

# WEEK 1

## Project proposal – Final project Immersive Environments

Final project dates: 16 May – 17 June (5 weeks)

### Project partner

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Organisation: OGER Fashion B.V. & Farline Agency  
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Based on this project proposal in the Minor Immersive Environments you will be assigned a team of 4 to 6 students. During the period of five weeks they will conceptualize, design and prototype an immersive environment for you. This is a full-time minor so the students are dedicated to the project and have a significant amount of time to work on the project and gain new insights. The students work in sprints of 1 week. During the sprint reviews you can provide feedback and the project remains aligned with your goals.

### What is the goal of project?

Please provide a short description of the objective and the situation. Maybe there are example videos and images? What are your expectations?

Situation: we are completely renovating our physical store in the P.C. Hooftstraat in Amsterdam. As we are building a 2.0 version of the company, we are exploring what technological features can be added to the brand experience in-store.

Objective: Build a hologram prototype displaying a variety of items (mainly clothing).

### What is your mission and vision, desired outcome?

Tell us a bit about your company/organization? What do you want to achieve with this project? What are your expectations? What is the desired outcome?

OGER is a high-end multibrand retailer selling mainly sophisticated, Italian brands for men. We have built the brand over 30+ years now and currently have five retail stores including one in Antwerp. As a traditional retailer, we are entering a new, exciting era. We are completely renovating our store in Amsterdam and are working on a brand new E-commerce platform.

Using the knowledge of the students, we have a chance to create a prototype to present to the board and possibly include one in our new store. During this project we expect the students to think outside the box and try to grasp the brand identity of Oger. This will be crucial to really build something extraordinary.

### Context/place?

Where would the experience take place ideally?

The experience would ideally take place in our renovated physical store in Amsterdam.

### Who are the target groups and who are the important stakeholders?

Which target group(s) do you want to reach? Who are the important stakeholders in this project? Can they be involved?

Current and new customers are the main target groups. When we would build a hologram in the store, it is to amaze current customers but also impress potential customers through Instagram. The important stakeholders in this project would be the Chief Commercial Officer and Chief Executive Officer whom both can ultimately be involved at the end of the project.

### Referential images

Which media do you envision could be used?

Hebben jullie voorbeelden van projecten die gebruikt kunnen worden als referentie. Waar denken jullie aan? Wat zijn interessante voorbeelden (afbeeldingen/video zijn een prei).

<https://www.instagram.com/reel/CaIXCJueFZIo?gzhid=MDJmNzVxMjY=>



### Available Resources?

- **Technology**
  - o What tech is available for the students, (projectors? Screens? Speakers? Sensors?... ) → Projector, screen, speaker are available
- **Budget materials**
  - o What is the budget for materials? 500 euro - 1000 euro. Depending on the idea and objective and the execution.
- **Location**
  - o Is there a location where to students have access to? Where they could set up the experience. → Yes, it is possible to work at the office of Farline in the Gerard Doustraat.
- **Content**
  - o Are there data, audio, video, images available for the students? → especially data, videos and images are available

### Contact/feedback moments

The project starts the 16<sup>th</sup> of May, and the end expo is the 17<sup>th</sup> of June. Ideally somebody can introduce the project before, and provide at least twice feedback before the end exposition.

### Expectations

What are your expectations of the project and the students? Students will deliver a prototype which is an experiment.

## **Reacting to movements**

Motion tracking.

## **Interactive dressing room**

On a mirror the costumer can choose an outfit and it will show the outfit on the costumer.

## **Look behind the scene**

## **Virtual try on**

??

## **Storytelling Suit**

There will be a white suit presented in front of the store or the store window. The suit will be projected on by a projector and showing the story of Oger from beginning till end. Show their values in the story. We also thought about maybe putting multiple suits on blank mannequins to project the story on multiple so there is more space.

## **VR/AR**

## **Clothing line presentation**

A model will move through the store and wear different types of clothes depending on where he is in the store. He will switch in and out of the different clothes.

## **Clear Custom**

By utilising a body scan we create a visual of the person. To this body scan we can apply a piece of clothing, outfitted to the person standing in front of the screen. They can change the model and the type of clothing. It also comes with fabric samples you can touch and scan into the visual to get both a visual and a feel for the fabric.

## **Focus on the name**

Focus on the name or brand instead of the clothes. Make a hologram of the brand and show their values in an abstract way at the entrance.

## **Projection Butler**

A butler that is created through a hologram, who walks around the store and compliments/welcomes costumers. He says things like; 'you look marvelous sir.' Or 'welcome sir.' This plays with the welcoming factor of the store, it's still professional yet playful and enjoyable.

## **Inform the people**

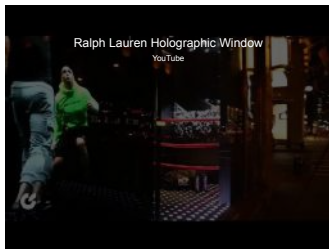
Give the people more information about the clothes they are presented with. Give them information about the fabrics, production, etc.

What do you want to convey to the people?

Do you want people to just think it a cool new feature/option?

or does it really have to make a big impact?

Maybe work with the seasons?



Ralph Lauren Holographic Window  
YouTube



 [www.bostonglobe.com](http://www.bostonglobe.com)

### Holograms in dressing rooms? Welcome to the future of shopping - The Boston Globe

In the near future, some predict shoppers will be able to try on clothes without getting undressed. Here are some other changes.

 [www.fastcompany.com](http://www.fastcompany.com)

### Smaller And Full Of Holograms: The Storefront Of Tomorrow

As no less a source than Back to the Future predicted, 2015 may be the year a hologram grabs your dollars back from Amazon.



 [www.netscribes.com](http://www.netscribes.com)

### Store of the future: Game-changing retail technologies - Netscribes

The store of the future is already in making. From contactless stores to 3D holograms, here are key retail technologies shaping the future of retail.



 [mintsquare.co](http://mintsquare.co)

### Holographic Voyage in Fashion - MINTSQUARE

These virtual replicas emerged in contemporary fashion as state of art commodities from the fusion between visual technology and fashion.

 [www.showstudio.com](http://www.showstudio.com)

### Meet The Digital Brand Democratising The Fashion System | SHOWstudio

London-based brand Auroboros showed a fully-fledged digital collection at London Fashion Week this morning. Working in partnership with the Institute of Digital Fashion, they're changing how our wardrobes exist both IRL and URL.

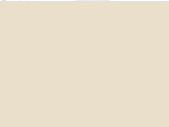
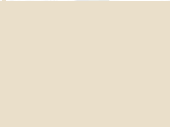
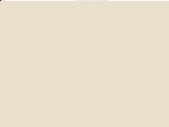
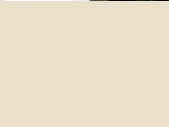
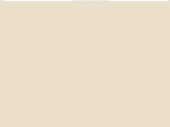
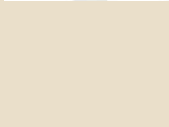
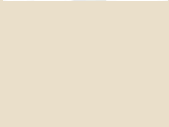
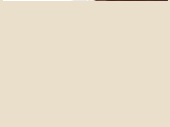
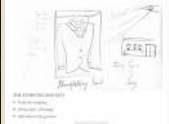
# OGER



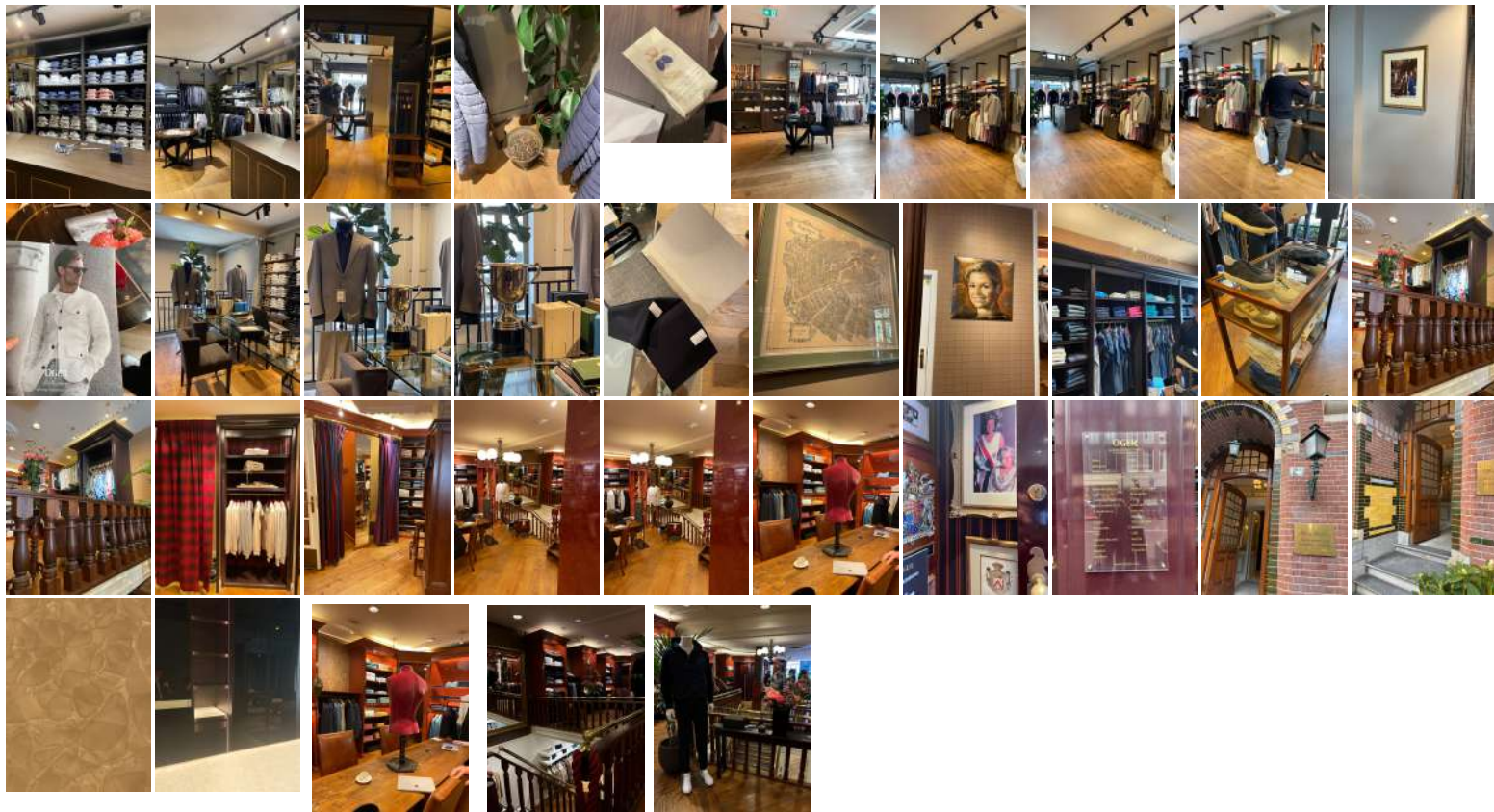
BESTSELLERS











# WEEK 2

**Geographics:** dutch, male population

**Demographics:** mainly 40-70 years old, new line attract 30-40 years old

### Psychographics:

Personality: confident, elegant, ambitious, adventurous, innovator, passionate, conservative, formal

Interests: sports; golf, tennis, sailing, travelling, cars, spending time with the family, staying up to date with news and events



Oger speaks to a classic, wealthy Netherland based clientele who is drawn to impeccable suits cut in luxurious fabrics— a clientele who usually doesn't have the patience or time to wait months for suits to be made at a traditional bespoke salon. A "men with success" from the upper class who's is searching for a timeless, classic and qualitative statement pieces. While Ogers Target audience has a age range from 40-70 year old, the retailer aims to boost appeal with younger consumer who tend to dress more formally with a classic, elegant and sophisticated style. Valuing Heritage and class, Oger aims to introduce the younger generation, the "sons" into the sale of Oger. With their retail spaces Oger create a shopping experience where clients like to come together, talk about local events and have a drink together.

### OGER STARTER PACK



## Location & Physical space

### Location History

The P.C. Hooftstraat short for Pieter Corneliszoon Hooft was named after the son of the mayor of Amsterdam who was born in 1581. The P.C. Hooftstraat originally was a basic living area for citizens. At the beginning there were barely any high-end and/or luxury-stores. There were only some small independent shops. The street was finally named after the historian, poet and playwright in 1876.



Ermen, B. (z.d.). [P.C. Hooftstraat - 1965]. Pinterest.

<https://i.pinimg.com/originals/0c/71/a5/0c71a5e433bfa91889a58f5ce4df5749.jpg>

The impoverishment at the Kalverstraat, another area for people to shop at became much worse over time. Around the 70's the city demanded a more luxurious area with high-end stores and established brands. This is where the high-end stores and bigger and more pricey brands moved to the P.C. Hooftstraat from the Kalverstraat. Small independent shops like bookstores, butchers and such were forced out of the P.C. Hooftstraat and replaced by chic, luxurious and international fashion brands. Due to this development rent dramatically increased for citizens and store owners. At the beginning of the 80's all of the independent shop owners had left the area.

### Current Time

Nowadays the P.C. Hooftstraat is a 300-meter-long street with all kinds of high-end brands and luxurious stores. It is situated in the part of Amsterdam Oud-Zuid, which is the more expensive part of town. It is in walking distance of the museum square, here are all the famous museums, where there is lots of tourism. Fun fact, *The P.C. Hooftstraat has its own spot in the top 10 most chic shopping streets of the world.*

### Physical Space

Oger is currently situated at Pieter Cornelisz Hooftstraat 83-85, 1071 BP Amsterdam. They are developing a new store and are rebranding the look and feel of the store. The original store has a very sophisticated yet old timey vibe to it. The choice of wallpaper and materials stems from the early 2000's. They have a lot of decorations of the Dutch Royal family at the store as well.

The new store of Oger is currently still under construction now. This is where our projects comes into play. With the new design plans in mind our vision is to put the digital centerpiece of the store close to the entrance or in the shopping window.

The new designs look very slick and modern. A lot of the classical wooden shelves are going to be replaced by modern dark wooden shelves and closets with chrome accents. In addition, they're also adding these table blocks that light up. The new space is going to get a 2022 update.



Elements of the new Oger store



### Bronnen

- PC Hooftstraat. (z.d.). PC Hooftstraat. <https://pchooftstraat.nl/>

Communication						
	Suitsupply	Oger	Society shop	Hugo boss	Armani	
Facebook	1	1	1		1	1
twitter	1	1	1		1	1
instagram	1	1	1		1	1
whatsapp	1	1				
Phone	1	1	1		1	
mail	1	1	1		1	
newsletter	1	1	1		1	1
Billboards	1	1	1		1	1
Magazines	1		1		1	1
TV	1				1	1
Contact form website		1	1		1	1
linkedin	1	1	1		1	1
Sponsorships	1	1			1	1
Youtube	1		1		1	1
Pinterest					1	1
Google+					1	1
Score		81%	63%	69%	94%	88%
<b>Service</b>						
Stores	yes	y	y	y	y	
Webshop	yes	y	y	y	y	
Tailoring service	cost	cost	cost	free	free	
Retourrecht	within 30 days	30 days	14 days	30 days	14 days	
Shipping places	all over the world	Netherlands	Netherlands	all over the world	all over the world	
Free contact number	yes	yes	yes	no	no	
Stores	1	1	1		1	1
Webshop	1	1	1		1	1
Tailoring service	0,5	0,5	0,5		1	1
Retourrecht	1	1	0,5		1	0,5
Shipping places	1	0,5	0,5		1	1
Free contact number						

	Suitsupply	Oger	Society	Hugo boss	Armani
<b>Price</b>	Suits from €249,- Off-route near highways and sidestreets of shopping centres	Suits from €298,- Stores on A+ locations, expensive stores nearby	Suits from €399,95 A Locations, near other expensive stores. Visited locations.	Suits from €499,- A+ Locations, near expensive stores.	Suits from € 770,- A+ Locations, hotspots in the biggest cities.
<b>Place</b>					
<b>Product</b>	Good quality suits, fair variety of casual wear.	Good quality suits, fair variety of casual wear.	Good quality suit, low selection of casual wear.	Fair quality suits. A lot of casual wear.	High quality suits. Also wide variety of casual wear.
<b>Promotion</b>	Big campaigns throughout the year. On- and offline advertisements	Sponsoring, a few advertisements.	Lots of offline advertisement and working together with different brands.	A lot of advertisements through different channels, on- and offline.	A lot of advertisements through different channels, on- and offline.
<b>Target group</b>	Young, ambitious, professional men.	Different groups. New line for younger people.	Young ambitious business people.	Upper class segment with more purchasing power.	Different lines for different groups. Mostly 25-50 years old.
<b>Strategy</b>	A lot of service in-store to keep up with customer needs.	Trying to be associated with good looking people (sponsorships).	Trying different strategies to try and speak to a broad audience.	A lot of advertising power to reach as much customers as possible.	Trying to get as much customers through different clothing lines.





## Items to project on

The most important factor for the items to project on is the area to work with.

Taking the more chic nature of the brand in mind, these are the best items to use:



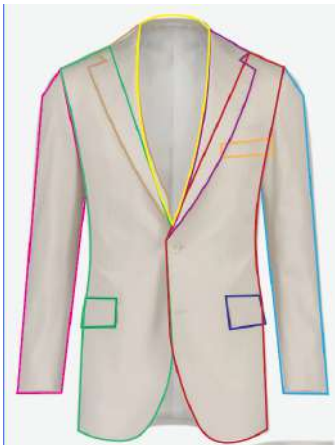
When taking the slightly more casual side of the brand into account we can also choose to project on these items:



All of these items have large areas we can project on.

But, we can also play around with the different areas on the clothing itself. Take the suit for example. On the suit itself there are multiple parts we can use as a 'separate canvas'. For example; the pockets. These have a very noticeable position on the suit, which means we can easily target this area to add different effects to.

For example, we could project the Oger logo on the breast pocket. It might be a smaller detail, but it will still stand out. This way we not only use the silhouette of the suit, but also the different shapes within/on the suit itself.



Another option would be to even use the bust on which the clothing is presented.



Take this mannequin for example. When we dress it, the head is still exposed. That way we create another canvas to use. This way we can add even more life to the whole exhibition.



And let's not forget the fabric rolls themselves. By hanging a roll we can basically create a projector screen, made with the fabric used for the different clothing items.

# BRAND IDENTITY



**OGER**  
CORPORATE  
IDENTITY

## BRAND PRODUCT

CUSTOMERS GET A 'WINNING FEELING' AS THEY GET TAILOR MADE ADVICE PURCHASING THEIR WARDROBES THAT UNDERLINE THEIR PERSONALITIES. IT ALLOWS THEM TO FOCUS ON THEIR OWN BUSINESS.

- SYNONYM FOR SUCCESS
- RIGHT CLOTHES FOR THE RIGHT MOMENT
- HIGH-END QUALITY

## BRAND AS SYMBOL

- PASSION
- PERFORMANCE
- GOING BEYOND AVERAGE
- OPENNESS

## ABOUT OGER

OGER WAS FOUNDED IN 1989 BY BROTHERS MARTIN, ROB AND OGER LUSINK. THERE VERY FIRST STORE LANDED IN THE AMSTERDAM P.C. HOOFSTRAAT. IT IS A PROUD MEMBER OF THE INTERNATIONAL MENSWEAR GROUP, A GROUP OF INTERNATIONAL LIKE-MINDED AND FAMILY-OWNED RETAILERS, WHO OFFER THE WORLD'S BEST AND MOST STYLISH MENSWEAR. IN 2013, OGER BECAME HONORARY MEMBER OF THE FONDAZIONE ALTAGAMMA. A FOUNDATION WHICH GATHERS HIGH-END ITALIAN COMPANIES, WHICH ARE RECOGNIZED AS AUTHENTIC AMBASSADORS OF ITALIAN STYLE.



AMSTERDAM



ROTTERDAM

+31 85 10 34 636

SERVICE@OGER.NL

WWW.OGER.NL

## BRAND AS ORGANIZATION

THEY ARE MAKING SURE TO DISTINGUISH THEMSELVES IN THE FIELD OF SERVICE. THE PERSONAL ADVISORS CREATE A WELCOMING ENVIRONMENT BY BUILDING RICH RELATIONSHIPS WITH THE CUSTOMERS. THEY HAVE LONG-TERM RELATIONS WITH LARGE COMPANIES WITHIN THE FINANCE, PUBLIC AND PRIVATE INDUSTRIES.

## BRAND AS PERSON

THEY HAVE A WIDE SOCIAL MEDIA PRESENCE, THAT HELPS THEM PROJECT THEIR BRAND IDENTITY TO THEIR CUSTOMERS IN A DIRECT WAY. THEY PRIORITIZE AN AUTHENTIC RELATIONSHIP WITH CUSTOMERS AND LET THEM BECOME PART OF THE WORLD OF OGER.

- OGER BUSINESS CLUB
- WORLD OF OGER



OGGER





# Field Research



[www.adsoftheworld.com](http://www.adsoftheworld.com)

**H&M: 3D projection mapping in the city centre in Amsterdam \***  
Ads of the World™ | Part of The Clio Network

H&M brought their flagship store in Amsterdam to life with a 3D projection mapping on the historic building. For over 3 minutes, guests and a gathered crowd witnessed a surreal display of light and digital effects.



[www.mrbeam.com](http://www.mrbeam.com)

**Projection Mapping for H&M | Mr.Beam**

Mr.Beam created a video mapping show for H&M on the store located at Dam Square in Amsterdam.



[www.marksandspencer.com](http://www.marksandspencer.com)

**Marks and Spencer open food store with a digital 'eBoutique' concept**

M&S have opened their first store in Holland in the popular Amsterdam district of Amsterdam. Within the store, customers can buy food but also explore the full range of clothing products on tablets in the store and on digital screens.



**F** [www.frameweb.com](http://www.frameweb.com)

**The visitor souvenir at Amsterdam's new Fashion for Good museum? An action plan**

Local Projects' Jake Barton explains how the institution's interactive experience can help promote behavioural change in consumers.



# WEEK 3

## Task overview

- Build the concept Small
- Storyboard the idea None
- Get items Low
- Retrieve information about how the suit is made Low
- Make a test video for Madmapper Medium
- Create a storyline for the video Low
- Soundscape None
- Keynote presentation: strategy, guide on how it going to look like



## Items

- Mannequin Medium
- Suit jacket Medium
- Video's Medium
- Projector Medium
- White blouse None
- White paint? None
- Madmapper Medium
- Speakers Low



## Tasks Monday

- Concept Poster ☒
- Storyline ☒
- Storyboard ☒
- Dummy video's ☒

## STORYLINE #1



Scene Start: Duration:

### Oger Since 1989

A name with heritage

Close ups: branding, family, suits



Scene Start: Duration:

### Made in Italy

Close up of hand tag, stitches

Link to Italian fabrication



Scene Start: Duration:

### Italy Content

Drone view and zoom in



Scene Start: Duration:

### Look inside construction

Shots of how the cloth is being made, iron, measurements, cuts, stitching, sewing



Scene Start: Duration:

### Pulling jacket over mannequin

Interactive with hands



Scene Start: Duration:

### Stitches going along the lines

Close ups stitches along the pattern



Scene Start: Duration:

### Informations about the suit

Fabric, adding details such as Handkerchief, fit, buttons



Scene Start: Duration:

### Different ways to style/occasions

Shots different occasions, ways of style

## CONCEPT

This Concept is about our task, our idea(s), our budget formulation, our upcoming process and our goal

### THE TASK

The task is to create a link between modernity and classic through a kind of projection that attracts both regular customers and new, younger customers.

### THE IDEA(S)

The idea is to project onto Oger's garments, where you can see the production and close-ups of details, conveying the value and quality of the brand to the customers.

### THE BUDGET

In order to be able to realize the project, we need some utensils such as the "Madmapper" program, a projector, speakers, clothing, a mannequin and content.

### THE PROCESS

The process is about finding out what kind of content can be used and what objects fit best to be projected to make the whole experience authentic.

### THE GOAL

Despite the new, innovative experience, the goal is not to forget or even falsify the origin and the identity of Oger. On the contrary, we want to enrich the label even more by realizing new levels.



## **CUSTOM MADE, HAND MADE, BENCH MADE**

**TERMINOLOGY EXPLAINED**



[www.gentlemansgazette.com](http://www.gentlemansgazette.com)

### **Custom Made, Handmade & Bench Made - Terminology Explained**

Learn the difference between Custom Made, Handmade & Bench Made in Men's suits, shoes, & clothing.



## **READY-TO-WEAR, MADE-TO-MEASURE, & BESPOKE**

**TERMINOLOGY EXPLAINED**



[www.gentlemansgazette.com](http://www.gentlemansgazette.com)

### **Ready-to-Wear, Made- to-Measure & Bespoke Suits - Terminology Explained**

Learn the difference between Ready-to-Wear, Made-to-Order, Made-to-Measure, Bespoke, RTW, OTR, MTO, MTM Suits, Shoes & men's clothing.

1.

PC Hooftstraat. Oger Shop window

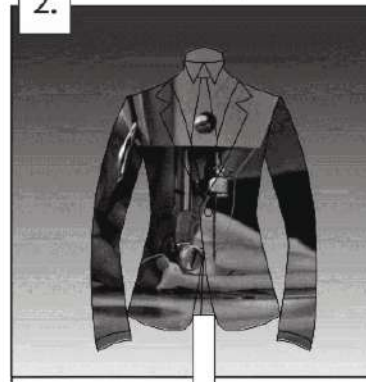
This is the Oger store at the PC Hooftstraat. In the store window is a mannequin displayed wearing a all white suit.

Shoppers are walking by as there is nothing shown yet on the projection on the suit.



2.

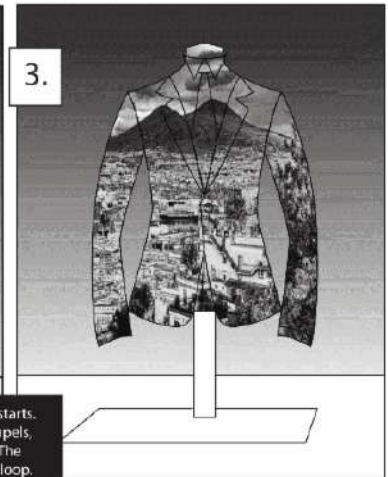
The Suit is being projected on.



The projection of the story of how the suit is made starts. Here the projections change from the scenery of Naples, how they create it and the different kinds of fabric. The projection takes around a minute and continues to loop.

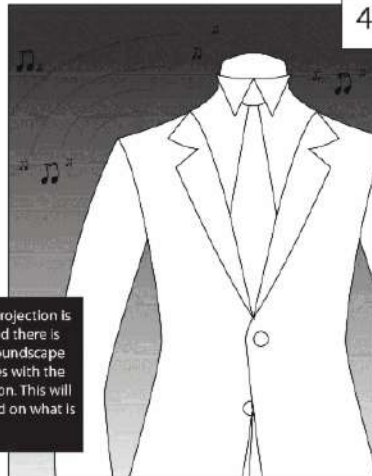
Napels Italy is shown for the origin of the fabric.

3.



In the area of the suit sound is audible.

4.



As the projection is displayed there is also a soundscape that goes with the projection. This will be based on what is shown.

The suit attracts attention.



5.

As the video is playing on the suit people are drawn to the store window. Bringing more attention to Oger and hypothetically a younger target audience. The new store and the immersive conversation piece are inviting to new costumers.

Ian is content.

**WORK UPDATE: MONDAY 30TH**



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## STORYLINE #1

DURATION IN TOTAL APPROX. 1 MIN



Scene Start:

Duration:

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A name with heritage

Close ups: branding, family, suits



Scene Start:

Duration:

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Link to Italian fabrication



Scene Start:

Duration:

### Italy Content

Drone view and zoom in



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Duration:

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Shots of how the cloth is being made, iron, measurements, cuts, stitching, sewing



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Interactive with hands



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Scene Start:

Duration:

### Informations about the suit

Fabric, adding details such as Handkerchief, fit, buttons



Scene Start:

Duration:

### Different ways to style/ occasions

Shots different occasions, ways Of style

## TEST VIDEO FOR FRIDAY'S PROJECTION

Click to play



## TRY OUTS



**SOUNDSCAPE:**  
PREFERENCES ?  
LOCATION ?  
ANIMATION ?

# STORYLINE #1

DURATION IN TOTAL APPROX. 1 MIN



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Drone view and zoom in



Scene Start: Duration:

## **Look inside construction**

Shots of how the cloth is being made, iron, measurements, cuts, stitching, sewing



Scene Start: Duration:

## **Pulling jacket over mannequin**

Interactive with hands



Scene Start: Duration:

## **Stitches going along the lines**

Close ups stitches along the pattern  
Animation



Scene Start: Duration:

## **Informations about the suit**

Fabric, adding details such as Handkerchief, fit, buttons



Scene Start: Duration:

## **Different ways to style/ occasions**

Shots different occasions, ways Of style

# OGER

UPDATE PROTOTYPING



Oger

- Hoe niet rotten in de winkel
- Animaties?
- Hoe zetten aankomende weken

Feedback

- Rapties shouldn't be the main
- Oger bag try out as well
- See the fibers
- Make use of the transition, first you don't see the jacket and it gets build up
- How would you add sound?
- Patterns on the suit
- Use the sound from machinery and communications, factory, lounge beat, young jazz no vocals
- Voca Italian interview
- Maybe evening projection
- Per department a different video story
- Think commercially, attract
- keep target group in mind

## IDEAS

- Create close-up video's of the fabrics (maybe with some extra movement).

As a reference, look at the purple fabric in the Italy video I made;

- Create fabric or stitching animations;
- I'm also going to play around with particle effects within Blender or Touchdesigner;
- To maybe at least show some interactive design we can do some 'fake it till you make it' stuff by pretending to swipe through colors via a Kinect

And, these are things I think would be good to talk about besides our prototype and progress:

- We'll be thinking of how to actually implement and install the installation;
- Do they also want more 'art' content instead of just recorded video's?

## WHAT WE NEED:

- ° Shopping Bag
- ° Madmapper (Rent or Buy)
- ° Jeans/ leisure wear?
- ° Soundscape
- ° more Content

\*Each object -> different Story(line)