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Engagement Theory Paper

Supergenius Tattoo in Seattle is a wonderful example of a designed space which creates a feeling of immersion. The room is spatially designed to make you want to explore it in its entirety. It also allows for circular movement, meaning you can easily move through the room multiple times without every stopping. This spatial design plays well into the visual experience that comes in the form of art. There is art all over the room, it’s impossible to look at anything without seeing something that one of the tattoo artists made. The tattoo experience itself is also very pleasing, taking what should be a cacophony of different visual, audio, and kinesthetic elements and somehow blending them into a relaxing time.

The only way to describe Supergenius’ layout is spatially wonderful. When you first walk in there’s a little waiting area for you to sit down and relax. This area doesn’t have a view of the main room, so the only hint of what you’re about to see is the already prominent art on the walls. Once you do walk in it’s immediately clear which way you’re supposed to move through the room. The tattoo stations laid out along the edges and middle of the room create a natural-feeling circle. The ample space between the stations creates a need to move towards the next one, to see how the artist has decided to decorate their space. Even after you have looked through the entire room and taken it all in, the circular shape makes it easy to do it all again.

The reason you would want to move through again is obvious, there are interesting visuals everywhere. Pictures, paintings, murals, and sketches, covering every inch of the room. It’s hard to know where to look because as soon as you’ve found one thing that catches your attention, another interesting visual seems to pop up. Every station has a unique feel to it as the artists decorate their space personally, choosing art and items which represent them. Everywhere you look there’s something different. You never know whether you’ll see paintings, pictures, drawings of samurai, skulls, or even a mural of koi fish. Even the bathroom is completely covered with interesting and unique framed drawings. I genuinely lost myself in looking at everything. Just taking in the sights was satisfying. It was clear that this was purposeful as the art did a wonderful job of inspiring confidence in the artists themselves. I was nervous before I went in about how my tattoo was going to turn out, but within a few minutes all that nervousness was gone.

It turns out there was no reason to be nervous because the way Supergenius is designed creates an extremely relaxing atmosphere. You would think that getting a tattoo would be a restless, painful experience. Not at Supergenius. First off, the whole time you’re getting the tattoo you’re having a conversation with the artist, which does a lot to alleviate your stress. But that’s not the biggest thing. The real magic is the number of things that are going on around you. The music, conversations, and whirring of tattoo guns which all serve to distract you from the many holes being poked in your body. On top of that, the art that’s all over the room catches your attention and holds it. It’s hard to look away even while being tattooed. I fell asleep at one point, still getting tattooed the whole time. The vibe was that soothing, I couldn’t help but drift off. The whole experience was very clearly deliberate. They somehow turned what should be nerve-racking into something strangely calming. It seems like they somehow have the perfect music choice and volume, the perfect distance between stations, and the perfect overall atmosphere to create a genuinely chill sense of immersion.

In conclusion, all these elements come together to create a relaxing, immersive experience. The spatial aspects of Supergenius create a desire to move throughout the room. Coupled with this desire is the ability to easily repeat your walkthrough, allowing you to take in the sights multiple times. The sights of course are the prominent visual elements within the room. Art of every kind is displayed anywhere it can be, on the walls, tables, and people themselves. This art, coupled with audio and kinesthetic elements, creates a soothing atmosphere out of what should be stressful. The purposeful design, the crafted sensory engagement, all of it creates a truly immersive experience from beginning to end.