

# Signature Theatre

ENVIRONMENTAL INSTALLATIONS AND YOU!



# Paul Mealy

INTERACTIVE ARCHITECT @POP



# What does that mean?

SAY WHAT?



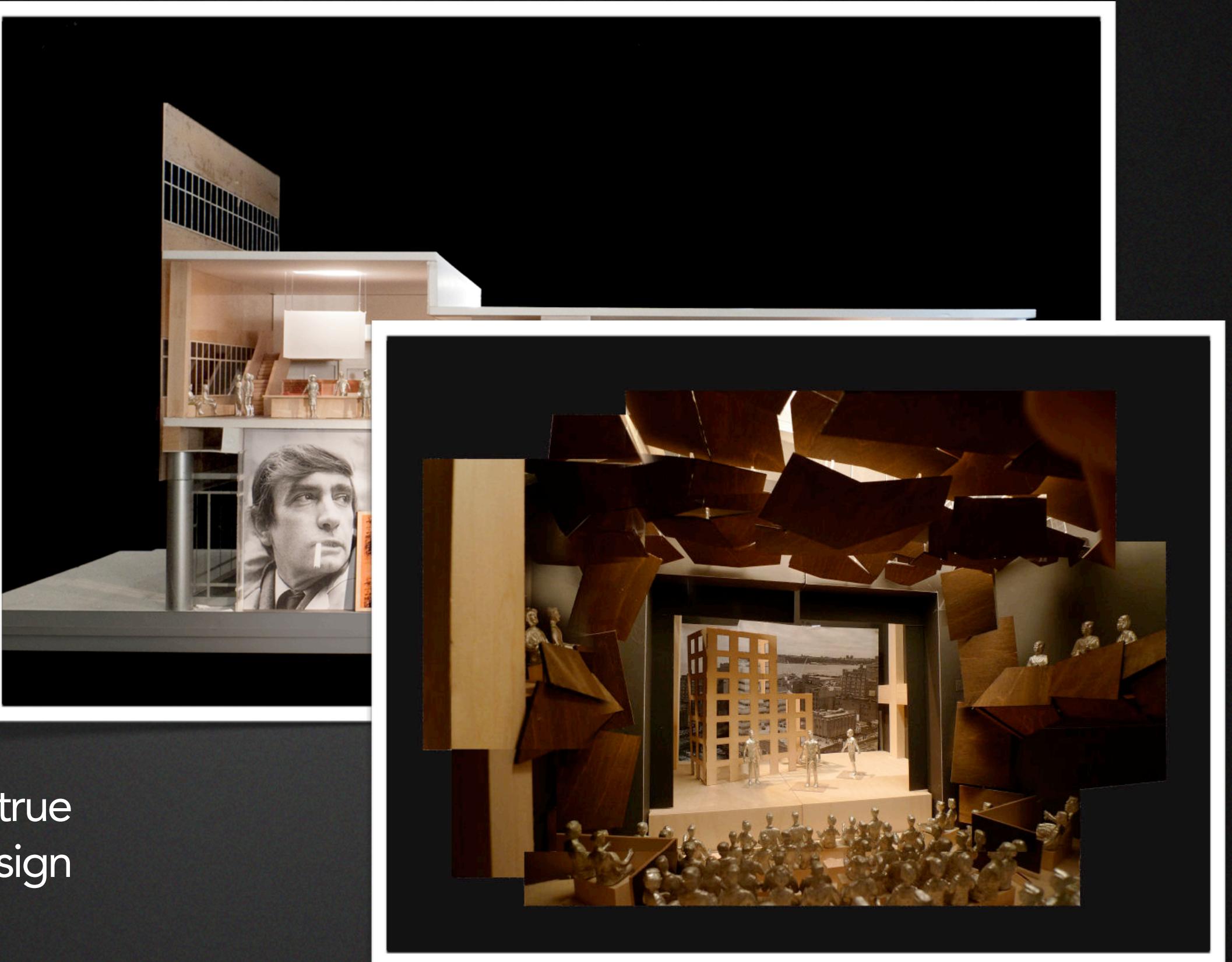
# What is Signature Theatre?

THEATRE IN NYC



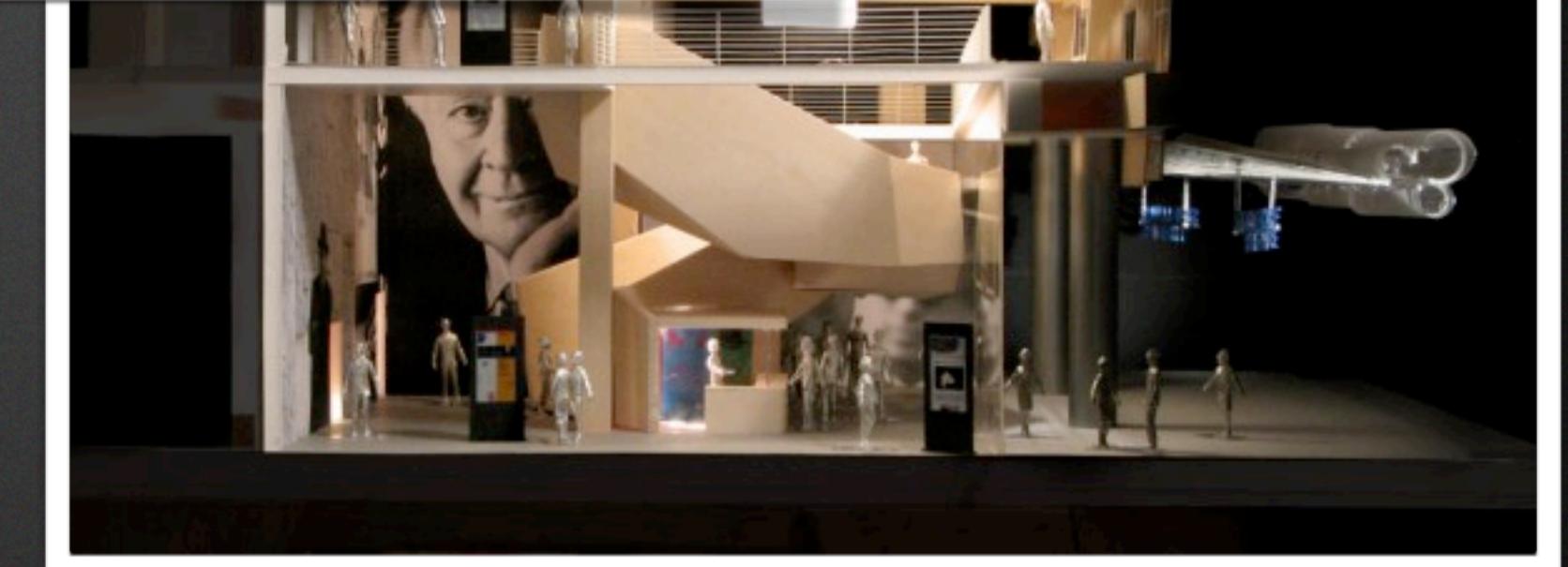
# Background

- › Something environmental
- › Pop's largest (first) foray into true environmental interaction design



# Background

- › Connected, Alive, Aware
- › Create collisions
- › Display theatre history
- › Collect audience input



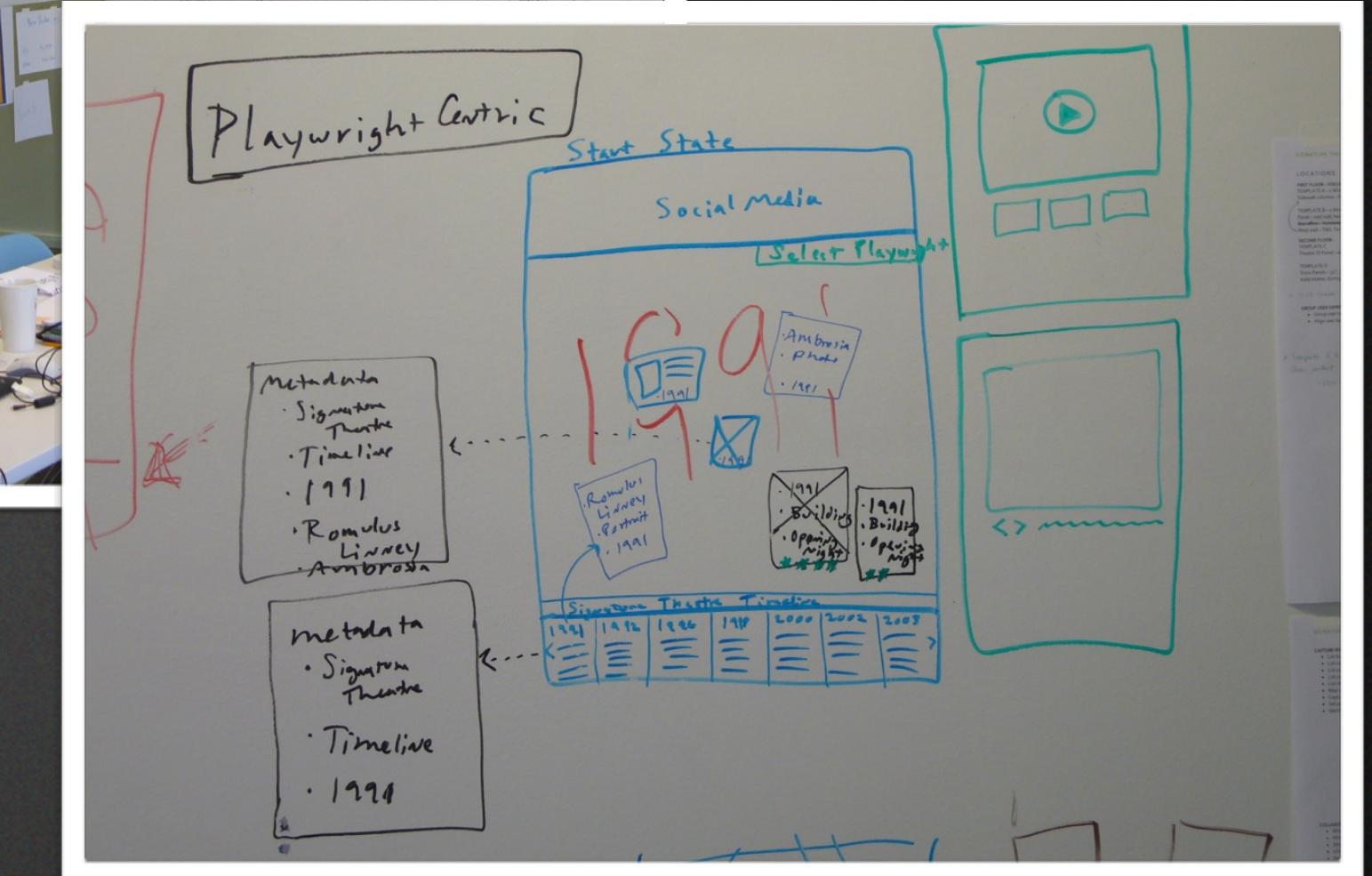
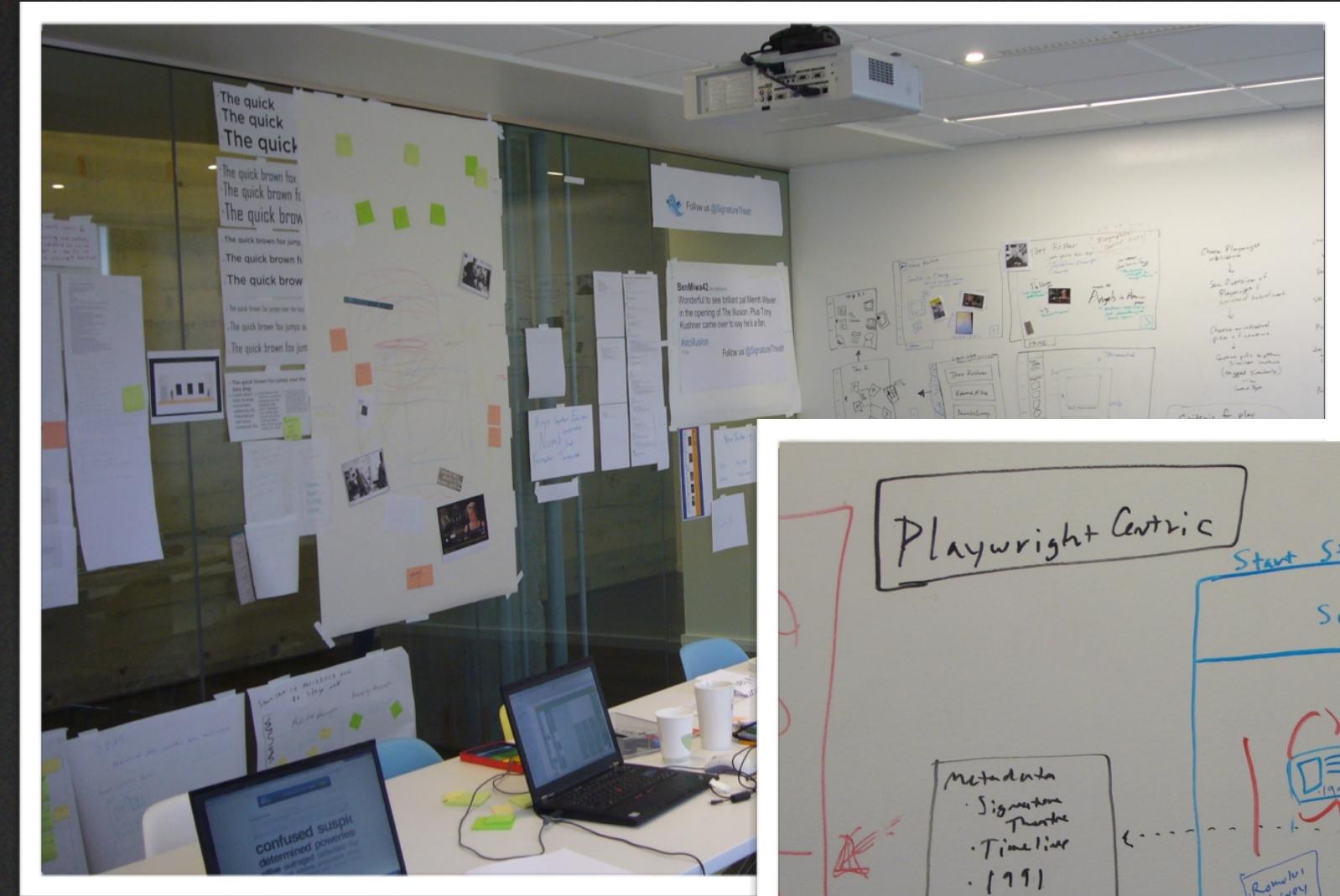
# Process

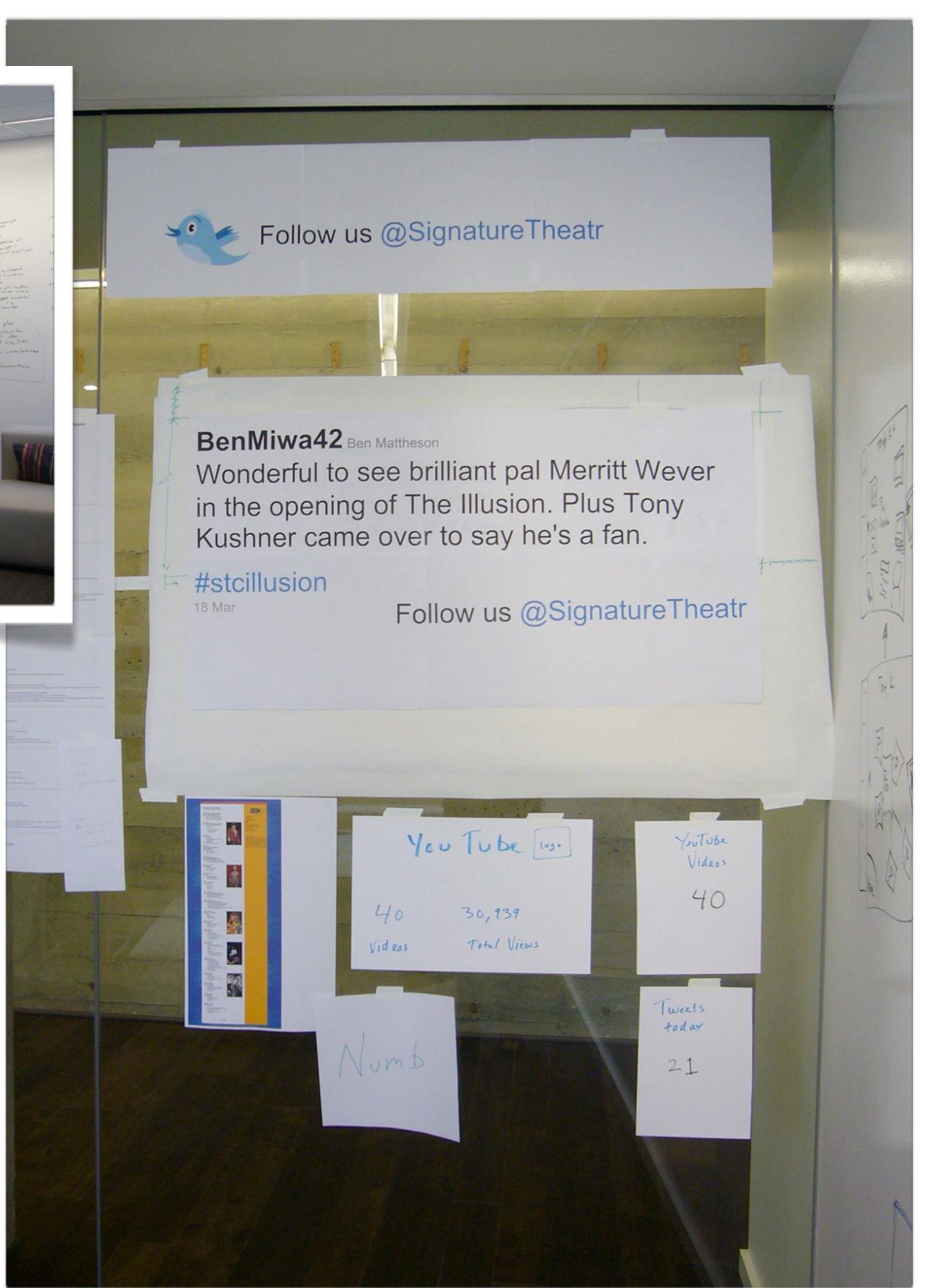
SIGNATURE THEATRE



# Process

- › WHAT to execute (touchscreens)
- › HOW to execute (Flash)



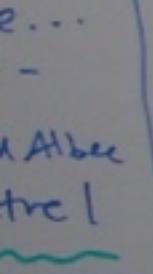
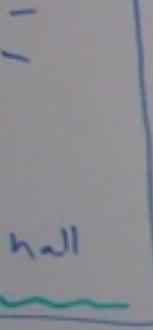


## Process (cont)

- › How to deliver content for intimate/large experience?
- › Early ideas (multiple iPads? Multiple user touchscreens?) discarded
- › Started playing with sizes
- › Started testing user interaction comfort

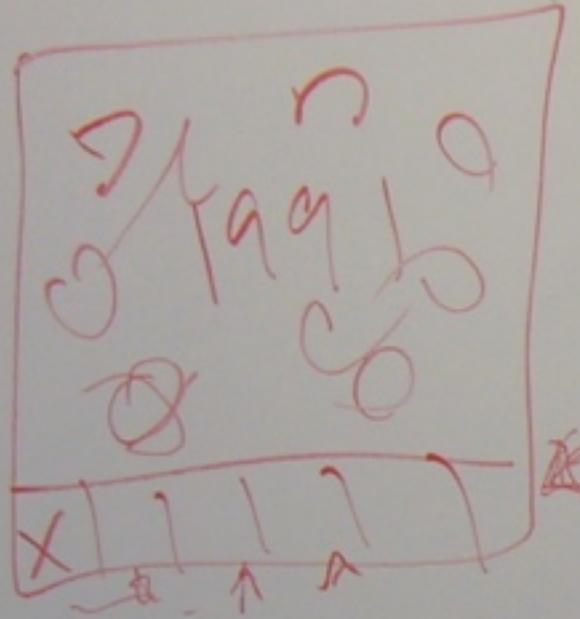


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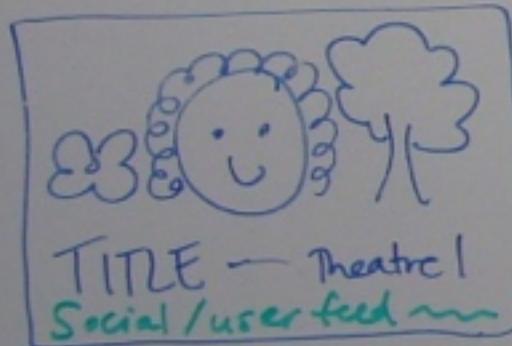


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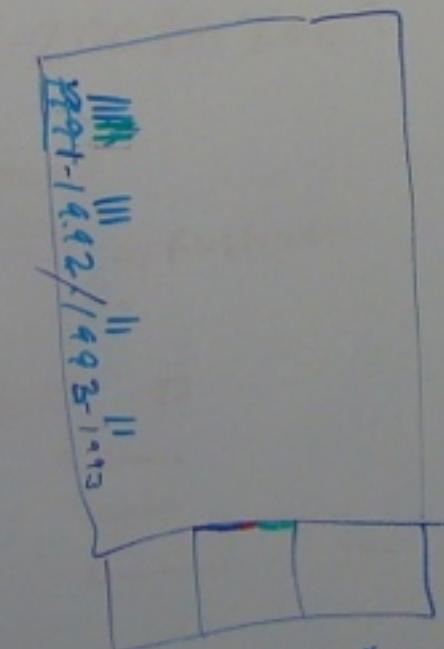
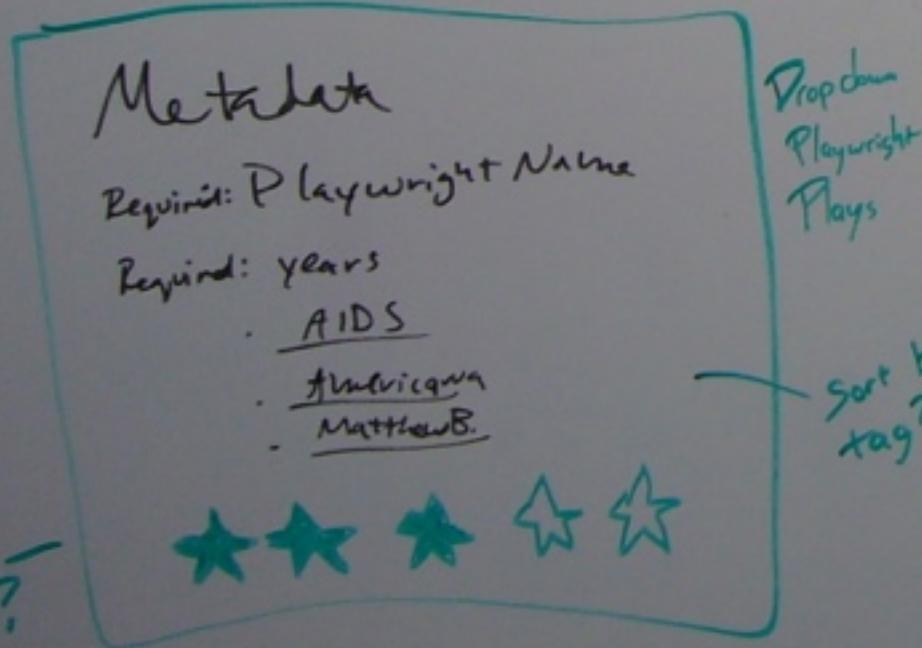
rank  
content?



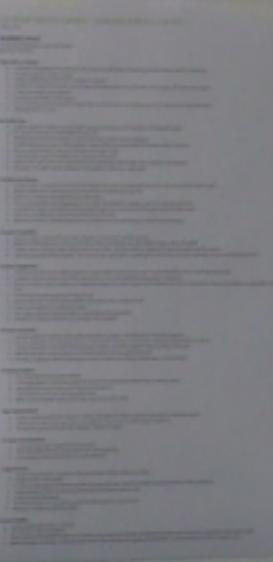
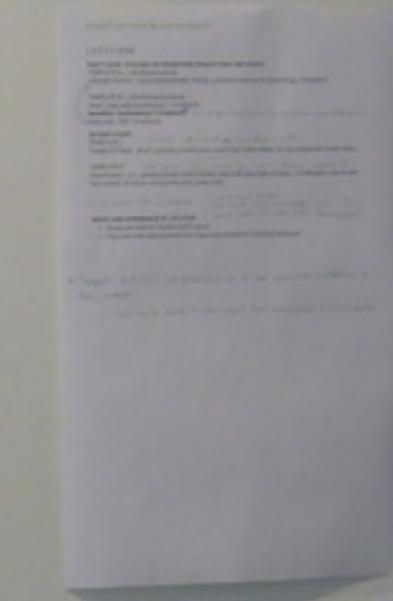
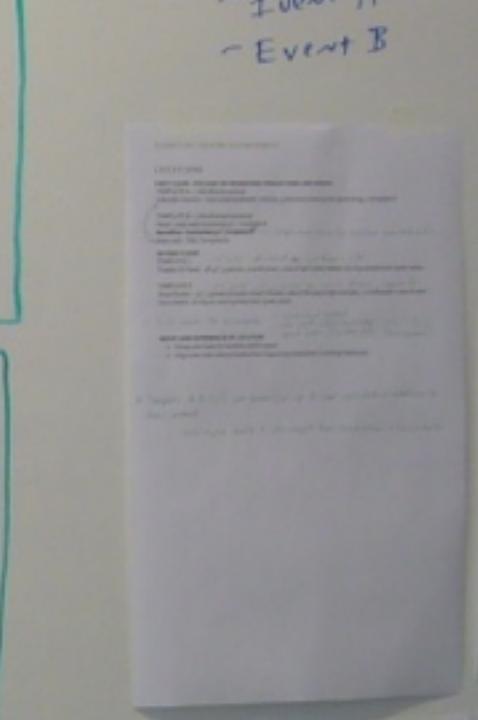
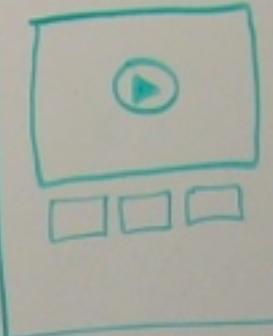
Playwright Centric



(image heavy)



Rank years by "Likes"  
to show popular  
years.



SIMPLE SCALING Random w/ weighted tags  
MIN/MAX SIZE

brow

fox jump

crown fc

brow

s over the lazy

box jumps on

n fox jum

mps over the

**■** *Consectetur adipiscing elit. Pellentesque nibh lacus, consequat nec ultrices eget, dictum sed lectus. Nulla nec libero urna. Proin nec dignissim justo. Duis vel semper quam eu diam.*

Determining  
actual  
DPI  
By Factors



Katie Co

— eye lens

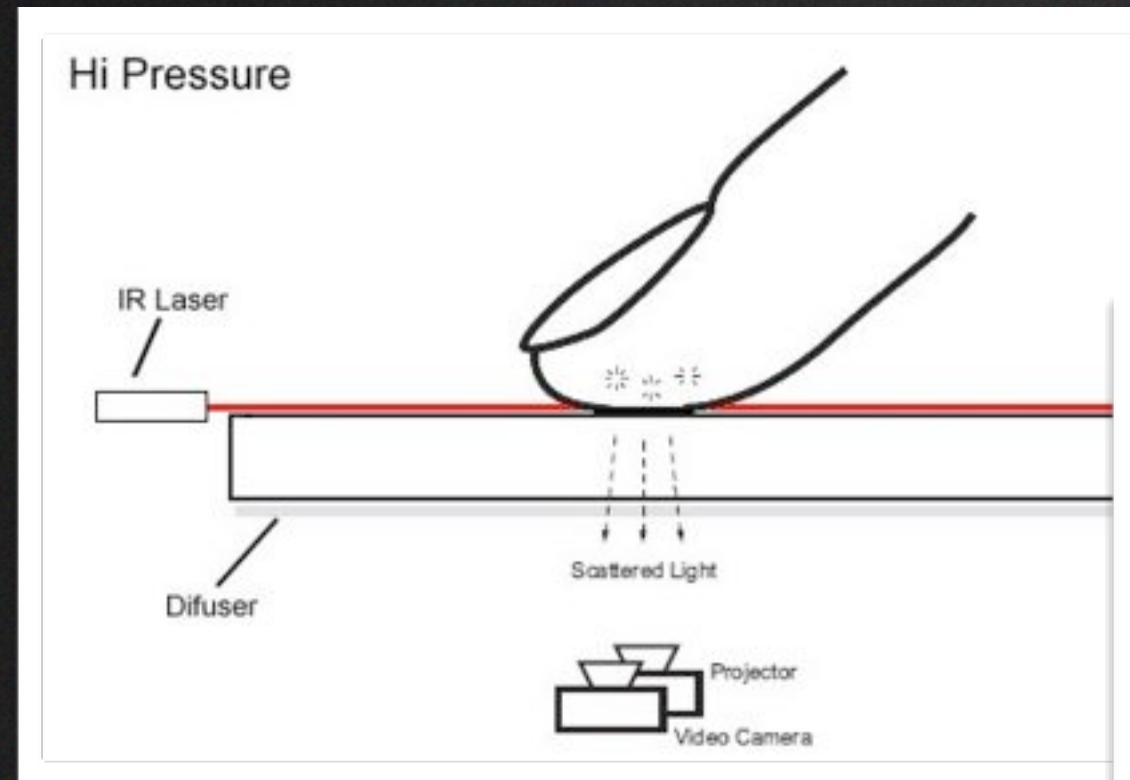
~~As in straight~~

*I believe very  
deeply in the  
human spirit.*

# Hardware

SELECTION PROCESS





# Hardware

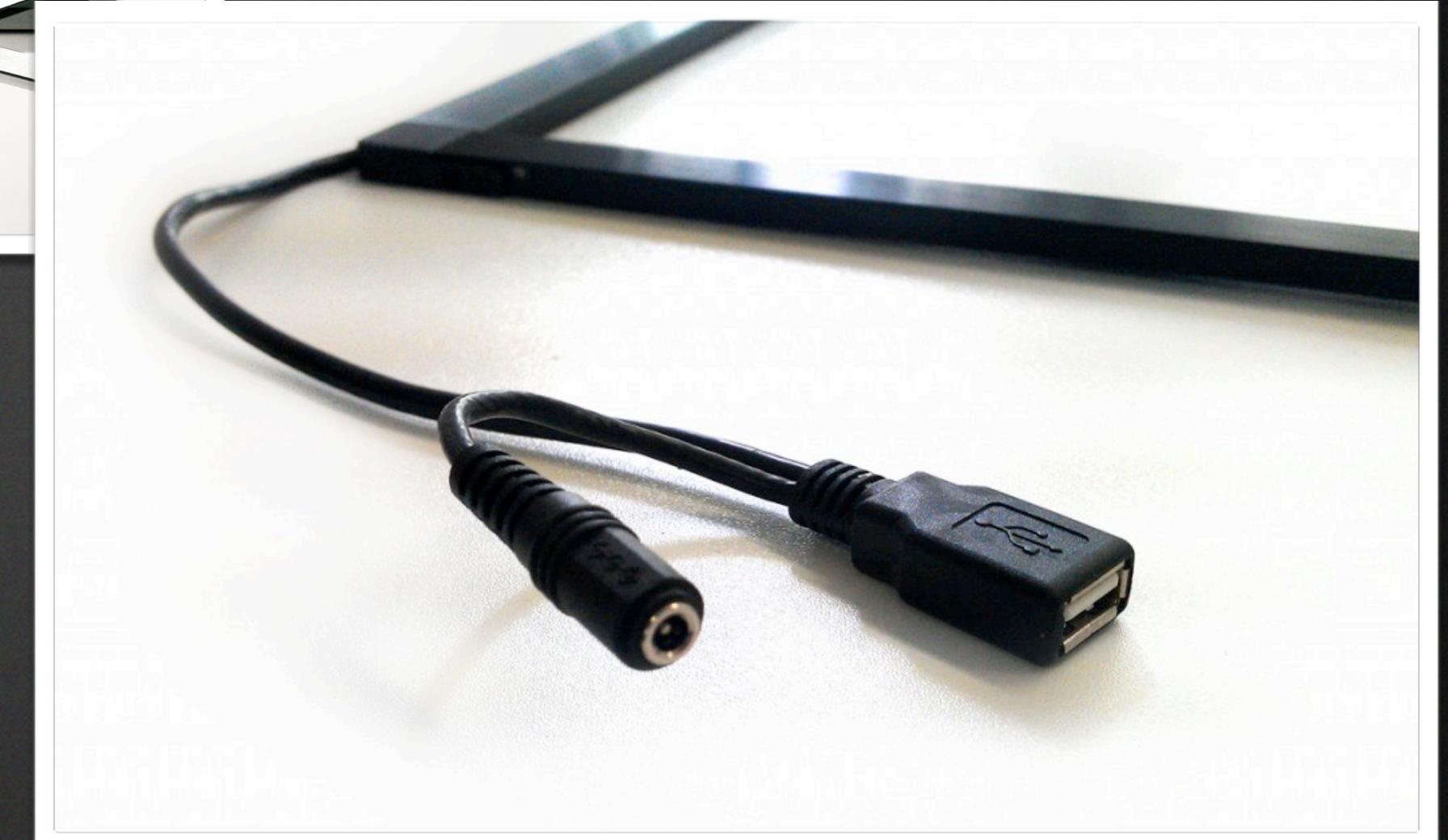
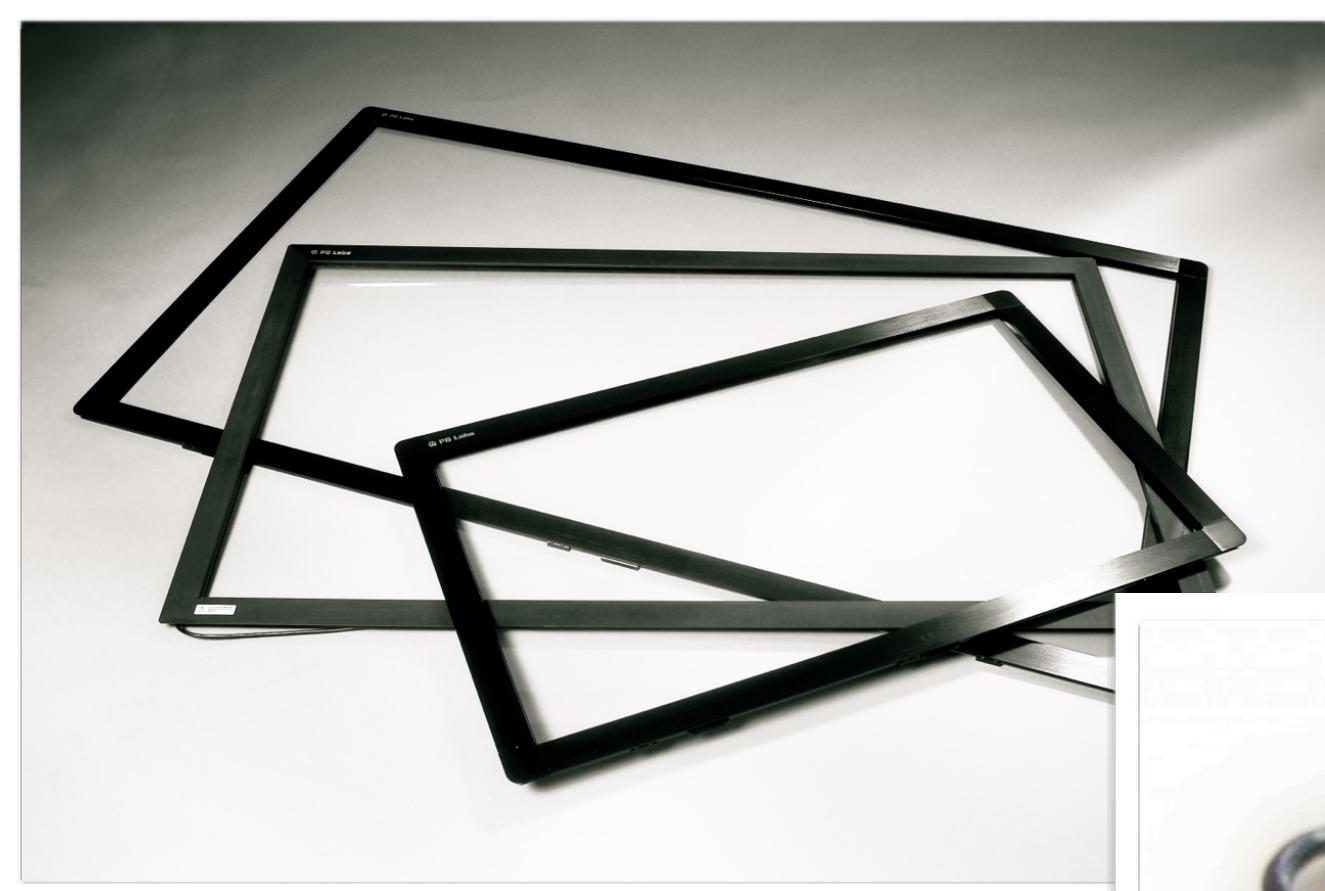
- Reviewed various hardware options
- [IDEO IR LLP camera solution](#)
- [Frog Design LLP](#)
- [PQ labs overlay IR Frame](#)

image courtesy: [http://wiki.nuigroup.com/Laser\\_Light\\_Plane\\_Illumination\\_\(LLP\)](http://wiki.nuigroup.com/Laser_Light_Plane_Illumination_(LLP))

image courtesy: <http://www.multi-touch-screen.co/multitouch-overlay-pq-labs-g3-g4-touch-screen/>

# Solution

- PQ Labs
- Took up least space
- Easiest use/install
- Best hardware support



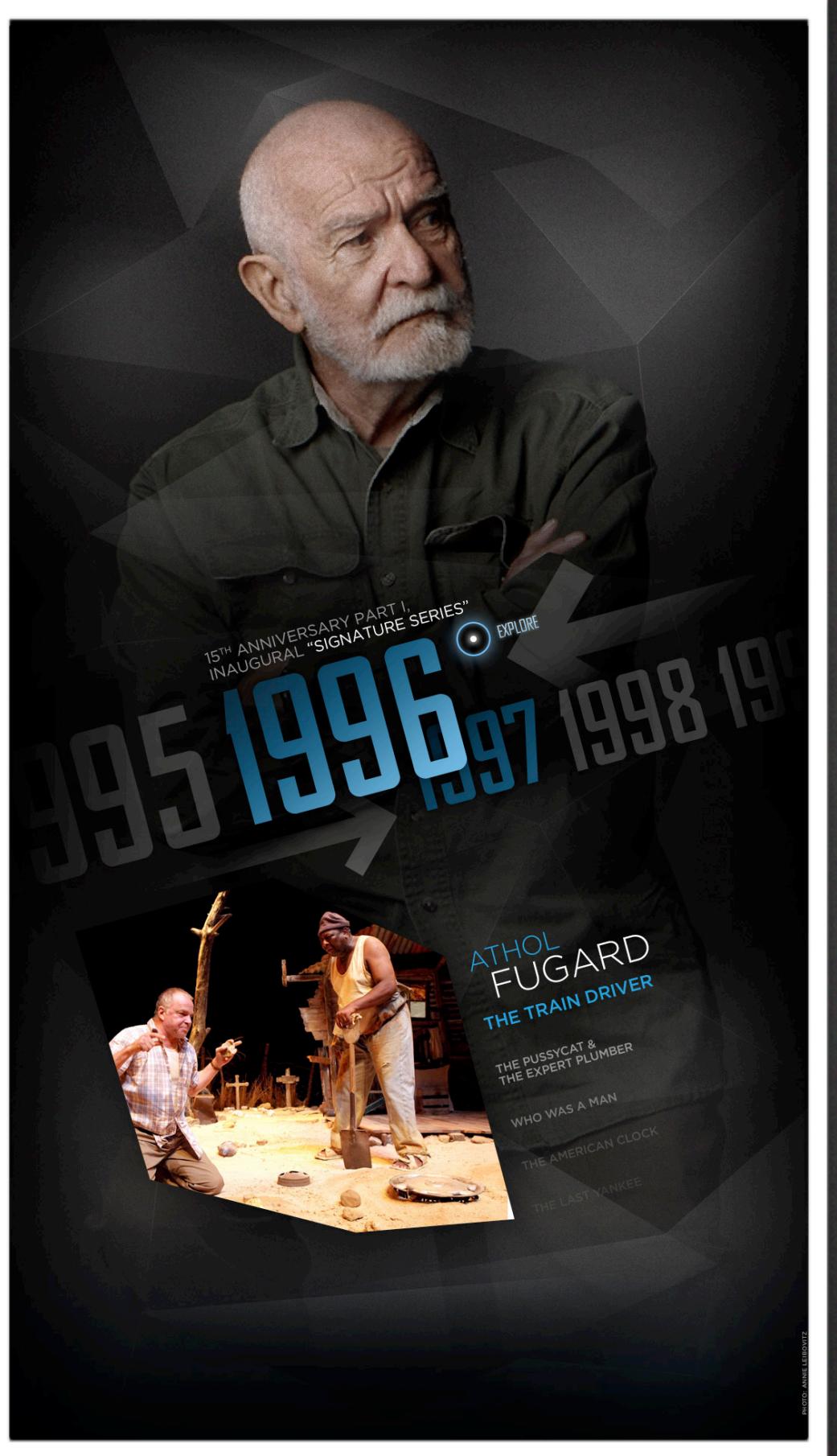
# Hardware Demo

(HOPEFULLY)



# Design

- 2 separate applications
  - Storytelling
  - Reflection



# Why did you come to Signature Theatre today?

TWEET YOUR RESPONSE  
#SIGWALL

September  
**28**

Wonderful to see brilliant pal Merrit Wever in the opening of the illusion. #sigwall @TwitterName

Excited to see brilliant pal Merrit Wever in the opening of the illusion. #sigwall @TwitterBug

Wonderful to see brilliant pal Merrit Wever in the opening of the illusion. #sigwall @TwitterName

Wonderful to see brilliant pal Merrit Wever in the opening of the illusion. #sigwall @TwitterNameMaxChar 20

Wonderful to see brilliant pal Merrit Wever in the opening of the illusion. #sigwall @TwitterName

Wonderful to see brilliant pal Merrit Wever in the opening of the illusion. #sigwall @TwitterNameMaxChar 20

September  
**27**

## Review Photo and Post

- KEEP PHOTO & POST RESPONSE
- RETAKE PHOTO
- POST WITHOUT PHOTO

### THAT'S A NICE PHOTO!

If you like it too, let's post it to the wall and tally your response with the others. Look for your square to appear at the top, to the right of today's date.

Note: Your photo will only be stored for as long as your response is visible on this screen (usually just a few days).

Excited to see brilliant pal Merrit Wever in the opening of the illusion. #sigwall @TwitterBug

Wonderful to see brilliant pal Merrit Wever in the opening of the illusion. #sigwall @TwitterName

September  
**23**

Wonderful to see brilliant pal Merrit Wever in the opening of the illusion. #sigwall @TwitterName

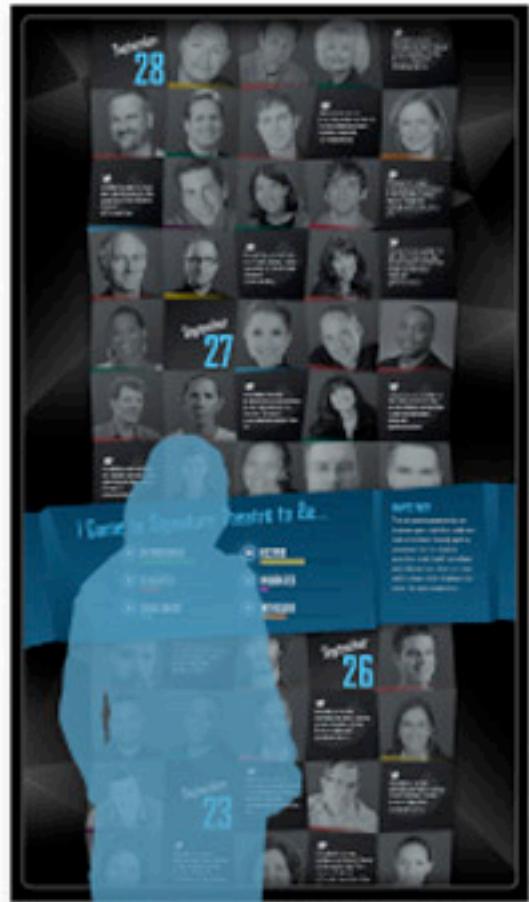
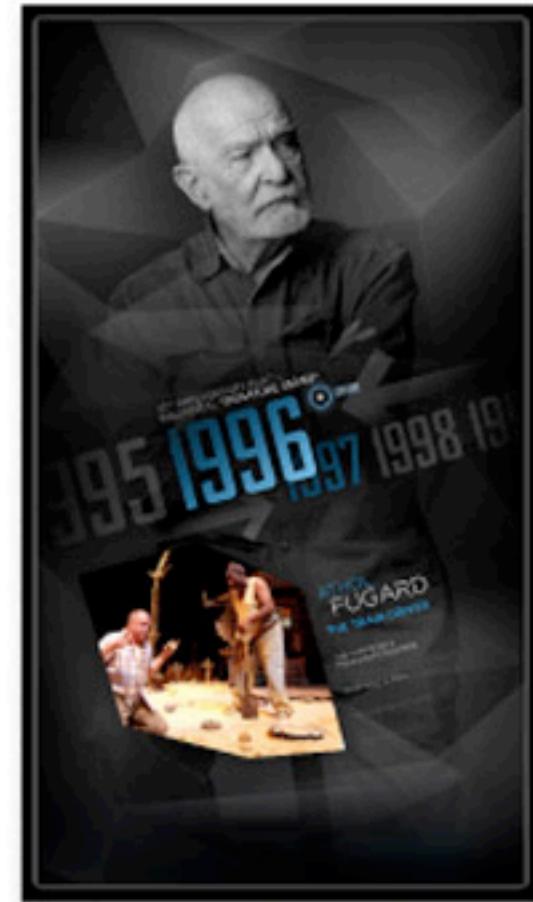
20

Wonderful to see brilliant pal Merrit Wever in the opening of the illusion. #sigwall @TwitterNameMaxChar 20

20



← Bold Interior Murals



← 85" Interactive  
Touch Screens

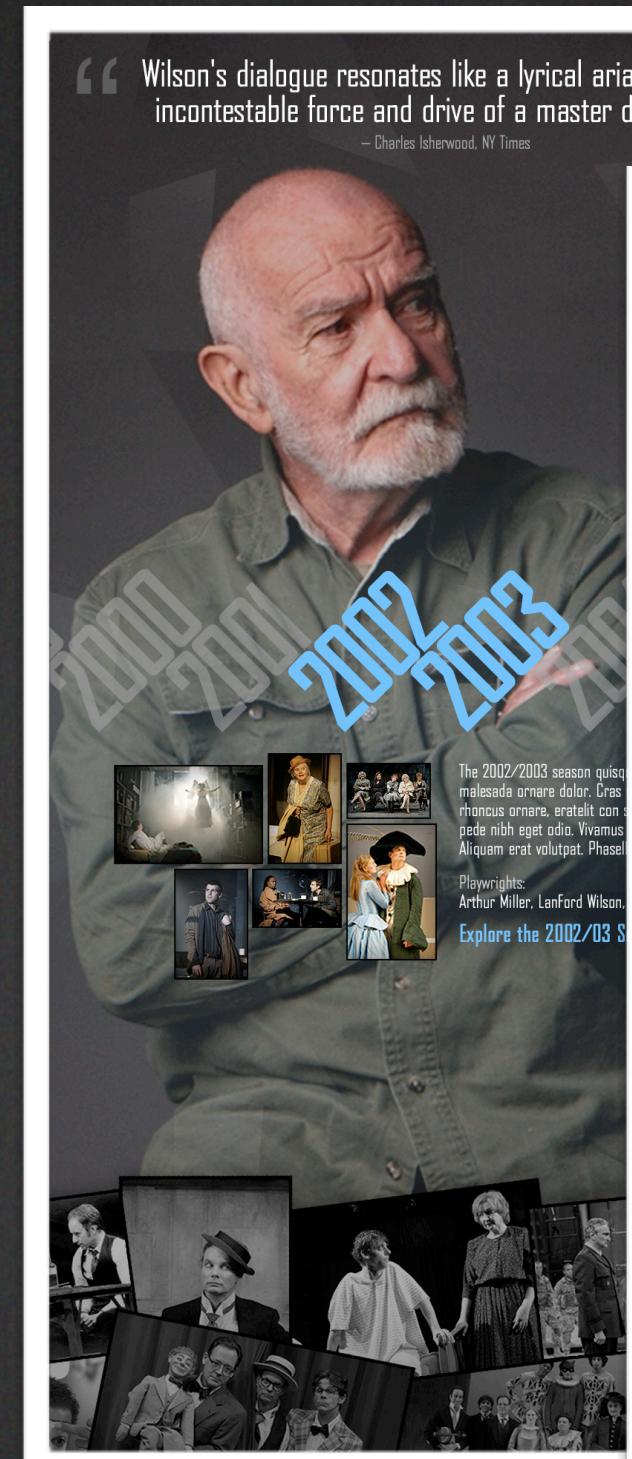
# Build & Challenges

BRINGING IT (MOSTLY) HOME



# Design/Build

› No representative hardware,  
had to be careful with  
proposed design/motion



“ Wilson's dialogue resonates like a lyrical aria. It has the incontestable force and drive of a master dramatist.”  
— Charles Isherwood, NY Times

**Angles in America**  
A Gay Fantasia on National Themes Part I: Millennium Approaches  
by Tony Kushner

Frank Gehry and Jim Tour the Center

The 2002/2003 season quisque malesada ornare dolor. Cras rhoncus ornare, erat elit consectetur erat, id egestas pede nibh eget odio. Vivamus auctor leo vel aliquam erat volutpat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere.

View Slideshow

Playwrights:  
Arthur Miller, Lenford Wilson.

Explore the 2002/03 Season



**OUR HISTORY**

1991-2011

1994-1995

TONY KUSHNER

1994-1995

1995-1996

TONY KUSHNER

1995-1996

ANGELS IN AMERICA | A GAY FANTASIA ON NATIONAL THEMES, PART I: MILLENNIUM APPROACHES

Donec velit tortor, dapibus eu semper non, convallis eu dolor. Cras tempor sem at mauris iaculis porta. Ut sollicitudin, urna eu condimentum porta turpis augue.

ANGELS IN AMERICA | A GAY FANTASIA ON NATIONAL THEMES, PART II: PERESTROIKA

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THE INTELLIGENT HOMOSEXUAL'S GUIDE TO CAPITALISM AND SOCIALISM WITH A KEY TO THE SCRIPTURES

Donec velit tortor, dapibus eu semper non, convallis eu dolor. Cras tempor sem at mauris iaculis porta. Ut sollicitudin, urna eu condimentum porta turpis augue.

A BRIEF PHOTO DESCRIPTION GOES HERE  
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CON DELTANUS PORTUD A FINIM.

# Build

- › Finally received 65" monitor/overlay, worked like a charm
- › Running on final hardware, (Mac Mini running Windows 7)
- › Fairly close to final build (static content)



## Build (cont)

- › Hey, why Windows 7?
- › POP Gesture Library
- › MultitouchInputMode.NONE support



# Build challenges

- › Client reliant on clickthrough to approve
- › No full size hardware until final week of dev
- › Fighting conventions/expectations. (It is NOT a large iPad)



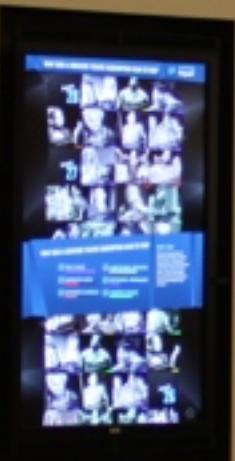
# Build successes

- › Hardware surprisingly good/cost effective
- › Keeping it simple
- › Flash!
- › Onsite installation



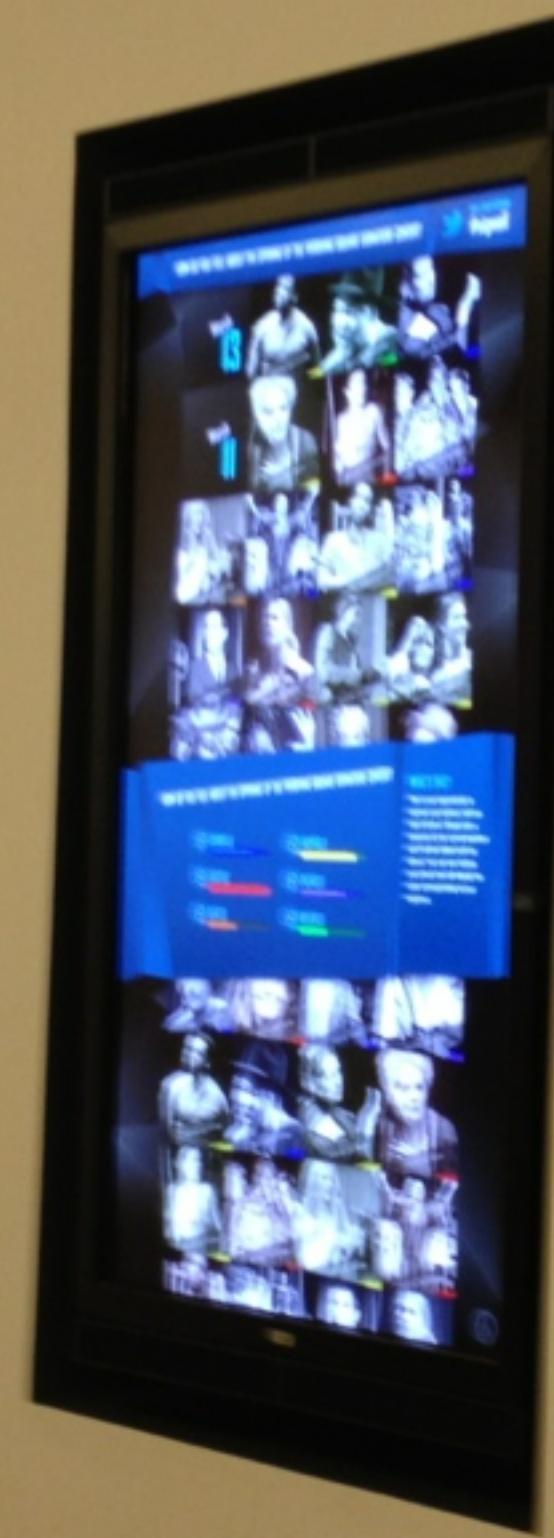
# Build Results





The Griffin

The Griffin

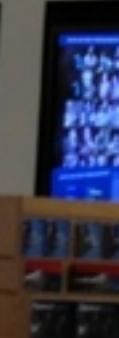


nd Stage



STAFF

STAFF



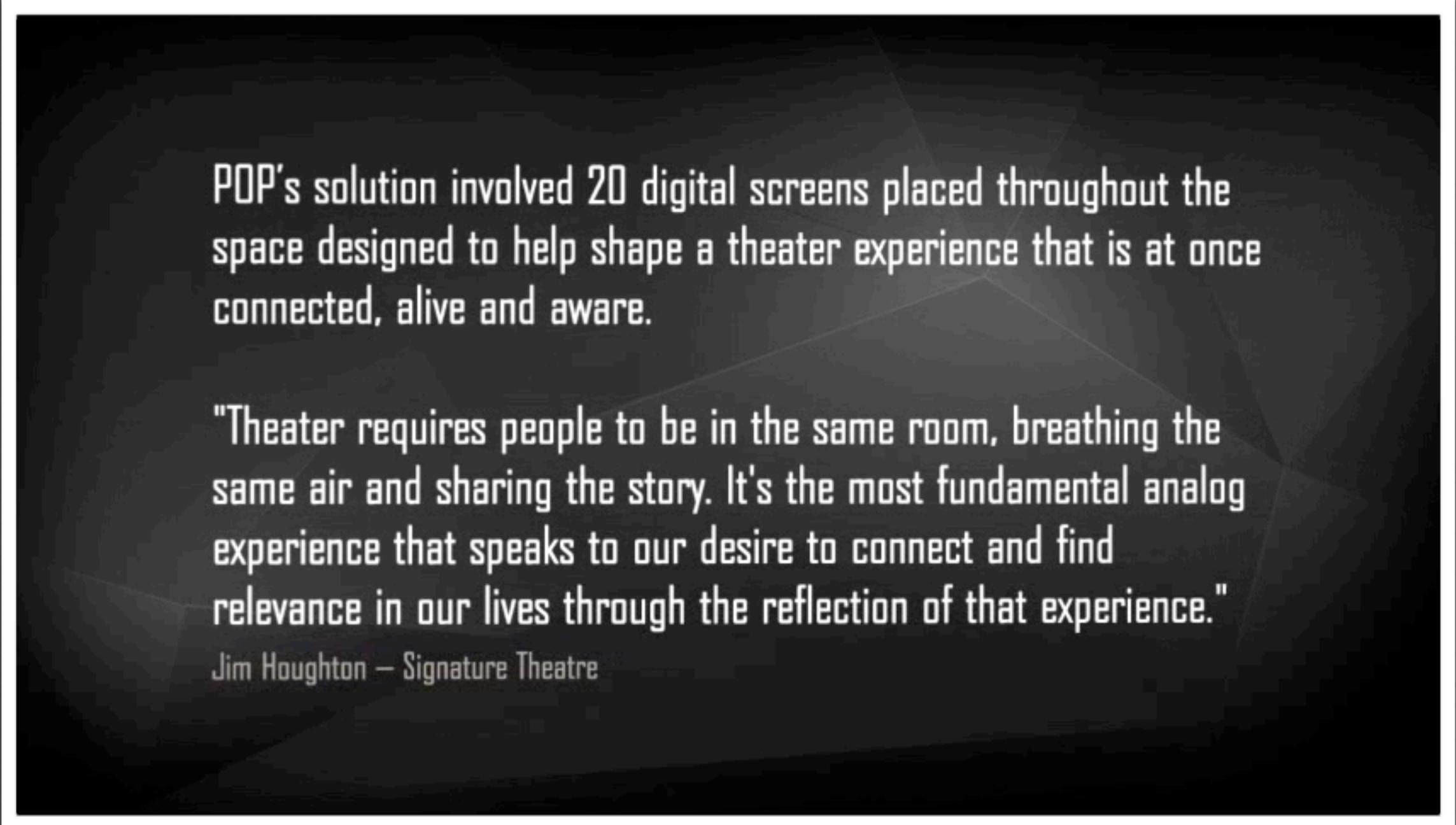
WEN RESTROOM



There is a beauty and a difference in recognizing our conflicts in distinction  
merely as whether they are right or wrong.  
These moments of recognition are available to anyone who is alive. They are simple and wide and broad and  
sweep with fresh air. They 'walk' along.  
The essential thing about them is the  
difference between our understanding  
and our judgment, never better seen  
than on a stage.

Ronald Lacey

EEF



POP's solution involved 20 digital screens placed throughout the space designed to help shape a theater experience that is at once connected, alive and aware.

"Theater requires people to be in the same room, breathing the same air and sharing the story. It's the most fundamental analog experience that speaks to our desire to connect and find relevance in our lives through the reflection of that experience."

Jim Houghton – Signature Theatre



# Questions?

PAUL.MEALY@POPAGENCY.COM

THANK YOU!

