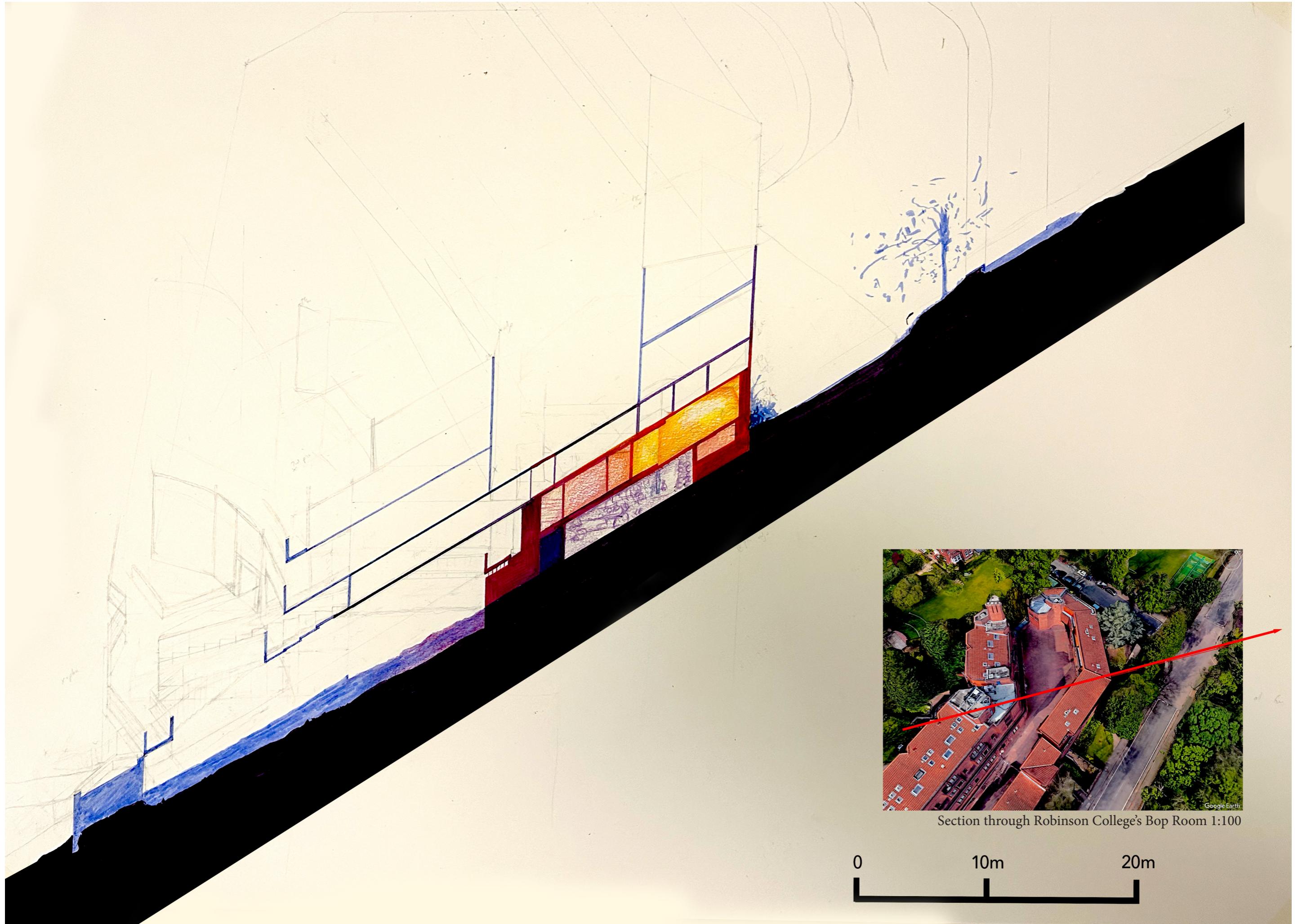




playtroll station







THE ILLUSION OF SONG

Every song starts with a “What If?”...
It’s an important leap of faith one has to commit to
Even if you don’t like it at the start, you build on that.

Check you have the instruments:

If it has no secret, it has no depth; if it has no depth, it’s not unique; if it’s not unique, people forget it; if people forget it, the lyrics doesn’t exist

If you don’t go “what is this?”, it has no story; if it has no story, it’s not unique; if it’s not unique, people forget it; if people forget it, the hook doesn’t exist

If you it doesn’t move, it has no development; if it has no development, it’s not unique; if it’s not unique, people forget it; if people forget it, the rhythm doesn’t exist
Etc.... (other instruments)

How to reach illusion:

If you want to huddle up in your blanket and the lyrics don’t go with it, the illusion is broken.

Likewise, if a powerful instrumental has mellow words, it doesn’t hit that hard.

If the tonality is off, the illusion is broken.

If it’s offbeat unintentionally, the illusion is broken.

Every song has a different beat, a different tonality, different lyrics, but they work together to create an illusion.

There’s songs to dance to

There’s songs to sleep to

There’s songs to listen to

There’s songs to have as background

There’s songs you love and don’t know why

There’s songs everyone tell you are great, but you don’t understand

There’s songs you want to share

There’s songs you want to listen to on your own

But those illusions are not broken.

Control the amount of time people are immersed in the illusion.

Control how people discover easter eggs, but make them feel THEY FOUND OUT, don’t tell them;

Control the route people take, but make them FEEL THEY DECIDE, don’t tell them;

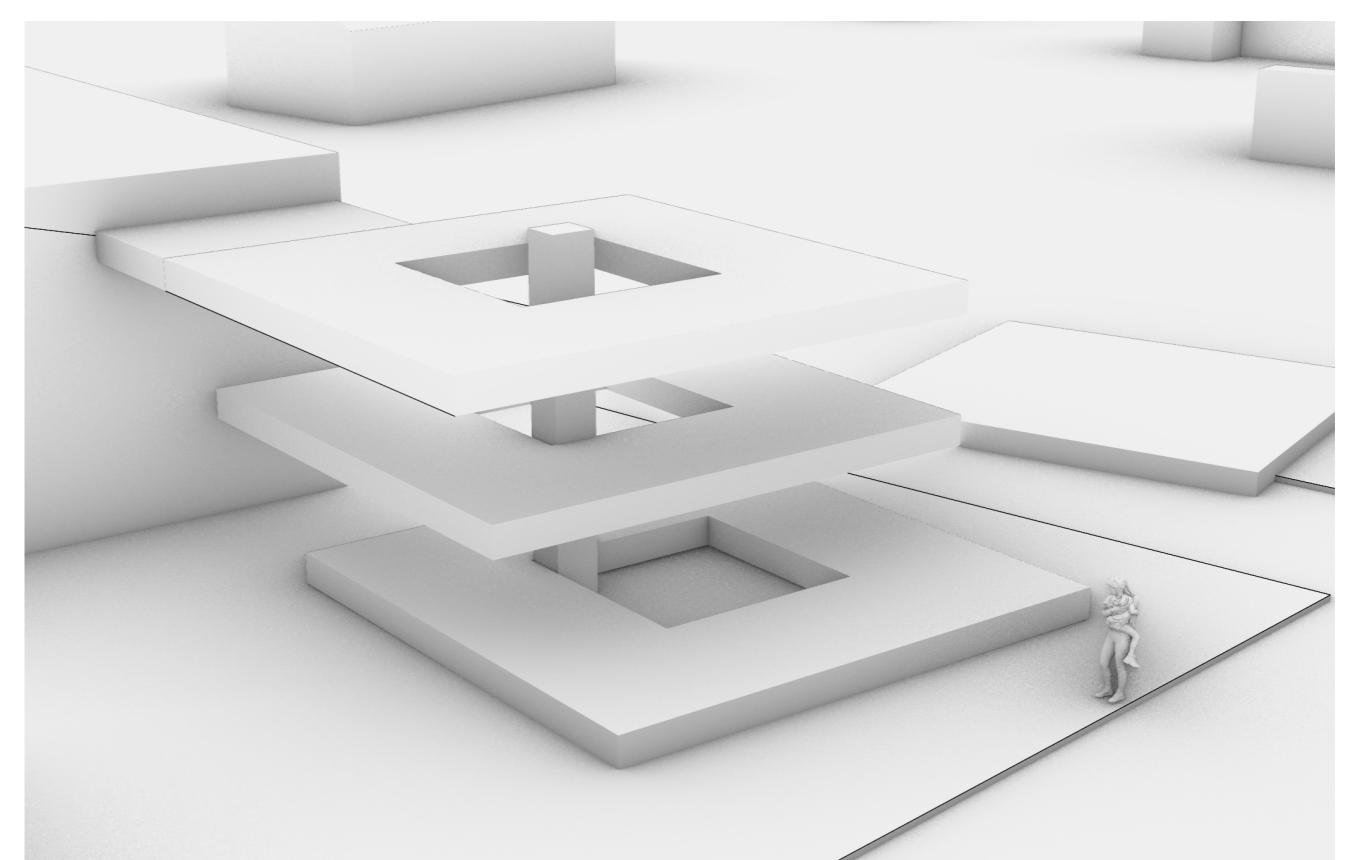
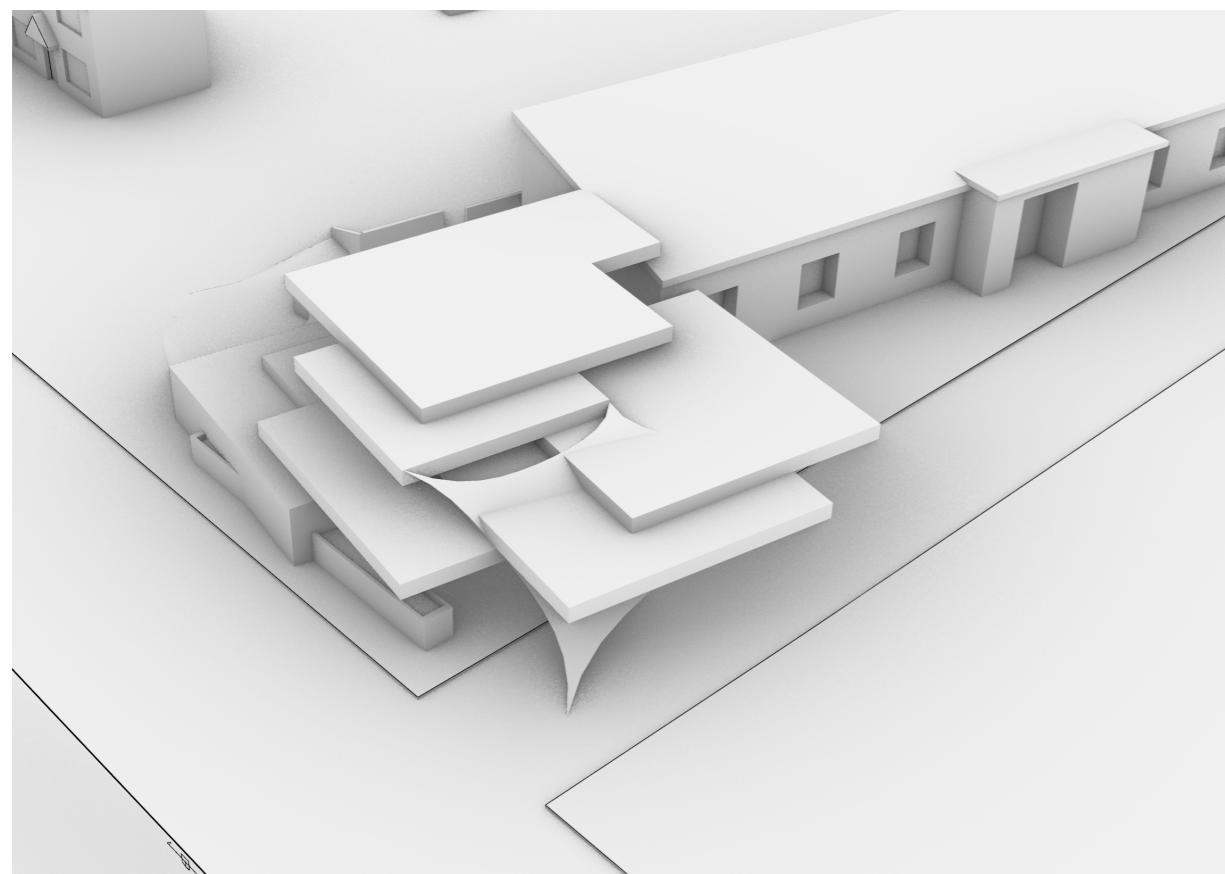
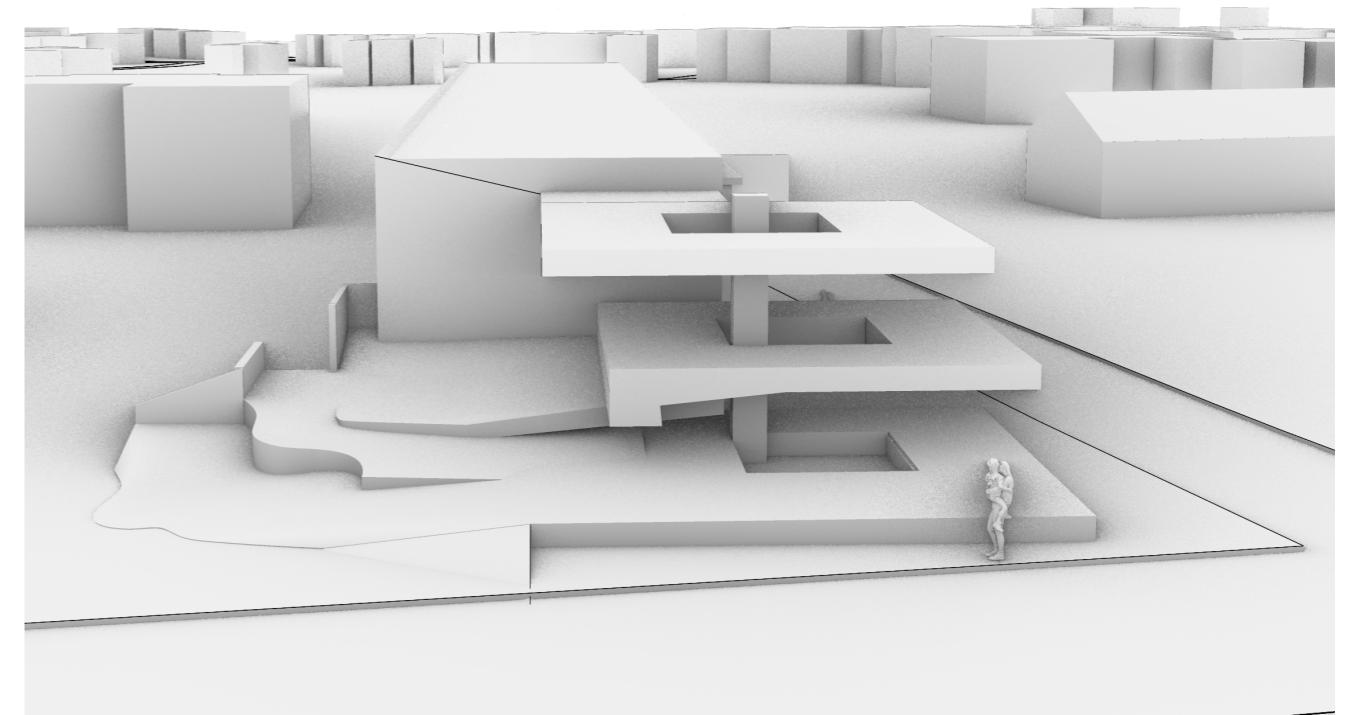
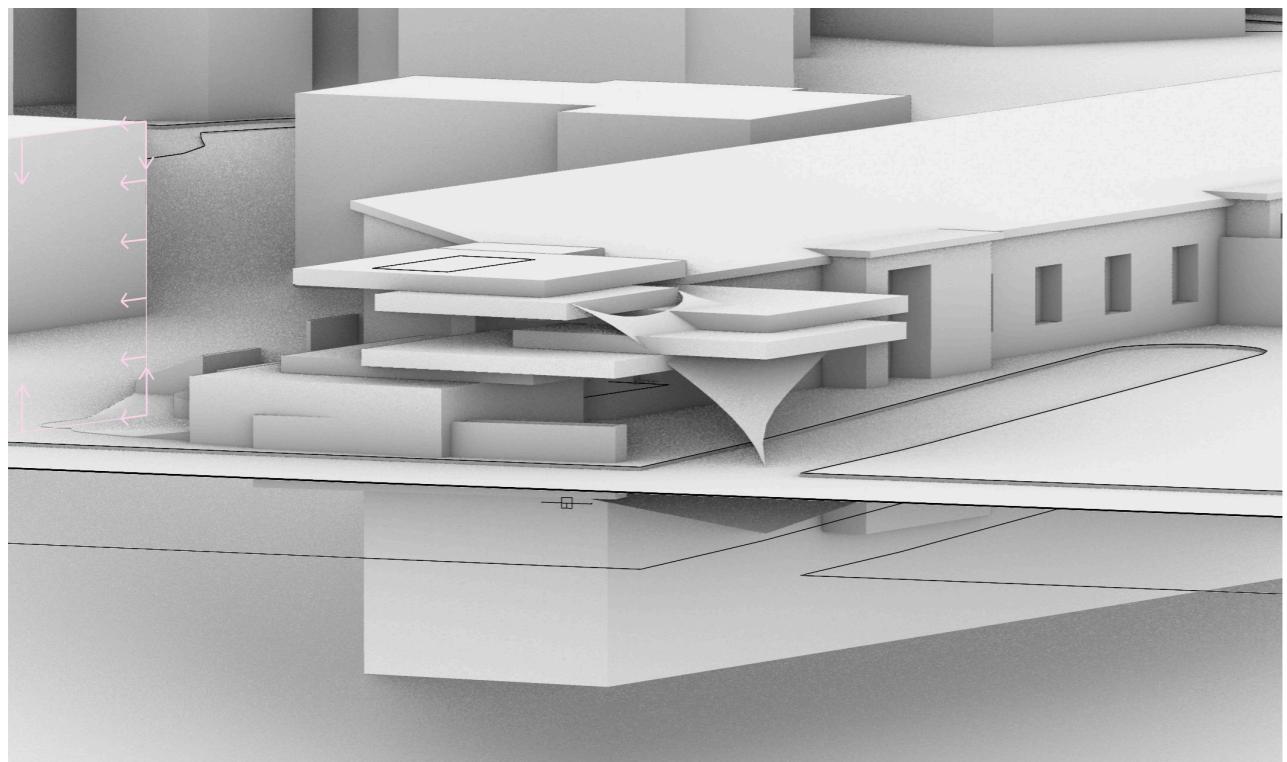
Control the shapes people see, but let them IMAGINE what that is, don’t tell them;

It’s all an illusion

An illusion you can control, an illusion you hear and see.

But it’s still just a song.

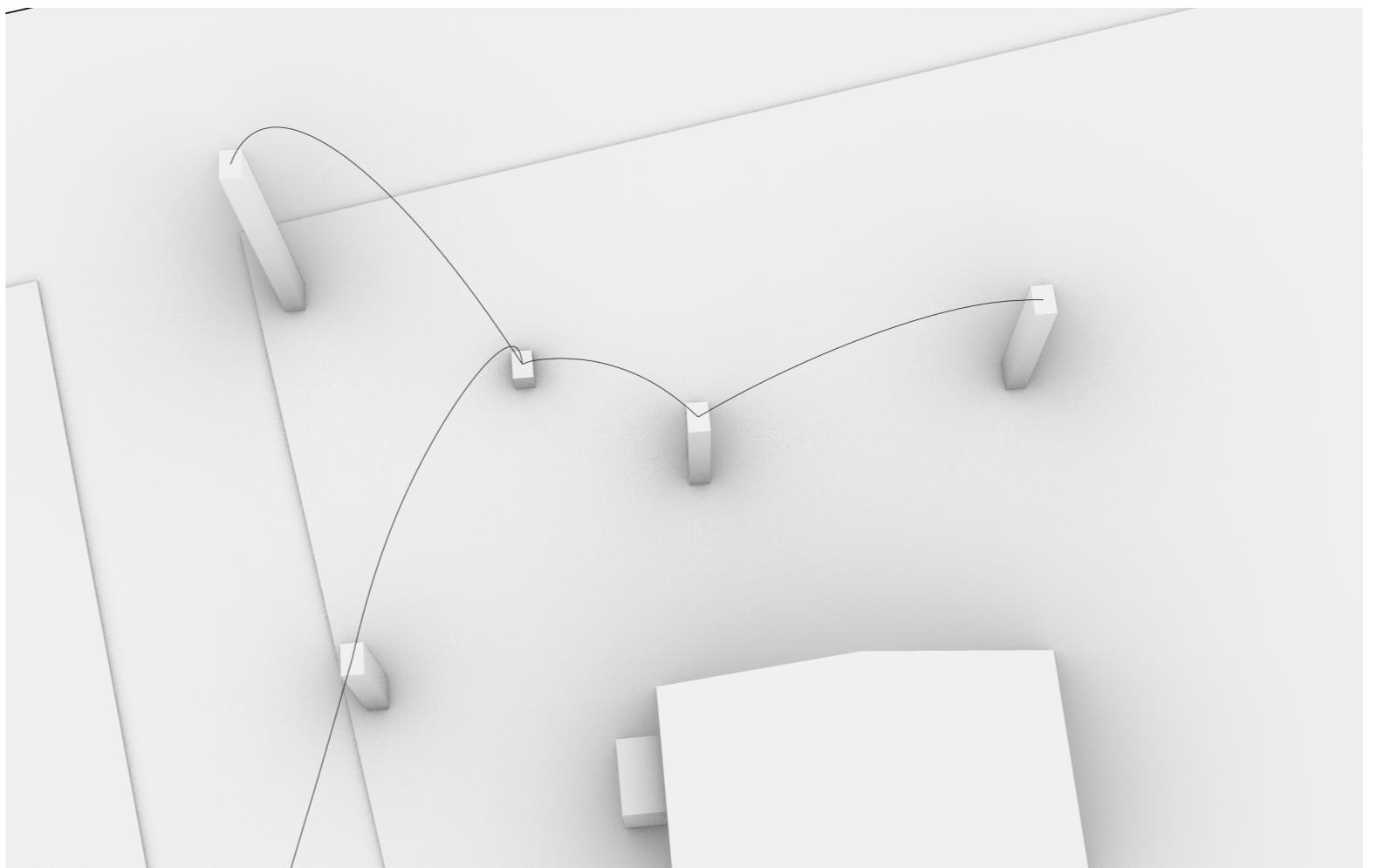
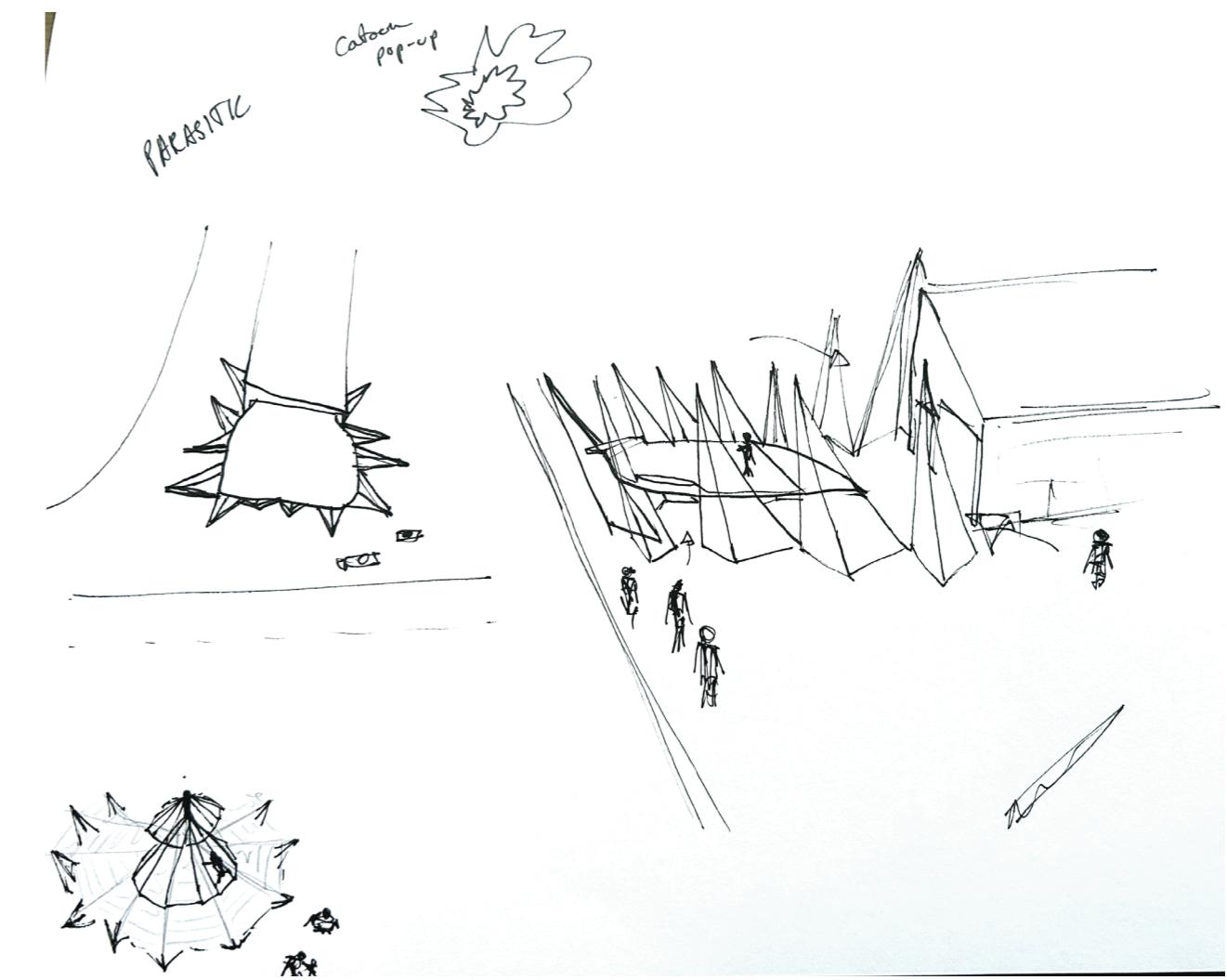
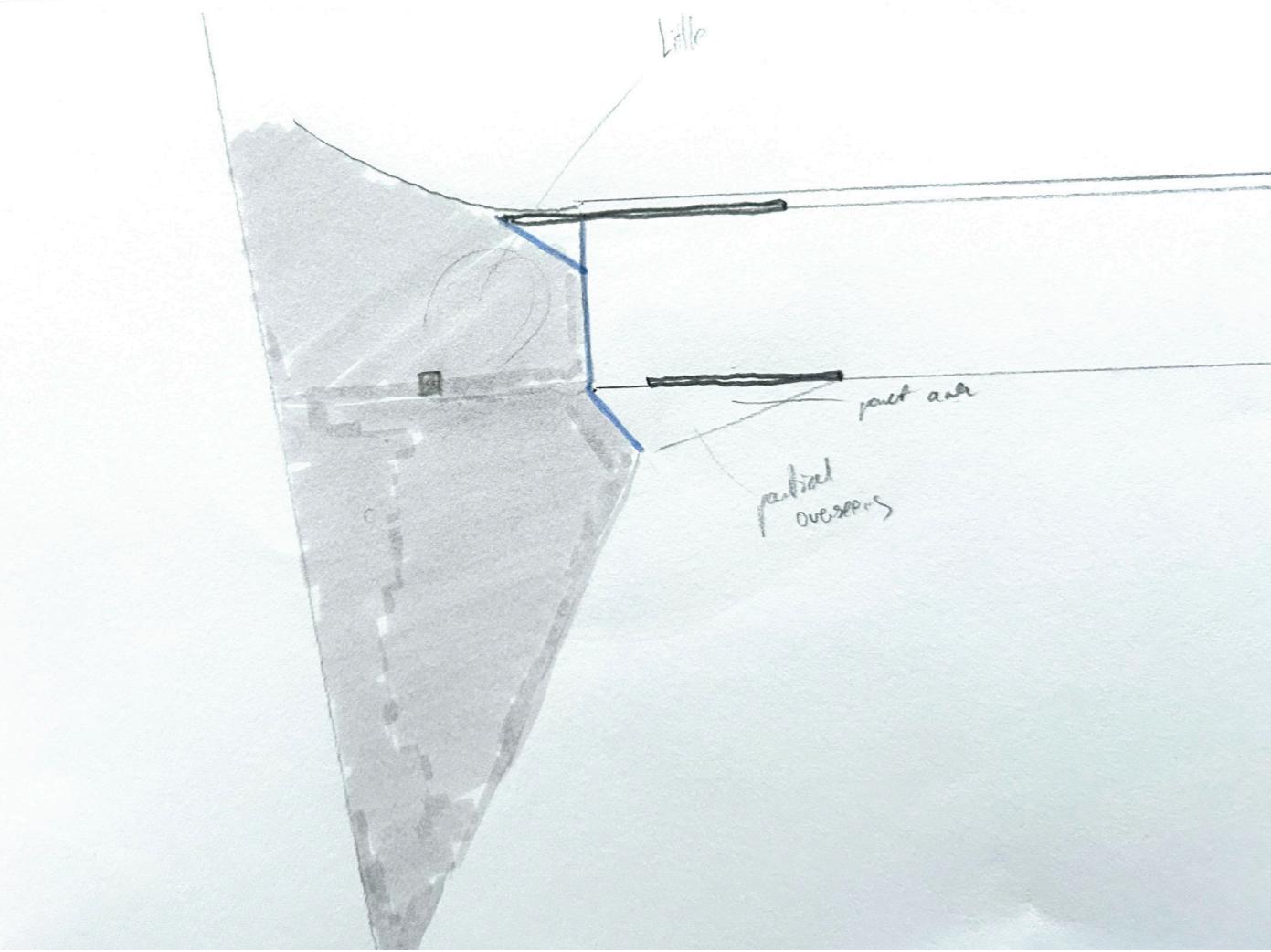
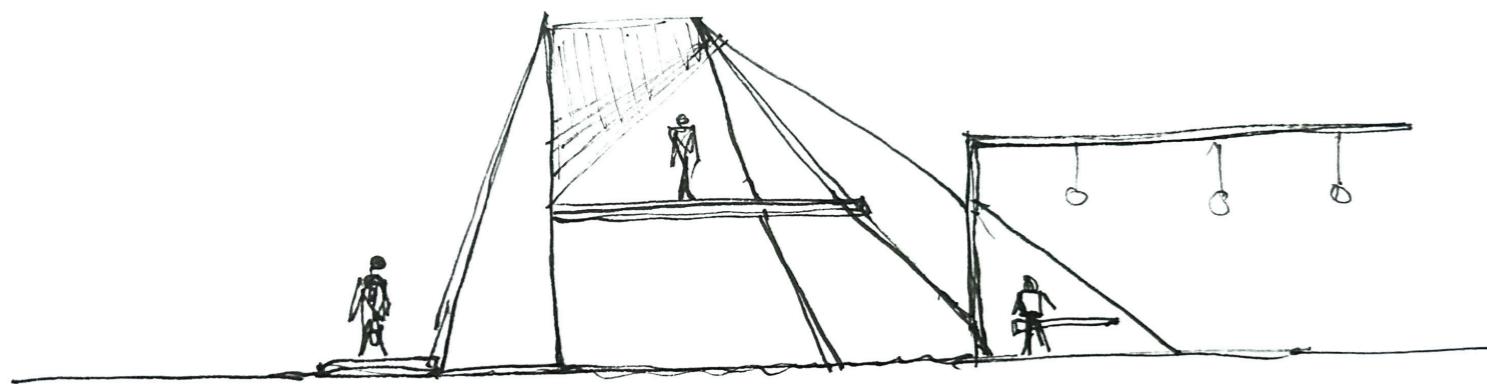
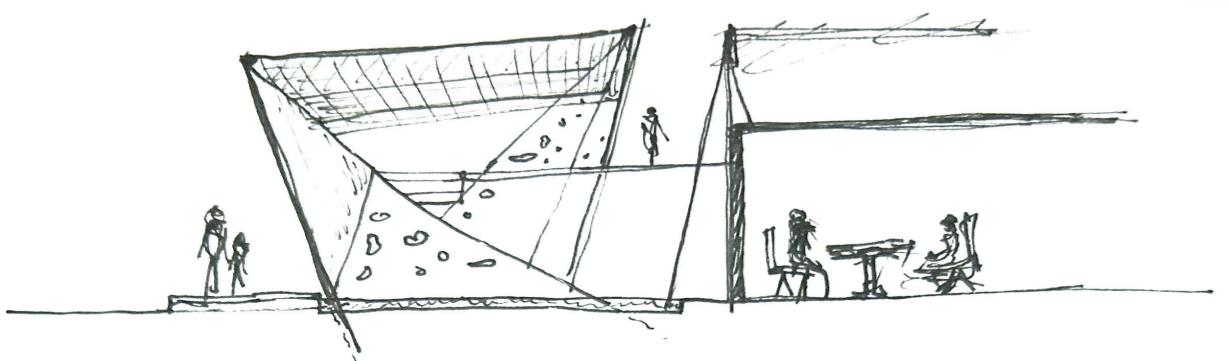
An EXISTING song.



initial iterations





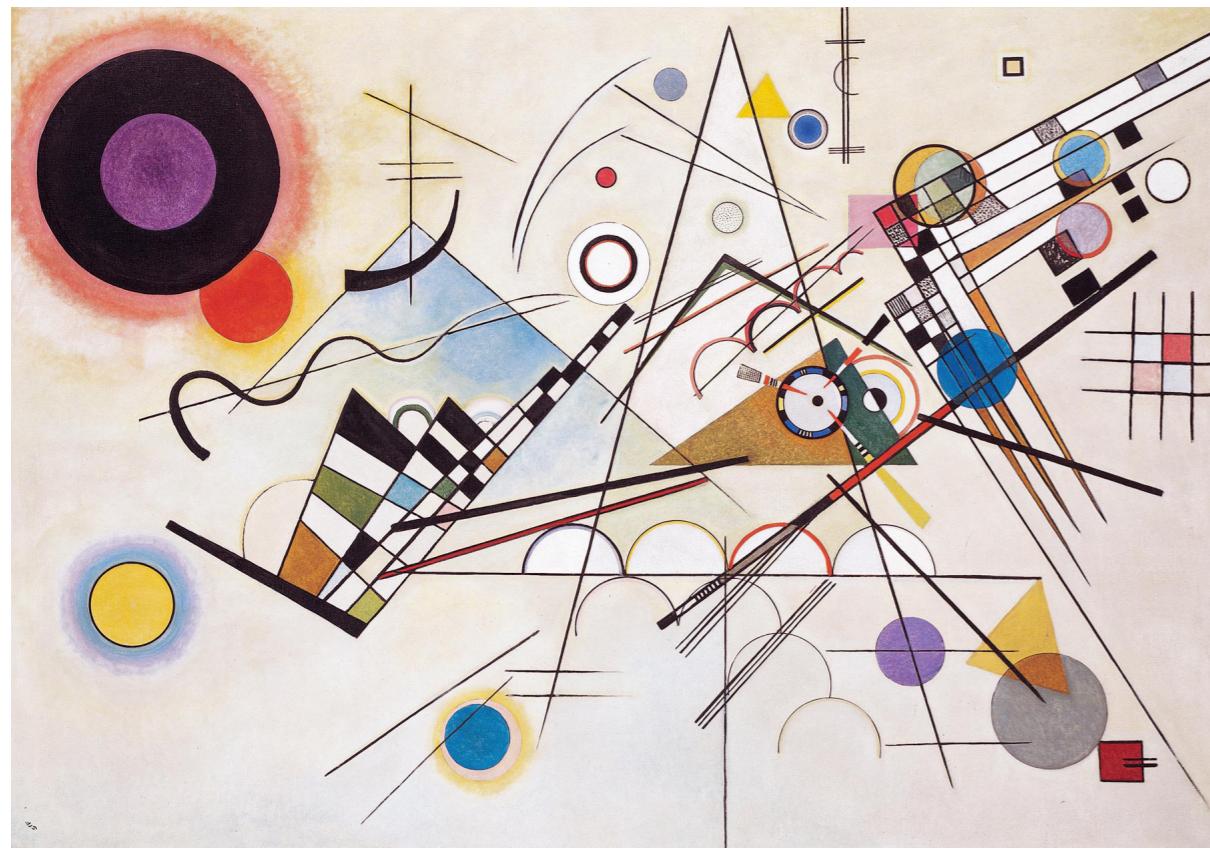


sketches - making the playground weird



Giraffe Childcare Centre (Paris, France)

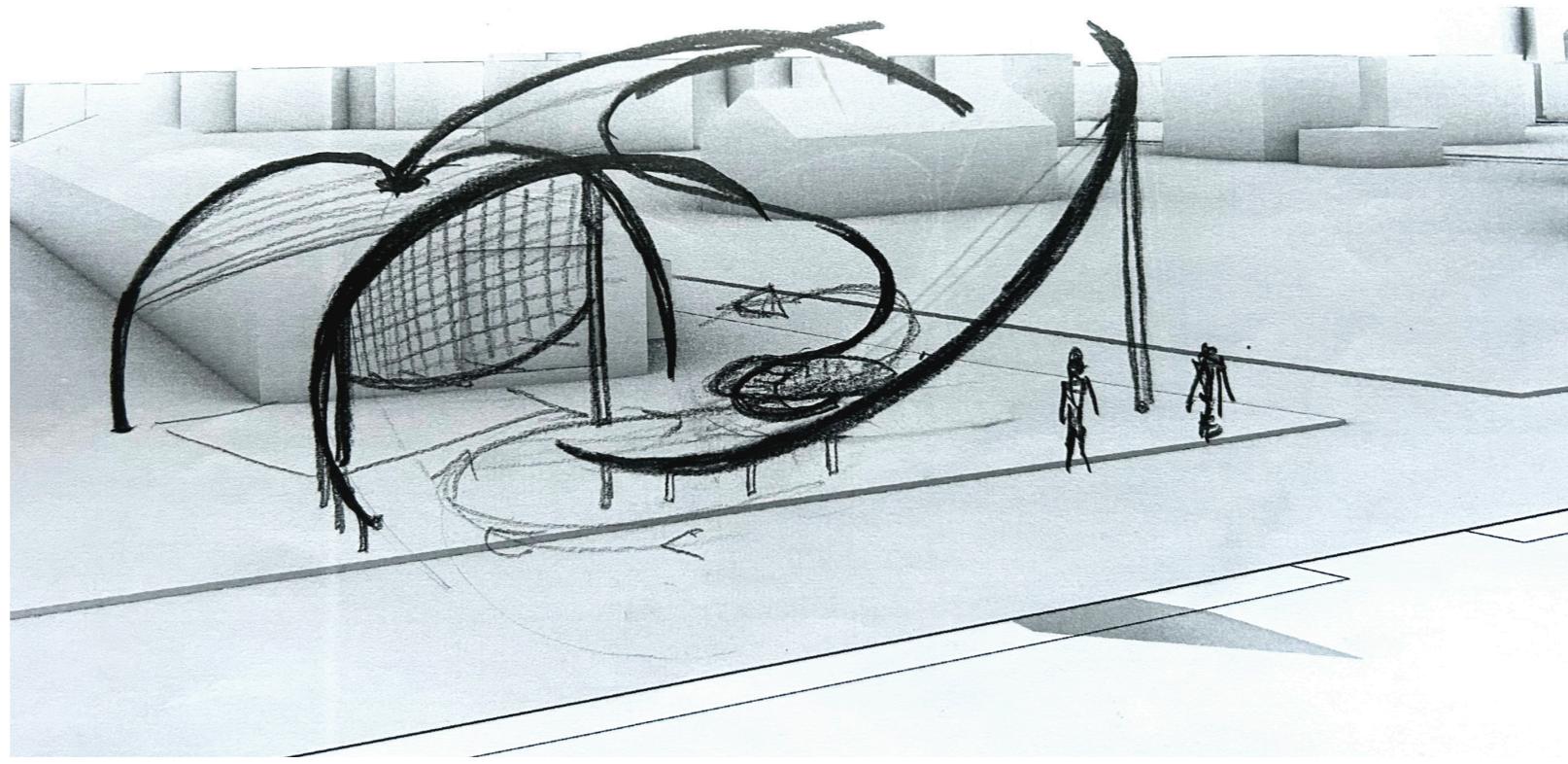
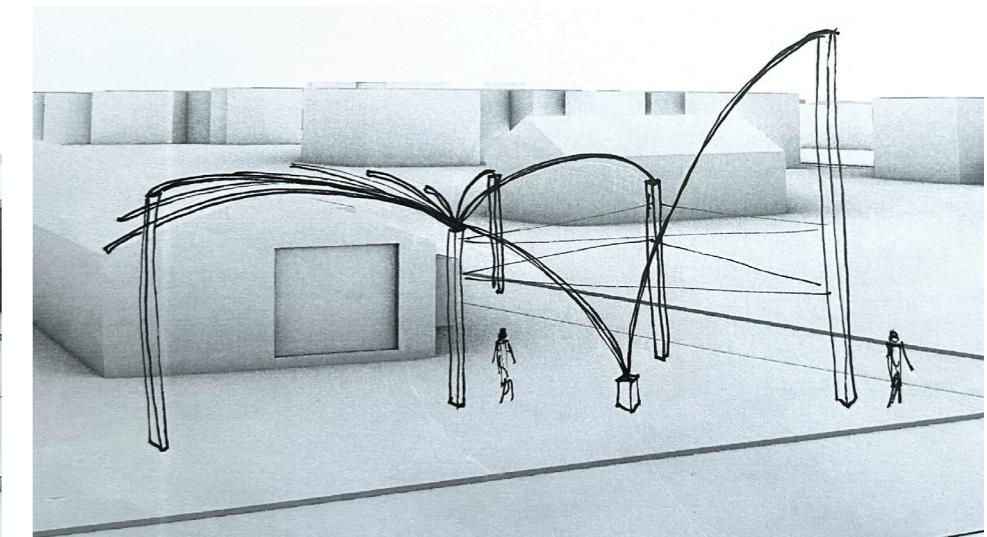
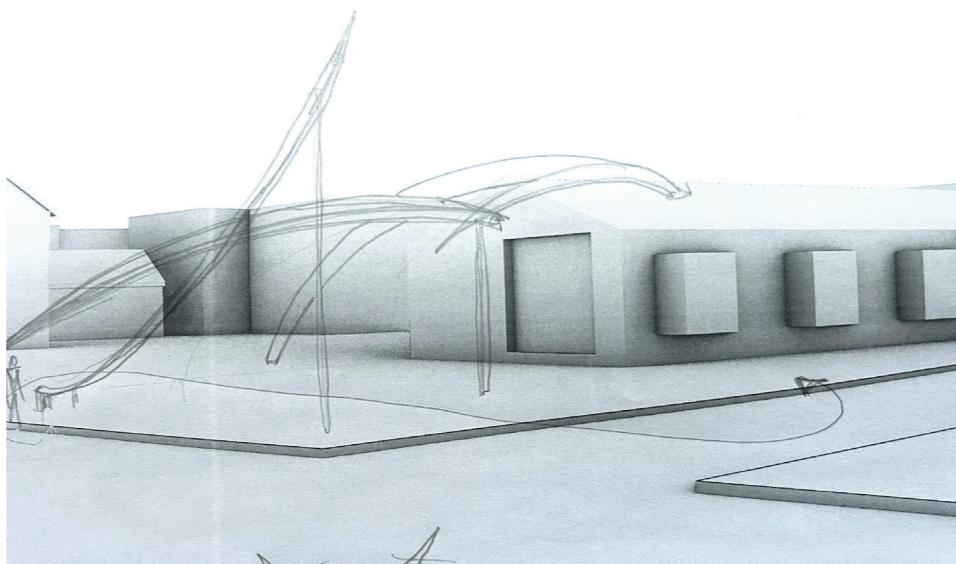
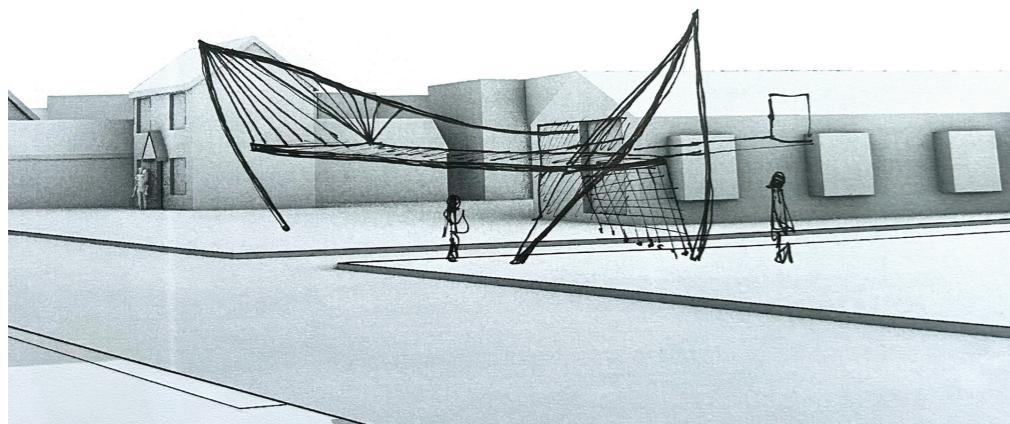
Kandinsky 8



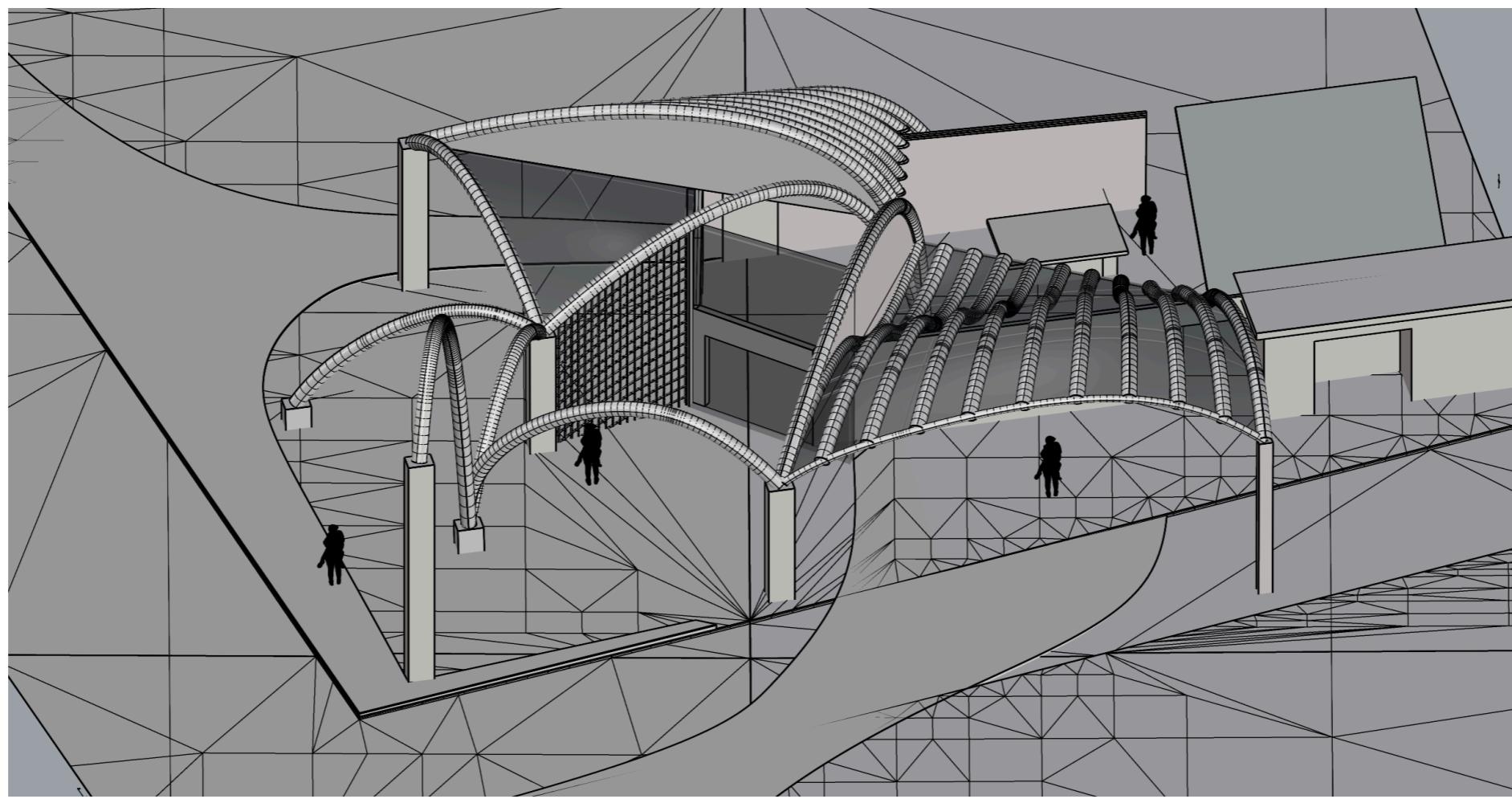
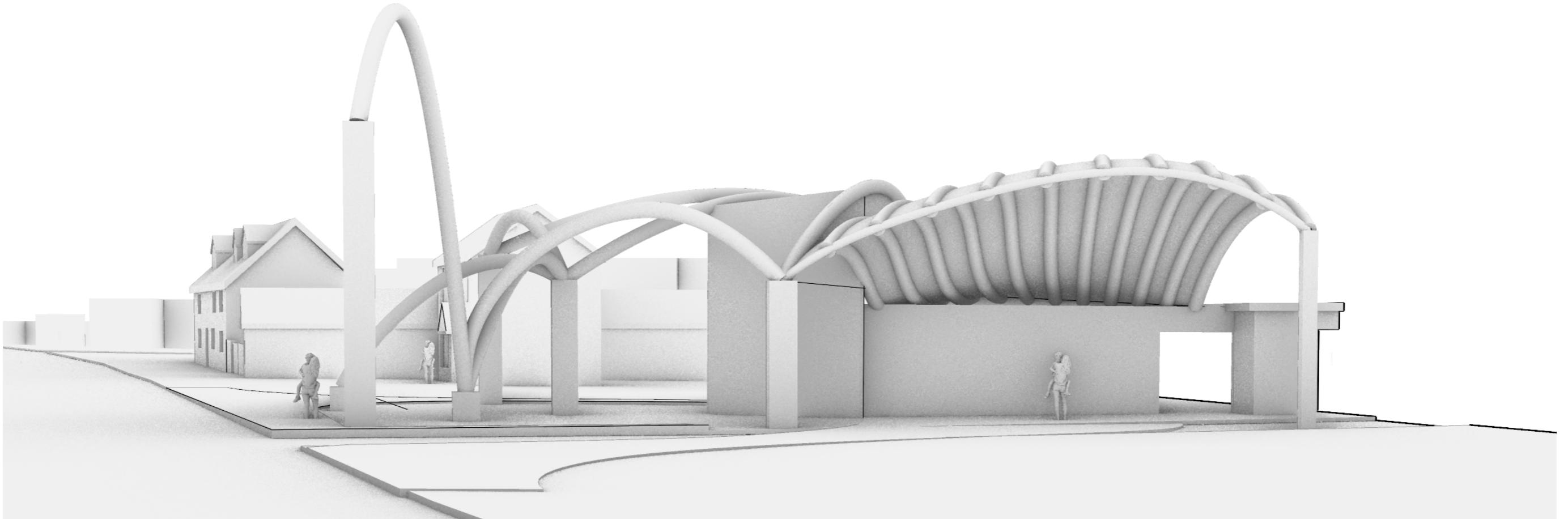
The Cineroleum (London, UK)



provocation sketch concept



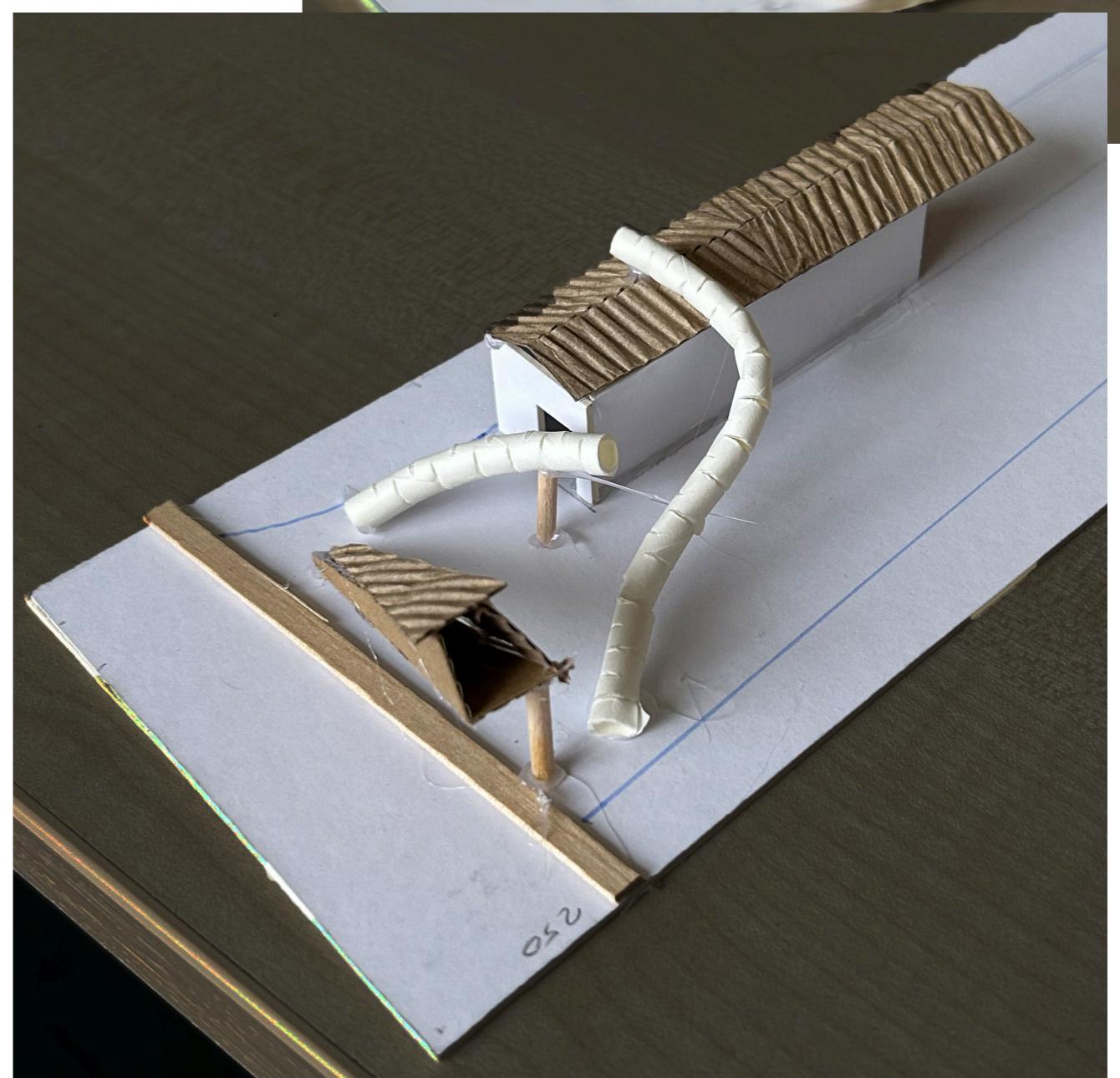
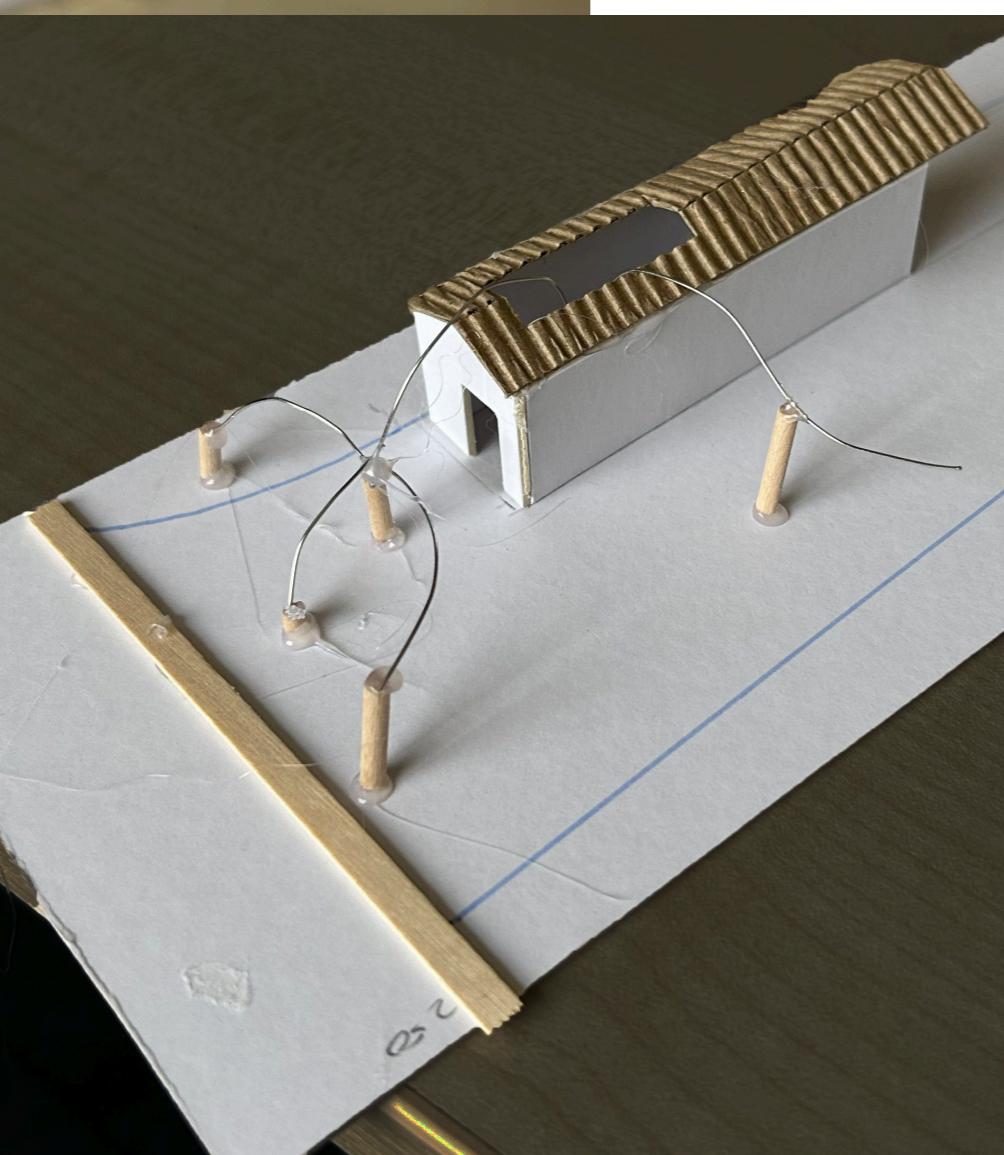
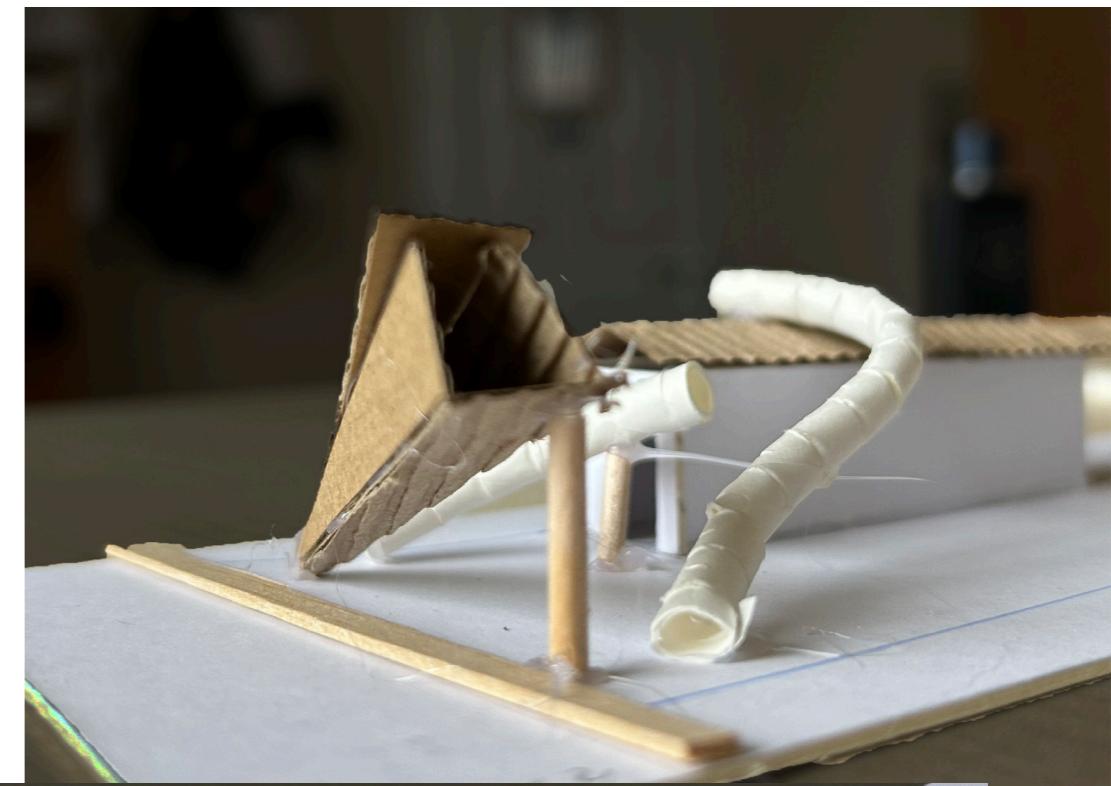
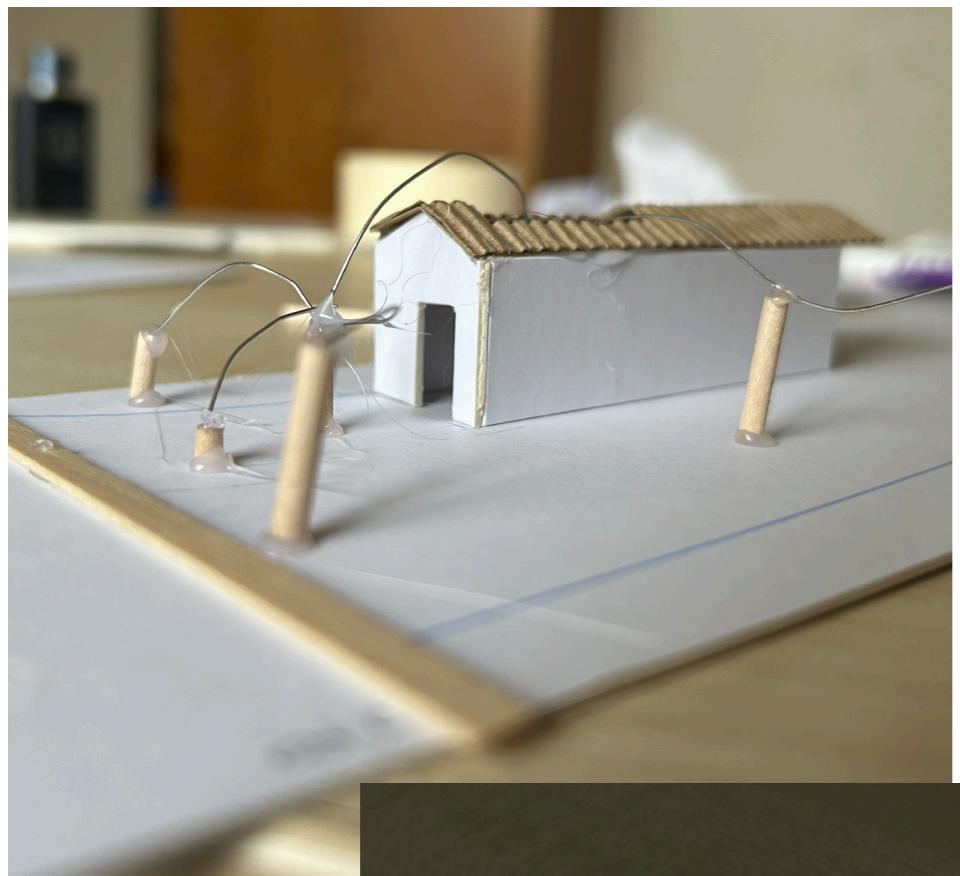
drawings on prints - curve play



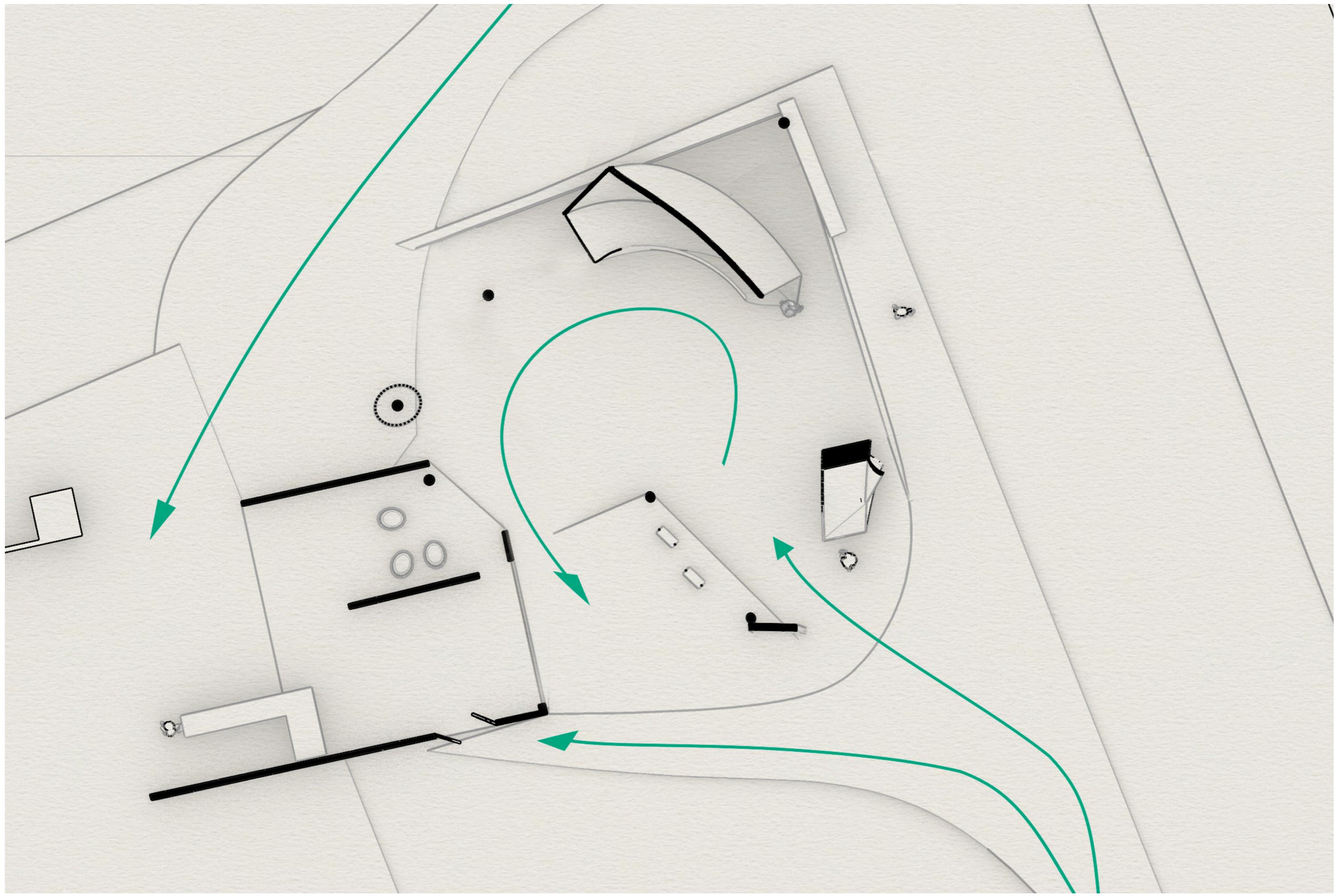
discarded design concept



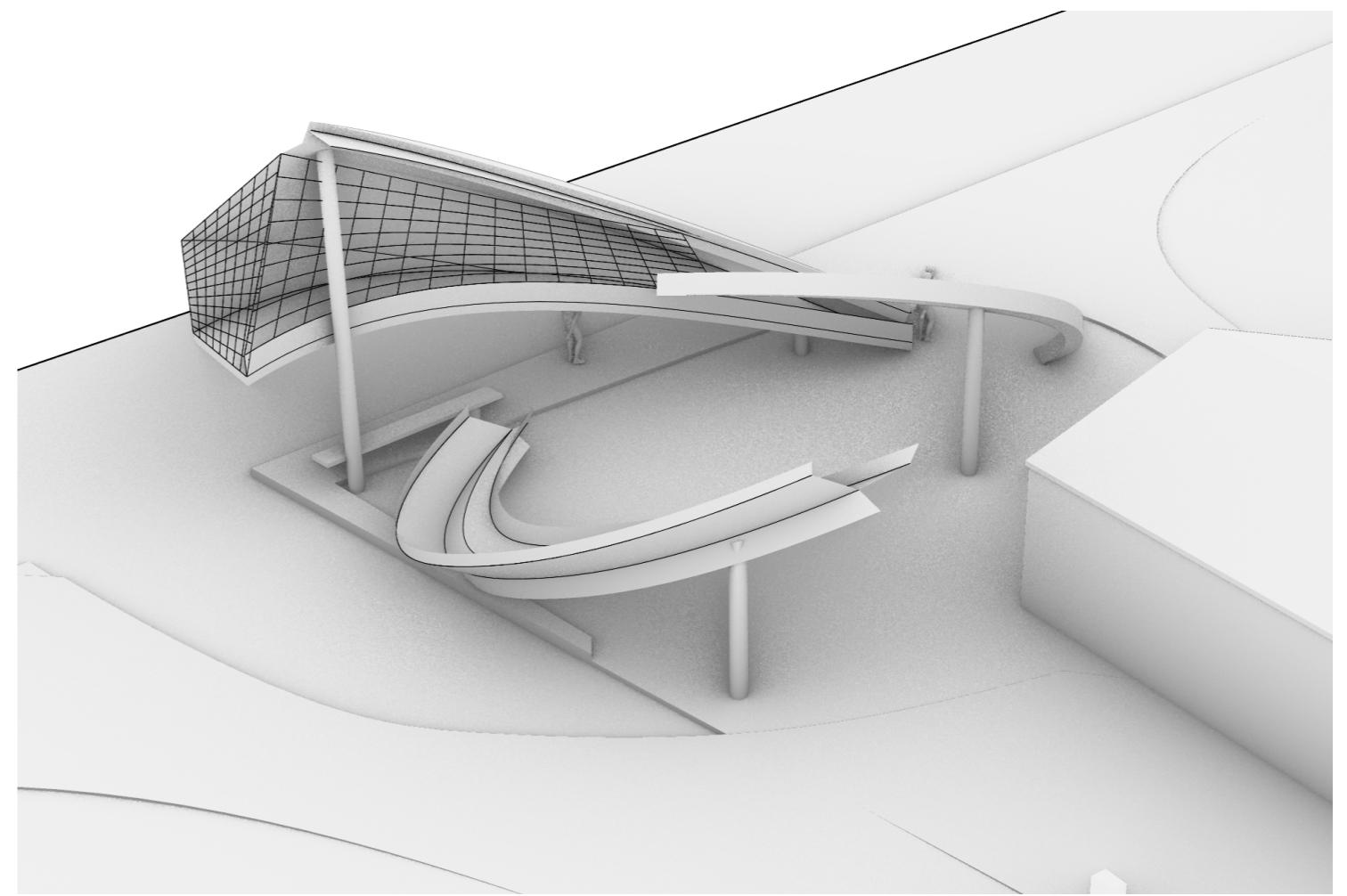
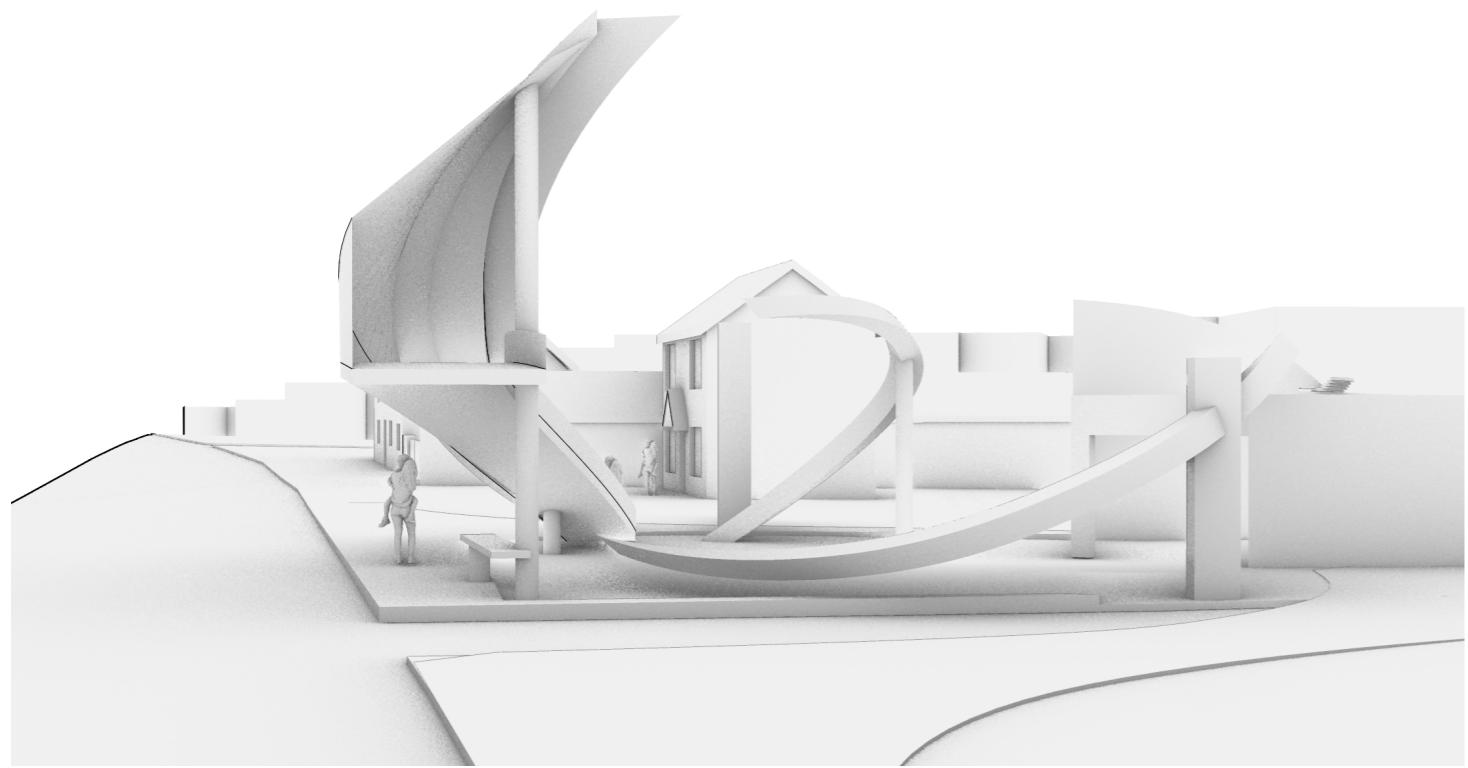
discarded design renders - materials



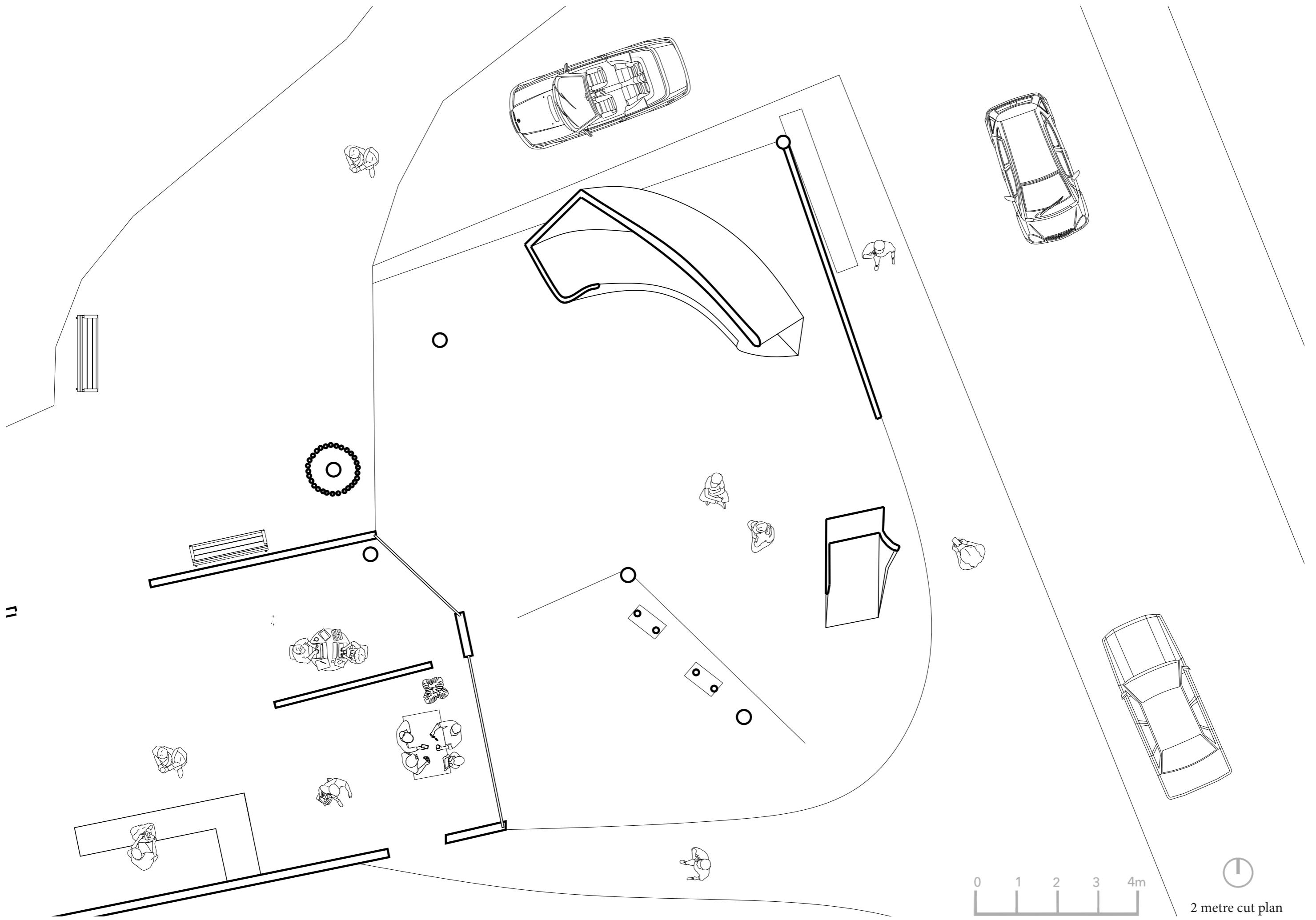
1:250 sketch models of different layouts + forms

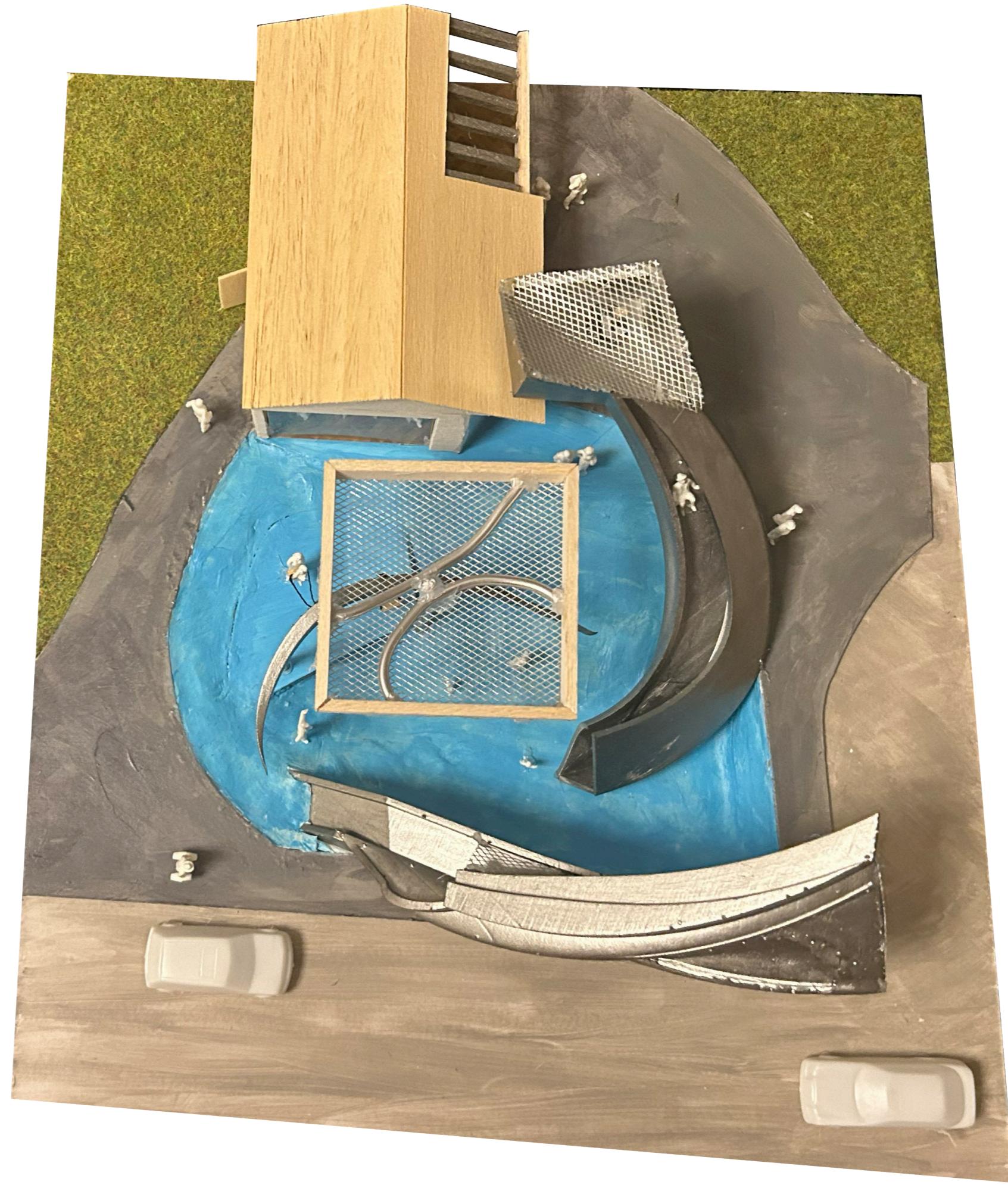


flow of people transiting area



surface concept of final iteration



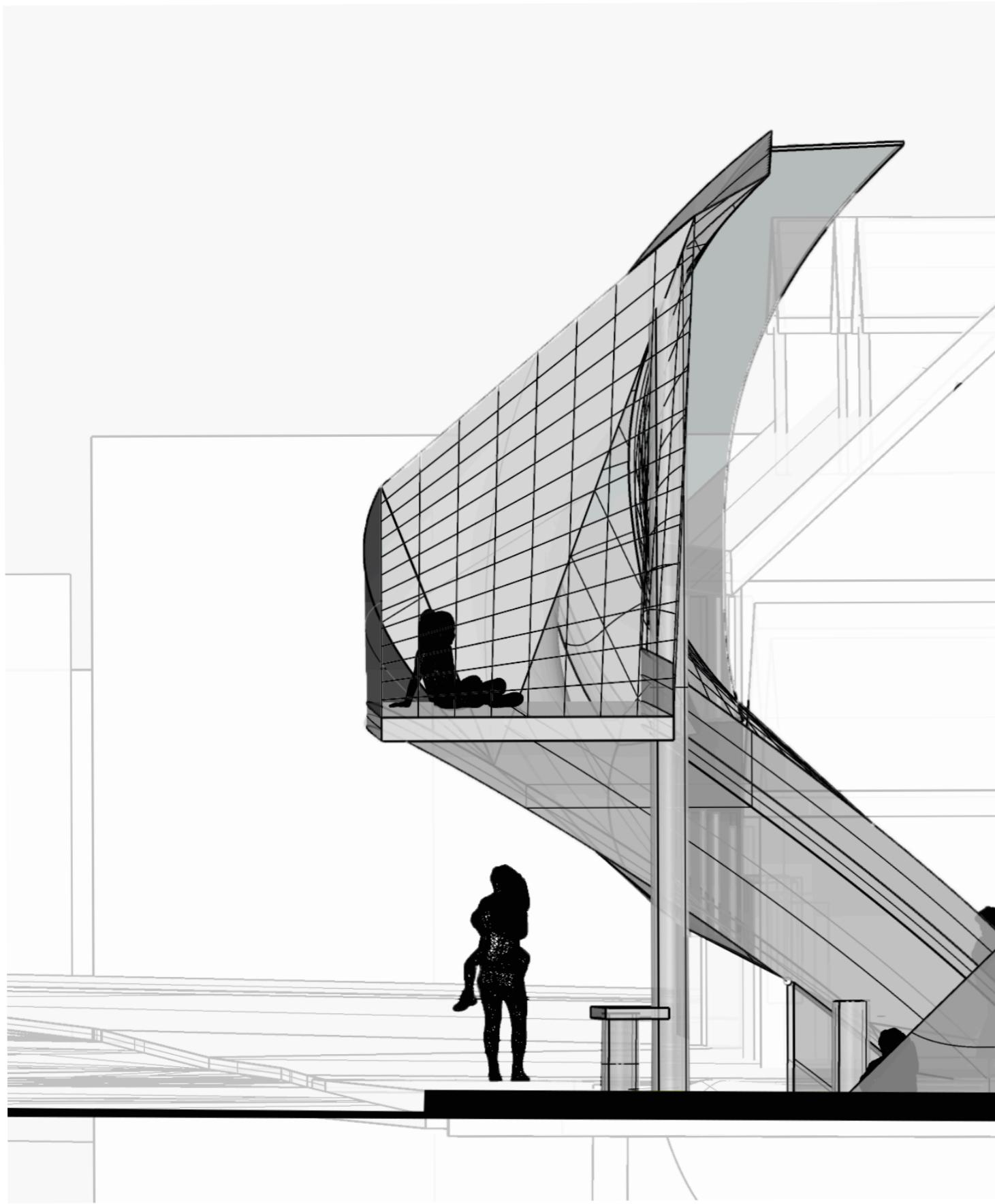


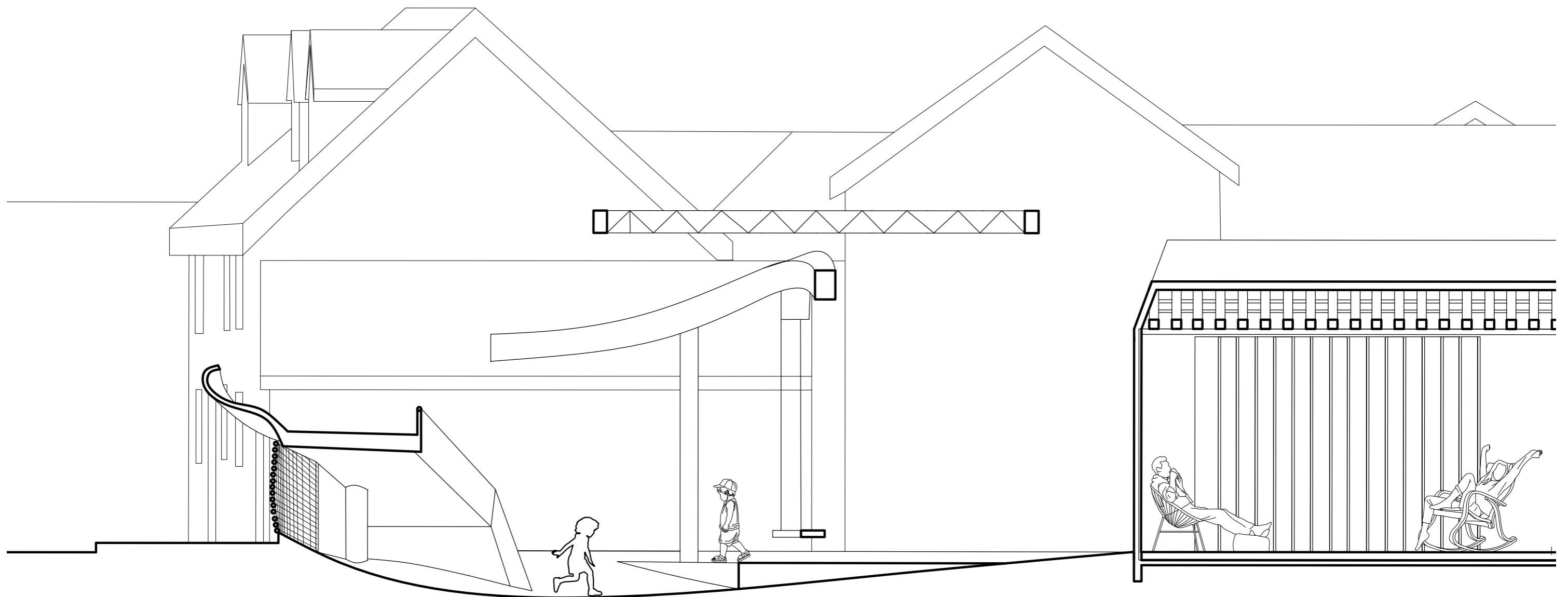
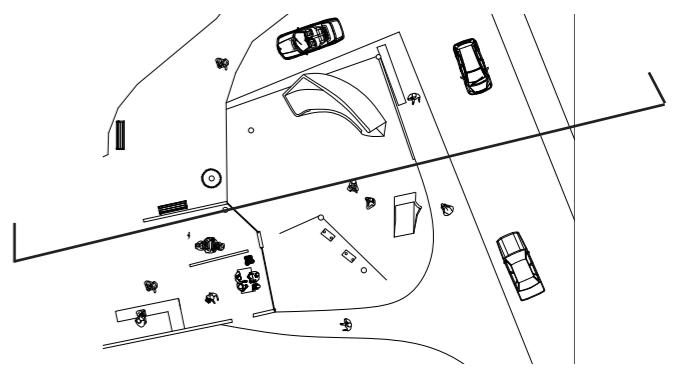
top view physical model 1:100



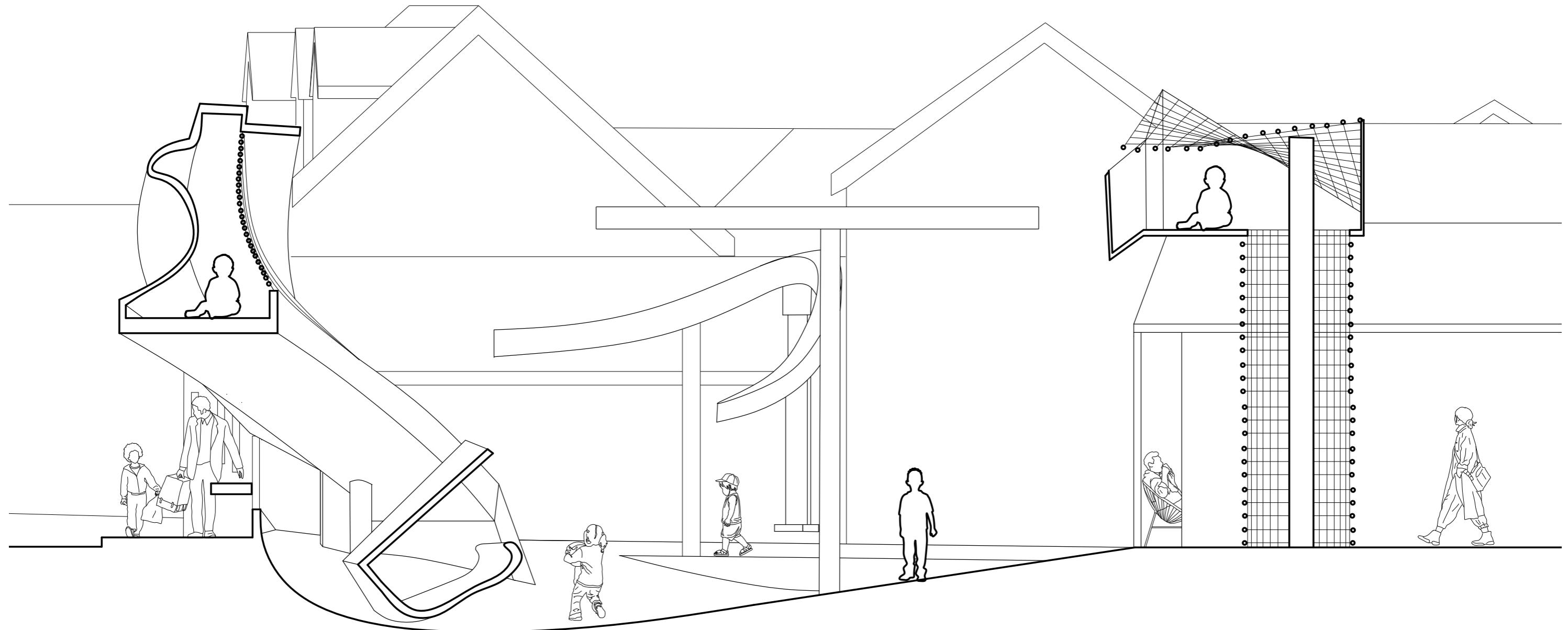
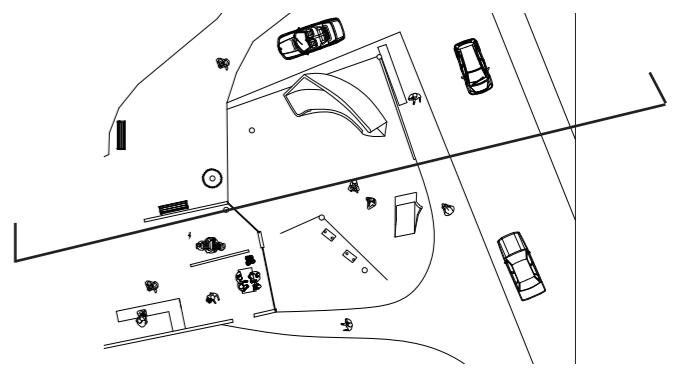


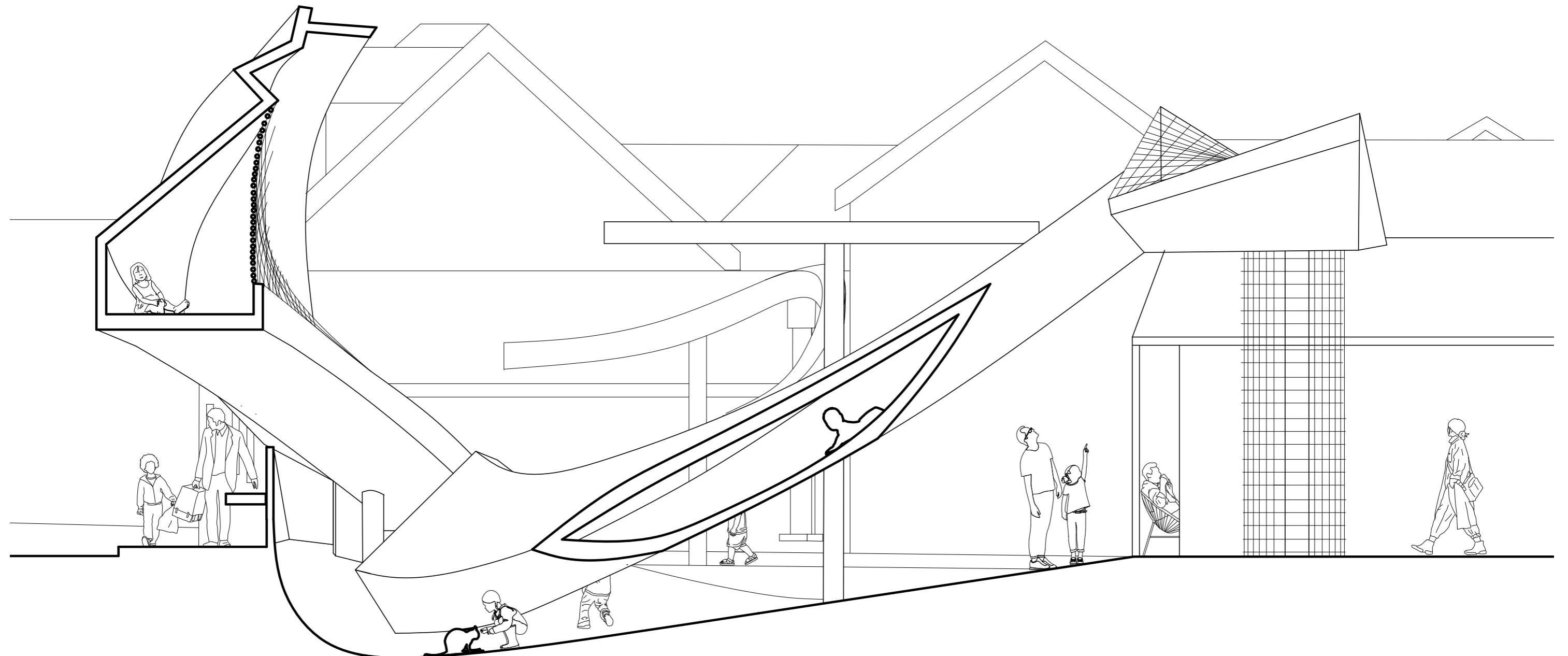
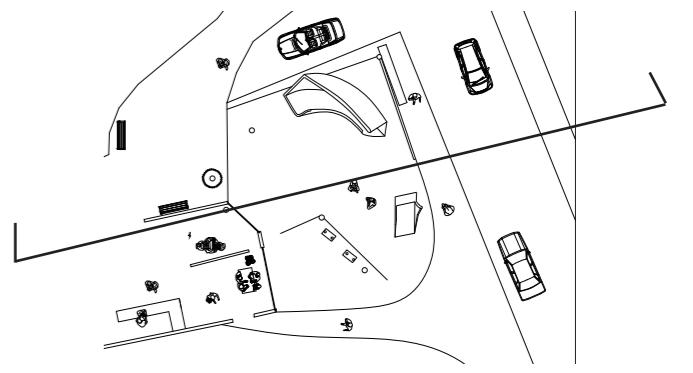
bus stop





0 1 2 3 4m















cafe area



