

Breathe

EVENT - RIYAD - FIRST CONCEPTUAL PROPOSAL



COMFORT ZONE

Out of

Psychological meaning

A comfort zone is a psychological state in which things feel familiar to a person and they are at ease and (perceive they are) in control of their environment, experiencing low levels of anxiety and stress. In this zone, a steady level of performance is possible.

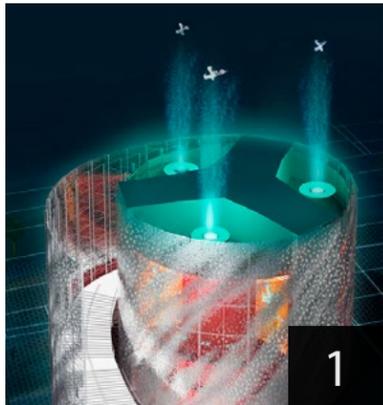
Bardwick defines the term as “a behavioral state where a person operates in an anxiety-neutral position.” Brown describes it as “Where our uncertainty, scarcity and vulnerability are minimized—where we believe we’ll have access to enough love, food, talent, time, admiration. Where we feel we have some control.”

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Inspirations



Latvia Expo 2010

Architecture - Milan

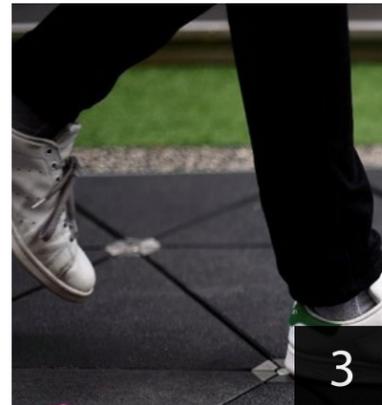
<https://www.youtube.com/watch?v=1BlVebLl1r4>



Wind Veil

Architecture - Gateway Village,
Charlotte, North Carolina

<https://www.youtube.com/watch?v=ZDPqrA4-jK0>



Pavegen

World's First Smart Street London

<https://www.youtube.com/watch?v=opD1jg8MbQU>

<https://pavegen.com/>



Veranu

The more foot traffic, the more
electricity generated

<http://www.veranu.eu/>



Heading The Wind Portal

Najla El Zein Studio

<https://www.youtube.com/watch?v=XAM6SdUstyw>



Liquid Shard installation

Pershing Square



Conceptual Ideas

COMFORT ZONE - OUT OF

The concept around the research for the event Breathe could be defined introspective as well as emotional.

Starting from the features of the event, which goal is to get the youngsters out of their comfort zone, one of the keypoint of concept is the PERSONAL CHANGE.

Imagine an exterior event that involves thousands of teens, who will be put to test from the start till the end of the event.

A personal evolution that generate from the experience. From the discomfort situations, so hostile at the beginning, but extremely simple once you exit from your comfort zone.

Changing environments, that shape and complete themselves thank to human activity, in this particular case of the participant.

First person experiences, that help to create an all rounded view of the event, throughout recycling, readymade and workshops dedicated to the interior aspect of the human mind.

From the welcome area to the exit.

The change won't be just personal, but physical as well: the location will change together with the participant.

An immersive experience at 360 degrees, that ranges between psychological fields and human soul through the artistic and technological interaction of the event.

Inspired by artistic movements from various ages, from contemporary to avant-garde.

The result is addressed to the performances and mutant installations. The recycling is another key point.

Movement, interaction and change. This is the path that the participant will do, as the area itself.



.....
The comfort zone is the great enemy
to creativity; moving beyond it
necessitates intuition, which in turn
configures new perspectives and
conquers fears.
.....

.....
– Dan Stevens
.....

Mood | Proposals

.....
Projects and creative ideas for the event
.....

- 1 ADV & COMMUNICATION - PROJECT'S KEYWORDS
- 2 RECYCLING INSTALLATIONS
- 3 DYNAMIC INSTALLATIONS
- 4 PSYCHOLOGICAL PLAYS & INSTALLATIONS PROPOSALS
 - 4.1 Reinvent itself
 - 4.2 Reflections
- 5 RENEWABLE ENERGY
- 6 EMOTIONAL PLACES
- 8 EXPERIENCES & PERSONAL JOURNEY



Our Key- words

OVERALL VIEW - COMMUNICATION

Breathe

“Until
I’m
out
of
My
Breath”



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- HUMAN PSYCHOLOGY
- PLAIN AIR
- RENEWABLE ENERGY
- RECYCLING DESIGN
- CHANGE
- INTERACTION
- ZERO CONSUME
- OUT OF COMFORT ZONE
- GROWTH EVENT
- PERSONAL PERCEPTION
- SMART FLOORS

PROVOCATIVE ADVERTISING CAMPAIGN



Moodboard & inspo

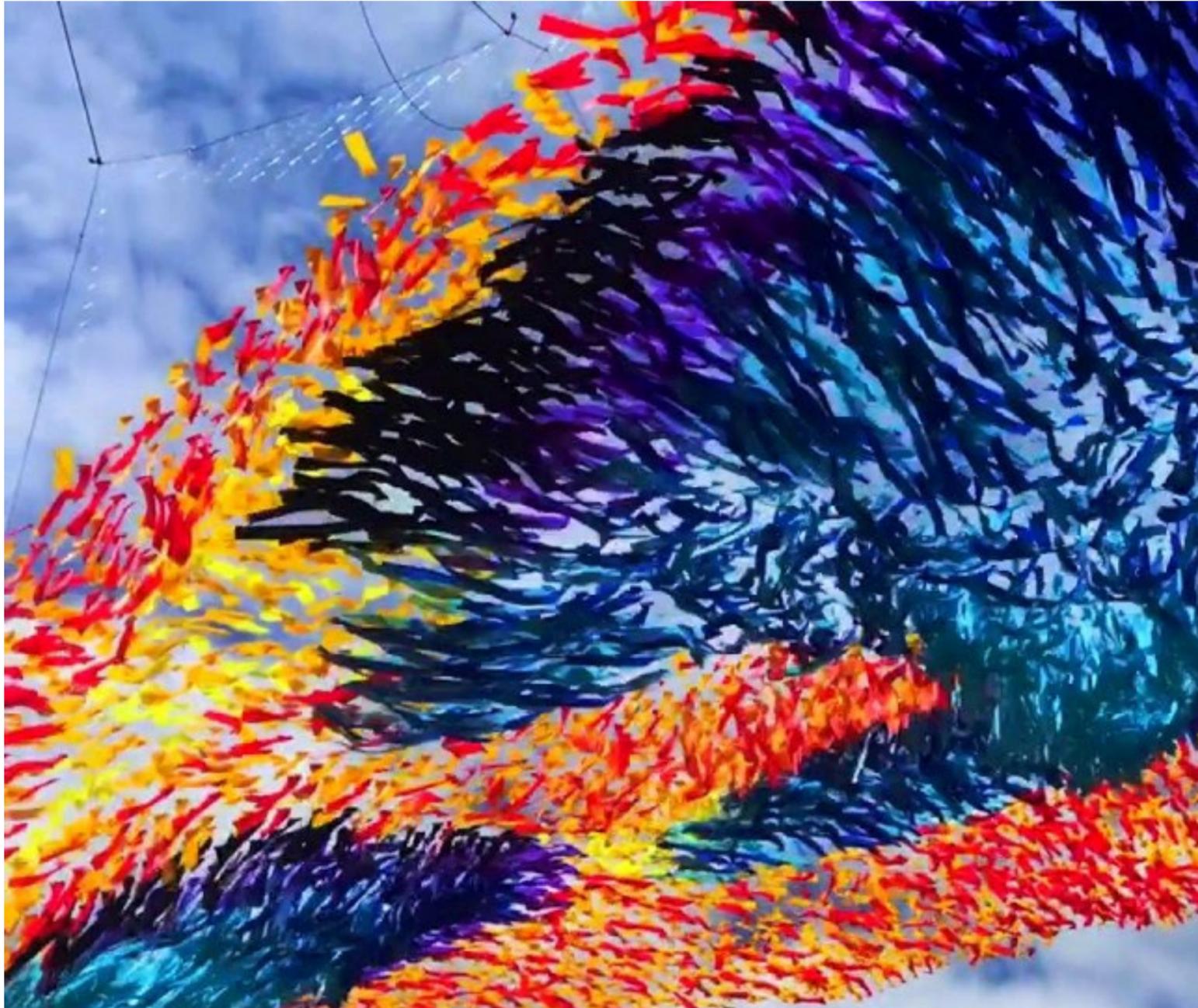
ADVERTISING AND COMMUNICATION POSTERS

Experiences. Sensory pathways
unsettling, parallel realities and
augmented reality
Bortis ex euismod

Minimal lines, human, lines and optical ef-
fects to create a sense of unease.

NOT COMFORT ADVERTISING





The participant interaction could be that of hanging different recycled materials to this web, in order to complete it more and more.

Recycling installation

FireBird Descent Build | Liquid Shard installation

“Poetic Kinetics”

“The inspiration comes from observing nature and the feeling that we are only aware on a very surface level of what is really going on around us.”

Installation created thanks to recycled materials, which combined with a simple web, they create a dynamic cover in constant movement.

<https://www.youtube.com/watch?v=T4mmKC5PvTw>
<https://www.youtube.com/watch?v=0QGz0kCf7sw>

Yung Ho Chang established China's first private architecture firm, Atelier FCJZ, in 1993. As well as overseeing a number of high profile architectural projects in China, Chang is Head of Architecture at MIT (Massachusetts Institute of Technology). His work was presented in China Design Now, which showcased the latest in architecture, fashion and graphics to emerge from China.



Recycling installation

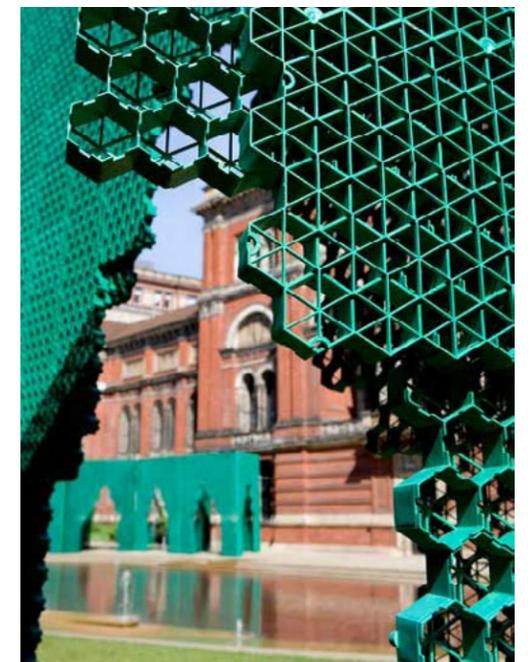
Poly & Chai

Architecture | Yung Ho Chang

Chang devised a set of free standing screens inspired by traditional Chinese garden designs that are arranged around the space for visitors to walk through. The screens are made from green recyclable plastic paving blocks, commonly used in parking lots, driveways and construction sites all over China. With an extremely banal and utilitarian material, Yung Ho Chang created a sumptuous garden space.



Scan QR code to see Yung Ho Chang? interview
<https://www.youtube.com/watch?v=rMnlozmRqIY>



Dynamic installation

Wind Veil

Architecture | North Carolina
Latvia 2010 Expo

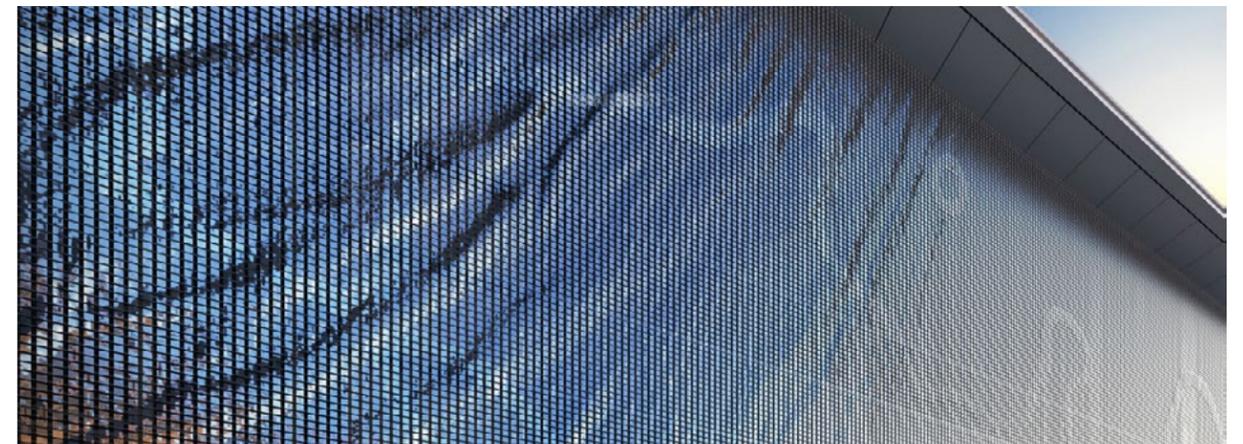
“Things that are invisible turn them visible.”

80,000 small aluminum panels that move in the wind and reveal what a gust of wind looks like. Intricate patterns of light and shadow, similar to the patterns of light filtering through the leaves of trees, are projected onto the walls and floor of the building. The undulating facade, which suggests a vertical surface of water, is visible from miles away.

<https://www.youtube.com/watch?v=1BIVebl1r4>

With the same interaction concept, but with an appreciation to mutant architecture, the Lituan pavillon becomes crucial for the proposal description.

A pavilion made of small tiles latched together by a structure that, even if it is self-supporting, allows a free movement at every tile, in this way a moving architecture is generated.



Reinvent itself

ARCHITECTURAL AND VISUAL PLAY - PROPOSAL

INTERACTION

The participant interaction, in this case, could be attaching and removing coloured post-its, creating stylized, colorful pictures.

Psychological play "exit from comfort zone". You can create and destroy, re - built and re - destroy. exceed the limits, reinvent itself and be capable of adaptation.



CONSTRUCTION

&

DESTRUCTION

Create an image

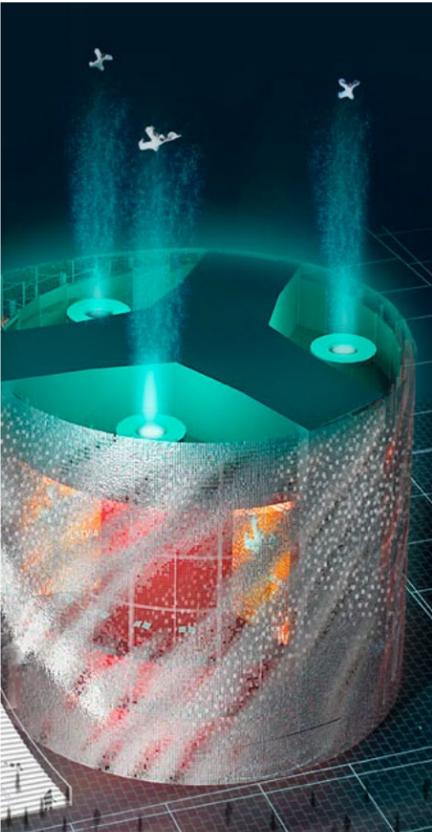
Than you can destroy it

and change what you had done

1

2

3



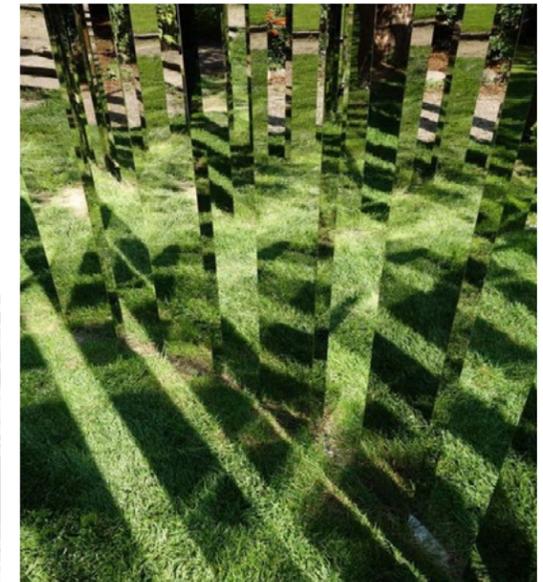
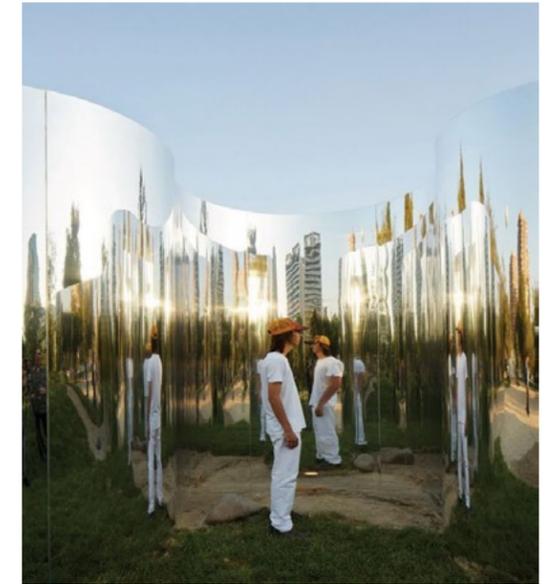
Latvia
Pavilion 2010
Colored Tiles on moving
INSPIRATION

INTERACTION

The participant interaction, in this case, consist in waalk around the mirror's area that have diverent proportions and that are different from the real image of ourself.

Psychological play "exit from comfort zone". The partecipant sees himself in other ways: taller or in the future, with other proportions. DISCOMFORT is the key.

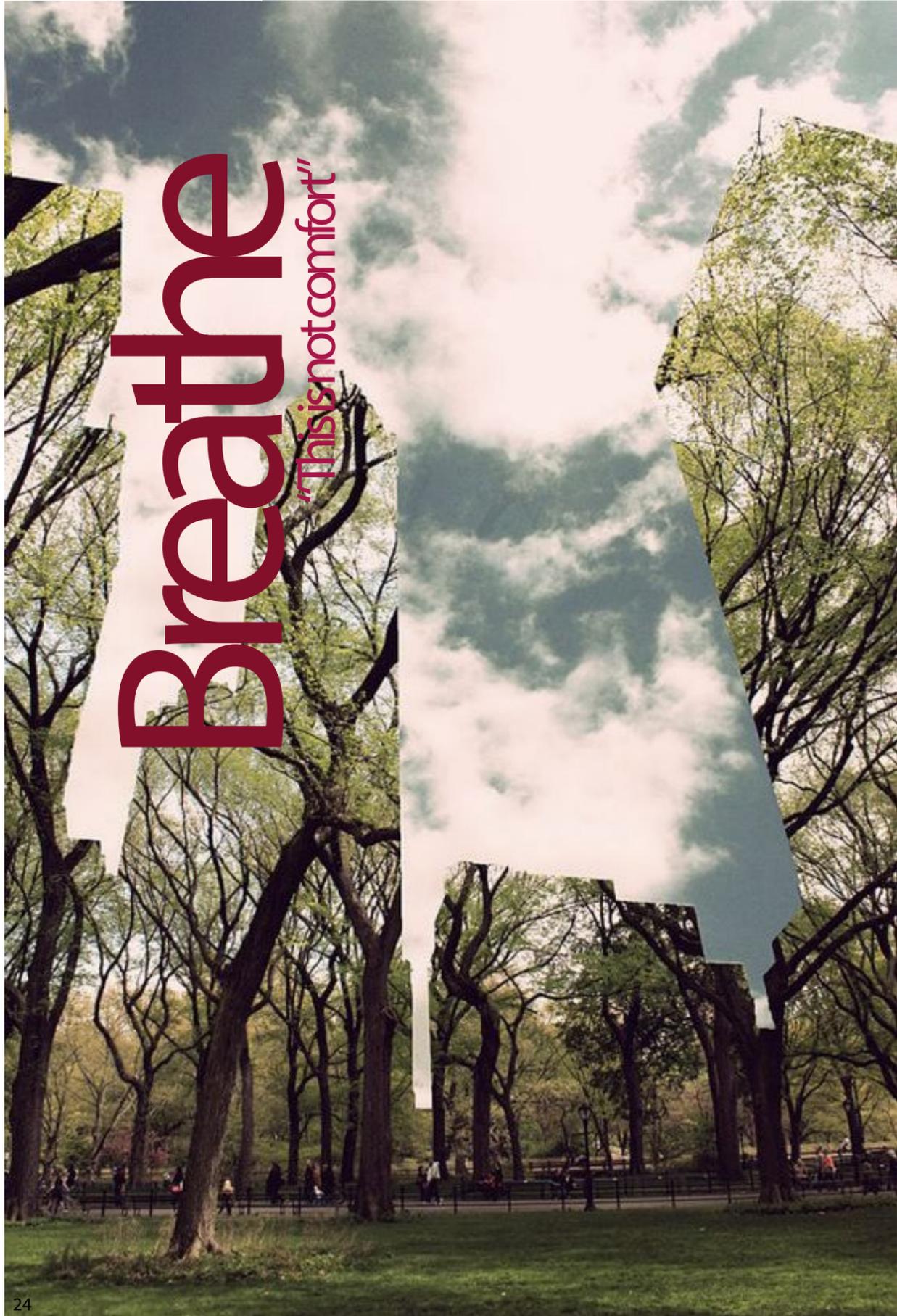
ARCHITECTURAL AND VISUAL PLAY - PROPOSAL



Contemporary Exhibithion

Pinterest image

INSPIRATION



Advertising proposal

ANOTHER TYPE OF ADVERTISING POSTER INSPIRED BY OPEN AIR AND MIRRORS.



Renovable energy

WALK AND CREATE ENERGY.

VERANU

Veranu is an innovative technology implemented in the raised floor with high added value that converts, by piezoelectric effect, the kinetic energy of the steps into clean electrical energy.

Veranu solution is used to supply LED lights and detect pedestrians positions and movements, information very useful for security, consumer tracking and data collection applications.

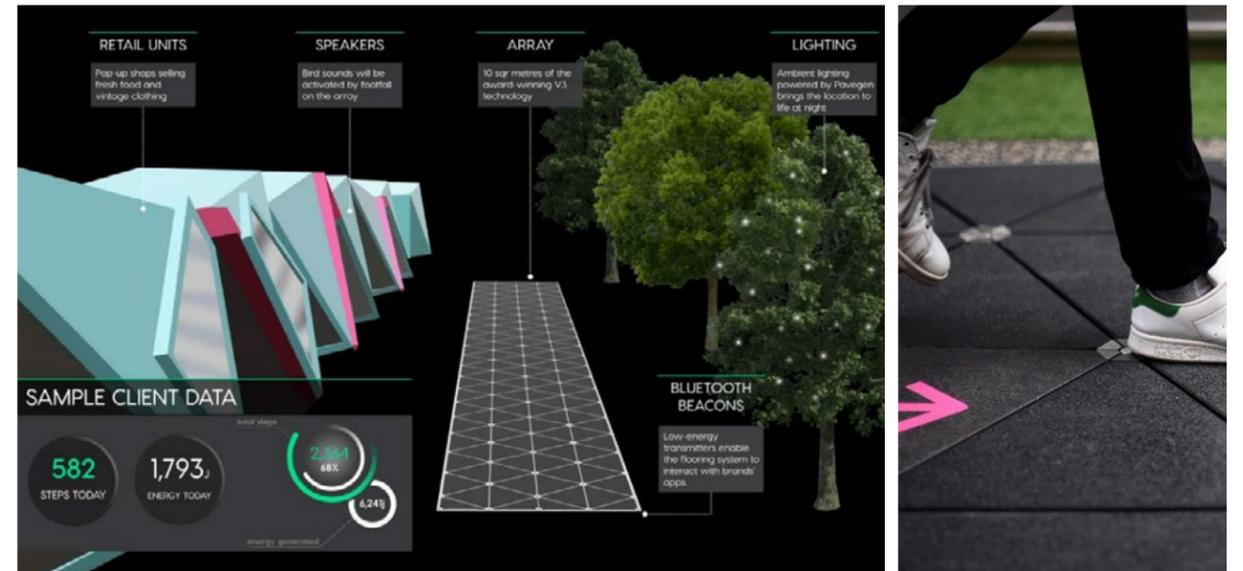


The technology is made with recycled materials to reduce CO2 emissions, production costs and meet the needs of end customers, mainly public and private companies with transit areas or aggregation areas (squares, airports, train stations).

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<http://www.veranu.eu/index.php/about-us/>



PAVEGEN

Pavegen is the global leader in converting footfall into off-grid power and data. We supply both permanent installations and experiential activations and can power off-grid applications such as lighting, data capture and transmission, and environmental monitoring. Each footstep on a Pavegen walkway generates 2 to 4 joules of off-grid electrical energy or around 5 watts of power for the duration of a footstep. Bluetooth beacons in the

system connect to smartphones, rewarding users for their steps and generating permission-based analytics. The tech can operate as a standalone or be embedded simply into existing web platforms.

<https://www.youtube.com/channel/UCII-2ZMEpr1Cz6lh606WD8YA>

<https://pavegen.com/>

Emotional places

The Wind Portal

by Najla El Zein

Victoria and Albert Museum -
London Design Festival 2013

“Things that are invisible turn them visible.”

The Wind Portal installation was commissioned by the Victoria and Albert Museum for the London Design Festival 2013. It is a walk through installation composed of thousands of paper windmills that spin thanks to an integrated wind system.

The Wind Portal will be at the V&A from September 14th until November 8th 2013.

<https://www.youtube.com/watch?v=XAM6SdUstyw>



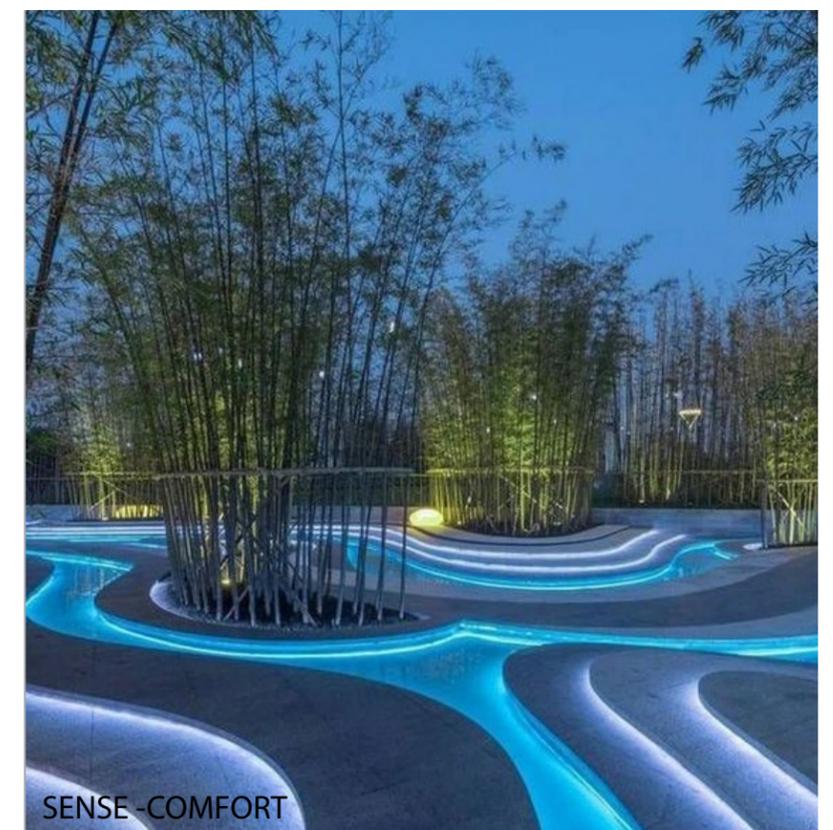
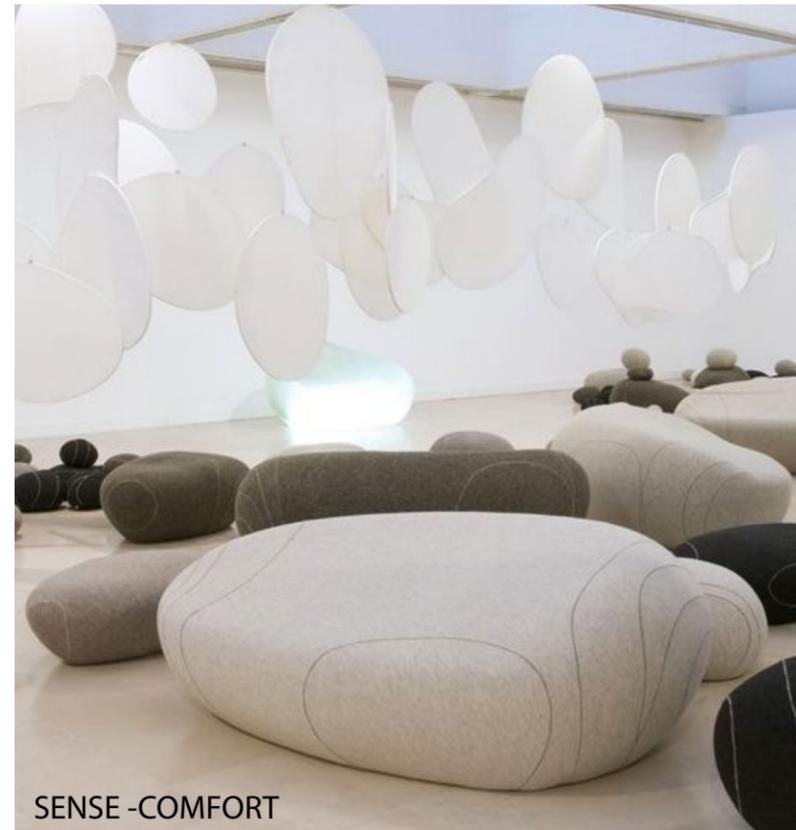
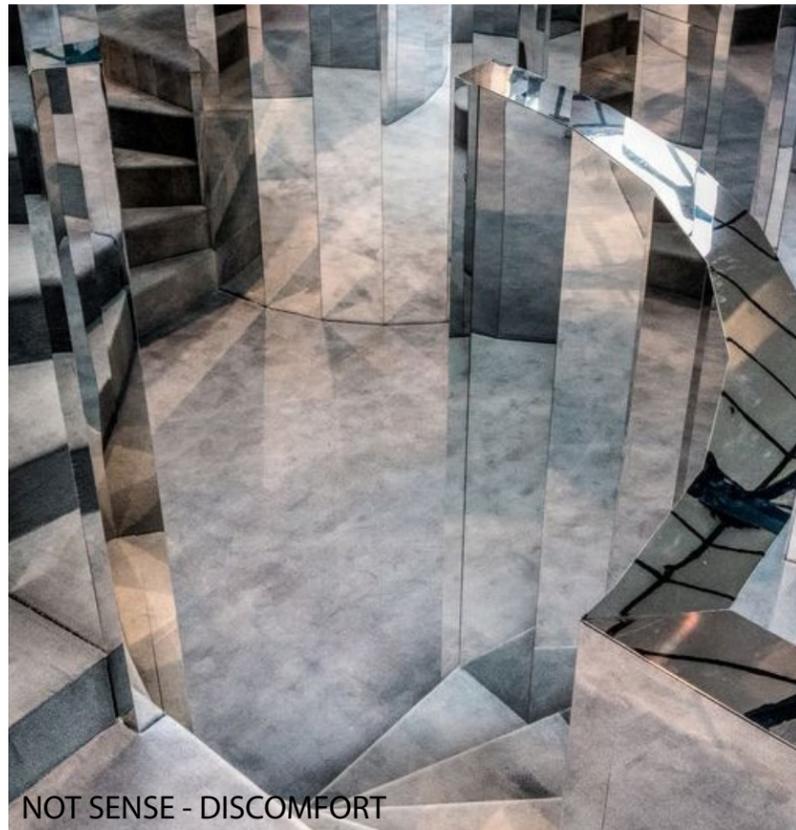
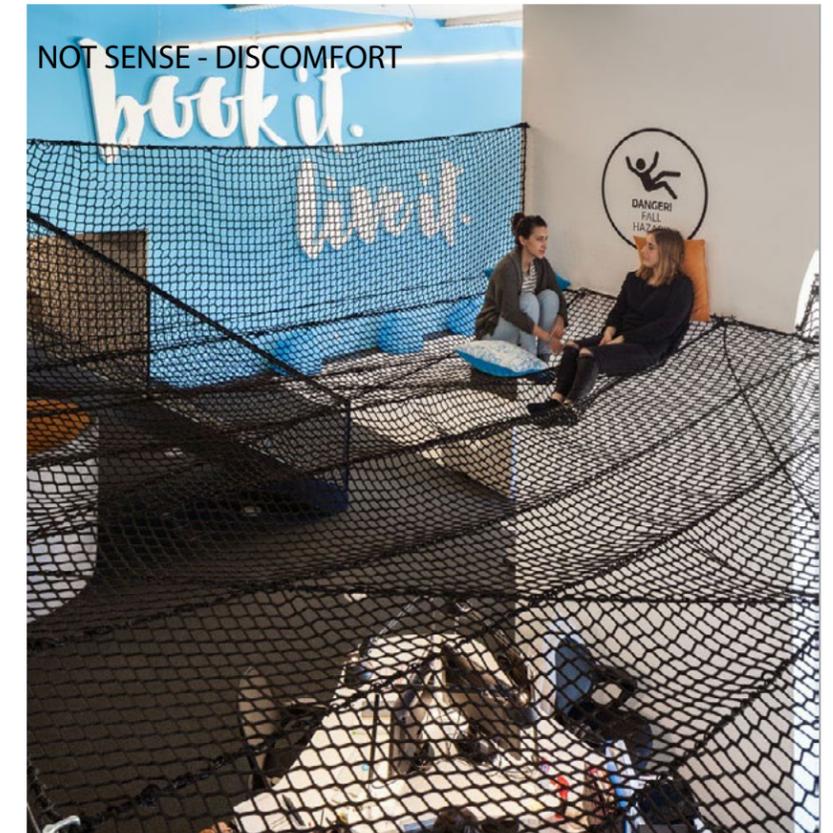
Experience & Personal journey

WORKSHOP AREA

Discomfort places, closed rooms to provoke a positive reaction.

NOT SENS PLACES - SENSE PLACES

CONTRASTS





Breathe

Thank you

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