

IMDM490

Team TouchGrassDesigners

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Project: CBT: Cognitive | Bodies | Traces

Design Value Document

I. Project Overview

Our installation is a multisensory, projection-based experience that explores perception, emotional states, and the interconnectedness of cause and effect. Participants are immersed within a fully enclosed room surrounded by four wall projections, environmental elements, and responsive sound design. Through this environment, the installation encourages reflection on how personal perception shapes one's reality.

II. Installation Description

Core Characteristics

- Spatial Design: A small enclosed room surrounded by four wall projections.
- Environmental Components: Multiple fans, speakers, and a fog machine to enhance immersion and simulate atmospheric variation.
- Interactive Technology: Biometric feedback through Arduino sensors, with potential expansion to advanced data collection systems.
- Participants: 2–3 simultaneous users per session.
- Primary Techniques: Projection mapping, sound design, environmental interactivity, and biometric input.

III. Experience

Participants will engage in an immersive environment where their emotions and movements subtly influence the installation.

The integration of tactile sensations (cool air, vibration, and fog) and reactive visuals is designed to elicit a range of emotional responses.

The space invites participants to explore perception as both a physical and psychological experience, feeling disoriented, contemplative, and ultimately self-aware.

IV. Theme

The installation examines subjective perception and the butterfly effect like how individual actions, thoughts, and emotions can trigger cascading effects within a shared environment.

Through light, sound, and responsive feedback, participants experience a metaphorical dialogue between input and output, representing the human tendency to seek meaning within distortion.

V. Point of View

Participants will experience the environment through multiple sensory layers:

- Visual: Abstract and surreal projections that shift in response to presence and data input.
- Auditory: Surround-sound audio that changes dynamically, immersing the participant in emotional tonality.
- Tactile: Cold air and fog emphasizing the sensory dissonance between comfort and unease.

These elements combine to evoke an introspective and emotionally charged encounter.

VI. Artistic Style

The aesthetic merges abstract visuals with subtle realism to create a surreal yet grounded atmosphere.

This stylistic choice reflects mental distortion and fluctuating emotional states.

Conceptually, it mirrors the instability of perception by portraying both clarity and confusion as valid emotional realities within the same space.

VII. Challenges and Interactivity

Participants are encouraged to actively interact with the installation by moving within the space and observing how their presence alters the projected visuals, audio feedback, and environmental shifts.

This emphasizes the project's core idea: every action produces a reaction, reinforcing empathy and self-awareness through cause and effect.

VIII. Context

The installation is best presented in a controlled, enclosed gallery environment or a dedicated dark room.

Adequate wall space is required for projection and environmental equipment.

The audience may consist of gallery visitors, design students, or the general public interested in interactive art and sensory media.

IX. Intended Emotion

We aim for participants to leave the experience with:

- A heightened awareness of their own emotions and surroundings
- A sense of empathy toward unseen systems and human influence
- A reflection on shared experience and collective perception