

Color Catcher

«We don't create a color,
we capture it and then simply
reveal it.»

Pitch

Color catcher is a playfull grabar color that allows the user to create his own Caran d'Ache palette by using his curiosity as a tool.

«I don't know what to draw, I'm not creative at all».

This object reveals to the users that it is possible to experience their creativity otherwise than by a blank sheet and a pencil.

Allowing the detection of colors (invisible to the naked eye), Color Catcher encourages the player to move all around the room to find them through increasingly dense vibrations. The player must be curious in the various possible interactions with the object to capture an unexpected color palette.



Visual prototype while searching colors



Visual prototype of caught colors

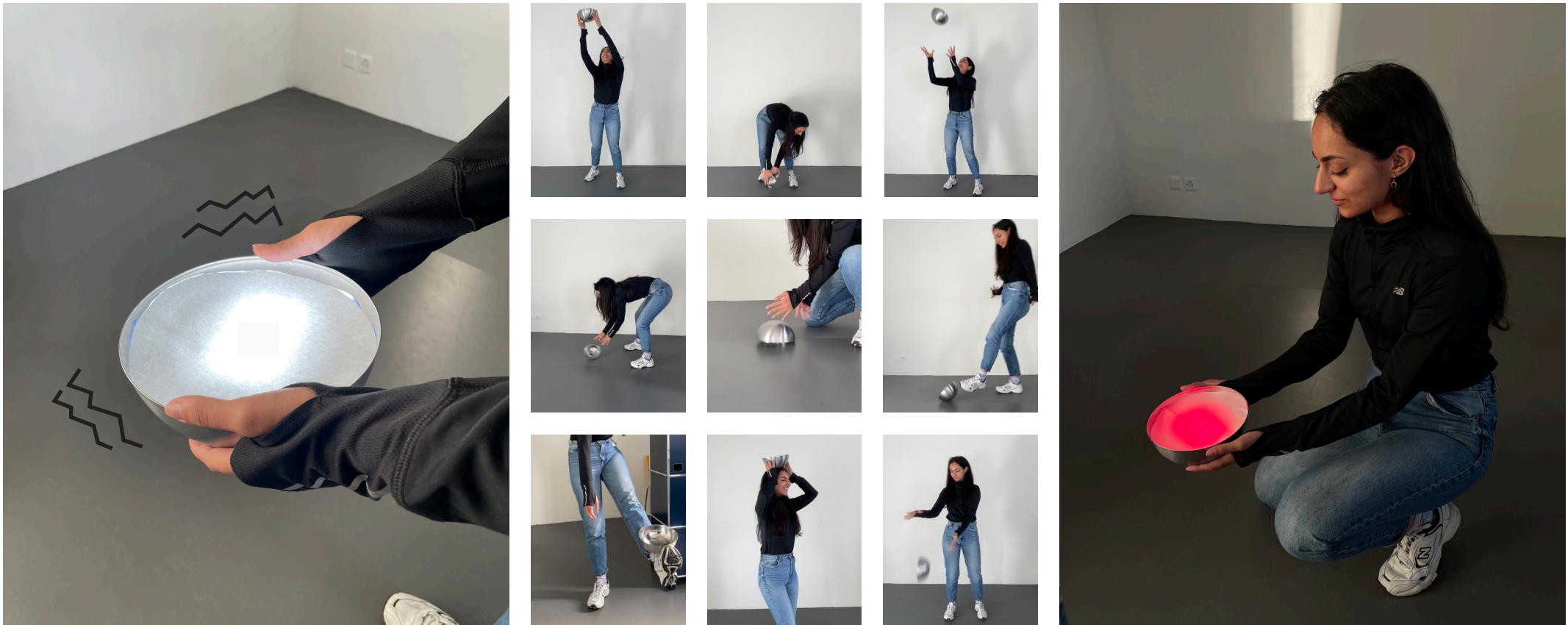


User Journey or Scenario

Quote by Caran d'Ache : «**We don't create a color, we capture it and then simply reveal it**», the idea is to find and catch the colors hidding in the room.

1. Grabe The Color Catcher with your hands
2. Follow the density of the vibrations to detect a color
3. When you are at the right spot start the interaction with the object
4. The color will reveal herself in the bowl when the capture is done.

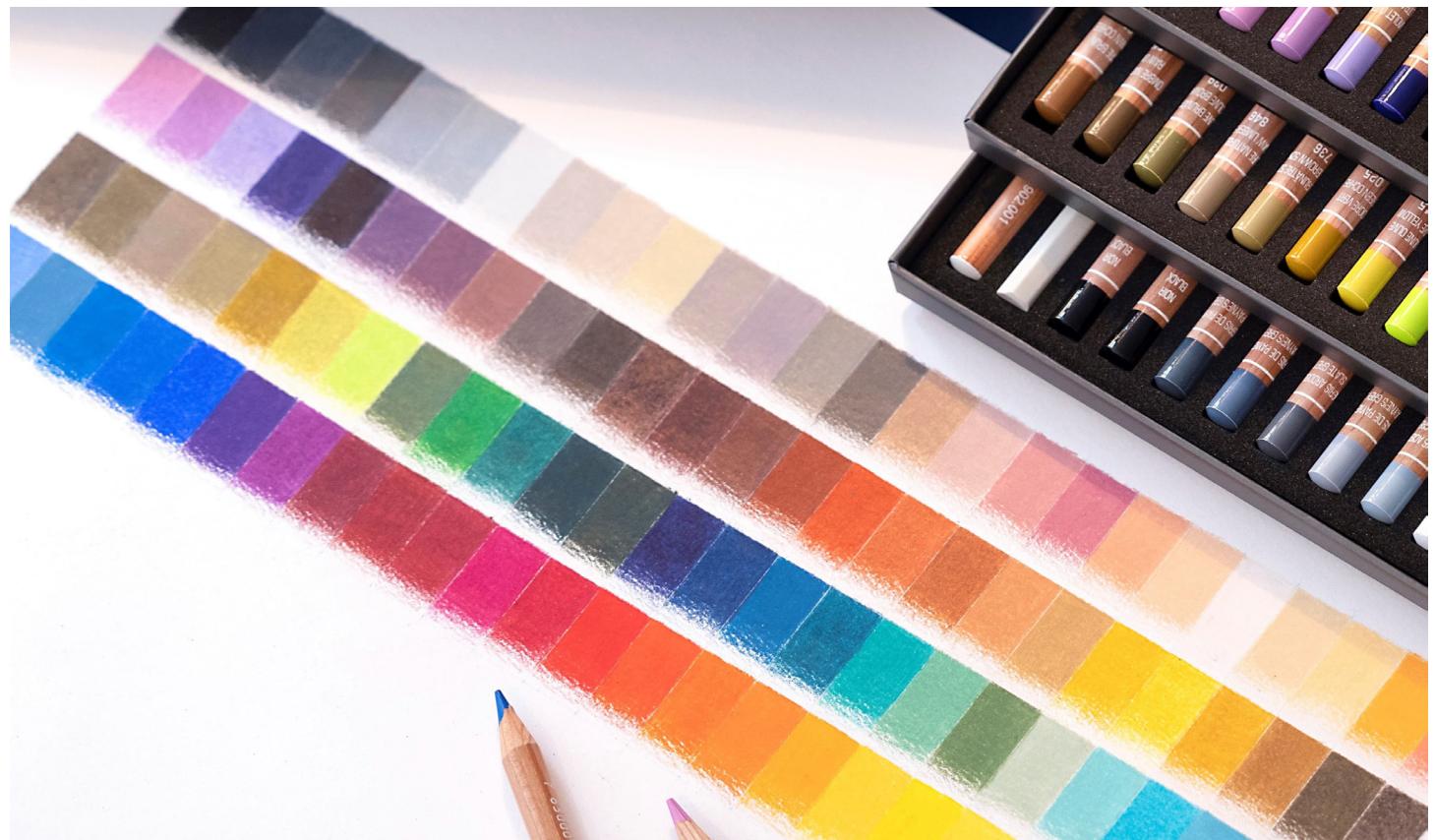
Don't forget ! Each color has it own personnalite so use your curiosity to try different interaction to find them.



Field observations & Key Insights

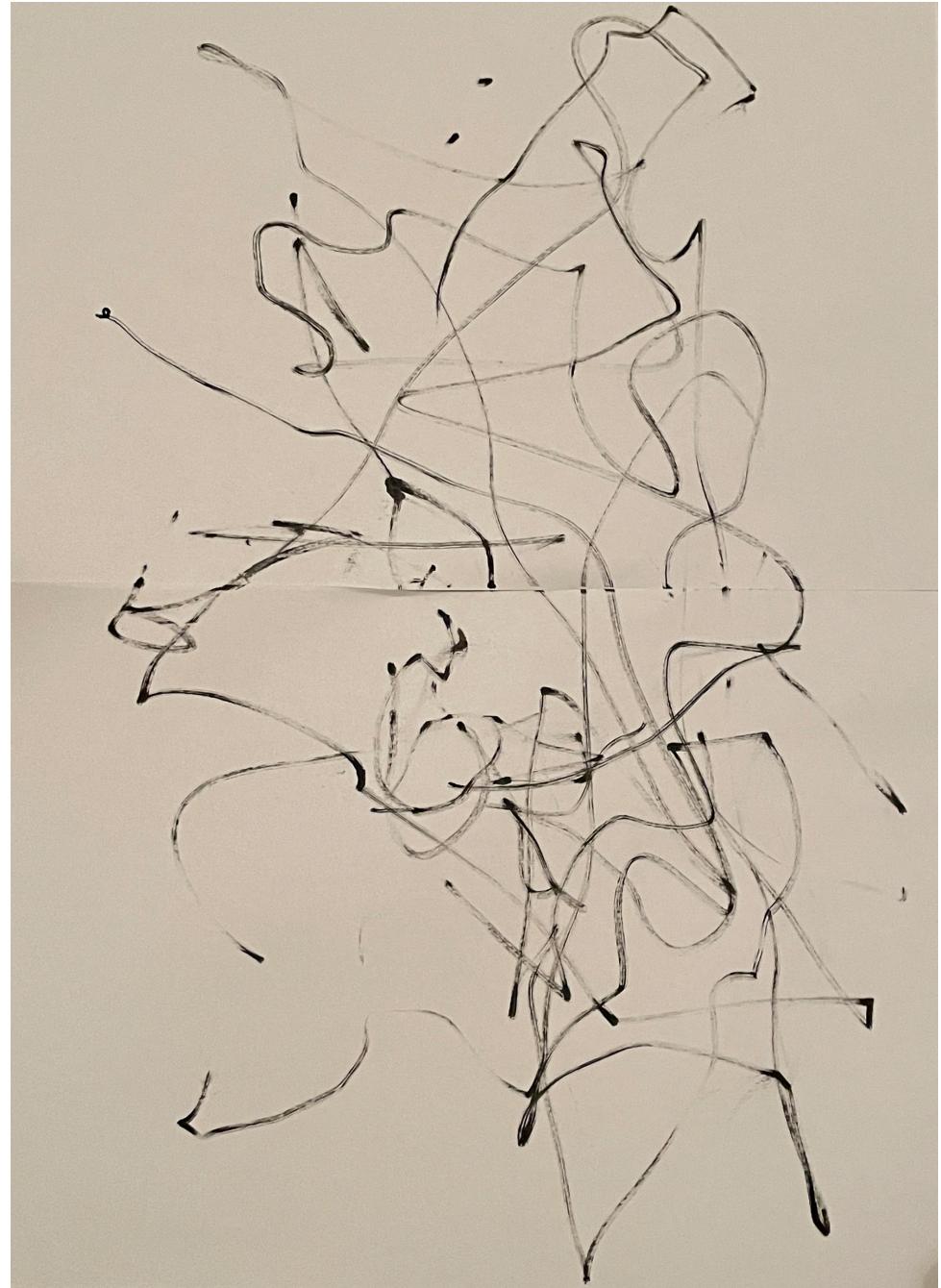
The thermal camera, for exemple, offer the possibility to see color who are invisible for our eyes only. By using the machine, you find a new world full of color possibilities !

My research were based about how catching visually invisible living things.





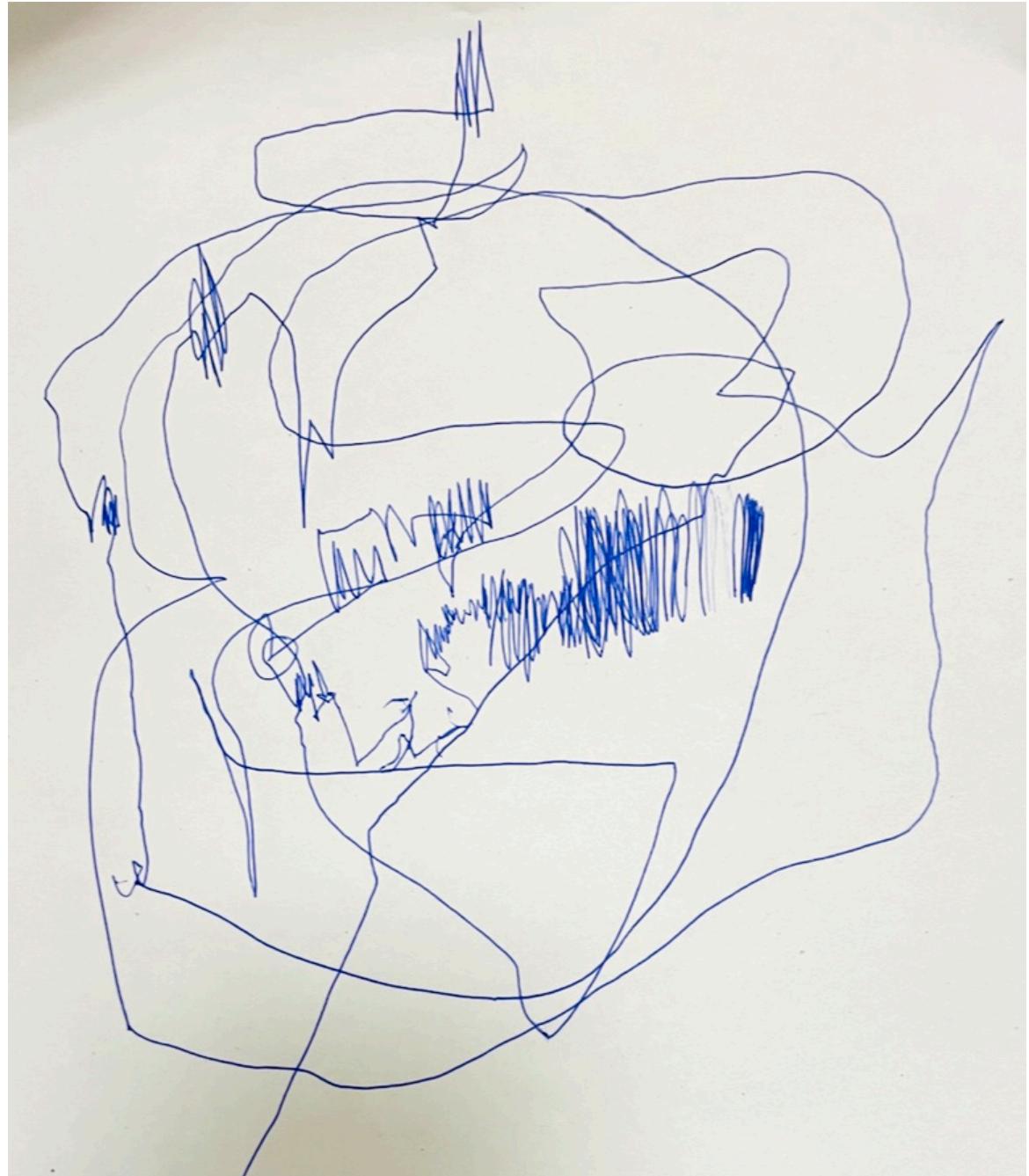
Interaction research about catching invisible living things through lines
(amebes on a canvas).





Searching electromagnetic waves
that can be found all around us.

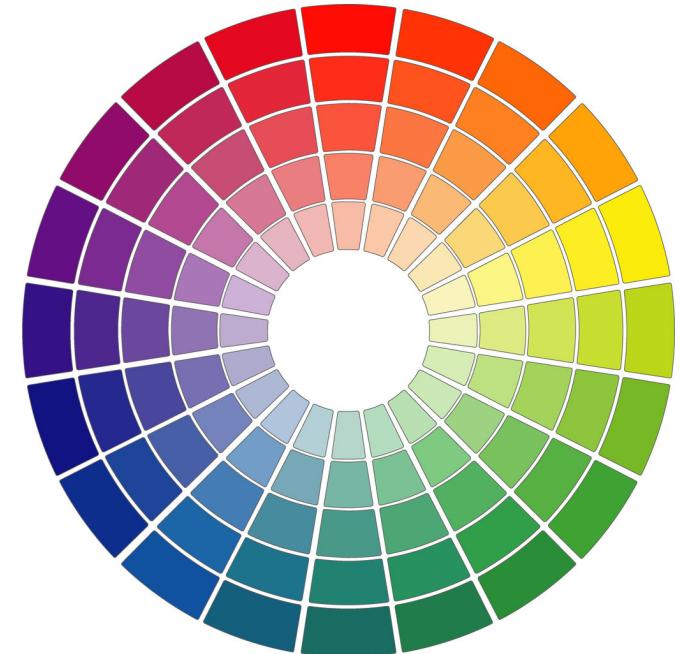
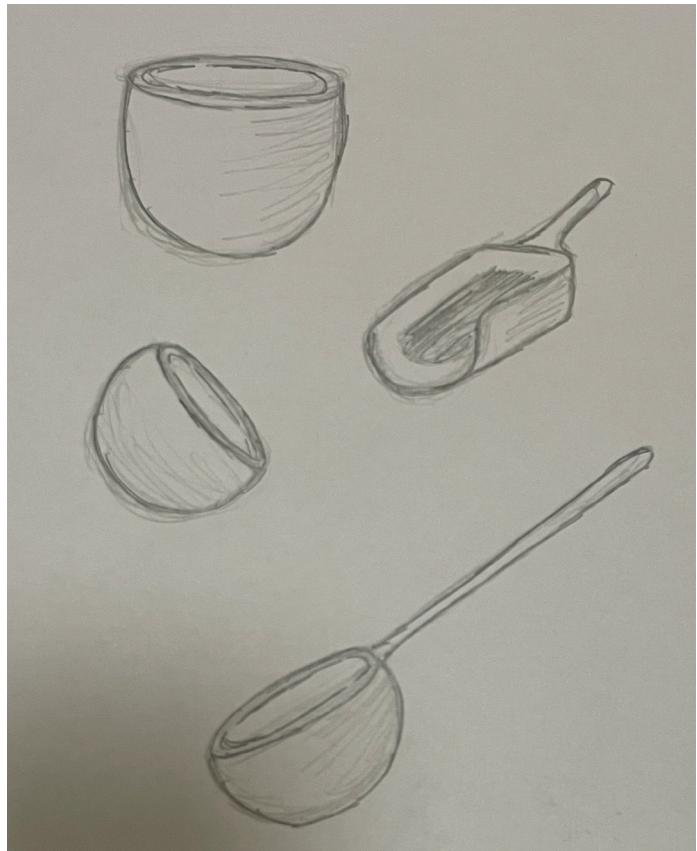
Mouvement of the user = line
Vibration density = scratching



Shape research & development

The hollow side of the bowl represents the possibility of capturing something inside the object and be curious to look at it. The shape also comes from the buckets that contain pigments at the Caran d'Ache factory. Regarding the size, the bowl allows the user to easily hold the object in both hands while remaining fluid in his movements.

The roundness of the object recalls the idea of the chromatic circle.



Visual and Material Moodboard

The material of the object would be wood which is also a material used to make Caran d'Ache pencils. The fine wood also allows to let transparent led lights to see the colors. Wood can also be produced in different colours while remaining simplicity and sobriety.

