NM3226 W2G2 Design Pitch

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Sungei Road Flea Market (SRFM), also known as the Thieves Market

What is the Thieves Market?

- A platform where the need of both donors and buyers meet
- A place to find childhood memory
- A place where broken memories can be fixed
- A place where hipsters could find the treasure
- The market was hustle and bustle
- The market is full of history, stories, and culture
- It is a place for the vendors and tourists to socialize with each other

Then

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Now

Problems Identified

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Objective of project

To **recreate** the meaning of place for Sungei Road Flea Market using technology for future generations so as to retain our heritage and culture.

Niche target audience:

people who are already interested in knowing more about the market.

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Target Users

Tourists

Young Locals

Layers:

Cultural · Geographical · Heritage · Historical · Social · Personal · Physical

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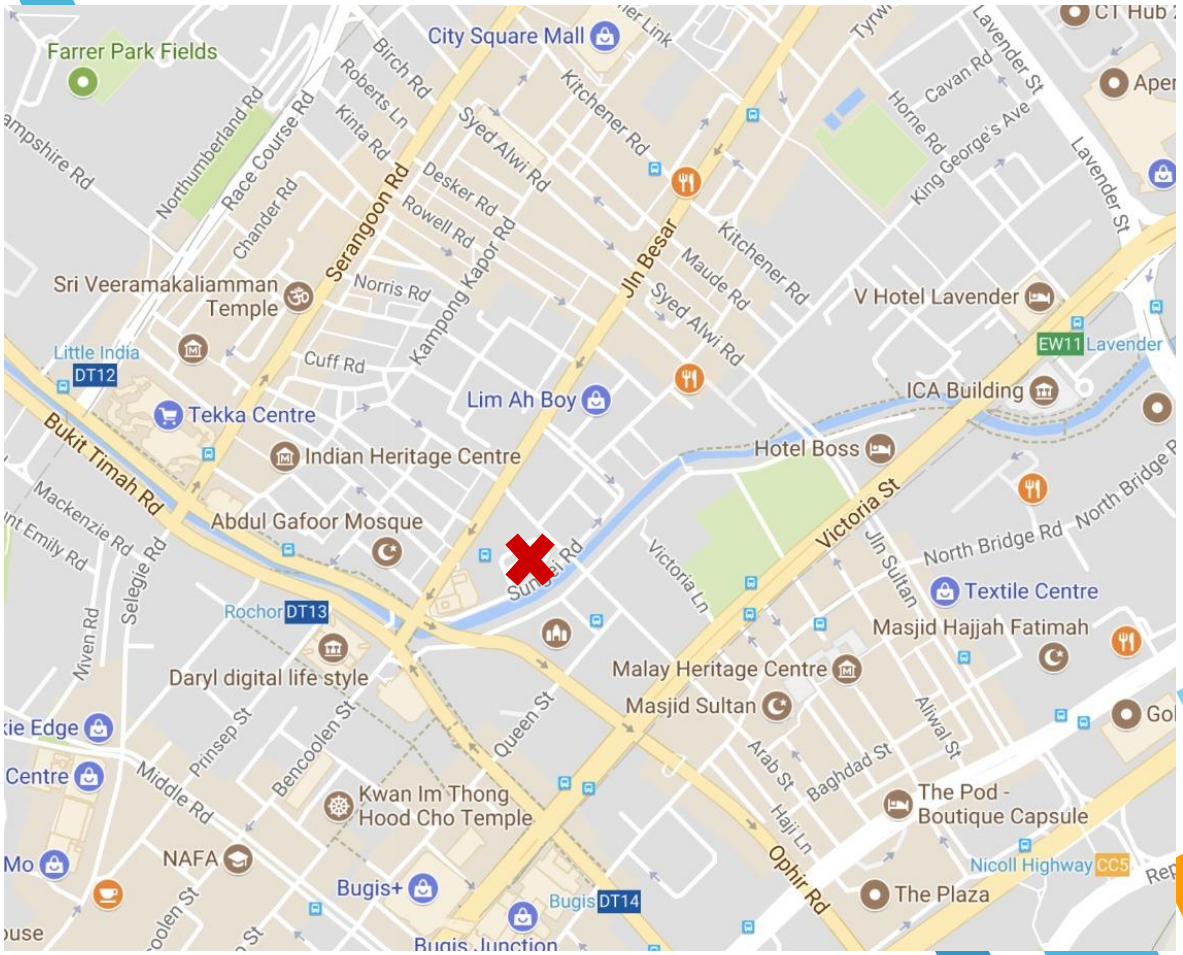
Personal · Physical

Geographical

- SRFM is located in a prime spot
- Between the area of Hindu heritage sites and Muslim heritage sites
- Surrounded with local restaurants, shopping malls and heartlands
- MRT Stations: Little India, Rochor, Bugis and Lavender


Farrer Park Fields
City Square Mall
Birch Rd
Roberts Ln
Kinta Rd
Syed Alwi Rd
Kitchener Rd
Northumberland Rd
Race Course Rd
Chander Rd
Serangoon Rd
Desker Rd
Rowell Rd
Kampong Kapor Rd
Jln Besar
Maude Rd
Syed Alwi Rd
Kitchener Rd
Horne Rd
Cavan Rd
King George's Ave
Lavender St
Lavender St
CT Hub
Sri Veeramakaliamman Temple
Norris Rd
Little India
DT12
Cuff Rd
Tekka Centre
Lim Ah Boy
Indian Heritage Centre
Bukit Timah Rd
Abdul Gafoor Mosque
Mackenzie Rd
Selegie Rd
Rochor DT13
Daryl digital life style
Prinsep St
Bencoolen St
Middle Rd
Kwan Im Thong Hood Cho Temple
NAFA
Bugis+
Bugis DT14
Bugis Junction
Queen St
Victoria Ln
Victoria St
Jln Sultan
V Hotel Lavender
EW11 Lavender
ICA Building
Hotel Boss
North Bridge Rd
Textile Centre
Masjid Hajjah Fatimah
Malay Heritage Centre
Masjid Sultan
Arab St
Baghdad St
Aliwal St
Haji Ln
Ophir Rd
The Pod - Boutique Capsule
Nicoll Highway CC5
The Plaza

Physical

- Artefacts from the past
- Architectural designs of old shophouses and shops
- Back alleys behind shophouses
- Homes of people who lived near and work in SRFM

Personal

- Memories of SRFM
- Daily lifestyle of vendors
- Routine visits to the market for the usuals
- Neighbours of SRFM
- Other stakeholders from the past, e.g. policemen who patrolled the market

Primary Research

1. Interviewing the vendors
2. Survey with youngsters (age 20-25)
3. Derive of routes to SRFM

Relevant Insights

Interview with vendors:

- Knowing their daily schedule, including going to Rowell Court RC for morning exercise and free breakfast
- Which routes they would take to get to SRFM

Survey with youngsters:

- “It allowed me to discover areas in Singapore that I never knew existed.”
- “Active way to discover and learn more”
- “Experience is more memorable first hand”

Relevant Insights

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Secondary Research

- Place, Sense of Place and Presence (Turner, P. & Turner, S., 2006)
- What we talk about when we talk about context (Dourish, 2004)
- Studying Context: A comparison of Activity Theory, Situated Action Models, and Distributed Cognition (Nardi, 1996)
- Understanding the mediated experience of place through location-aware mobile applications (Yew, J. et al, 2014)

Place, Sense of Place and Presence (Turner, P. & Turner, S., 2006)

- Sense of place:
  - Physical characteristics, the affect and meanings including memories and associations, activities afforded by the place, social interactions with the place
- Placemaking through personal stories which will give meaning to the physical artefacts and semantics, which could be a symbolism of everyday life

What We Talk About When We Talk About Context (Dourish 2004)

- Ordinariness refers to act of engaging in actions and conversations, in which people can identify normal activities of groups they belong to, making sense of the place through mundane familiarisation.
- This implied that as we acknowledge the physical layer of a space in ‘placemaking’, we must not neglect the interactions people have with a place on an ordinary basis.

Studying Context: A comparison of Activity Theory ... (Nardi, 1996)

- Context can be deemed as internal and external to people, consisting of both emotions and environment factors.
- As such, activities have to be carried out to surface a stronger context of the place.
- When people engage in interactive activities, they are able to form a meaningful understanding of the artefacts and the physical space.

Understanding … experience … through location-aware mobile applications (Yew, J et al, forthcoming)

- When exploring a new place, having the social, cultural and historical background are necessary but insufficient.
- There is a need for authentic spaces and immersive and interactive opportunities.
- Fully experiencing a place involves a sense of exploration and discovery and that trails can actually constrain one's experience.

Ideation and Rationale

- Sense of place = physical semantics + personal anecdotes
- Ordinary activities in ordinary spaces → taking on personas
- Explorations and discovery → Derive?
- Immersive and interactive → Mobile app with physical art installations
- Maps can affect the way they walk → what about an inverse map?

Direction of the project

An outdoor gallery to discover Sungei Road Market in an interactive and explorative manner. You get to roam around freely and choose your own path to make your own story.

Living Chapters of Sungei Road

With the concept of a **derive** and a **non-linear story narrative game** in mind, we aim to create an outdoor gallery without instructions or guidelines, just like sandbox games.

The players would have to explore the area within 1km radius from Sungei Road Market to find **'hotspots'** to collect snippets of stories which belongs to various personas.

Living Chapters of Sungei Road

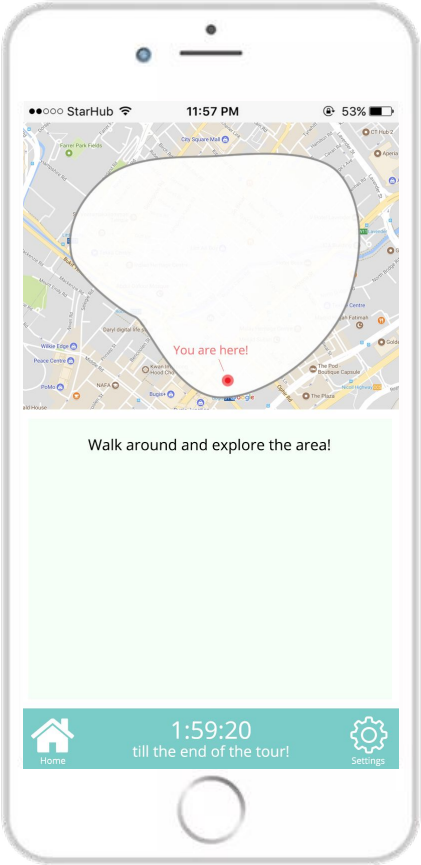
These 'hotspots' are considered as **'exhibits'** in this outdoor gallery, either with something that is already there physically or will be installed as an art installation.

When the players reach a hotspot (which they will not be informed beforehand), the game app will prompt and play an **audio snippet** of story related to the physical spot they are at.

Living Chapters of Sungei Road

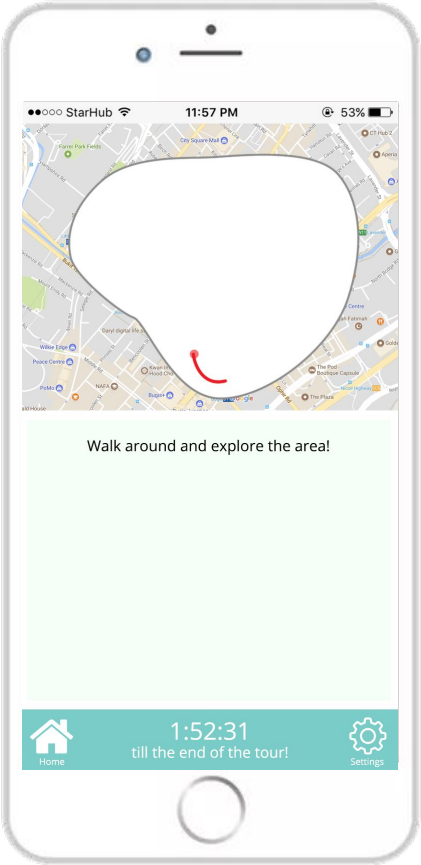
By collecting all these snippets of stories, they would learn more about the personal and cultural layers of SRM as all these stories would paint the lifestyle and feelings towards it.

The player would collect as many stories as possible by **roaming** around as much as possible in the area and at the end of the game, the stories would have tags which will reveal which **'persona'** they have taken up the most.



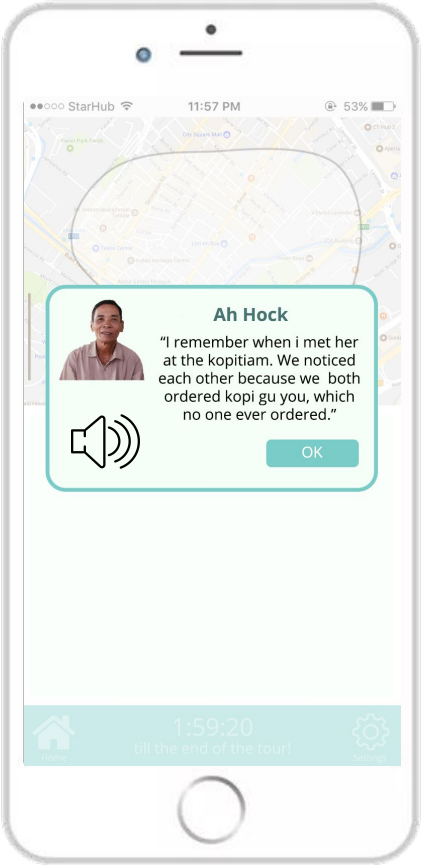
Using the app

- User is told where they are on the map
- Prompt to explore
- Timer begins



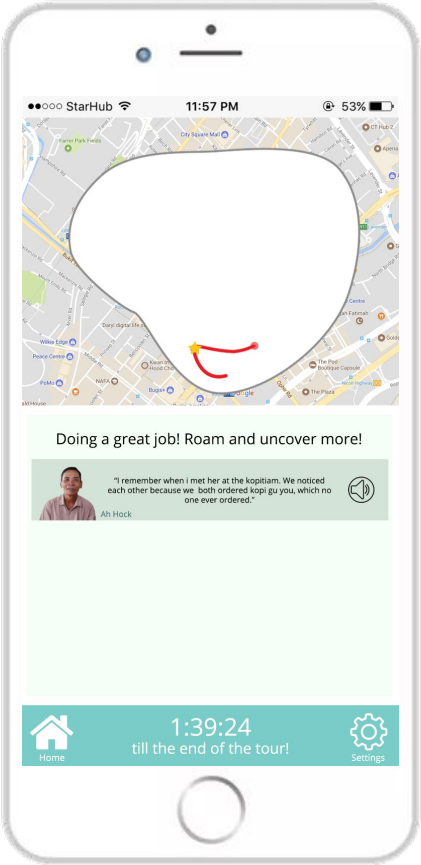
Mapping the path

- Path is drawn out as they walk



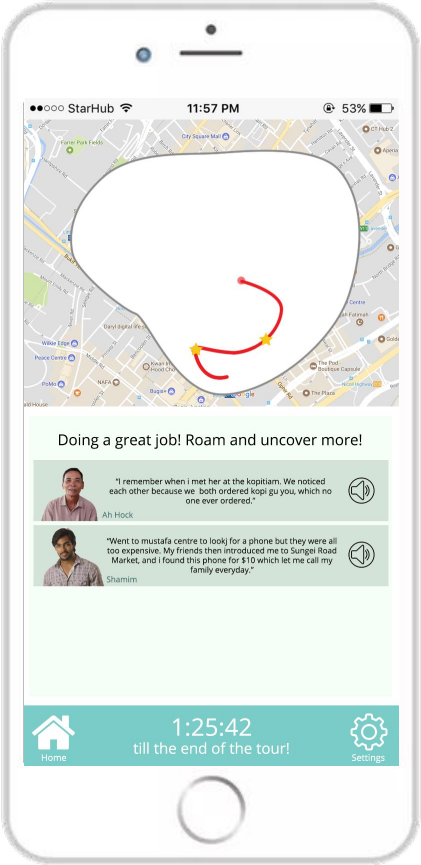
Weaving the narrative

- When they encounter an interaction, the audio is cued.
- If they are looking at their phones, a pop up will also appear.



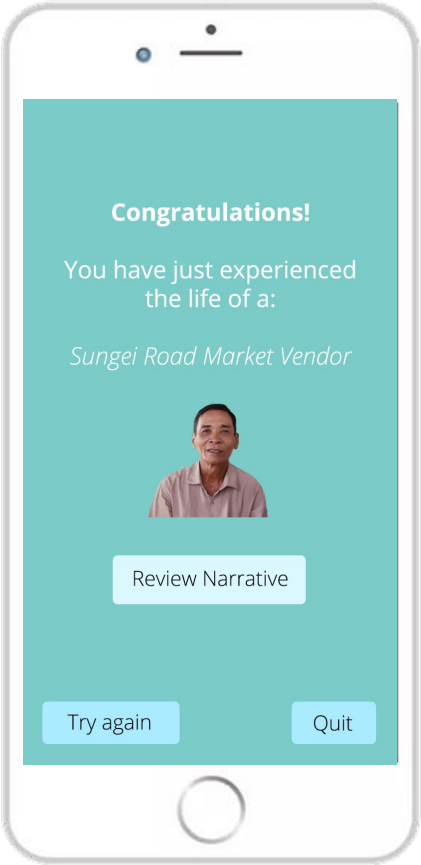
Revisiting interactions

» Encountered interactions are indicated by a star, which can be clicked to revisit the story.



Revisiting interactions

» The story will also be added to an activity log for reference, also allows user to revisit the story.



Ending off

- The system assigns the user a persona based on the stories he/she has experienced.
- Review narrative
- Try again

Thank you.