

REMBRANDTPLEIN

RESEARCH

Interviews find that tourists are viewed negatively by tourists and other locals

Focus on the negativity between people because we believe that is the root of the issue

Interactions can help people better understand each other and make Rembrandtplein a destination

HOW CAN WE USE SOCIAL INTERACTION TO FACILITATE MUTUAL ACCEPTANCE BETWEEN TOURISTS AND LOCALS?

HYPOTHESIS

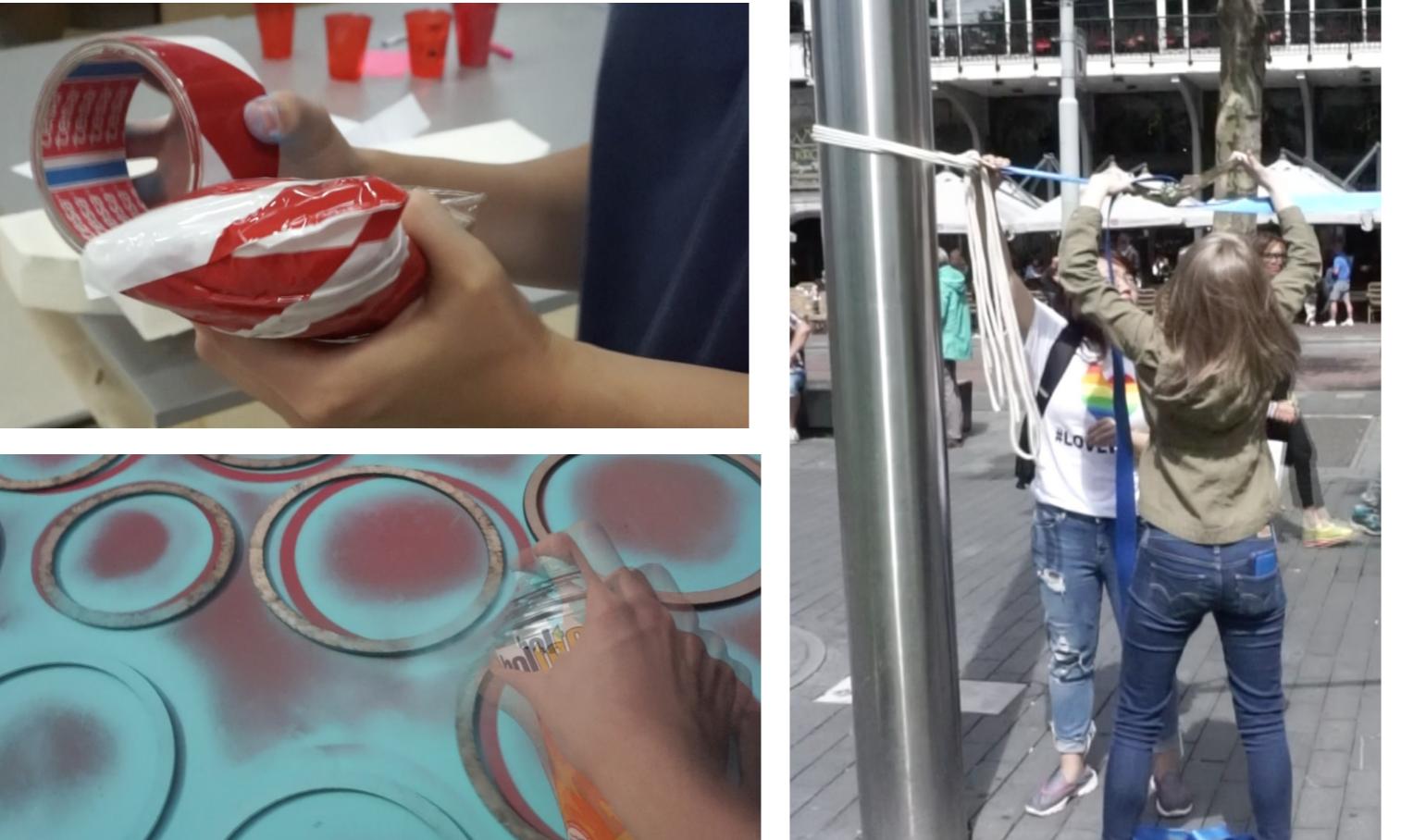
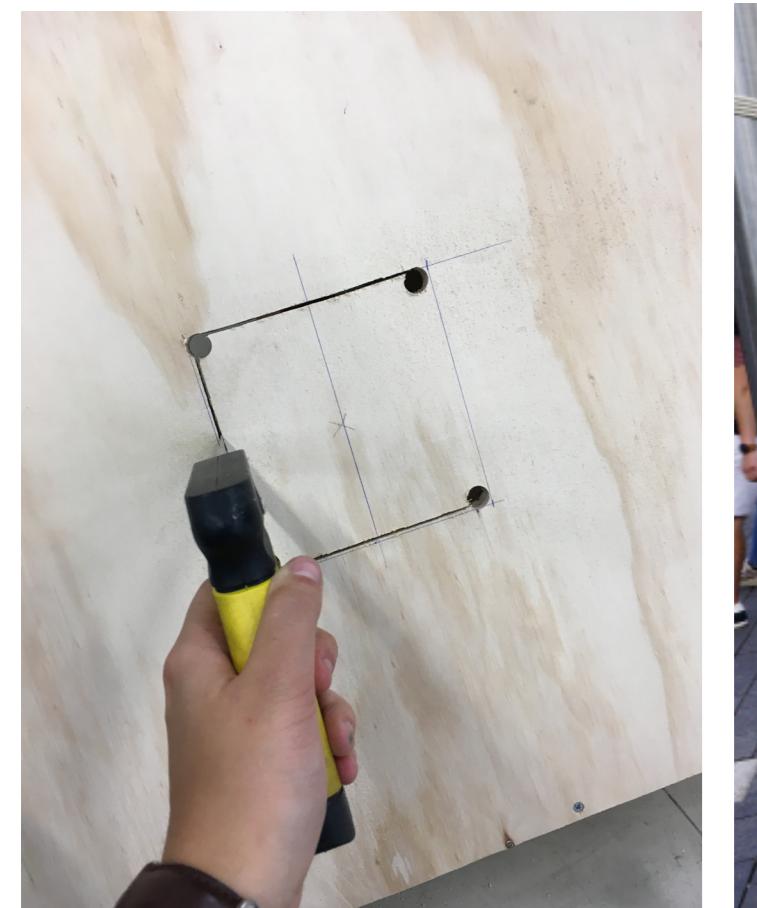
Our intervention will facilitate more communication **between strangers**, and visually showcase peoples **diversity and common interests**

DESIGN PROCESS

Games: Facilitate communication that transcends language, elements of entertainment and curiosity draw people into participating in data visualisation

Decategorisation to bridge differences through something they have in common (regardless of nationality/tourist or local) using immediate data visualisation

GROUP PROCESS



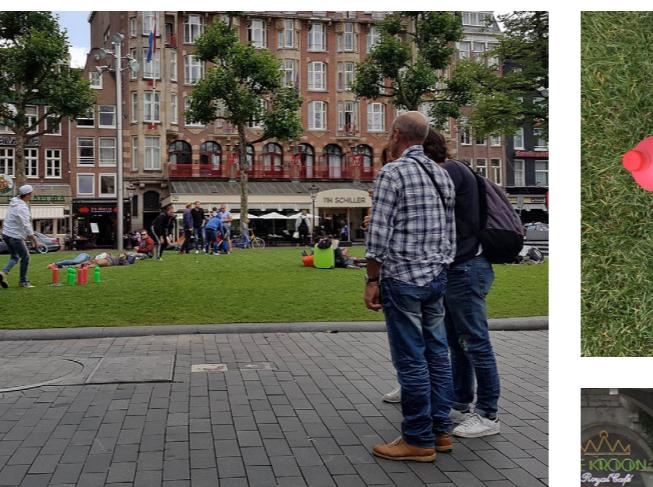
OUTCOME

It is easier to attract the under-represented groups of people on the square: families with children and people who are alone

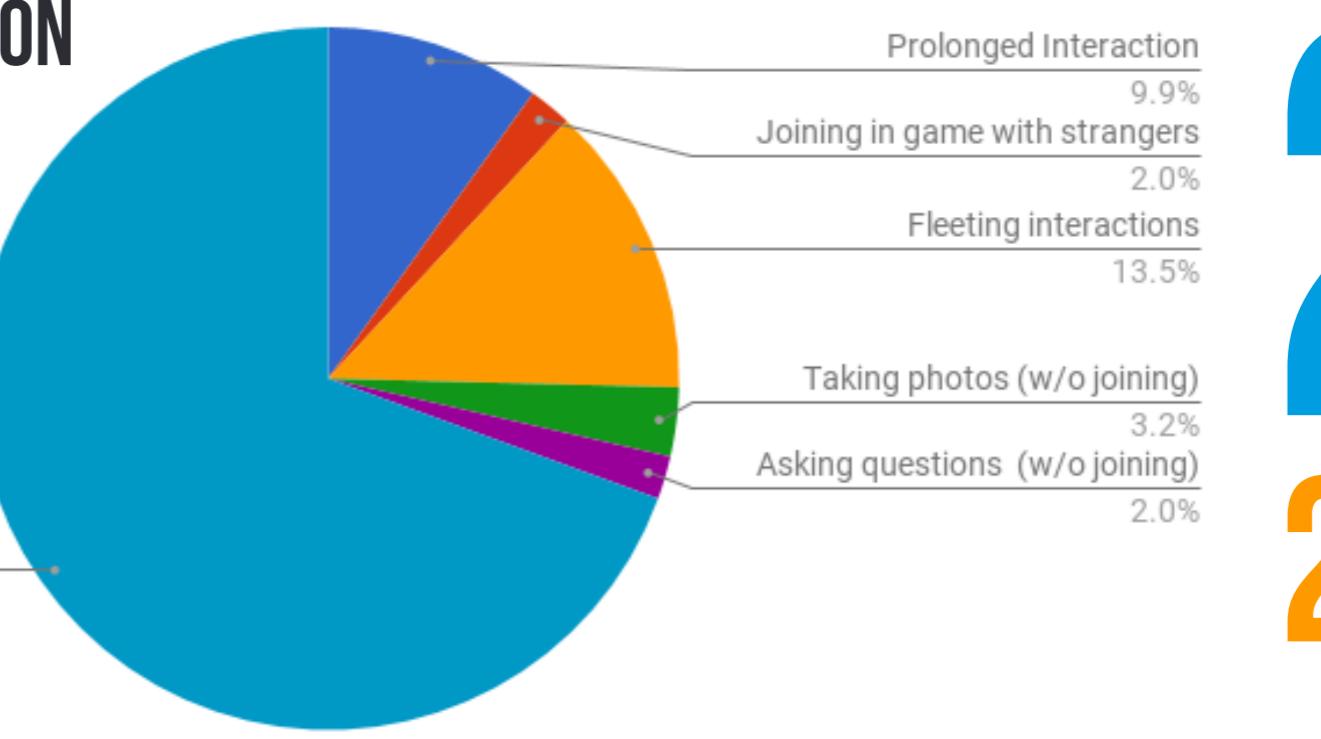
People prefer to people watch, sit on the grass, smoke, and relax



PROTOTYPE



LEVELS OF INTERACTION



22 PARTICANTS
14 NATION ALITIES
252 OBSERVATIONS

People are passive and prefer not to change their purpose of visiting Rembrandtplein