

*Projecting
the
Past*

A CENTURY OF DAVIS
IN LIGHT

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We refer to modes of exhibition interpretation that use passive physical elements, such as sound and light to deliver content as "sensory". These techniques use a highly emotive form of communication that can transcend multiple languages, cultural identities, and demographic forces. Multi-sensory experiences include audio explanations, film and video, sound and light shows, and the properties that stage an environment such as color, smell, texture, and scale.

To coincide with the Davis Centennial Celebration, students from the UC Davis Department of Design have created a series of projected media interventions for downtown Davis locations. Each intervention responds to an historic site and its architectural characteristics, engaging the general public in two-minute stories that celebrate 100 years of the city of Davis.

Davis, California grew into a Southern Pacific Railroad depot built in 1868. It was then known as "Davisville", named after Jerome C. Davis, a prominent local farmer. However, the post office at Davisville shortened the town name simply to "Davis" in 1907. The name stuck, and the city of Davis was incorporated on March 28, 1917. From its inception as a farming community, Davis has been known for its contributions to agricultural policy along with veterinary care and animal husbandry. The University of California's University Farm, officially opening to students in 1908, was upgraded into the seventh UC general campus, the University of California, Davis, in 1959.

This project was authored, designed and produced by students participating in the DES 187 Narrative Environments course. Narrative environments are public spaces that are designed to communicate a story, deliver a message, provide entertainment, create a sense of place, or sell a product. Examples include exhibitions (museum or tradeshow), transaction experiences (store or restaurant), entertainment venues (theater or theme park), or events (interventions, festivals or parties). Designers for these spaces are articulate storytellers who use creative strategies to engage, inform and entertain multiple types of audiences.

Professor
Tim McNeil
UC Davis Department of Design

Marketing Overview
Trish Bertlin & Devin Jacobsen

Sites



Students began research through the Davis Centennial website and selected their sites based on historical significance to the culture of the city.

Some locations were determined in part for their proximity and accessibility to the rest of the tour.



Experience-Seeking Millennial:

Landon is 23 and recently graduated from nursing school. He works very long hours 3-4 days a week and makes the most of his equally long weekends by always looking for something new and interesting. Novelty appeals most to him but he can often be found looking on the bright side of even the most mundane of experiences.

How to reach: He keeps an eye on the bulletin boards at his favorite bars and coffee shops, and often shares events on Facebook in an effort to drag friends out with him.



Locally Engaged Senior:

Gail is 61, a retired middle school teacher who keeps busy with volunteer work, community activism and a part time job selling artisanal soaps at a Farmer's Market stand she shares with her best friend. Her long-time boyfriend is involved with local government and the Davis chamber of commerce. They have an active social life and share a love of cinema and reading pop science and history. She likes to encourage community engagement and makes it a matter of pride to attend as many public events as she can.

How to reach: She reads the local papers and spends a lot of time at other events around the community. A banner and fliers at a farmer's market or a poster in the local theater could draw her eye.



UC Davis Student

Jessica Greenlock- student at UC Davis

'Yeah, could be fun- like, a tour? I'm not sure if I'm that interested in Davis. I'll only be here a few more months....'

How to reach: Posters downtown or on UCD campus could catch her eye. She is active on Davis' social media pages, so she might be more apt to notice the event on those channels.



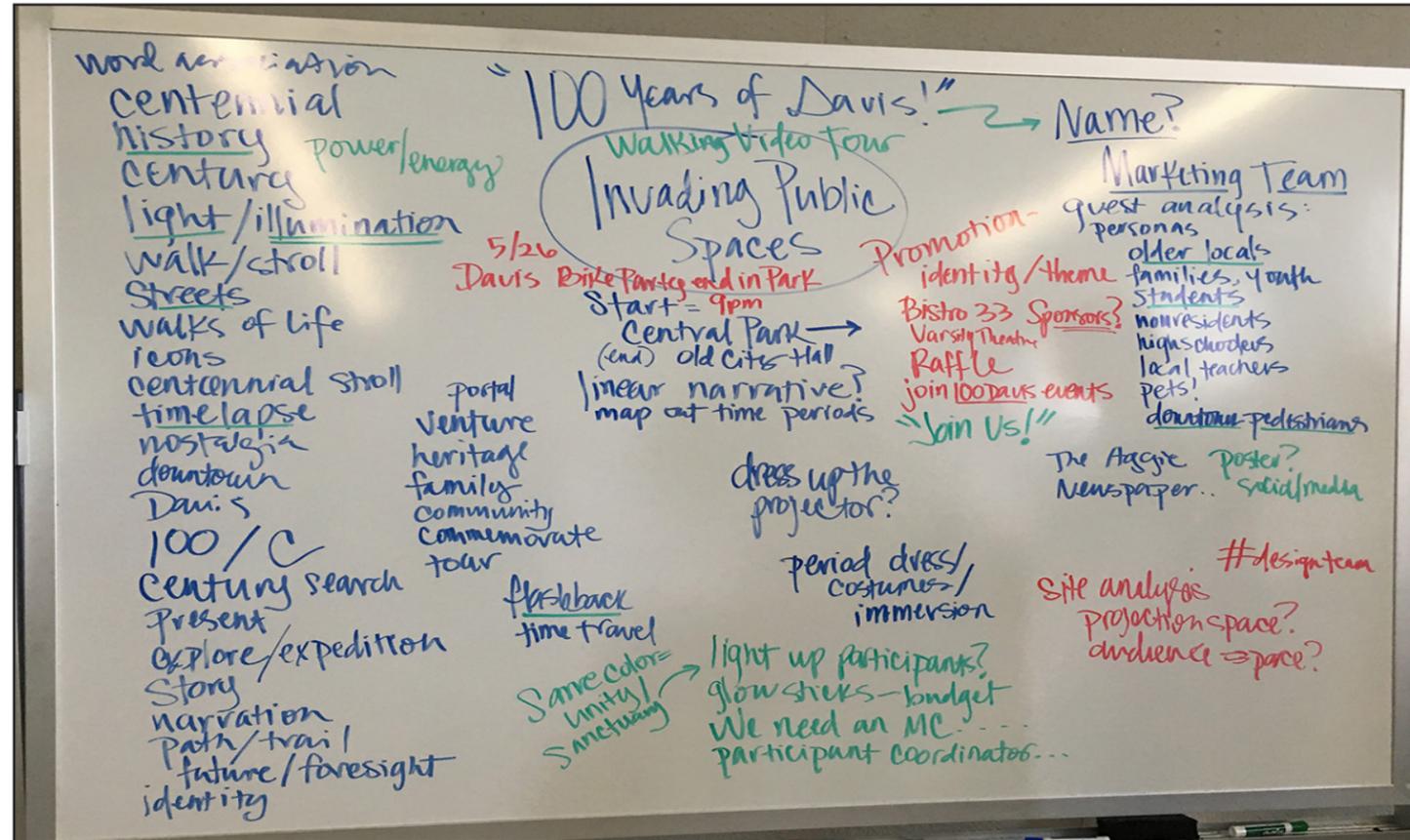
Mom Taking A Night Out

Amy is a forty year-old mom of two that rarely gets a night out on the town. She enjoys activities downtown when she gets a chance to leave the house. Her and her mom friends like to catch music at Sophia's or have a glass of wine at Bistro 33.

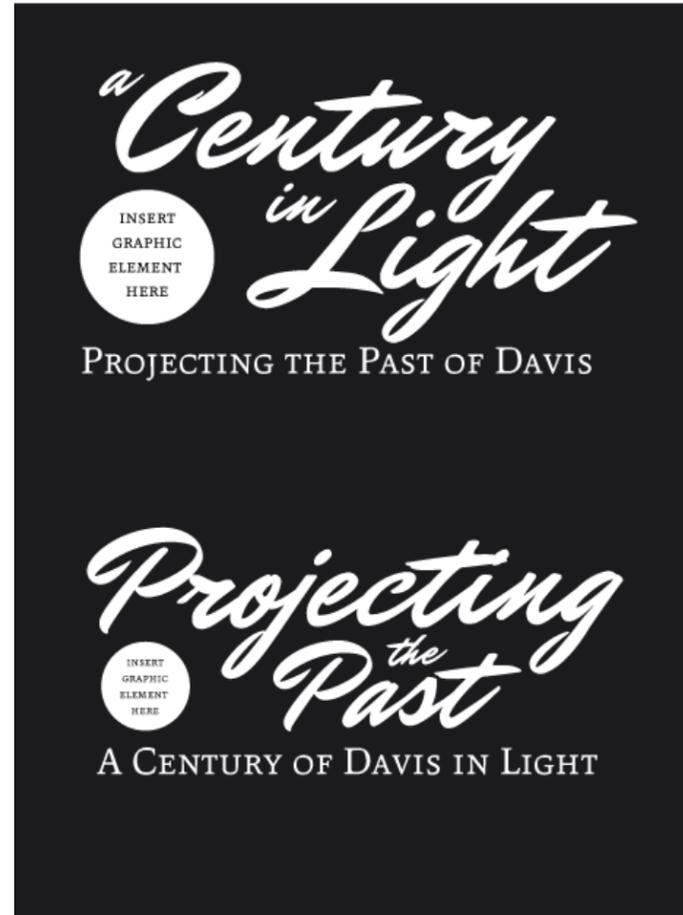
How to reach: She's a member of several community Facebook pages and she is always looking for something to do.

Visual Identity

Brainstorm



Initial Thumbnails



A few title choices were up for nomination and the class voted on the best choice. Initial thoughts for the logo were about lights, old time architecture and a vintage/retro feel.

Typefaces

Mr Dafoe
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Mr Dafoe was chosen from several scripts as being the most pleasing when combined with our potential titles. The swooping and curling letterforms of this script font brings to mind the films and new-world romance of the early 20th century.

ANDRALIS ND SC
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Andralis ND OSF
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

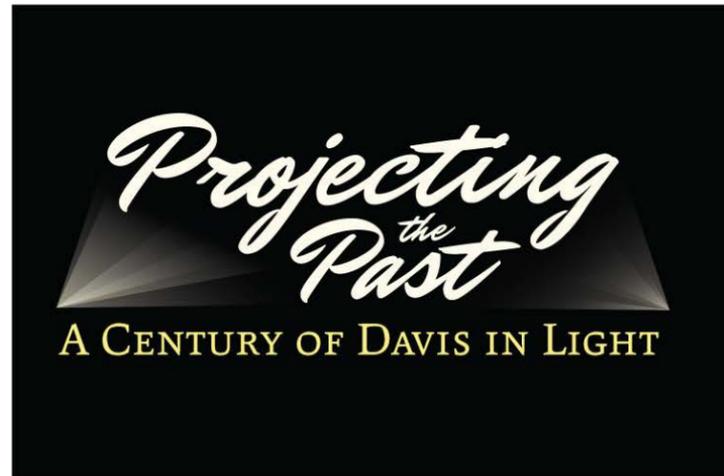
ANDRALIS ND OSF BOLDITALIC
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Andralis ND is an angular wedge serif font by Ruben Fontana, chosen for this project as a suitably angular counterpoint to the "Mr Dafoe" script, echoing the thematic nostalgia with a touch of old world elegance.

Century Old Style Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

For promotional materials where Andralis ND might overpower the graphic elements with its glyphic wedges and eye-catching angles, Century Old Style Bold offered a more subdued and appropriate option for headlines and other important information.

Variations



Once the title of the event was decided, a logo emerged very quickly from the early drafting.

In keeping with the "projection" theme, lights were incorporated into the logo and corresponding promotional materials. While the early beams of light were not the strongest option for the hero logo itself (most of us preferring the "spotlight" variation), it as a recurring element in the promotional posters later constructed around it.

Several other variations were considered, with and without subtitles, and incorporating a variety of colors and "jaunty" angles to elicit the romance and nostalgia of a classic film.

Final

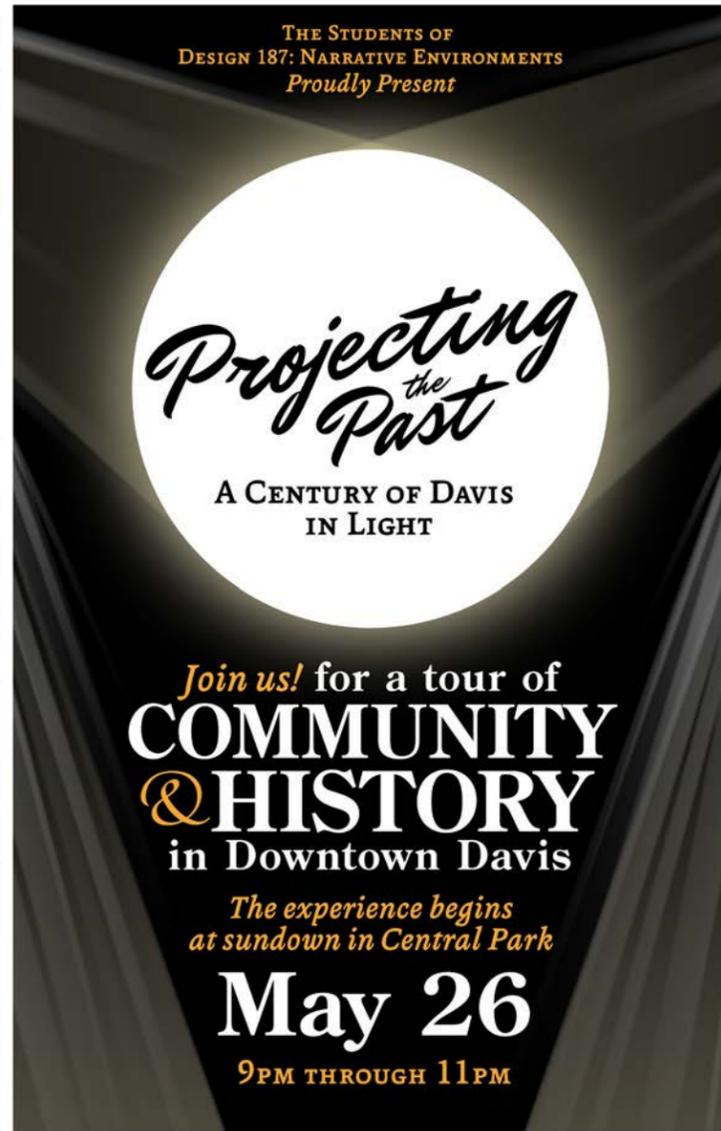


The "hero" logo was a near-unanimous pick by the team.

Marketing Analysis

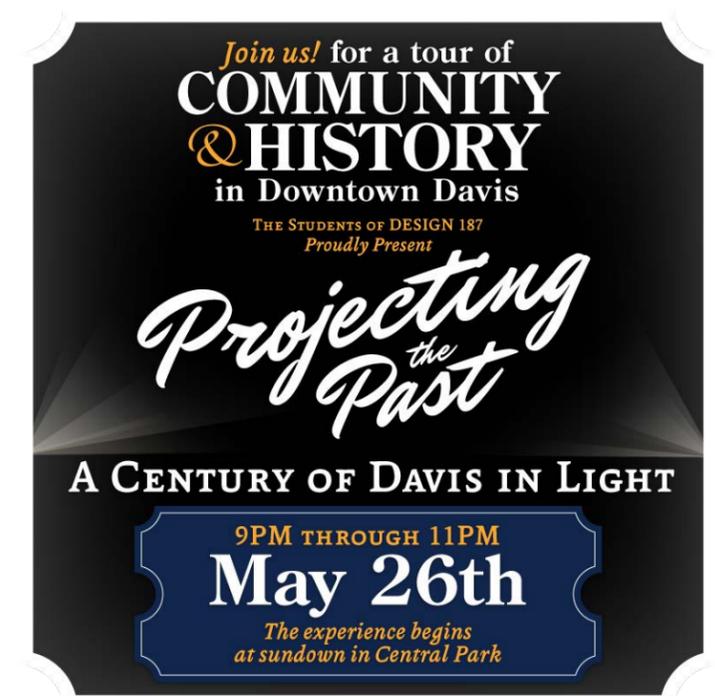
It was decided that the marketing for this event should be done selectively, through friends, family, and via social media such as facebook (for a less-than-mass-media outreach) in order to limit the potential difficulties that might arise from creating a parade of attendees through downtown for a public event unbeknownst to the city or law enforcement. An Eventbrite page provided attendees the ability to RSVP that we could better manage the crowd to a size suitable to the sites available to us.

An 11x17 poster was arranged for targeted marketing around the school, while small flyer version was created for in-person handouts. A square "social media" variant was arranged separately for sharing the Eventbrite link on social media.

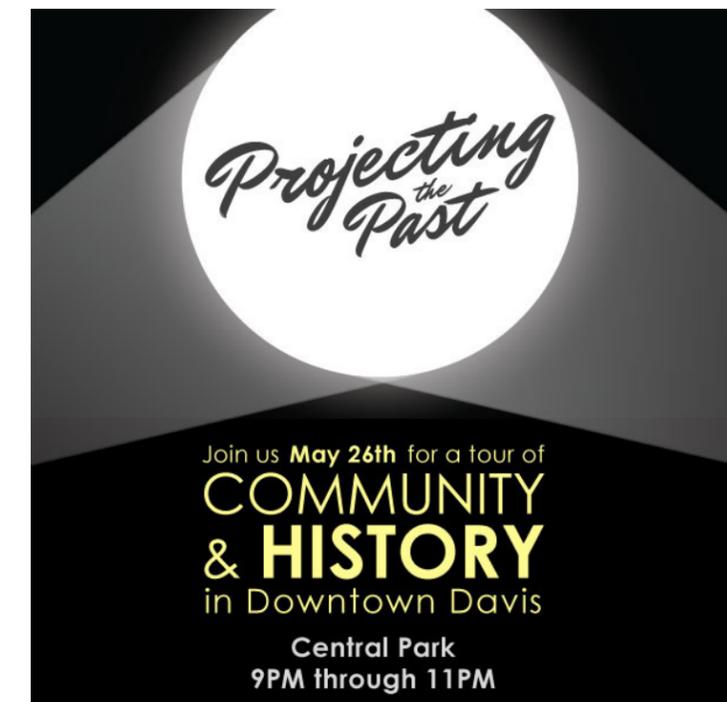


The arrangement of the poster presents the title of the event in a bright circular frame (literally "In the spotlight") while repetitive downward-sloping triangles move the viewer's eye to the relevant information below.

Eventbrite provided an easy-to-use option for creating an RSVP system that was discoverable by the public and allowed us to track interested parties outside of our immediate social circles.



The above final draft was altered from the original stark design below in order to make more of the information available at-a-glance for fast moving social media feeds.



Juggling The History of Central Park

Central Park
Zhen Lu & Courtney King

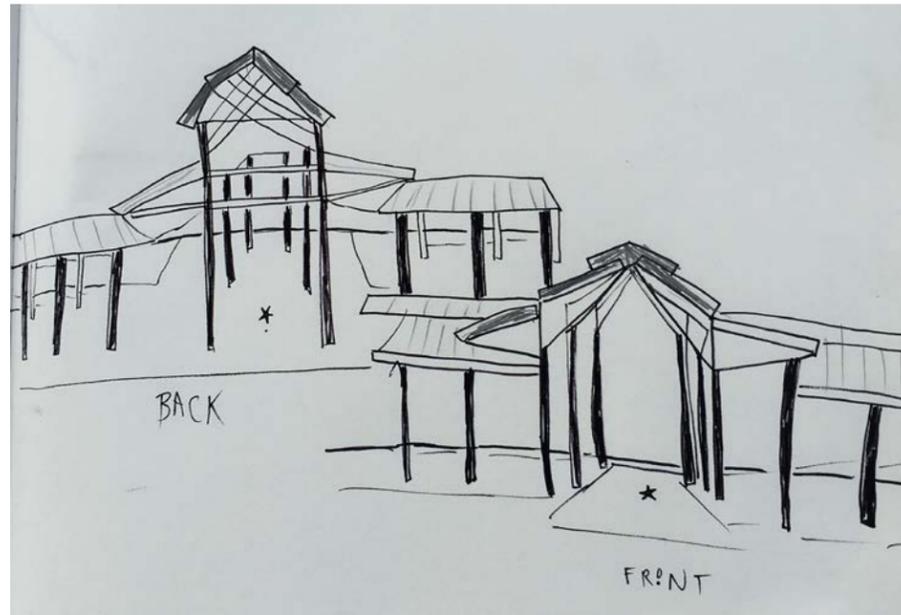
Juggling the History of Central Park

Goals & Objectives

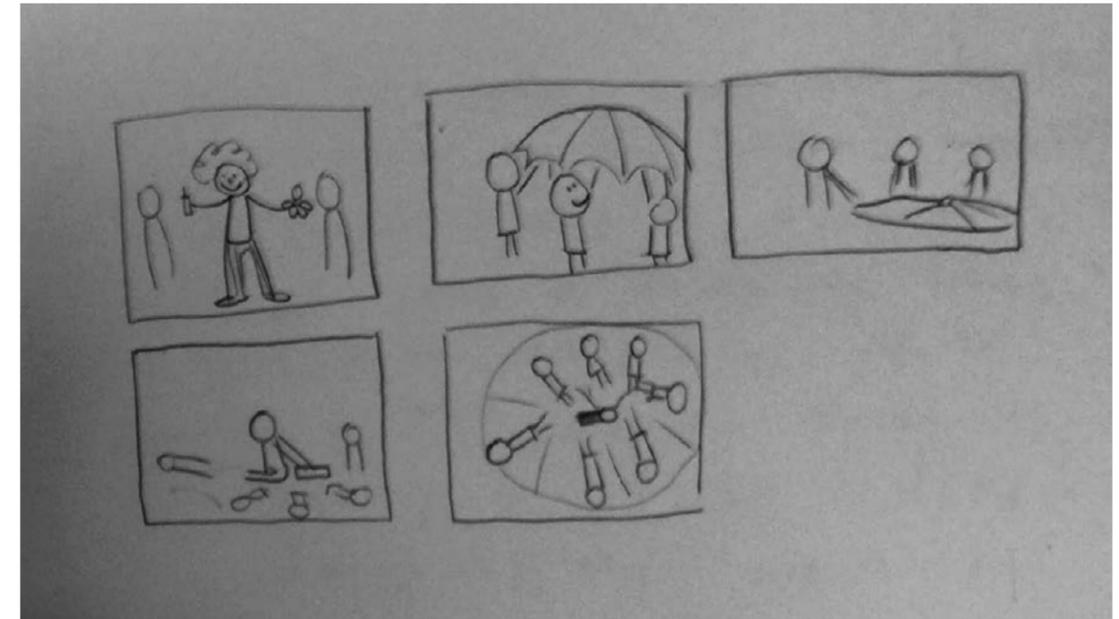
Central Park contains the Farmer's Market Pavilion as well as the bike powered carousel, a playground, a large field of grass, the Hattie Weber Museum and the Bicycle Hall of Fame. It is the regular location of the Davis Farmer's Market.

Every week an average of 7,000 people pass through this place on Wednesdays and Fridays. Families seem to spend time here as well as students. Farmers bring food from their farms to sell and many have been doing so for the last 20 years. The traffic on these days is sometimes quite packed as there are many people shopping.

- Give guests a way to identify them and find them in the dark
- Give them a chance to become used to the style of the tour
- Provide an opportunity to play within the group
- Tell the story of central park in a way which is playful and reminiscent of the present day juggling club which meets on site.



Sketch of Site



Story board Sketches

Lookbook



Photo of the Pavilion



Art Happenings of the 1960's



Balloon tied on the hand



Parachute



Photo of the Pavilion



Animal shape ballons

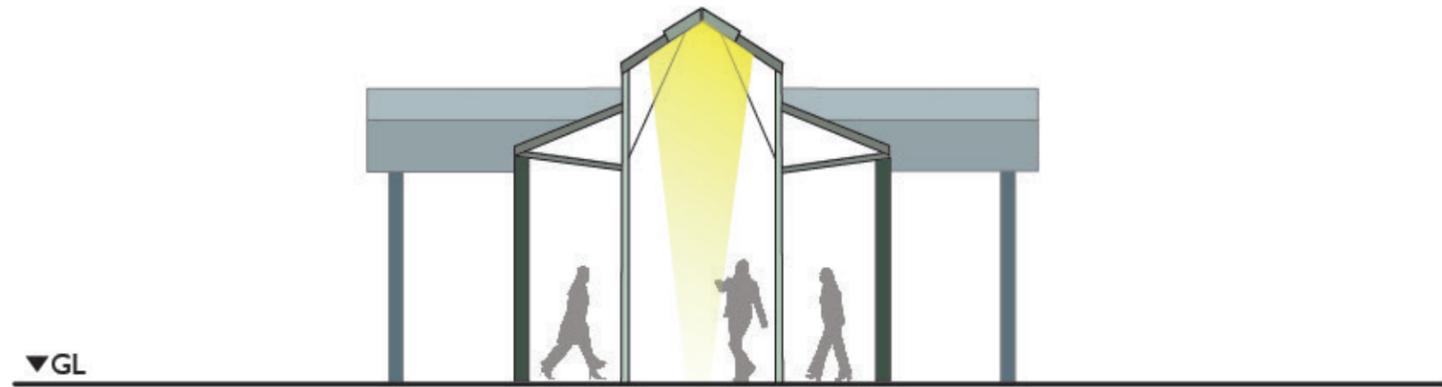


Juggler

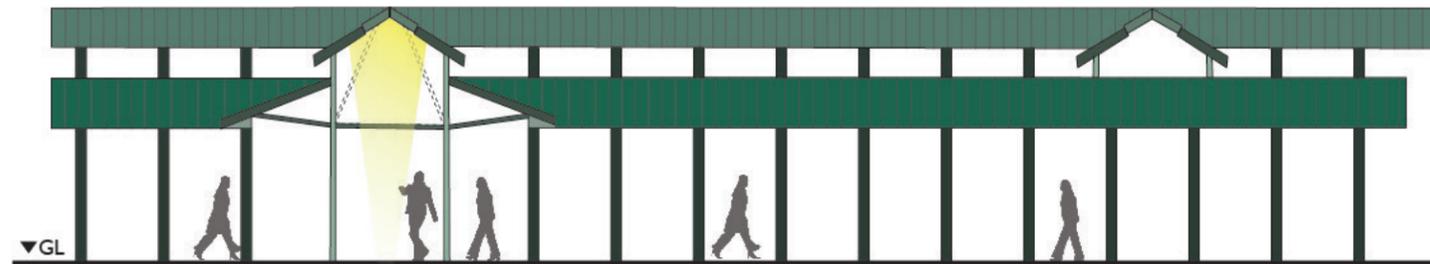


LED Ballons

Design Visualization



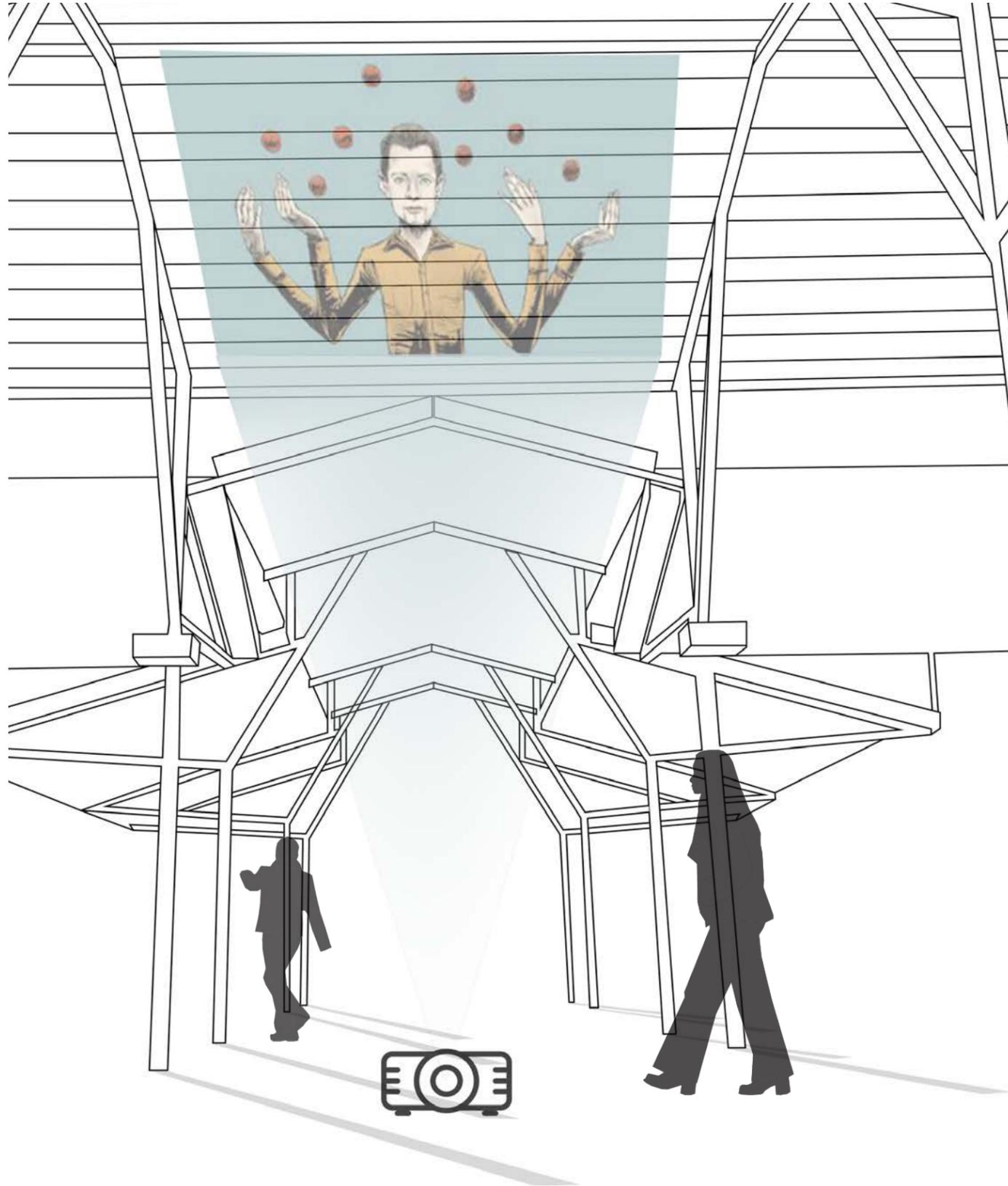
Elevation Front View



Elevation Side View

Site



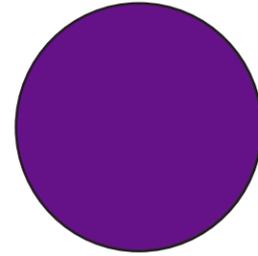


- The movie will include a juggler, who will tell the story of the Central park through items that they are juggling.
- First they will be in Central Park, then at a Festival and finally at an old-school house.
- The story will be simple and the juggler will not show their face.
- They will change costumes for each of the scenes but juggling will not stop.

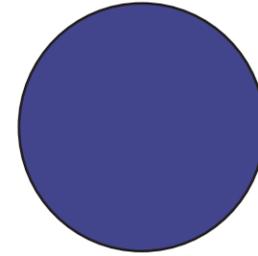
Materials Palette

Typeface

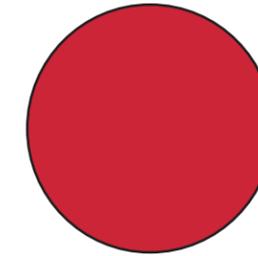
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z abc
defghijklmnopqrstuvwxyz123
4567890&.,?!@()#\$%*+ -=:;



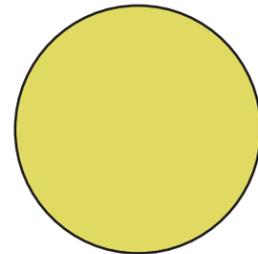
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M	100	R 101
Y	08	G 18
K	02	B 36



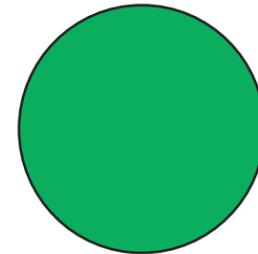
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K	140	B 140



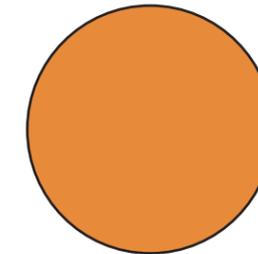
CMYK/ HEX RGB		
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M	99	R 204
Y	84	G 37
K	03	B 55



CMYK/ HEX RGB		
C	15	Hex: #E0DA62
M	5	R 224
Y	75	G 218
K	0	B 98



CMYK/ HEX RGB		
C	80	Hex: #0BAE5F
M	2	R 11
Y	86	G 174
K	0	B 95



CMYK/ HEX RGB		
C	7	Hex: #E78A3A
M	54	R 231
Y	88	G 138
K	0	B 58

Dresbach Boyer Hunt Mansion
Marissa Meier and Bret Yourstone

If Walls Could Talk

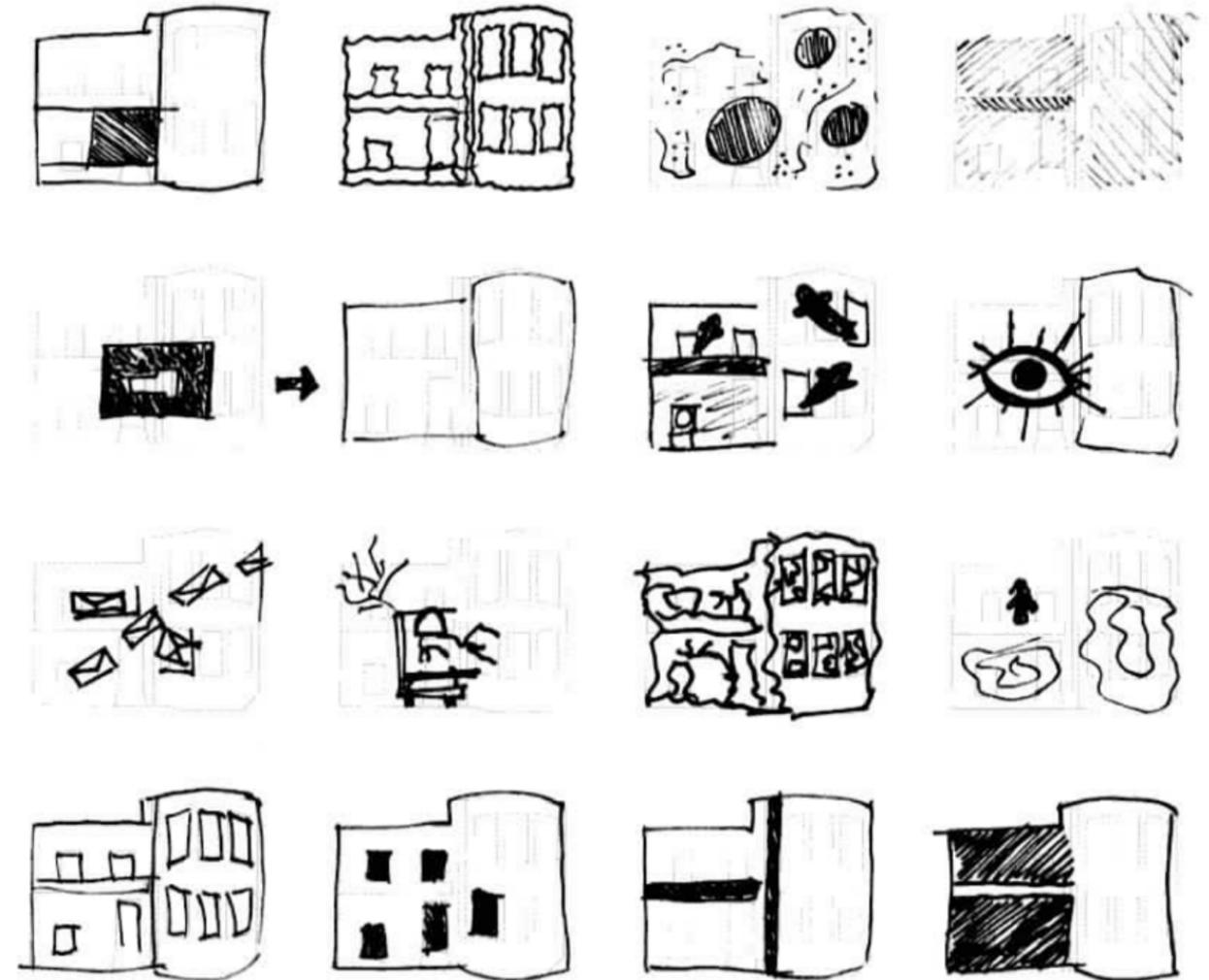
Goals & Objectives

The Dresbach-Hunt-Boyer Mansion, built in 1875 was one of the finest houses in Davis for many decades, helping define the downtown area in its Italianate-style architecture. Standing at the corner of 2nd Street and E Street, the house has seen over a century of Davis history.

Originally built by William Dresbach, the first postmaster of Davis, the house eventually housed a doctor who performed electro-shock therapy on his patients. Records show that a number of Davis residents died while the doctor was practicing out of the home. The house saw multiple residents through the decades from different families, all the while serving as a constant in the downtown area. After a number of renovations and remodels, the house currently serves as office space for the City of Davis.

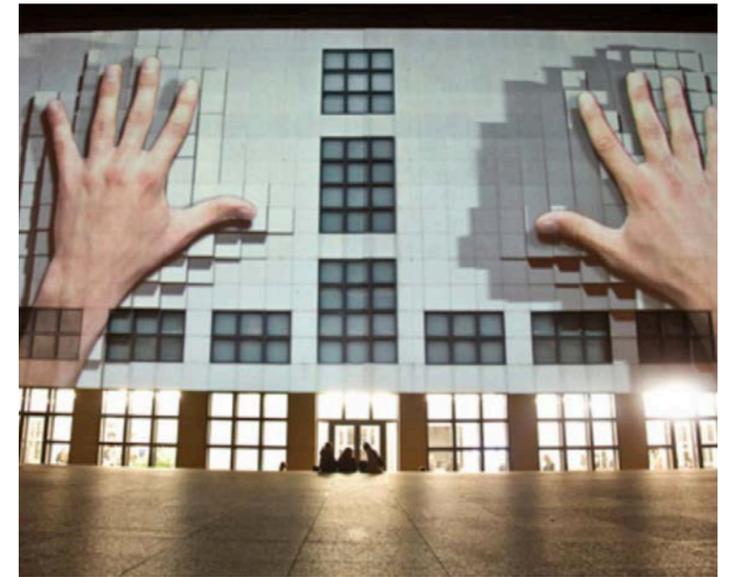
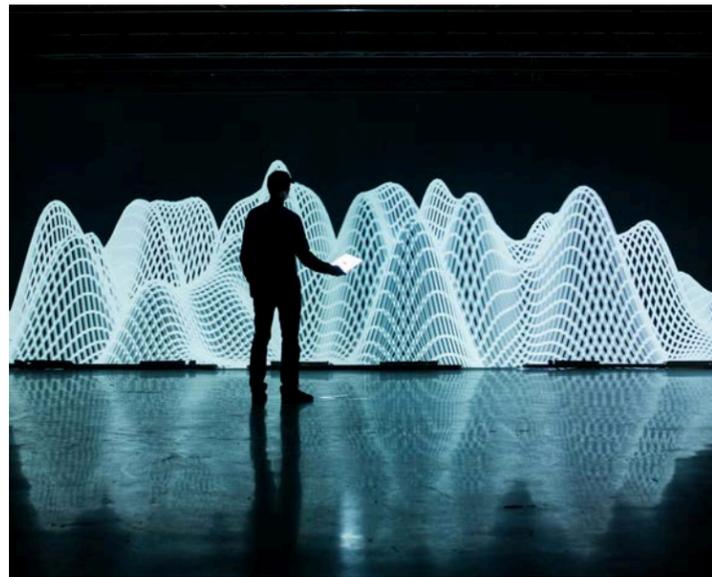
If Walls Could Talk relies heavily on symbols, patterns, and colors to convey the significance of the house. As one of the oldest houses still standing in Davis, it has seen the city's past, present, and future. Spanning topics from William Dresbach himself, to ghosts, space, water, fruit, electricity, fire, and money, the show creates a sensory experience available to an audience of all ages.

The show begins with simple shapes and colors, and builds to a crescendo of visual imagery and music, representing the added character and history the house has seen over time. Our projection has high entertainment value, allowing the audience to see this historic home in a new and engaging way, while being rooted in the visual iconography of the history of the city.



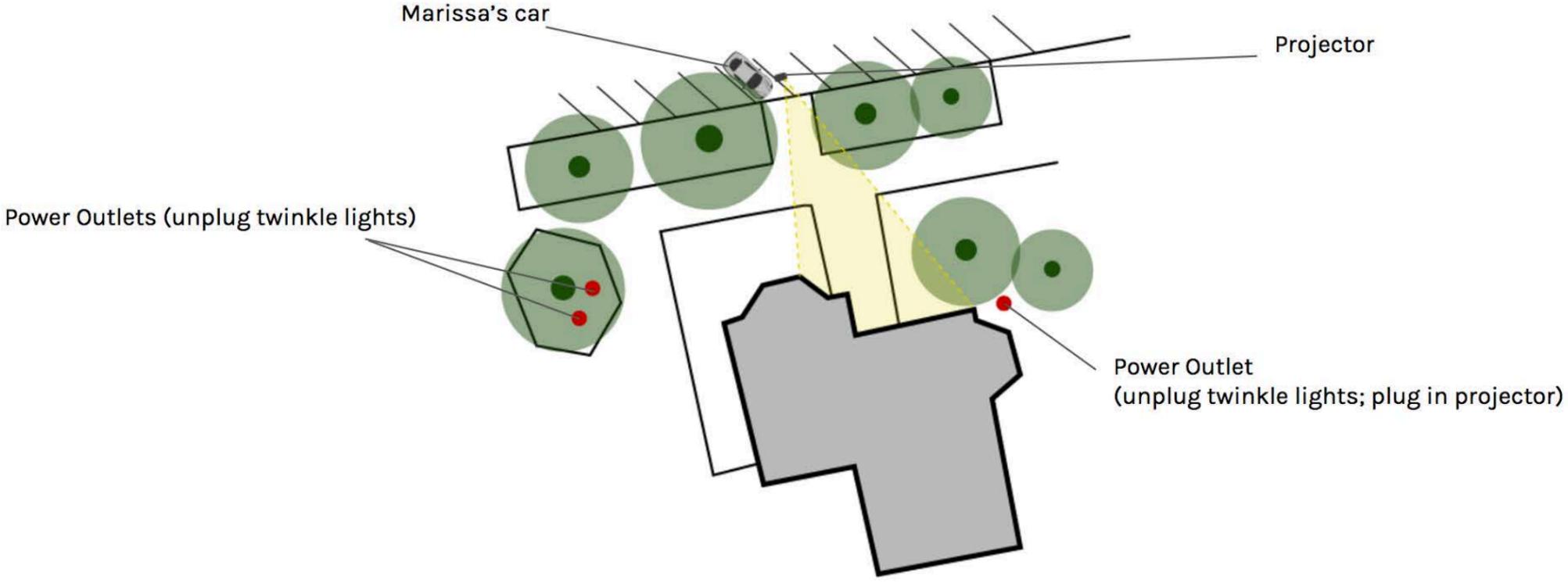
By developing iconography to project and animate onto the Dresbach Boyer Hunt Mansion, we produced a storyboard technique to portray the home's past, present and future. The imagery reflects the project's name; If Walls Could Talk.

Lookbook



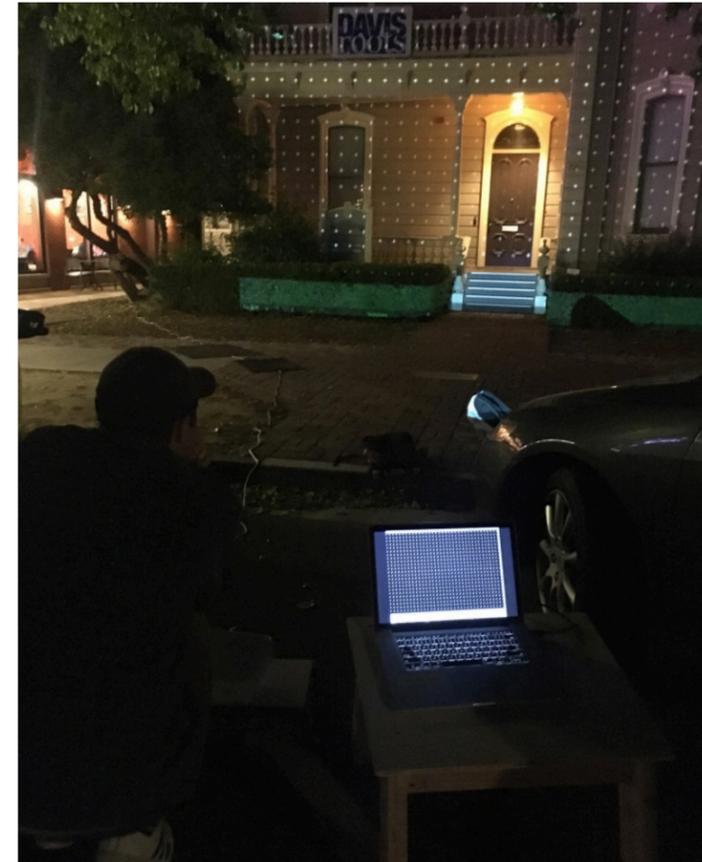
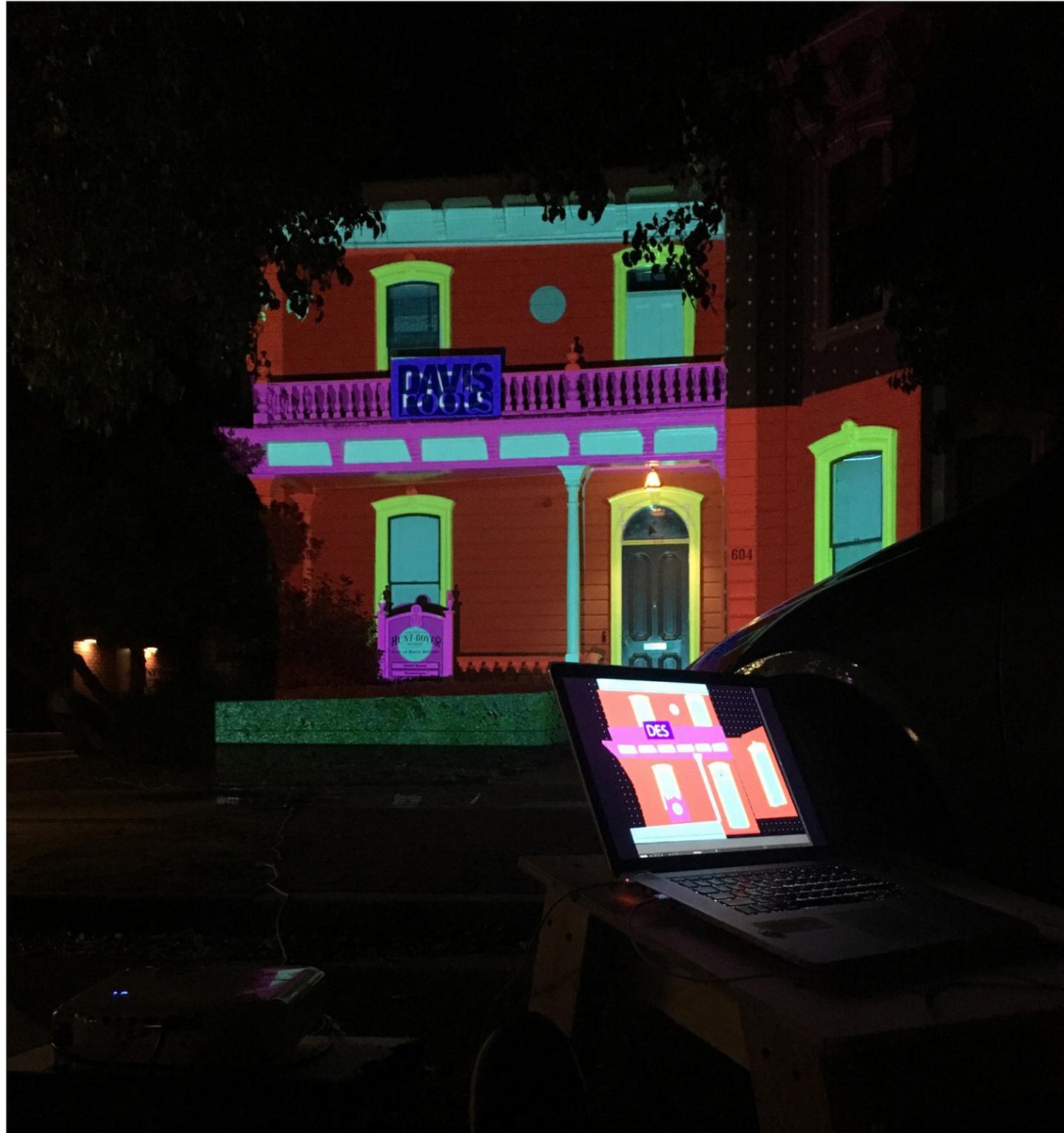
Projection Mapping Inspiration

Design Visualization



SITE MAP
Trees onsite proved to be difficult in finding the ideal place to setup the projector. Power sources were provided by the City of Davis onsite, and disabled the city's twinkle lights during testing.

If Walls Could Talk



PROJECTION SITE / ON-SITE SETUP

The images show the projector setup and the process we took to map the site. By projecting a 20px grid onto the house, we were able to pinpoint areas we wanted to map on directly and work off-site.



Dresbach Boyer Hunt Mansion



Rendering 1: Symbolism reflecting on the Dresbach Boyer Hunt Mansion's ability to transcend space and time.



Rendering 2: An apparition of the ghost once seen in the building.

Materials Palette

Typeface

Aa
Karla Regular

Aa
Karla Bold



(The projection will use a variety of RGB based colors)

Davis Subway
Kelly Kong and Sophia Lam

Davis Subway

Goals & Objectives

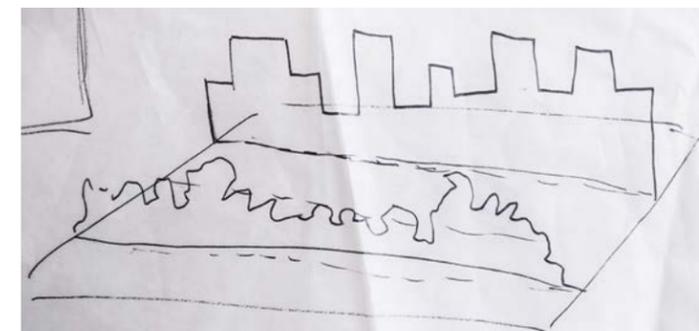
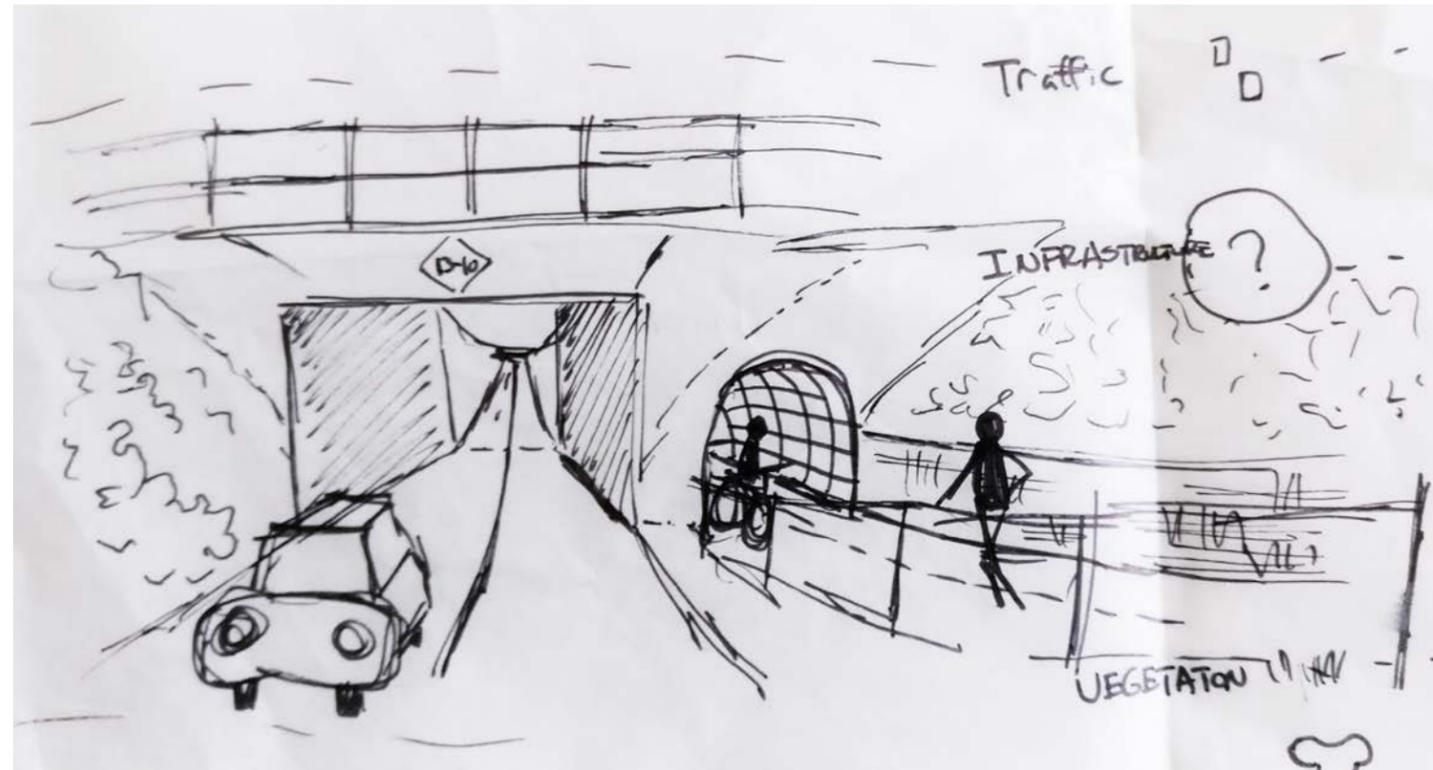
Goals

To convey the following ideas/facts:

- The Davis Subway was built in 1917, the same year Davis became a city
- City of Davis and the Davis Subway are both 100 years old this year, 2017
- How the designs of cars and fashion have changed over time
- How traffic and use of the Davis Subway increased over time
- How pedestrian and cyclist movement changed within the area
- Train movement on the Davis Subway
- When the bike and pedestrian tunnel was installed
- When the bike and pedestrian tunnel mural was painted
- How the area around the Davis Subway slowly had things built/planted on it
- How Davis has grown as a city (show through increased traffic and movement by incorporating sound)

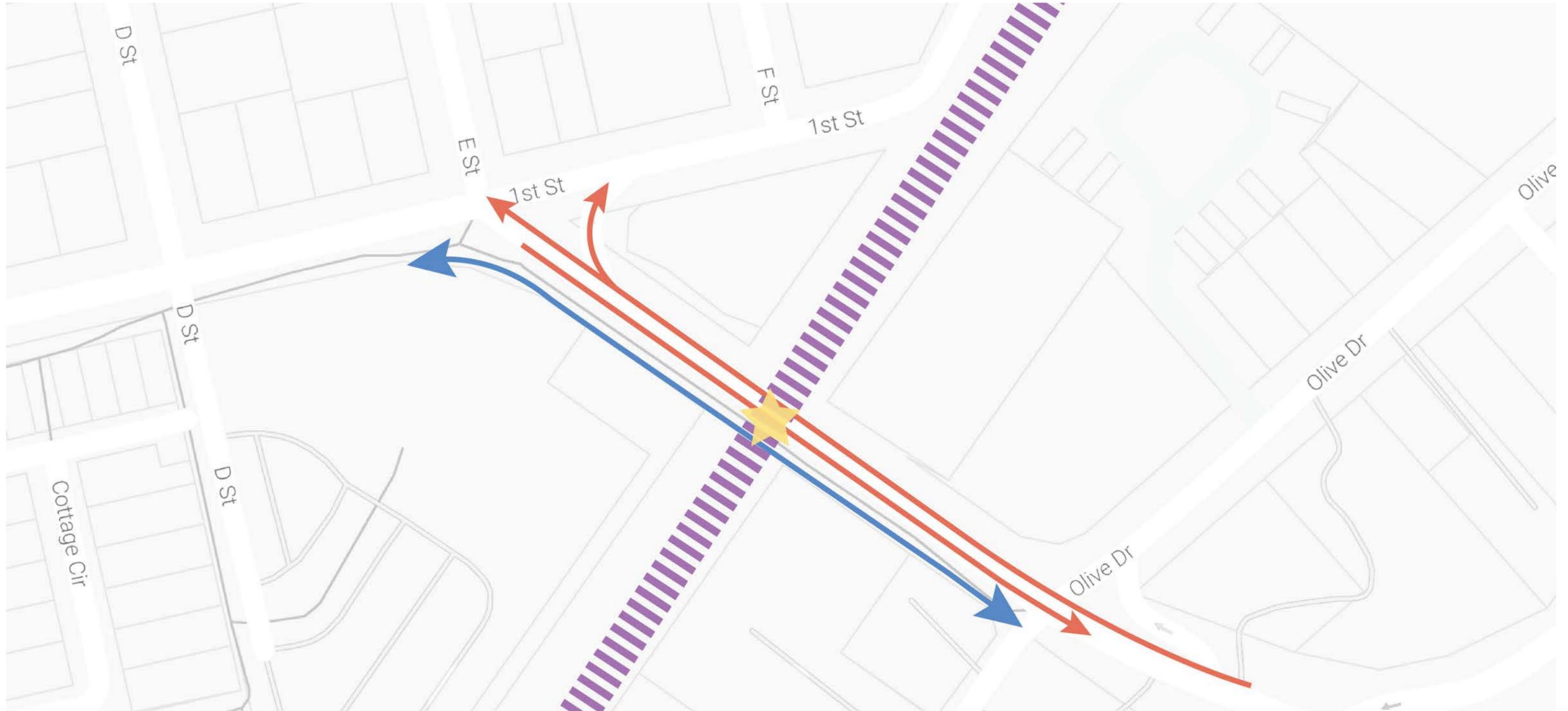
Objectives

- Ensure a comfortable viewing space for the people who come to the event.
- Ensure that people can view the underpass and the screen at the same time and relate the projection to the underpass.
- Develop a narrative projection that shows a time line of Davis relative to the underpass.
- Have people reflect on the changes in Davis and how it developed.
- Capture the audience's attention and thoughts by utilizing sounds - honks, car noises, bicycle sounds, footsteps, train noises
- Utilize visuals, colors, and lights
- Engage all ages
- Build a small model of the Davis Subway, along with props (people, cars, plants), to use in a stop motion video



Various sketches that helped the design team flesh out initial ideas for how to approach telling the Davis Subway's story:
 Top right - sketch of the Davis Subway
 Bottom right - idea to show vegetation change in the video to show change over time
 Middle - possible layer effect to quickly add depth to the video props
 Bottom middle - idea to have props move across scene to add movement and interest
 Left - idea to add simple silhouettes to add people to video, and to utilize basic art concepts to add depth to the video

Circulation Diagram - Plan View



↔ Pedestrian and Cyclist Movement

→ Car Movement

▨ Train Tracks

★ Davis Subway

Davis Subway

Circulation Diagram - Perspective



Pedestrian and Cyclist Movement

← Car Movement

▬▬▬▬ Train Movement

▭ Davis Subway

View of Davis Subway, Looking South

Pictures of Site



North View, Two lanes under Davis subway, going in opposite directions



City of Davis Landmark Sign on North side of Davis Subway



Bike and pedestrian path north of the Davis Subway



Looking towards 1st and Richards Blvd intersection



View of south side of Davis Subway



Close up of art work in pedestrian and bike tunnel



Bike and pedestrian path south of the Davis Subway

Existing Conditions

- Loud
- Heavy traffic; congestion
- Cars, Trains, Bikes, Pedestrians
- Surrounding plaza has a large field with semi-good view

Design Restraints

- Very linear
- Narrow
- No standing, unless in the plaza
- Everything is moving

Davis Subway

Research of Site



Night View of the bike and pedestrian tunnel before the mural was painted



Davis Chamber of Commerce sign on the south side of the Davis Subway



Davis Subway is very low, only 13.5' high



Rendering showing Nishi Proposal for Davis Subway



Historic Photo of the Davis Subway



South view of the tunnel before the mural was painted

- Built in 1917
- Mural in tunnel incorporates motion, spacing, and colored lines
- Last remaining I-Beam rail road bridge in use in CA
- Located under the Union Pacific train tracks
- Community sees it as a traffic heavy place but refused to expand it four times
- In 1973, 1988, 1998, 2015 some residents wanted to expand the number of lanes to four lanes underneath the Davis Subway
- Reason why people did not want to pass the expansion - did not want to pay the taxes, preferred that money should be allocated to other projects, felt that expansion would make the downtown less pedestrian friendly, wanted to keep the Davis "small town" character
- In 2015, the bill barely did not pass with 56% voting to not expand: "For opponents, widening would destroy the town's 'old-fashioned, pedestrian-friendly... small town character.'"
- If the Davis Subway were to be expanded the boy scout cabin would have to be demolished
- One proposal to help pay for an expansion, was to charge a toll to drivers who passed the Davis Subway
- The Davis Subway is the entrance to Davis (beginnings of downtown)
- Built to be part of the first state highway, route 6
- Became an alternate route on the coast to coast Lincoln Highway, linking SF and the Bay

Lookbook



Simple paper cut outs, but staggered within a scene gives the viewer perspective



Mix of 2-D silhoues and 3-D objects give this image a unique feel



Simple details and repetition can give life to buildings and a video's environment



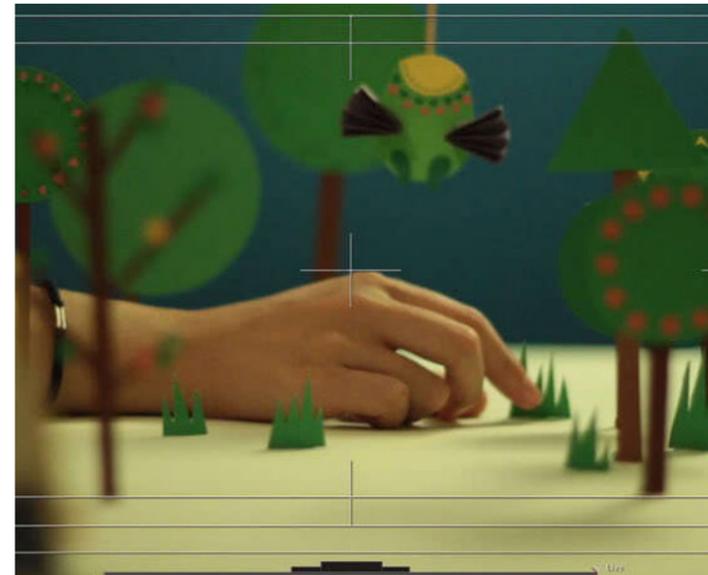
Good example of how even very little layering with paper can add a good sense of depth



Simple silhouettes are easy to create but still have a rich quality good for story telling



Inspiration for how the design team can set up their stop motion video

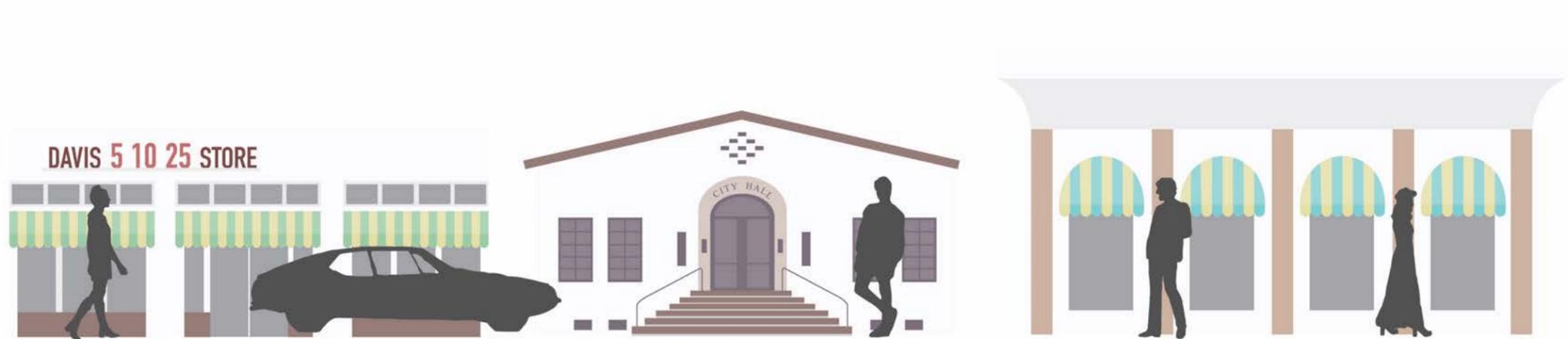
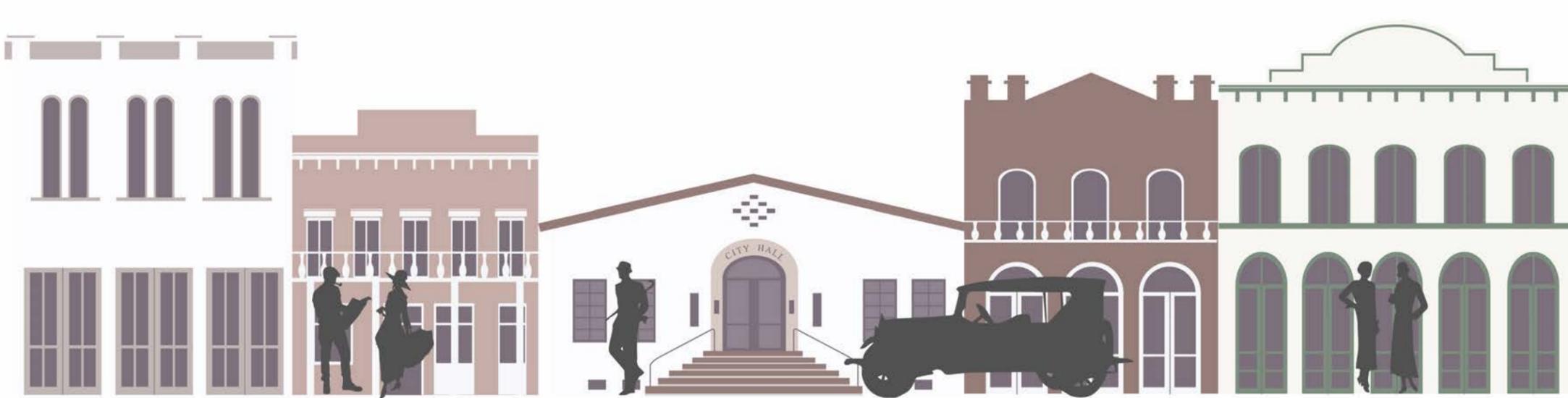


Incorporate people's hands to add an interesting dimension

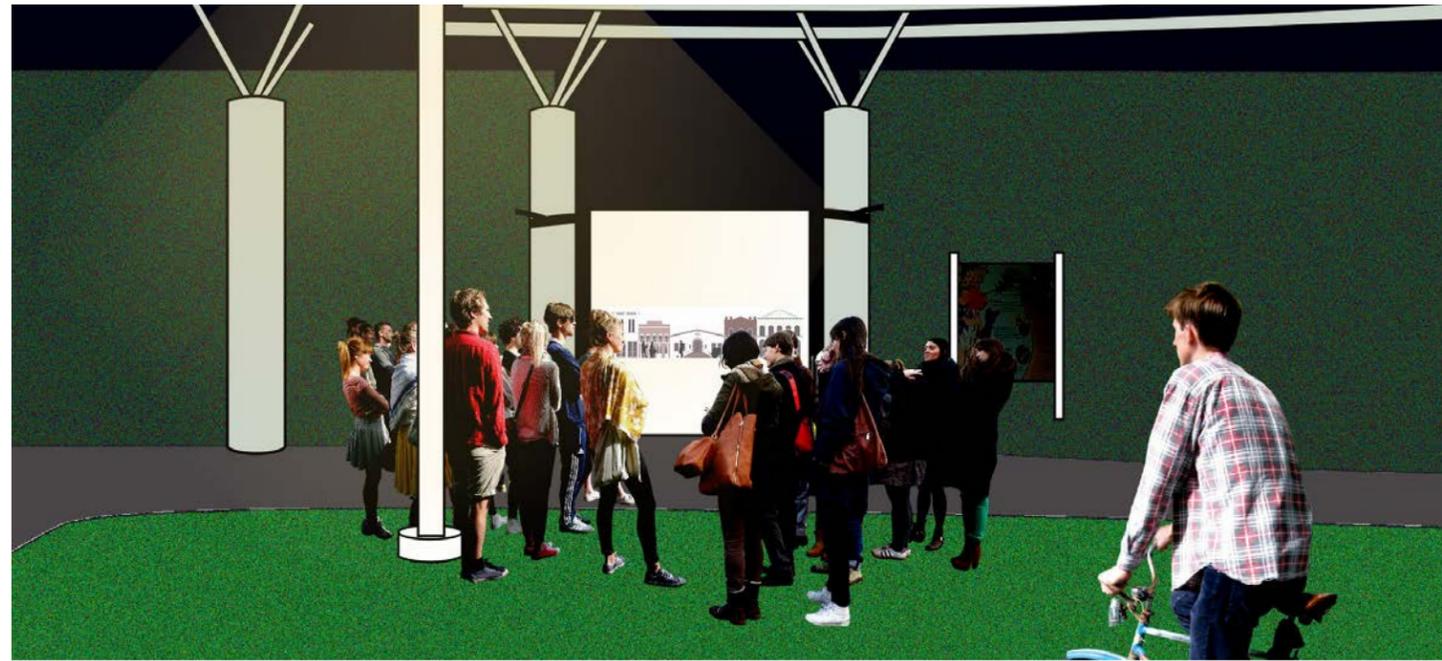


Example of how to set up a camera for stop motion video projects

Design Visualization



Two initial renderings created by the design team to gain a better understanding of how the props may look.

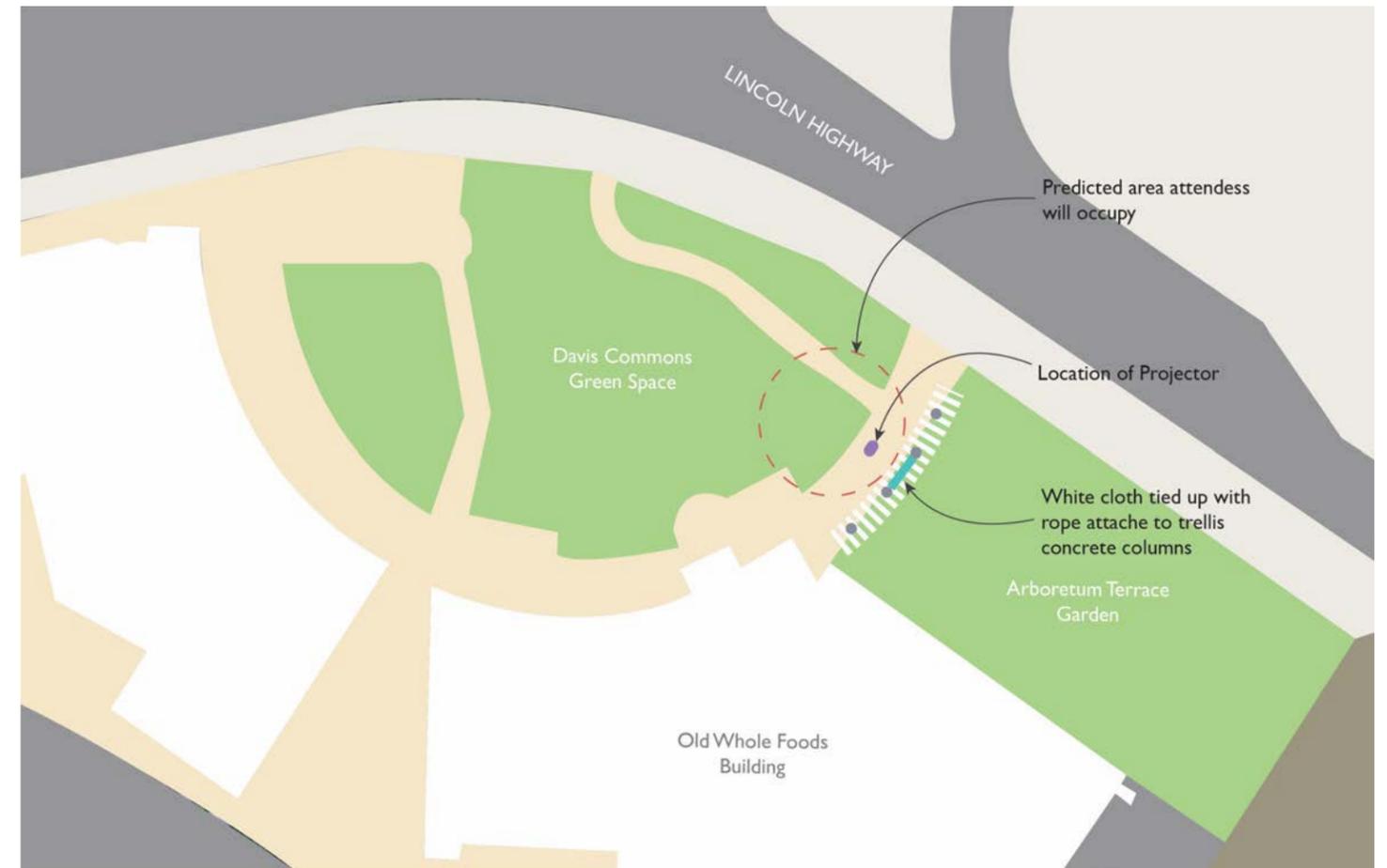


Front view of the screening location at Davis Commons



Side view of the screening location at Davis Commons

Site



The screening will take place at the Davis Commons. Utilizing a large white cloth, PVC pipes, and rope, a large temporary screen will be hung in between existing large cement pillars right in front of the arboretum garden at the Davis Commons.

Originally the design team wished to have the screening at the Davis Subway, but after further analysis, the design team concluded that the Davis Subway's traffic flow and narrowness made it unsafe to host the screening.



Scene from final video

Behind the Scenes



A lot of work was completed behind the scenes to complete the video. Over 50 different props were created by laser cutting simple silhouettes. And a team of five worked together to meticulously move the different props for each picture.

Right - props drying on their new clear stands to help them stand

Middle - view into the camera view finder during production

Left - Gin and Kelly moving props for one of the video scenes during production

Video Edits

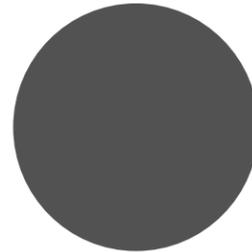


One idea for the video was to personify the Davis Subway by adding a face to the bridge. The two images on the left are two different styles for the bridge.

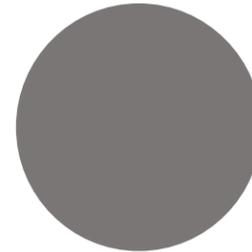
Materials Palette

Typeface

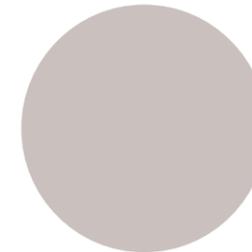
REIS
ABCDEFGHIJKLMNOPQRSTUVWXYZ



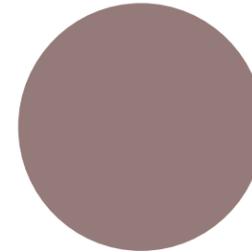
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Y 56.1 G 83
K 33.03 B 82



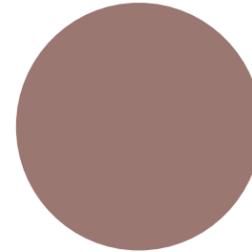
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Y 17 G 119
K 50 B 119



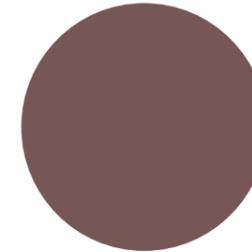
CMYK/ HEX RGB
C 20 Hex: #CBC0BE
M 21 R 203
Y 20 G 192
K 0 B 190



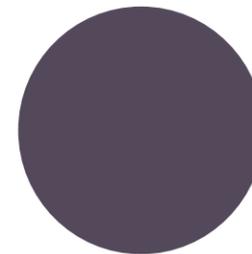
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K 8 B 120



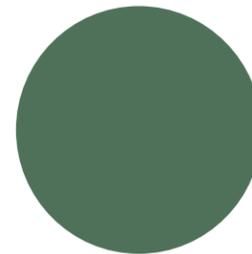
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M 42 R 154
Y 38 G 118
K 28 B 111



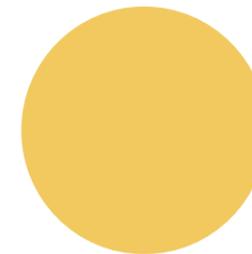
CMYK/ HEX RGB
C 47 Hex: #765856
M 62 R 118
Y 56 G 88
K 26 B 86



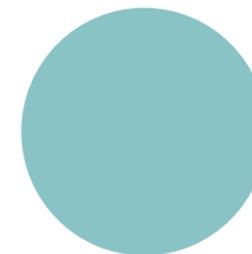
CMYK/ HEX RGB
C 66 Hex: #554B5A
M 67 R 85
Y 46 G 75
K 30 B 90



CMYK/ HEX RGB
C 69 Hex: #51705A
M 38 R 81
Y 68 G 112
K 21 B 90



CMYK/ HEX RGB
C 5 Hex: #F3C95F
M 20 R 243
Y 74 G 201
K 0 B 95



CMYK/ HEX RGB
C 45 Hex: #8CC3C6
M 8 R 140
Y 22 G 195
K 0 B 198

Davis Boy Scout Cabin
Perry Elizabeth Wong Costa
Vanessa Guerrero

Davis Scout Cabin

Goals & Objectives

Log stumps in a pow-wow formation will be used as seating for guests and to stage the projection space in an intimate spatial setting.

Generic white christmas lighting will be hanging from surrounding branches leading into central projection area.

We will channel ethos through the use of Benjamin Britten's music (Simple Symphony, etc.)

A white sheet will be pinned over the exterior front window for projection surfacing.

In this traveling exhibition, we will be channeling the ethos of childhood.

We want our informative nod to the history of this cabin to be articulate and graceful, and yet still thematically whimsical in music, decoration and the dry humor of the video itself.

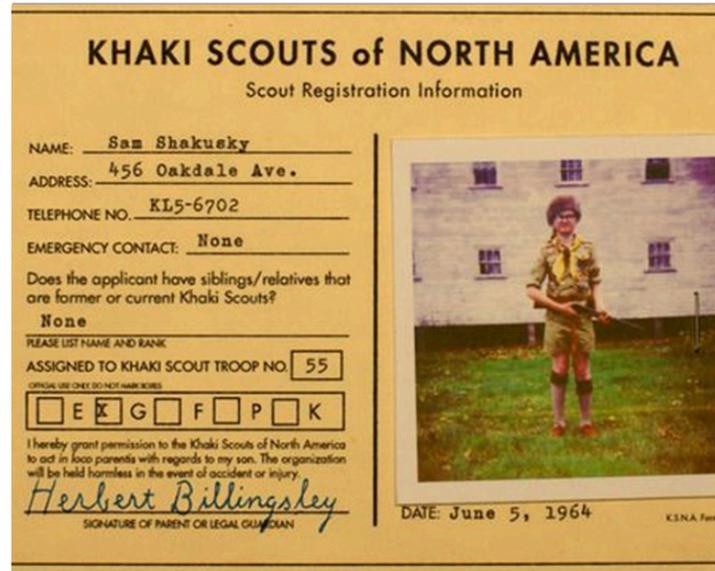


Sketch of Site



Story board Sketches

Lookbook



Inspiration for possible photo booth idea



Idea for handout card with the history



Thinking of giving badges or buttons



Inspiration for possible inside access



Examples of boy scout patches



We will have a gramophone playing music when the group arrives

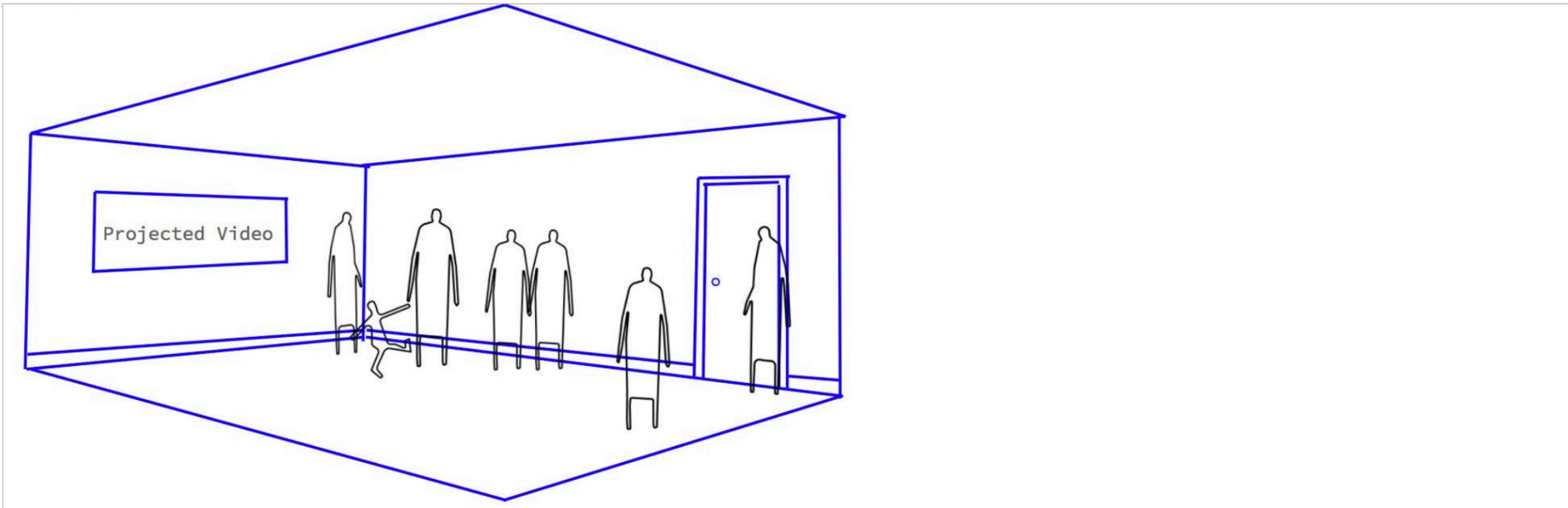


More ideas for giveaways



Decoration for our environment

Design Visualization



This was a rough plan of utilizing the interior of the cabin for the sake of an indoor projection space. Upon request, we were denied access to the inside of the cabin and had to create a new plan to use the exterior face of the cabin for the projections.

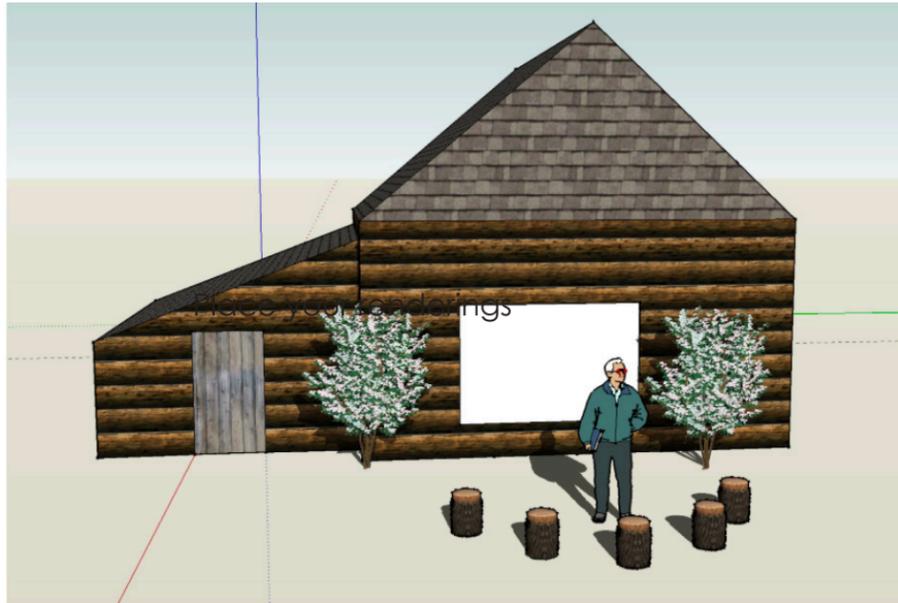
If you refer to the renderings depicted earlier, we exhibit a use of the exterior space as a projection surface and create an intimate setting for participants to interact with one another pre and post video projection.



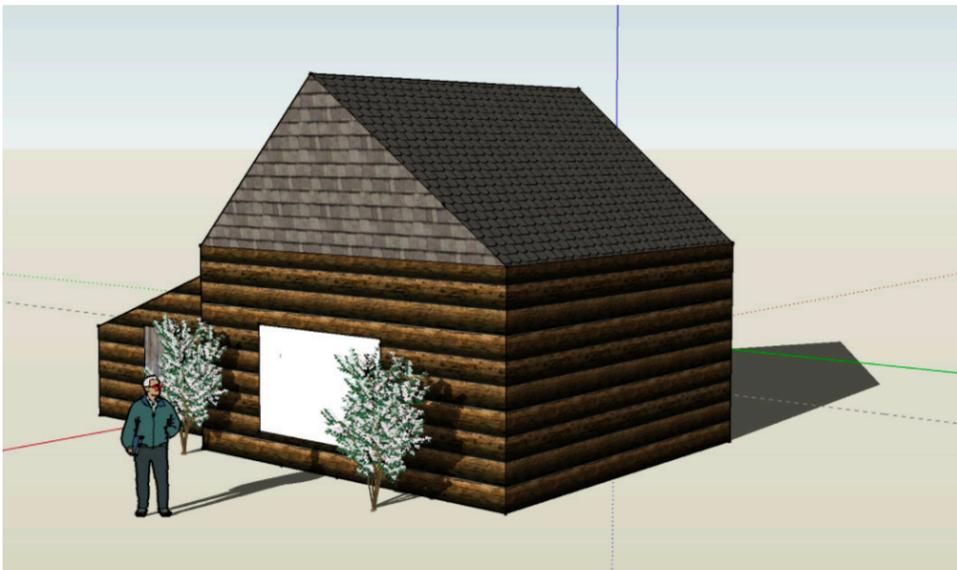
These are the original scans of the Davis Scout Cabin being built by Troops 66 and 139.

Although this photo album is no longer accessible by the general public, we used the archival information available in order to construct a rich and historical perspective for the video setting as well as the space.

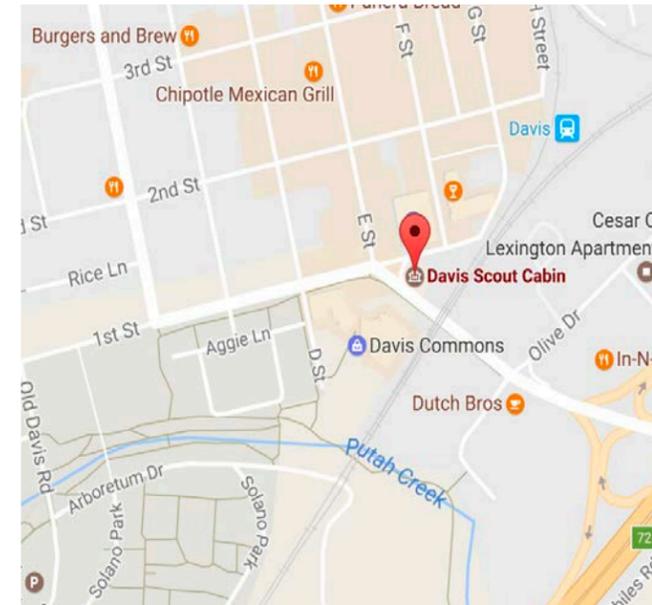
Site



This is a rendering using SketchUp to illustrate how the intention of creating an intimate setting for the projection viewing by using log stumps for sitting in a semi-circle .



This is an angled rendering of using the front face of the cabin as a projection surface.



Here is the site for the projection.

These renderings depict the cabin where the group will gather to view the projection. As you can see, the cabin is in a traffic heavy area of Downtown Davis and is alongside two major streets that are typically congested with cars night and day. In addition, the cabin is located next to a parking lot for a movie theater.



Davis Boy Scout Cabin



This is the front view of the cabin, ideal for projection due to the visibility of the event, as well as the large open surface of the cabin which will allow for a projection sheet to be hung.



It was also considered that we utilize the side of the cabin to avoid excess noise from street traffic and oncoming pedestrians wandering through downtown. The side of the cabin still provides the visibility necessary, however, is slightly more private and hidden. It's located alongside the parking lot.



This side of the cabin is alongside a yield corner on Richards Blvd. and was ruled out early as a projection surface but was a potential advertising site for the event.

Materials Palette

Typeface

Bolina Regular

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

nopqrstuvwxyz

1234567890

Didot HTF-M11-Medium

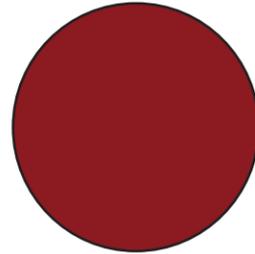
A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

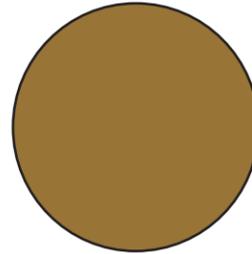
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nopqrstuvwxyz

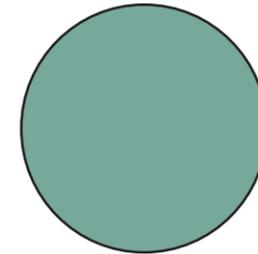
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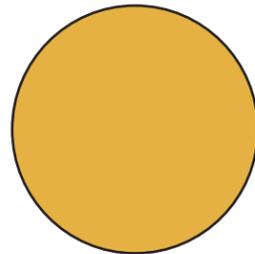
CMYK/ HEX RGB
C 28 Hex: #8B1C22
M 99 R 140
Y 92 G 27
K 30 B 34



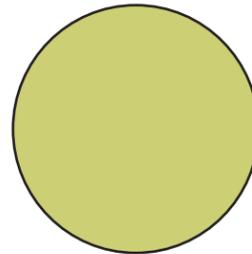
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Y 91 G 117
K 15 B 55



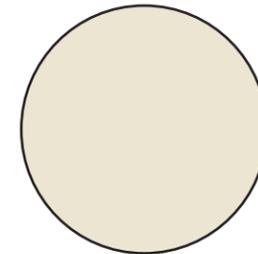
CMYK/ HEX RGB
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M 20 R 121
Y 42 G 168
K 00 B 156



CMYK/ HEX RGB
C 10 Hex: #E6B044
M 31 R 230
Y 86 G 177
K 00 B 67



CMYK/ HEX RGB
C 22 Hex: #CECF76
M 9 R 205
Y 67 G 207
K 00 B 118



CMYK/ HEX RGB
C 7 Hex: #EBE4D1
M 7 R 235
Y 18 G 228
K 0 B 208

Southern Pacific Depot
Jeanette Chiu & Natalie Dowd

All Aboard!

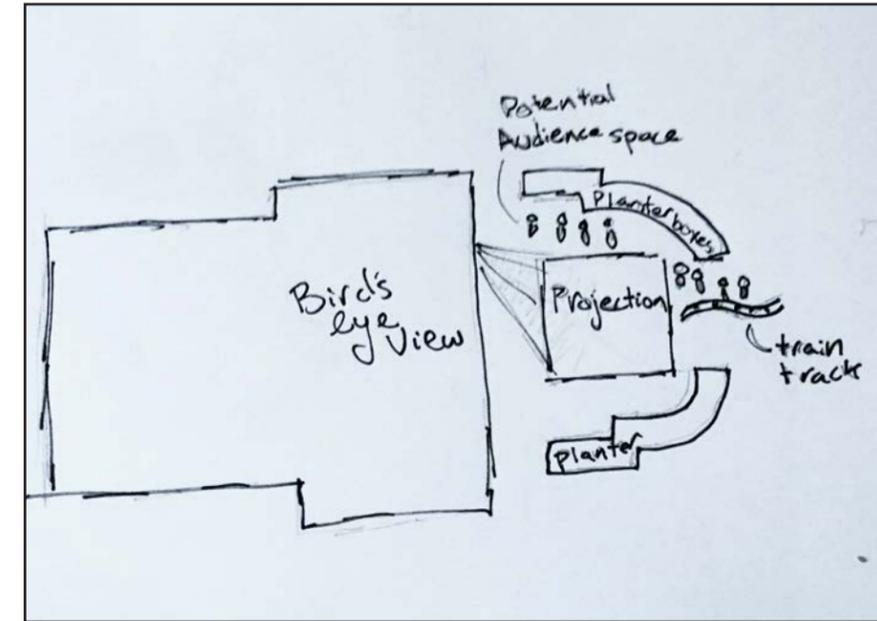
Goals & Objectives

CONTENT

- In our movie clip, we want to share the history of the station specifically, when it was built, the history of the building and how the dean of the school asked that it be moved over 400 feet to make room for a new track; making it possible for a siding track so passing trains would not have to stop and wait.
- We also want to include the history of the train tracks. This includes what stops the train would visit on its trips between the Berkeley and Davis campuses as well as the editions of that helped to form the technology and speed that the trains now have with Amtrak.
- At the end, we will have audience interaction time where visitors connect Davis and Berkely on a map either using chalk or glow sticks to make train tracks that include the important stops along the way (ex: the Oakland train stop).

LOGISTICS

- With the permission of Amtrak we hope to project from the top of the building down into the plaza area. Audience members will be able to gather and view.
- We want to project our short movie and share with audience members how the creation & growth of the University of California at Davis was contingent on the existence of the Southern Pacific Depot.
- For our interactive piece, we want to dress as conductors or railroad workers and direct the audience to utilize chalk or glowsticks to create a railroad track to implement the knowlegde they gained in our presentation.

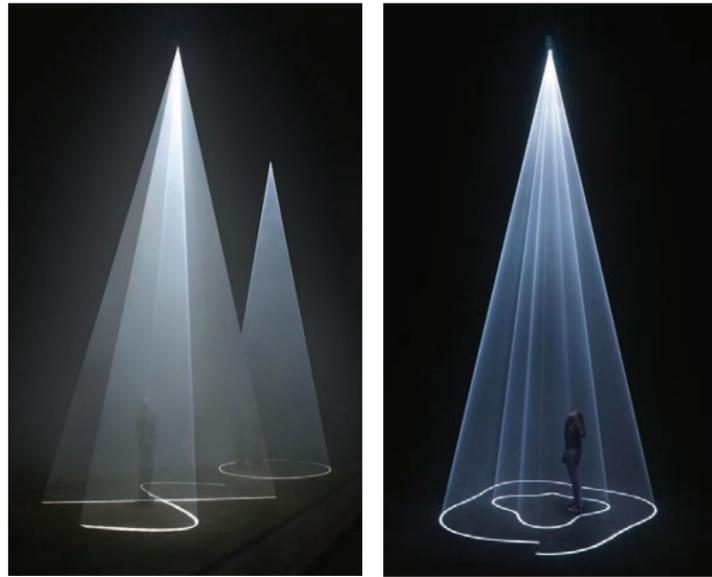


Sketch of Site



Opening Scene

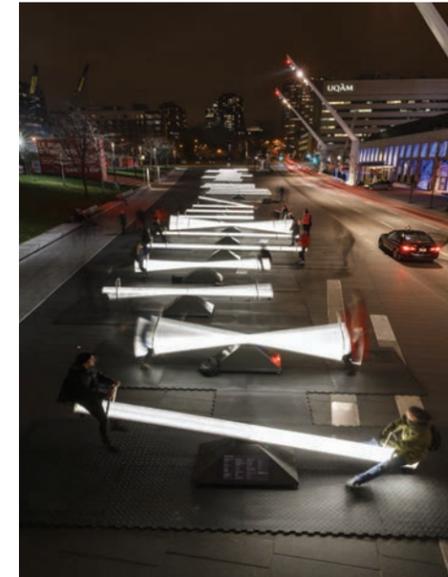
Lookbook



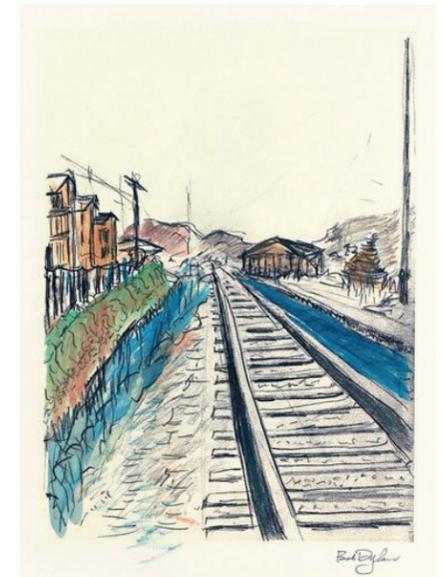
Solid Light Films by Anthony Mccall



Color tunnel in Birmingham, Alabama



Impulse Lighting, Montreal



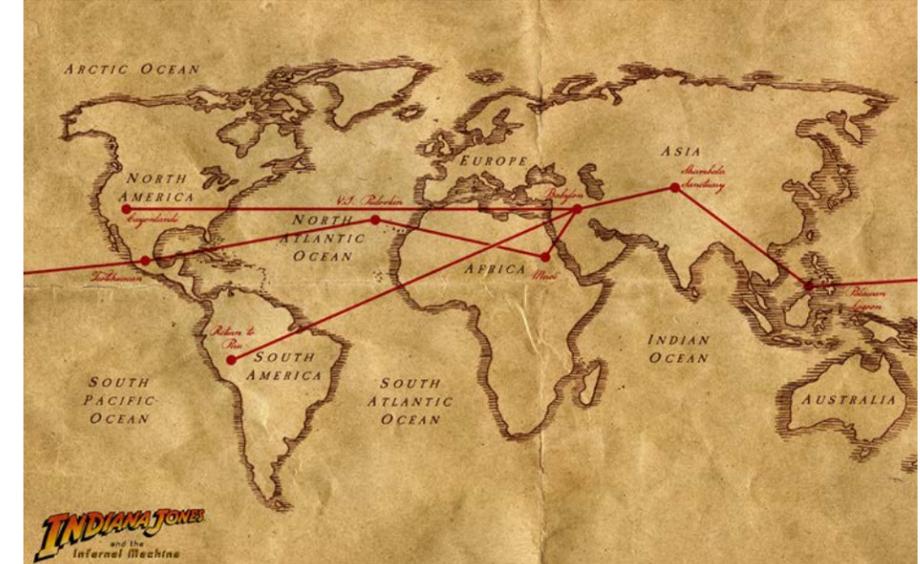
Train Tracks- Bob Dylan



Solid Light Films by Anthony Mccall



Twisted Tracks Glow in the Dark Tracks

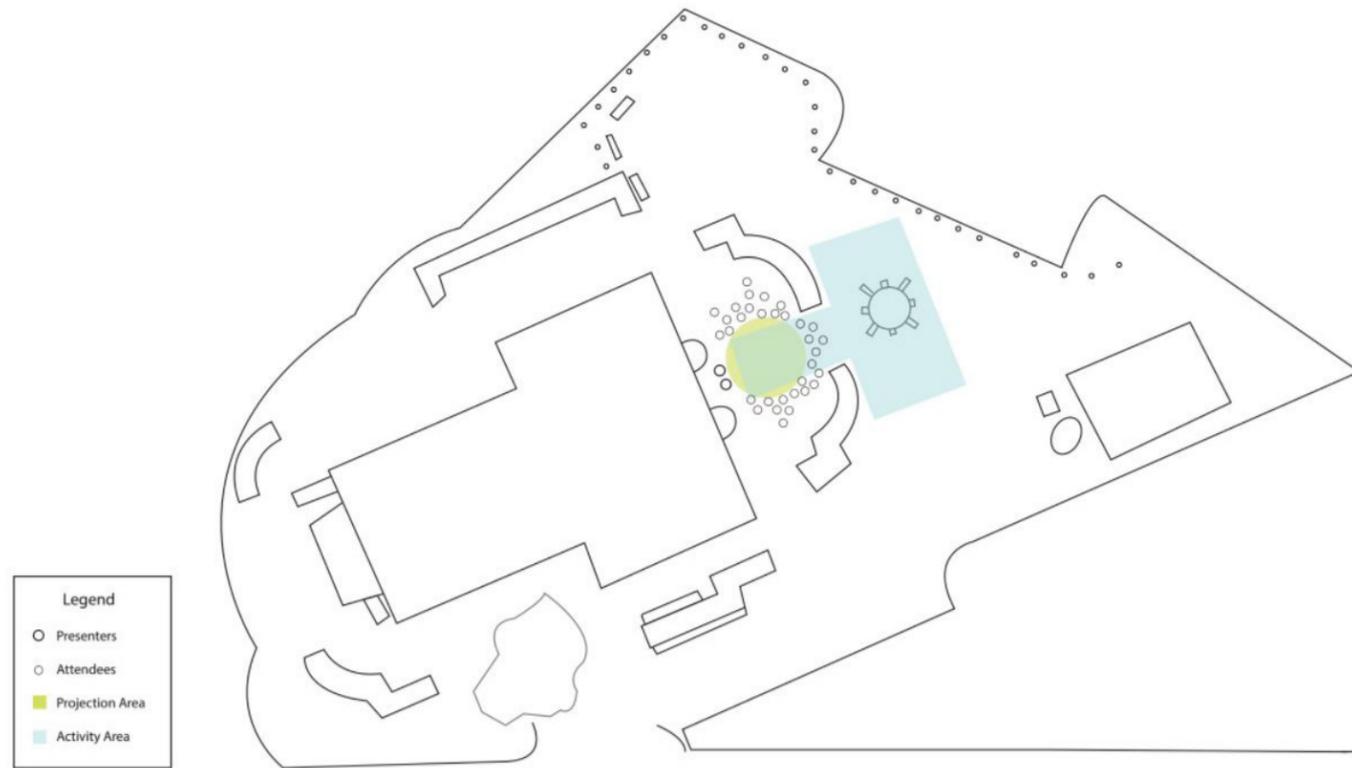


Map from Indiana Jones

Design Visualization



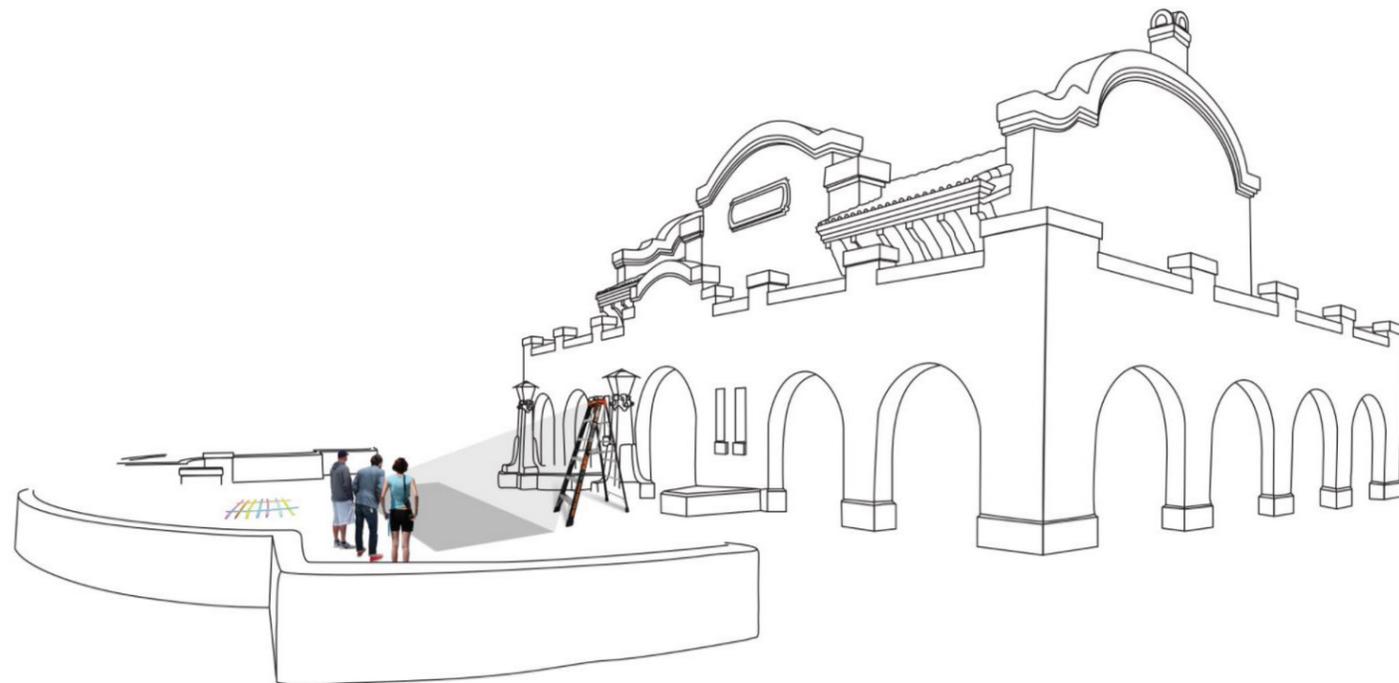
Bird's eye view of Southern Pacific Depot



Map of site

Site

The video will be projected on top of a ladder and onto the cement floor of the courtyard in front of the Southern Pacific Depot. There are planters surrounding the courtyard in which audience members can sit on and enjoy the projection.



Elevation



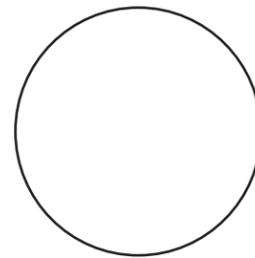


Southern Pacific Depot Photograph from Eastman's Original Collection

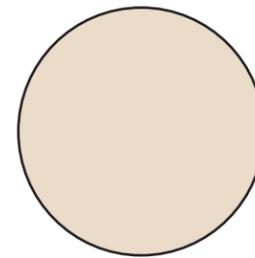


Southern Pacific Depot in 1911

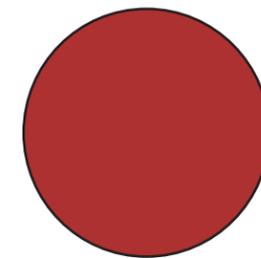
Materials Palette



CMYK/ HEX RGB		
C	00	Hex: #FFFFFF
M	00	R 0
Y	00	G 0
K	00	B 0



CMYK/ HEX RGB		
C	07	Hex: #E9DAC9
M	12	R 233
Y	19	G 218
K	00	B 201



CMYK/ HEX RGB		
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M	93	R 173
Y	87	G 49
K	14	B 49

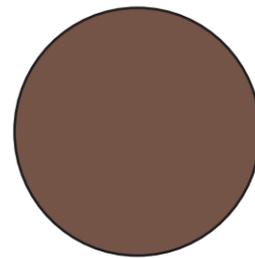
Typeface

Bookman Old Style Bold

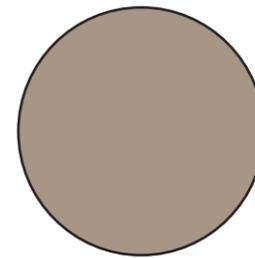
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abcdefghijklmnopqrstuvwxyz

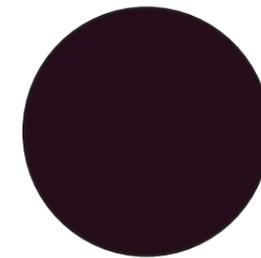
1234567890!@#\$%&*()-_



CMYK/ HEX RGB		
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M	61	R 114
Y	66	G 84
K	31	B 72



CMYK/ HEX RGB		
C	36	Hex: #A49483
M	38	R 164
Y	48	G 148
K	02	B 131



CMYK/ HEX RGB		
C	67	Hex: #E9DAC9
M	82	R 40
Y	58	G 16
K	74	B 31

Varsity Theater
Borair Elyacy, Megan Marschall

Fast Times at Varsity Theater

Goals & Objectives

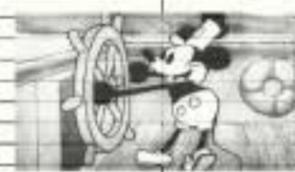
- Contact the owner/manager of the Varsity Theater and negotiate a time slot for the presentation - Ask if the site would like to act as a sponsor
- Ask for freebies or handouts (i.e. free popcorn)
- Reveal the importance of film in pop culture and the history of Davis
- Film as an art not just entertainment
- Importance of storytelling as an art
 - “What was the most influential film for you?”
- Encourage the viewer to think about how a film can change a person's worldview and their own personal experiences



Sketch of Site

Project Overview

Over the years, Davis has grown into a quiet little college town with a deep and rich history. From the first official bike pathway off Sycamore Avenue to the University of California, Davis campus, this city has made a name for itself and not through a lack of trying. Our goal for this project is to help tell the story of Davis and reveal its most impactful transformations in the last century using the Varsity Theater facade as our canvas. The broken marquee will be illuminated for one night, displaying a dazzling show of sight and sound. Through a series of short clips from the most influential and popular films in the last century, our installation will give the audience a visual and auditory experience to narrate the history of Davis, California from 1917-2017. Below is the events and films that we have selected to use for our project.

STEAMBOAT WILLE 1928		WIZARD OF OZ 1939	
00:15 - 00:20		00:20 - 00:35	
500 DAYS OF SUMMER 2009		LA LA LAND 2016	
01:30 - 01:40		01:40 - 01:50	
SUPPORT INDEPENDENT LOCAL FILM MAKERS		SUPPORT INDEPENDENT LOCAL FILM MAKERS	
01:50 - 01:55		UC DAVIS FILM FESTIVAL MAY 12TH & 18TH	
01:50 - 01:55		01:55 - 02:00	

Story board Sketches

Lookbook



Clip from the film Cinema Paradiso showing an projection of a movie on a building wall



2011 Dubai Film Festival



Projection of film onto carport overhang



Outdoor movie theater in North Misoulla



Outdoor Movie projection in Baltimore



Video projection on abandoned building



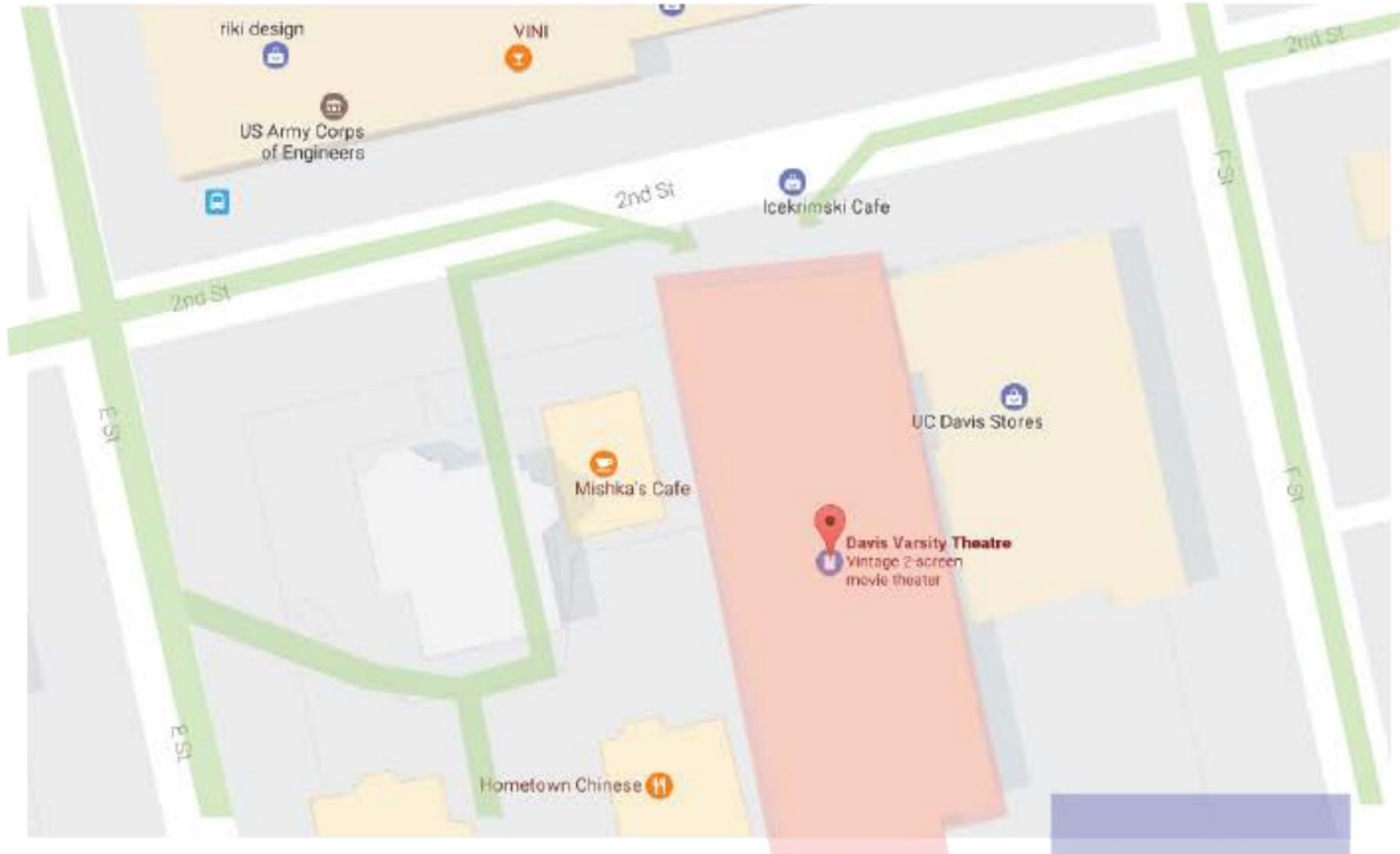
Paramount Theater Marquee



Hollywood Theater Marquee

Design Visualization

Map of Site



Here is the site for the projection.

Renderings depict the pavilion of the structure where the group will gather and the site will be projected.

Walking pathways are primarily on 2nd street with adjacent access between E street and F street.

-  Parking Lot
-  Site Area
-  Walking Pathways



The overhang angles out from the left hand side and is embellished at night with horizontal lines of red neon. Below this, the front wall of the theatre angles backwards to mirror the overhang before curving smoothly around to meet the extremity of the right-hand wall.

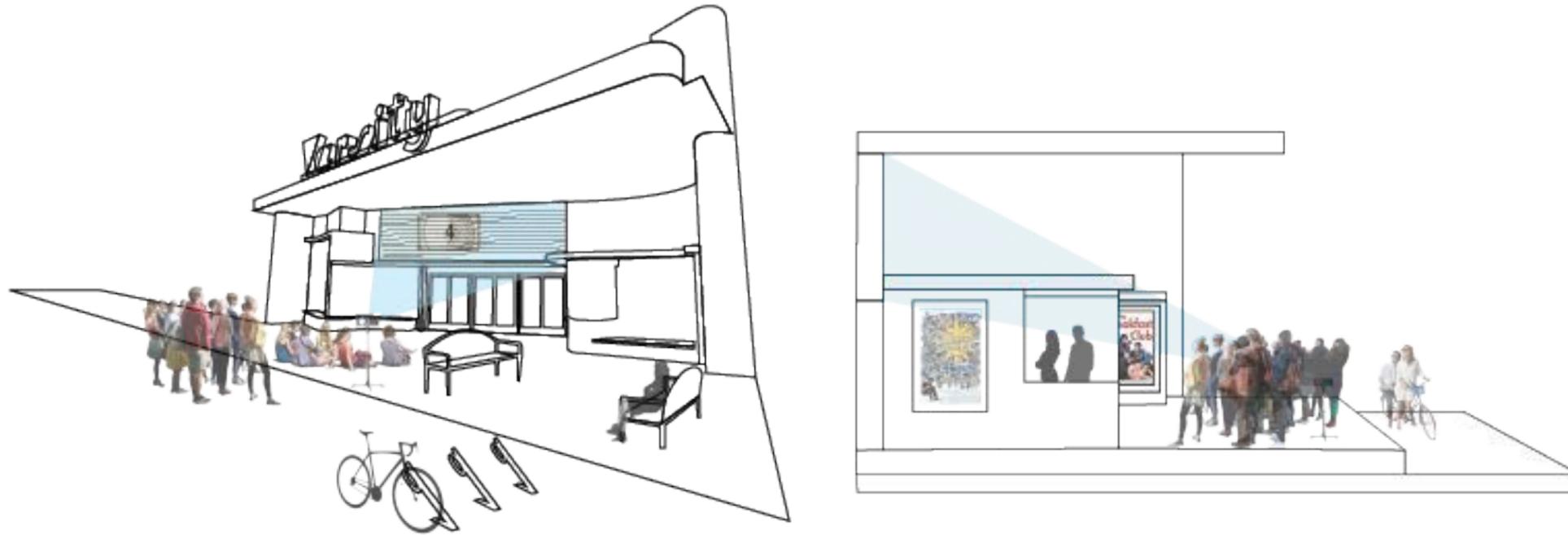


Various moderne features are apparent in the Varsity's facade. The horizontal line formed by the top of the doors is continued by the chrome trim on the roof of the curved box office.



Drawing by Pete Scully

The site does not have any direct parking access, however, there is a parking lot at the Regal Theater just a couple of blocks south of the Varsity.



MARQUEE PROJECTION

The facade of the Davis Varsity Theater is ideal for projecting content without any major obstacles to block it. The lights in the marquee will be the only difficult part in this particular concept. The last show times begin at 8:30pm, making it ideal for our class to find a way to ask the owner to shut down the marquee for a short time.



AUDIENCE

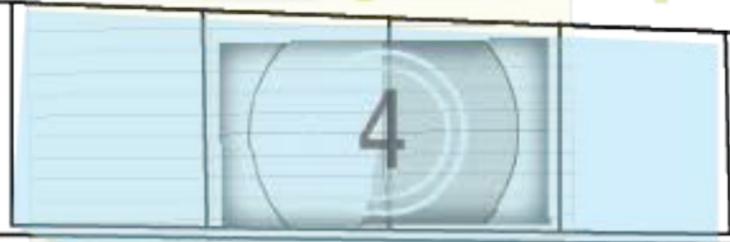
There is quite a lot of room out front of the Varsity Theater that we can utilize. A large group should be able to gather in front of the building with no problems, but the farther back people can stand the better—because our projection will be up high on the marquee and could be hard to view from up close.

CENTENIAL CINEMA

The marquee will act as a movie screen—utilizing the marquee dividers to visualize the video text. The recessed lighting will be turned off upon request so that lighting is minimal. The streetlight along the sidewalk, the lights from adjacent stores along with the Varsity's neon signage will be the only sources of light. We hope that this dark space will be enough to project our film.



Varsity



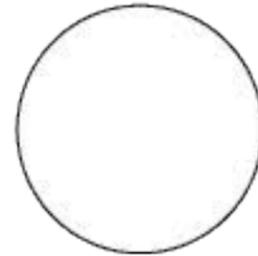
www.livestart.com



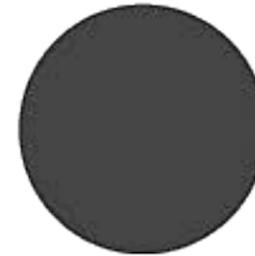
Century Gothic

Regular

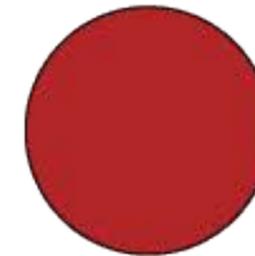
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz



CMYK/ HEX RGB		
C	00	Hex: #FFFFFF
M	00	R 255
Y	00	G 255
K	00	B 255



CMYK/ HEX RGB		
C	67	Hex: #444544
M	60	R 68
Y	60	G 69
K	44	B 68



CMYK/ HEX RGB		
C	21	Hex: #B22525
M	98	R 178
Y	99	G 37
K	12	B 37

Century Gothic

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

BUDMO

BUDMO JIGGLER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

The look of the projection is going to be mainly inspired by old time movie marquee's along with the style of old hollywood black and white films. The marquee of Varsity Theater has been out of commission for quite some time. We aim to emulate the look and feel of the marquee whilst bringing it back from the grave to be lit up once again, with the help of our projector. In addition to this, we plan to create animated silhouettes that will move across the screen while appearing to be carrying the letters used for the marquee.



Armadillo Music
Shannen Hulley & Melissa Lager

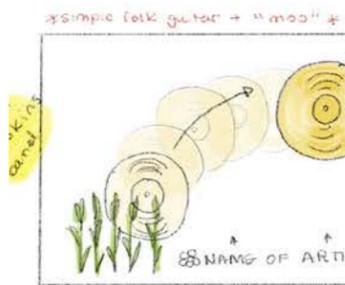
Historical Records: Sounds of Davis

Goals & Objectives

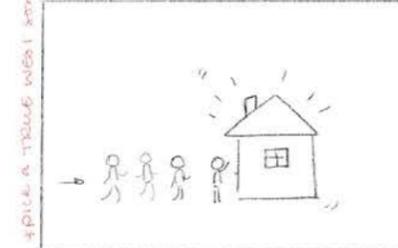
"Historical Records: Sounds of Davis" highlights the history of music in Davis and the various styles and genres that have evolved or emerged overtime as the city has grown and become a place of diversity. It incorporates music from different bands and musicians associated with Davis and famous acts that have played in the city. Music genres ranging from folk and bluegrass to electronic and hip-hop are featured. This allows the audience to hear the variety of sounds that have come out of Davis. Visuals and illustrations accompany the music, depicting various scenes around Davis to provide a story alongside the music. The video will be projected onto the F Street facade of Armadillo Music in Downtown Davis, where they pride themselves on providing the community with a wide range of music in all formats available. The audience will be able to gather along the wide sidewalk area in front of the building, as well as in the parklet space constructed in a reserved parking spot. This parklet also adds to the feeling of community that is often associated with music.

PROJECT NAME: HISTORICAL RECORDS (of DAVIS)

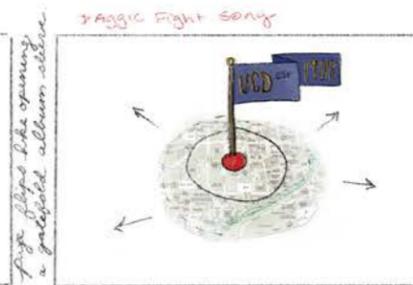
BY: MELISSA LAGER & SHANNEN HULLEY



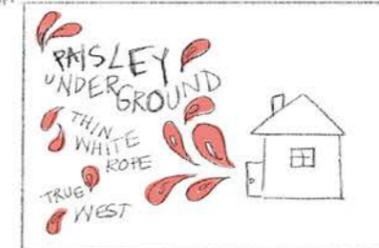
We go through the history of Davis music, starting w/ folk
→ A yellow vinyl sun rises up over a field of crops & plays folk music as the name of the artist sprouts up.



For 80s rock we will play TRUE WEST & THIN WHITE ROPE, show a house shaking/bouncing, and a person walking up/making on the door to enter the house party.
* Door opens & music gets loud.



Signify UC Davis being est. & expanding by placing a flag on a map & allowing the map to "expand"



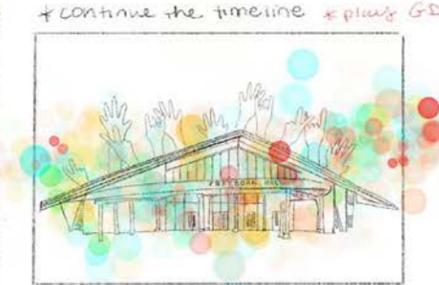
When the door opens the name of the genre flows out along w/ paisley & then the name of the bands.



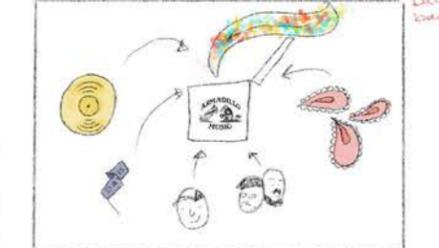
→ leads into a clip showing the diversing of the town w/ regards to music



To highlight 2 famous artists to come out of Davis in recent times, we will feature DJ Shadow & Blackalicious → when they open their mouths, their music will play → also a chance to feature KDVS.



A simple outline of Freedom hall & hands w/ rock/peace/etc will be overlaid with oil projections while we play Grateful Dead songs.



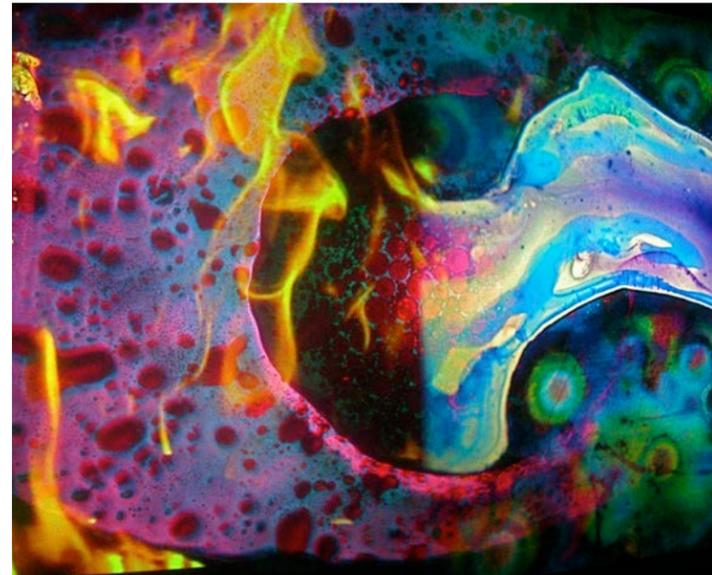
A piece of each slide will be represented in the final clip. Each piece will float into a box in the middle. Box will feature Armadillo music logo.

Story board Sketches

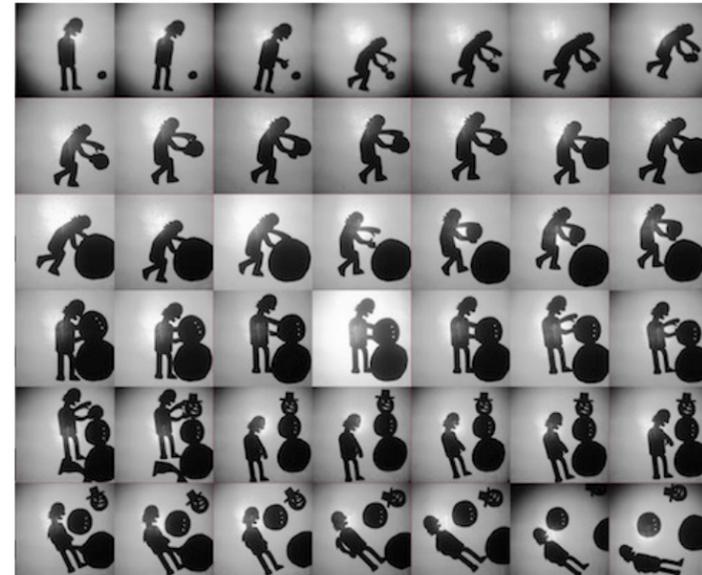
Lookbook



Armadillo Music's logo



Liquid light show projection



Stop motion frames



Projection on a portion of a building



Projection on entire building



Crowd of people at a concert

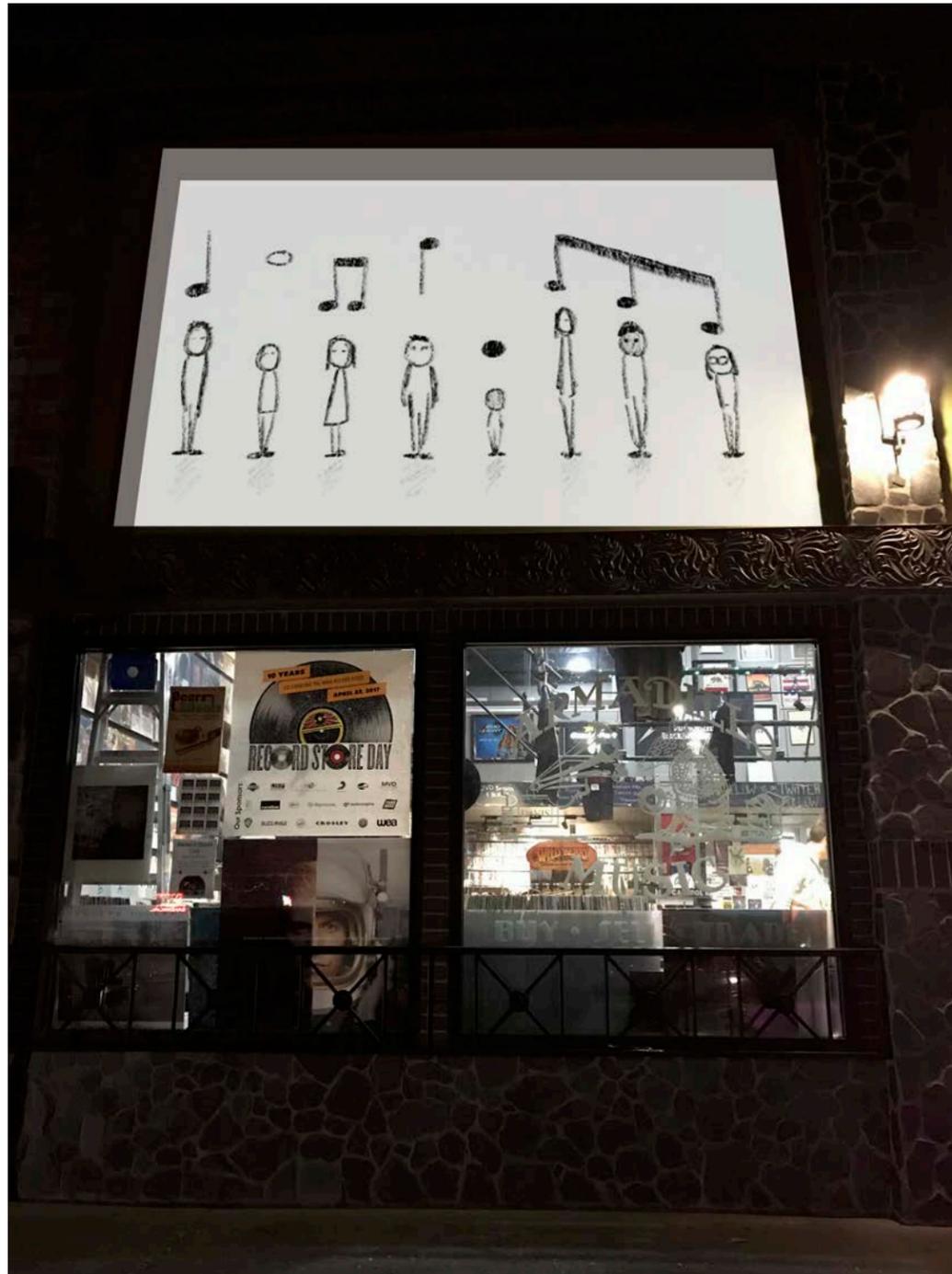


Vinyl record



Parklet

Design Visualization

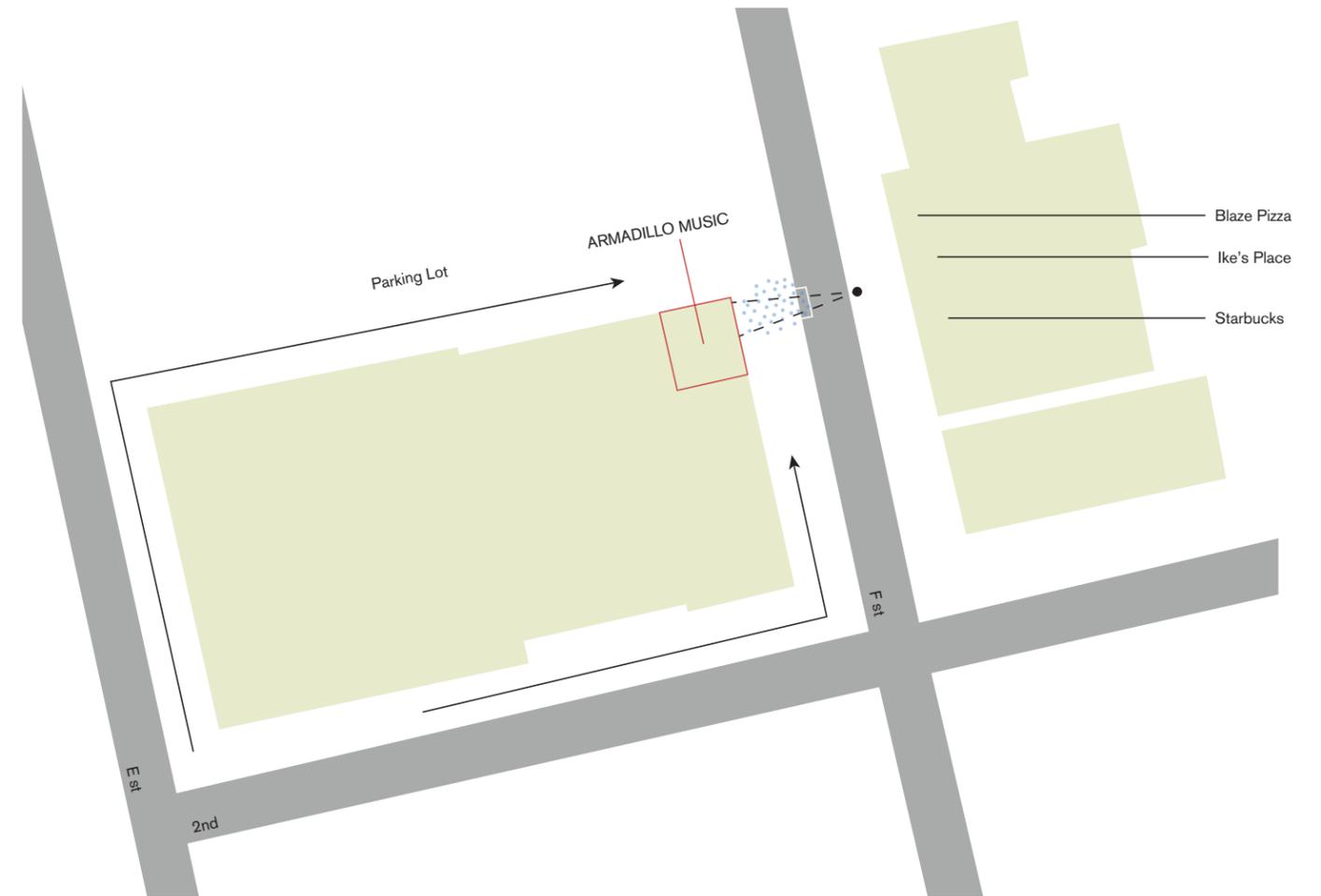


Left: F street facade view of the projection on Armadillo Music.

Right: Corner view of the projection on Armadillo Music's F street facade.



These renderings (above and the previous page) depict where the group will gather in front of Armadillo Music as well as where the projection will be on the building.



Map of the site for the projection.



Temporary parklet to be constructed in an existing parking space in front of Armadillo Music on F street.

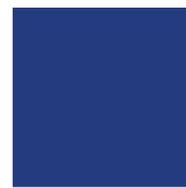
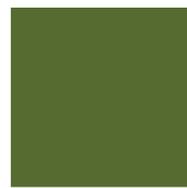
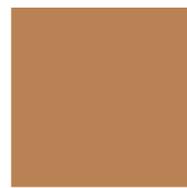
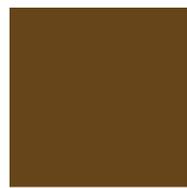
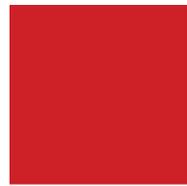
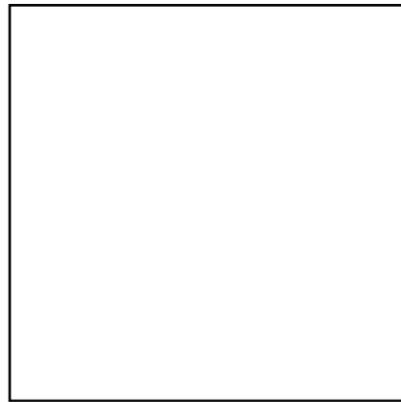
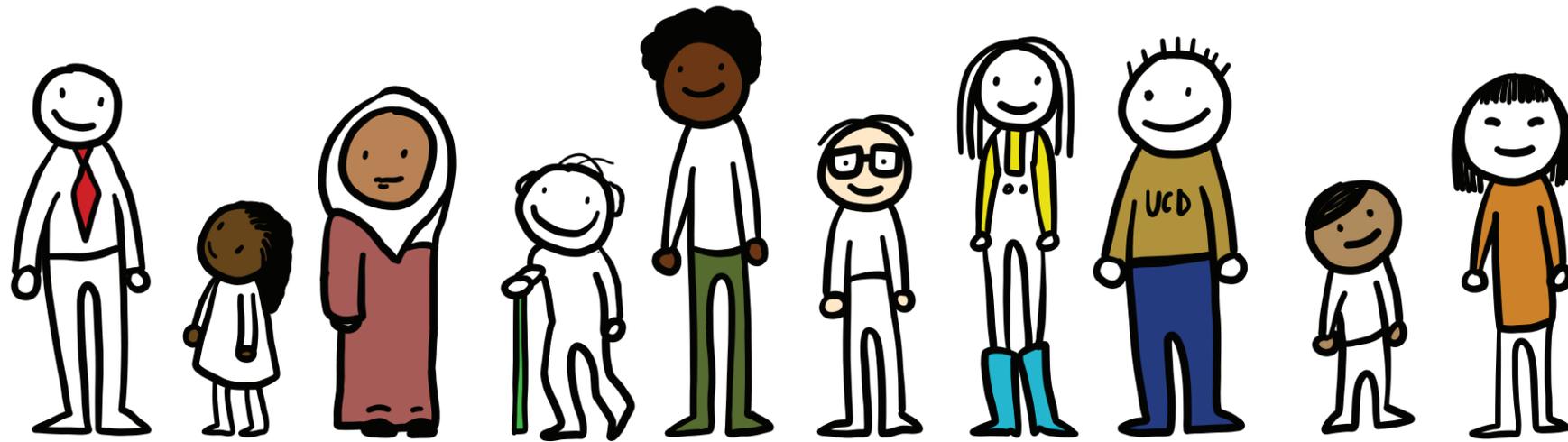


Materials for temporary parklet: a string of twinkle lights, astro turf and folding chairs.



Site for temporary parklet: F street

Materials Palette



Colors in the projection are primarily black and white due to the hand drawn, outline-style of the graphics. Within these black and white outline drawings will be splashes of various colors (shown above).

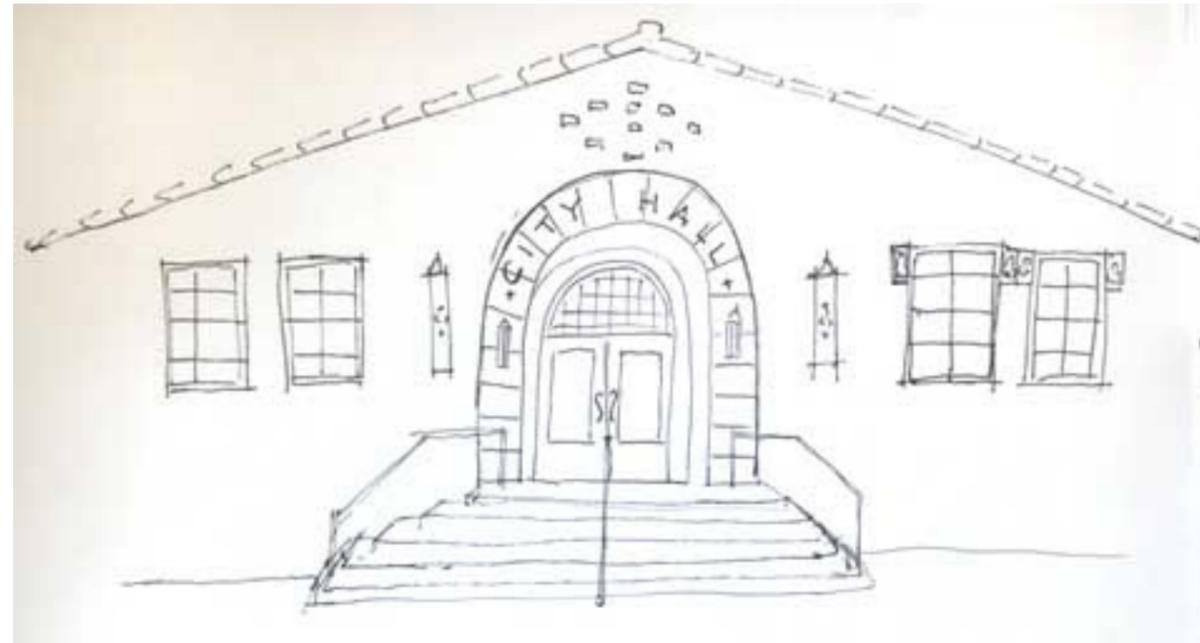
Old City Hall
Bronte Blanco
Kristi Lin

Old Davis City Hall

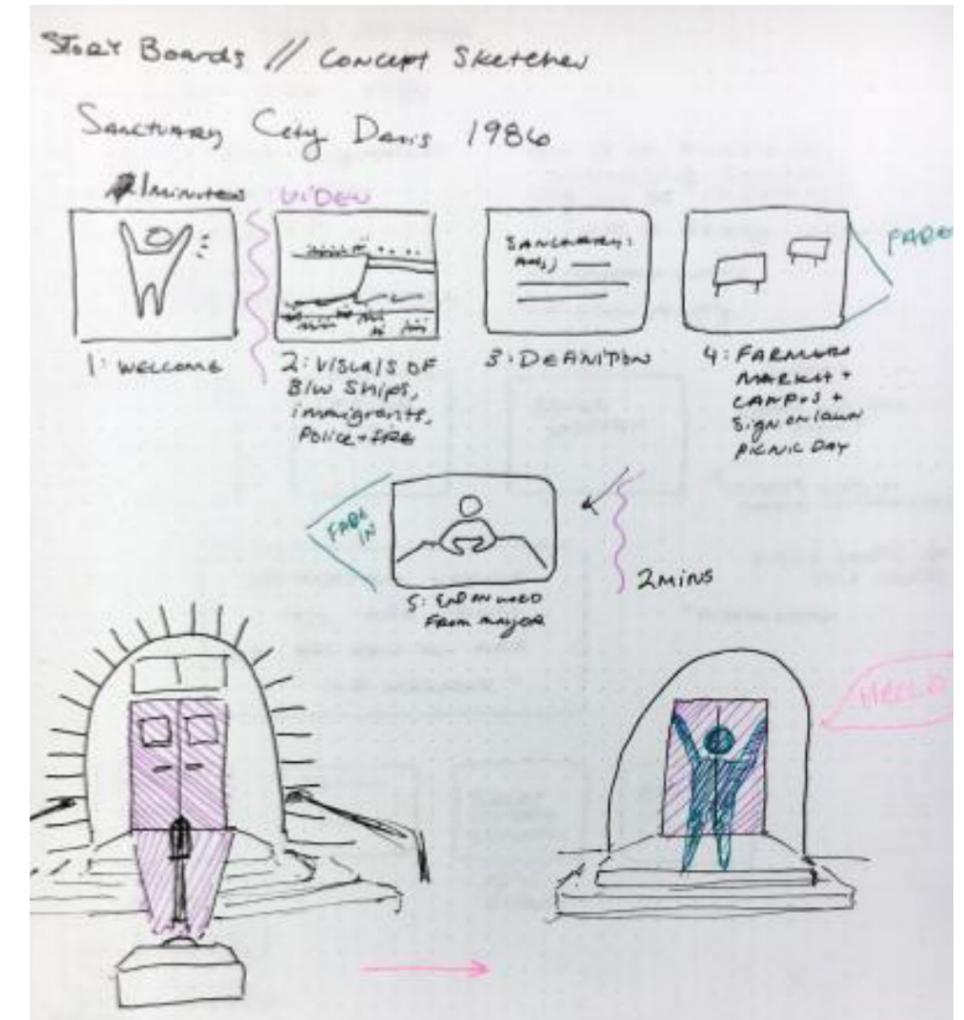
Goals & Objectives

As the final site of the tour, our project aims to connect Davis' past and present. With xenophobic incidents on the rise in the US today, Davis' declaration as a Sanctuary City is a story that needs to be told. Immigration and law enforcement are inherently applicable topics to this site. Back in 1986 when this site was the city hall and police station, leaders met here to declare that City of Davis police officers or city officials would not take documented status into account when interacting with individuals in Davis. While this building is no longer city hall, Davis still maintains its Sanctuary City status and welcomes all.

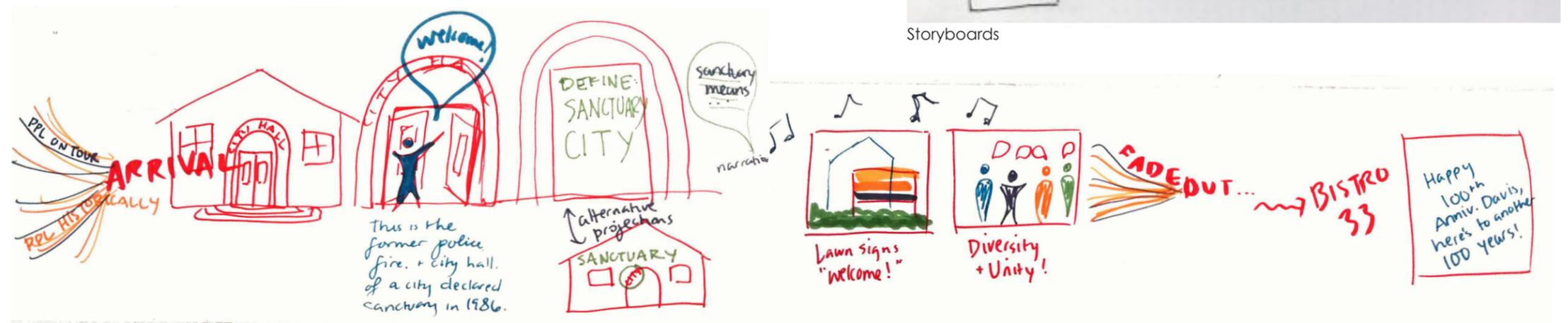
In documentary style, this film uses narration, an increasing color palette, and increasing speed to inform the audience about the Davis' immigration history. Starting in grayscale, historic footage illustrates the city's booming agricultural industry in the early 1900s. The agricultural footage then transitions to an old photograph of City Hall when it was first built in 1938. As headline news, the declaration of Davis as a Sanctuary City is presented and moving text will help emphasize key points. Contextualizing it to today, current mayor Robb Davis will then be featured acknowledging the Sanctuary status. Quickly, however, this will be contrasted with recent news footage of police in other cities arresting undocumented individuals. The film concludes with dozens of images showing "Love your neighbor" lawn signs and fast-moving footage of solidarity demonstrations at prominent Davis locations conveying that Davis continues to welcome all.



Completed in 1938, Old City Hall's iconic facade features a grand arch, lettering, and brick steps framing the door.



Storyboards



Storyboards

Lookbook



The Museum of Tolerance used projections to frame doors for their exhibit (Photo: Jim Mendenhall)



Global Justice Now and Feral X projected onto the White Cliffs of Dover as a temporary protest to an anti-immigration rally (Photo: Jess Hurd)



Projection mapping used to highlight existing architecture at the Grand Palais, Paris (Photo: Joanie Lemerrier)



YOUR TEXT HERE, a temporary projection installation by Marcos Zotes, used the building's structure and enormous letters to share citizens' messages (Photo: Weburbanist.com)



BBC documentary on the Congo Line shows trains cutting through the screen at an angle to emphasize movement (Photo: BBC)



Sped up black and white footage in early films conveyed movement and antique-feeling (Photo: Lumiere Brothers)



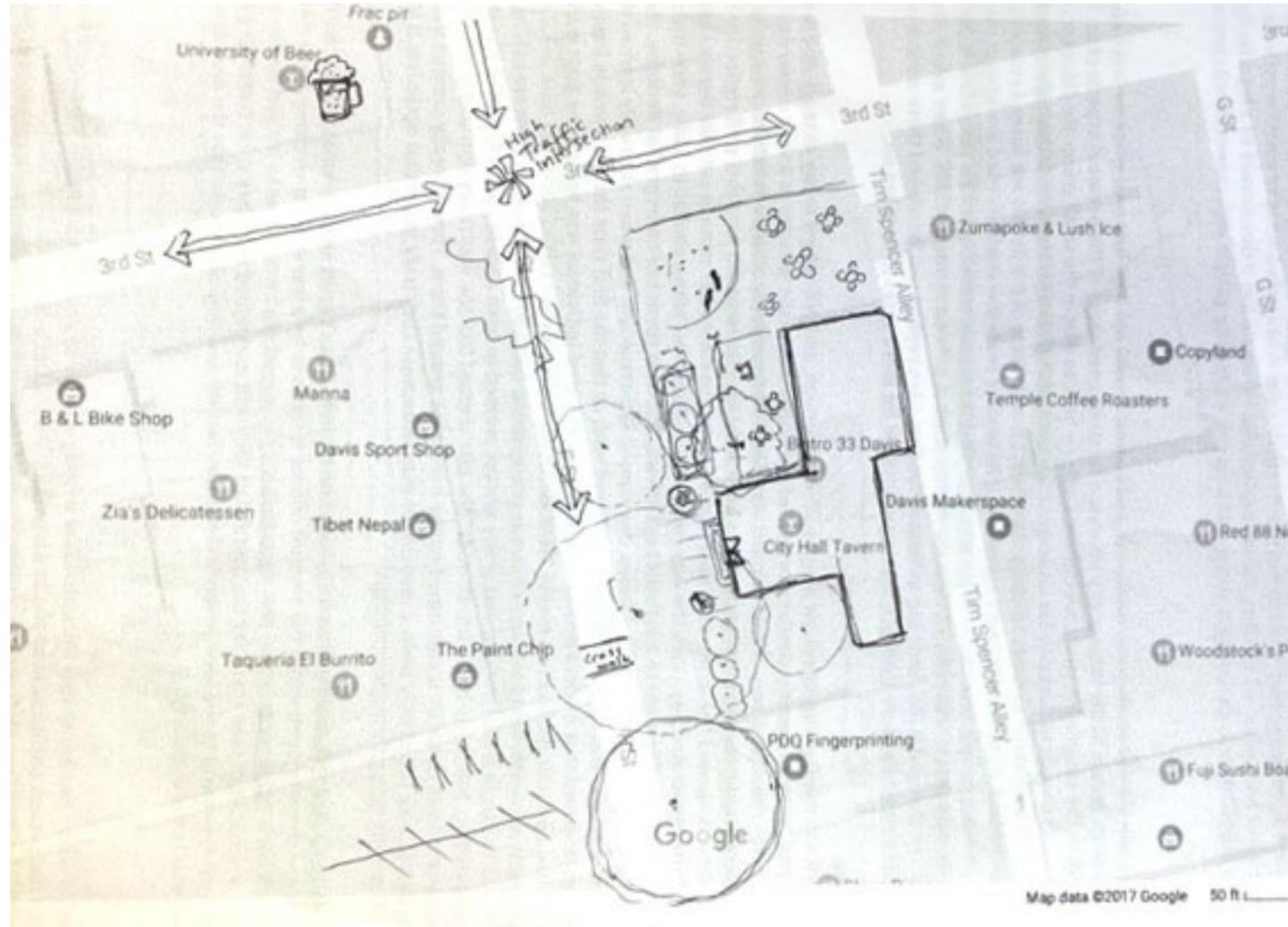
News coverage of rallies often includes people waving homemade signs (Photo: Guerrero/ El Nuevo Herald via Associated Press)



Lawn signs photographed consistently in the center of the frame convey repetition and the commonality of such signs (Photo: SimplySigns)

Design Visualization

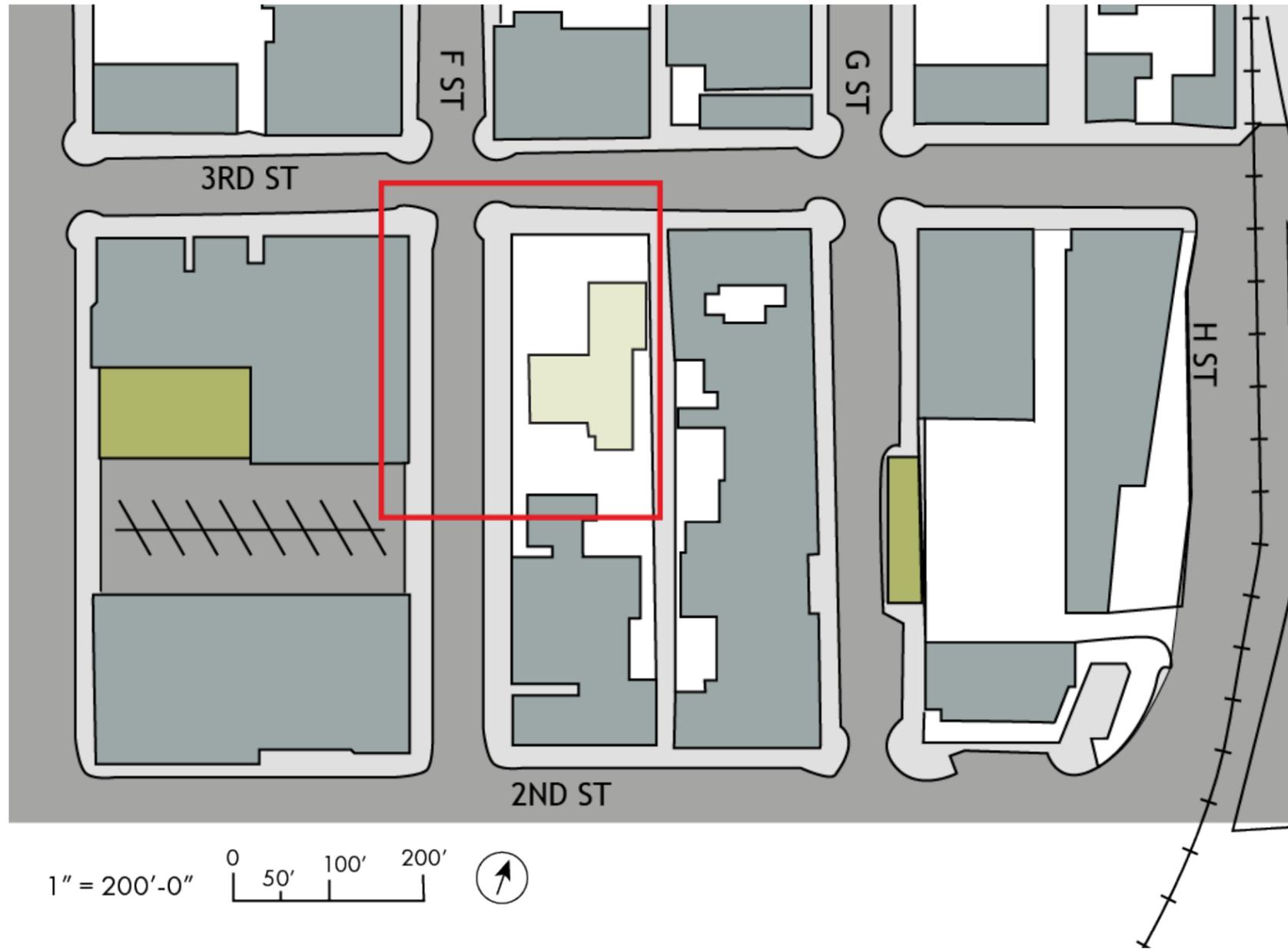
Site



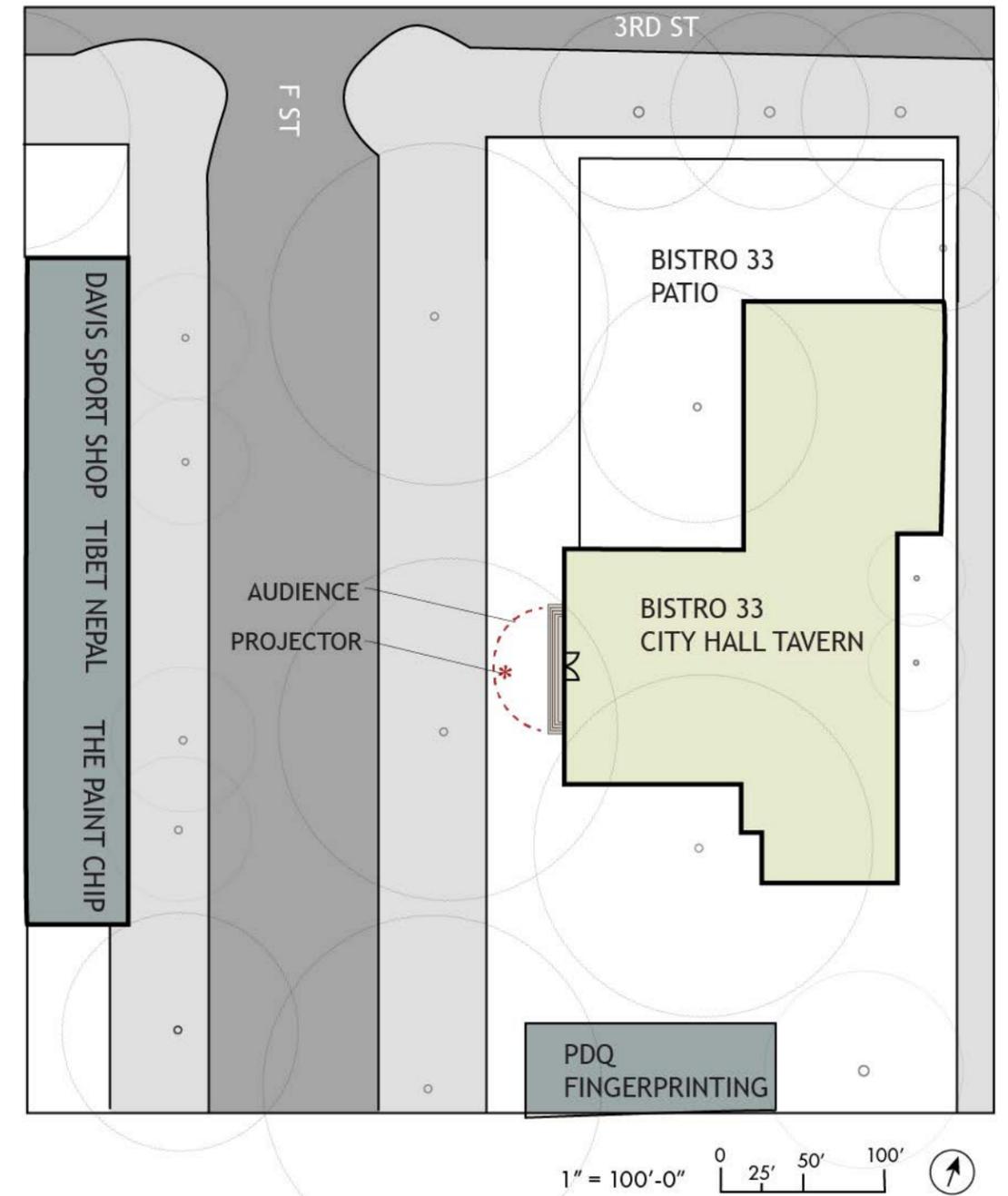
In the heart of downtown, Old City Hall sits adjacent to a busy intersection and many local businesses.



Testing the projector on the historic facade of Old City Hall.



Old City Hall is located on 226 F St. The L-shape of the building situates the City Hall entrance closest to the sidewalk on F St. The long section of the building nearest to 3rd St. used to house the city's fire engines and fire department.



The projector will be set up on the sidewalk in front of the steps to Old City Hall and the audience will gather around the steps.



Old City Hall



BEGINNING: Participants will first be greeted by someone up on the steps saying "Welcome to Old City Hall!"



MIDDLE: The film will explain what "Sanctuary status" means in an easy to understand manner through visuals and text.



END: All are invited into Bistro 33 to celebrate Davis' anniversary.

Materials Palette

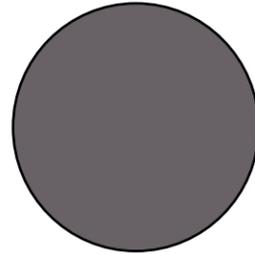
Typeface

Serenity

SERENITY

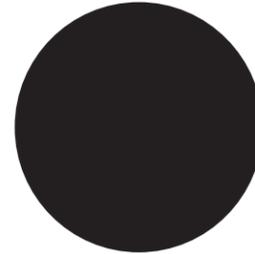
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abcdefghijklmnopqrstuvwxyz



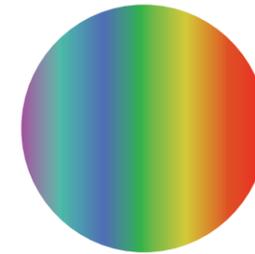
Grey

C	58.28
M	55.72
Y	48.41
K	20.54



Black

C	0
M	0
Y	0
K	0

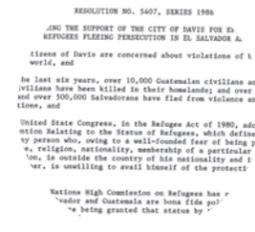


All Colors



Historic Images

Footage of Davis and the Central Valley growing in the early 1900s (Photo: UC Davis Special Collections)



City Records

Picture of the original resolution establishing Davis as a Sanctuary City on May 5, 1986 (Photo: CityofDavis.org)



Recent News Clippings

News footage from 2017 on sanctuary status and immigrant rights in Davis and other cities. (Photo: KCRA interview with Mayor Robb Davis 1/25/17)



Unity in Diversity

Footage from recent rallies for diversity in Davis and across the country (Photo: Sonoma County)



Love Your Neighbor Signs

Pictures of welcoming signs in the front yards of homes in Davis (Photo: Author)

Projecting the Past

To coincide with the Davis Centennial Celebrations, students from the DES 187 Narrative Environments course in the UC Davis Department of Design have created eight projected media interventions for downtown Davis locations. The interventions respond to an historical site and its architectural characteristics, or aspect of the Davis community. Each of the two-minute media projections will engage the general public in stories connected to 100 years of the city of Davis.

The Crew

This project was authored, designed and produced by students participating in the DES 187 Narrative Environments course working with Professor Tim McNeil and Teaching Assistant Jennifer Cadieux.

