

P3

Site Specific: Hospital, Mall, Library, United Nations.

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19 April -13 May
2019

This prompt asks you to start looking around for what captures your attention in a particular physical place. You will be using your personal experience of the place as a catalyst to create a mobile app to be used while there. You are limited to choosing between four categories of place: a hospital, a mall, a library, or the United Nations (embassy). These typologies have been chosen because they offer a multitude of entry points for interpretation and because they touch on situations, memories, and stories that affect us all:

— Hospitals are about the body, physical maintenance, wellness, life, death, care, nurture, bureaucracy, biology, and science.

— Malls are about luxury, consumerism, capital, fashion, surface, youth, identity, and glamor.

— Libraries are repositories of thought, made up of many archives, they are systems and systematic, they are about preservation and human history.

— The United Nations is about internationality, translation, identity, politics, argument, diplomacy, compromise, and world culture.

You should begin by visiting your site and developing a visual hypothesis about it. A hypothesis is different than documentation; it is an embodied thought, an idea, critique or reflection on your chosen site. It is not a factual description; it is a proposal which carries your most inventive thoughts, dreams, and speculations. It is a fresh idea.

Your app need not have a functional use. It doesn't need to be a history of the place, or a tour guide for an average visitor. Perhaps it's only useful to you. It may help to think about one particular area within your place rather than the site as a whole. For example: Just the waiting room in a hospital, or just the gift shop; Just the perfume counter at Neiman Markus in the mall, or just the fitness clothing in Lululemon; Just the archive of Vogue magazines in the library, or just the card catalogue system; Just the flags in front of the UN, or just the translation phones in the conference halls.

It would be best to choose a site that you can easily revisit. Seek visual information, pay attention to the materials used, the social activities taking place there: most importantly the nature of what caught your attention. Ultimately this project should not be about the place. It should be about you, your interests, and graphic design.

Week 1

Take scouting pictures, shoot video, take notes of what attracted you. You must document your interest in a media of your choice. Bring back things you find there. What is your space made out of? What do people do there? Have you spent time there in the past?

Week 2

Develop three unique visual hypothesis. Use your documentation to begin creating each of these hypothesis. Perhaps start with a simple sentence: "I'm interested in the get well soon cards in the hospital gift shop"; "I'm interested in the layout of visitor seating in the mall". You must show three visual directions.

Week 3

Choose one direction and develop.

Week 4

Code your project + final critique

Locations

Bellevue Hospital Center, 462 1st Avenue, New York, NY

Hudson Yards, between 10th and 12th Avenues from West 30th to West 34th Streets, New York, NY

New York Public Library, 476 5th Ave, New York, NY

United Nations, 46th St & 1st Ave, New York, NY