

# SOCIAL AWARENESS IN URBAN AREA

difficult to become aware of the others easy to lose the sense of community

#### COMMUNICATIVE, PARTICIPATORY

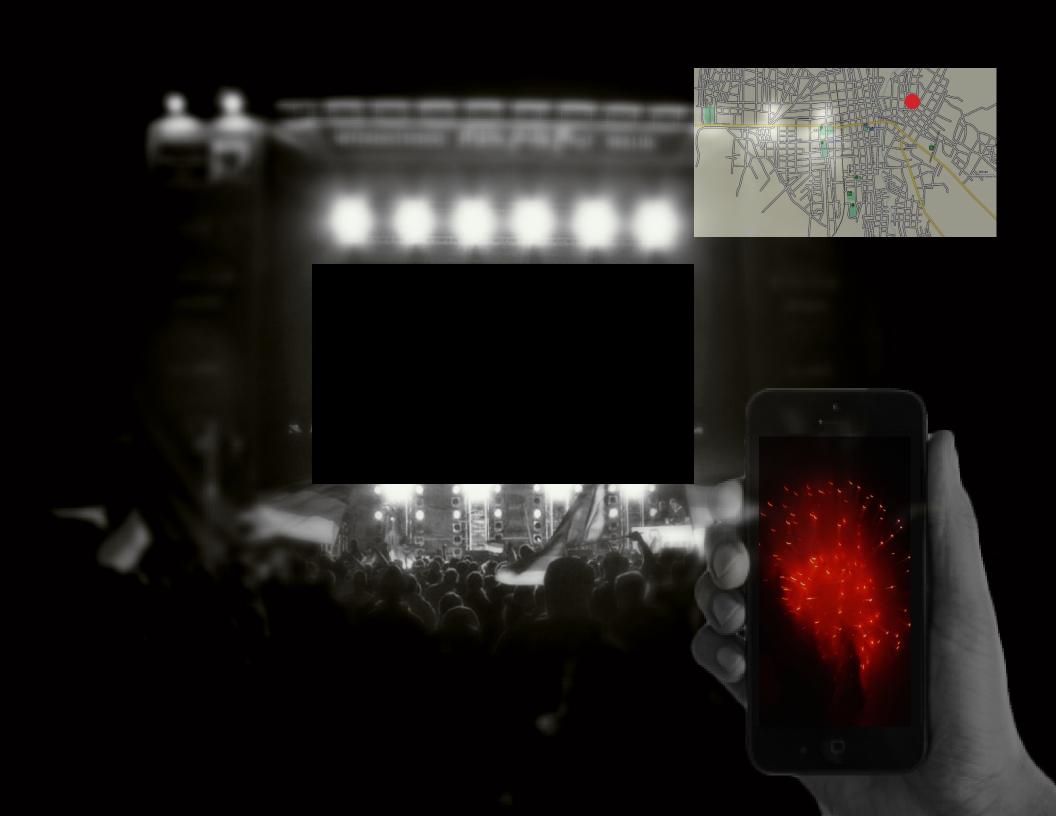
#### **TECHNOLOGY**

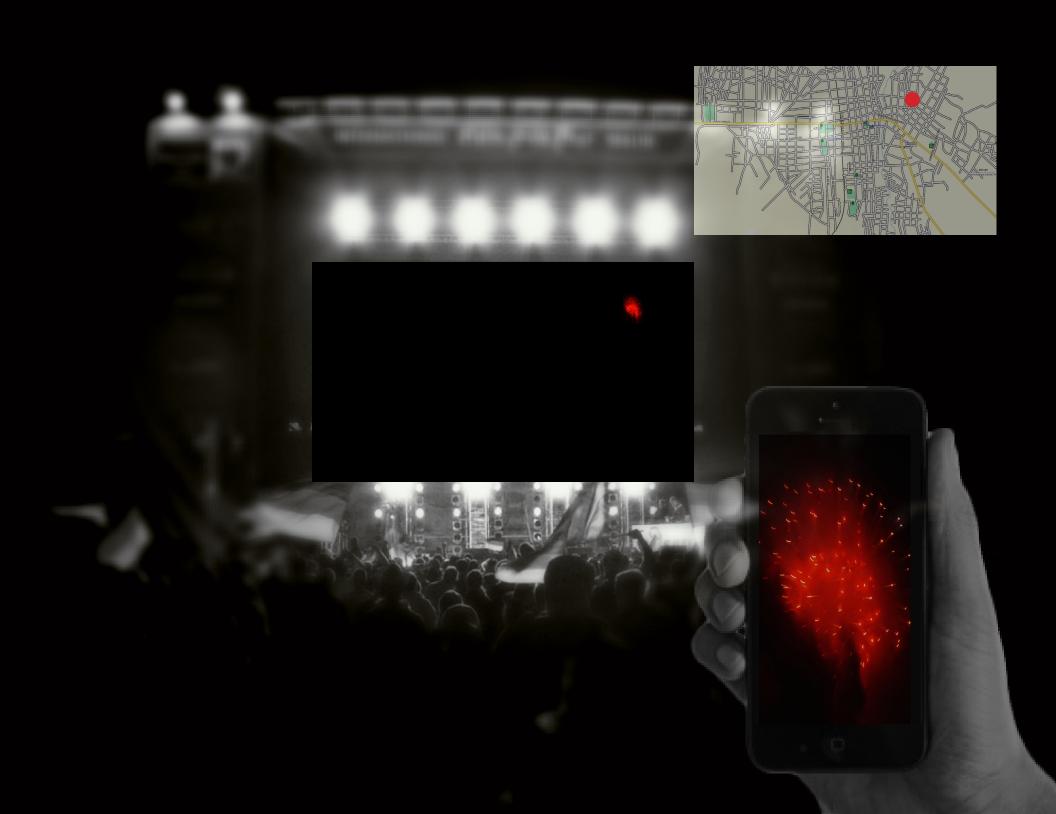
mobility, easy access, pervasive network

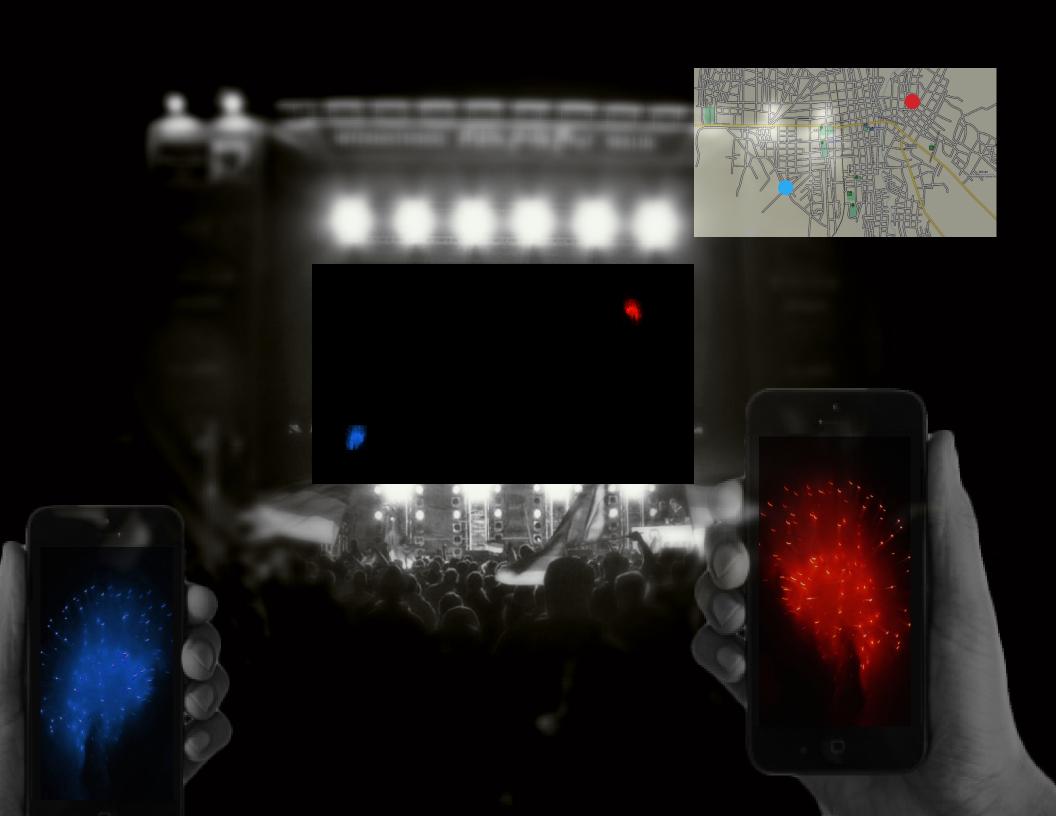
#### **ART**

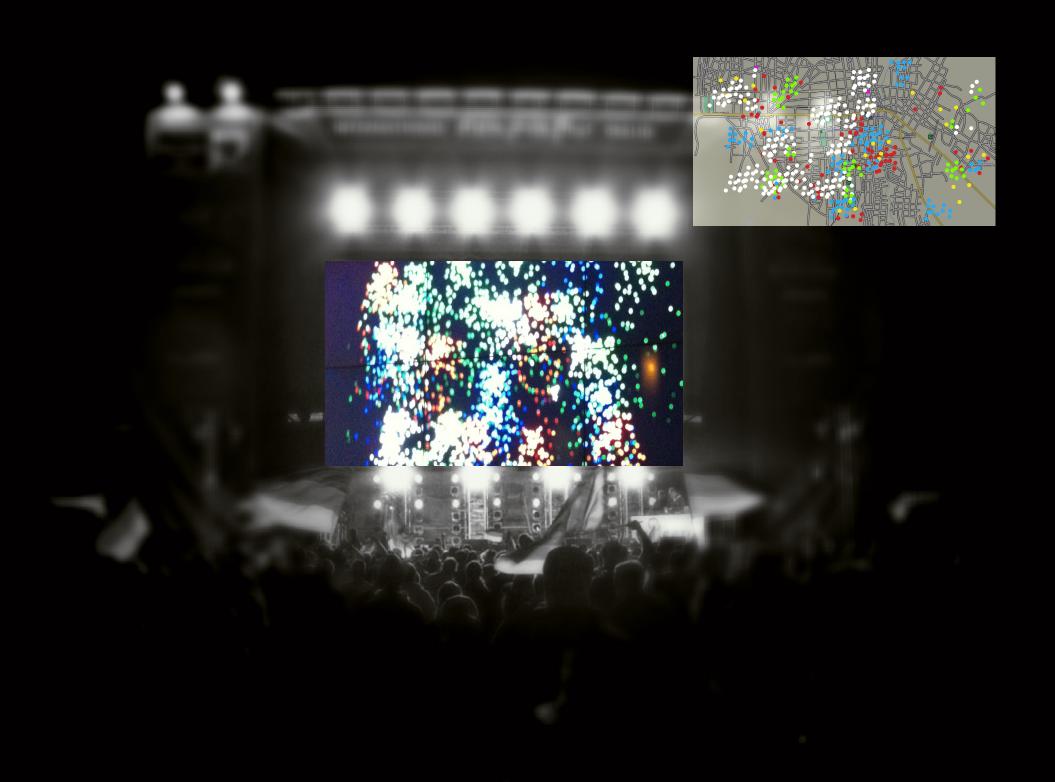
fun, aesthetic, attractive, emotional resonance



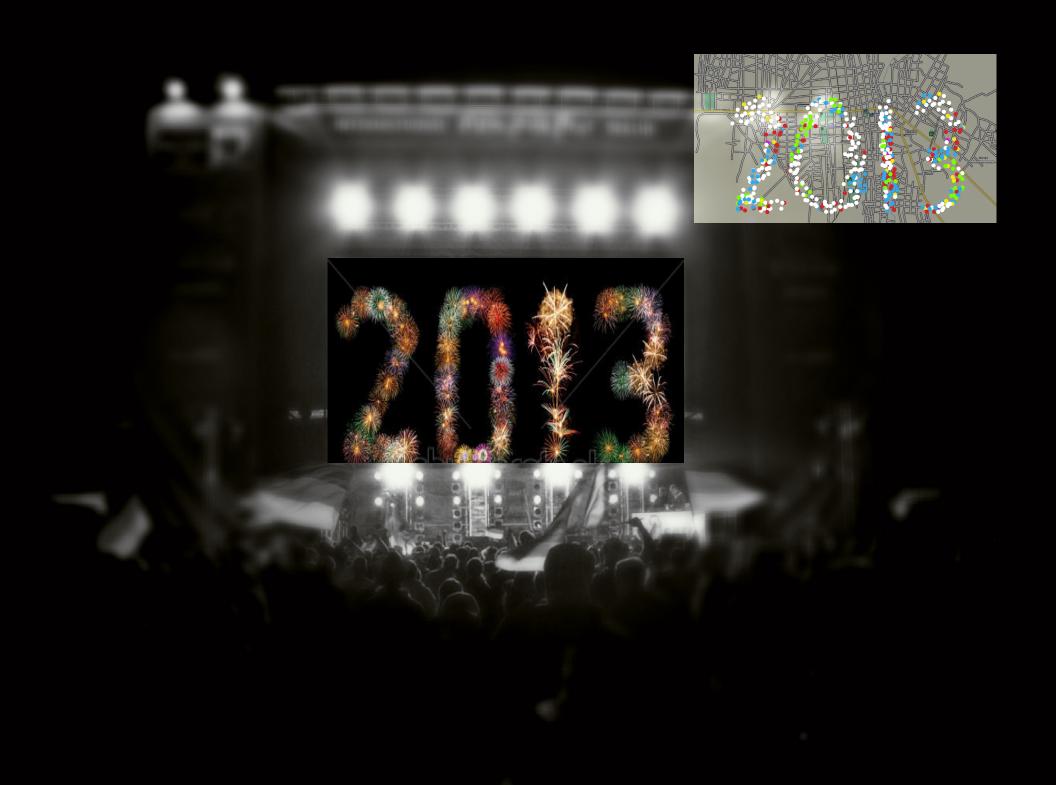












#### COLOR

reflective rather than representative, speak out, make it public

#### **PUBLIC SCREEN**

draw attention, increase awareness

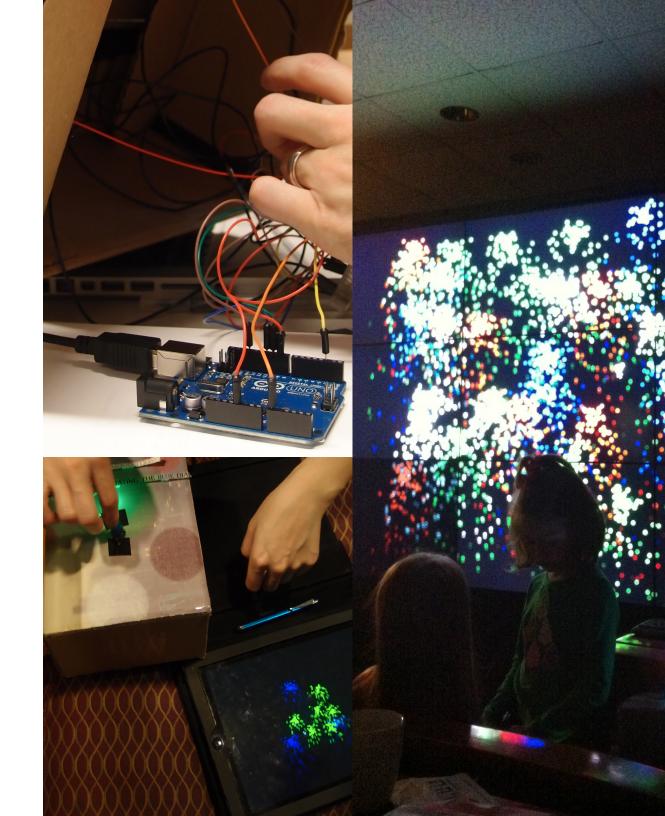
#### **DRAWING**

fun and encouraging, subtle and communicative, awareness and reflection on social intimacy



# USER TEST

30+: college students, kids



"

... this is fun, interactive and engaging, ... I will pay attention if people are trying to say something (through doodling) to the screen in Times Square.

... That would be exciting.

#### **LESSONS**

A SUCCESSFUL EXPLORATORY STUDY

TECH + ART: A PROMISING SPACE

DIVERSE PERSPECTIVES



### PHOTO CITATIONS

NY CITY: http://goo.gl/tWkOkc

CLIMATE ON THE WALL: http://goo.gl/DbuxmN

FLASH MOB: http://goo.gl/jjXtjI



### COLLABORATORS

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# THANKS!

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