

Major Studio 5D/Instruction Sets  
**Nicholas and Pilar**

"CELEBRATE THE DIVERSITY OF HARLEM"  
Prototype 1





Version A

# Title Only

12:20 - 13:20

CELEBRATE THE DIVERSITY OF HARLEM

CELEBREMOS LA DIVERSIDAD DE HARLEM





## RESULTS

5 GROUPS OF PEOPLE STOPPED TO SEE THE PROJECT.  
ONLY **1 GROUP** INTERACTED WITH.

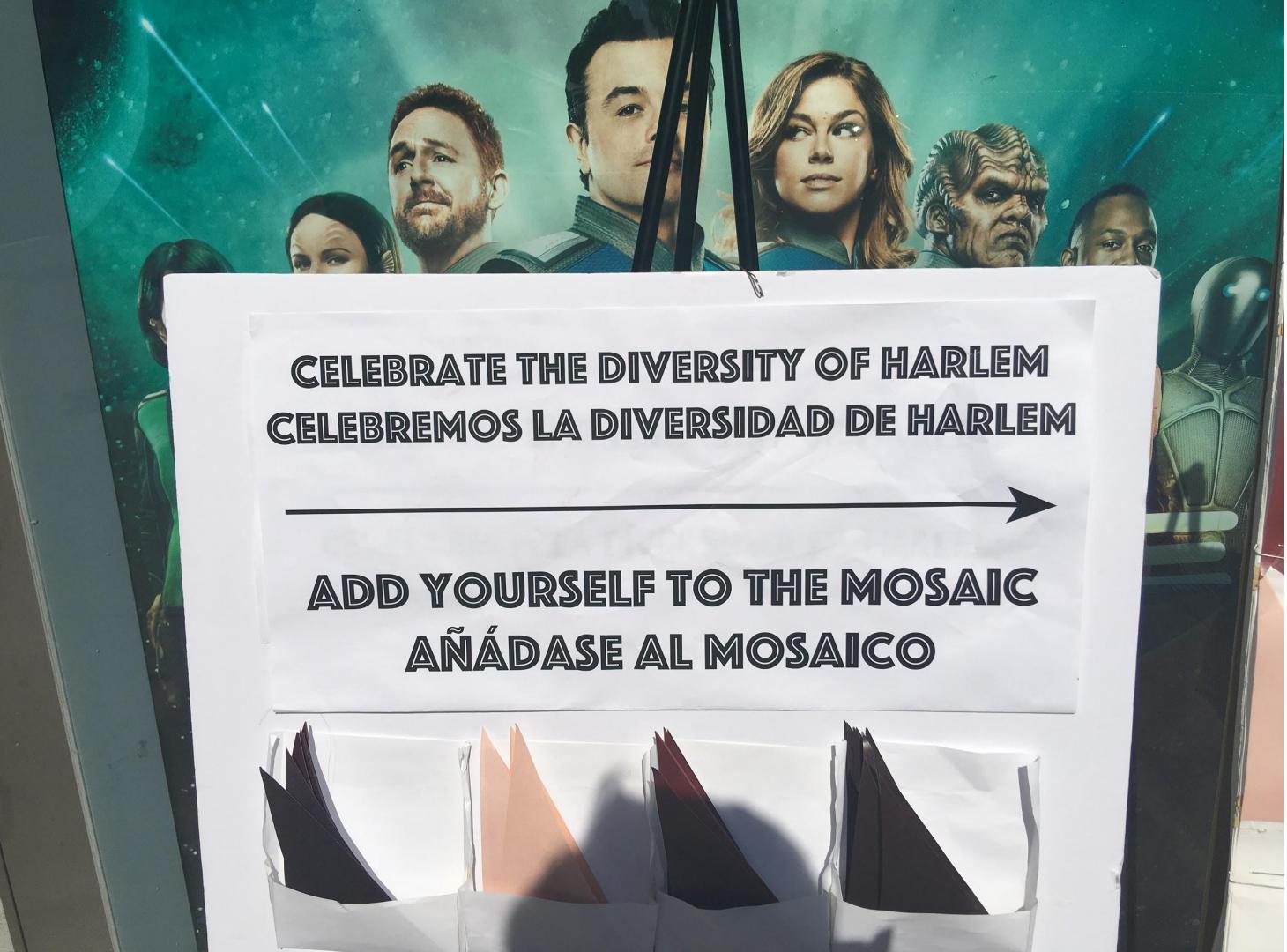
## OBSERVATION

PEOPLE SEEM INTERESTED BUT  
NOT ENOUGH TO APPROACH.

VERSION B

**SUBHEADING**

13:20 - 15:00



**CELEBRATE THE DIVERSITY OF HARLEM**  
**CELEBREMOS LA DIVERSIDAD DE HARLEM**

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**ADD YOURSELF TO THE MOSAIC**  
**AÑÁDASE AL MOSAICO**

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## RESULTS

**10 GROUPS** OF PEOPLE INTERACTED.

NEW INSTRUCTIONS WERE A SUCCESS!

PEOPLE ADDED **17 TRIANGLES** IN **2 HS 30 MIN**

SUNDAY OCTOBER 1TH, 2017.

FOOT TRAFFIC ESTIMATED AT 900/HOUR.

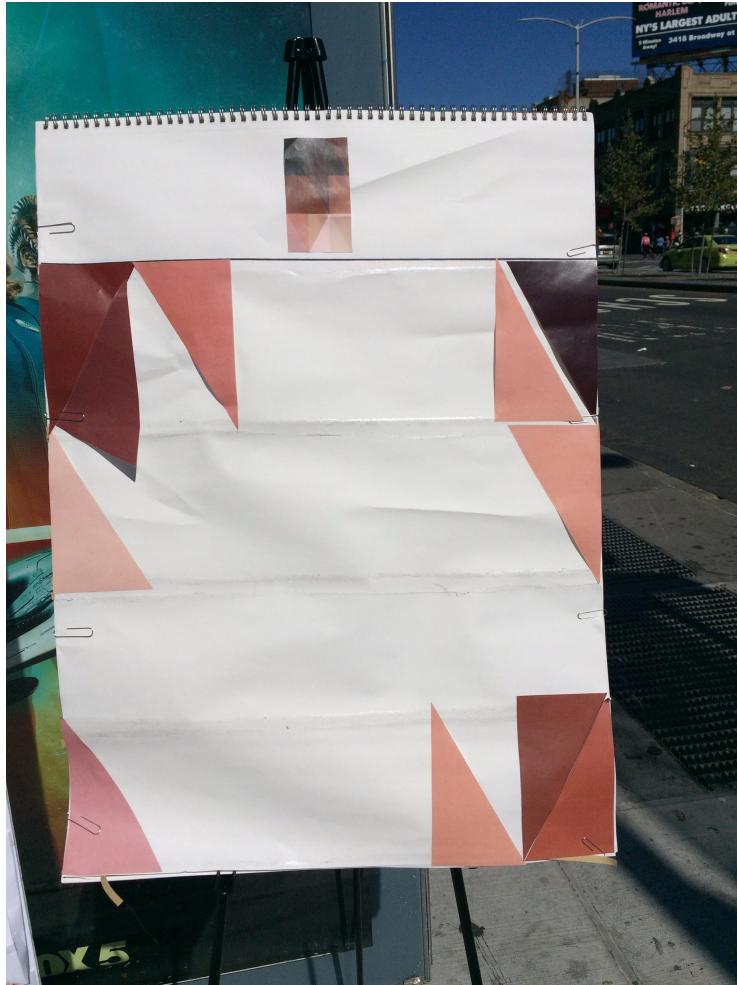
USAGE RATE: APPROX 1% OF PASSERSBY

## FEEDBACK

INTUITIVE; GREAT SELECTION OF COLORS;

NOT EASY TO PASTE THE TRIANGLES.

12:20 - 13:20



13:20 - 15:00



Major Studio 5D/Instruction Sets  
**Nicholas and Pilar**

"How Diverse is New York?"  
Prototype 2





Position A

**Columbus Circle  
Broadway Pedestrian Island**

12:45 - 2:00









## RESULTS

**13 TRIANGLES ADDED IN 1 HS 15 MIN**

SATURDAY OCTOBER 7TH, 2017.

FOOT TRAFFIC ESTIMATED AT 3,000/HOUR

USAGE RATE: < .5%

## OBSERVATION

PEOPLE ARE FOCUSED ON CROSSING THE STREET

- THEY WON'T TURN THEIR HEAD

## FEEDBACK

INTUITIVE; SOME COLORS MISSING;  
EASY TO PASTE TRIANGLES

Position B

**Columbus Circle**

**Museum of Art and Design**

2:00 - 3:15







## RESULTS

**13 TRIANGLES ADDED IN 30 MIN**

SATURDAY OCTOBER 7TH, 2017.

FOOT TRAFFIC ESTIMATED AT 3,000/HOUR

USAGE RATE: APPROX 1%

## OBSERVATION

PEOPLE LOOKED WHILE APPROACHING  
THEN DECIDED TO INTERACT

## NEW THEORY

IF OUR PROMPT IS MORE CONDENSED,  
WILL PEOPLE BE NEATER & SAVE SPACE?





## RESULTS

**11 TRIANGLES ADDED IN 45 MIN**

SATURDAY OCTOBER 7TH, 2017.  
FOOT TRAFFIC ESTIMATED AT 3,000/HOUR  
USAGE RATE: APPROX .5%

## RESULTS

PEOPLE STAYED ORGANIZED - USAGE DROPPED

DARKEST SHADES NOT USED ORGANICALLY:  
WE USED THEM AS PROMPTS OR PEOPLE  
WERE USING A DARK SHADE TO SYMBOLIZE  
A LOT OF DIVERSITY IN NEW YORK

