



烟台时光塔 策展提案
SUN TOWER Curational Proposal
@ Yantai



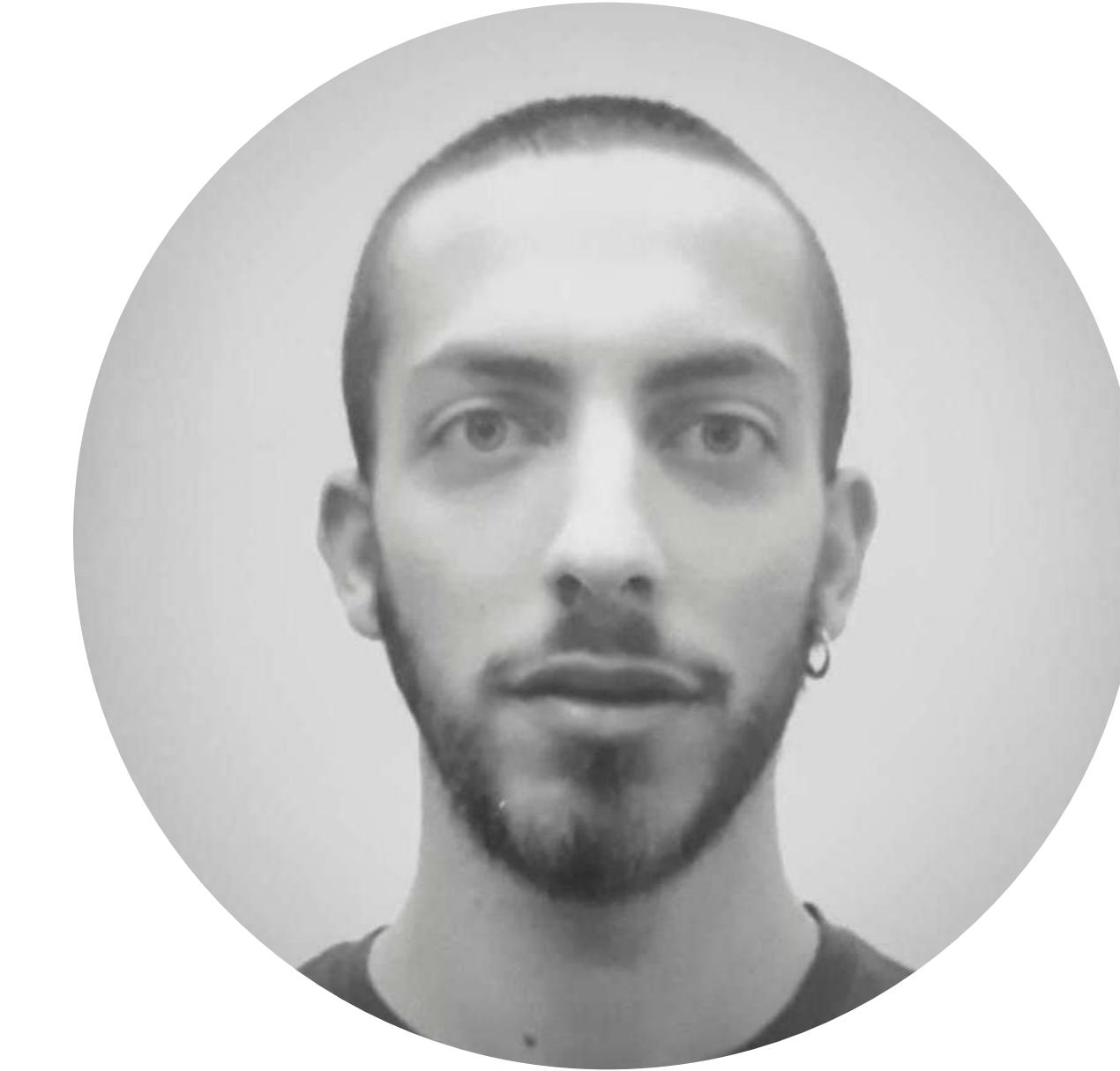
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目录

- 01. 空间
- 02. 语境
- 03. 运营策略 & 内容



- 04. 策展方案

Index

- 01. Space
- 02. Context
- 03. Operation strategy & Content



- 04. 1 year proposal

01

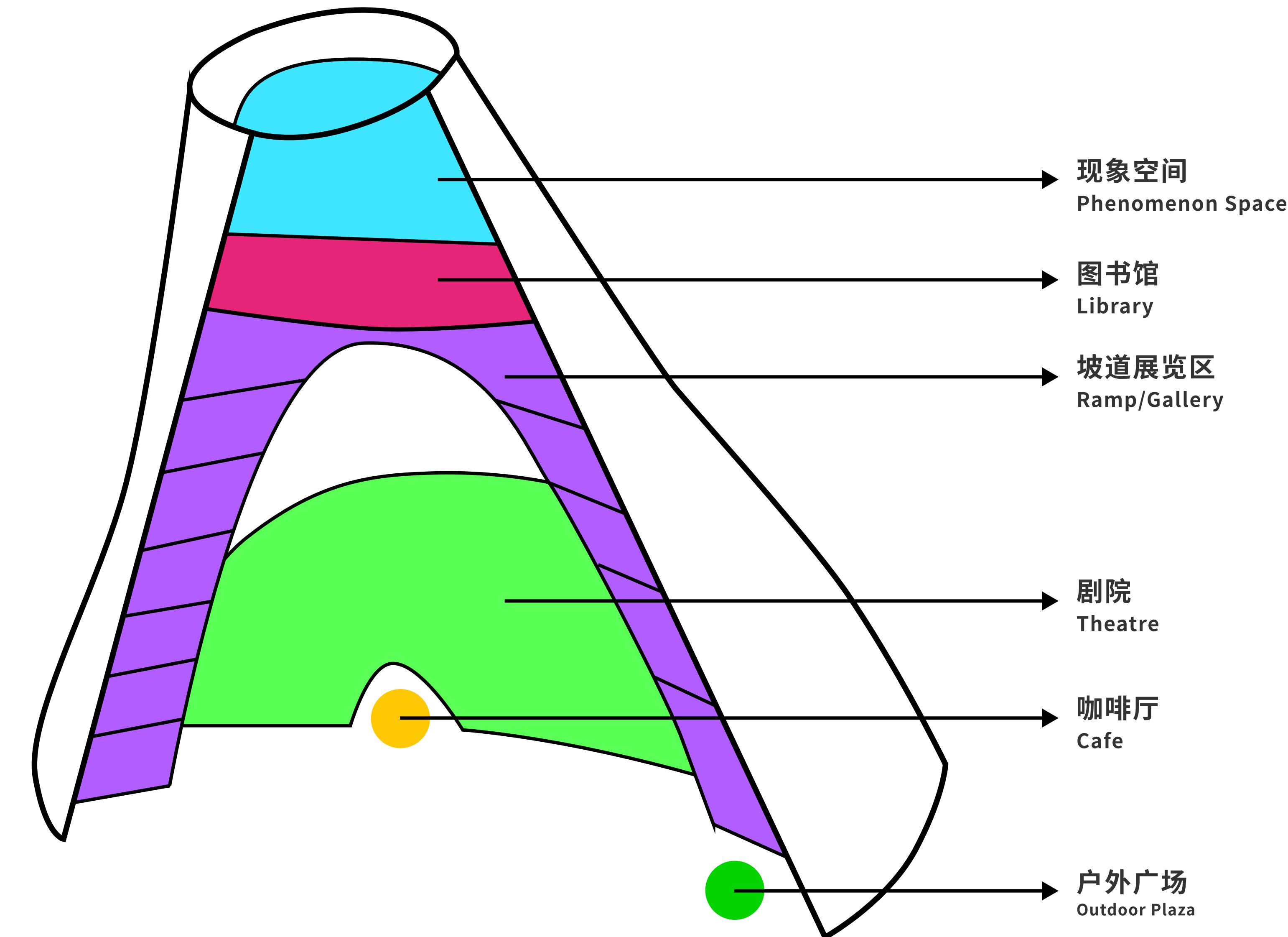
空间 Space

内部空间

Interior Space

时光塔的6个内部主要空间，能够适应不同参观者的综合体验需求。

The Six Main Interior Spaces Of Sun Tower, Can Be Adapted To The Combined Experience Needs Of Different Visitors.



外部建筑

Architecture

追求「自然」美感的
外观，与海滨的风景
形成了高雅且开阔的
整体。

The Pursuit Of A 'Natural' Aesthetic Appearance
Creates An High Quality And Open Whole With
The Waterfront Landscape.



空间分析 关键词

Space-Keywords

大众功能

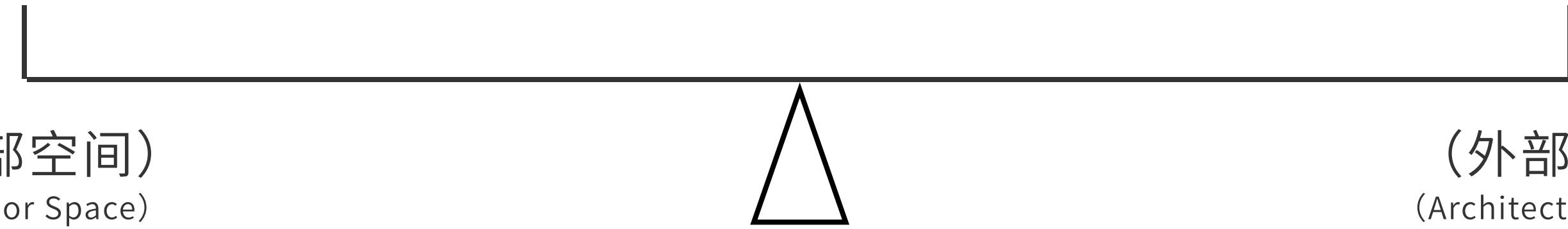
Mass-Oriented Functions

(内部空间)
(Interior Space)

高雅造型

Elegant Form

(外部建筑)
(Architectural Form)



02

语境 Context

区位分析

Location Analysis



语境
Context



Yangfan Plaza rendering

扬帆广场功能区
Yangfan Plaza Functional Area

海螺天地
· conch world
动感地带
· dynamic zone
万帆之丘
· hill of endless sails
印象烟台
· impression of Yantai



语境
Context



时光塔所在区域

The area where the Time Tower is located

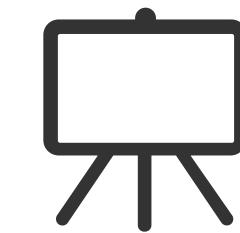
人们将能够了解烟台的故事，
聆听大海的声音，感受音乐和
灯光效果的独特魅力。

People will be able to understand the story of Yantai, listen
to the sound of the sea, and feel the unique charm of music
and light effects.

——政府的预期定位

—The government's expected positioning

语境
Context



将来游客进入到时光塔可以游览什么？

What will visitors be able to see when they enter the Sun Tower?

人们有三种路径进入时光塔上部，其中人们可以通过“之”字型坡道来到一个数字展厅，在这里，可以通过LED等多媒体形式了解烟台故事。

There are three paths for people to enter the upper part of the Time Tower, including a "之" ramp to a digital exhibition hall, where they can **learn about the Yantai story** through LEDs and other multimedia forms.



烟台故事

the Yantai Story

游客
Visitor

作为拥有符合文化功能的「时光塔」，它主要面向的对象有

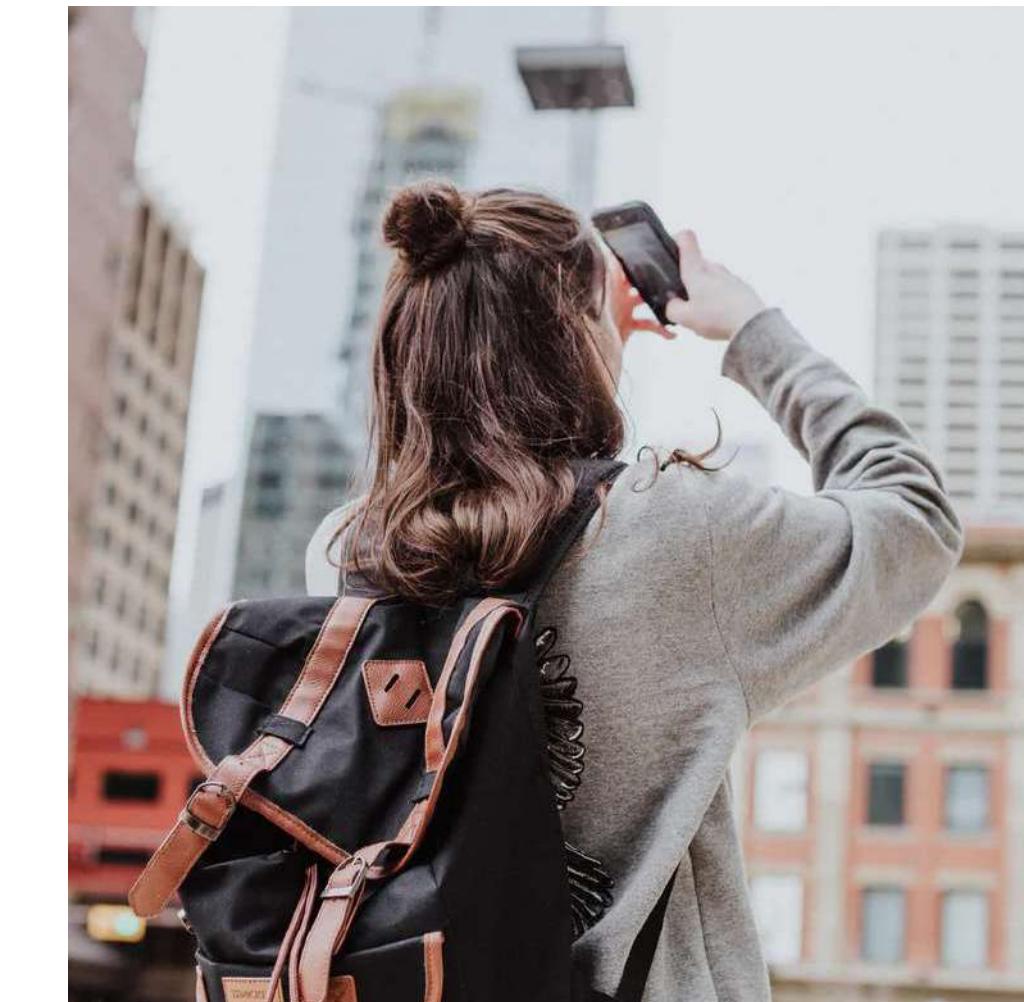
The Sun Tower Is A Cultural Landmark In The Yantai Development Zone And Is Therefore Aimed At



当地居民
Local Residents



家庭
Families



游客
Tourists

语境
Context

烟台故事是什么？ What is the Yantai Story?



语境
Context



烟台故事离不开海洋
Yantai story naturally revolves around the sea



语境

Context



烟台市莱山区文化



语境

Context

龙王庙

Dragon King Temple



语境

Context

东海神庙

East Sea Temple



语境
Context



显应宫 (妈祖庙)
XianYing Palace
(Mazu Temple)

语境

Context



烟台庙文化源远流长

There has been a long history of temple culture in
Yantai.

语境

Context

the cultural center and spiritual home of Yantai.

烟台的文化中心和精神家园。



上世纪20年代在烟台大庙观看洋景片的人们
People watching the foreign scenery film at the Yantai Grand Temple in the 1920s



烟台大庙的戏剧表演景象
A view of the theater performance at the Yantai Grand Temple Theater



在烟台大庙附近的集市上交易的人们
People trading at the bazaar near the Yantai Grand Temple

语境
Context

海洋和庙构成了烟台独特的海
洋文化和烟台故事。

The most important part of the Yantai story is the ocean and the temple, both of which constitute the unique maritime culture of Yantai



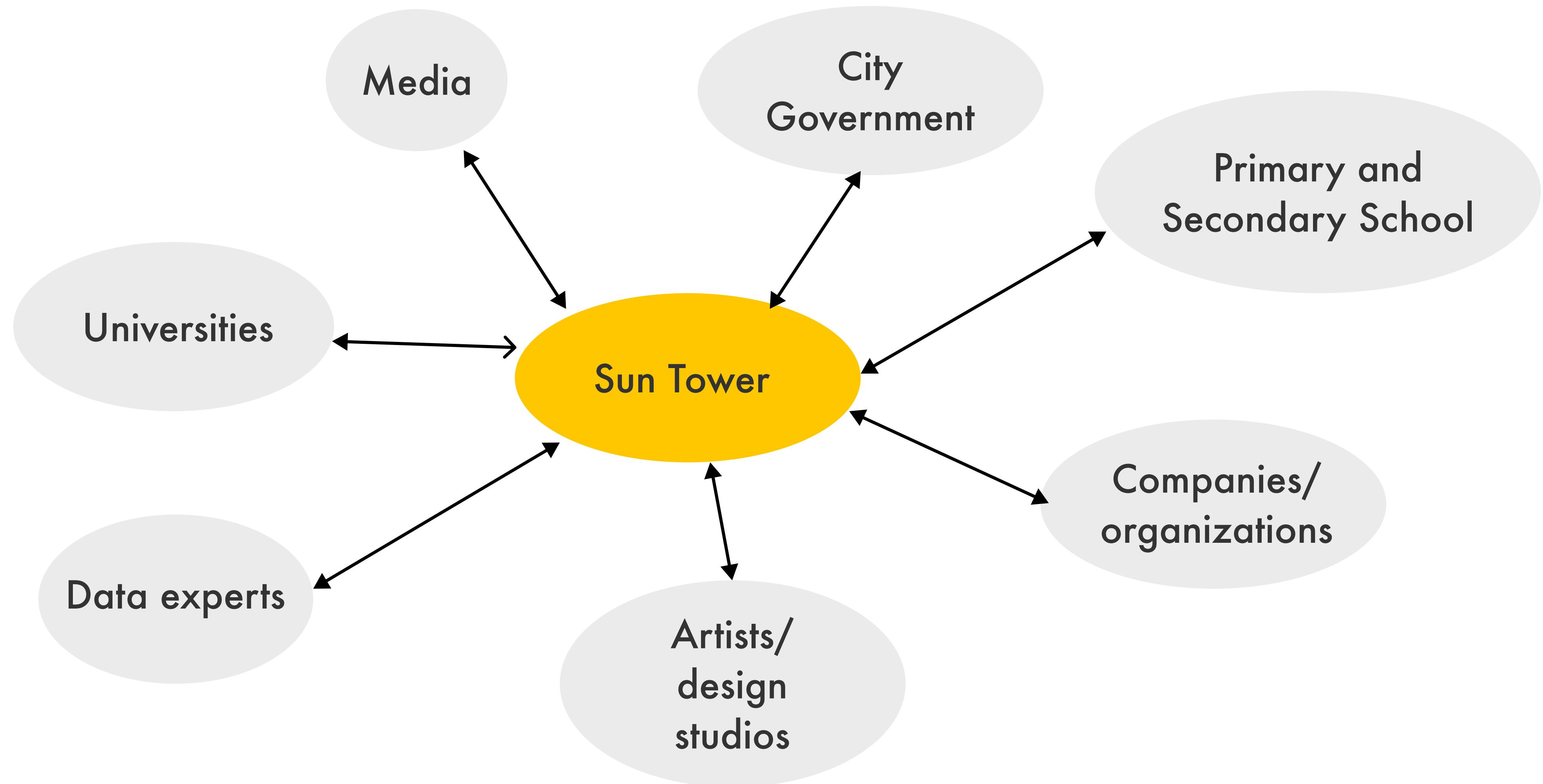
利益相关者与资源支持

Stakeholder and Resource Support



利益相关者

Stakeholders



数据支持

Data Support



烟台大数据局储存并开放了关于烟台的6796万条数据。

Yantai Big Data Bureau stores and opens 67.96 million pieces of data about Yantai.



烟台图书馆已完成200余部古籍的数字化工作；完成烟台电子家谱2万余册。

Yantai Library has completed the digitization of more than 200 ancient books; completed more than 20,000 volumes of Yantai electronic family tree.



烟台文旅云提供了烟台众多景点的影像图文信息。

Yantai Culture and Tourism Cloud provides image and graphic information of many attractions in Yantai.



烟台市博物馆已完成了300多件珍贵文物的三维信息采集。

Yantai Museum has completed more than 300 pieces of precious cultural relics of three-dimensional information collection



NGO OR NON-GOVERNMENTAL ORGANIZATION

一些国家和国际组织正在努力收集关于黄海的数据，并且已经通过他们的网站提供这些数据。

Several organisations, national and international, are working to collect data about the yellow sea and are already providing them through their websites.

活动支持

Activity Support



烟台市民文化节是由烟台市政府主办，每年围绕烟台设立不同的主题。烟台市民文化节旨在丰富烟台人民的文化生活，表达烟台情怀，传播烟台声音。

The Yantai Citizens Cultural Festival is sponsored by the Yantai Municipal Government, which sets up a different theme around Yantai every year with aiming to enrich the cultural life of Yantai people, express Yantai sentiments and spread Yantai voices.



World Oceans Day
8 June

每年六月八日是世界海洋日，烟台市海洋发展和渔业局会围绕世界海洋日举办一些活动。

Every year, June 8 is World Oceans Day, and the Yantai Bureau of Ocean Development and Fisheries will organize some activities around World Oceans Day.



NGO OR NON-GOVERNMENTAL ORGANIZATION

一些非政府组织也会围绕海洋举办一些活动和展览。

A number of NGOs also organize events and exhibitions around the ocean.

语境分析 关键词

Context-Keywords

传统民俗
Traditional Folklore

(自古以来的传承)
(Yantai's Maritime Culture)

现代科技
Modern Technology

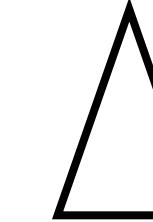
(现代的新手段新方法)
(Modern New Tools And Method)

海洋文化
Maritime Culture

(当地民俗与生活习惯)
(Local Folklore And Lifestyle)

海洋自然
Maritime Nature

(客观的地理条件)
(Objective Geographical Conditions)



03

运营策略及内容

Operation Strategy & Content

分析转化

Transformation Of Analysis

空间 Space

大众功能 & 高雅造型

Mass-Oriented functions & Elegant Architecture

语境 Context

传统民俗 & 现代科技

Traditional Customs & Modern Tech

海洋文化 & 自然

Marine Culture & Nature

分析转化

Transformation Of Analysis

空间 Space

大众功能 & 高雅造型

Mass-Oriented functions & Elegant Architecture

语境 Context

传统民俗 & 现代科技

Traditional Customs & Modern Tech

海洋文化 & 自然

Marine Culture & Nature

策略 Strategy

烟台政府

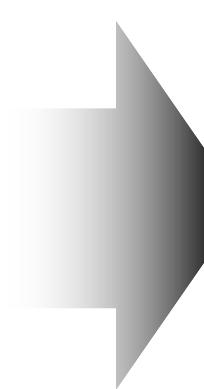
Yantai government

烟台人民

Yantai People

当地产业

Local industry



运营目标

Goal

为烟台政府： 基于大数据，打造更加鲜明及可持续的海洋城市形象；

For Yantai government: Creating a more distinct and sustainable image of the maritime city based on big data.

为烟台人民： 提供一个有趣、灵活、接地气的文化空间；

For Yantai People: Creating an interesting, flexible and grounded cultural space.

为当地产业： 与教育、旅游、文化等领域合作，注入产业新活力！

For local industry: Cooperating with education, tourism, culture and other areas to inject new energy into industry!

策展战略

Curatorial Strategy

为了实现对于「时光塔」可持续且富有意义的定位与愿景，我们如何做？

What Should We Do?

①

政府 Gov.

依托海洋主题
的大数据

Big data based on
marine themes

②

观者 Visitor

多元化的
体验策略

Diverse Experience
Strategy

③

产业 Industry

跨域跨产业
的合作内容

Cross-domain
collaboration

依托海洋主题的大数据

Big data based on marine themes

政府 Gov.

1

主类	亚类	基本类型
海洋自然风光资源 Marine natural scenery resources	近海自然风光资源	A 大型沙滩 B 海面景象：潮汐；海浪 C 岩石基岸：岩岸；海蚀穴；海蚀柱；海蚀崖；海蚀台；海蚀拱 D 天文气象景观
	远海自然风光资源	A 海岛 B 岩礁
海洋人文景观资源 Marine Human Landscape Resources	史前人类活动遗迹	A 贝丘遗址 B 人类海洋活动遗址 C 海洋原始部落聚居地
	古代海洋经济和社会遗迹	A 经济活动遗址：海盐遗址；古海港遗址；古代丝绸之路遗址；古沉船遗址；古海城遗址 B 军事防御遗址：古代军事防御遗址；近代海防和海战遗址 C 历史建筑：与海洋历史文化名人有关建筑；海洋信仰建筑；宗教建筑；近现代西式建筑
	现代人文景观	A 海洋文化主题公园 B 海洋休闲度假区（村） C 海洋文化博物和展览馆：水族馆；海洋馆；海洋风俗博物馆
海洋文学艺术资源 Marine Literature and Art Resources	海洋文学资源	A 楹联碑刻 B 民间文学作品：民俗谚语；海洋民间传说
	海洋艺术资源	A 海洋音乐 B 海洋舞蹈 C 海洋演艺
	海洋工艺品资源	A 传统手工艺品 B 现代工艺制品
海洋风俗资源 Marine customs resources	信仰风俗	A 信仰 B 祭祀仪式和活动
	生产风俗	A 生产习俗 B 航海习俗
	生活习俗	A 日常生活习俗
海洋饮食文化资源 Marine Food Culture Resources	海洋特色风味	A 海洋特色风味
	海洋烹饪工艺	A 传统烹饪工艺 B 现代烹饪技术
	海洋饮食风俗	A 日常饮食风俗 B 节庆饮食风俗
	海洋食品	A 天然采集海洋食品 B 初加工海洋食品 C 深加工海洋食品
海洋生物和生态资源 Marine Biological and Ecological Resources	海洋生物资源	A 海洋动物 B 海洋植物
	海洋生态资源	A 海滨森林公园 B 海洋自然保护区 C 生态观光区
海洋节庆资源 Marine Festival Resources	历史海洋文化节庆	A 与祭祀有关节庆 B 与生产有关节庆 C 民间集会
	现代海洋文化节庆	A 海洋旅游节 B 海洋文化节 C 海洋艺术节 D 海洋商业事项节庆 E 海洋体育节
海洋科技和产业资源 Marine Science and Technology and Industry Resources	海洋科技资源	A 海洋科技史 B 现代海洋科学技术
	海洋产业资源	A 海洋传统产业展现 B 现代海洋产业

Wang Ying. (2010). Research on Shandong Marine Culture Industry [Ph.D., Shandong University]. [https://kns.cnki.net/KCMS/detail/detail.aspx?dbcode=CDFD&dbname=CDFD0911&filename=2010103326.nh&v=](https://kns.cnki.net/KCMS/detail/detail.aspx?dbcode=CDFD&dbname=CDFD0911&filename=2010103326.nh&v=王颖. (2010). 山东海洋文化产业研究 [博士, 山东大学]. https://kns.cnki.net/KCMS/detail/detail.aspx?dbcode=CDFD&dbname=CDFD0911&filename=2010103326.nh&v=)

②

观者 Visitor

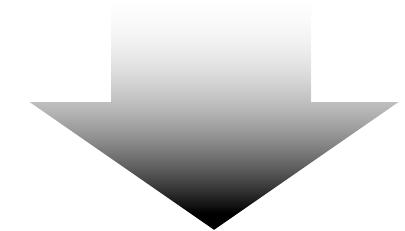
多元化的 体验策略

Diverse Experience
Strategy



当地居民 Local Residents

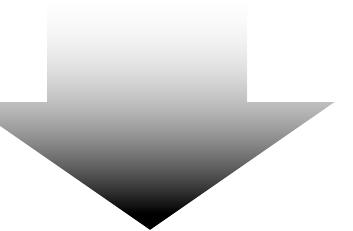
Local Residents



- 常设展览 - Permanent Exhibitions
- 临时展览 - Temporary Exhibitions
- 表演 - Performances
- 大众化活动 - Mass-Oriented Events
-
-

家庭 Families

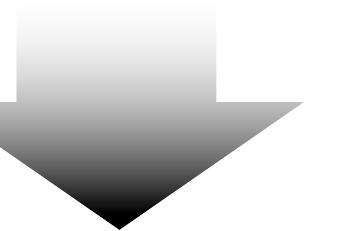
Families



- 家庭工作坊 - Family Workshop
- 户外装置 - Outdoor Installations
- 沉浸式体验 - Immersion Experiences
- 课堂活动 - Learning Activities
-
-

游客 Tourists

Tourists



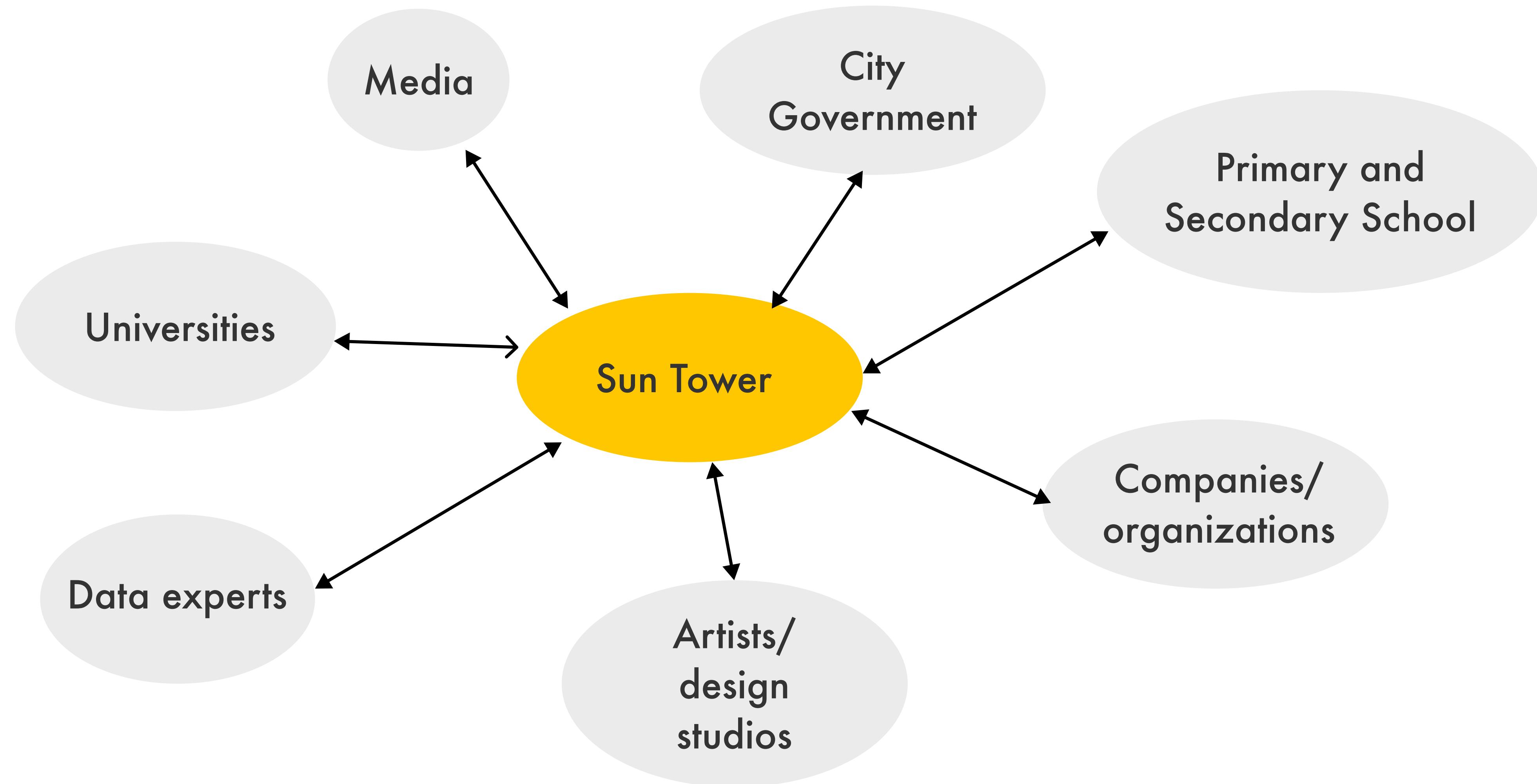
- 当地文化体验 - Local Cultural Experiences
- 互动展陈 - Interactive Exhibits
- 拍照景观 - Photo-Friendly Landscapes
- 常设展览 - Permanent Exhibitions
-
-

③

产业 Industry

跨域跨产业 的合作内容

Cross-domain
collaboration



04

策展提案

1 year proposal

策展人

单心阳

刘蓝静

贾科莫

烟台·MIAO!

YANTAI·MIAO

「庙」

起承传统智慧

「森」

思考永续海洋

「妙」

共融美好未来

202X. 1.12 [二] —— 202C.1.10 [六]
10:00 — 18:00

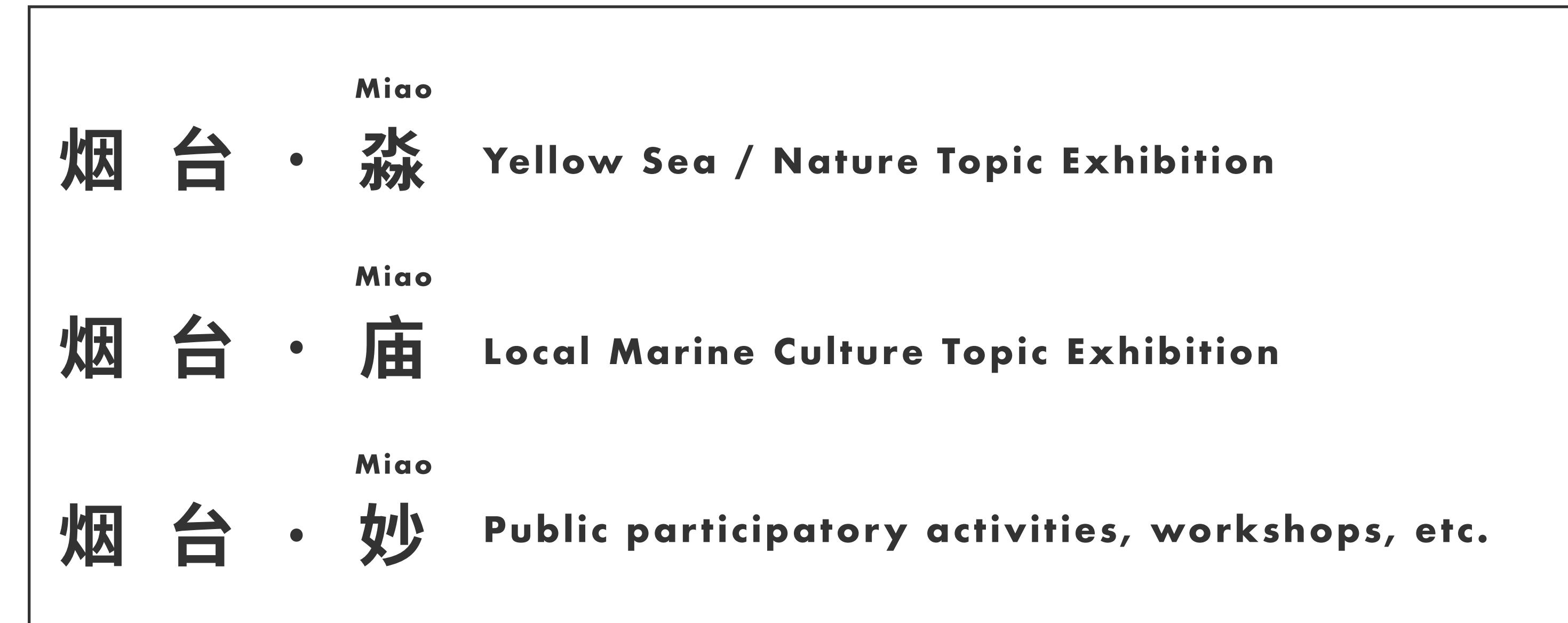
烟台市开发区 烟台时光塔
Sun Tower, Yantai City

全国最大的海洋主题大数据文化盛事
集结100+件大数据展陈及20+活动
以及多方产政学合作项目

全票 Adults Ticket ¥10
特价票 Discount Prices Ticket ¥7
早鸟预购票 Early Bird Ticket ¥5

优惠方案及购票方式请上烟台市政府官网查询
12岁以下儿童请在家长陪同下参展







传统海洋文化 Marine Culture



当地海洋环境 Marine Nature



公众参与活动 Participatory activities

全年常设展览
Permanent Exhibitions

+

临时展览
Temporary Exhibitions

工作坊
Workshop

表演
Performance & Show

... ...



传统海洋文化
Marine Culture

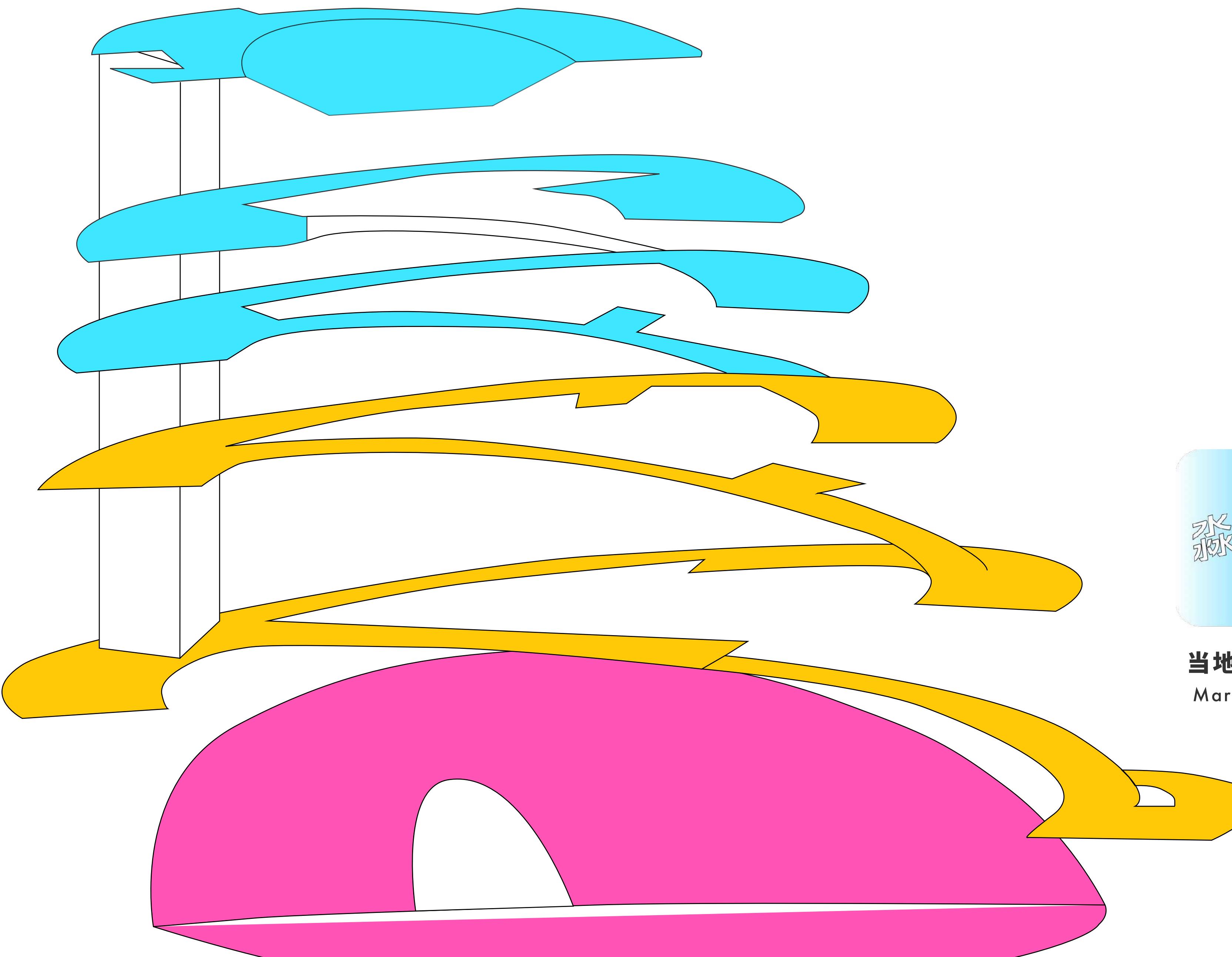


当地海洋环境
Marine Nature



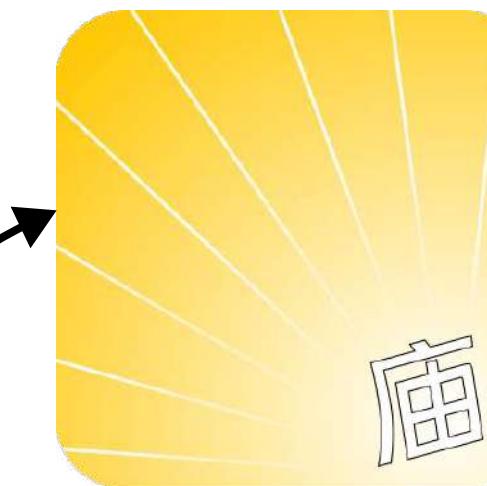
公众参与活动
Participatory activities





传统海洋文化

Marine Culture



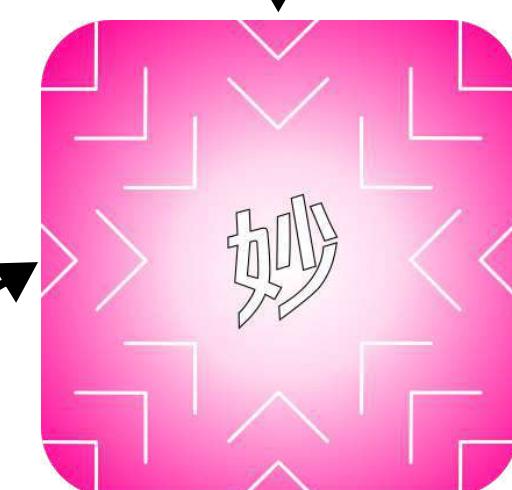
大数据

Big Data



当地海洋环境

Marine Nature



公众参与活动

Participatory activities



烟台·庙! | 传统海洋文化
Yantai-MIAO! | Marine Culture

1 year proposal- Yantai MIAO!

Part1

「庙 (MIAO)」象征烟台人在与海洋相处的几千年中，所凝聚出的传统智慧，并不断向外辐射，影响至今。

The "庙 (Temple, Miao)" symbolises the traditional wisdom that the Yantai people have gathered over the thousands of years they have spent with the sea, and which continues to spread outwards and influence them to this day.

#Permanent Exhibitions #Temporary Exhibitions



庙！ 内容主题

Temple! Content



海洋人文景观
Marine Humanscape



海洋节庆习俗
Marine Festival Customs



海洋风俗活动
Marine Customary Activities



海洋饮食文化
Marine Food Culture



海洋文学艺术
Marine Literature and Art



庙！数据来源

Data Resources

数字古籍
Digital Antique Books

烟台文旅数据
Yantai Cultural Tourism Data

现状数据
Yantai Current Data

烟台家谱
Yantai Family Tree

文物3d数据
Heritage 3d data





庙！展览形式

Exhibition Format

数据可视化 Data Visualization



数据艺术品 Data Artwork



互动装置 Interactive Installations



影像图文 Images & Graphics



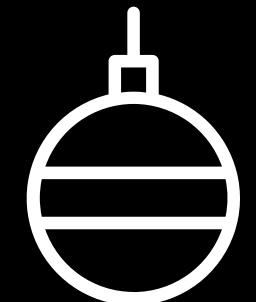
智慧导览 Smart Guides



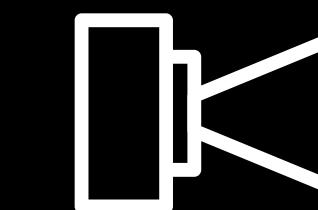


庙！展览形式

Exhibition Format



悬挂艺术品 Hanging Artwork



投影 Projector



电视屏幕 TV

数据可视化 Data Visualization

数据艺术品 Data Artwork

互动装置 Interactive Installations

影像图文 Images & Graphics

智慧导览 Smart Guides



海洋人文 景观

Marine
Humanscape



海洋节庆 习俗

Marine Festival
Customs



海洋风俗 活动

Marine Customary
Activities



海洋饮食 文化

Marine Food
Culture



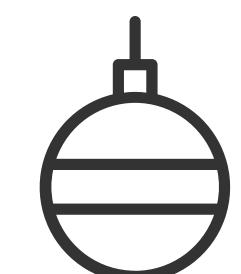
海洋文学 艺术

Marine Literature
and Art



庙！展览分布

Exhibition Distribution

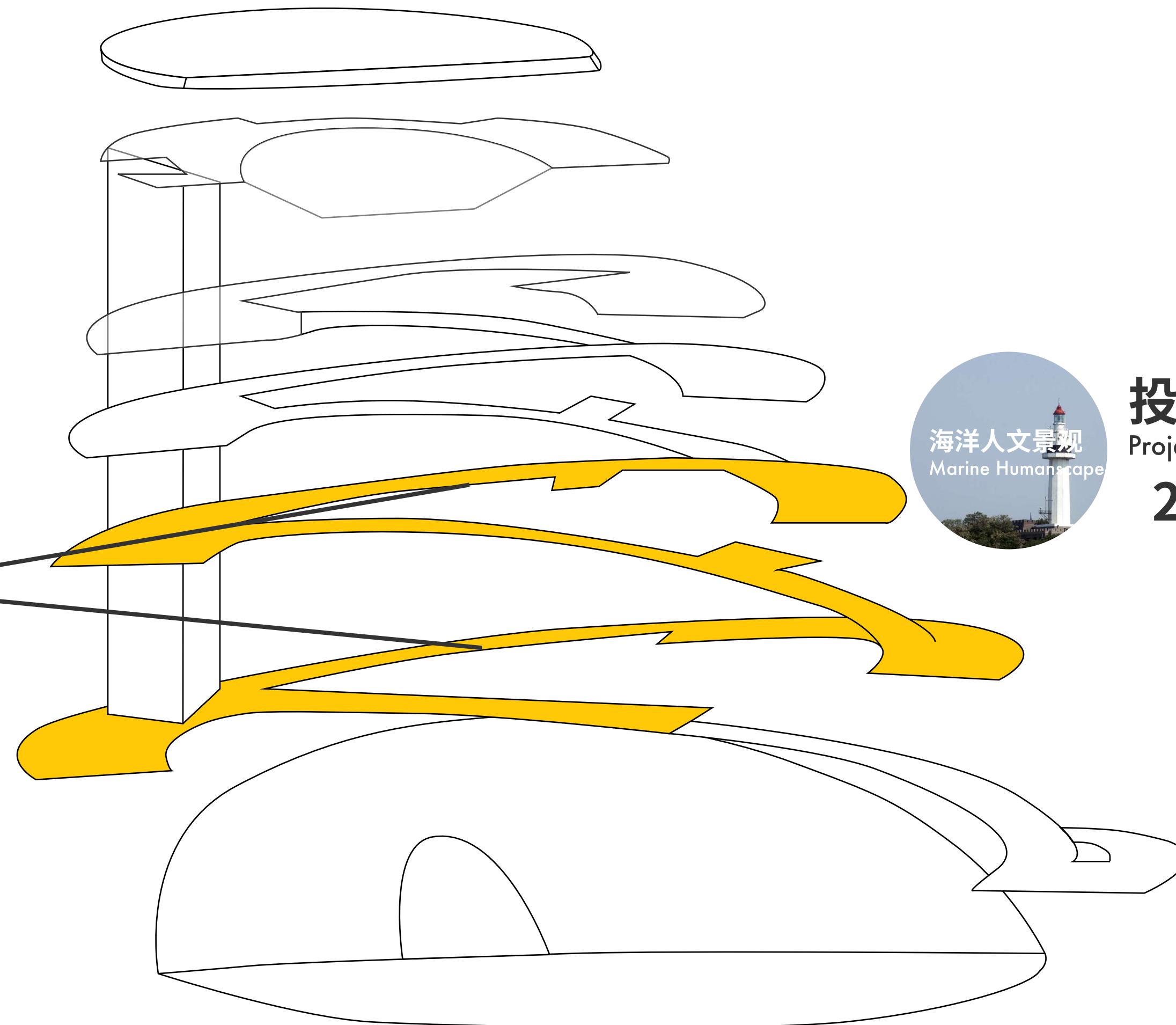


悬挂艺术品

Hanging Artwork

2-3个

2-3



投影
Projector
2-3个
2-3



7个
7



海洋节庆习俗
Marine Festival Customs

6个
6



海洋饮食文化
Marine Food Culture

23个
23

电视屏幕
TV

4个
4



海洋文学艺术
Marine Literature and Art

6个
6

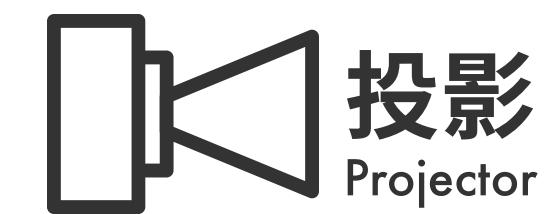


海洋风俗活动
Marine Customary Activities



庙！展览形式

Exhibition Format



投影将对海洋人文景观、海洋风俗活动、海洋节庆习俗进行展示。在没有参观者经过的情况下，投影将呈现关于海洋人文景观的影像，并通过以下数据文字辅助展现。

The projection will show the marine human landscape, marine customs and activities, and marine festivals and customs.

In the absence of visitor passing by, the projection will present images about the marine human landscape, with assistance from data text presentation.



当参观者经过时，他们的动作将被捕捉，并呈现在投影上。他们的动作将用来控制投影中关于海洋节庆习俗和风俗活动的影响数据。

图中所呈现的互动部分是在海边进行的海阳大秧歌。

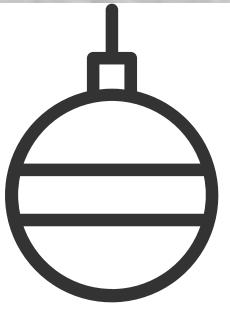
As visitors pass by, their movements will be captured and presented on the projection. Their movements will be used to control the impact data in the projection about the marine festival customs and customary activities.

The interactive part presented in the picture is the Haiyang Dayangge performed at the seaside



庙！展览形式

Exhibition Format



悬挂艺术品

Hanging Artwork

数据艺术品将邀请本地和国际艺术家根据烟台的大数据进行创作，此部分将基于烟台的海洋节庆习俗、风俗活动、饮食文化和文学艺术。

图中所展示的是将大量图片信息转换为布料的纹理，并且制作成悬挂艺术品的例子。

The data artwork will invite local and international artists to create works based on Yantai's big data. This part will be based on Yantai's maritime festival customs, customary activities, food culture and literature and art.

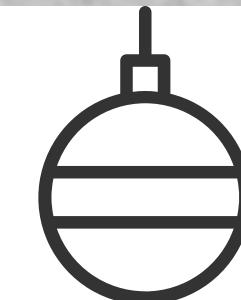
The figure shows an example of converting a large amount of image information into a fabric texture and making it into a hanging artwork.





庙！展览形式

Exhibition Format



悬挂艺术品

Hanging Artwork

也可以邀请当地居民一起进行创作，
比如为一幅巨型画作共同创作，提供
自己家中的照片等等。

图中所展示的是将大量图片信息制作
为悬挂艺术品的例子。

Local residents can also be invited to join in the creation,
such as working together on a giant painting, providing
photos of their homes, etc.

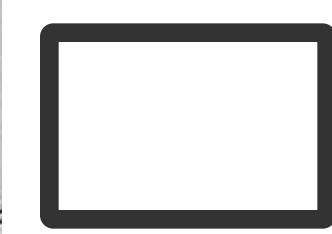
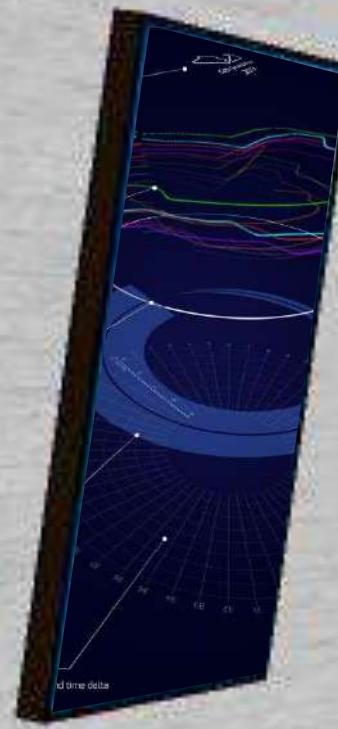
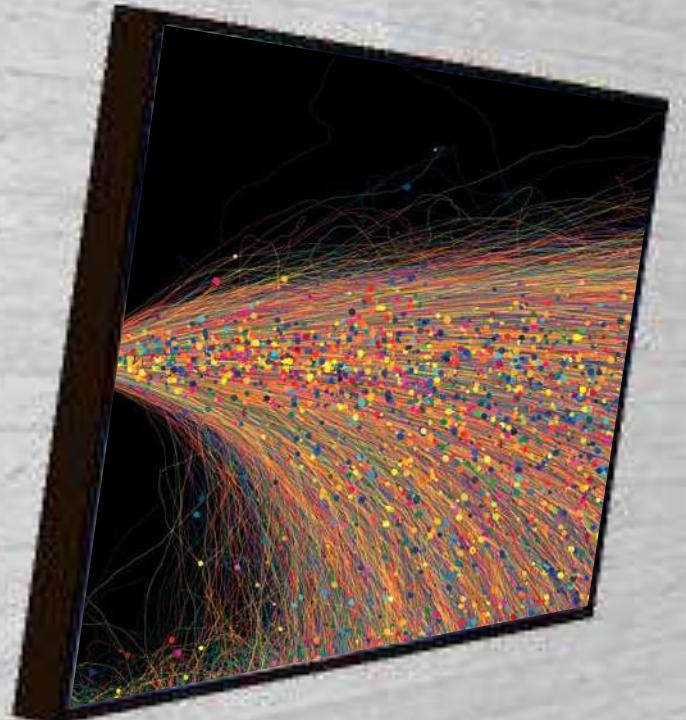
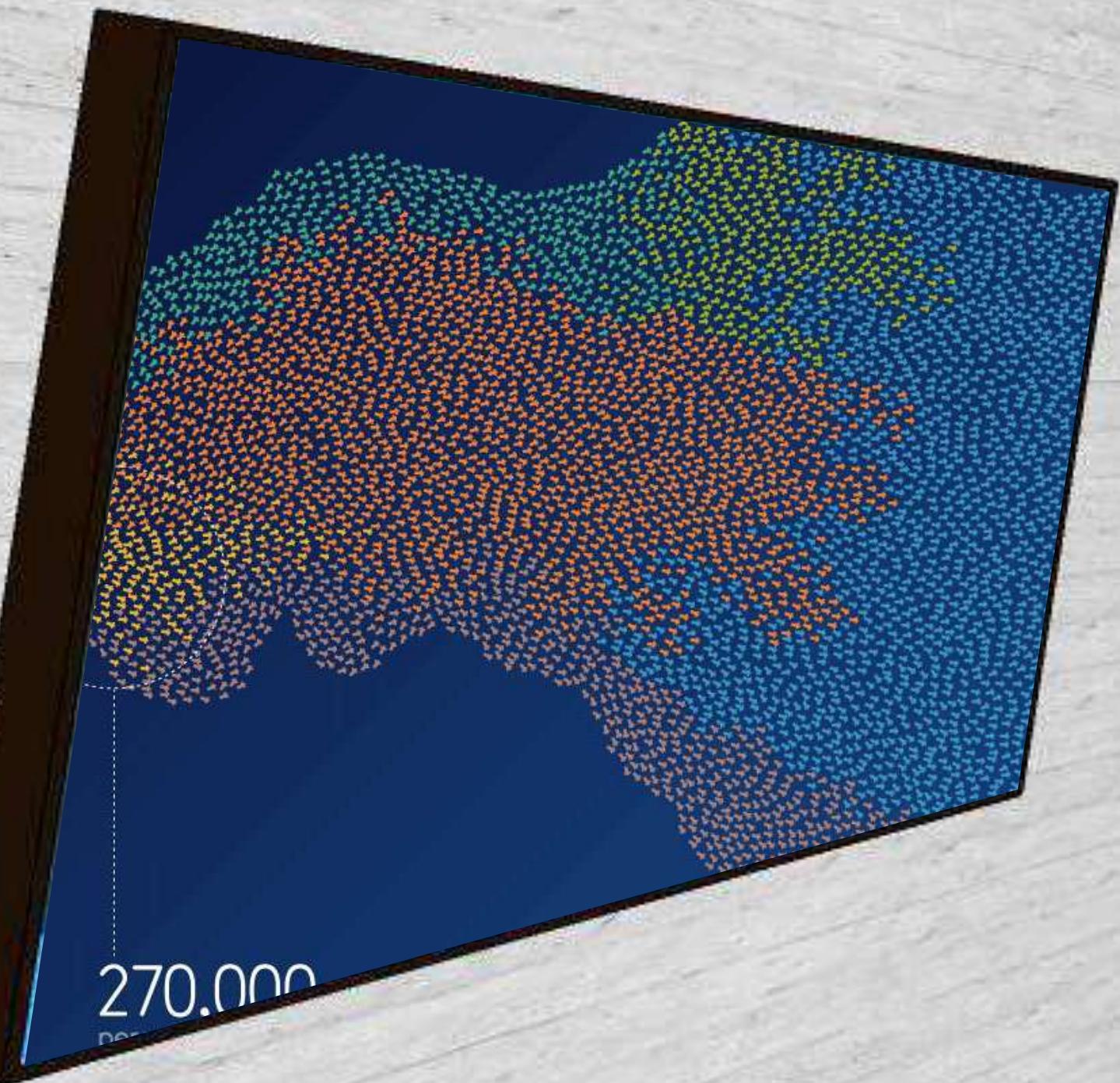
The picture shown is an example of making a large amount
of picture information into a hanging artwork.





庙！展览形式

Exhibition Format



电视屏幕

TV

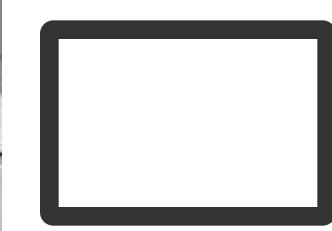
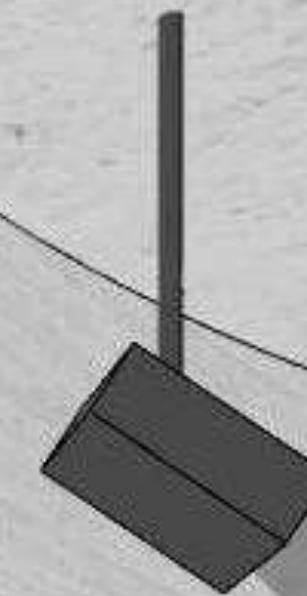
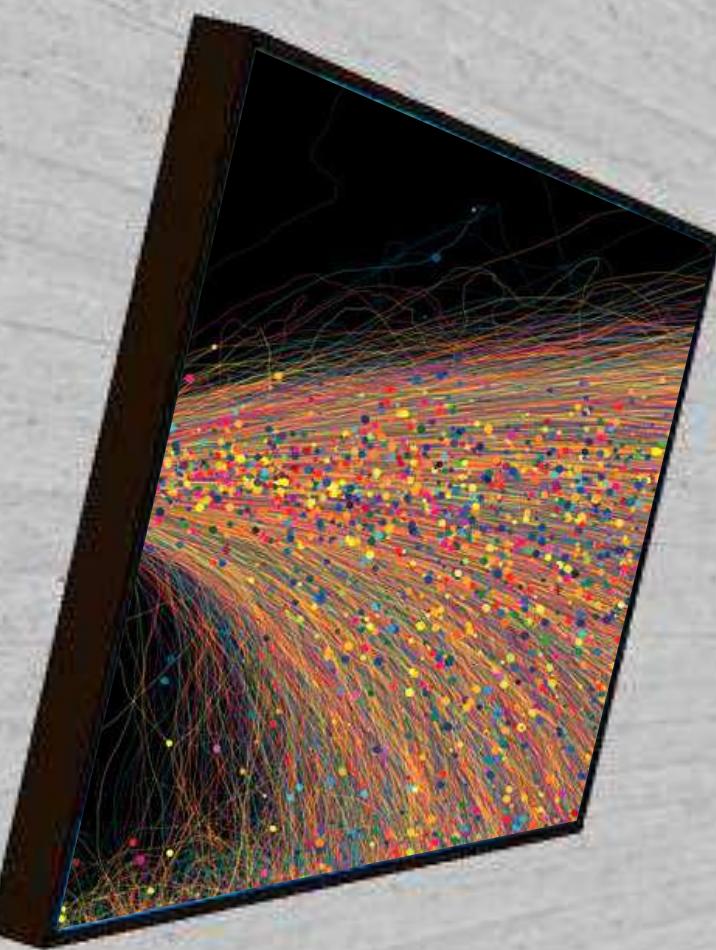
电视屏幕上通过数据可视化、影像图文展示关于烟台的数据信息。数据可视化可以由烟台大学等学校提供支持，影像图文将由烟台文旅云以及其他相关部门提供。

The TV screen will display data information about Yantai through data visualization and image graphics. Data visualization can be supported by schools such as Yantai University, and image graphics will be provided by Yantai Culture and Tourism Cloud and other related departments.



庙！展览形式

Exhibition Format



电视屏幕

TV

为了使参观者更好的理解烟台故事，影像图文与数据可视化将相互配合。图中所展示的是参观者将先浏览关于“八仙过海”的视频，接着他们会看到一些关于“八仙过海”的数据可视化，例如这是如何演变的、如何传播的等等。

In order for visitors to better understand the story of Yantai, video graphics and data visualizations will be used in conjunction with each other. The picture shows that visitors will first view a video about the "Eight Immortals Crossing the Sea", and then they will see some data visualization about the "Eight Immortals Crossing the Sea", such as how it evolved, how it spread, etc.

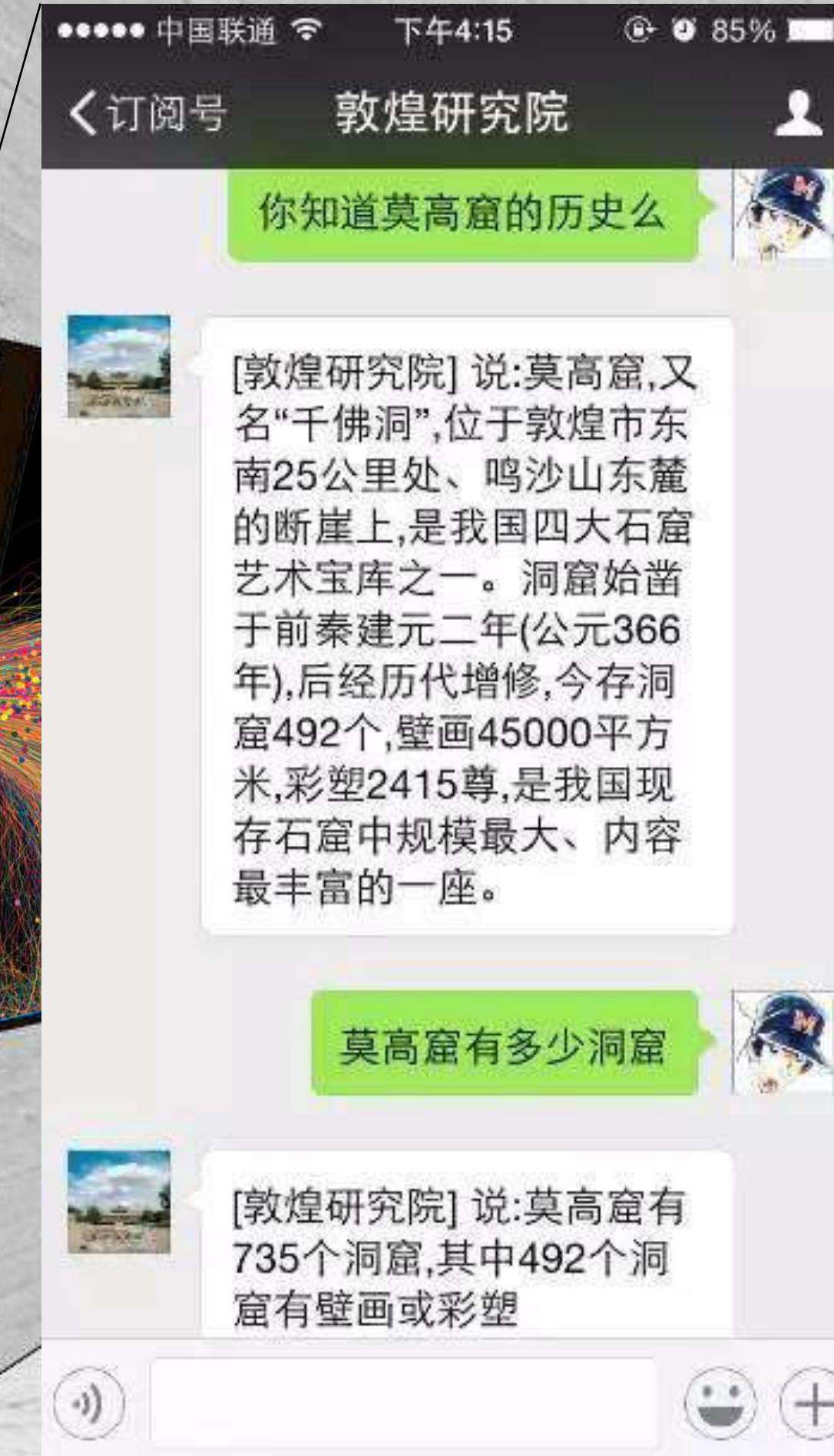


庙！展览形式

Exhibition Format



QR Code



电视屏幕

TV

为了提供更多的信息和获取途径，电视屏幕上将提供二维码，游客扫描之后即可了解展览背后的更多信息，这些信息是基于所有的大数据来提供的。

To provide more information and access, QR codes will be available on the TV screens that visitors can scan to learn more about the information behind the exhibition, which is based on all the big data available.



庙！案例参考

Case References



天问互动体验 (2016) Sky Q Interactive Experience (2016)

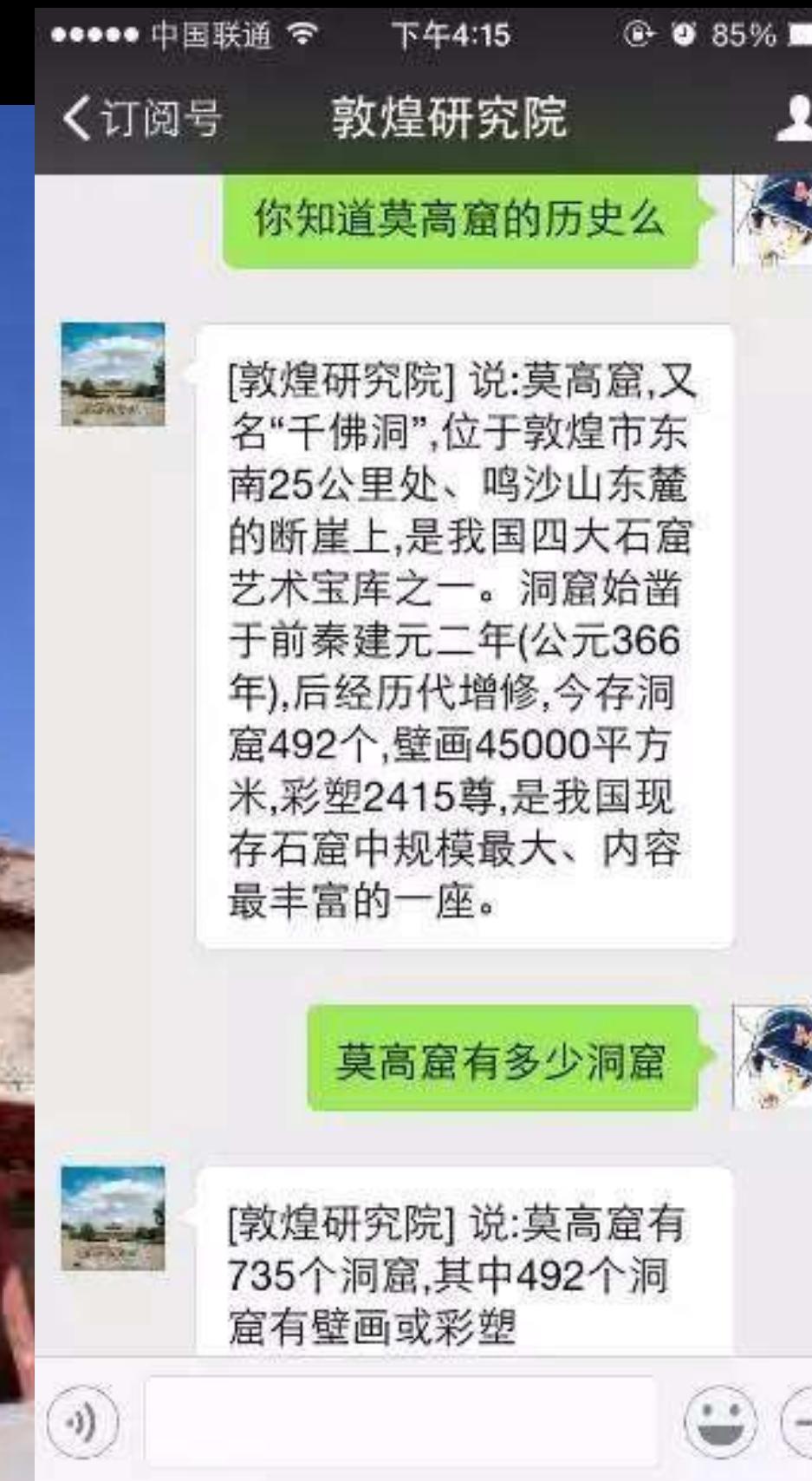
展览提供了一种触觉体验，邀请用户戳、推、玩流畅的观看和天空的新电视平台Sky Q。使用自定义代码、Kinect摄像机、高性能的定制计算机和投影仪创建，并将其背投到拉伸的拉伸织物结构上。

The exhibition offers a tactile experience that invites users to poke, push and play with smooth viewing and Sky's new TV platform Sky Q. Created using custom code, Kinect cameras, high-performance custom computers and projectors, and back-projected onto a stretched stretched fabric structure.



庙！案例参考

Case References



敦煌小冰 (2016)

Dunhuang Xiaobing (2016)

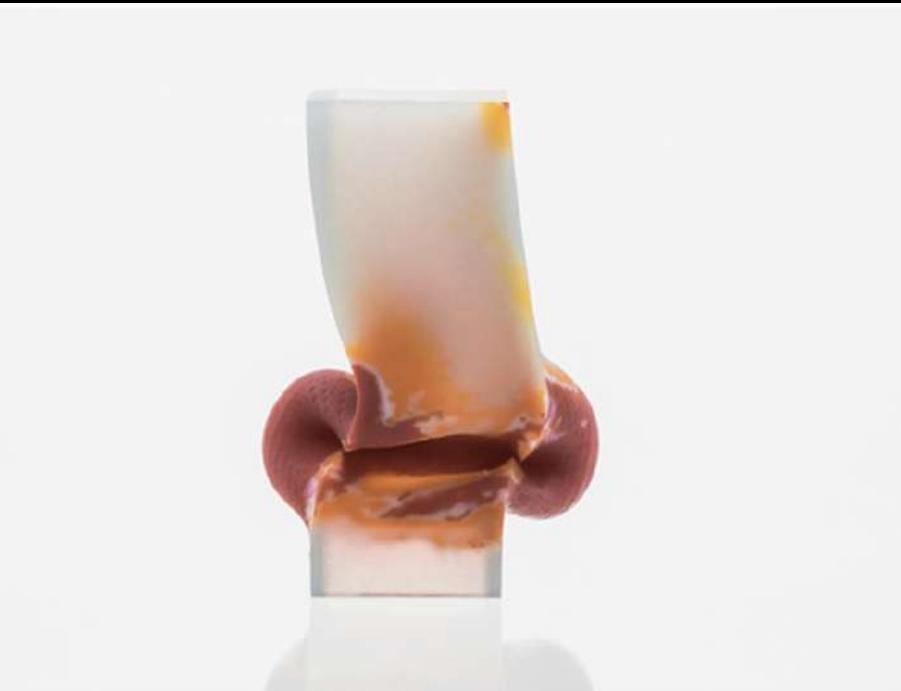
智能聊天机器人“敦煌小冰”可以让历史爱好者实时接收有关敦煌文化的定制信息。“敦煌小冰”是一款智能聊天机器人，基于敦煌的大数据，可以让历史爱好者实时接收定制的敦煌文化信息。

“Dunhuang Xiaobing” allows history buffs to receive customized information about Dunhuang culture in real time. “Dunhuang Xiaobing” is a smart chatbot that allows history buffs to receive customized information about Dunhuang culture in real time, based on Dunhuang’s big data.



庙！案例参考

Case References



让数据变得重要 (2019)

Making Data Matter (2019)

Christoph Bader, Dominik Kolb, James C. Weaver, Sunanda Sharma, Ahmed Hosny, João Costa and Neri Oxman

一种多材料体素打印方法，可以对通常与科学成像相关的数据集进行物理可视化。我们的方法利用基于体素的多材料三维（3D）打印控制，使点云数据、曲线和图形数据、基于图像的数据和体积数据等不连续数据类型的添加剂制造成为可能。通过将数据集转换为抖动的物质沉积描述，通过修改栅格化过程，我们证明屏幕上频繁可视化的数据集可以转换为物理的、物质异构对象。

"Dunhuang Xiaobing" allows history buffs to receive customized information about Dunhuang culture in real time. "Dunhuang Xiaobing" is a smart chatbot that allows history buffs to receive customized information about Dunhuang culture in real time, based on Dunhuang's big data.



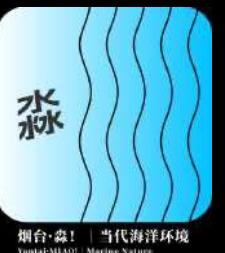
1 year proposal- Yantai MIAO!

Part2

「淼 (MIAO) 」象征烟台人对于海洋环境的可持续思考：透过大数据，我们能看到海洋的何种面貌？

The "淼 (Big Water, Miao) " symbolises the sustainable thinking of Yantai people about the marine nature: Through big data, what can we see of the ocean?

#Permanent Exhibitions #Temporary Exhibitions



大数据内容

What Kind Of Big Data?

生机勃勃的黄海

The Yellow Sea is alive.

黄海是一个不断运动的巨大生态系统，它对中国、南北朝鲜和日本组成的大地区的天气和渔业产生积极影响。

黄海是世界上最复杂的生态系统之一。这就是为什么联合国教科文组织和世界自然基金会把它确定为一个需要保护的地区，以防止人类的不良行为。

The Yellow Sea is a huge ecosystem constantly in movement and its wellbeing affects positively the weather and fishing of a huge region composed by China, North and South Koreas and Japan.

The Yellow Sea is one of the most complex ecosystems in the world. This is the reason why UNESCO and WWF identified it as an area to protect by bad human behaviours.





大数据内容

What Kind Of Big Data?

许多机构致力于此

Institutions are interested in the wellbeing of the area.

一些国家和国际组织正在努力收集关于黄海的数据，并且已经通过他们的网站提供这些数据。

Several organisations, national and international, are working to collect data about the yellow sea and are already providing them through their websites.



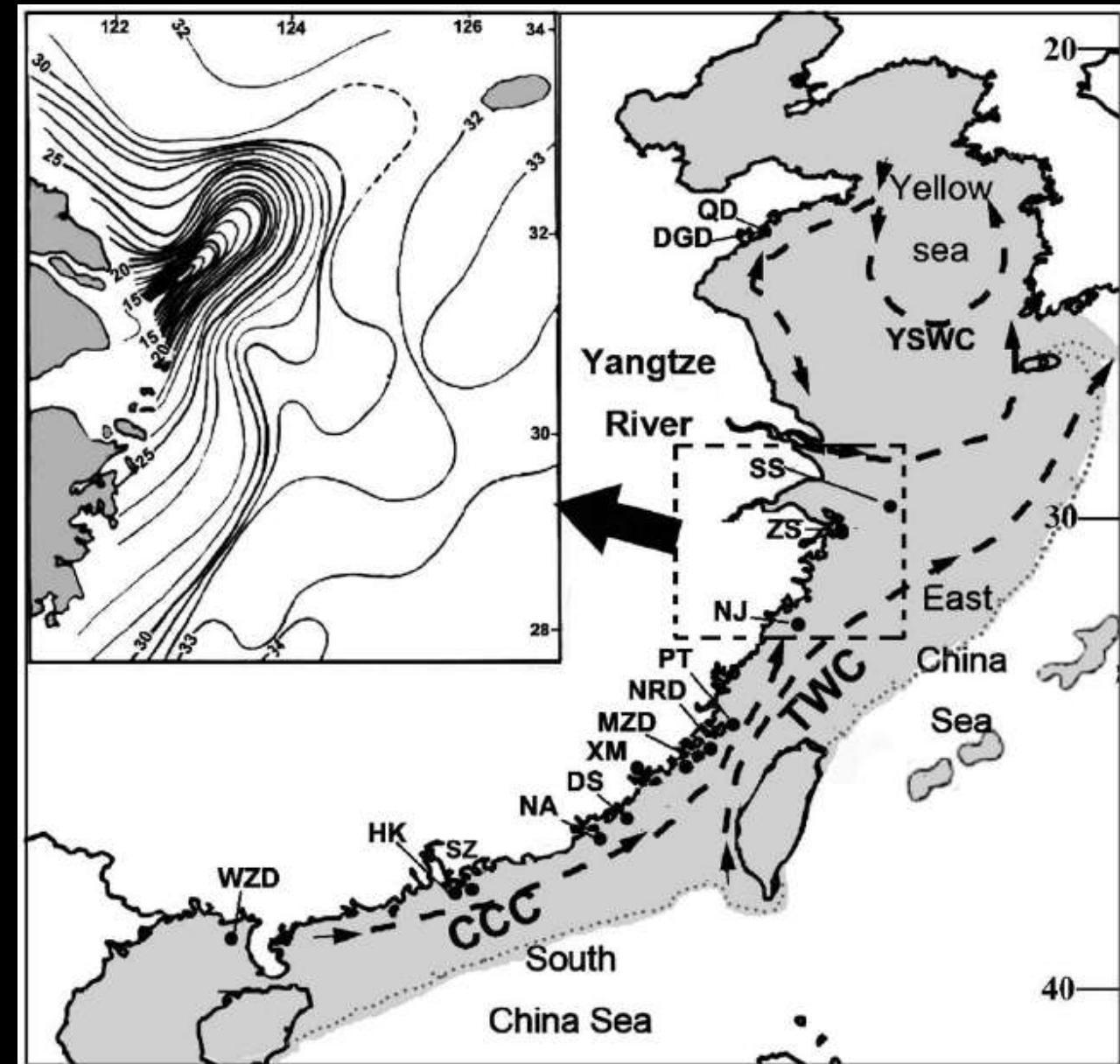


大数据内容

What Kind Of Big Data?

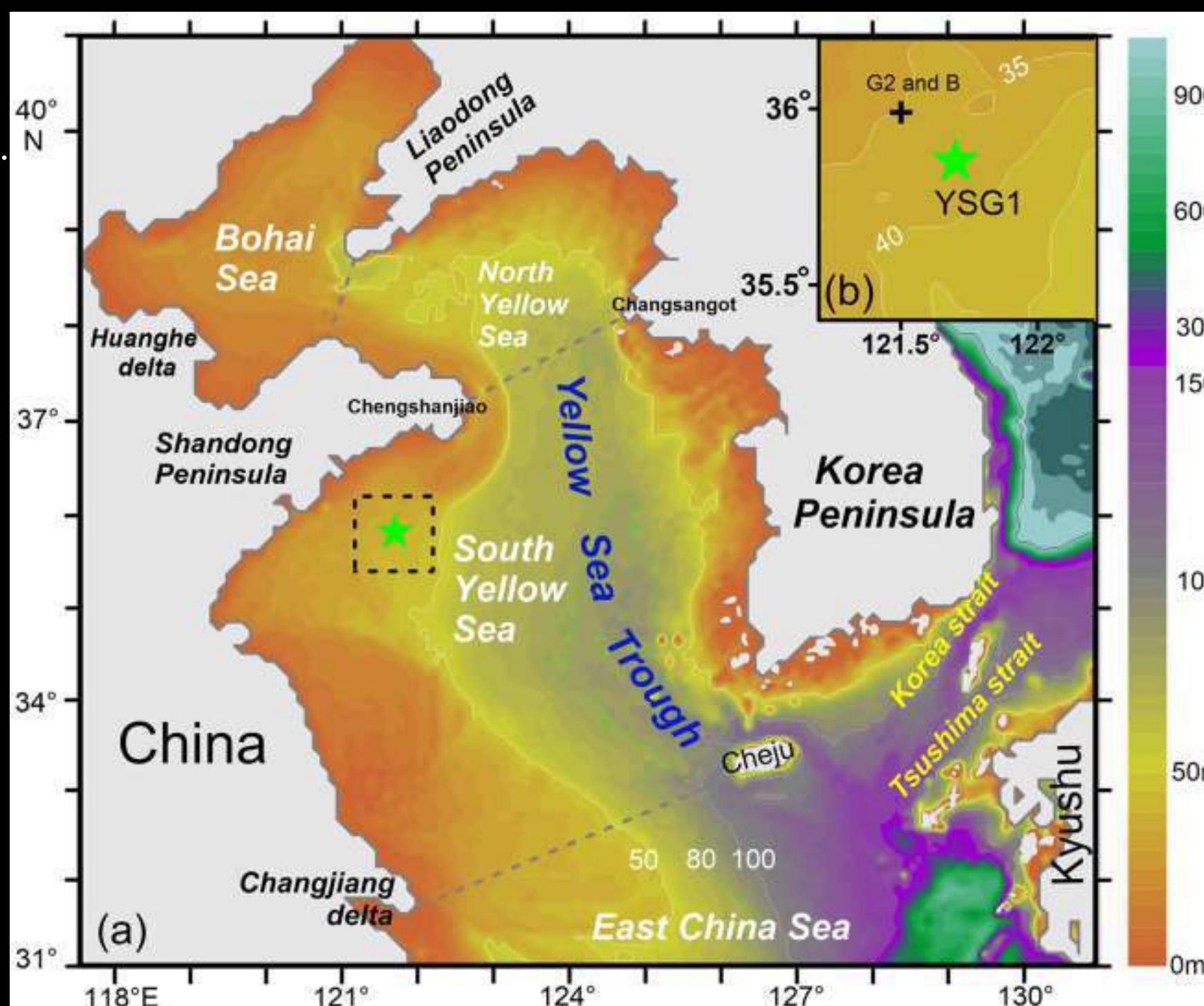
从黄河到南海的洋流

Ocean currents from the Yellow river to the South China Sea.



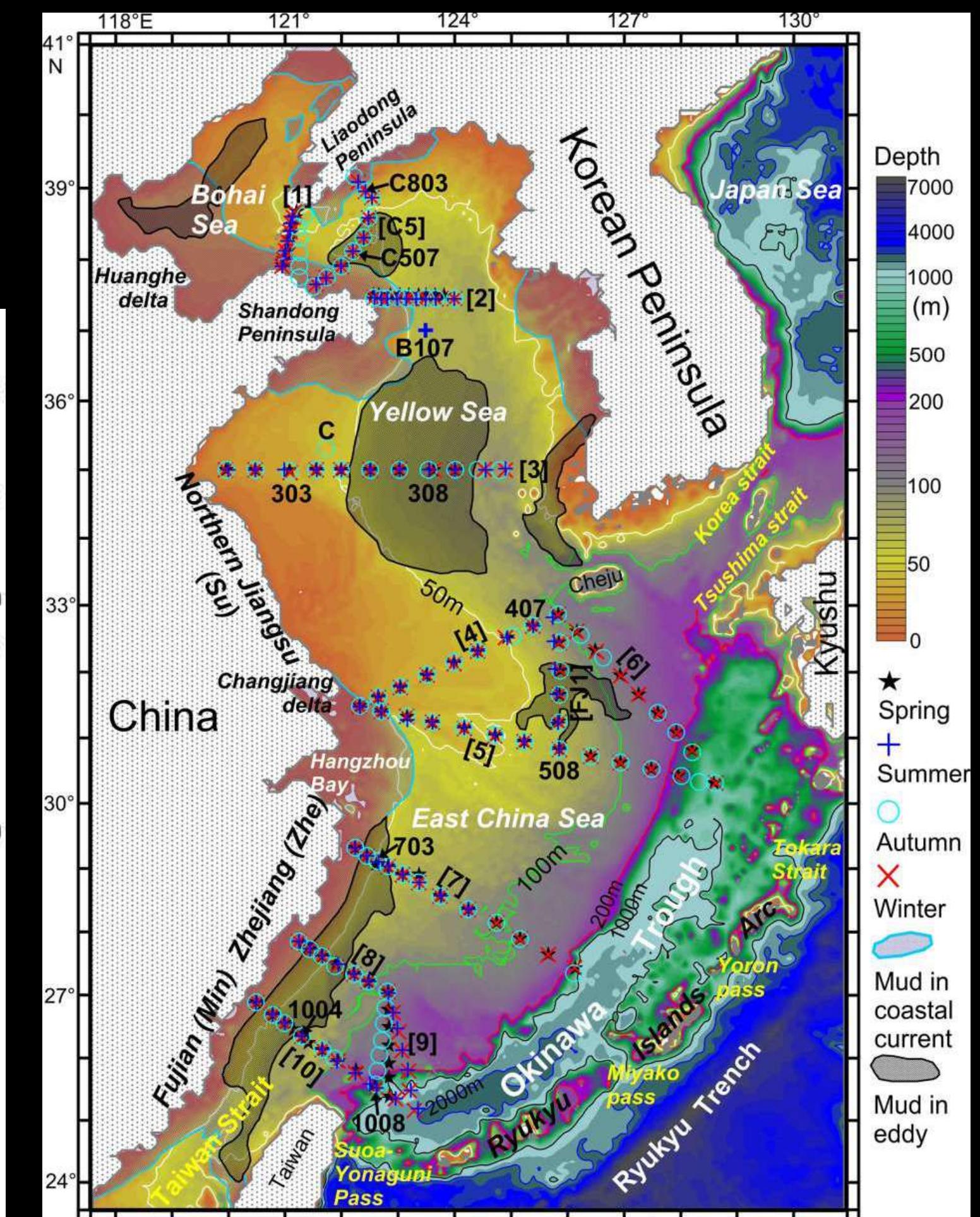
黄海表层温度的季节性变化

Seasonal evolution of surface temperature of the Yellow Sea.



黄海沿岸的沉积物

Sediments in the Yellow Sea along the year.





大数据内容

What Kind Of Big Data?

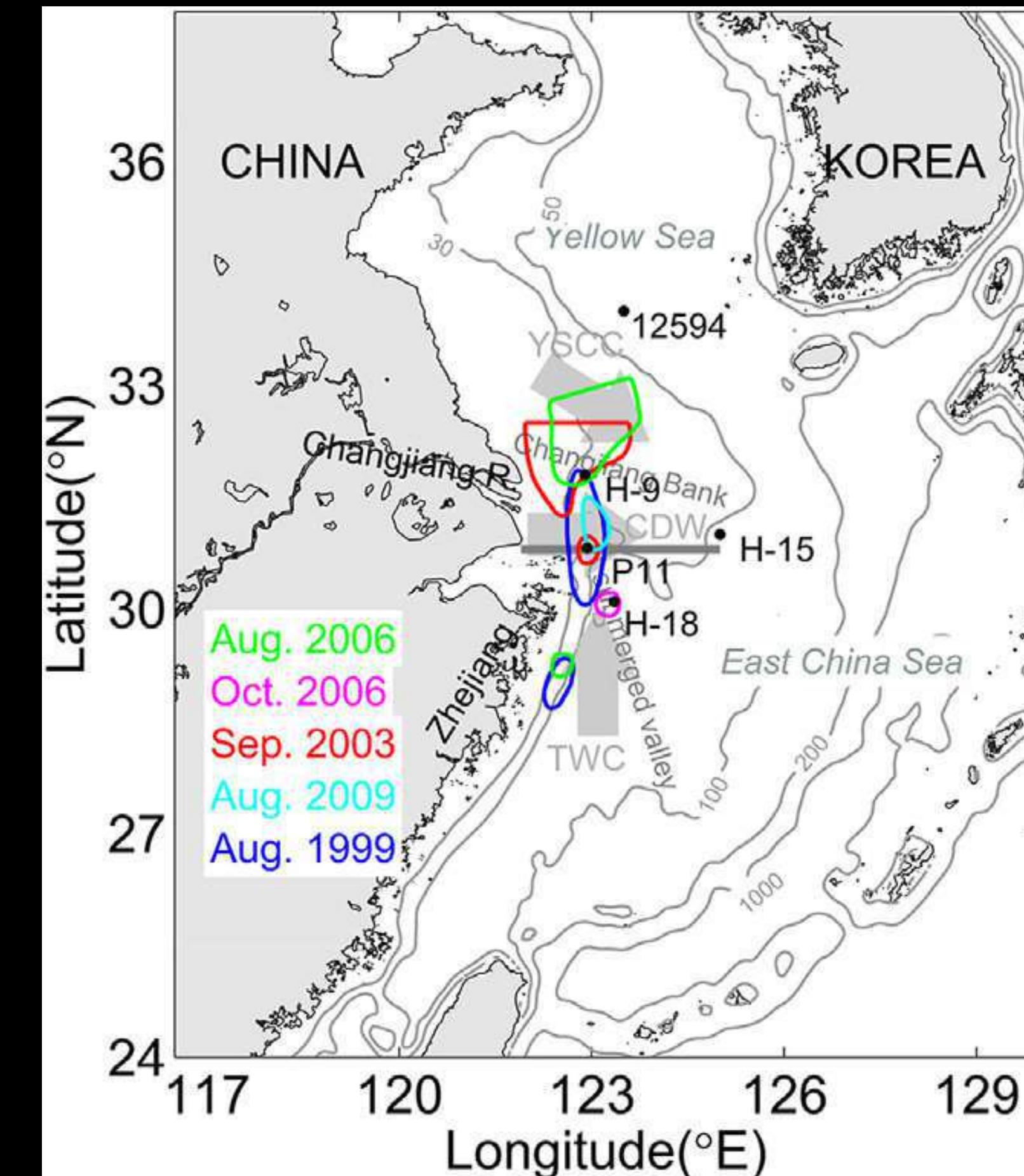
黄海各地的捕鱼点。

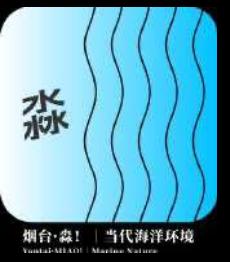
Fishing spots all over the Yellow Sea.



黄海生物统计图显示多年来鱼类的移动情况

Biometric map of the Yellow Sea showing movements of fishes during the years





互动屏幕 Interactive screens

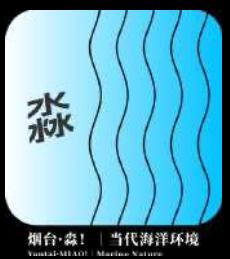


交互投影 Active projectors



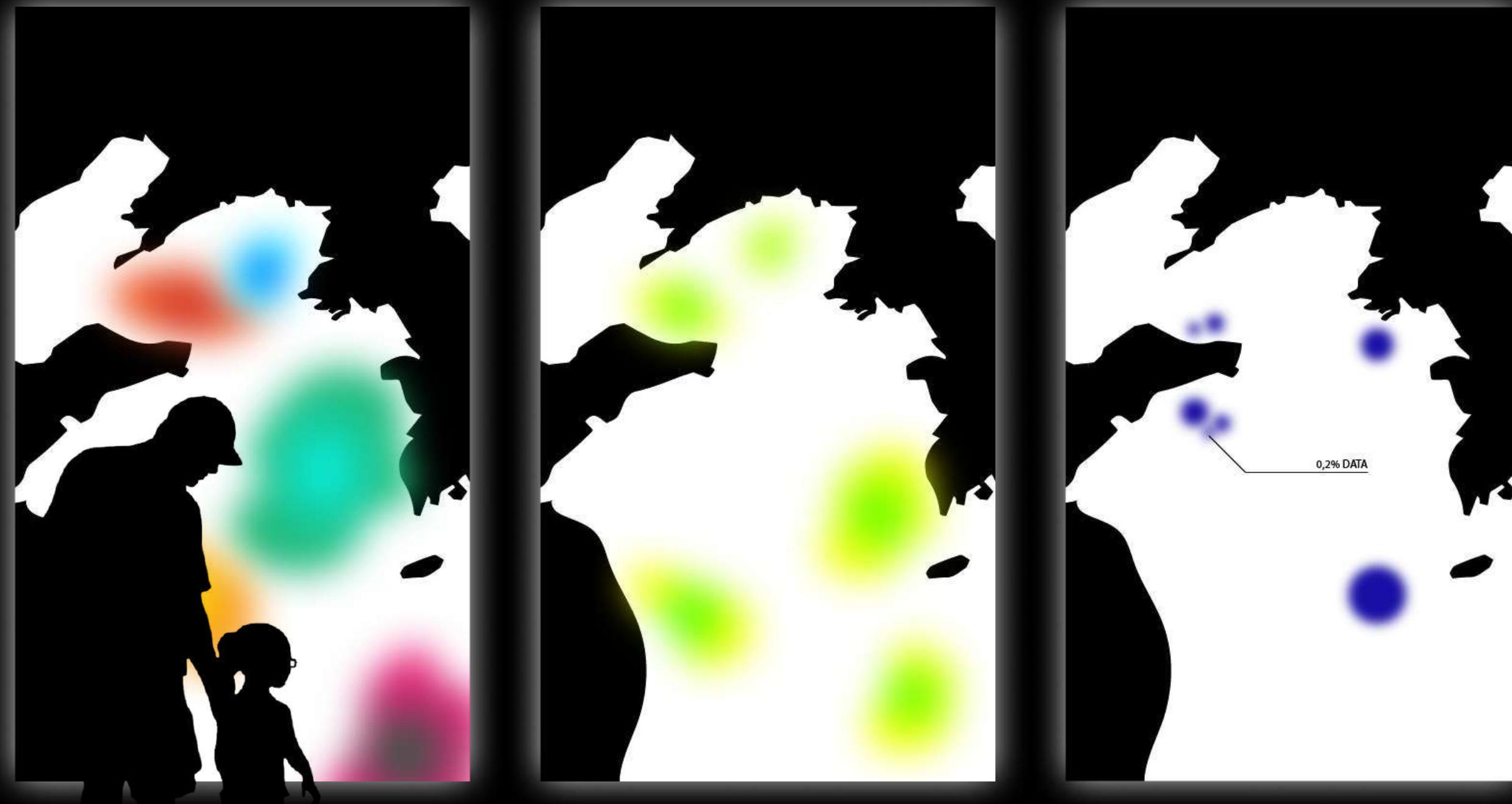
沉浸式空间 Immersive spaces





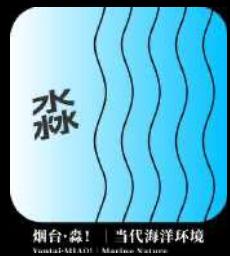
交互式屏幕

Interactive Screens



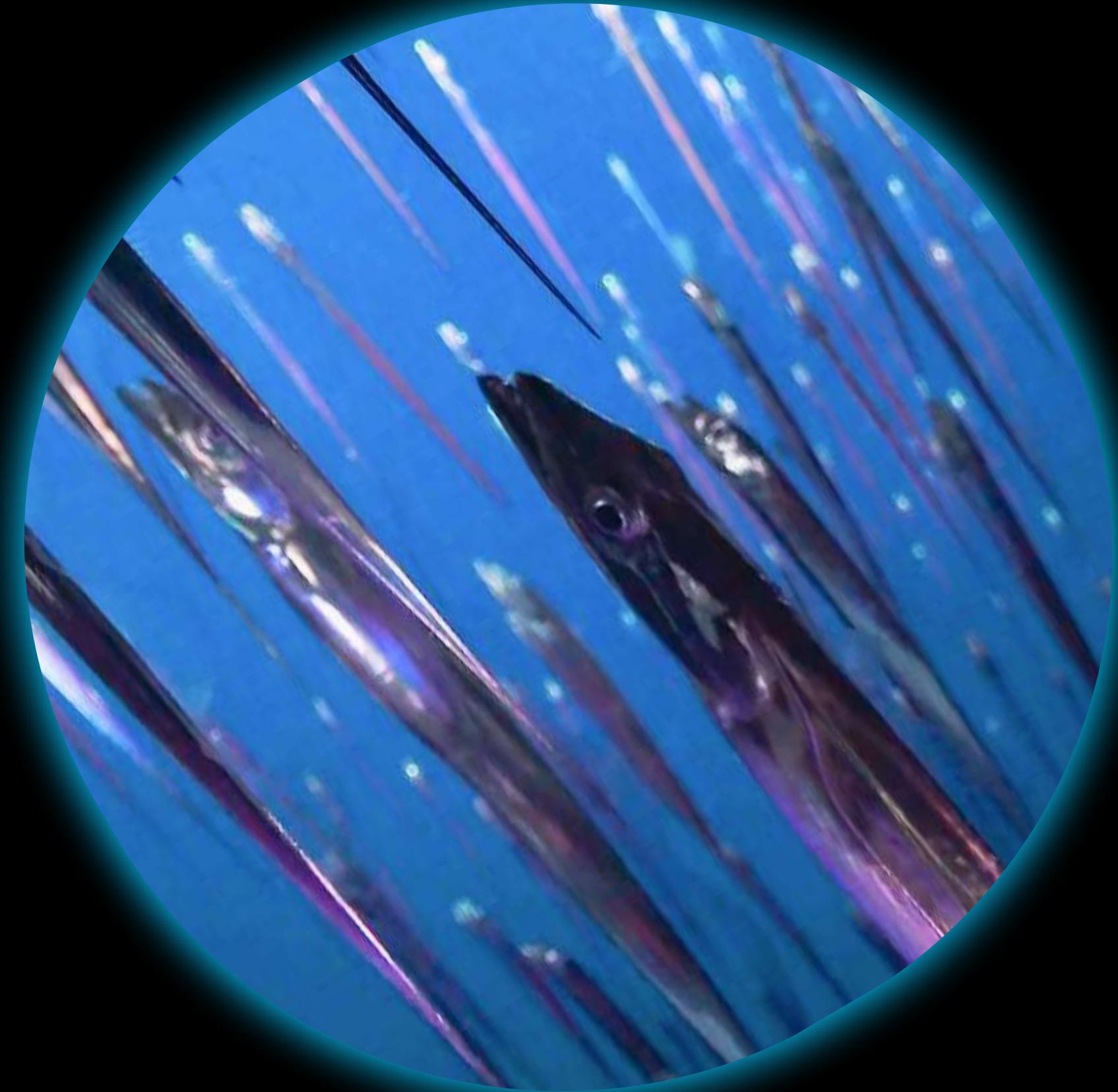
屏幕是用来显示数据的。地图、图表是互动的。
参观者可以打开数据集，浏览所有的地图，并选择他们感兴趣的主题。

Screens are used to show data. Maps, diagrams and graphs are interactive. Visitors can open collection of data, navigate all over the maps, and deepend topic they are interested in.



投影区

Projection



互动屏幕与投影仪严格相连。当用户与数据互动时，一个近距离的投影显示了这些数据在现实生活中的意义，展示了在黄海各地收集的图片和视频。

Interactive screens are strictly connected with projectors. When a user is interacting with data, a close projection shows what that data mean in real life, showing pictures and videos collected all over the Yellow Sea.



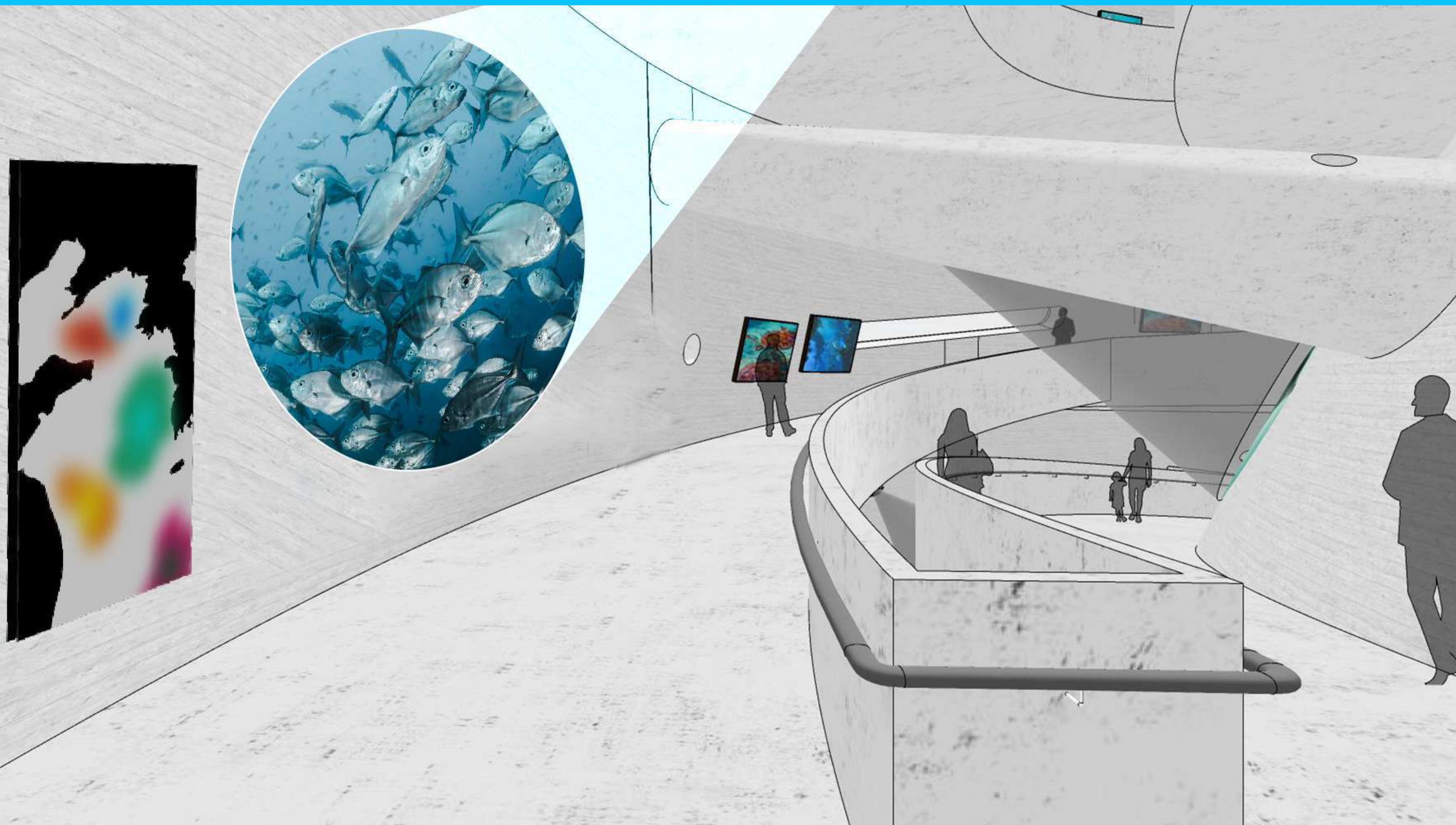
沉浸式空间

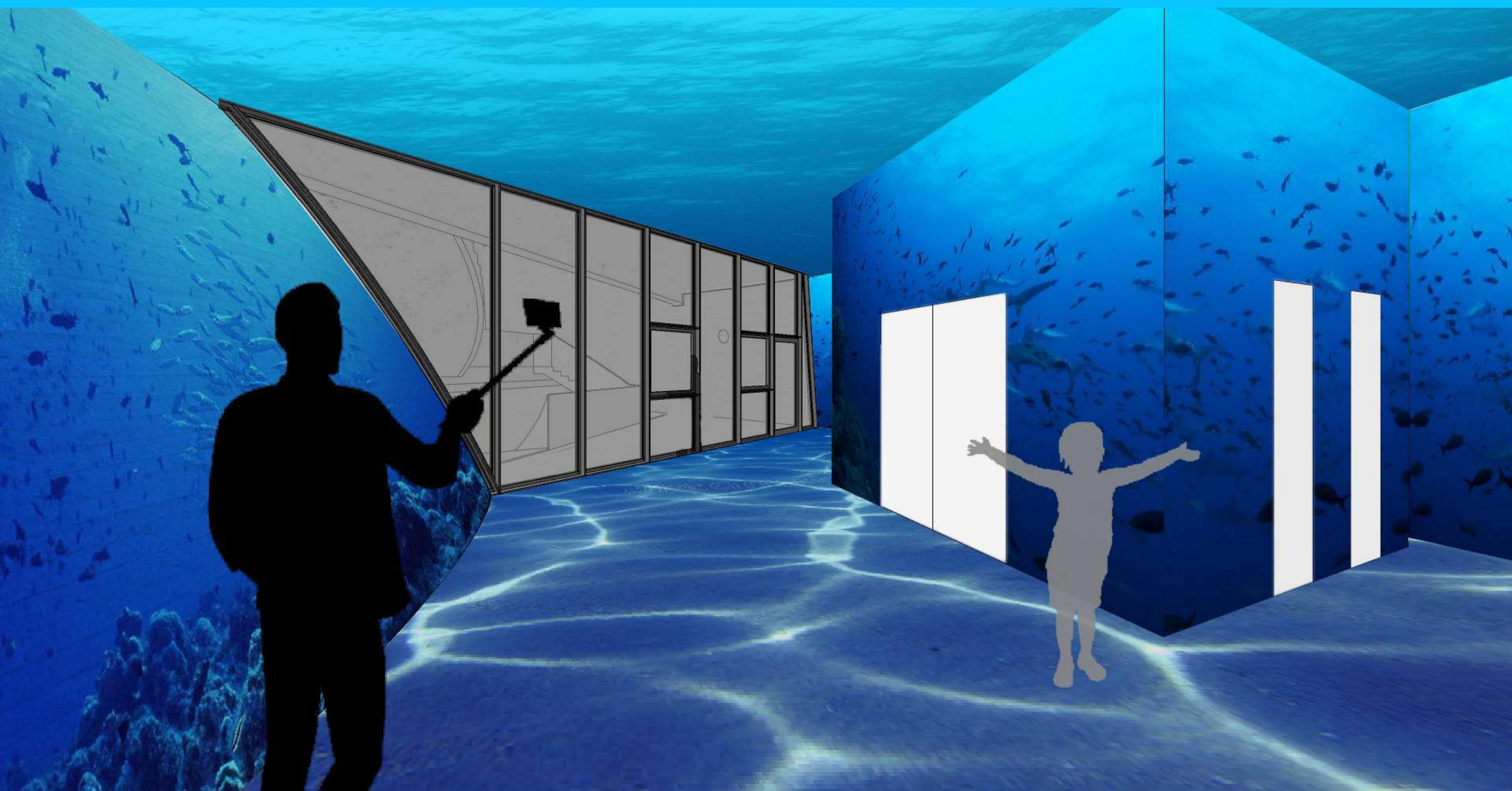
Immersive Spaces



为了获得与黄海接触的完整体验，展览提供了沉浸式的空间，让游客沉浸在其中。

To get a total experience getting in contact with the Yellow Sea, the exhibition provide immersive spaces where visitors are immerse into it.





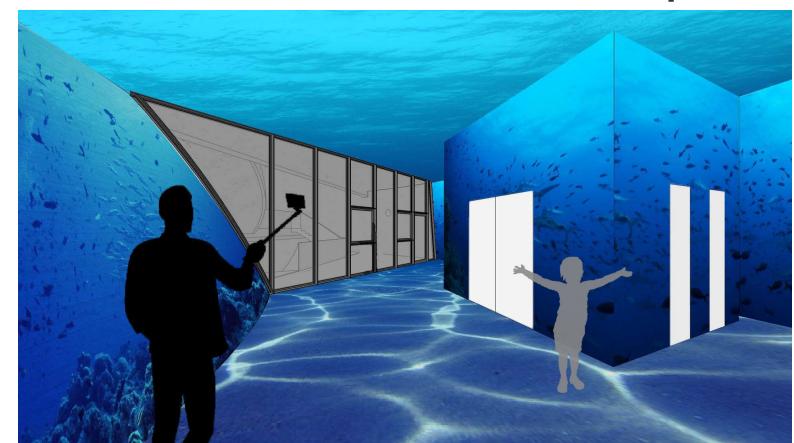


淼！展览分布

Exhibition Distribution

沉浸式空间

Immersive spaces

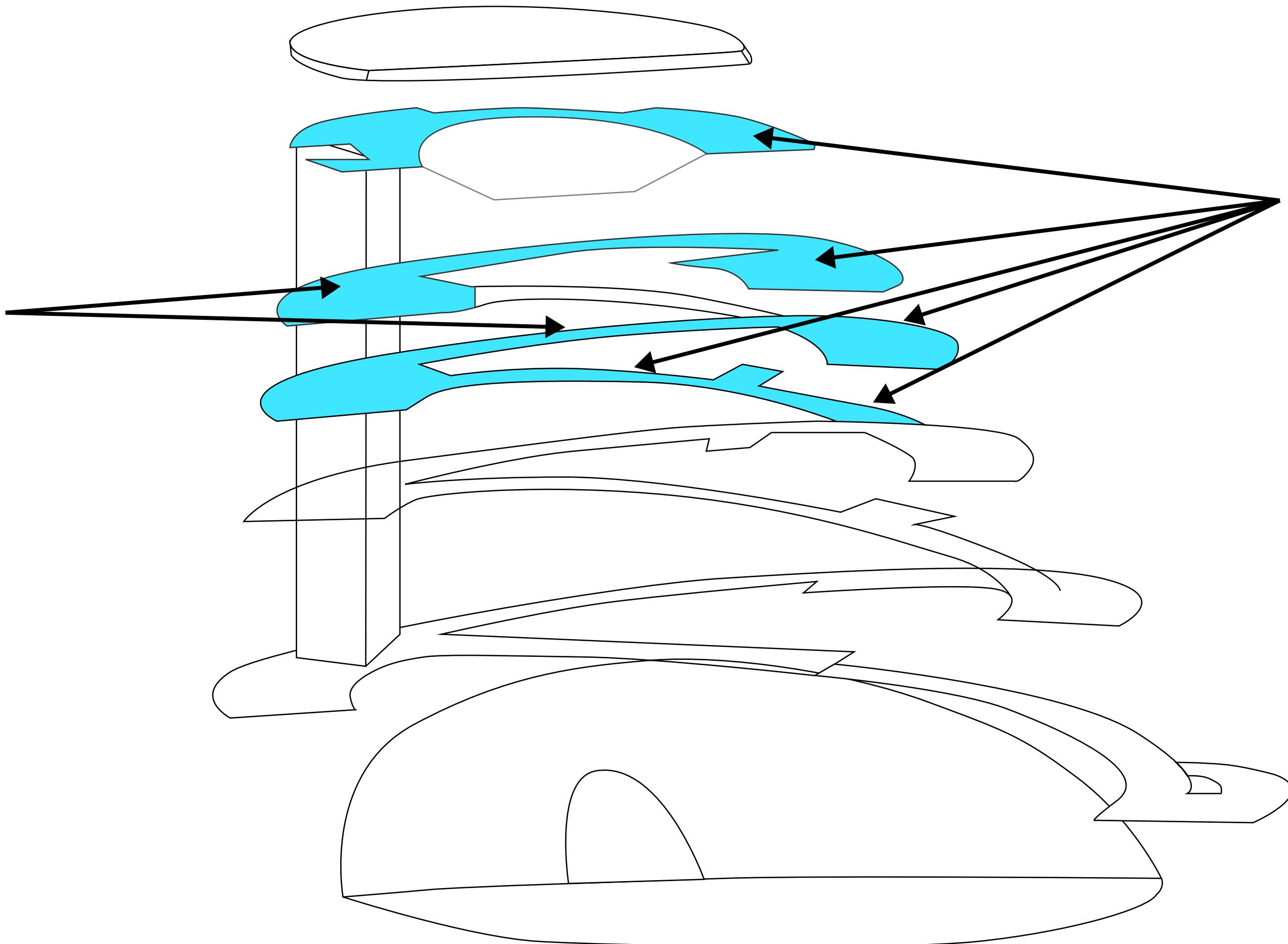


需求

- 沉浸式房间的投影仪
- 音频系统

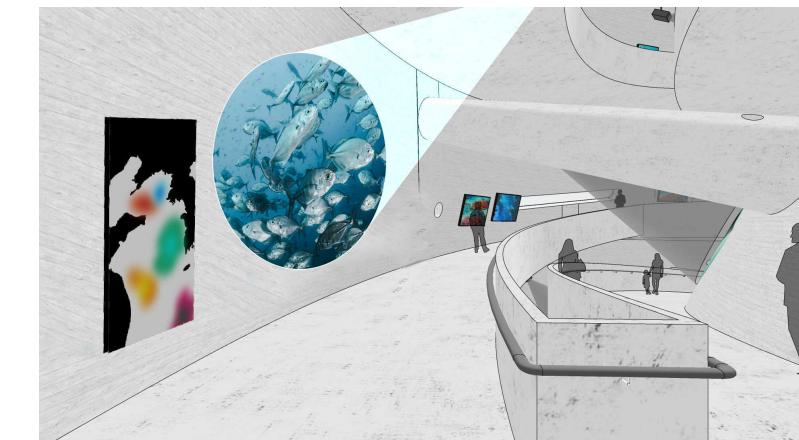
Requirements

- Projectors for immersive rooms
- Audio system



互动屏幕和投影仪

Interactive screens and projectors



需求

- 8个互动屏幕
- 4台投影仪
- 4个标准屏幕

Requirements

- 8 interactive screens
- 4 projectors
- 4 standard screens



烟台·妙！ | 公众参与活动
Yantai·MIAO! | Participatory Activity

1 year proposal- Yantai MIAO!

Part3

「妙 (MIAO)」象征每个烟台人都心向所望，未来朝着共同的，精彩美妙的目标奋进。

The "妙 (Wonderful, Miao) "symbolises the shared value of all Yantai people to work together towards a wonderful goal in the future, based on their identity of the marine culture and nature.

#Workshop #Participitory Activity #Performance&Show #Market



一年活动策划

One Year Activity Plan

春节
Lunar New Year

中国妈祖节
Double Ninth Day

开洋谢洋节
Kaiyang Xieyang Fest.

儿童节
Children's Day

世界海洋日
World Oceans Day

中国航海节
China Sailing Festival

全国海洋宣传日
National Ocean Awareness Day

中国妈祖节
Double Ninth Day

国庆日
National Day

冬至
Winter Solstice

一月
Jan.

二月
Feb.

三月
Mar.

四月
Apr.

五月
May.

六月
Jun.

七月
Jul.

八月
Aug.

九月
Sep.

十月
Oct.

十一月
Nov.

十二月
Dec.

禁渔期
No Fishing Season



一年活动策划

One Year Activity Plan

春节	Lunar New Year
中国妈祖节	Double Ninth Day
开洋谢洋节	Kaiyang Xieyang Fest.
儿童节	Children's Day
世界海洋日	World Oceans Day
中国航海节	China Sailing Festival
全国海洋宣传日	National Ocean Awareness Day
中国妈祖节	Double Ninth Day
国庆日	National Day
冬至	Winter Solstice

一月	Jan.
二月	Feb.
三月	Mar.
四月	Apr.
五月	May.
六月	Jun.
七月	Jul.
八月	Aug.
九月	Sep.
十月	Oct.
十一月	Nov.
十二月	Dec.



禁渔期 No Fishing Season

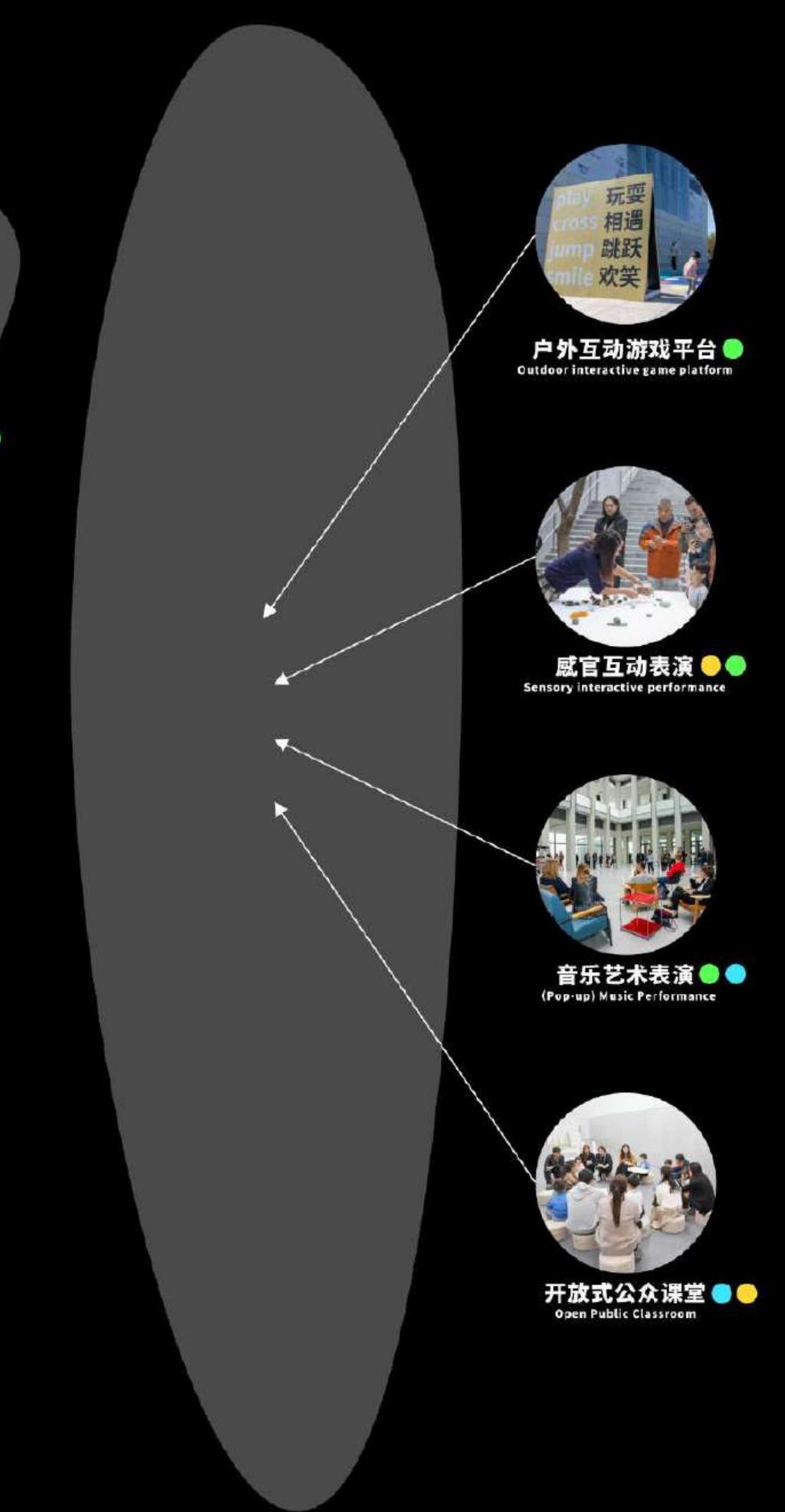
- 现象空间 Phenomenon Space
- 坡道 Ramp
- 餐厅 Cafe
- 广场&剧场 Plaza & Theatre

当地海洋民俗庆典 Local marine folklore celebrations



一年活动策划 One Year Activity Plan

	春节 Lunar New Year
一月 Jan.	
二月 Feb.	
三月 Mar.	
四月 Apr.	
五月 May.	禁渔期 No Fishing Season
六月 Jun.	
七月 Jul.	
八月 Aug.	
九月 Sep.	
十月 Oct.	
十一月 Nov.	
十二月 Dec.	
	冬至 Winter Solstice



- 现象空间 Phenomenon Space
- 坡道 Ramp
- 餐厅 Cafe
- 广场&剧场 Plaza & Theatre

当地海洋民俗庆典 Local marine folklore celebrations

Local marine folklore celebrations

常设活动 Permanent activities

Permanent activities



一年活动策划 One Year Activity Plan

	春节 Lunar New Year
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十一月 Nov.	
十二月 Dec.	
	冬至 Winter Solstice



当地海洋民俗庆典
Local marine folklore celebrations

常设活动
Permanent activities

季节性及特定活动
Seasonal and specific events



户外互动游戏平台
Outdoor interactive game platform

感官互动表演
Sensory interactive performance

音乐艺术表演
(Pop-up) Music Performance

开放式公众课堂
Open Public Classroom



成人及儿童工作坊
Workshops for different visitors

当地中小学
美学课堂成果展示
Local primary and secondary schools Aesthetic classroom outcome showcase

开放式舞台表演
Open Stage Performance

海滨公共市集
Seaside Public Market

当地乐团表演
Local band show

鲅鱼水饺体验
Mackerel Dumpling Experience

- 现象空间 Phenomenon Space
- 坡道 Ramp
- 餐厅 Cafe
- 广场&剧场 Plaza & Theatre



一年活动策划 One Year Activity Plan

	春节 Lunar New Year
一月 Jan.	
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五月 May.	禁渔期 No Fishing Season
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十二月 Dec.	
	冬至 Winter Solstice



当地海洋民俗庆典
Local marine folklore celebrations

常设活动
Permanent activities

季节性及特定活动
Seasonal and specific events



户外互动游戏平台
Outdoor interactive game platform



感官互动表演
Sensory interactive performance



音乐艺术表演
(Pop-up) Music Performance



开放式公众课堂
Open Public Classroom



成人及儿童工作坊
Workshops for different visitors



当地中小学
美学课堂成果展示
Local primary and secondary schools Aesthetic classroom outcome showcase



开放式舞台表演
Open Stage Performance



海滨公共市集
Seaside Public Market



当地乐团表演
Local Band Show



鲅鱼水饺体验
Mackerel Dumpling Experience



艺术家对谈
Artist Conversation

基于新展陈的
开幕及特定活动
Based on the opening of a new exhibition, and specific art events



案例

Case Example



Interactive outdoor play platform - play, cross, jump, smile (2019)

由安妮·德纳斯塔斯与赛琳娜·科宁工作室创作的“户外互动游戏平台——玩耍、相遇、跳跃、欢笑”是一个拥有社交性的、互动的、充满趣味的大型装置。它将一直为公众带来有关公共空间的全新体验，日常生活的惬意小憩。

The "Outdoor Interactive Play Platform - Play, Meet, Jump, Laugh" by Anne DeNastas and Selena Koning Studio is a social, interactive and playful large-scale installation. It will always offer the public a new experience of public space, a pleasant break from everyday life.



案例

Case Example



Existential Cooking (2019)

艺术家斋藤丽开创了“存在主义烹饪”的概念。她的表演是一种既美丽又感性的概念体验；这是一场表演，一幅神奇的风景，同时也是一场注定会消失的海市蜃楼，在那里我们每个人都能成为该作品的表演者。通过食物这一易变质的材料，她希望能够为聚集在桌子周围的观众带来一场全新的想象，一场对意想不到的气味、手势、质感的集体探索。斋藤丽所营造的感官景象与一些神话、故事、艺术史、地球和宇宙的韵律相呼应，同时鼓励人们使用非常规的感知能力。

Artist Rei Saito pioneered the concept of 'existential cooking'. Her performance is a conceptual experience that is both beautiful and sensual; a performance, a magical landscape, but also a mirage destined to disappear, where each of us can become a performer in the work. Through the perishable material of food, she hopes to bring a new imagination to the audience gathered around the table, a collective exploration of unexpected smells, gestures and textures. The sensory spectacle created by Rei Saito echoes some of the rhythms of myths, stories, art history, the earth and the universe, while encouraging the use of unconventional perceptions.



案例 Case Example



Outdoor dance and music performances (2019)



《横》分别在11月9日与10日于美术馆户外进行了两场舞蹈和音乐表演。由梅瑞燕编舞，卡洛儿、黛柏拉·拉莉和薇洛妮克·魏尔，三位舞者伴随着呼吸，以极柔和轻盈的方式在空间中移动。同时，卡斯柏·托普利茨融合乐器自然声、电和电子声音所铸就的“音乐建筑”也带给现场的观众沉浸式体验。

"Across" was presented in two separate dance and music performances outdoors at the Museum on 9 and 10 November. Choreographed by Meriyan Gurfink, the three dancers - Carole Garriga, Deborah Lally and Veronique Weil - moved through the space in a very soft and light way with their breath. At the same time, Caspar Toplitz's "musical architecture", which combines the natural sounds of instruments, electricity and electronic sounds, provides an immersive experience for the audience.



谢谢 !
THANKS!

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