



# EXHIBIT: **ANGST**

CLIENT: **THE SCIENCE CENTRE**

AGENCY: **MOON INC.**

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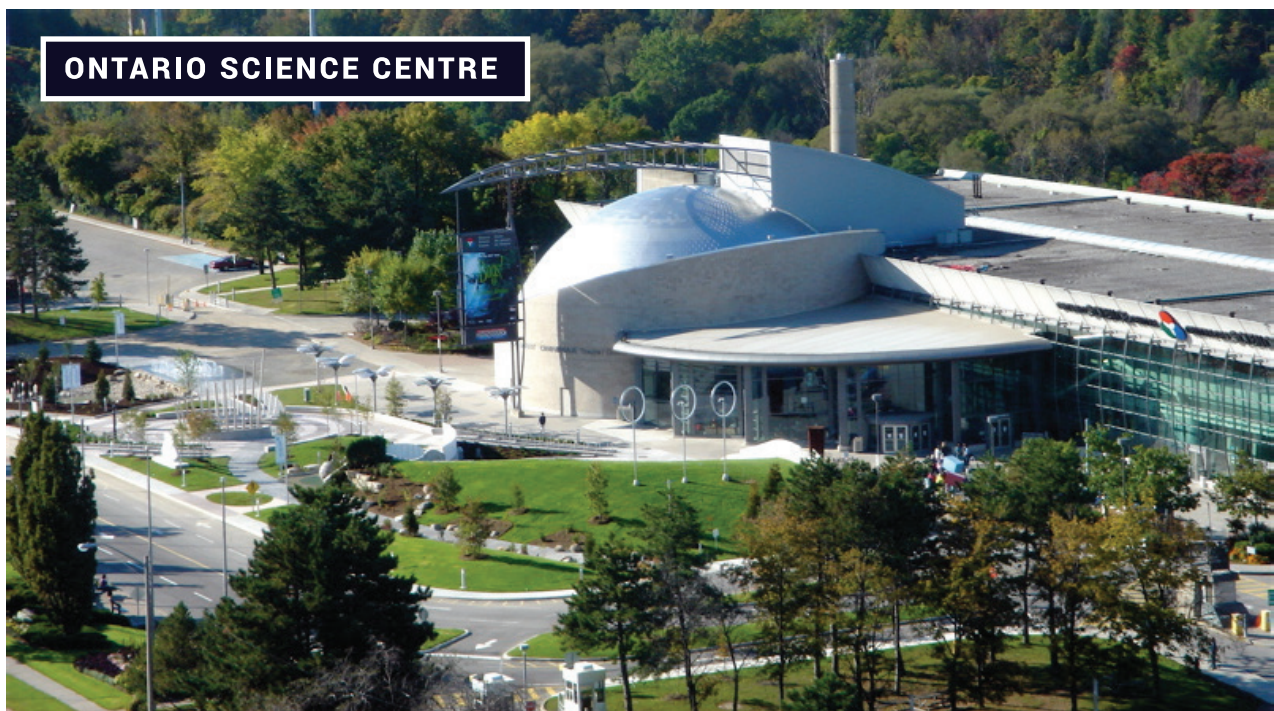
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# THE CLIENT.

Ontario Science Centre is a cultural attraction in Toronto, Ontario that provides a range of interactive experiences through a vast range of exhibitions and technology. Unlike the traditional museum where only viewing is allowed, The Ontario Science Centre provides experiences that the audiences can fully engage with. It's located in 770 Don Mills Road, in the corner of Eglinton Avenue East.

In 2001, when Ontario Science Centre participated in a project called "Agents of Change," they received \$47.5 million from the government of Ontario as contributions. This project involved making major architecture and interior changes to the museum. This revolutionized the centre, providing more than 100,000 visitors a year, offering the largest museum based education program across Canada. Additionally, it's increasingly drawing more audiences across the globe by adding many new exhibitions a year. It's now one of Canada's most visited attractions, with 40 million visitors since the grand opening.

According to the Ontario Science Centre's website, 82% of people living in the greater Toronto area have visited the Ontario Science Centre. Over half of their visitors come with their family group, and 94% of these include children or youth. Although there are many young visitors, there are also exhibitions targeted directly towards teens and young adults.



[https://upload.wikimedia.org/wikipedia/commons/8/8a/Ontario\\_Science\\_Centre\\_\(249019835\).jpg](https://upload.wikimedia.org/wikipedia/commons/8/8a/Ontario_Science_Centre_(249019835).jpg)

The Ontario Science Centre's goal is to educate, inspire and engage a wide range of audiences through their memorable exhibitions. The centre has several hundred exhibits, focused on geology, astronomy, communications, technology and human anatomy. Their famous exhibitions include "Space", finding the wonders of the galaxy, and "Harry Potter", exploring the famous world of magic.

The Science Centre's exhibitions are always evolving, ensuring that the audience's attention is caught right away. They consistently push their limits in science, and strive for innovation that can gracefully blend art, science, design and technology. The exhibition "A Question of Truth", challenges theories related to race, gender, and culture and showcases abstract and expressive artwork, including skulls on a scale, coloured baby dolls in a glass case, as well as many other questionable masterpieces.



[Ontariosciencecentre.ca](http://Ontariosciencecentre.ca)



## EXHIBIT: ANGST.

A successful annual increase in visitors will help fund Exhibit Angst. Exhibit Angst will focus on building a new, innovative and artistically expressive installation to bring to Ontario's Science Centre. It will provide a new perspective, as well as shine a light on one of the most overlooked mental health disorders throughout North America.

The Science Centre also offers something called traveling exhibitions, where they allow rental of their spaces, which is 557sq m (6000 sq ft). The flexible design allows for many different layouts, and multi station interactive exhibits.

## PROJECT PURPOSE AND FOCUS.

Since there is very little awareness about this mental disorder, The Science Centre will open an exhibition that will provide a voice to people with social anxiety. For those ignorant to social anxiety, it will be an educational and engaging experience in order to shine a light on the misunderstood individuals with social anxiety. For those who think or are suffering from social anxiety, this experience could be a new way to find comfort in knowing the fact that they are not alone. Exhibit Angst will mix art and mental health science to provide an eye capturing educational space to ensure that the voice of social anxiety will be heard.



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# TARGET AUDIENCE.

The target audience for social anxiety is broad, since anyone could have it, no matter what their demographics are. Children as young as 3 to retired seniors could have it. Also, most people have experienced some type of anxiety in social situations, such as interviews, first dates and presentations. Therefore, a large demographic may be able to connect with this mental health issue. Teenagers and young adults will be the main target audience, as social anxiety typically develops at the age of 13 and has the largest daily effect on this specific demographic.

## TEENAGERS (AGE 13-18)

Social Anxiety occurs most commonly during teenage years. Unfortunately, they're also the years in which they commonly have little knowledge about the topic - and ridicule those who have social anxiety, labeling them as names such as "geek" or "wallflower." These teenagers who range from the age of 13 to 18 are typically your regular day to day teens. They come from several different cultural backgrounds, and could be a challenge, since only a few teens would pay money to go see an exhibition.

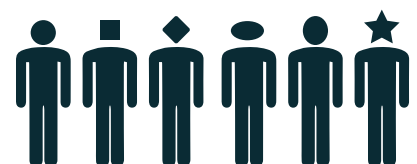
## YOUNG ADULTS (AGES 18-35)

These young adults who live in Toronto, Ontario cover profiles of single and family households. This is a general target audience with a large range in income level, religious views, education background, hobbies and many other factors.

The target audience for my topic can also branch out into two separate types of people by their interests and backgrounds:

1. People who have the disorder and are seeking help
2. People who do not know much about the disorder and are interested to get to know more about the topic.
3. People who want to look at art installations.

Therefore, my target audience cannot be defined; exhibition:angst will be open for anyone who is interested in the topic.





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## **CURRENT PERCEPTION.**

Social Anxiety is one of the least understood and overlooked mental health problem within North America. Many people do not actually know they have social anxiety, since it could be easily described as being “shy” or “weird.” Therefore, many people ignore their symptoms and go on with their lives, thinking that they can simply get over being chronically afraid of social situations.

According to a 2007 survey, only 36% of people with diagnosable social anxiety seek any form of help. In fact, most of these people waited 10 or more years before seeking help, and reported experiencing major difficulties in their lives such as trouble with marriage, employment, self esteem issues and relationships in general because of their illness.

## **DESIRED PERCEPTION.**

People with social anxiety will not be viewed as “weird” or “awkward”, but recognized as individuals who are suffering from a disorder in need of support. People the disorder will also go and seek help or find better solutions to improving their condition, rather than choosing to intentionally ignore it.

## KEY MESSAGE.

“Exhibit Angst” will be divided into one major section and one small section. These sections will both have their own rooms, but with them connected to each other so that there will be easy entrance. The first room will be almost an imax like experience, with 360 projections of abstract visual experiences of how a person with social anxiety disorder feels inside (for example, thousands of eyes staring at them). Along with the projections, there will be displays with informative experiences about the causes of the disorder, as well as mini video clips of people telling their story about their personal experiences with social anxiety. It will aim to educate viewers about the origin, experience and consequences of untreated social anxiety disorder.

This augmented reality kind of 360 room experience was inspired by Bart Kresa’s transformation of his studio from a regular room to different environments.

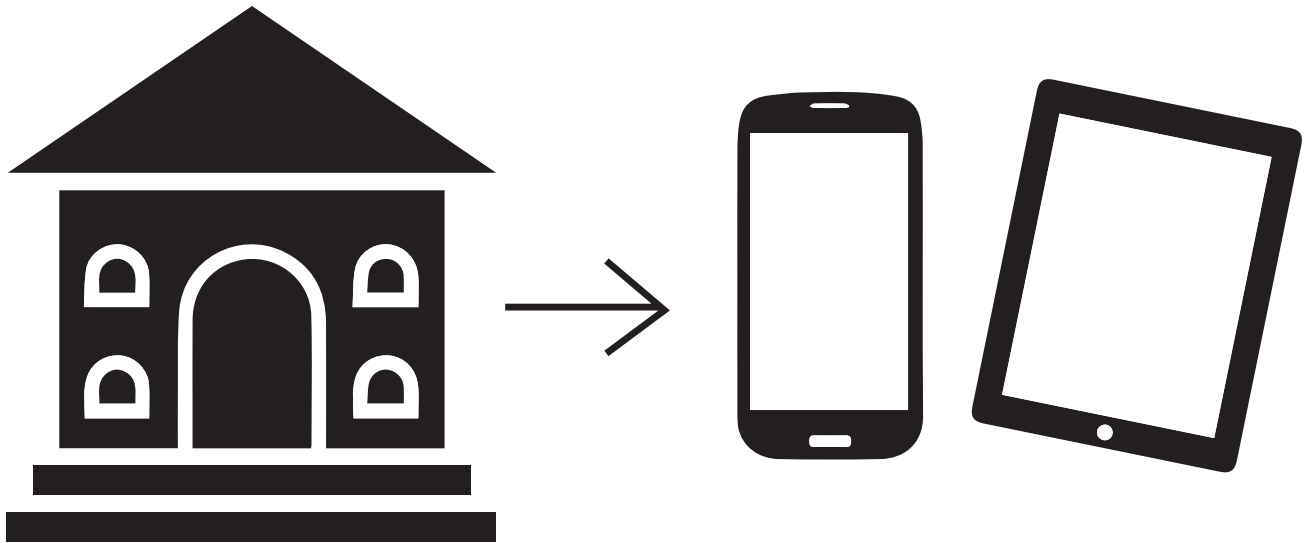


*Bart Kresa, a famous designer's team of international artists has transformed their 1,200-square-foot studio into an immersive augmented reality.*



<http://projection-mapping.org/blurred-lines-digital-artists-studio-becomes-art/>



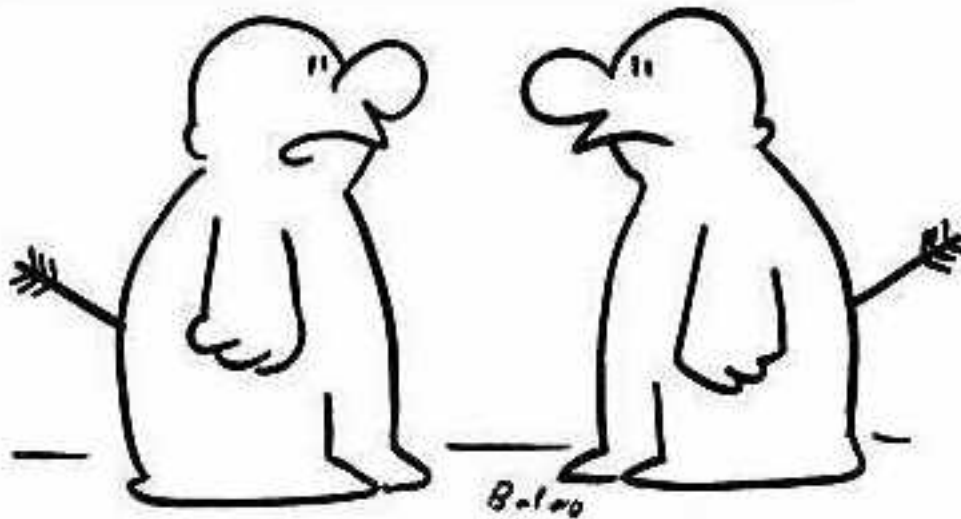


While the viewers leave the room, there will be another mini room connected to it, leading to an ipad station that displays previews of a simple game designed to help those in need of advice to improve their condition. The game will be a designed app, where the user could make their own characters and go through a series of real life situations represented by augmented reality, to prepare them for real life situations. “Role playing” and practising real life conversations are proven to be helpful to those with anxiety disorders, and are often used in real life therapy sessions. It will also include previews and information about the exhibition in the science centre. This app can give information about the health disorder, since even people who have the disorder are not fully informed about it. The game/app will be mobile and tablet friendly.

## TARGET MESSAGE.

### Empathy.

definition: the psychological identification with or vicarious experiencing of the feelings, thoughts, or attitudes of another. (Dictionary.com)



"I know exactly how you feel."

<http://nocamels.com/wp-content/uploads/2015/05/empathycomic.jpg>

## **BENEFITS.**

- Comfort in knowing that they are not alone when it comes to having social anxiety
- The potential to build a community and relationships through this exhibition addressing a specific issue
- Beautiful and memorable exhibition that reflects on and contributes to Toronto's art culture
- uses special effects and cutting edge technology
- a new type of exhibition focused on mental health that hasn't been done before at the science centre

Each benefit caters to a different audience group.



# COMPETITION.

## Behavioural

-The target audience may engage in reading a book or simply finding scholarly articles in order to educate themselves about this topic.

They may also go to therapy sessions for help but that costs more money

-Those with anxiety will be too shy or afraid to go to the exhibit in fear of getting caught that they have the disorder?

-They may see the problem as not a big deal - with the "they'll get over it" attitude



## Other Locations

The AGO and ROM are competitors located more in the heart of downtown, with younger demographics.



THE ROM.



AGO



## **SUPPORT FOR BENEFIT CLAIMS.**

**We want the audience to see that bringing awareness to social anxiety disorder as a way to positively change society as a whole, is more important and beneficial than overlooking it as a minor issue.**

# TONE AND MANNER

METICULOUS

CREEPY

MYSTERIOUS

CONTEMPORARY

EMPOWERING

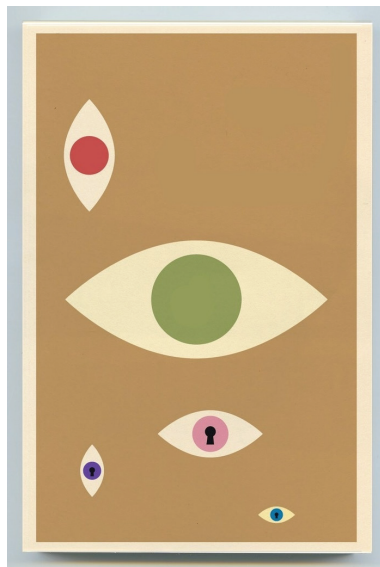
ASTONISHING

UNPREDICTABLE



## POSSIBLE COLOUR PALETTES

## POSSIBLE GRAPHICS



## References

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