

BEYOND THE GARDEN WALL

the final workroom

PROJECT DETAILS

PROJECT TITLE Beyond The Garden Wall

SDG's



PROBLEM Poverty still persists.

Nearly 22,000 children die each day due to living in poverty.
71% of the global population still live in low-income or poor conditions.

INSIGHTS Most people don't realise that poverty is caused by several factors // Poverty is always closer than we think.

OBJECTIVE Remind the public that beyond our usual spaces of comfort, there are people facing serious difficulties in life.

TARGET AUDIENCE Ages 7 and up.

CONCEPT Offer a glimpse into the lives of the impoverished through the personification of poverty's cause and effects as physical items, to educate everyone about the different features of poverty in an approachable, memorable way.

KEY MESSAGE When we understand the faces of poverty better, the perceived challenge of tackling it becomes much more approachable.

CLIENT FEEDBACK + NOTES

Execution

Craft quality of room environment

Audio level

Narration script

Narration language

Final message

Call to action → Action.

What next for user after they've "seen" the experience of poverty?

What can they do? Is there anything we can tell them to do?

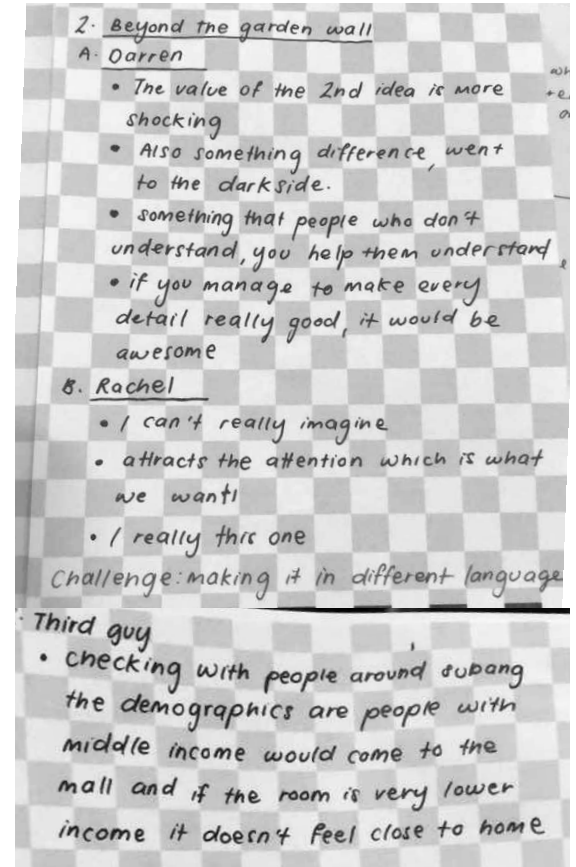
Poverty Level

Make the level of poverty that is more **local**, esp. around the area

Digital mockup & final diagram

Refine digital sketch of the house setup

Refine final diagram + include proper measurements + materials + items



**NON-SPECIFIC
MESSY PLACE
FOR ANYTHING
& EVERYTHING**


 TETAP BERSI
 OLAK PAUK - SUN PETANG
 KUALUMPUR KEMAS
 POLANGGARAN (JALAN L1)
 SUNWAY MALLS
 Layanari www.maukerja.my/sunway
 atau
 SMS Kerja AEON ke 013-3003333

AEON



FOOD FOR THOUGHT

STUDENT PANTRY

Sunway Malls is coming together to help our students
 for a few initiatives & resources to help them overcome
 struggle with school expenses. Using the right food can
 give students the nutrition support they need to stay healthy
 throughout the day.

SUNWAY MALLS



FOOD FOR THOUGHT

STUDENT PANTRY

The following items will help them greatly. Please donate generously:-

- Rice
- Cereals
- Biscuits
- Peanut butter
- Jam/Kayul or any other spreads
- Instant noodles/ instant porridge
- Drinks (boxed/can/sachets) - milk, nescafe, unrefrigerated milk, etc
- Can food & dried foodstuff
- Oil (small bottles/ packs)
- Bread or dried bread
- Dried anchovies

SUNWAY MALLS

INSIGHTS

“Children in low-cost flats live in Kuala Lumpur, within easy proximity to amenities – yet have less access to nutritious food, don’t go to preschool, live in perceived unsafe areas and have less opportunity to learn and play than most other children in Malaysia. (...) ***The reality is poor children are among us but they often remain unseen***”.

Unicef representative in Malaysia, Marianne Clark-Hattingh.

Source: <https://www.thestar.com.my/news/nation/2018/02/26/kids-in-low-cost-flats-in-kl-face-poverty-and-malnutrition-says-unicef/#fqcaBDqrUGOCSiA.99>

Food

Education

Jobs

Bedding

Healthcare

Security

VISUAL REFERENCES

Macam moodboard.

Put in your photos here e.g.
impoverished rooms, houses,
children, real-life pictures of the
interactables, etc.





NARRATION

“Uh oh.”

What are our ‘characters’ going to say? What language will it be in?

We need:

- Script(s)
- Call to action messages to go with each item in the script

Food

User picks up **plate**.

Radio plays static, then the sound of a school lunch bell ringing.

SFX: lively school recess atmosphere, kids laughing.

SCHOOLCHILD 1

Fiqah, it's recess already. Jom makan.

FIQAH

No, I'm okay. You guys go ahead.

SCHOOLCHILD 2

Are you sure? We can teman you to the canteen to buy something lah.

FIQAH

It's okay. I'm not that hungry.

Radio plays sound of end of school lunch bell ringing.

SFX: teacher/pengawas ushering students back into class.

Clock turns from 10.30AM to 8.00PM.

FIQAH finishes her prayer before meal.

SFX: tinkering of plates, sound of people eating dinner.

FIQAH (monologue)

I skip breakfast, and I rarely ever eat lunch. Dinner is always simple, but at least it's one meal that my family is sure to have. Usually we will have rice with soup...sometimes just rice. My stomach is used to not eating. It's normal.

End of interaction. User prompted to put down **plate**.

Education

User picks up **exercise book**. Prompted to flip it open(?).

Radio plays static, then...

SFX: Banging on table. Quiet room.

TEACHER
(shouting)

Chong! Berapa kali lagi kamu nak buat kerja rumah guna kertas kosong? Mana buku latihan?

CHONG
(hesitantly)

Saya...terlupa bawa, cikgu.

TEACHER

Terlupa bawa?

(scoffs)

Kalau kau tidak bawa buku latihan esok, cikgu terpaksa bagi denda. Faham?

CHONG

Faham, cikgu.

Radio plays static again. **Study light** flickers on. **Television** turns on, shows scene of hands erasing an exercise book to make space for new exercises.

CHONG (monologue)

I don't want to ask my parents for new exercise books. My younger sister just started primary school this year, and I know they had to spend some money on her supplies and her uniform...

Electricity cuts off. **Study light**, **television**, **all room lighting** "turns off".

SFX: adults start to argue in another room about bills.

Short beat, then sound of erasing paper continues.

CHONG (cont'd)

I've been thinking of leaving to look for work. That way, I can earn some money, help my parents with the bills... I'd miss school. But at least my sister will be able to study comfortably.

End of interaction. User prompted to put down **exercise book**.

Jobs

User touches **calendar**.

Lights dim down (night).

SFX: faint car sounds in the background, footsteps outside the door, rustling of keys, unlocking of door, keys being put on the table.

Small light clicks on.

MOTHER (monologue)

Everyday, I leave early in the morning and come back late at night. My husband and I have jobs, but what we earn is just barely enough for rent, bills, and food. My husband and I never finished school, so our job opportunities are restricted.

(pause)

When my eldest was much younger, she used to watch other children playing with toys and wearing new clothes...and she would ask me if she could have those things. It came to a point when she learned to stop asking. It breaks my heart that I cannot afford to give them those small luxuries... All I hope is that they will do well in their studies, so they will be able to get good jobs and live comfortable lives.

End of interaction. **Small light** clicks off. **Lights** dim back up.

Security

User picks up ???

SFX: From 'outside', sounds of banging, things breaking, yelling, car screeching.

YOUNGER SIBLING begins to whimper and cry. OLDER SIBLING is comforting the YOUNGER SIBLING.

OLDER SIBLING

(worried)

Shhhh shh shh, it's okay. It's okay.

Be quiet, please don't cry...

PARENT wakes up, comes over to help.

PARENT

(comforting)

Adoi, kesian nak. Meh sini, mak di sini, ok?

Jangan takut, ok? Mak di sini. Tidurlah nak,

tidur...mak sentiasa di sini.

Crying quiets down.

End of interaction. User prompted to put down ???

Bedding

User steps on tikar/mattress.

Television turns on.

Study light turns on.

SFX: loud tv sound, children arguing.

SIBLING 3

(SIBLING 1)! He's taking up all of the space on the bed lah!

SIBLING 2

No we're not! Mengada lah kau! Go away lah, go sleep on the other side there.

SIBLING 3

I don't want to! My back hurts when I sleep over there!

Argument intensifies. SIBLING 1 gets irritated.

SIBLING 1

(shouting)

Can you both stop arguing? We all have to sleep on that mattress so you either share it or sleep on the floor, understand?

Children stop arguing, fall silent.

SIBLING 1

If you're going to sleep, then turn on the tv. I'm trying to study.

End of interaction. User prompted to move to next item.

Healthcare

User prompted to open box of medicine.

Fan turns on.

CHILD 1 is coughing. FATHER is soothing, tending to her.

CHILD 2

(worried)

Papa, shouldn't we bring her to the clinic?§

Her fever hasn't gone away for three days.

Her cough sounds worse now.

Father starts to tear up a bit. CHILD 2 notices.

CHILD 2

(hesitating)

Papa...are you okay?

FATHER

(struggling)

I'm okay. Don't worry about me. Let's just try to take care of your sister for a bit longer, okay? Look here, I managed to get some medicine from the aunty next door, see? She'll be okay. Come, come help me--

CHILD 2

What if she won't be okay?

Beat.

Fan turns off. Light dims.

FATHER (monologue)

I wish I could have given them a better life. I wish I could have fed them properly, so they wouldn't have been strong and healthy...so they wouldn't fall sick so often. It happens so often that I can't even afford to bring them to the clinic anymore. It came to a point where I just had to try taking care of them myself. Tell me, what kind of life is this?

End of interaction. Lights back to normal. User prompted to close box of medicine.

MATERIALS

LIST OF ITEMS

MEDICINE BOX



wiseGEEK

WARDROBE



BASKET OF CLOTHES



SHOES



EXERCISE, BOOK & ETC



FAN



SHELF - CLUTTER, PLATES,
CONTAINER, CANNED
FOOD, MAGGI & ETC



PLATES



CALENDER



BED



TABLE



DRAWER/SHELF



TELEVISION



RADIO

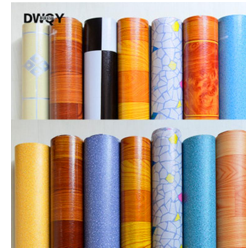


‘SHOPPING’ LIST

For convenience.

1. Material list (for structure)
2. Item list (furnishing, interactables)

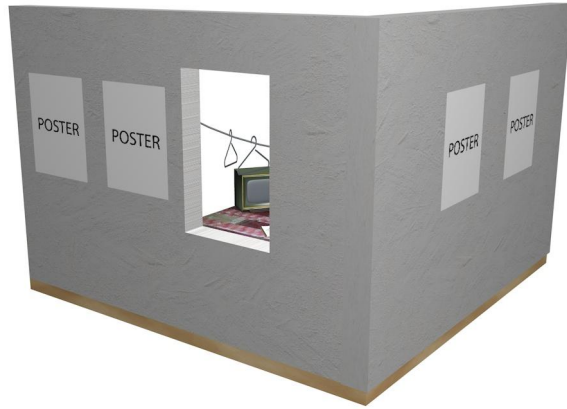
1. Used thin wood (plywood)
2. Flooring plastic carpet
3. Hanging lightbulb

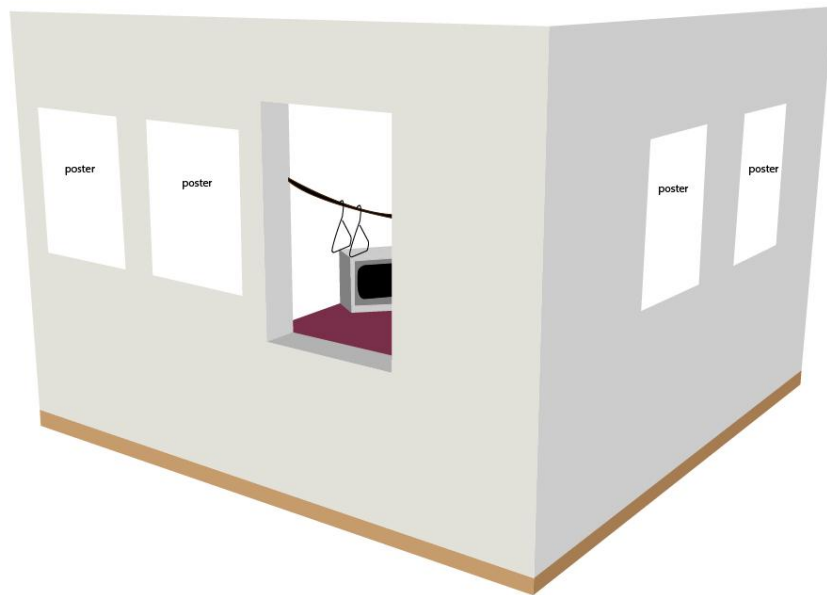


INSTALLATIO N MOCKUP

Photoshop skillz.

If photoshop skillz not skillzzz
enough, then maybe we'll have to
make a hyper-realistic sketch.

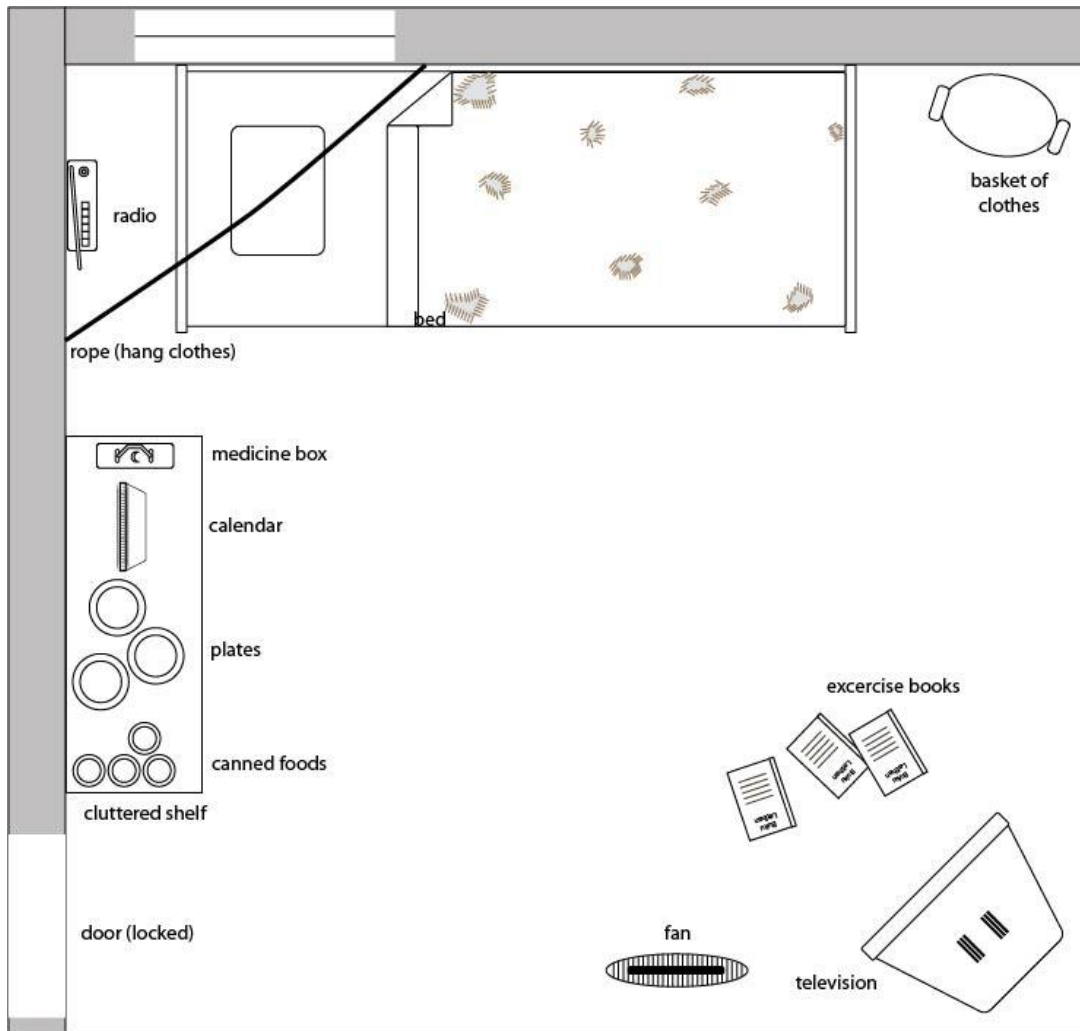




INSTALLATION BLUEPRINT

Diagram lah.

Multiple views (maybe), include measurements and materials.



TV (0.50m x 0.70m)

Radio (0.15m x 0.30m)

Medicine Box (0.11m x 0.25m)

Worn Out Shoe (0.10m x 0.22m)

Bed (0.92m x 1.75m)

**Excercise Books
(0.21m x 0.23m)**

**Plates & Canned Foods
(0.30m x 0.40m)**

Calendar (0.11m x 0.26m)

Rope (0.10m x 0.25m)

Fan (0.50m x 0.75m)

Basket Of clothes (0.20m x 0.50m)

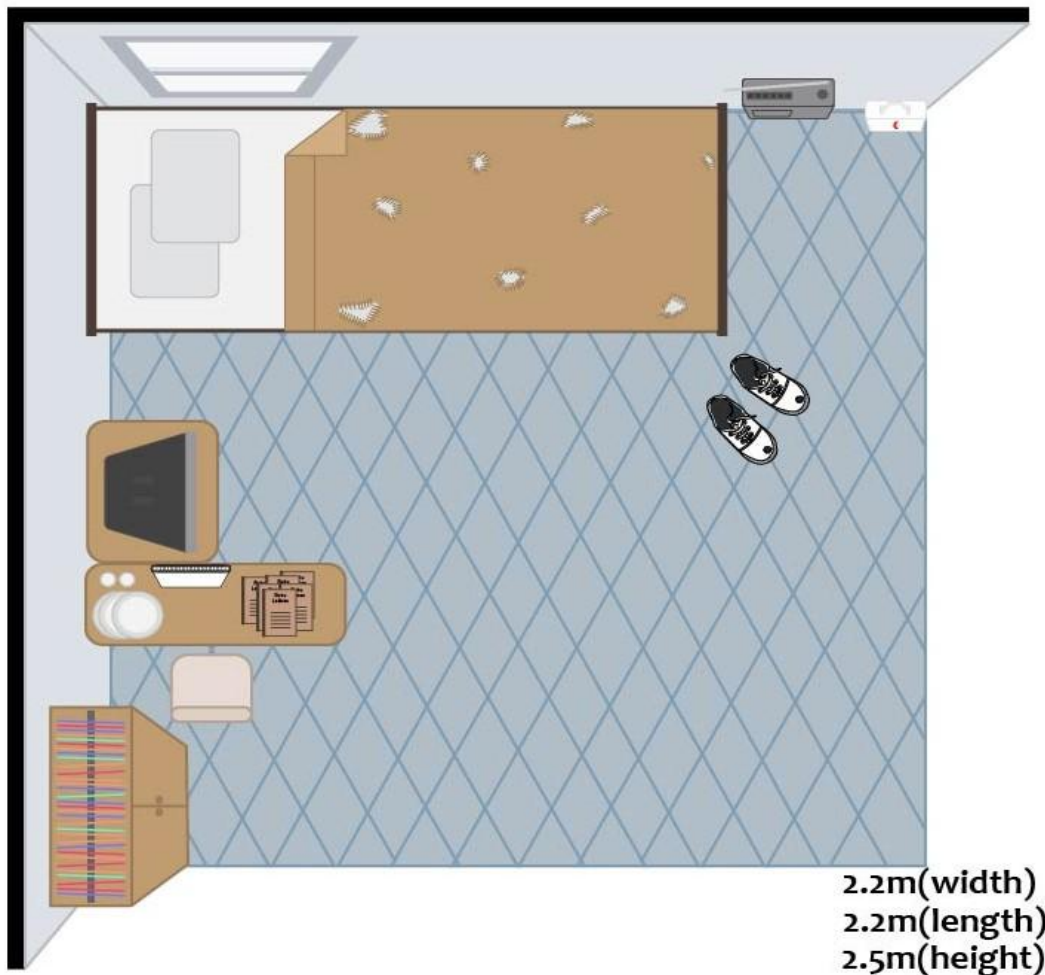
Door (locked) (0.60m x 1.80 m)

Cluttered shelf (0.50m x 0.80 m)

2.2m(width)

2.2m(length)

2.5m(height)



TV (0.50m x 0.70m)



Radio (0.15m x 0.30m)



First Aid Kit (0.11m x 0.25m)



Worn Out Shoe (0.10m x 0.22m)



Bed (0.92m x 1.75m)



Excercise Books
(0.21m x 0.23m)



Plates & Cups
(0.20m x 0.20m)



Calendar (0.11m x 0.26m)



Wardrobe (0.75m x 1.50m)



Chair (0.45m x 0.45m)

FLOWCHART

Even if client might not understand it,
we'll need it anyway.

We'll do a rough sketch one first, then
make it digitally - if that'll help.

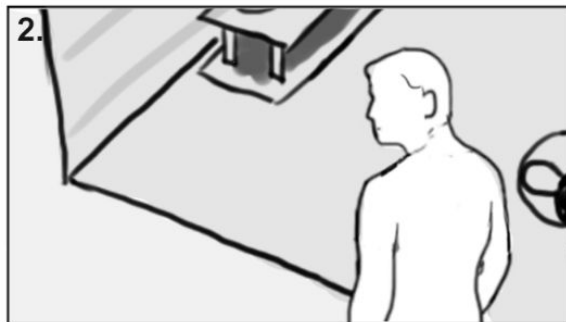
CORE EXPERIENCE

Fancy name for storyboard.

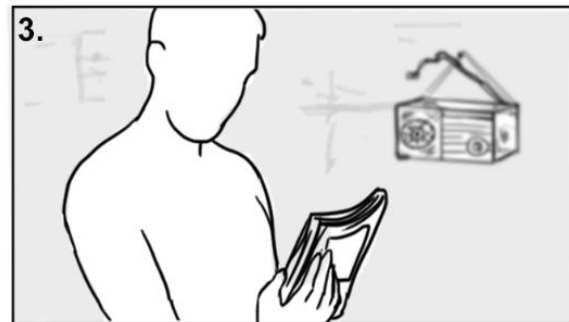
Sorry the previous one was kinda shit,
I'll make it nicer this time :')



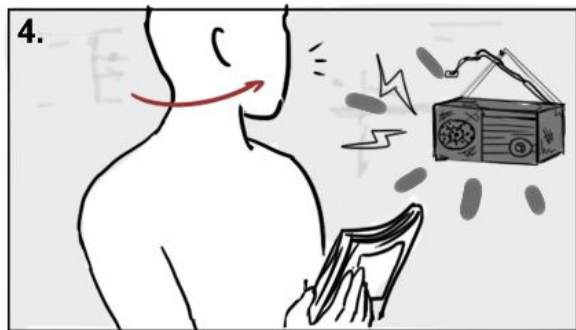
Following the guides placed on the floor, the users enters the installation room



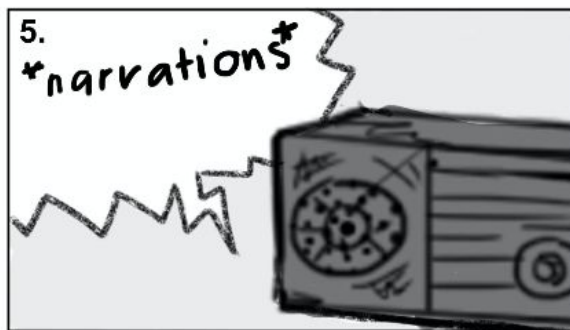
As users looks around the room, they take notice of the interactables item



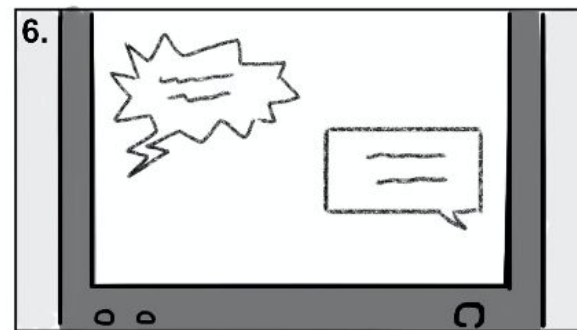
Users interacts one of the interactable items to examine it



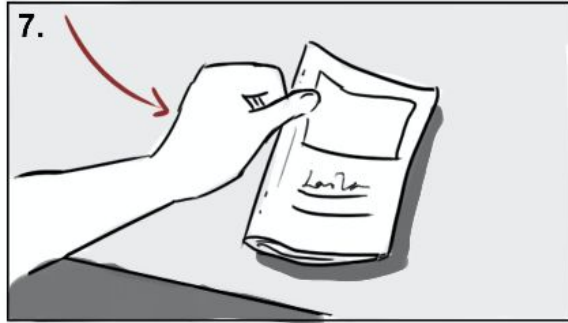
As soon as the interactable is picked up, the reactable item - disguised as old household items - spring to life , and begin to play audio.visual clips



The narrations that plays is a snippet of a past conversation that happened in the life of the room's impoverished occupants



After the narrations ends, a final fact or a statistic is revealed to the user for context



On the final message for the item is revealed , the user is prompted to put the item back its place before moving on to the next interactables



User can now move on to the next interactables item along the guide in the room. Each interactables item has a different narration and varying reactable item link.



After interacting with the total of 6 interactable item, the user exits the room