

Event Output

'DILEMMA OF PERCEPTION'

Anna // Gaia // Alex // Jean – Claude // Katy // Ree

Roles:

Project Planning (PP)- Alex, Gaia, Anna

Industry Liaison- Alex, Gaia, Anna

Production- Jean-Claude, Katy

Marketing & Promotion- Ree, Gaia

OUR PROJECT

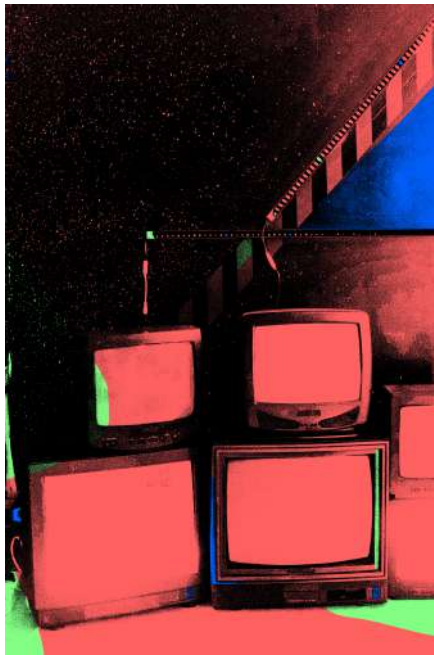
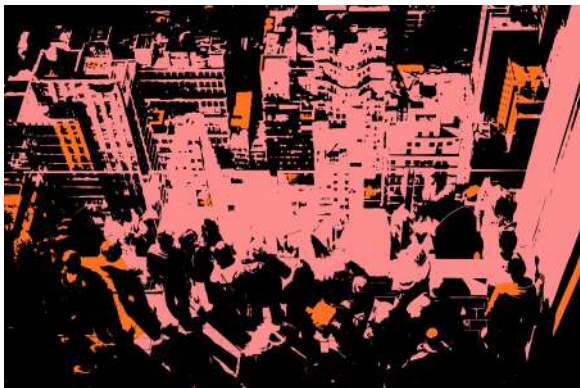
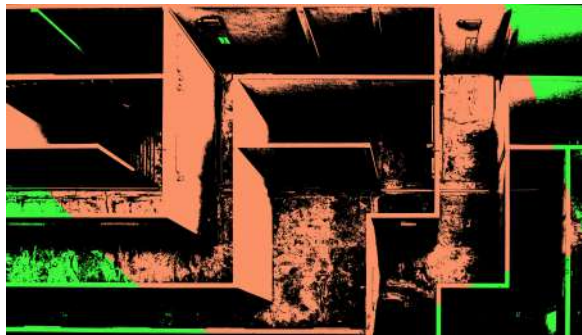
ALEX



REE



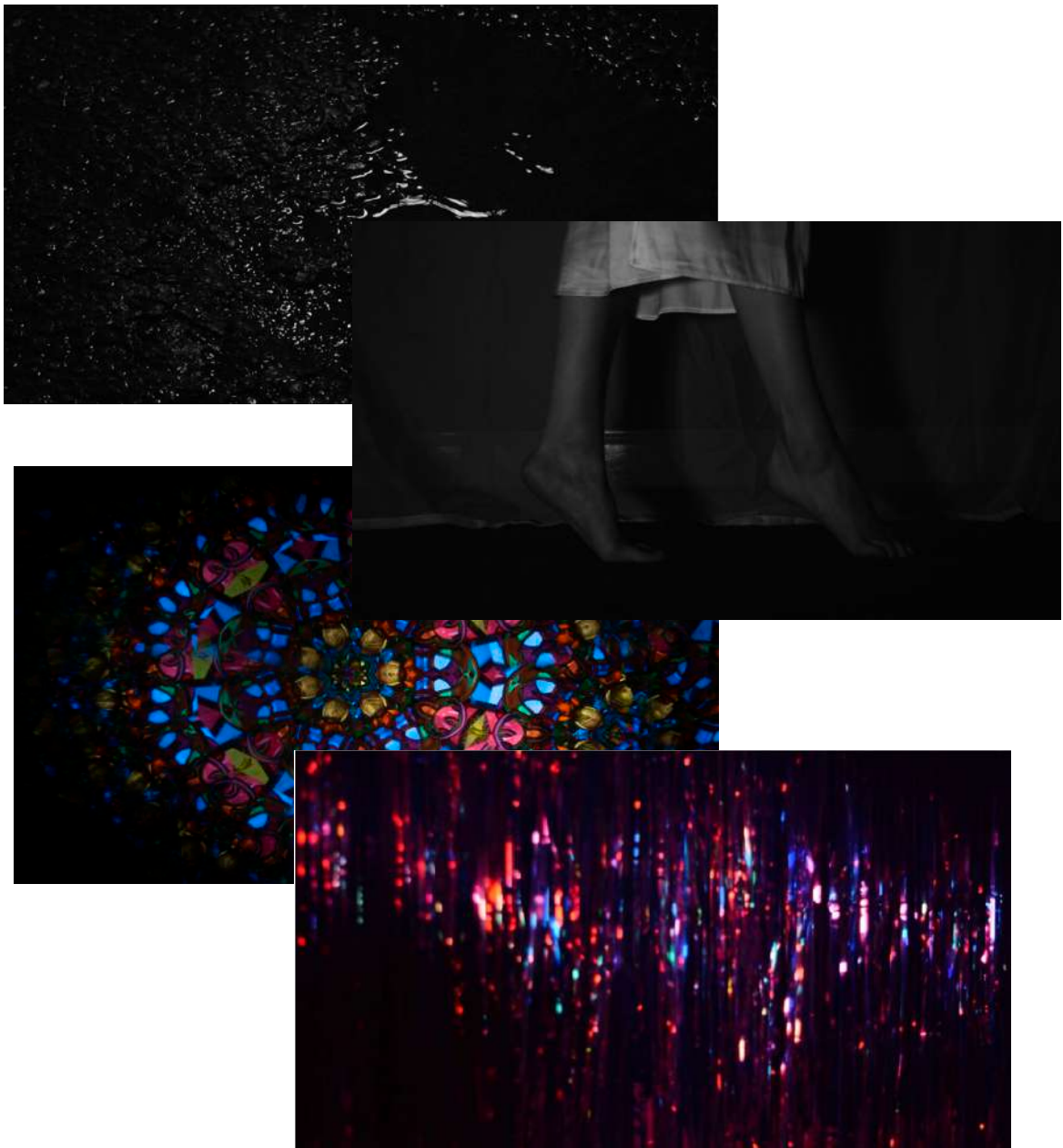
JEAN-CLAUDE



KATY



ANNA



GAIA



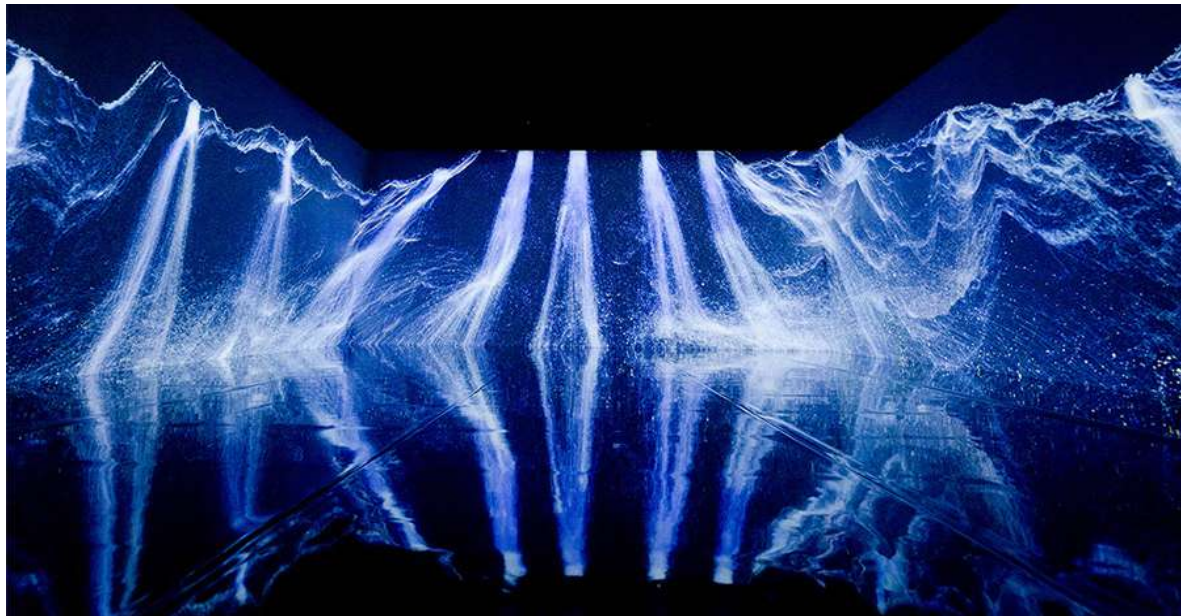
The domain room

A sensory room imitating an 'alternate nature spot', which will act out as a therapeutic experience for the viewers. It's designed so the viewers come back from each individual hubs of our projects to 'rest and introspect' from these thought-provoking topics. A space where conversation can take place.

The event 'our masks'

Visitors will wear theatrical masks that will perform as the 'adaption to a perception'. The masks will imply a philosophical theory that will shift their perception of the exhibition space. In the hubs of each individual projects, a question will be found that will get viewers thinking of their own perception. Discussions will open in the 'domain room' after they rest and introspect, for those who don't want to discuss, sheets of paper will be provided.

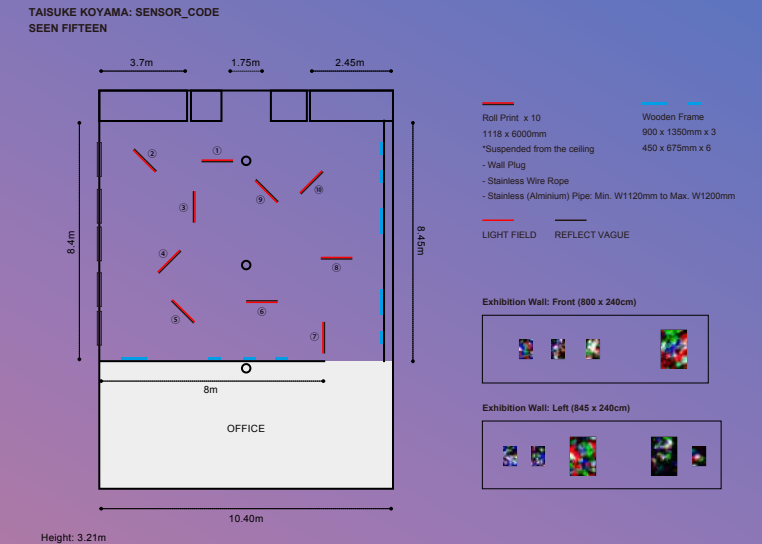
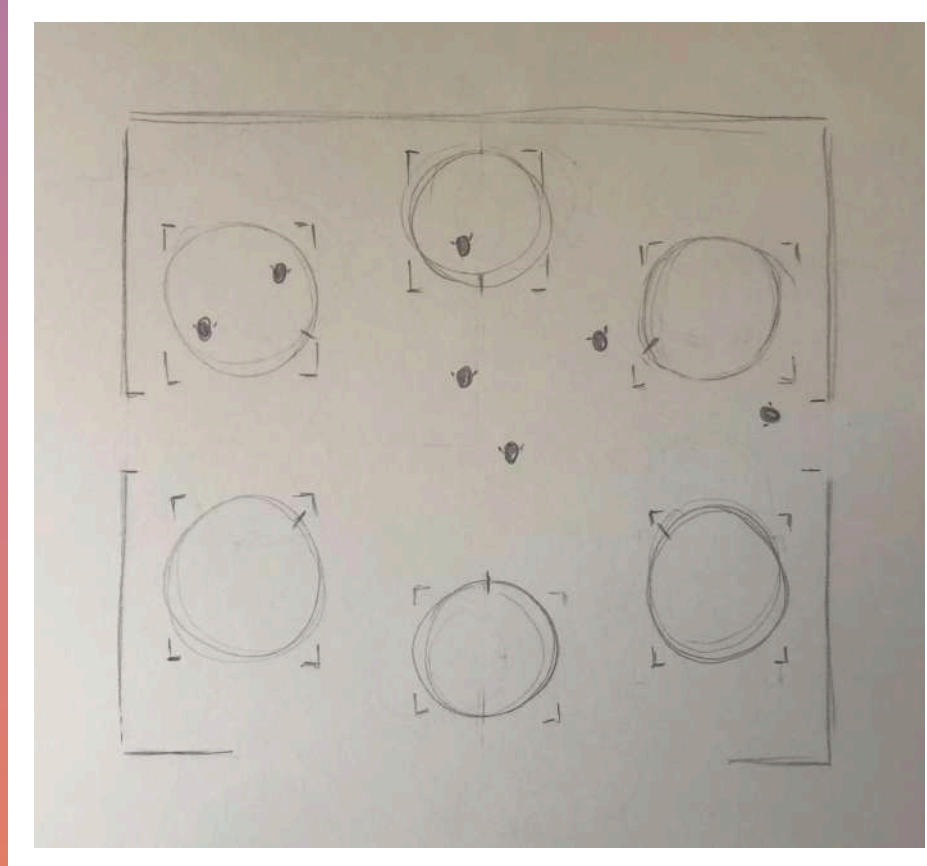
PROCESS AND DEVELOPMENT



- Built on the idea of perception of reality by creating an 'altered reality'
- Intriguing and engaging for the visitor
- Sensory and immersive experience
- USP – LED, projections, curtains, bean bags



- Making links with all projects
- Executing them all in sustainable manner



- Conceptual, relative to our themes and theories
- Immersive and engaging

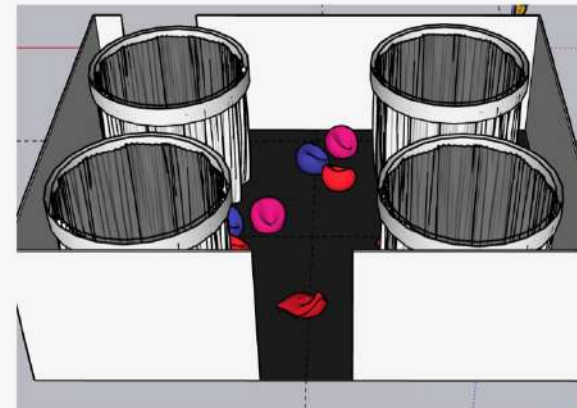
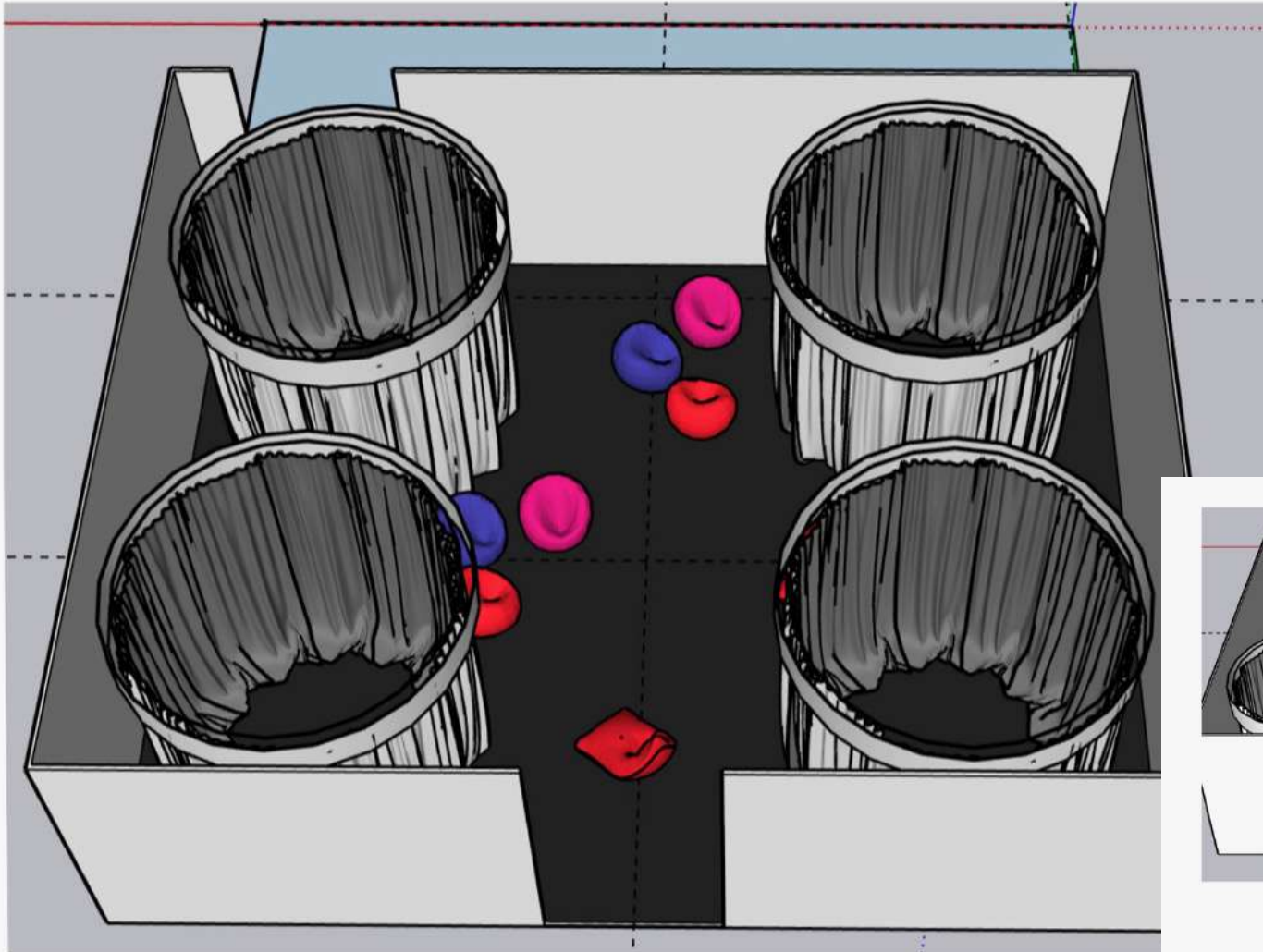


Project Planning-

- Gather together a calendar for meetings and availability

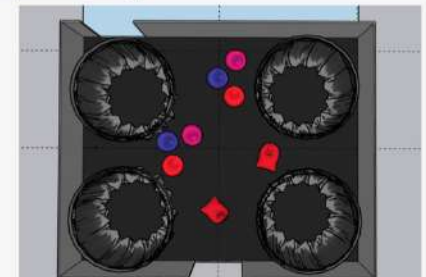
| APRIL MEETING CALENDAR | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|------------------------|--|--|--|----------|--------|---|---|
| | | | | 1 | 2 | 3 | 4 |
| | 5 | 6 1ST GROUP MEETING- ALLOCATING ROLES + EXHIBITION IDEAS AND HOW THEY CAN LINK WITH EACH IND. PROJECT | 7 | 8 | 9 | 10 PROJECT PLANNERS- GATHER VISUAL EXAMPLES (PRESENTATION) OF OUR | 11 UPDATE LOG SO EVERYONE CAN SEE OUR PROGRESS |
| | 12 | 13 PPO LECTURE- TO UPDATE ON PROGRESS + FEEDBACK | 14 | 15 | 16 | 17 2ND GROUP MEETING- REVEAL VISUAL DECISIONS TO START SKETCHING, DESIGNING AND BUDGETING | 18 PP- UPDATE LOG PRODUCTION- START USING SKETCHUP AND START BUILDING AN EXHIBITION PLAN |
| | 19 3RD GROUP MEETING- DISCUSS OUR EXHIBITION STRATEGY AND EQUIPMENT IRL SPACE + PITCH PREPARATION | 20 PPO LECTURE- DELIVER A PITCH | 21 | 22 | 23 | 24 | 25 |
| | 26 PP MEETING- BUDGETING | 27 PPO LECTURE- RECEIVE FEEDBACK PRODUCTION- USE FLOORPLAN + SKETCH PROMOTION- GATHER VISUAL IDEAS | 28 4TH GROUP MEETING- LAST DECISION MAKING OF THE EXHIBITION + SETTING CLEAR INSTRUCTIONS FOR EACH ROLES | 29 | 30 | 1 PRODUCTION TEAM- UPDATE SKETCHUP FOR NEW ADJUSTMENTS/MEASUREMENTS | 2 |

- Had to make our project feasible and realistic
- Floorplans and measurements to make it work
- Using curtains for space



Following up from group meeting-
Due to the Covid social distancing restrictions we decided to make the mini exhibits bigger then 2.5m.

In these SketchUp floor plans the mini exhibits have increased 1m in size to 3.5m



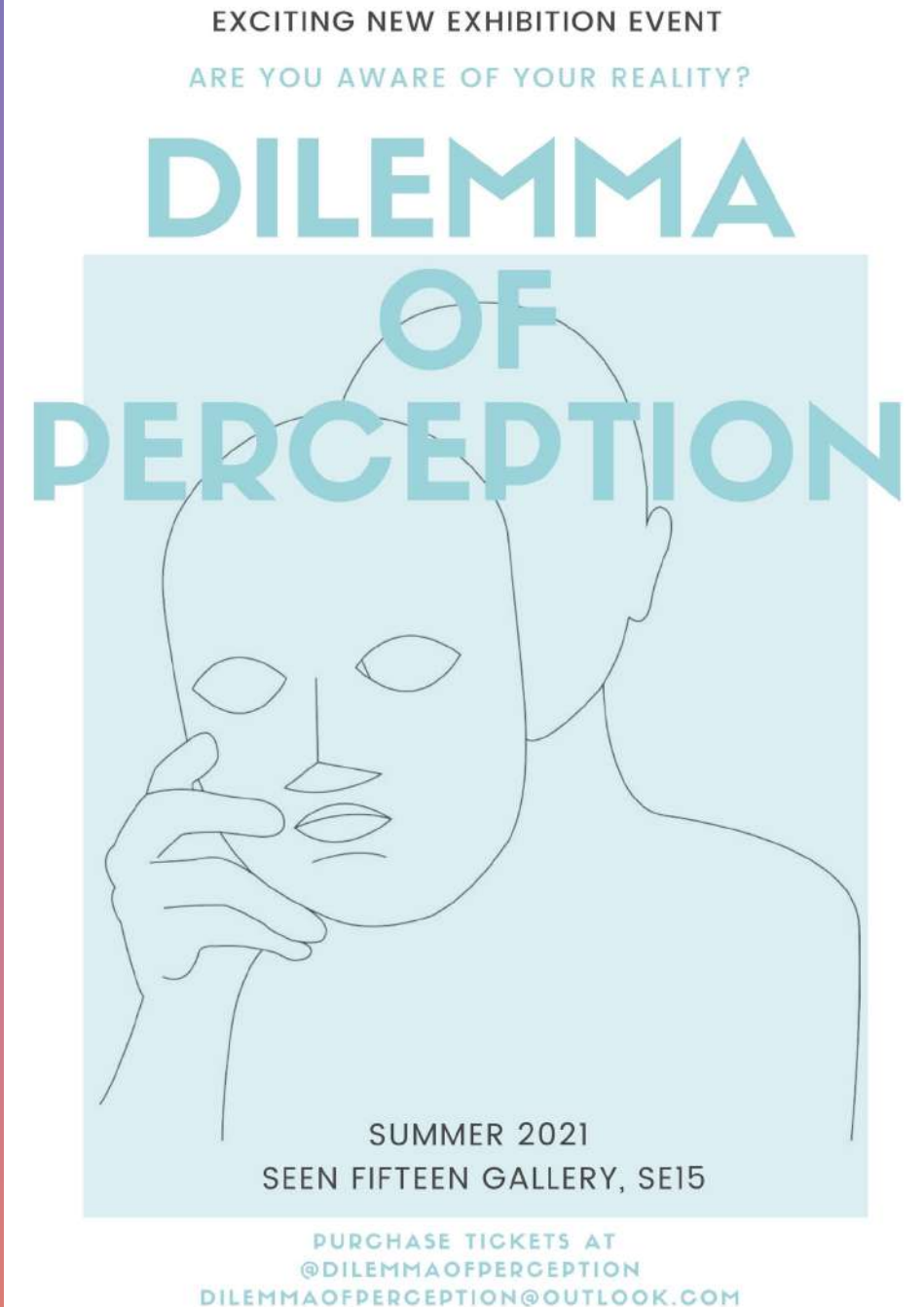
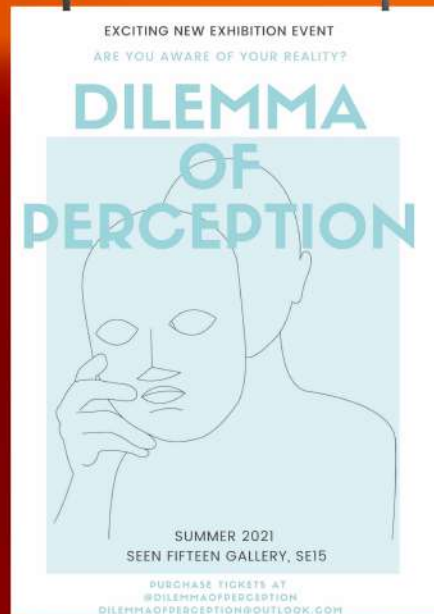
- **Conceptual, relative to our themes and theories**
- **Immersive and engaging for the viewer**
- **Something to take home and remember**



- **Brings conversations and engagement**
- **Provide feedback paper**

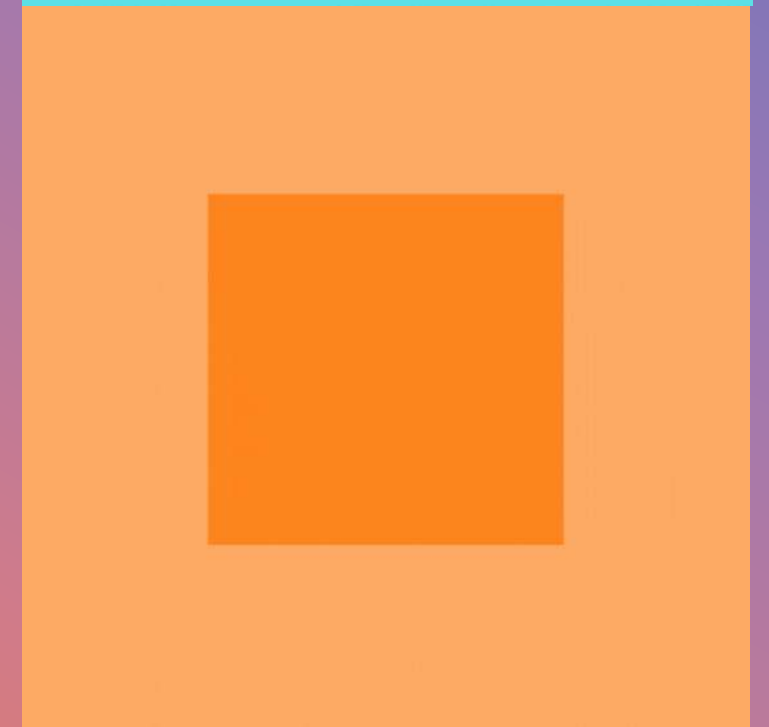
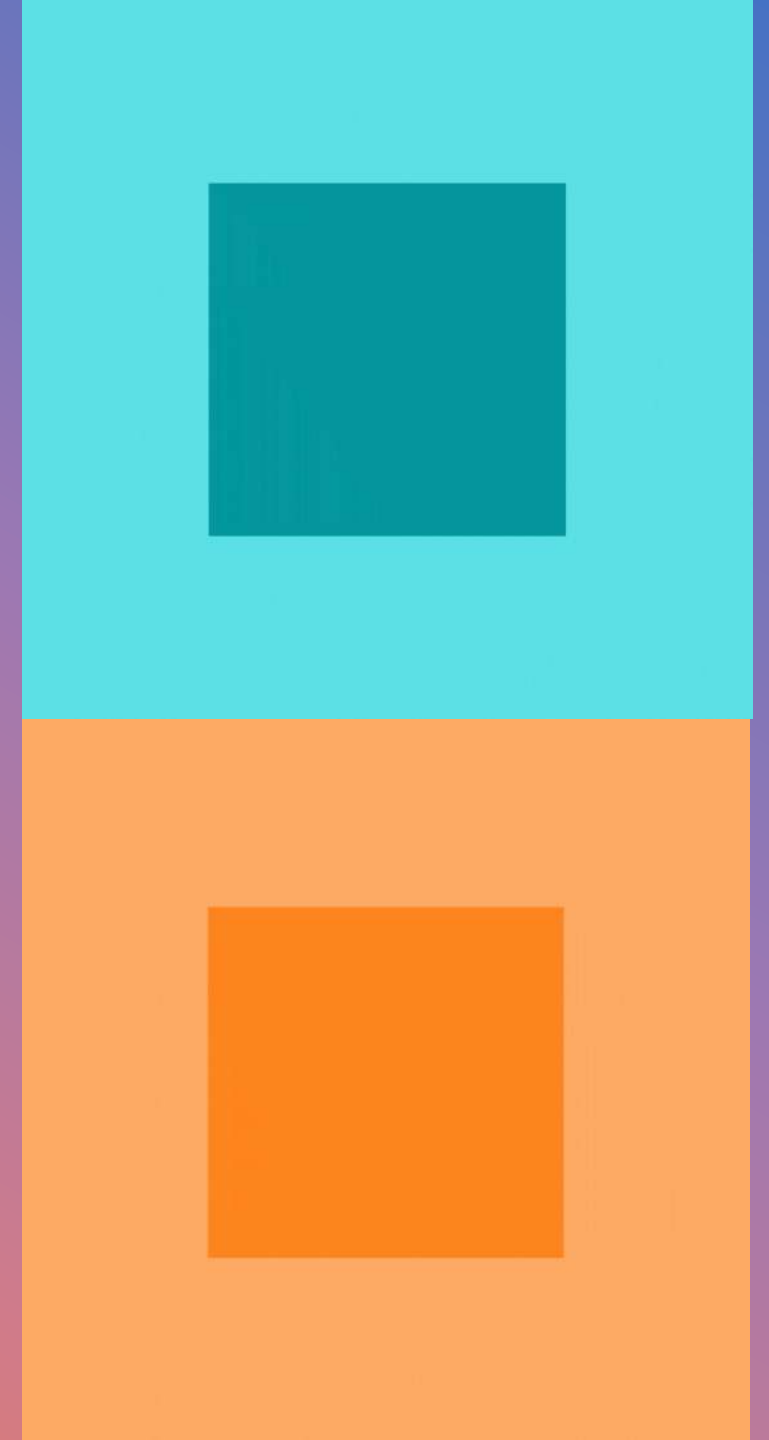
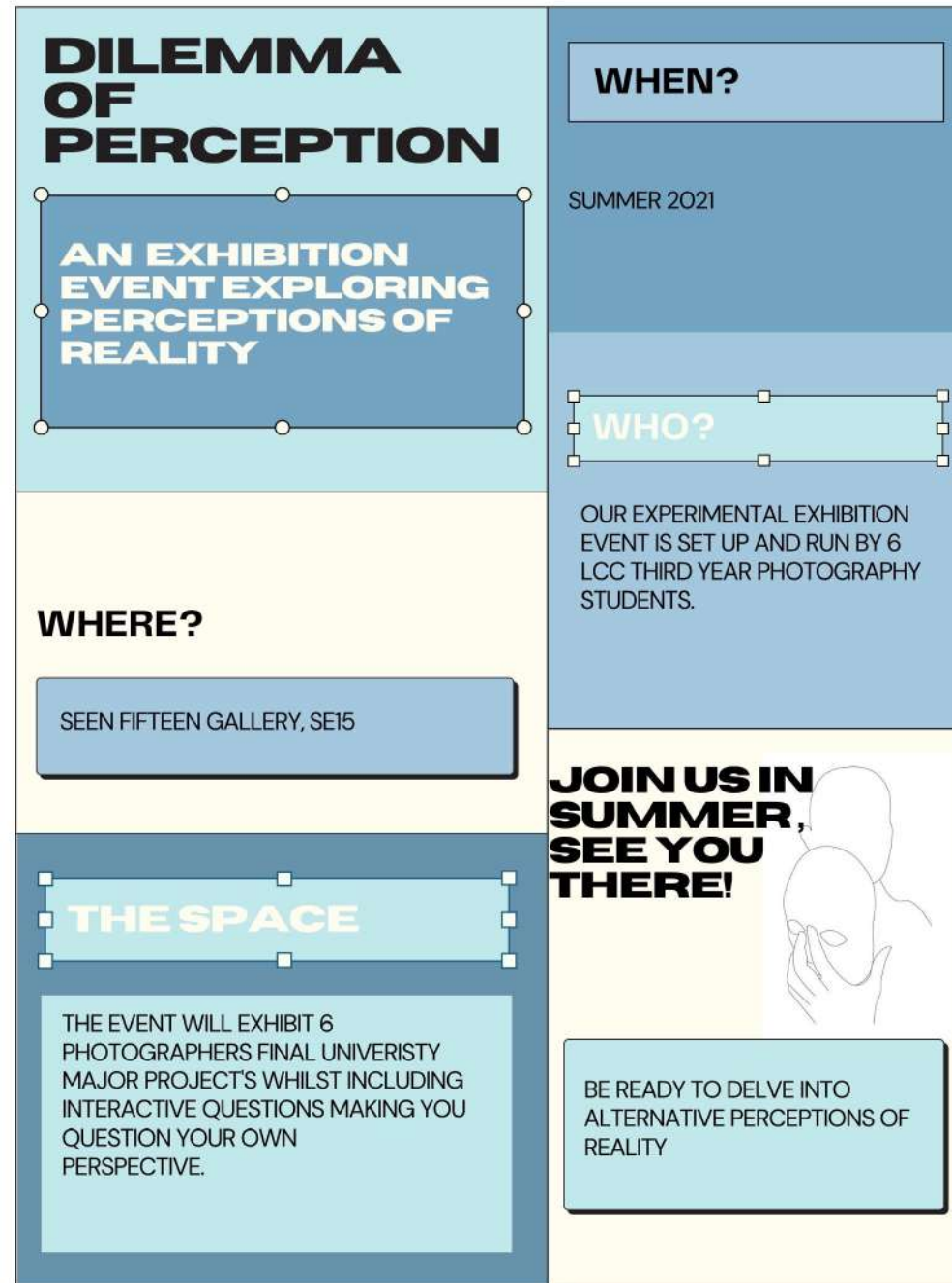
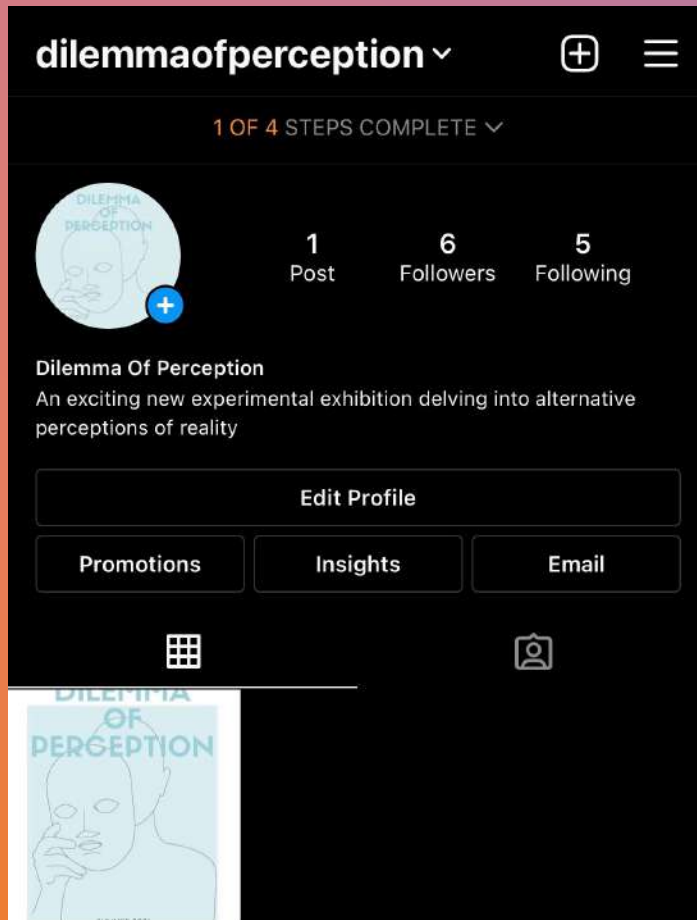
MARKETING STRATEGY

- Using posters to promote to a wider audience, acknowledging not everyone has social media
- Reachable via email for questions and tickets



INSTAGRAM

- GIFS
- POSTERS
- INSTAGRAM STORIES



EVIDENCE OF PROCESS (SCREENSHOTS)

Our log

Promotion- A video or a GIF? Instagram? Idea: a video (10-15 second) that will reveal a snippet of our event/exhibition, instead of us showing how it looks in real life (to not take the experience away), the idea is to use a graphically engineered short clip consisting of lights, sounds and a mask? Almost to leave the viewers on the hook...is that how you say it? Where can this be posted, who can this be shared with?

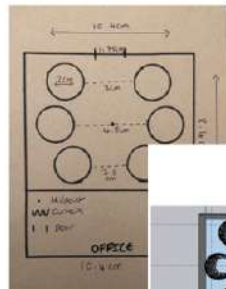
28/04/21

PP & Industry Liaison- Figured we need colours for the space that match the projected videos of sky/clouds (light blue), water/ocean (dark blue), sunset/sunrise (orange), stars/galaxy (purple), nature/rainforest (green). Smell- lavender with diffusers before the 'opening'

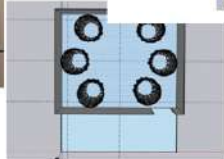
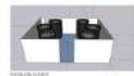
- contact Vivian for the exhibition space
- visit AV department in uni for the projectors
- Budgeting still has to be done
- Finding interlinks between projects to pair them for smaller exhibitions.

Production-

SEEN FIFTEEN



By using Seen Fifteen



floorplan, the production team have created the exhibition space, mainly to see if the measurements add up. After this meeting, we decided that to

The feedback: have to consider the small things, IRL experience what needs to be used. How to apply it as an online event?

26/04/21 The budgeting with PP team

List of things needed:

- LED lights (rope, singular, one colour or multiple)
- Fabric for the projection
- Fabric for the curtains
- Fog machine's
- Projector/s – rental at AV dep.
- Wires for curtains
- Theatrical masks
- Covid masks
- Hand sanitization
- Beanbags?
- In kind- exhibition space
- Prints, screens, plinths for individual projects

27/04/21 PPO lecture with D

What we have to discuss for the next meeting 28th at 18:00pm

PP- find out everyone's ideas for their individual project appearance, what materials everyone needs for budgeting. Visualize the space with the production team, what small details are needed for SketchUp or other software. What will we use in the projection, where will we get them from, what will the sequence be. What colours will be best used in the space. Plan 3 to 4 days of the opening (who/what/where). Have to see AV dep. for projectors.

Industry Liaison- Who will we invite/ our target audience, we need to get a wide net of people... uni people? Graduates? People in the industry? Who? Press? What is our unique selling point and to whom?

Production- Visualize the exhibition space with SketchUp or other software. What will we use for the projected video, where will we get the clips from, what will the sequence be. What LED colours will be best suitable for that? How will we curate the individual projects in their space?

create a bigger space in the 'domain space', four or three curtains may only have to be used, so we can make them bigger for two people to be in there and hold 2m distance.

Promotion- Ree and Gaia should organize a meeting



For promotion Ree gathered a presentation to reveal visual examples for:

-poster/post for Instagram, which revealed gradient and faded out colours and a symbolic model in the middle of it. A decision after this meeting was that these posters should hold colours that will be displayed in the exhibition (light blue, dark blue, purple, orange and green). Could mask be a potential model?

- video work/GIF for Instagram,

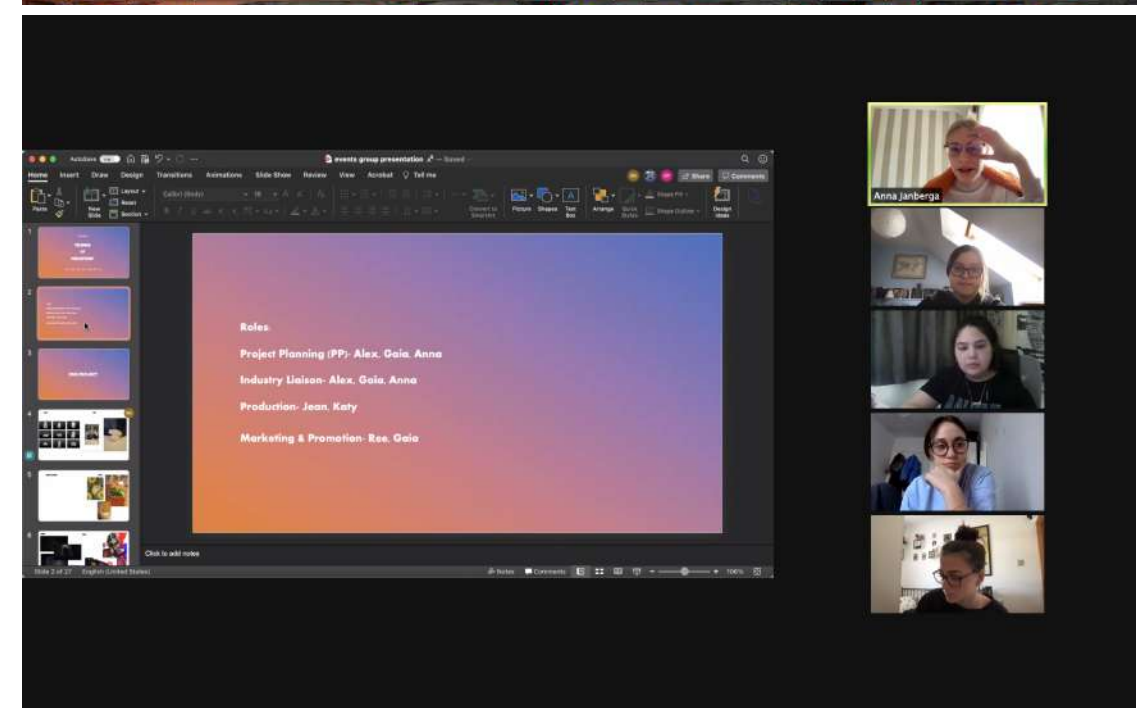
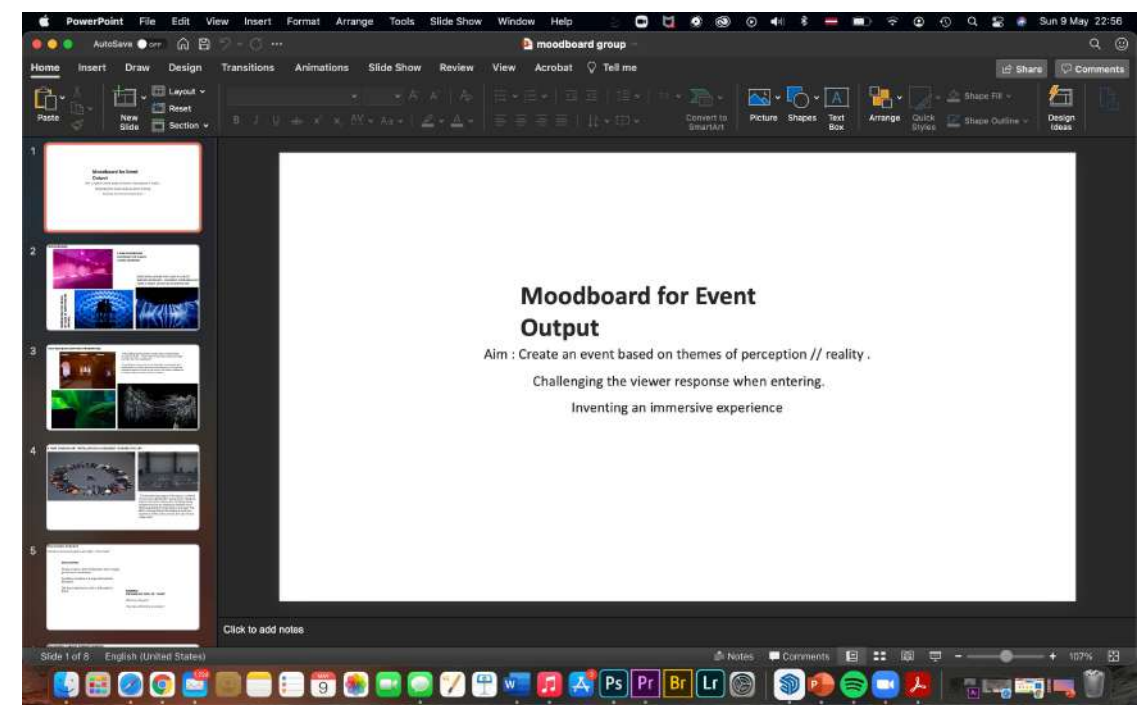
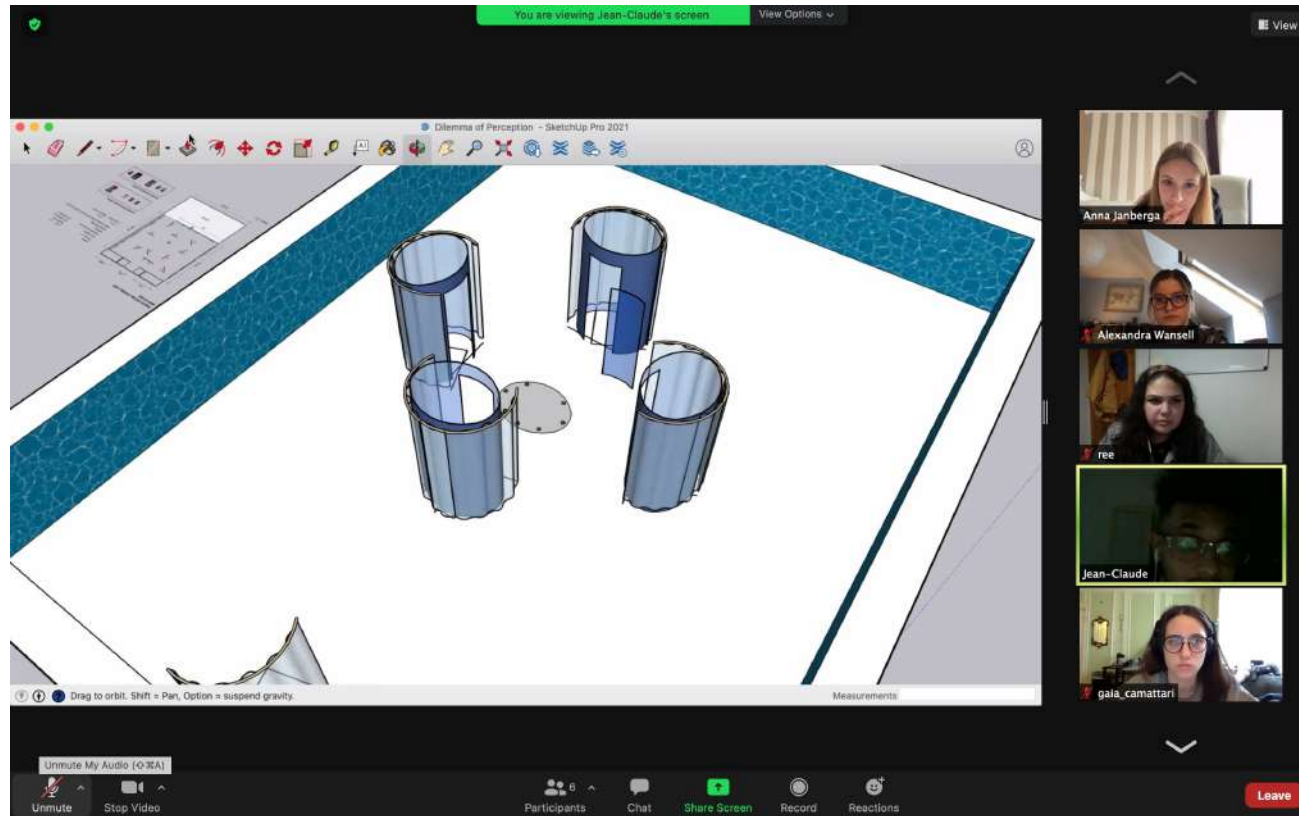
which will act as an attention banner for the exhibition by reveal its name.

-Ree and Gaia should organize a meeting

03/05/21

Group meeting to update the proposal which allowed us to figure and set straightforward tasks for further development.

Meetings



Emails and communication

RK Rawanne Koumaira
Mon 5/3/2021 11:20 AM
To: Anna Janberga; Alexandra Wansell


 marketing.docx
14 KB

Hey guys,

Here's a rough draft of what could be said in the marketing/promo bit. Feel free to change or let me know what to change and I can redraft it. Also, the Instagram promo price really varies so I've put it as 2.50 as the middle ground but of course if anyone knows a more accurate price feel free to change it.

Also, our Instagram is up (@dilemmaofperception) 😊
and we have an email which is Dilemmaofperception@outlook.com.

Wed 4/28/2021 10:38 AM
To: Jean Claude Kadima; Katy Philpot
Cc: Anna Janberga

 Seen15-FloorPlan0420 (1).pdf
192 KB

 Exhibition Wall Plan Template...
1 MB

2 attachments (2 MB) Download all Save all to OneDrive - University of the Arts London

Hello,

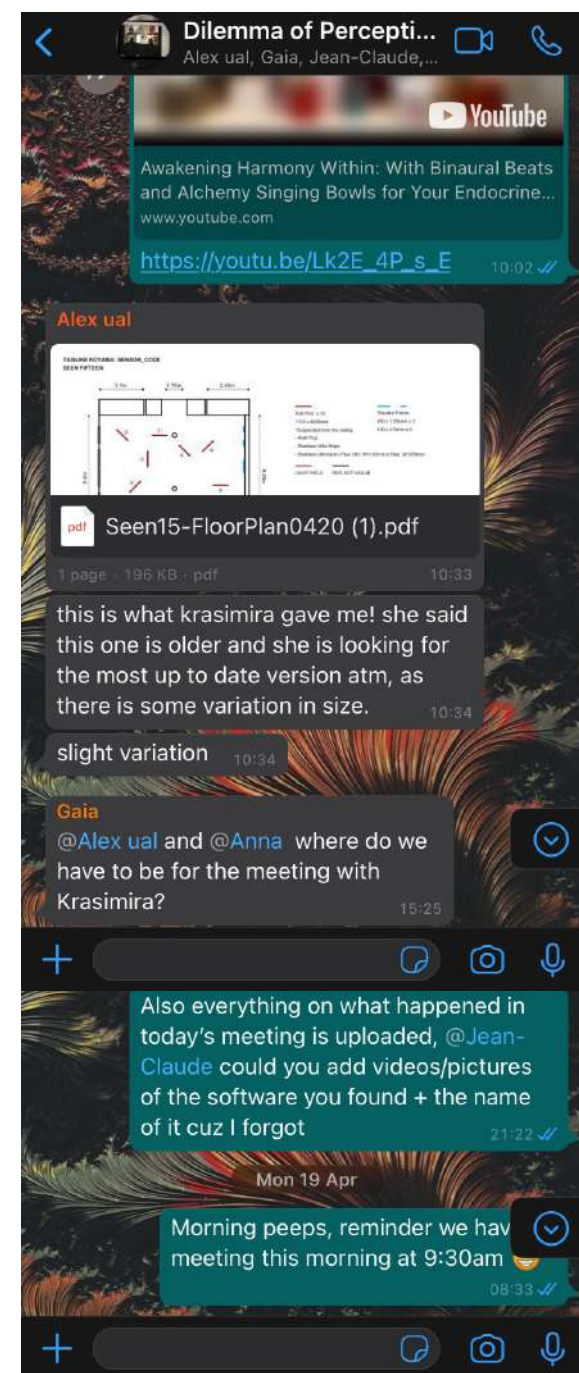
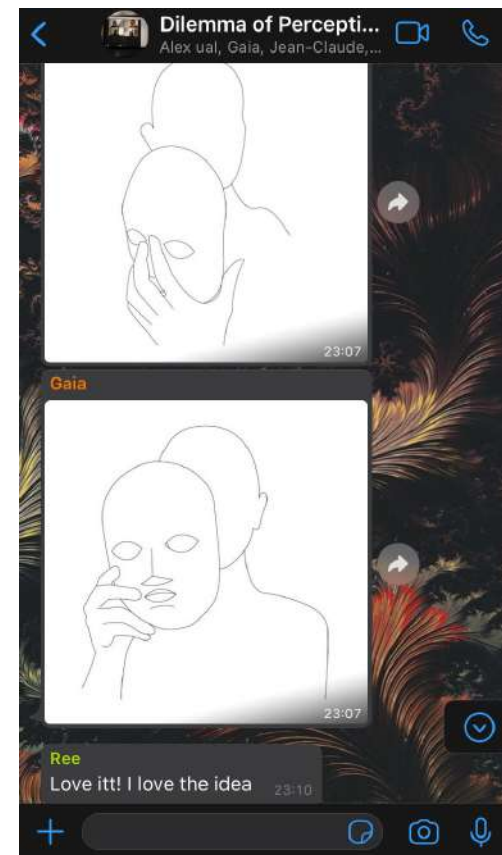
Hope you guys are well!

Ahead of today's meeting, I thought I should send through the floorplans for both Photofusion and Seen 15 Gallery. If you could whip up a sketch for today based on these floorplans that would be ideal.

We are using Anna's sketch of the curtains hanging in the room as the plan so far for how we are going to design the space. I am in the process of checking with Seen 15 Gallery as to the practicalities of hanging from the ceiling, if there are any changes to the floorplan / design as a result of these conversations then I will let you know.

But if failing today. We would like to have them by the end of this week so we can add them to the proposal.

Thank you guys!

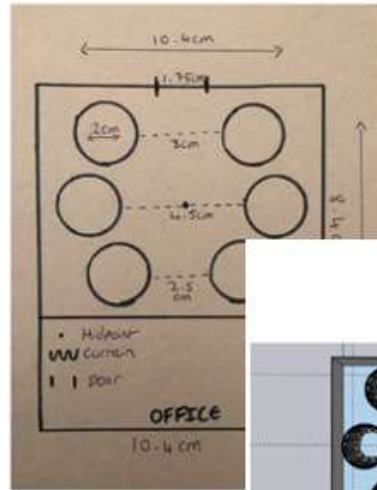
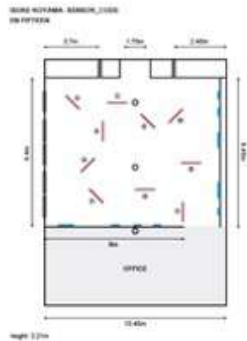


Development process

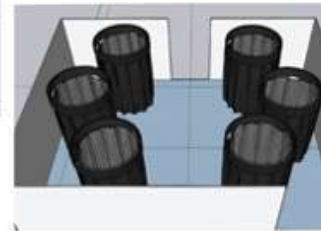
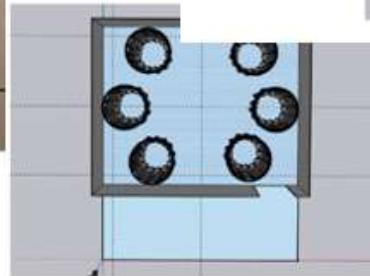
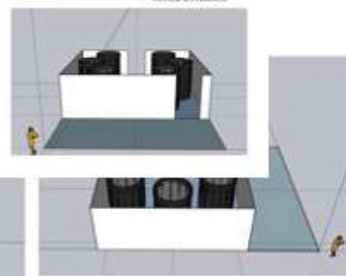
Promotion

Production-

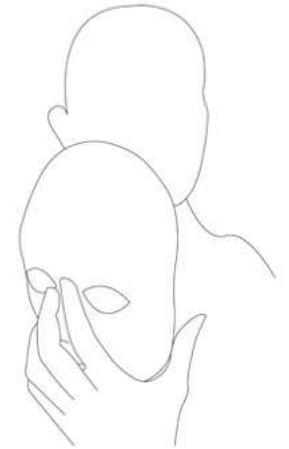
SEEN FIFTEEN



By using **Seen Fifteen**



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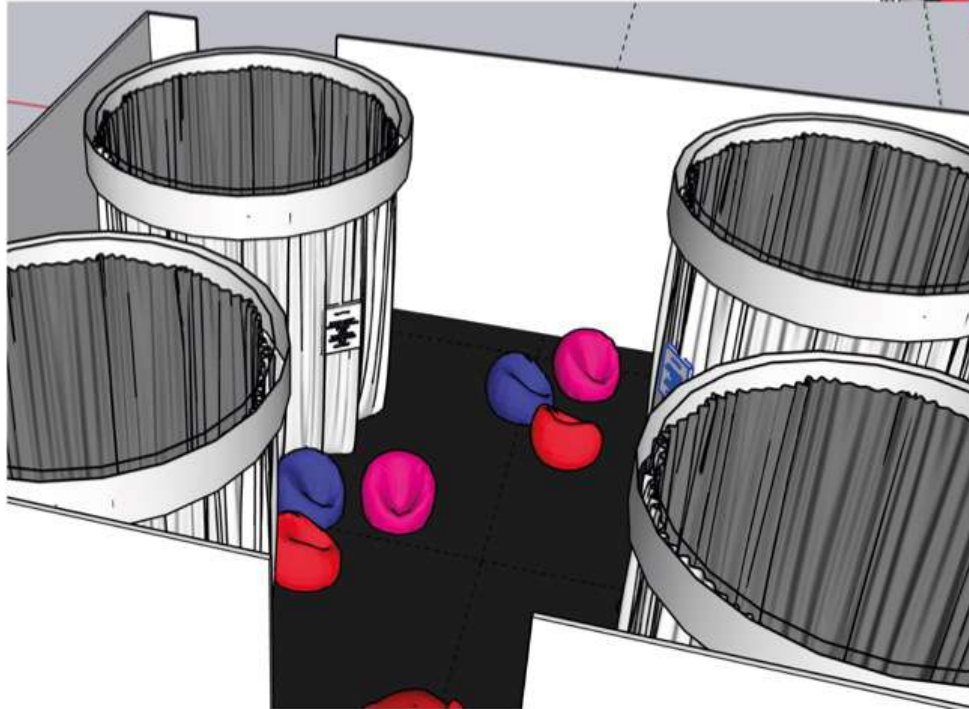
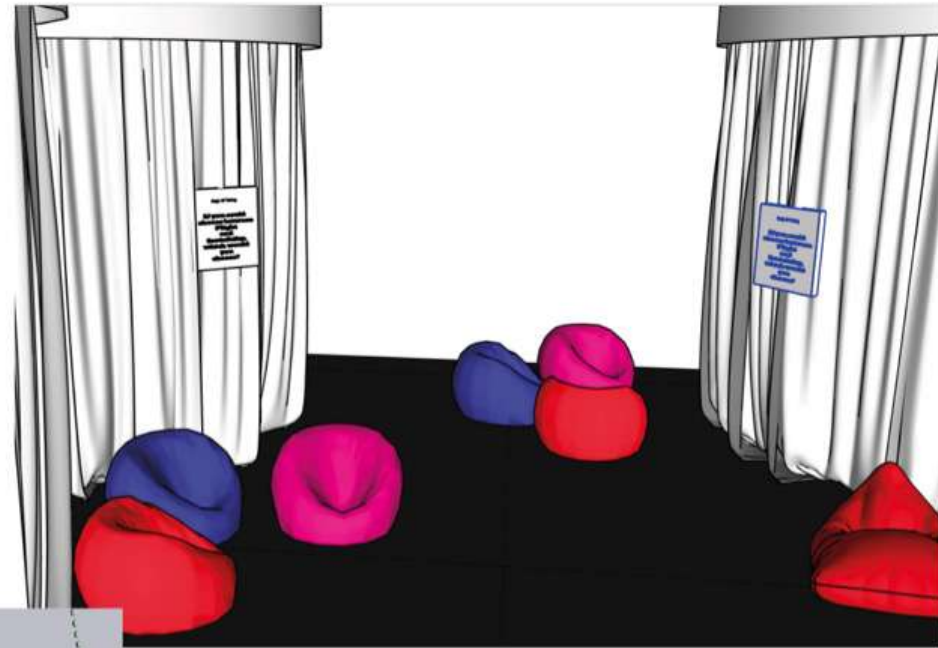


THE EXHIBITION – MOCK UP

Mini exhibition basic visualisation:

Description plaques located on the exterior curtain on each mini exhibit-

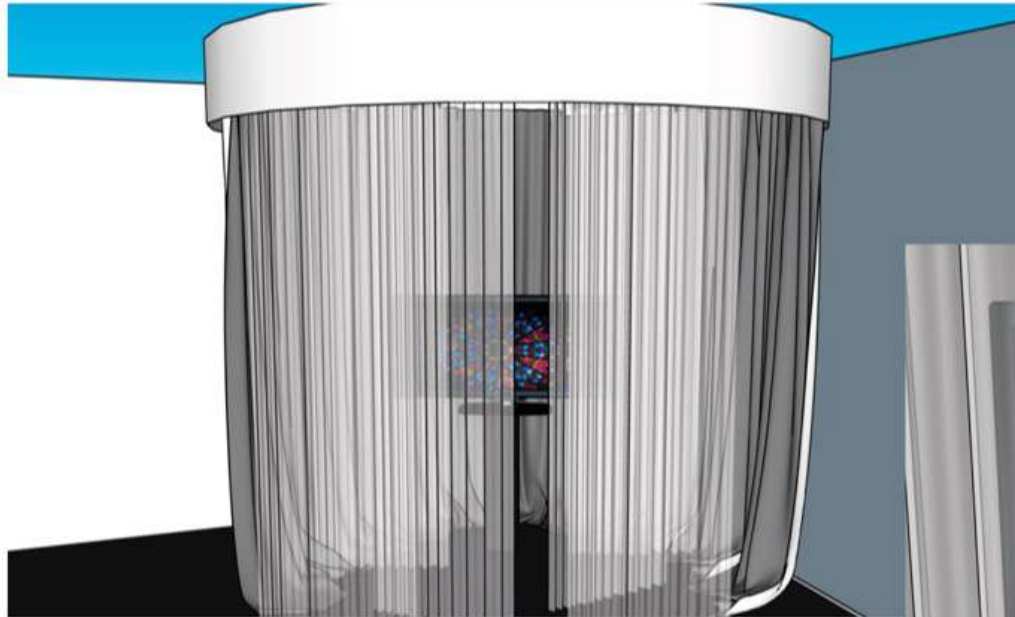
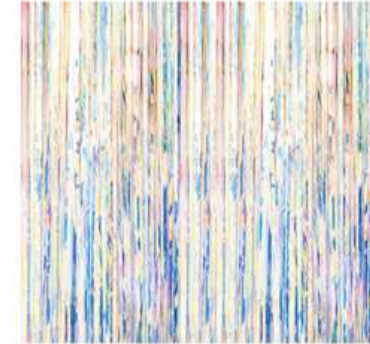
E.g. Anna's description: 'A narrated and staged short film revealing a personal, subjective perspective on the philosophically obtained 'sub-conscious state of mind', also called the right mind. The artist herself takes on a journey to find her own right state of mind through dream like, abstract and surreal imagery, aiming to evoke the unconventional thinking mind, letting it wonder in its blissful state as it's taken away by slow, calming and aesthetic shots.'



Mini exhibition basic visualisation:

Anna's exhibition display would consist of a short film displayed on a TV monitor.

The exterior curtain conceals the inner strands of, what would be, iridescent/reflective string curtains for the viewer to walk through while embracing the reflective colours from Anna's composition.



Mini exhibition basic visualisation:

Floor view from event participants/ under-view of floor plans.

Example: Projected sky film on ceiling with blue lights projected throughout the domain room.

