

Convergence

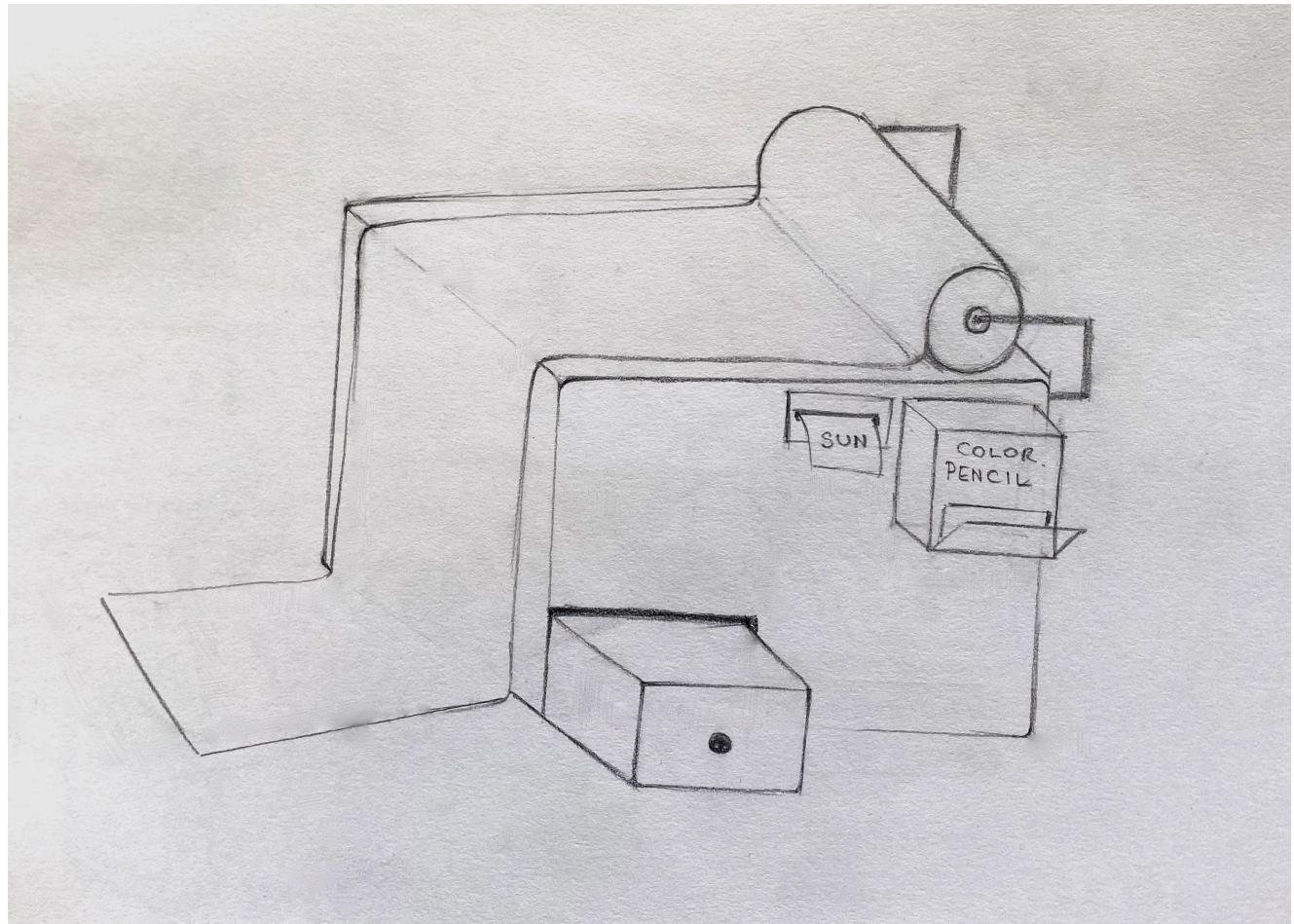
The Connected Canvas

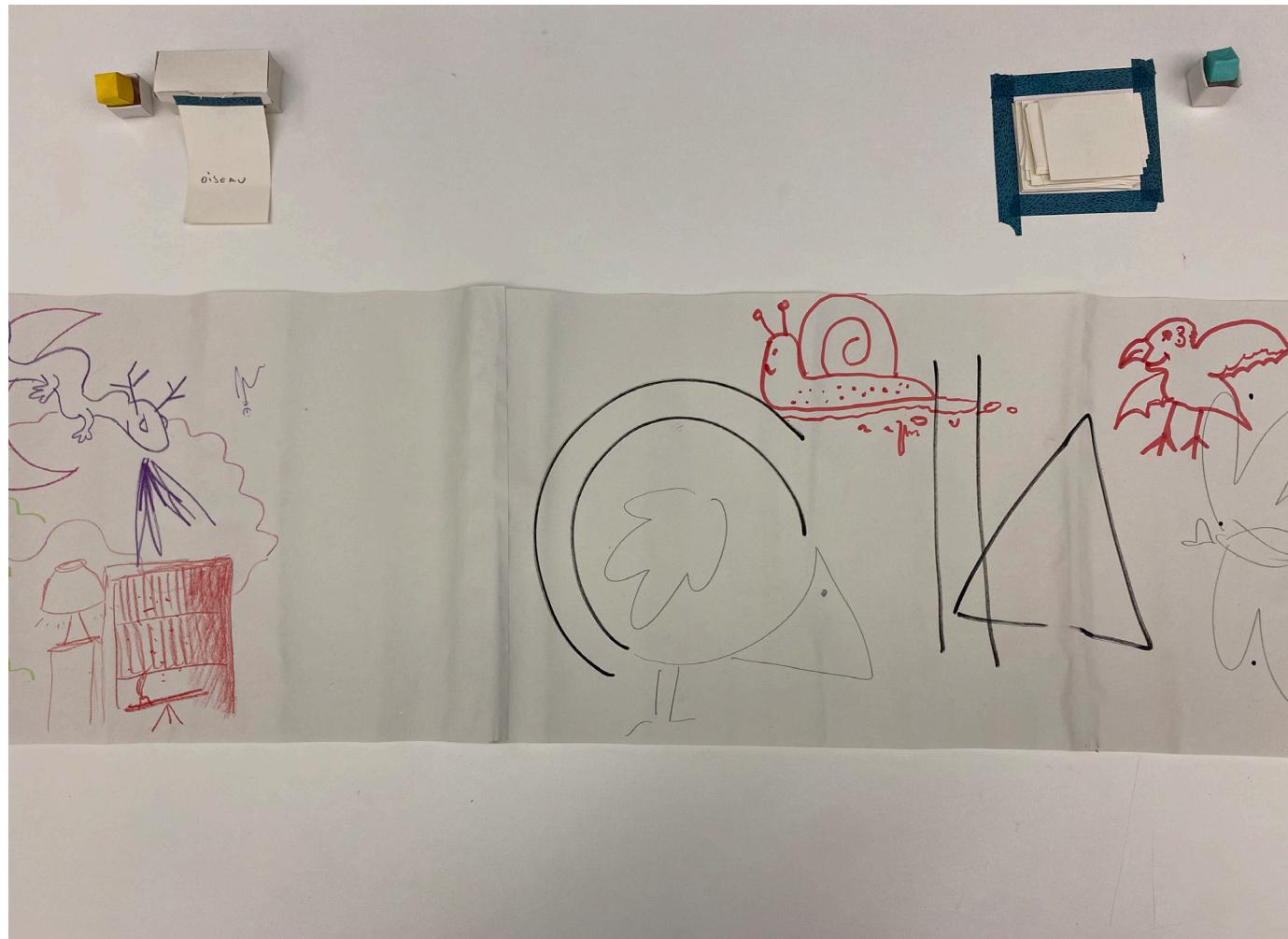
Pitch

Convergence is a collective canvas designed for all audiences.

By pressing a button, you receive a marker of a random color along with a randomly generated word. With these constraints, you draw on a roll that can be rewound or unfurled at will. Participants have the freedom to intervene wherever they choose.

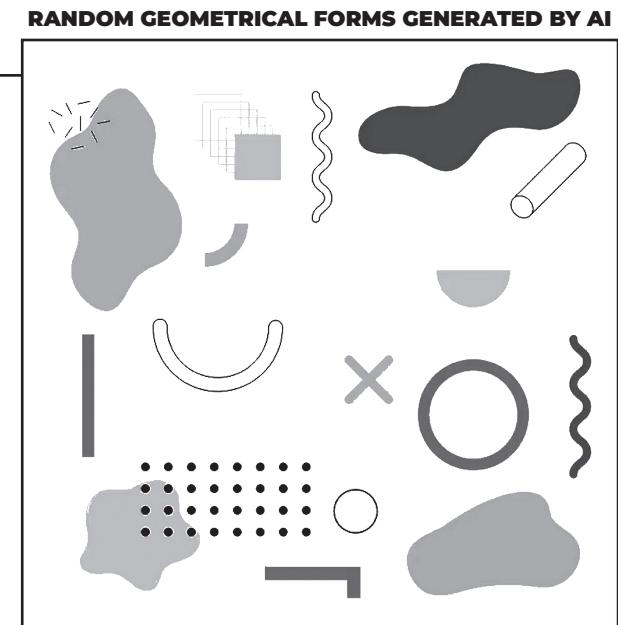
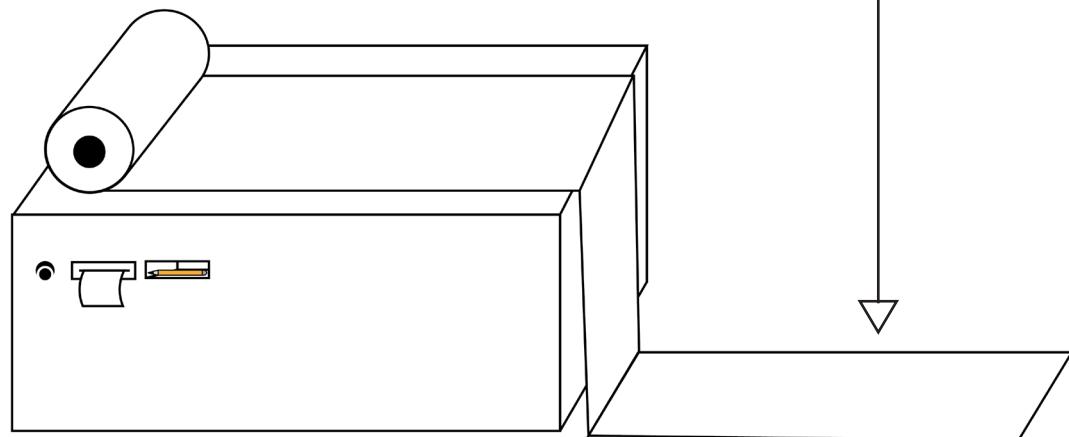
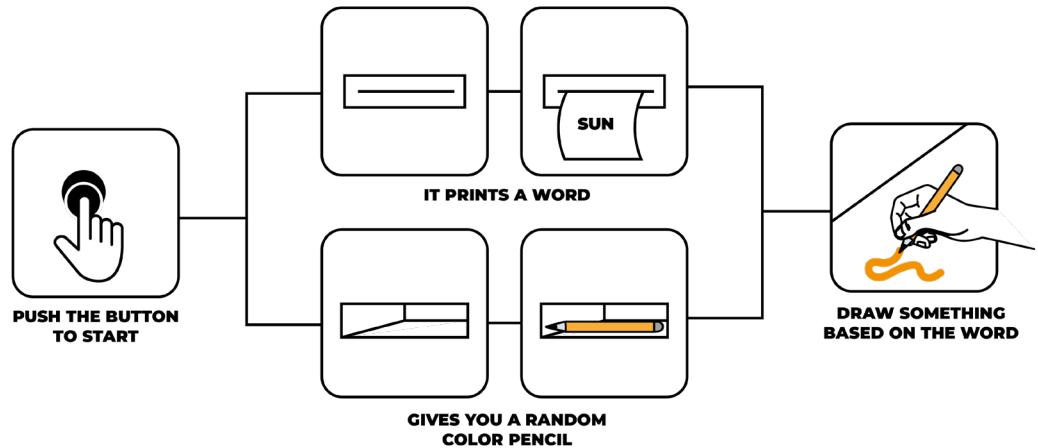
The project aims to counteract the blank page syndrome, encouraging people to occupy space. Prior to user input, graphical instructions are printed on the roll by an AI.





User Journey or Scenario

Initiate the setup by pressing the button; this triggers sets the distribution of a colored felt tip and a ticket with a randomly generated word selected by the AI. Unroll the paper roll to decide the surface on which you want to intervene and start drawing something inspired by the word. The experience ends when you have finished drawing.

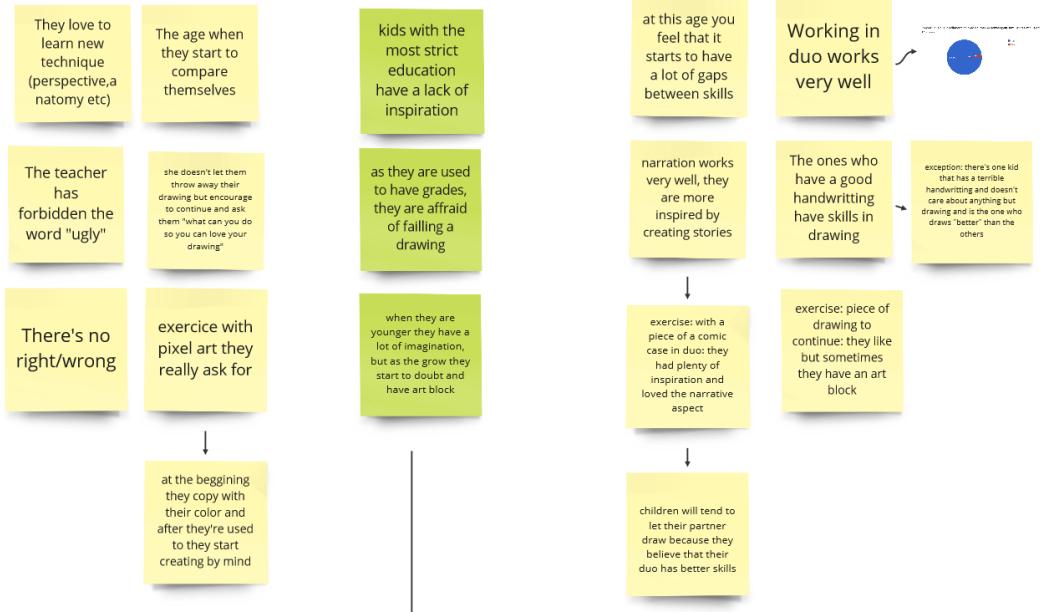


Field observations & Key Insights

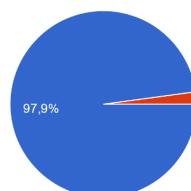
The research is based on the blank page syndrome. I conducted a questionnaire, asking artists and designers how they stimulate their creativity when it wanes, given that their professions require continually finding methods to remain productive.

I also interviewed elementary school teachers to understand at what age they feel students start to «lose» their imagination, what causes this phenomenon, and what activities they undertake to help them overcome this situation.

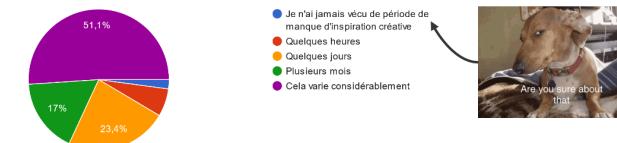
It emerged that storytelling and collaborative projects contribute to maintaining productivity.



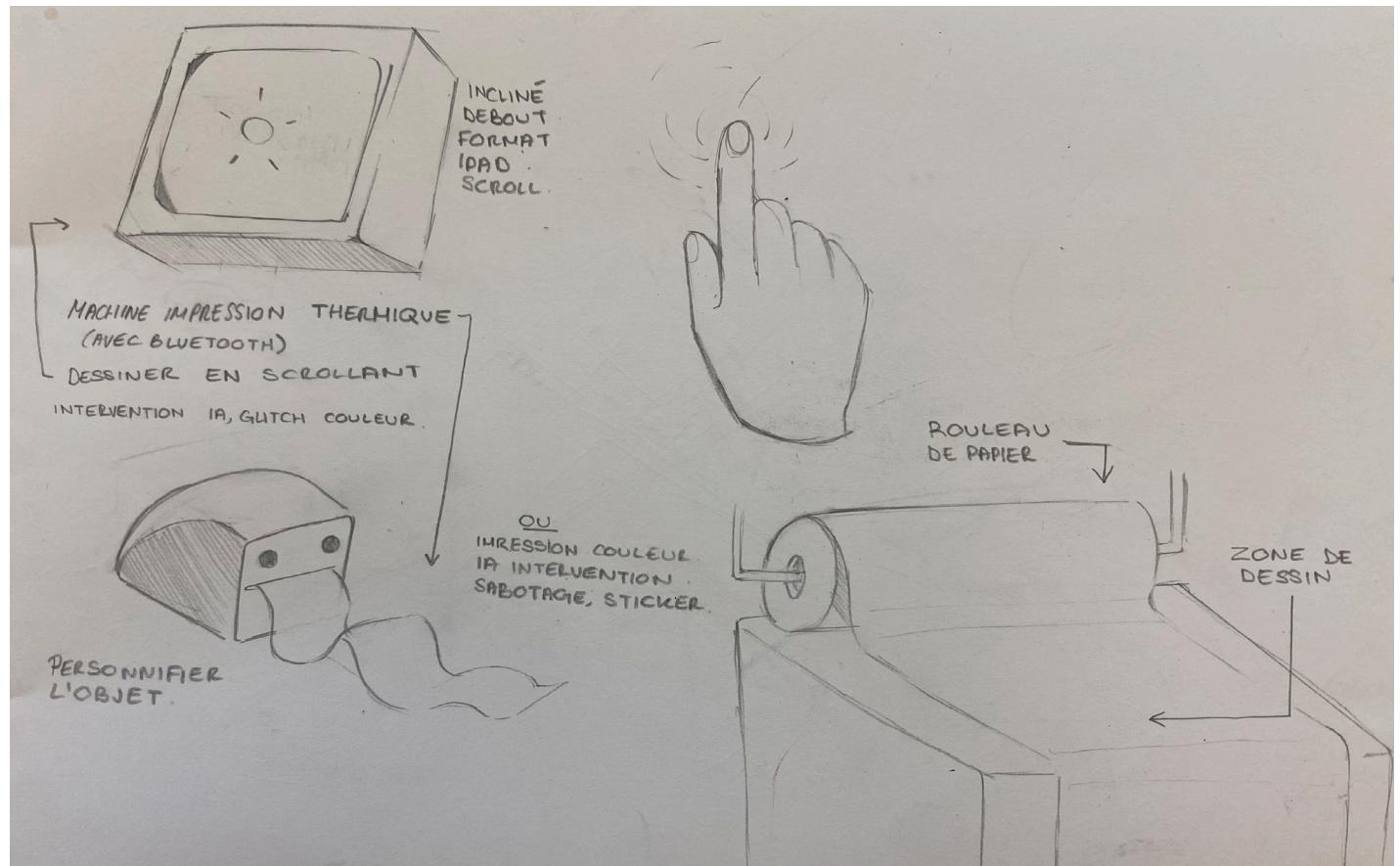
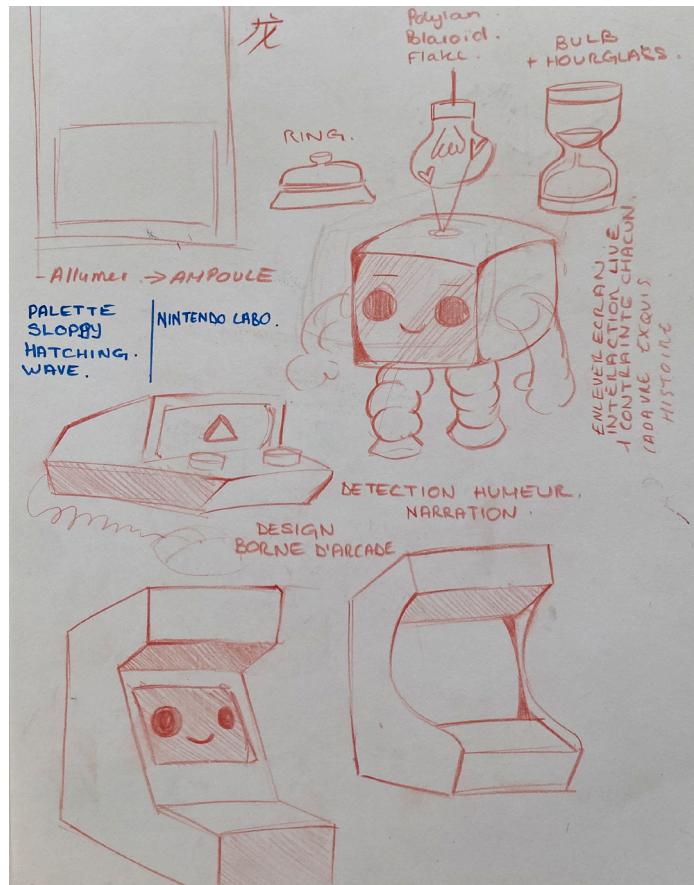
Pensez-vous que la collaboration avec d'autres personnes peut stimuler des impulsions créatives ?
47 réponses



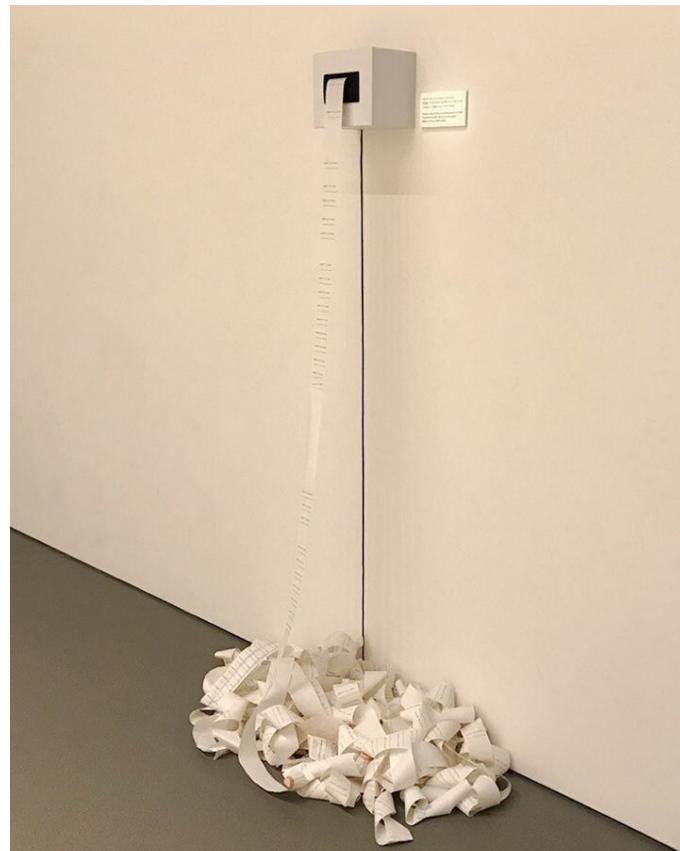
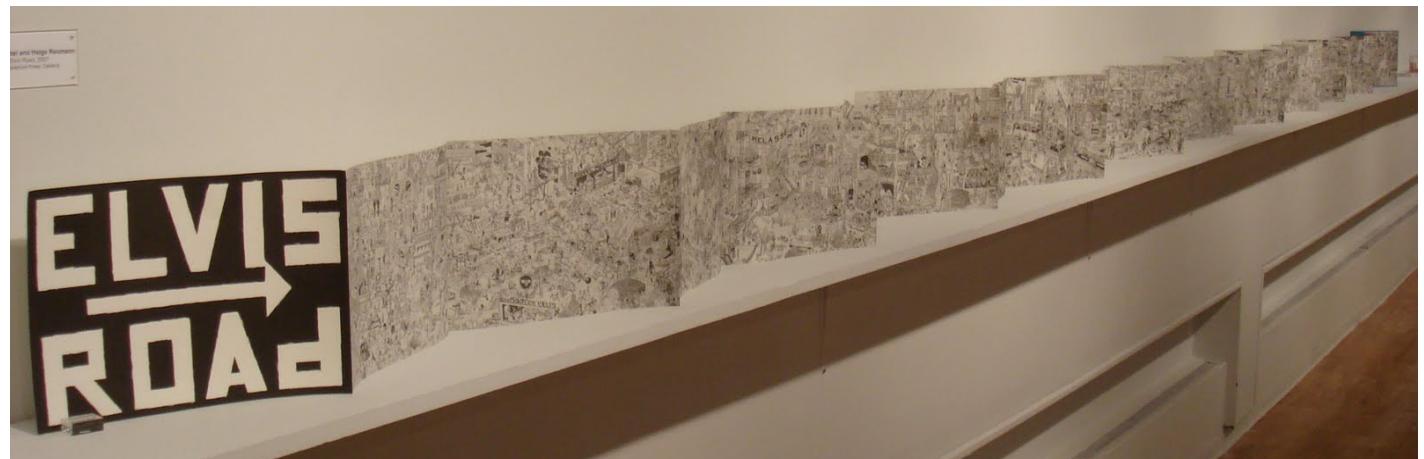
Éprouvez-vous des périodes prolongées de manque d'inspiration créative ? Si c'est le cas, combien de temps ces périodes durent-elles en général ?
47 réponses



Shape research & development



Visual and Material Moodboard



Paper Prototypes

- Giant die to roll, generating a prompt based on the constraint.
- Arcade console that, through buttons, issues constraints based on various themes; an envelope is then distributed. Drawing takes place on a screen.
- Roll of paper on which one draws progressively. A button is activated to receive a theme narrated by an AI, and one draws according to what it recounts.



User Tests

Different experimentation perspectives of the latest prototype.

