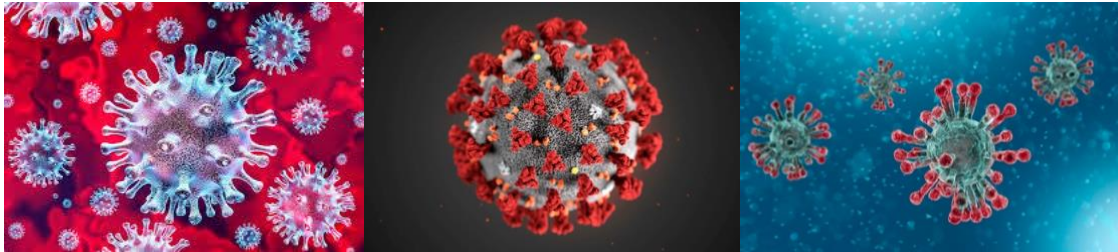


Figure 6: Covid-19 Virus

Therefore, I have decided to use a Plasma Ball for the output where the users scream will control its intensity. This also adds another dimension to the project where one user can touch the Plasma Ball while the other screams.

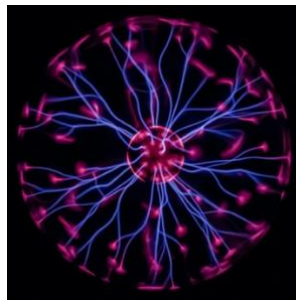
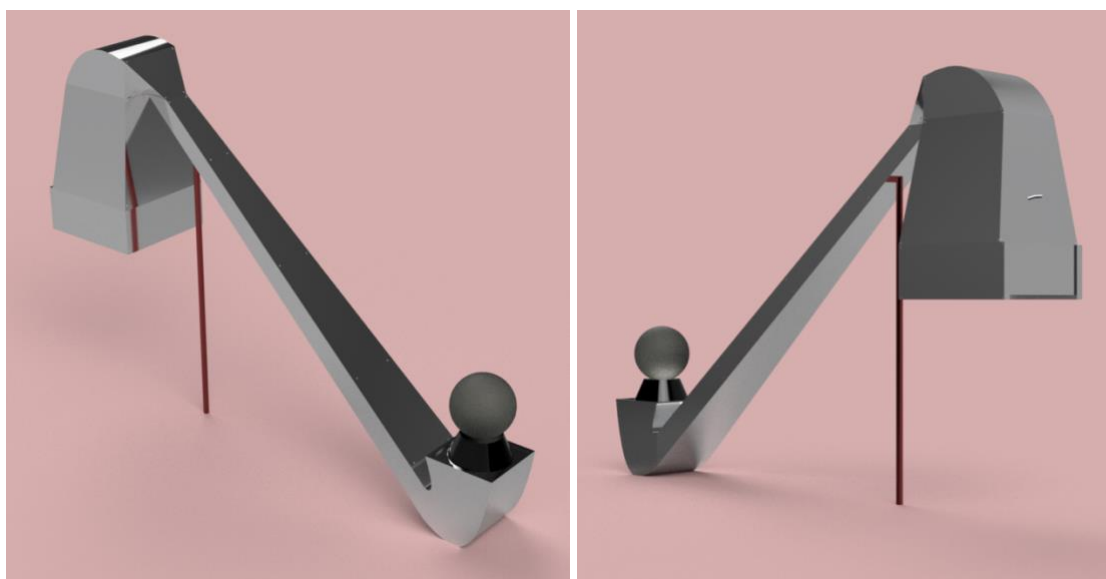


Figure 7: Plasma Ball

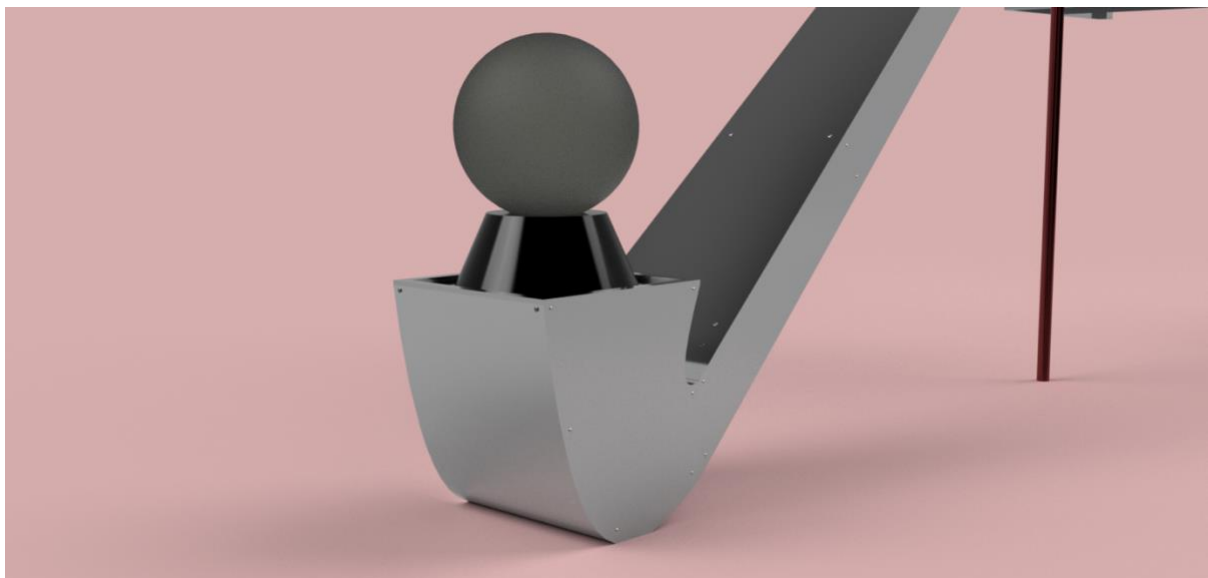
Within this process I started to think about the users input and where they scream. This formed the concept of the user not being able to see the Plasma Ball's reaction to their scream. Only the audience would see how stressed the user really is. This will spur comical reactions, getting the public interacting and laughing with each other.

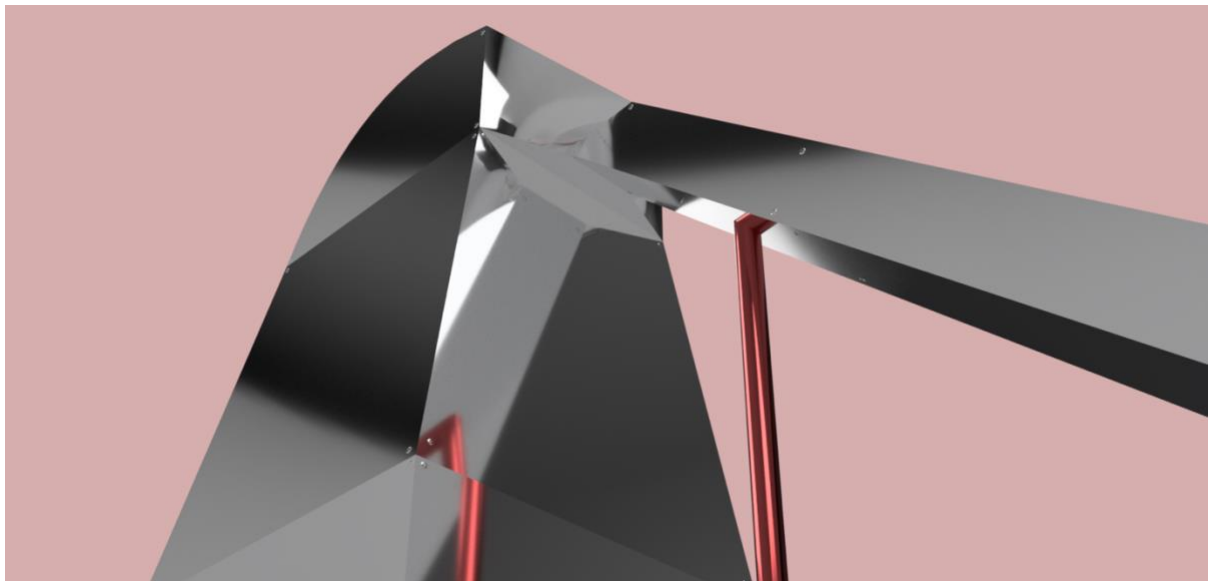
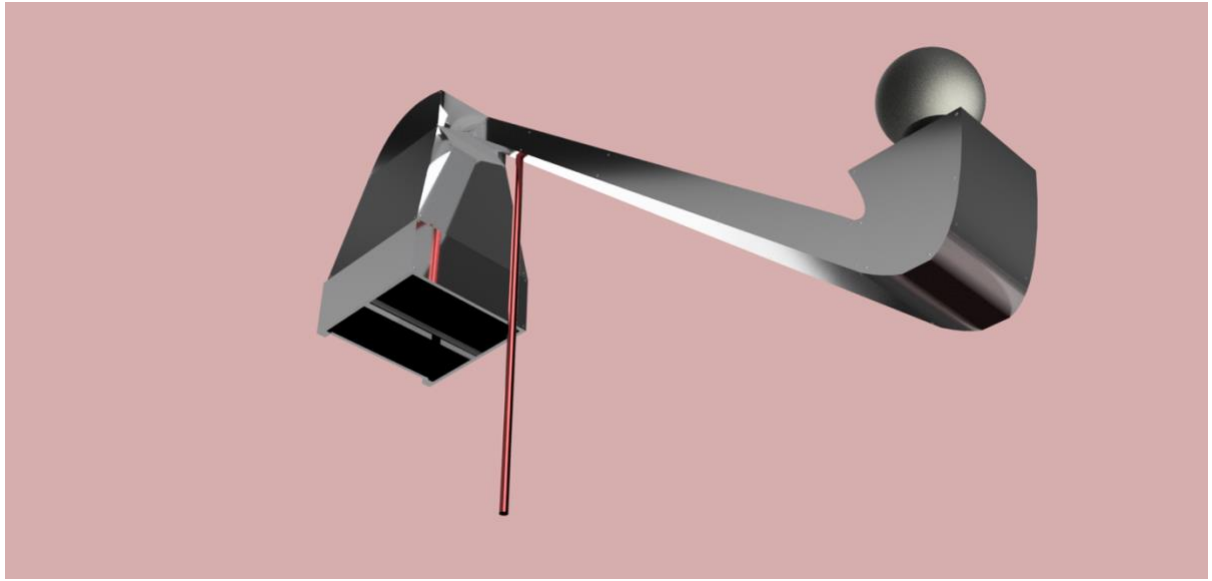


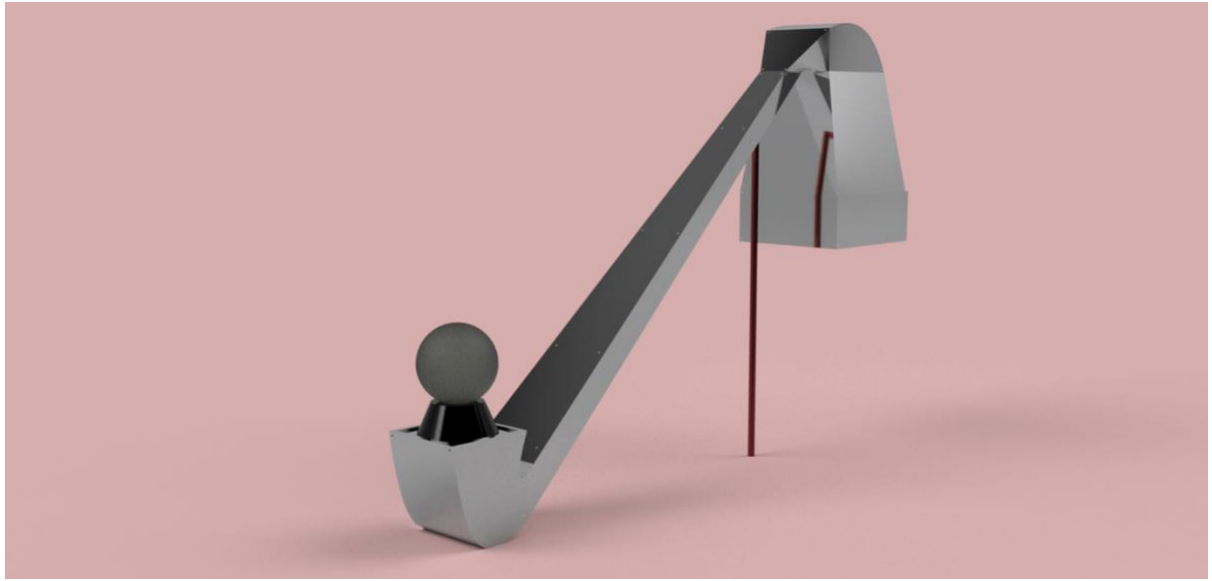
I loved the idea of the object consuming the user's upper body. I want to create an enticing environment that sucks users in, promoting interaction with the object. The inside of the input area is padded with sound proofing material to limit noise.



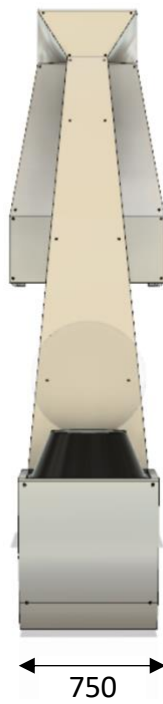
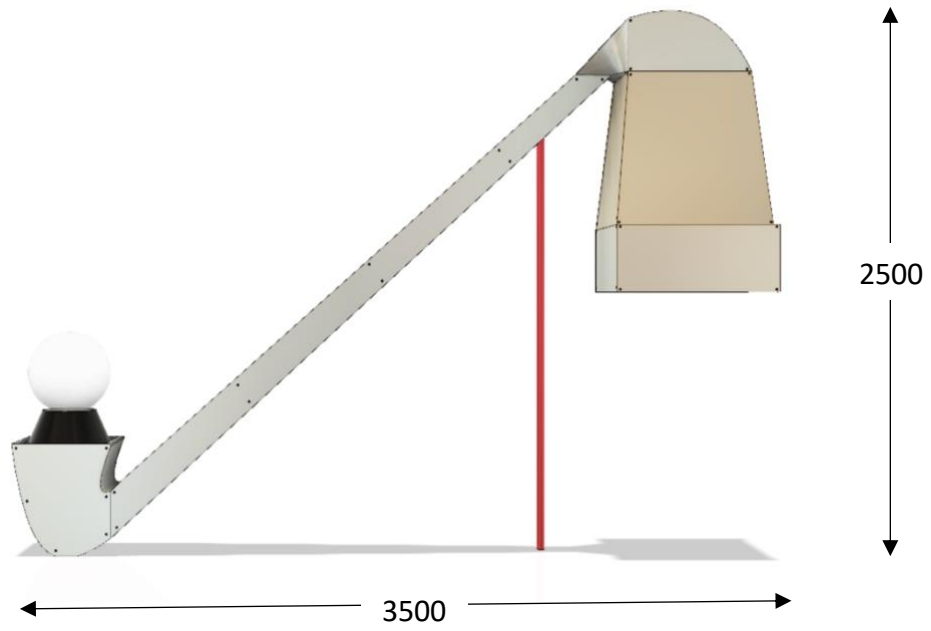
The area in which the user stands within is called the Booth. The booth drops from 8 foot to 4 foot in order to cover most users. I understood that as low as 4 foot will be a struggle for many people to get inside. Therefore, I have added a sliding door into the design. This sliding door has a limit at either end which means when the user pushes it up to get inside it'll naturally fall back down. Although some people will still have to crouch to get inside, this design covers multiple users.





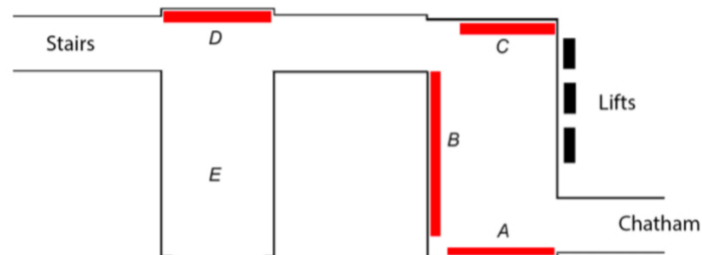
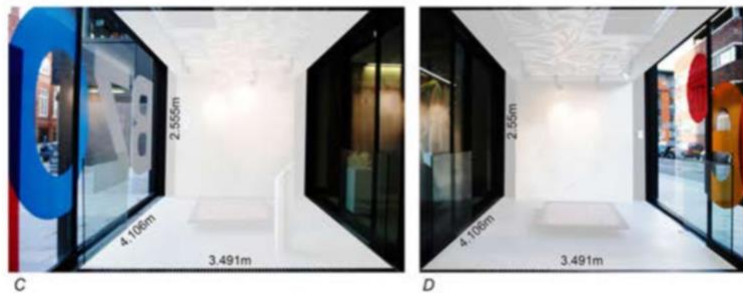
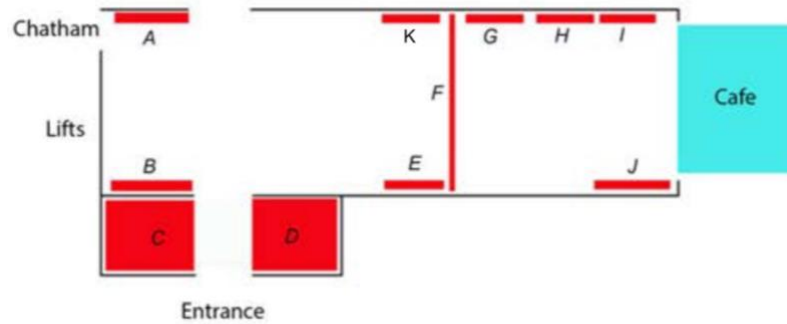


Dimensions of the work and its components



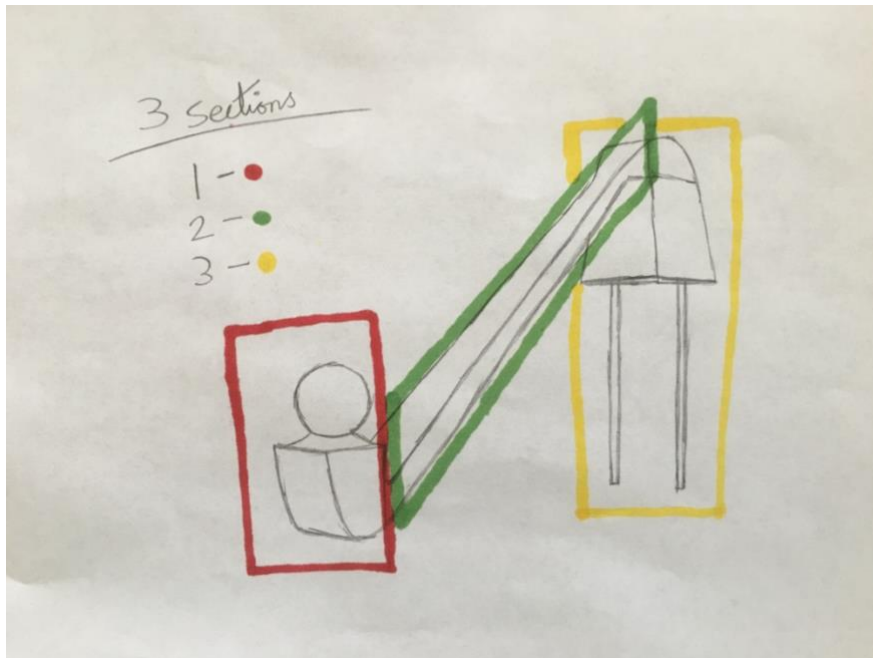
Proposed site

As I am proposing an interactive object it will require audience participation. Therefore, foot traffic is crucial in order for my object to fulfil its potential. I have selected 3 possible sites that would work in my opinion. C & D on the ground floor and E on the first floor. My decisions were swayed by both floor space and areas where I thought the public could interact with my object. It is also important I have access to power.



Installation & Display Method

The object will be created in 3 sections that connect. Therefore, I will need 2-3 assistants to help me transfer the object from the studio/workshop to the site. They will then need to help me construct the object while holding it in position. It will be displayed on the floor, supporting itself.



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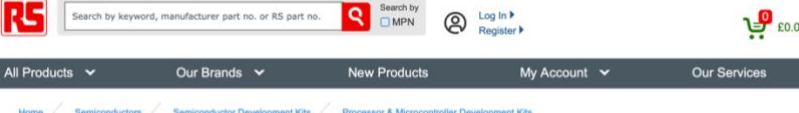
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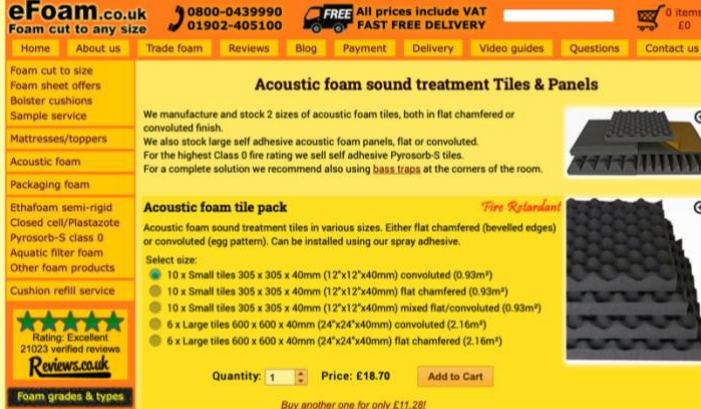
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