

THE WISPER

Installation | 2017
Multiple owners: Zimu, Yinyin

INTRODUCTION

Wisper is a project that collects endangered sounds from everyday life and the environment. The project integrates these sounds into an interactive installation and creates an environment in which visitors can feel them both visually and aurally. The project includes an acoustic and tactile playback device, the identity of Beijing and related prints, as well as the endangered sounds.

INTRODUCTION

The project is exhibited at Beijing Design Week during September 29 - October 8 in Galaxy SOHO.

About Beijing Design Week

Beijing Design Week, hosted by Ministry of Culture of the People's Republic of China and the People's Government of Beijing Municipality, is the largest design event in Asia.

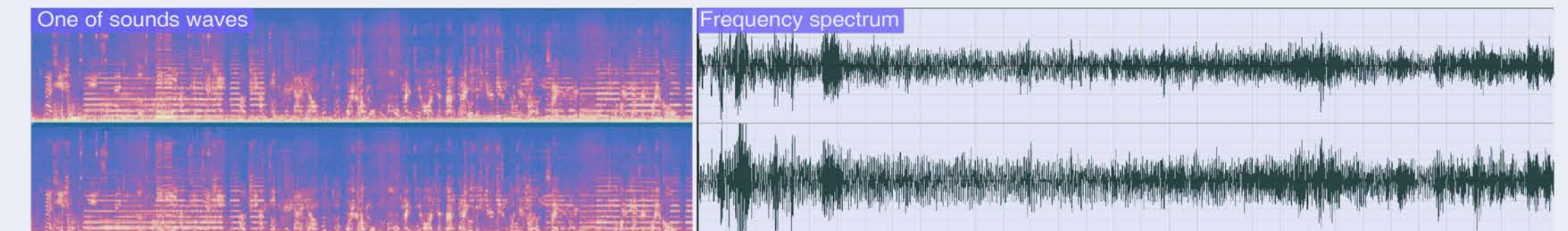
2017 Beijing Design Week was held in Beijing from September 21 to October 7 with over 2,000 participants including designers, agencies and academic experts, hundreds of registered media and more than 5 million visitors.



Concept

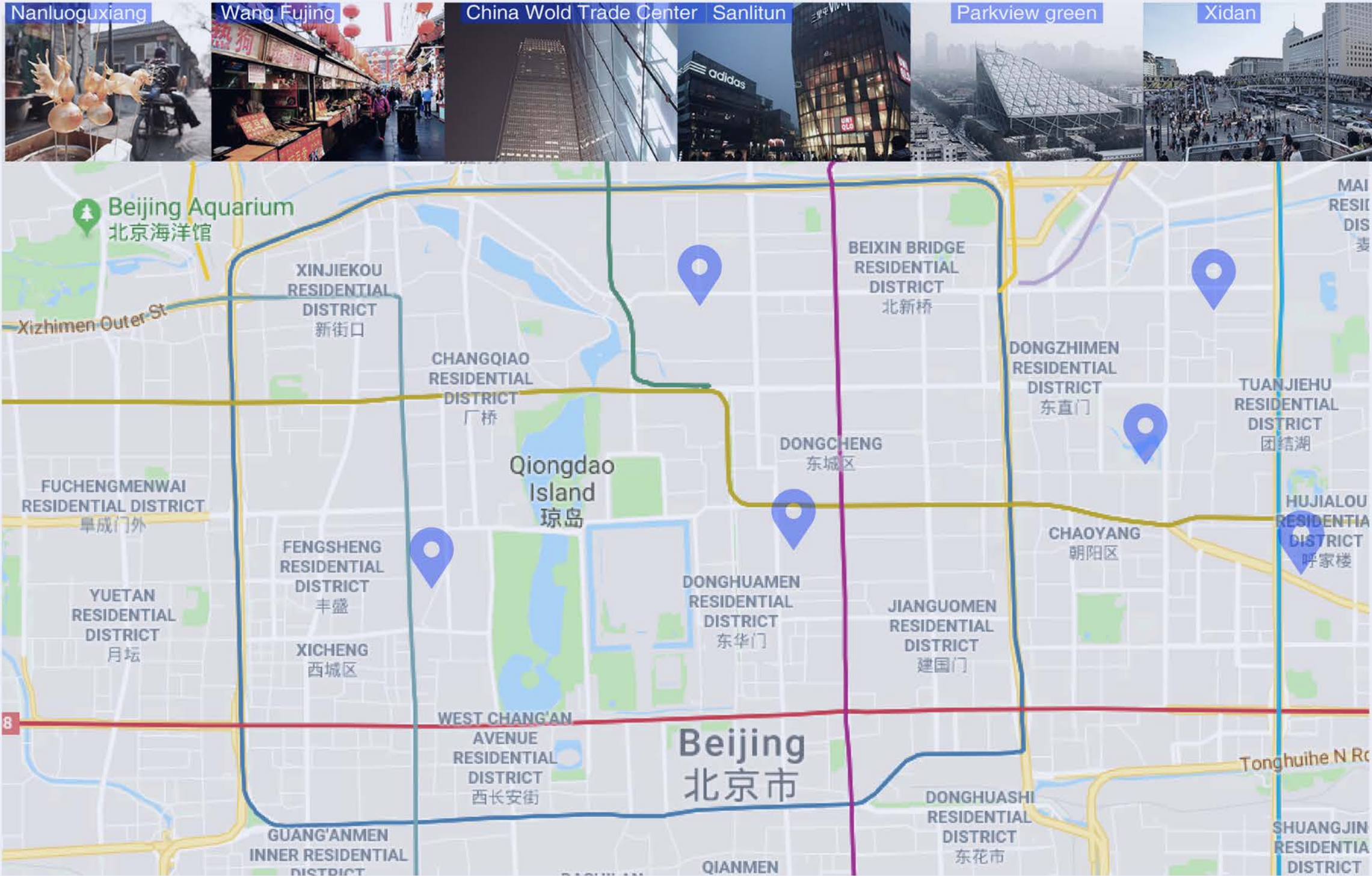
Some sounds are unique to a city. They are like poems without words and subtle rhythms which can awake people's memories of the past. From the mild accent of the older generation, pigeon whistle to reading sound mixed with chirp, Beijing has many unique sounds that tell the story of the past, contain valuable information and highlight the charm of this city with long royal history.

Today, in the rich acoustic environment, these sounds are fading away. By the end of 2016, there were 21.72 million permanent residents in Beijing. This city, like magnet full of opportunities, is still attracting more and more people. Culture, trend and the whole society are all being pushed forward by the huge population. Few people notice that the culture and blood of Beijing of the past 3,000 years has gradually dried up, and the sounds of YO-HEAVE-HO and Peking Opera may disappear unknowingly and eventually remain in the memory of old generation. Beijing may unfortunately become a huge machine without a real cultural core.



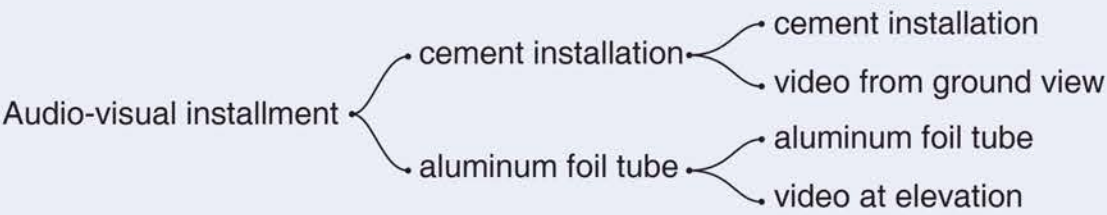
SOUNDS AND SOIL FROM 6 PLACES

We have collected these endangered sounds with professional equipment in Beijing's six famous places both in the past and now as sound materials in the project, which are respectively, Nanluoguxiang, Wang Fujing, The China World Trade Center, Sanlitun, Parkview Green and Xidan.



AUDIO - VISUAL INSTALLMENT

The audio-visual installment mainly consists of two parts. The first part is the cement installation. The second part is the aluminum foil tube.



01 Cement installation

The first part is the cement installation. Cement prevents the sound from spreading through the air. The visitor receives the vibrotactile feedback with the help of a echometer to sense the sound. As visitor sits down to listen to the sound, he or she can look through the video shot from the close-to-the-ground view.

The soil for making the cement insllation is also collected and mixed from six places mentioned before.

02 aluminum foil tube

The second part is the aluminum foil tube. The visitor listens to the sound from the tube, and looks up to see the video shot at elevation. Adopting unique perspectives, both parts guide visitors to look at the world anew and meanwhile to sexperience the preciousness of these sounds on the verge of disappearance in the contrast and collision between modern scenes and past sounds.

The aluminum foil tube transmits the long-distance sounds to the visitor, bringing the distant sounds of the past into the modern life.



EXHIBITION DESIGN

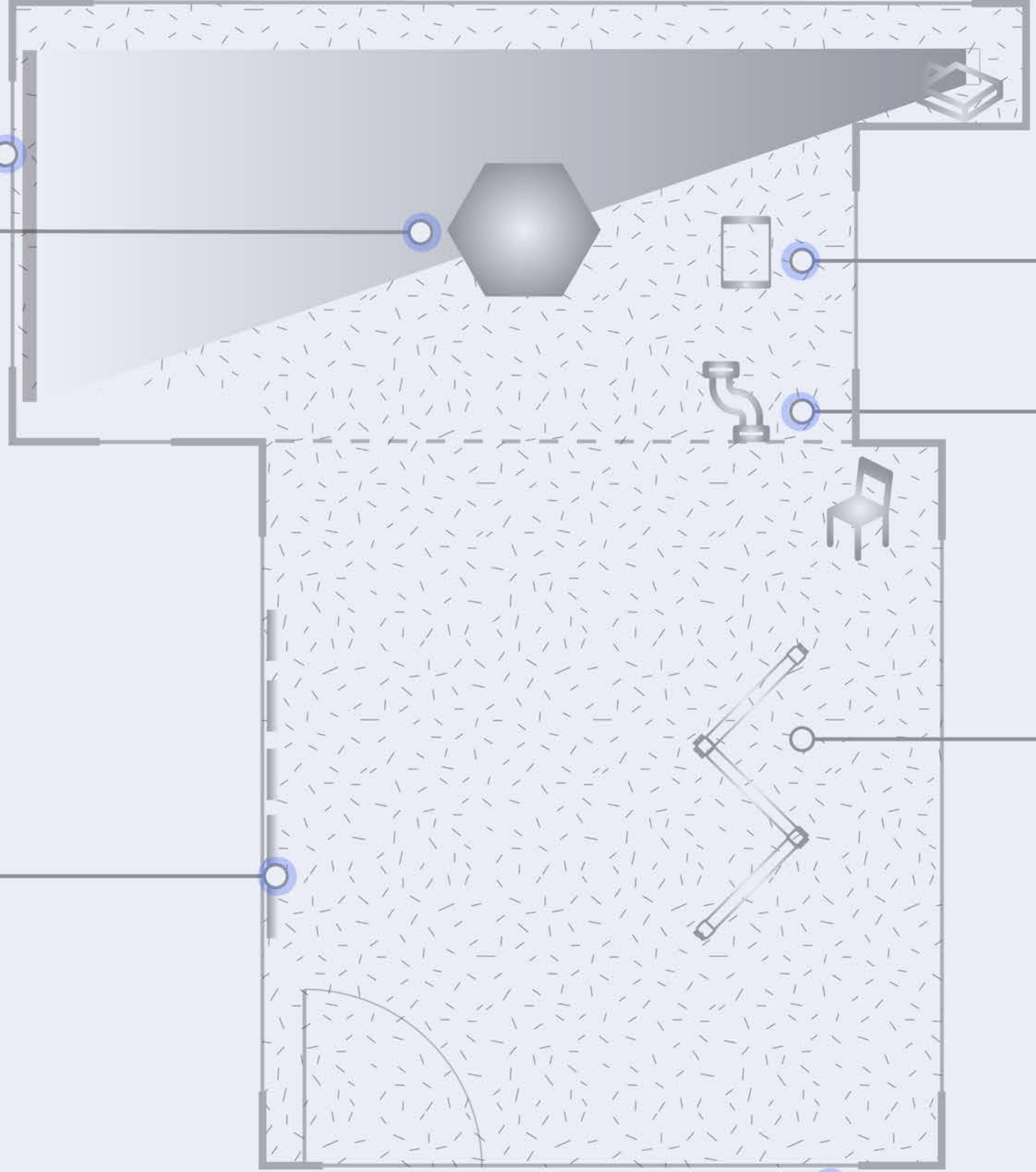


Screen


Cement
Installation



Prints



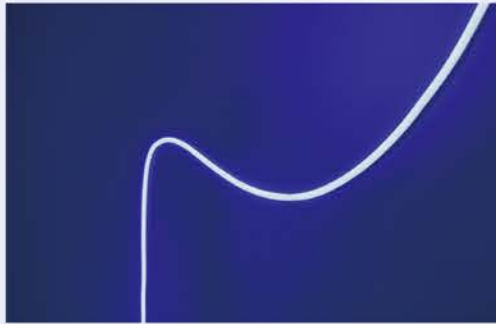


Screen


Aluminum
Foil
Pipe


Light strip


Posters

In order to provide the viewer with immersive experience, several more touch spots have been set up. The heatmap color helps show that the interactions in each touch spot, indicating if the spot is more popular or not.

Heatmap Path Color Coding Scheme
Rare Frequent

IDENTITY

The identity adopts the graphic style of American comic and the elements of Beijing traditional culture, reflecting the culture collision background.



PRINTS AND PERIPHERALS



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PROCESS

Collecting soil from six places for cement making



Making

