

The Mustache Where does it belong?

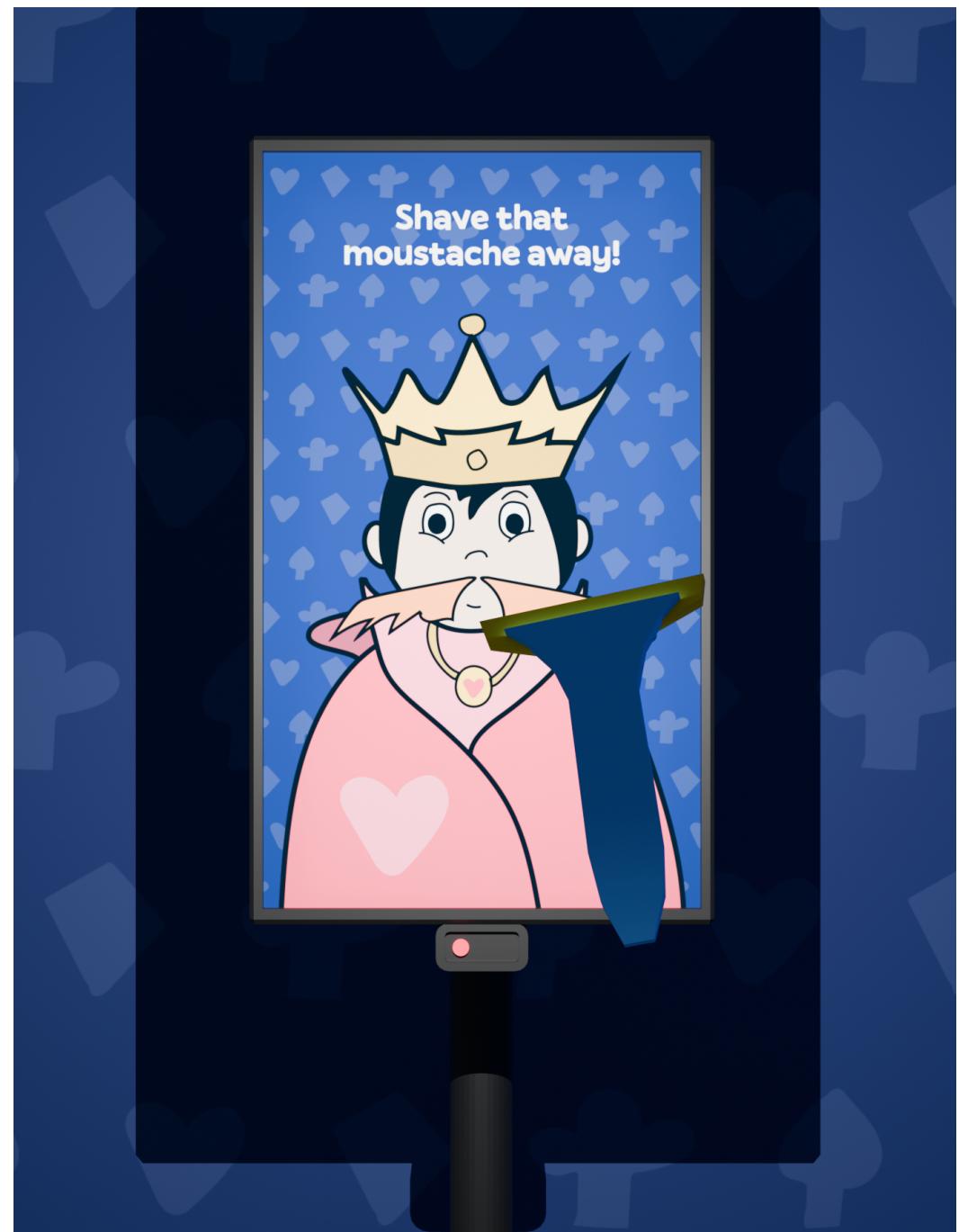
The Mustache

A misplaced evil moustache tries to find its place in a world of playing cards, but is rejected everywhere it goes. Throughout its journey, visitors uncover forgotten stories and hidden details within the deck. The entire experience is a playful metaphor for identity, rejection and curiosity.

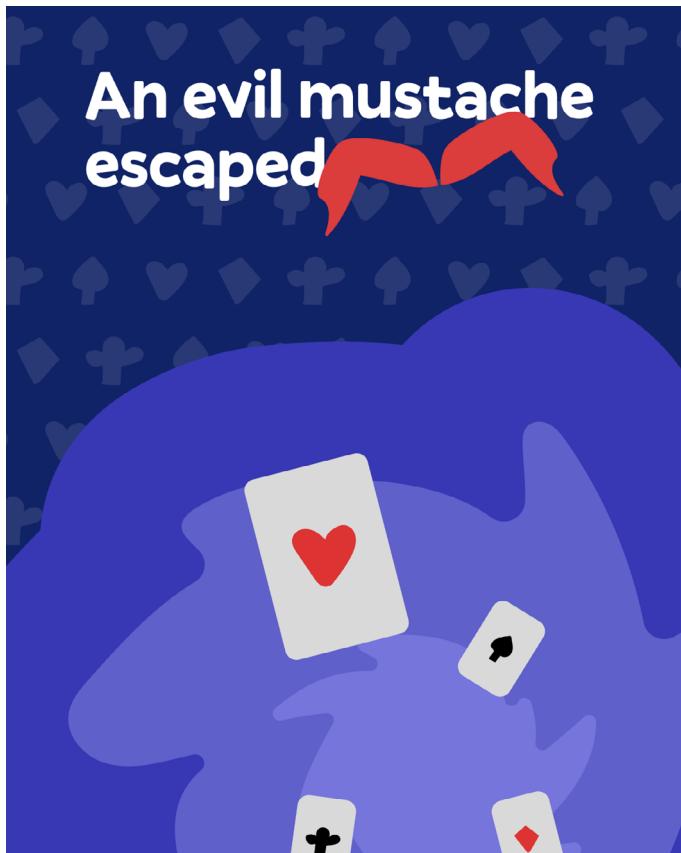
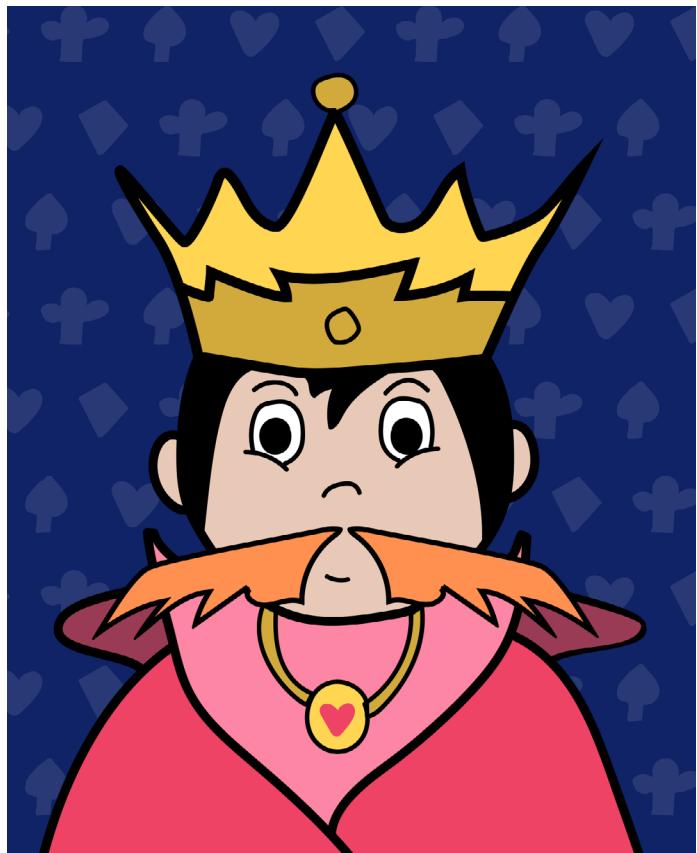
Visitors use a colorful razor as a controller to interact with a digital scene. Their shaving movements allow them to “shave” the mustache or other elements on the screen.

The experience begins with the King of Hearts' misprinted moustache. Once shaved off, it comes alive and escapes through the deck, searching for a place to belong. Each card it visits reveals a small interactive story or visual anecdote. In the end, the mustache realizes its purpose was to uncover the deck's hidden past.

With one final shave, it peacefully fades back into the world of cards.



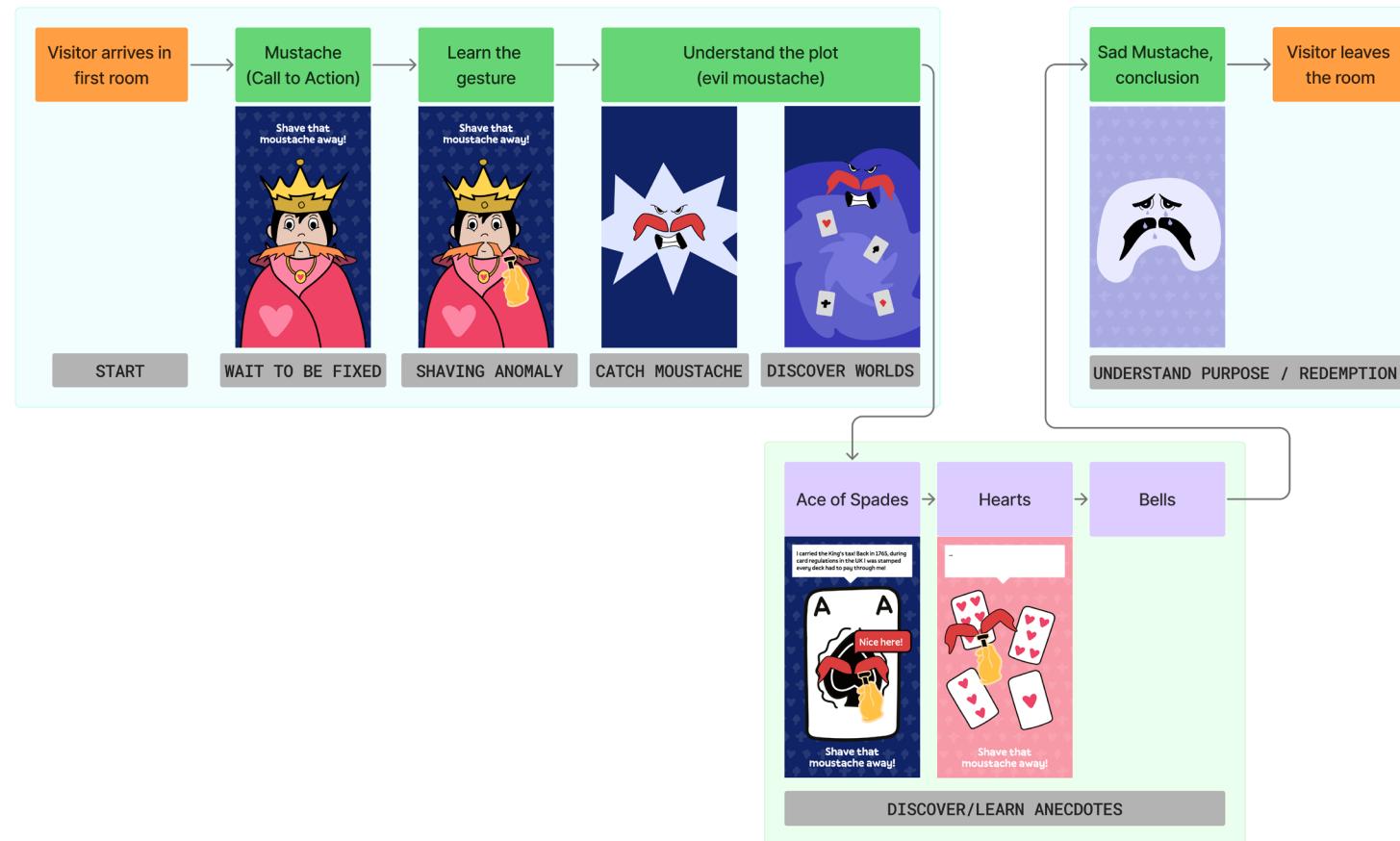
The Interface - Key visuals



User Journey

The visitor walks up to the installation and sees a colorful razor in front of the screen. When they grab it, the screen turns on and shows the King of Hearts with a mustache. He looks annoyed and says this mustache is not his, asking the visitor to shave it off. When the visitor does, the mustache jumps away and runs across the cards. The visitor follows it through different scenes. In Hearts, they scratch the surface and find the

first symbol of love. In the Ace of Spades, they try to shave carefully but damage the card that was once the most precise and valuable. In the Bell world, they ring the bells to call the Diamond, the new protector of the deck. After all this, a sad mustache appears. It says it never belonged to any card but wanted to reveal their hidden stories. The visitor shaves it one last time, and it becomes a part of the universe.

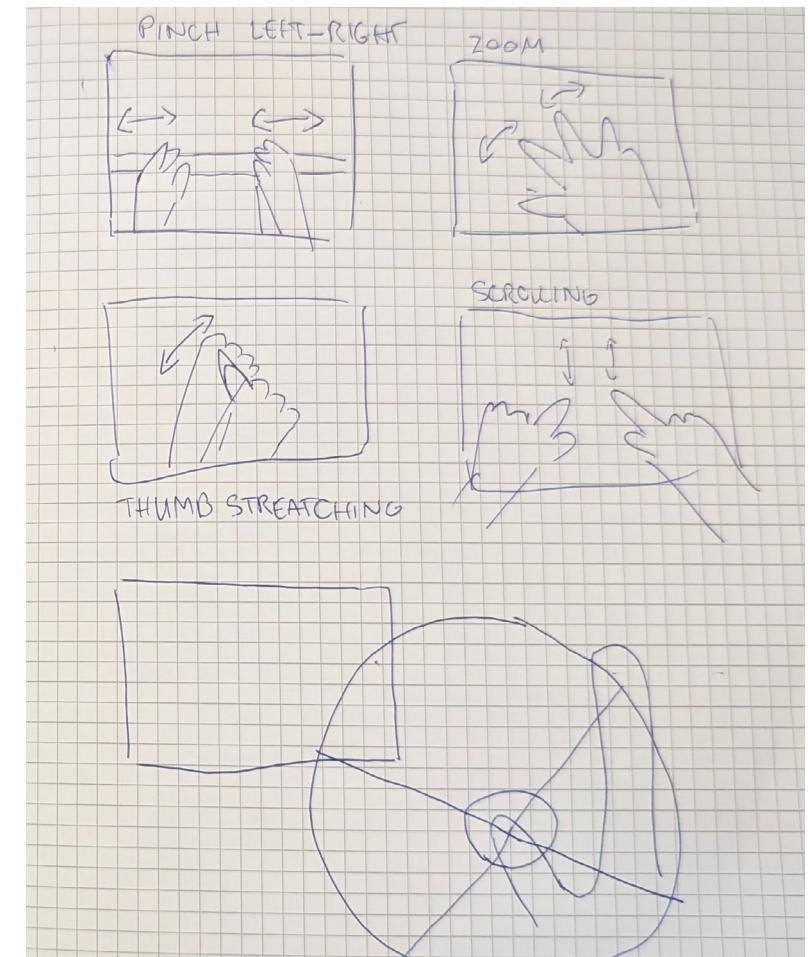
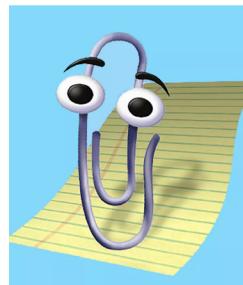


Research

We researched the history of playing cards and collected small anecdotes that could be turned into stories. We learned about storylets - short, connected story pieces - that help make complex topics easier to follow. We also conducted field research, during which we observed several interesting hand gestures. For example, some people stretched their thumb with the other hand to make it look like a joystick. This inspired us to maintain a sense of physicality in our project.

We also carried out an activity where everyone received a playing card and had to imagine a story for it. We found that people were genuinely eager to learn real anecdotes.

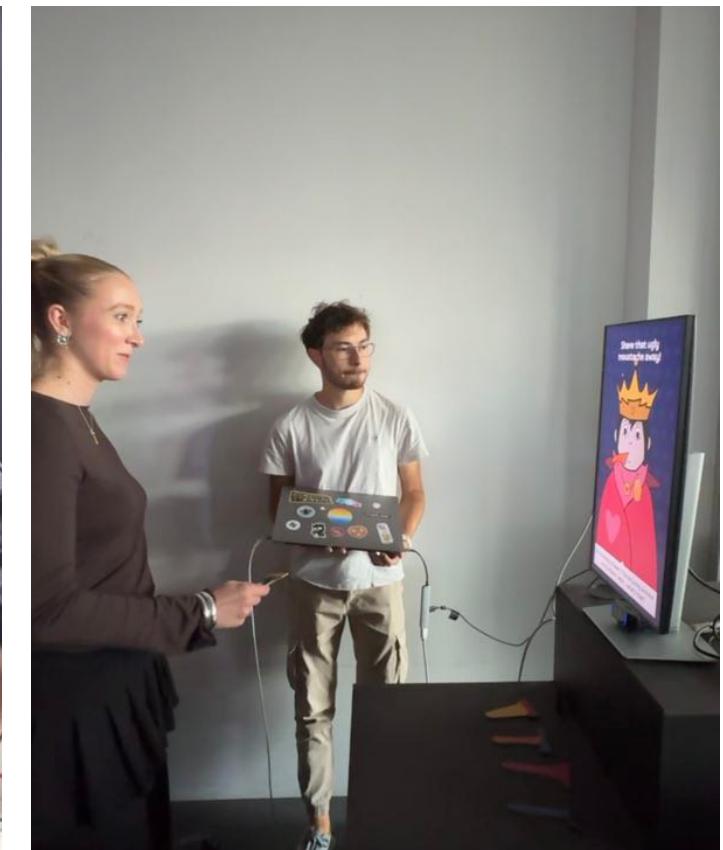
Mascots like Clippy and Duolingo inspired us to include one as well: the moustache. We also researched how museums use interaction and clear visuals to guide visitors through a story. From this, we learned that maintaining a balance between interaction and storytelling is essential.



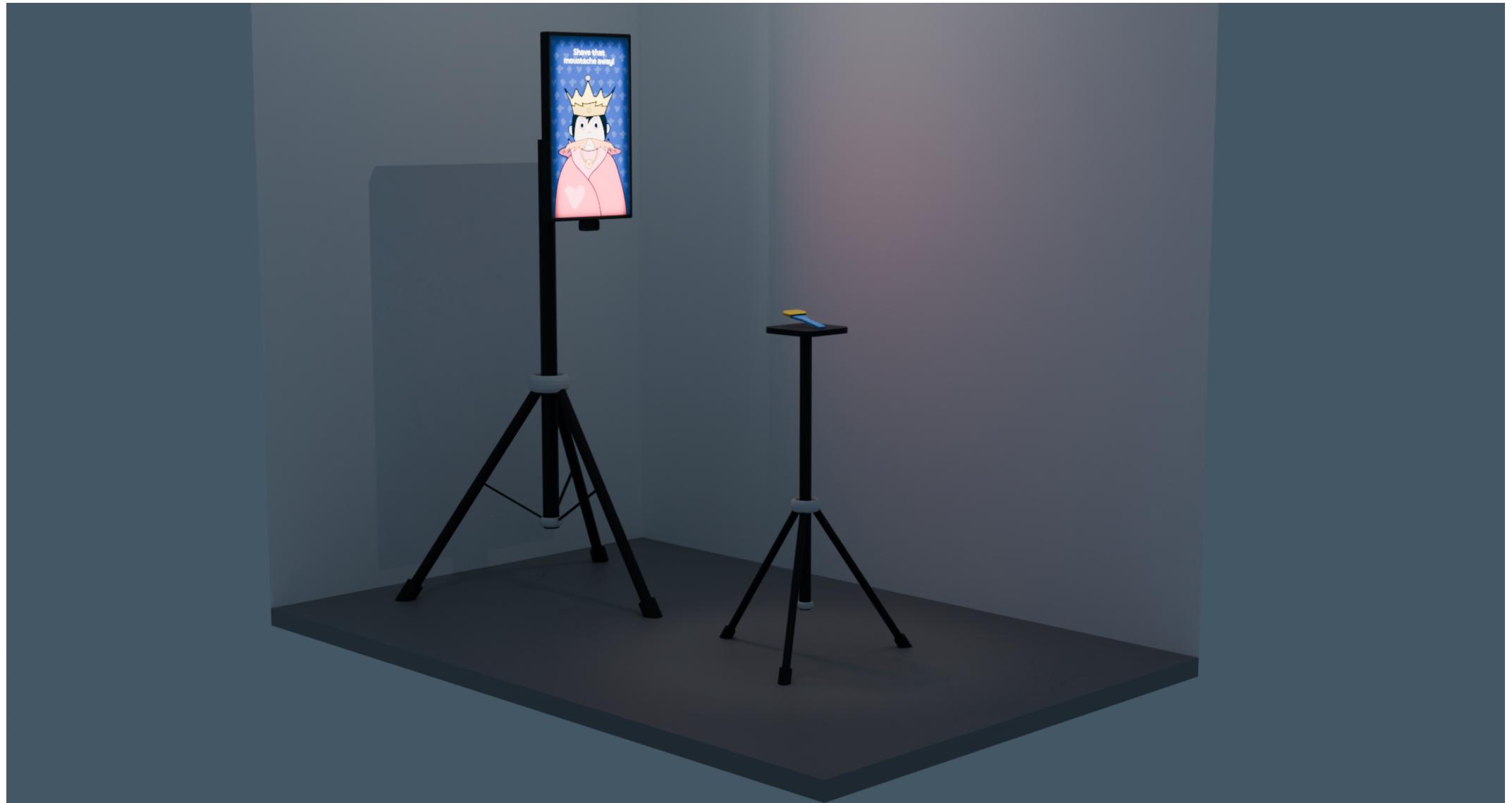
User Tests

We already knew we wanted to use the mustache as a mascot, but the interaction wasn't clear yet. So we tested two approaches: (1) air shaving and (2) miming a mustache with hands. The first one made users laugh because they tried to shave everything around them, while the second helped them understand the action quickly but became repetitive. We combined both ideas into one clear shaving gesture and kept it simple.

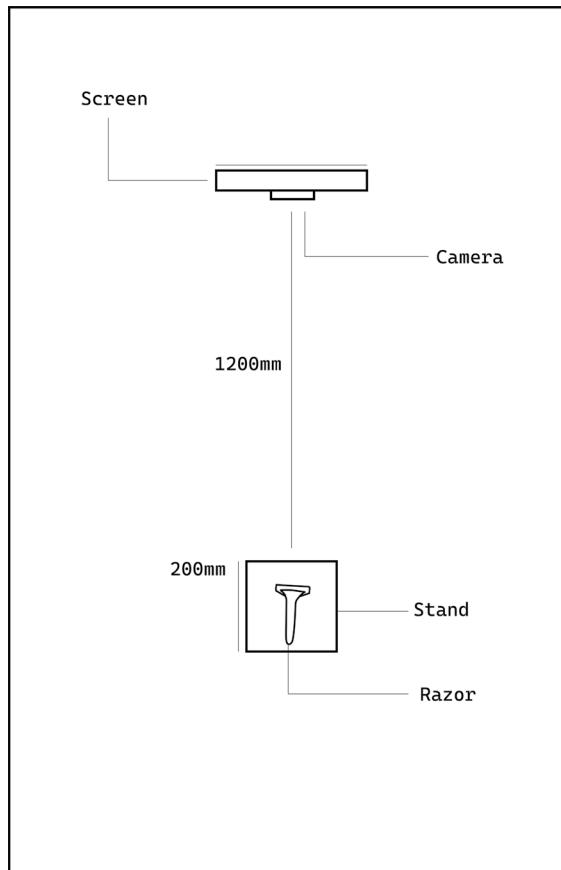
In the next prototype, users found the motion fun and satisfying. Some suggested adding razor sounds for better feedback. The final prototype will use this intuitive gesture to make the experience more engaging and natural.



Scenography



Spatial diagram



Technical diagram

- Floor area: 2300 1500 mm
- 1 Screen (Dell P2425H)
- 1 HDMI cable
- 1 Mac mini
- 1 USB Cable
- 1 HDMI cable
- 1 webcam (Logitech C920 HD Pro)
- Power cables

