



**SEE
WHAT I
MEAN?**

THE PROBLEM

Society has lost its ability to be observant in our developing world. As we rush from one place to the next, people are constantly talking on the phone, texting, and catching up on social media. Basically doing everything except observing and relating with the people and environment surrounding them.

The goal of this installation is to bring amusement to the few who are aware and hopefully catch the attention of those who have drifted into cyberspace. Even if a person is caught up looking at their phone, there is still potential for the viewer's downward glance to be drawn in by the mirror on the ground.





THE SPACE

This project was installed on the second floor of the Arts & Journalism Building. The placement was specifically chosen because it has an immense amount of foot traffic with people speeding to class. This hall is especially busy this time of year because it connects four major buildings on campus and provides shelter from the winter weather.

ACUITY IS
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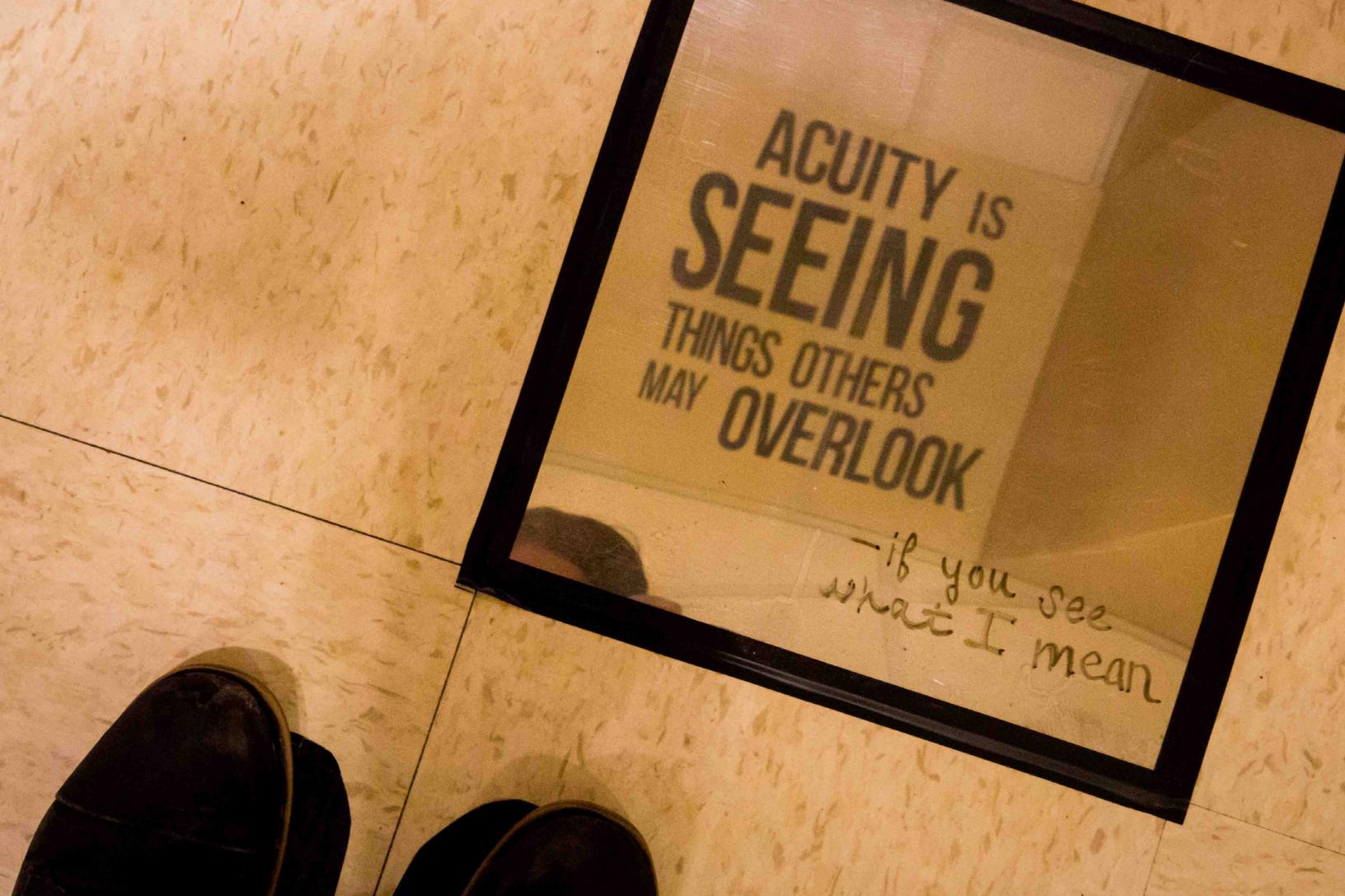
THE SOLUTION:

Make people more aware of their surroundings by placing subtle inconsistencies in their environment.
Starting from the ground up. [this caught many people glancing down at their phones]
And working from the ceiling down. [for those walking with their head held high]



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THE OBSERVATION

WALKER: During the passing periods, people were rushing to their next destination and paid very little attention to the installation. Some even step right on the mirror without skipping a beat.

GLANCER: There was a large population of people who were aware of the installation, but gave nothing more than a glance. They either appeared to be rushing to their next destination or were too reserved to stop and participate.

STOPPER: People were most likely to stop and observe if they were moseying to their next class and did not appear rushed. Often the viewer is only aware of the ceiling or the floor piece, but once they interacted with the installation, the connection was made.

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KELLY McMASTERS

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