

A Way to Our Culture

While a society develops, life style scope of modern people is widening gradually, but they do not know surroundings well actually in many cases. The more the necessity is small on the specific object and information on that is little, the more deepened indifference degree becomes, and specially it is easy to be turned more away from cultural assets which has been existed for a long time. However, we have to lean steady efforts because historical information and pride on the city can be implanted to citizens and high values on economy/history/sight-seeing aspects are able to be achieved.

Though there are many ways to publicize specific object, one of the fields which are being issued is a method of applying interactive design. Specially, the interactive installation work having applied physical interaction not only could be reacted to audiences behaviors promptly but also increase labeling effect by providing new experience as its merit , and thus is attracting consistent attentions. Also, the prospect of interactive advertisement can be said bright as the interface is developing with surprising speed recently and the users who can enjoy it after adapting easily is increasing.

Therefore, this project is aimed to planning/producing interactive installation which can advertize "region" and further "Seoul Metropolitan City" and "Korea" by making contents of cultural heritages which are alive in our circumstance. And the expected effects could be said as followings: First, interest inducement of citizens on the surrounding cultural heritage which has been indifferent till now; Second, meaningful objects presentation to other area people or foreigner who have not information on specific region; Third, increase of labeling effect by directing new interactive experience; Fourth, presentation of a solution so as to extract effects such as stimulating pride on the "ours" through visual things which are gotten from mutual participation.

Purpose: Public information of our culture

Place: Bus stop

Target: People in busy regular daily life passing by the bus stop

Contents: the cultural heritage representing each area (Example: Kyoungbok Palace, Mt. Namsan and the Royal Ancestral Shrine etc.)

Output: Interactive installation giving concept of information design along with game character
Information delivery utilizing connection system of bus information along with visual which is manifested as much as many people become to participate in while reacting by real time according to people's moving.

Concept: Broadcasting cultural assets by installing advertisement board of interactive at bus station, and delivering information on "A way to Korean culture"

<What is the problem?>

[How many do we know about our culture?]

"Royal Tomes of the Joseon Dynasty is registered at UNESCO as the ninth world heritage at June 2008, following Seokgram Grotto, Bulguksa Temple, Depositories of Tripitaka Koreana Wood

Blocks at Haeinsa, the Royal Ancestral Shrine, Gyeongju Historic Areas and Dolmen Sites”
The Royal tombs of Joseon Dynasty was registered in world heritage of UNESCO at June 2008. This is national matter of congratulation and a marvelous result enabling recall of superiority in our culture again. However, modern people living on busy daily life are hard to think about our culture, and further even this excellent result is becoming out of their interests. Interests and maintenance degree on our culture is one of criteria to go forward culture advanced country in aspects of economy, history and sight-seeing, and further an important quality to keep abundant consciousness from personal position.

[What is the reason of insufficient consciousness on our culture?]

"It is matters of methods and short opportunities in experiencing culture "

There are not many in contacting cultural heritage than thoughts. We can contact cultural heritage through related news of mass communication usually, contained programs in school or group events, and public information of national dimension sometimes. However, the above cases are not operated frequently, and it is difficult to attract people's interests and concerns. Therefore, proper solution is required for the heritage so as to be penetrated in daily life of people and for strong impression on our culture to be implanted to them.

<Why bus stop?>

[Blood vessel putting together each place in the city]

"Bus stop is same as blood putting together one city". It is no exaggeration to say that our life site is entangled with bus stop between road and road. Bus stop is connecting each place in the city, and citizens move areas according to this path. In other words, we can experience representative areas mostly by only moving according to the bus stop, and the road connecting with bus stop is same as "city blood." "Thus, the bus stop has proper conditions for advertizing cultural heritage and suggesting the way to heritage sites."

[A place where a great number of persons are coming and going, a waiting place to go other place]

"The time in bus stop is an empty blank."

The bus stop could be said as "flowing place" where people are coming and going with various purposes such as departure and arrival, local inhabitant and other area's inhabitant, domestic people and foreigners, women and men, transfer and first ride and bus user and passerby etc. Such like this, though the bus stop is a place "in full of culminated mixed-flow," but the place is same as empty "blank" which has not special purpose besides waiting. Most people do trivial things rather than using the "blank" for meaningful actions, and used to wait the bus forwarding to destinations without large movements. In other words, as the moment of "blanket" is the time of requiring something, thus special experience given to the people during tedious time could be posted into their memories strongly.

<How to experience?>

[Visible or Invisible, Move]

"The reason that does not be looked is derived from indifference." "However, the invisible thing if move could be looked."

A person grows away in him and related memory or information if indifferent to any object. People do not have interests usually and look up, and thus they live while forgetting even the existence finally.

If so, how shall we do for the people's view so as to be led toward cultural heritage and for our culture to be exposed?

A movement makes the stopped thing transfer, and the confined thing flow. Also, this is expression of willingness for change. Therefore, the thing "movement" could mean "making invisible thing be visible," "indifference to interests" and "unknown fact to knowing one."

With reflecting this point, we became to propose a system which can deliver dynamic and precise visuals as much as the movement is increased after setting up "movement" of participants as important input points.

[Let's move to see it]

Contents provided from installation are three kinds. One is cultural assets visuals which are being made gradually according to participant's movement. The other is bus service route which goes to cultural asset, an object of public information from current bus stop. Final is general information about corresponding cultural assets.

[Figure of cultural assets to be made by movements of participants]

Mounting: Both advertisement board in bus stop booth

Method: The external wall surface of advertisement board will be substituted to digital screen, and internal wall surface is composed so as to attach printed matter. Digital screen is divided into 2 parts at the one sixth spot from the bottom, and the upper screen shows "interactive image" in which the particles reacting to participant's movement compose visuals of cultural assets gradually, and the small screen on the lower part provides related information when the bus arrives.

<Installation>

A) The top of external wall surface in advertisement board

Visual material which is responding to participant's movement will be mounted at exterior screen of advertisement board.

When the movement of participant is never perceived to the sensor installed at nearby board, a great number of archetype particles will be sunk to the lower part of digital screen same as getting gravity, and titles embellishing cultural assets are appeared at the upper part (Example: What is the most beautiful architecture in Kyeongbok Palace?), thus invoke curiosity to passerby.

If movement of people is perceived to the sensor, particles is soared to upper direction and compose the figure of invisible culture assets into visible one gradually, and then show the complete form finally.

B) Lower part of external wall surface in advertisement board

Route table in the lower part of digital screen delivers 2 kinds information. One is to inform "bus arrival notice" before 10 minutes of actual arrival time of the bus which will lead to the destination, and the other is stressing route path to destination from bus stop along with

expressing “bus arrival notice.” This system will provide last information after connecting GPS information and navigation one.

C) Internal wall surface composition in advertisement board

As large printed advertising matters which are containing general information on advertizing cultural assets are adhered to inner part of advertisement board, waiting pre-passengers can know information on cultural assets.

<Conclusion>

This project will make “our cultural heritage” which has been slept in our consciousness soar to surface through actions called “movement”, and could suggest “a way to our culture”. Also, the project will give an opportunity of pleasant and fresh experiences through filling up “time blank” being existed in the bus stop where “arrival and departure” and “waiting and meeting” are being made repeatedly.