DYNAMIC INTERACTIVITY

United Nations Sustainable Development Goals
Group Name: Fantastic Four

IDEA #1

Beyond The Garden Wall

Objective: Remind the public that beyond our usual perspective of comfort, there are people facing serious difficulties in life.

Concept: Offer a glimpse into the lives of the impoverished through the personification of poverty's cause and effects as physical items.

Items on podium represent key factors in an impoverished child's life.

Example:

- User picks up textbook.
- Audio plays: the sound of a father yelling at his daughter, telling her that her place is in the house, not in a school. Audio stops.
- Visual of statistic appears: **"Nearly 70 million children around the world today cannot get a basic education. More than half are girls."**
- Rinse, repeat for other objects.

Staggering statistic here.
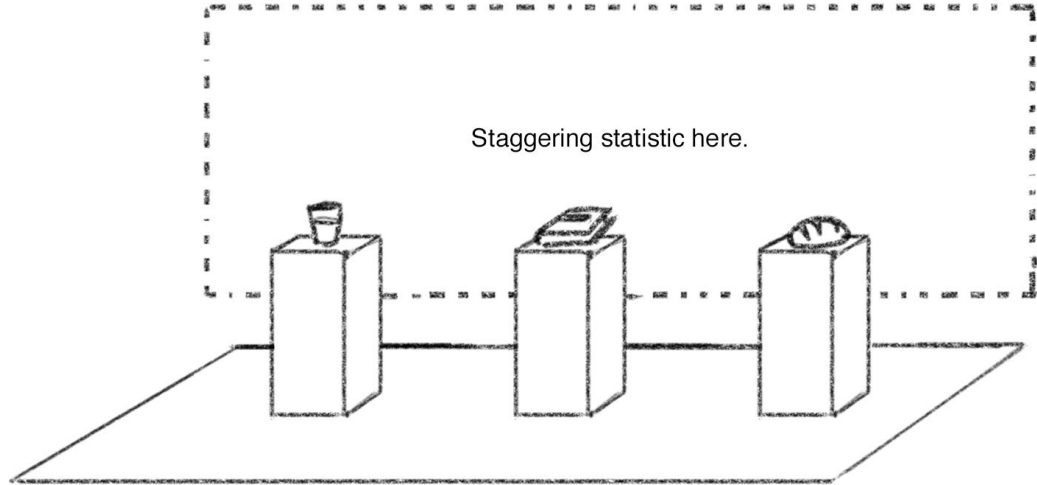
Alternative execution would be to recreate a small corner of a poor child's room, and scatter the objects there. Then, user would walk in and pick up these objects to interact with them in the same way, except the "storytelling" bit with the audio would be more 'ambient'? And would need to figure out where to project the statistic/message on - walls, maybe? On the object itself? We'll see.

How It Works

IDEA #2

The Fight for Equality

Objective: Highlight the struggles of inequality and encourage people to be aware of it.

Concept: Allow users to visually experience the otherwise mental, emotional, and psychological struggle that people face from various inequalities; action creates change.

Instead of a conventional set of scales, a fabricated set of hands will carry the discs.

"...to depict a blindfolded Lady Justice as a human scale, weighing competing claims in each hand."

A set of three interactive actions to represent specific themes in the issues of gender inequality:

Disparity in career opportunities.
Violence against women.
Unequal opportunities and representation in positions of leadership.
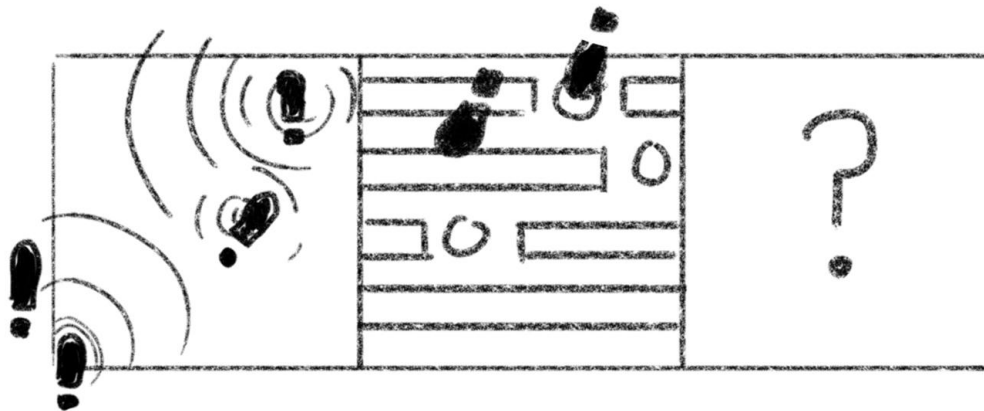
Artistic visualisation to a thematic approach of inequality.
Each interactive space is related to the other, and any input acted upon any of them contributes to the slow tipping of the scales to equal balance.
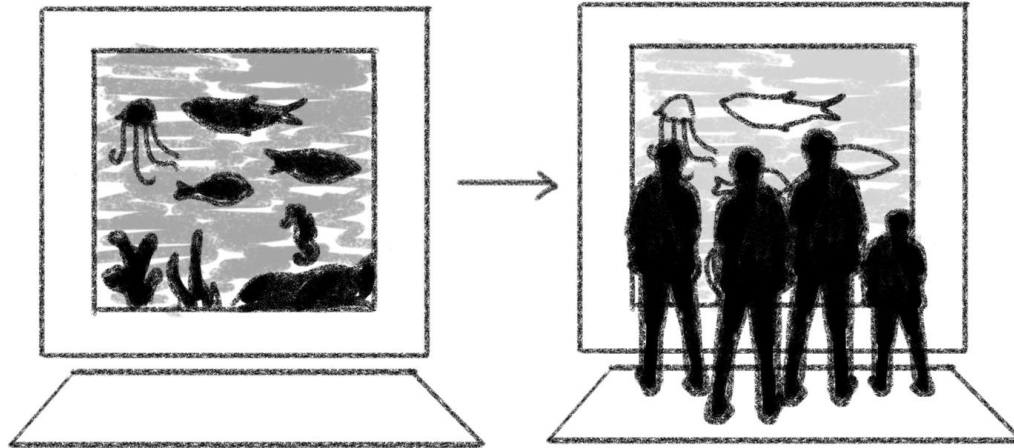
How It Works

IDEA #3

A Closer Look @ Movement For Change

Objective: Protect marine life by creating joint awareness on plastic waste.

Concept: Create an interactive storytelling experience depicting the fatal impact of improper waste management on marine wildlife.

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Initial visual shows a slow-moving, dark silhouette of an underwater scene. As users stand or move in front of the piece, the scene gradually brightens. With enough users, the scene is lit fully and the bizarre scene of marine animals morphed into plastic waste and trash is shown.

Through visual prompt(s), users realise they can 'touch' the morph projections and listen to a forlorn narrative of the journey of how that specific piece of plastic waste ended up in the ocean.

How It Works

Thank you!