Dynamic Interactive

Urbanscapes

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IDEA 1

A-MAZE-ING KL

Insight/Problem :

- Many locals and foreigners find that the routes in KL districts are confusing and get lost easily.

- KL city is a traffic hell.

Statement of Intent:

Even though KL road map is confusing at times, you will still discover beauties of landmark while exploring KL roads.

Goal :

People can experience and know beauty of KL while going through the complicating roads of KL.

Target Audience :

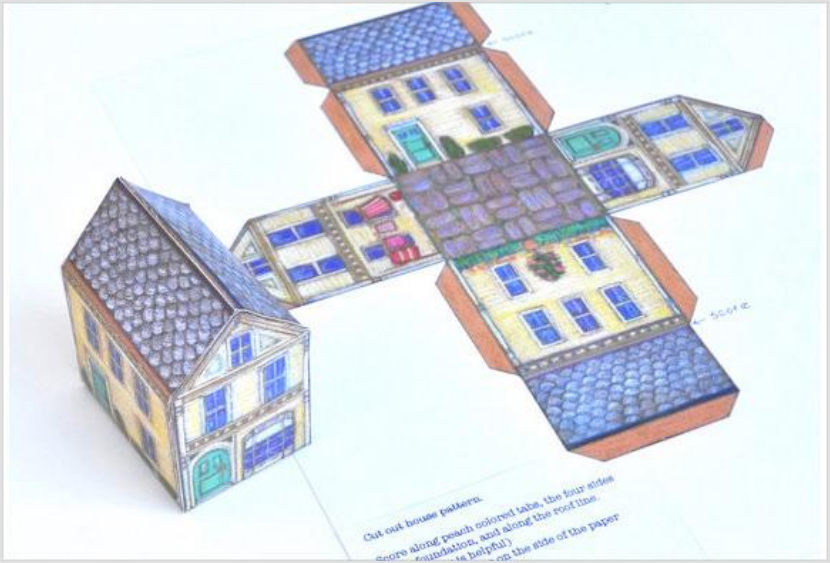
- Youngster who can drive and explore ; age 18 - 25

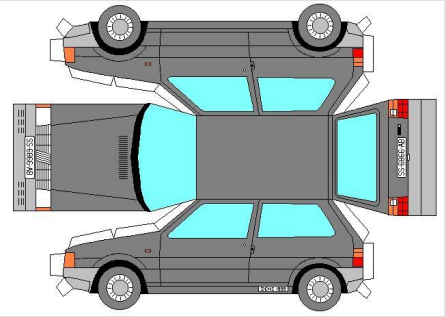
- Backpack tourist

Idea :

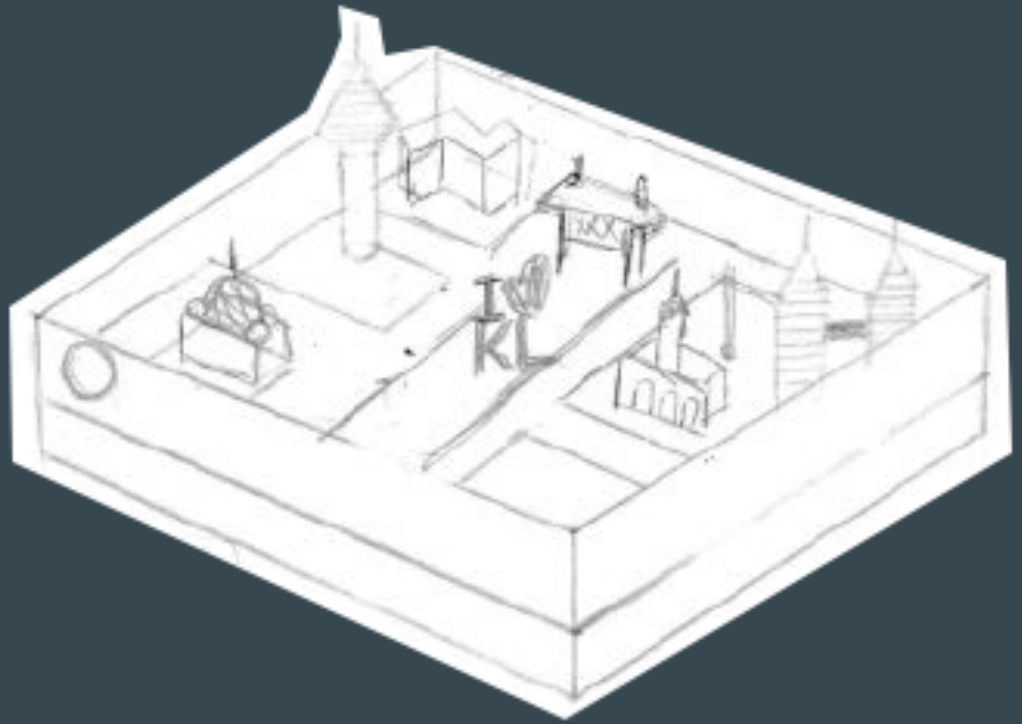
Create a maze, when user explore can experience and know more about KL.

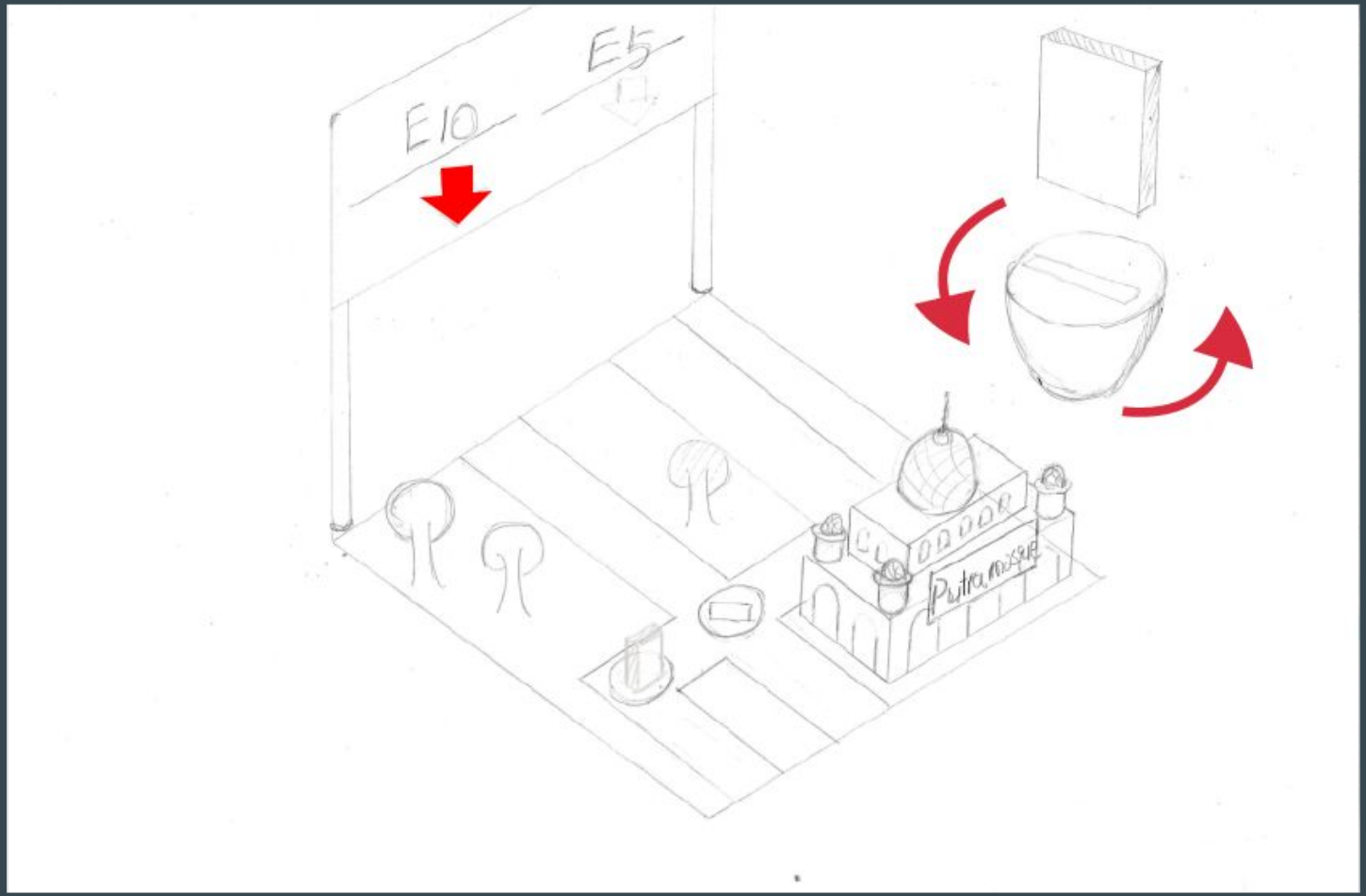
Material :

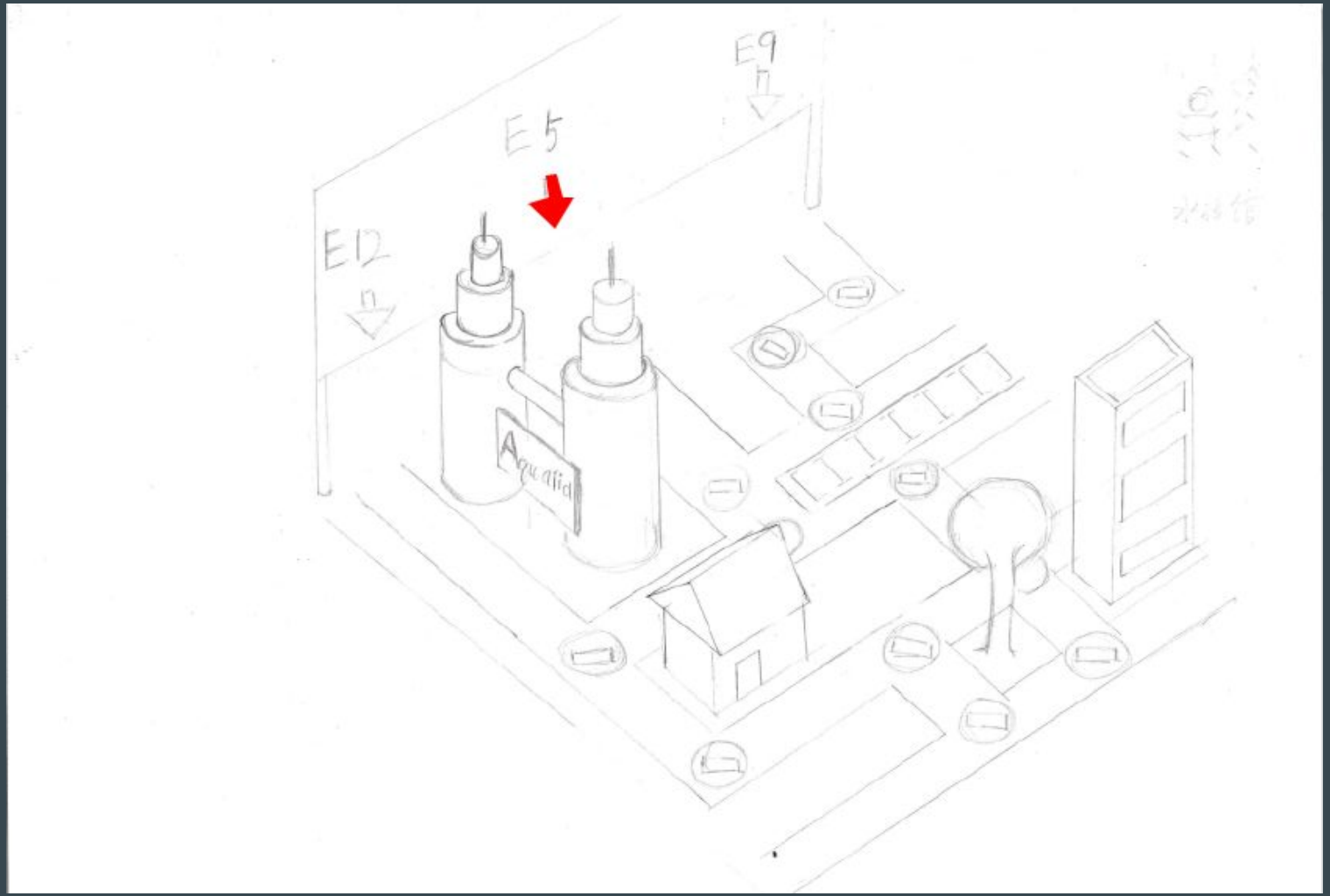




How it works?




E5
E10
Putanesse


E9
E5
E12
Aquatic

IDEA 2

MEMORY LANE

Insight/Problem :

Due to the rapidly changes of our infrastructure and development, the old cities are being forgotten and has been replaced by newly developed city.

Statement of Intent :

- Young generation to feel the reminiscent and nostalgic of old KL that has been told by older generation.

- Elder to recall similar old KL memories that has been presented in the series of filem.

Goal :

- To preserve and keep the old days of KL city as memories.

- Youngster can get to know the history of previous generation who live in old KL. Hence that they will appreciate the once forgotten memories that has been told by previous generation.

Target Audience :

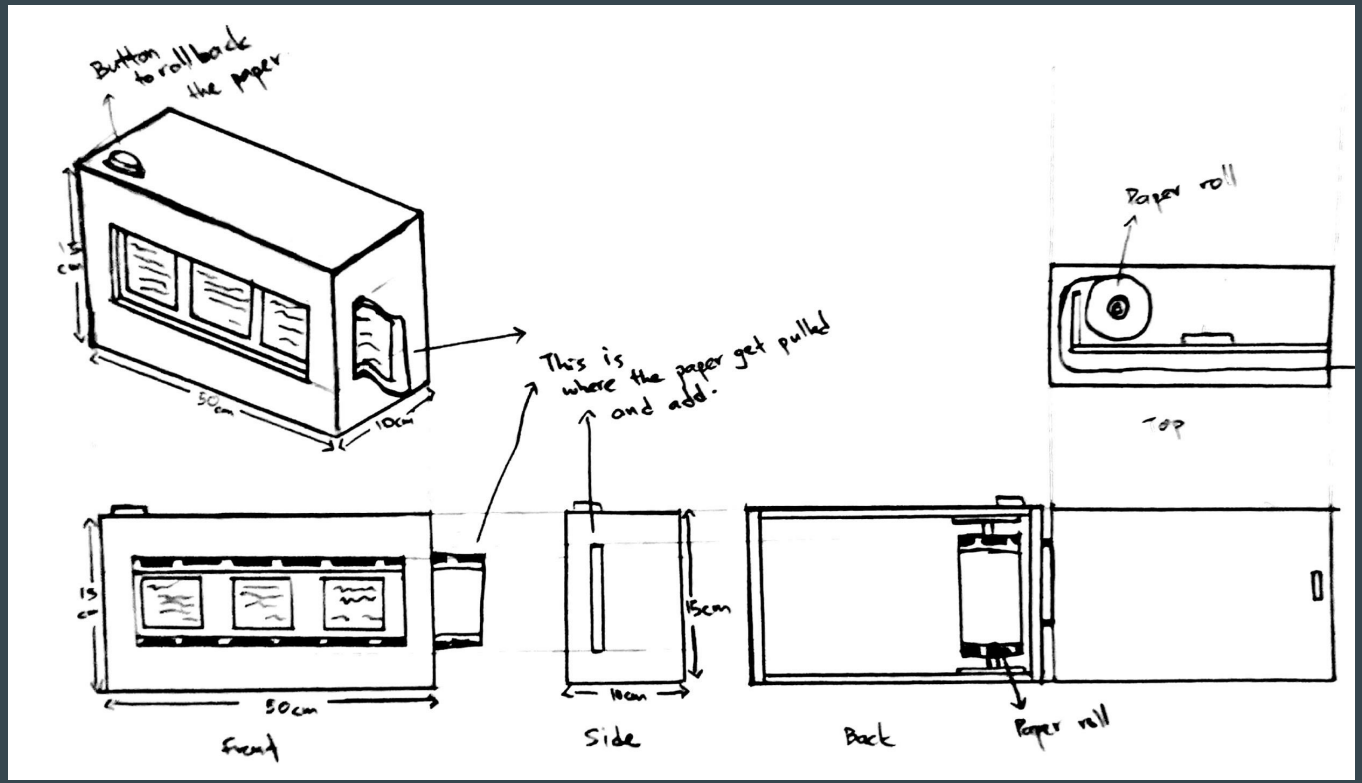
- Younger and older generation that live in KL city

- 80’s and 90’s

Idea :

Experience what old days of KL city feels like through series of roll film.

How it works?


Button to roll back the paper
15cm
50cm
10cm
This is where the paper get pulled and add.
Paper roll
Top
15cm
50cm
Front
15cm
10cm
Side
Back
Paper roll

THANK YOU