



The project is going to be roughly 3 iterations.

For clarity purposes i'm going to refer to the digital database, as "database" and the molecular (analogue) database, as "memory bank"

#### ITERATION I: Creating the molecular map and filling the memory bank

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\* Desired Data: Different paths, different tags.

\*\* Tags: data (words) that refer on the perception of the environment (whole walking each path), i.e. sounds, visuals, emotions (more types of tags could translate to mess!!).

Each tag is going to be represented differently, to help us organise them easier and faster:

emotional tags are going to be with CAPITAL letters,

visual tags are going to be with lowercase letters,

sound tags are going to be with mIXeD letters.

\*\*\* We've got to have a large number of different specific tags, but not too large nor too specific, because we need a lot of "hits" on each tag.

For example, we would like "birds" or even "singing birds" and "flying birds" BUT NOT "flying singing sparrow", "flying singing pigeon".

\*\*\*\* Same notion applies to the number of paths. Let's say the 10-15 most used paths, because for the same path we want to achieve different data collection.

Example: For path 5 we would like to have:

a) morning paths

a.1) Example of possible tags: Happy, traffic, large building, coffee, hungry, trees, flying birds, chewing gums, cold

b) evening paths

b.1) Example of possible tags: Tired, hungry, singing birds, cute girls, yellow wall, redheaded girl, rain, taxi, bus

c) night paths

c.1) Very drunk, cute girl, cute girl, fast car, cut girl, blonde girl, angry guy, owl, drunk people.

1.0: Decide the geographic location (the radius) for the data collection

1.1: Create a digital map and print it (2 copies) on 3 A0 papers (that's large enough, right?).

1.2: Finding a suitable place to hang the map and work around it. A certain "base of operations".

1.3: "Creating" some paths on the map, and later expand on them

1.4: "Create": some initial tags, and later expand on them

1.5: Find some victims... or rather "volunteers".

1.6: Assign to the victims some paths to walk on different times of a day, give them the list of predefined tags to select and allow them to expand on it.

1.6.1: Give them post-its to write their tags for their walks on the paths.

We're going to need 3 different colours of post-its, yellow for morning-noon, orange for afternoon, blue for night, in order to organize them easier.

1.6.3: An example of a walk through the path could be like this:

Path 5 (= roughly 5 blocks of buildings)

Start 11:15, Finish: 11:35, six yellow post-its. That means that the victim broke down his walk in 6 segments.

Post-it 01: HAPPY, brick wall, tall building, sunny day, bIrDs wINgS fLAppINgS

Post-it 02: HAPPY, aNGrY mAn, cute girl, sInGInG bIRds, glass building, trees

Post-it 03: small bistro, ugly building, FRUSTRATED, CONFUSSED, red boots, cAt MEoWing

Post-it 04: glass building, very tall buildings, clouds, chewing gums, talking, flowers

Post-it 05: cARs hOnKInG, dOGs bARKInG, pEOplE yELLInG, STREESSED, HUNGRY, restaurant, restaurant, bistro

Post-it 06: TIRED, narrow path, peOpLe wAlKinG, TrAffiC

## Iteration II: Manipulation of the database

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2.0: Fill the memory bank

2.1: Create a database, just in case.

2.3: Create something out of the database

## Iteration III: End Result

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Create a traditional interactive experience of some different translations and interpretations of the data and the combinations of data. Those interpretations could be:

1. Dynamically generated flash videos of each walk, OR 2-4 static videos of the most interesting walks. Projected on a screen or a monitor.
2. A very simple dynamic website that presents differently each walk, with words, colours, font faces, font colours, WHATEVER!!
3. INFOGRAPHICS, of any type, shape and size.
4. Projection of dynamically generated simple graphics depending on the different tags, and paths (i.e. different (colour, size) ink splashes on coloured background, projected on the molecular (analogue) map).
5. Build a system that will interact with the printed map and its data(use them as database).

After feeding the system with the data then the data will be translated - interpreted as sounds and music.

The interaction will be done through the use of sensors. There will be recorded and synthesized sounds.

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.... More to come...