

John

Ready-made poetry

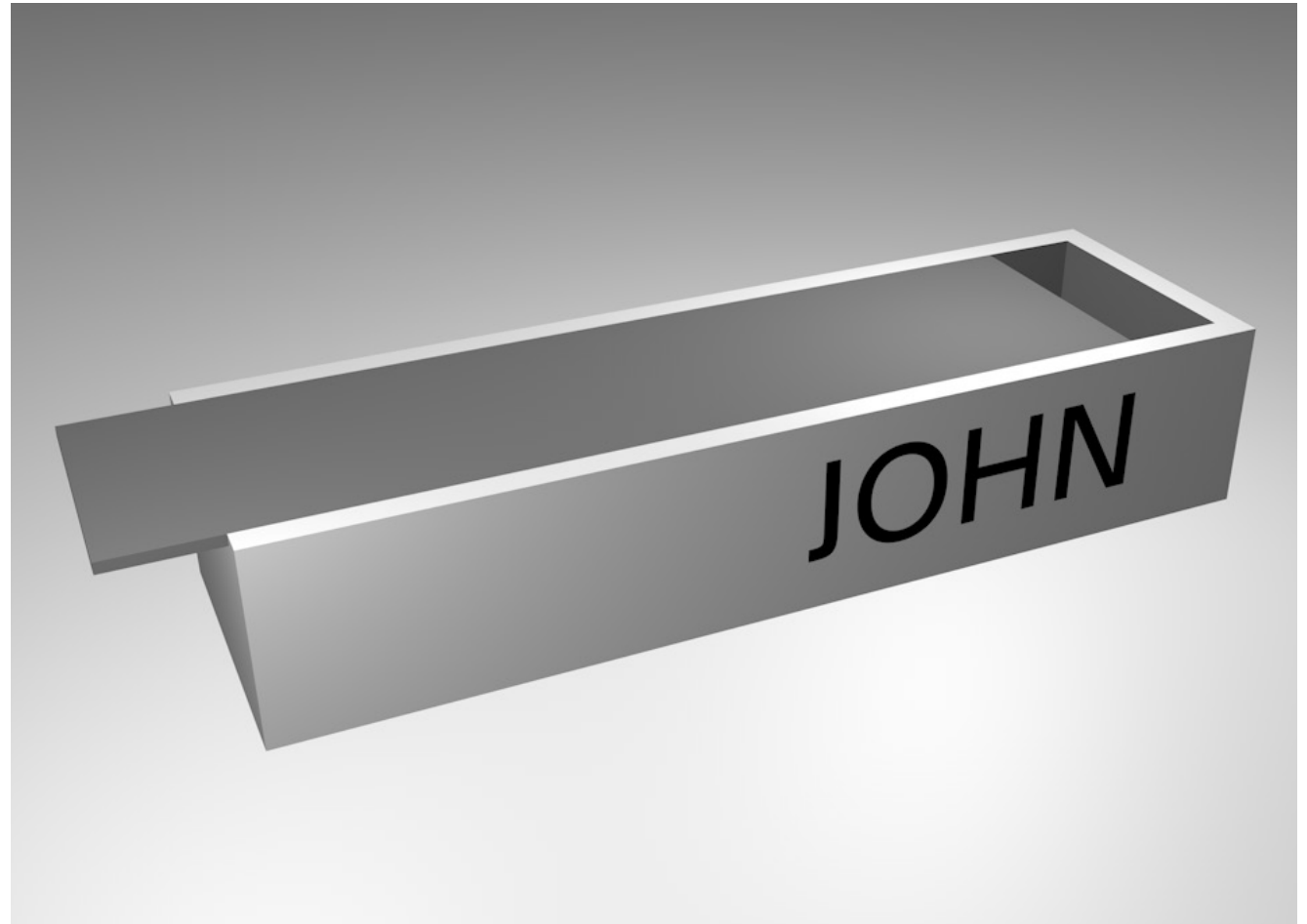
Pitch

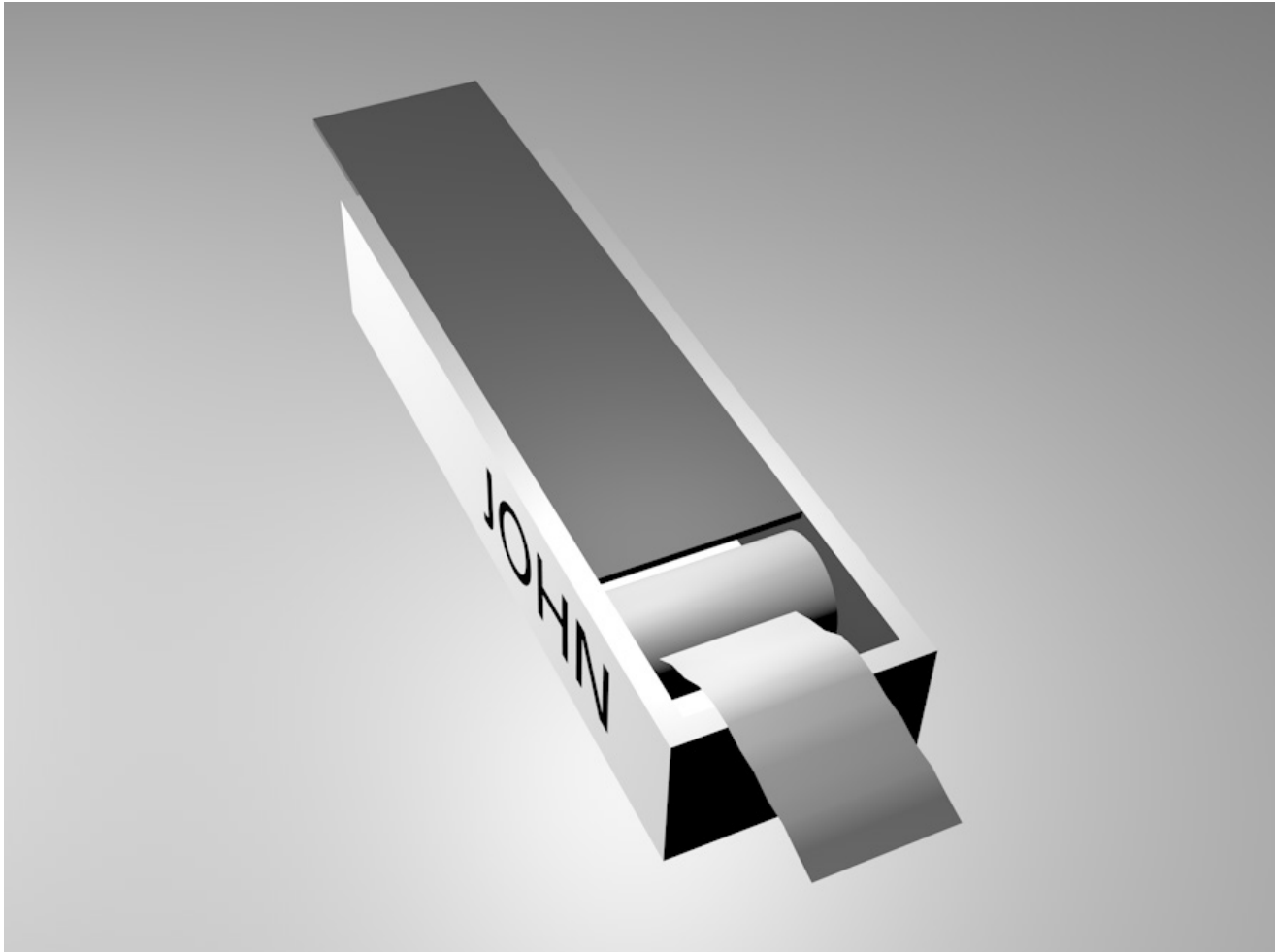
«John» accompanies young artists on their daily and artistic journeys to stimulate their inspiration through their own mobility.

His aim is to show beginner creators that their daily paths can evolve into something creative, much like their artistic journeys, where the developmental process itself is an art form. I aim to help them realize that simple gestures can be translated into something artistic, making them aware that they are creating without even knowing it.

By recording GPS movements, the AI translates them into a graphic poem, forming a visual representation of the journey. The route taken by the user influences the layout, and the AI randomly intervenes on the poem to give it a more unpredictable visual.

This portable assistant will then guide the young artists by providing inspiration at unpredictable moments throughout the day, encouraging an evolving creative process.





User Journey or Scenario

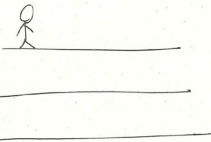
1. User carries «John» in his school bag
2. When sitting for a long time, he decides that he needs an inspiration
3. He takes out «John» from the bag
4. He opens it and recives a poetry, based on his path
5. Users gets inspired



Field observations & Key Insights

1. While creating, it can be challenging to find inspiration without any context, and sometimes this context needs to be visual.
2. Some artists don't fully realize that their very simple thoughts can emerge in art. It feels like a lack of confidence.
3. Lots of people encounter random things during the day. Those things sometimes trigger inspiration.

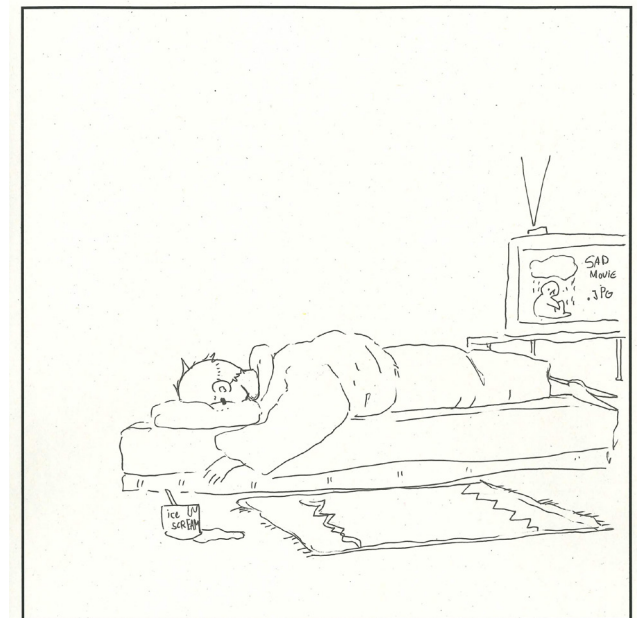
Draw something
Write something



Bretagne?
Bretagne?
bretagne?
BRETAGNE?
BRETAGNE?
BRETAGNE?

j'ai plus d'idée, je vais fumer une clope

1. Draw something sad

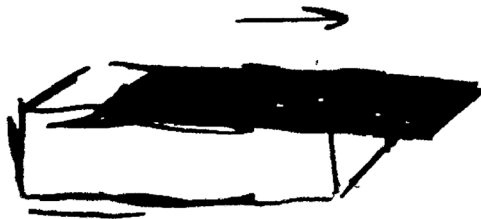


2. Write something sad

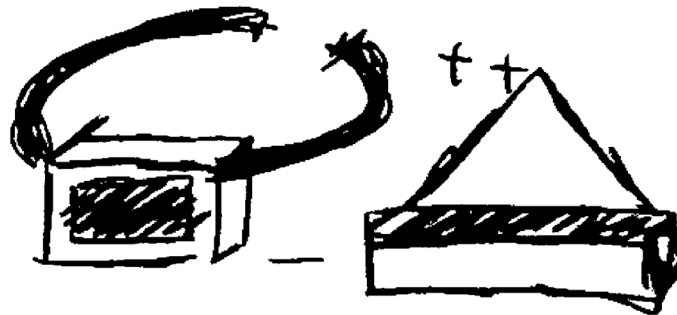
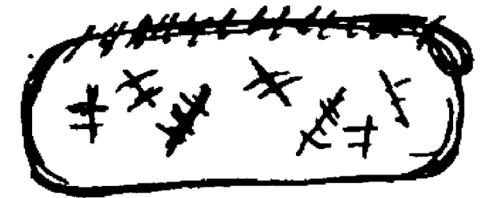
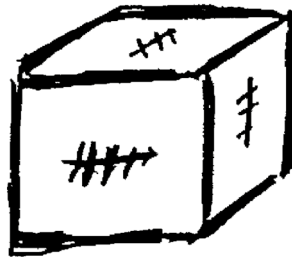
It was during a rainy day, a small ray of light emerged on my balcony. On the ground, drops of water were emerging, in one of them a tiny bee was struggling.

Shape research & development

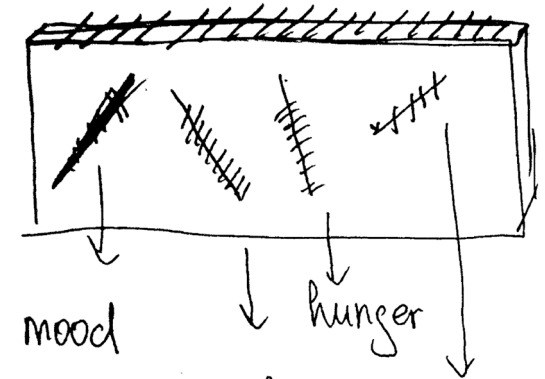
My inspiration object is a pencil case.
As a symbol of any creative beginnings and uncouthable
number of ideas.



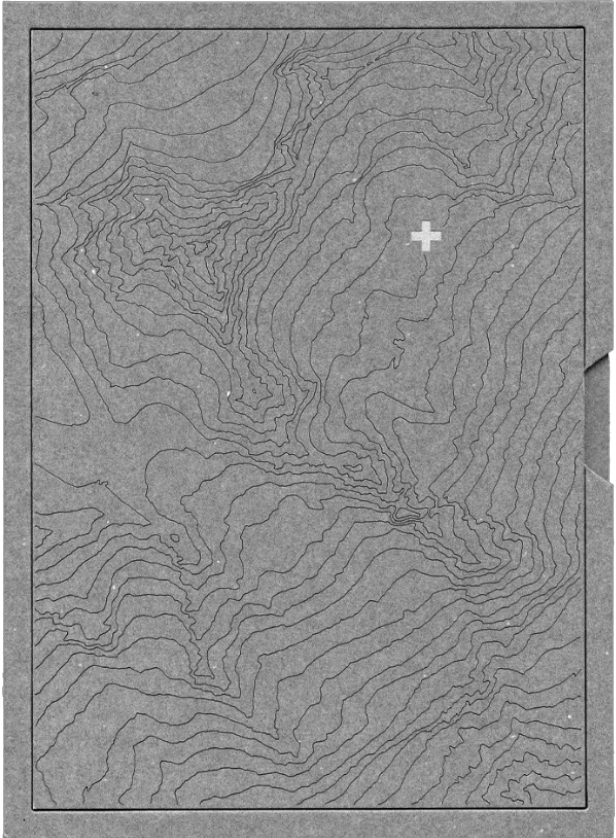
no throwing!



open = print



Visual and Material Moodboard



Paper Prototypes



Thank you