

Dynamic Interactivity



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Tune Memoir

- Its' s more than just a song



- The prosperity of Malaysia's music industry -

Insights

- As more people turn to the likes of spotify, Apple Music and SoundCloud for their music fix, the world's love affair with CDs are slowly fizzling out, it caused Malaysian forget the fun of playing music using traditional music player and youngster doesn't know how to use old traditional music player.
 - People doesn't seems like appreciate the effort that artists put into the music.
 - People nowadays isolate in their own world and forget to express their feelings to the person they love.
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Music is not just music,
but the memories and feelings.

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Solution

- Create an installation with cassette appearance to show the history of music in Malaysia and let user experience the process of playing cassette at the same time.
 - Encourage people to express their feelings and share their memories to the people they love using the most directly way.
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Cassettes bring back **beautiful memories** from my childhood,
every time I look at this piece ,
it's like I go back to those **old-school days.**

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Target Audience

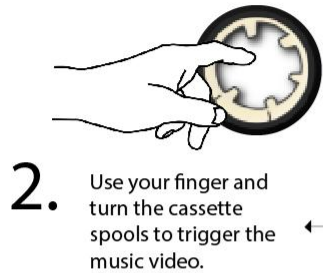
- Youngster and Middle age people who forget / missed out the fun of playing music using traditional music player (cassettes).
- People who are busy and ignored their feelings and emotions in their life.



Goals

- Encourage user to experience and enjoy the old and traditional way of playing music
 - Let people learn more about the journey of Malaysia's local music.
 - Remind people to express their feelings and share their memories to the people they love using the most directly way.
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How It Works?



4. After played all the song of certain decade, a designed postcard will come out from the side of the cassette.



5.

Throw your postcard into the box to send it to your loves one.



Core Experience

- To encourage user to experience and enjoy a new way to listen to music with a traditional item and to express their feelings to the person they love.



Possible Musics

1950s

- P. Ramlee , Nak Dara Rindu
- P. Ramlee, Tunggu Sekejap

1970s

- Bee Gees, How Deep Is Your Love
- Carpenter, Close To You

1980s

- Michael Jackson, Billie Jeans
- Michael Jackson, Earth Song

1990s

- Allevcats, Hingga Akhir Nanti
- Zainal Abidin, Hijau

2000s

- 光良, 童話
 - Siti Nurhaliza, Bukan Cinta Biasa
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Glare The Night

- Light up KL

Insights

- People nowadays don't feel the need to be bonded together and they don't feel like they have a sense of belonging.
 - They feel like they got nothing to do with the bigger society.
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Solution

- Creating a puzzle pieces of Kuala Lumpur buildings for people to complete and to suggest the important facts AKA everyone is a important piece to the puzzle without 1 of it the puzzle won't be complete.



Target Audience

- People with lesser sense of belonging.
- Age around 15 - 30

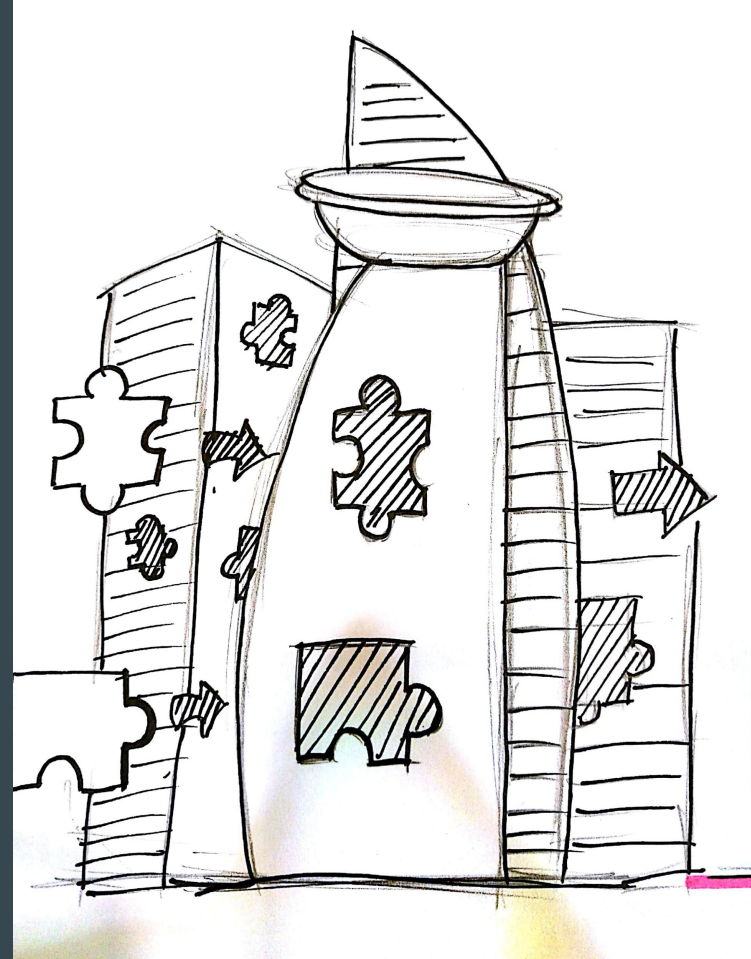
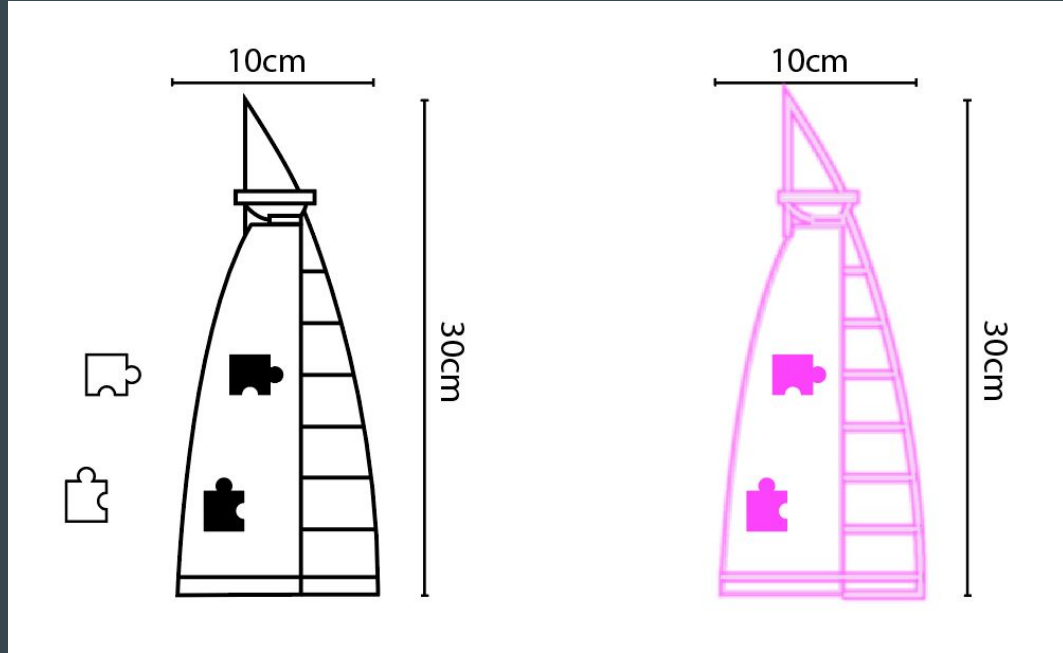


Goals

- Remind everyone that you are important to the society too.
- Encourage younger audience to be confident.



How It Works?



Core experiences

- Audience will see the puzzle that are missing from the building.
 - Puzzles will be provided in a box for users can pick which puzzle to fill in.
 - After puzzle is filled in 1 the part that are filled will be lighted up and if all are filled in then the city will be filled with colours.
 - User will experience the importance of them and 1 puzzle can make a different too.
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Thank You.