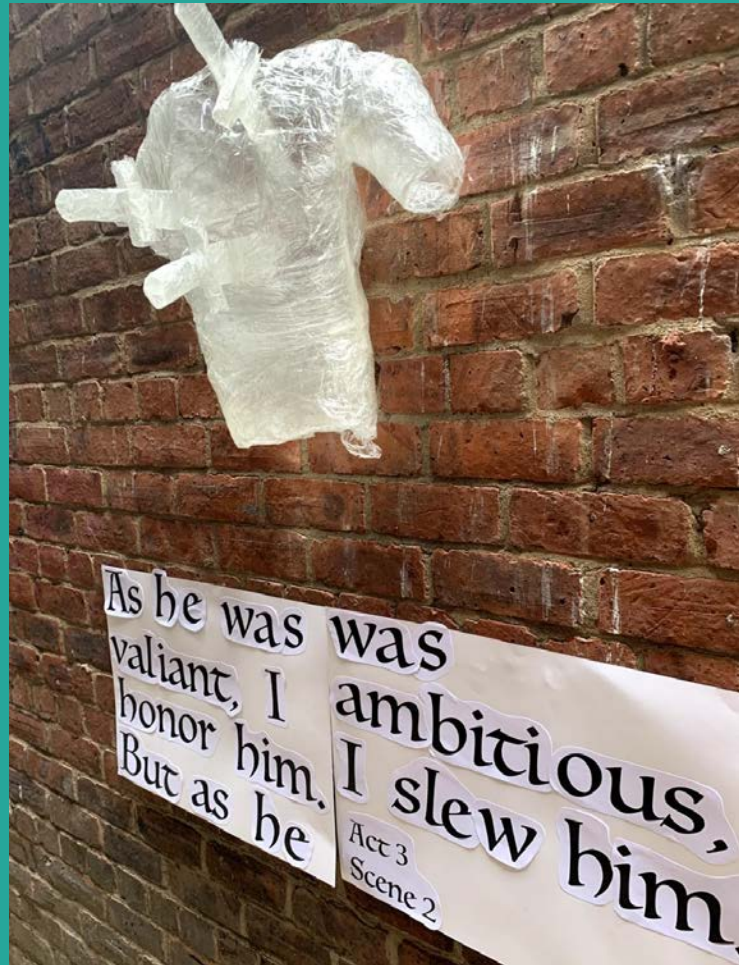


Shakespeare in the Streets: Conflict Sculptures

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Project Brief/Summary

(Project Decision
Complications)

Brief

Our group has decided to create a narrative environment using tape/saran-wrap sculpture installations that are based around conflicts in three of Shakespeare's plays, *Romeo and Juliet*, *Caesar*, and *12th Night*. These sculptures will then be paired with quotes from each play that represent the conflict that the sculptures symbolize.

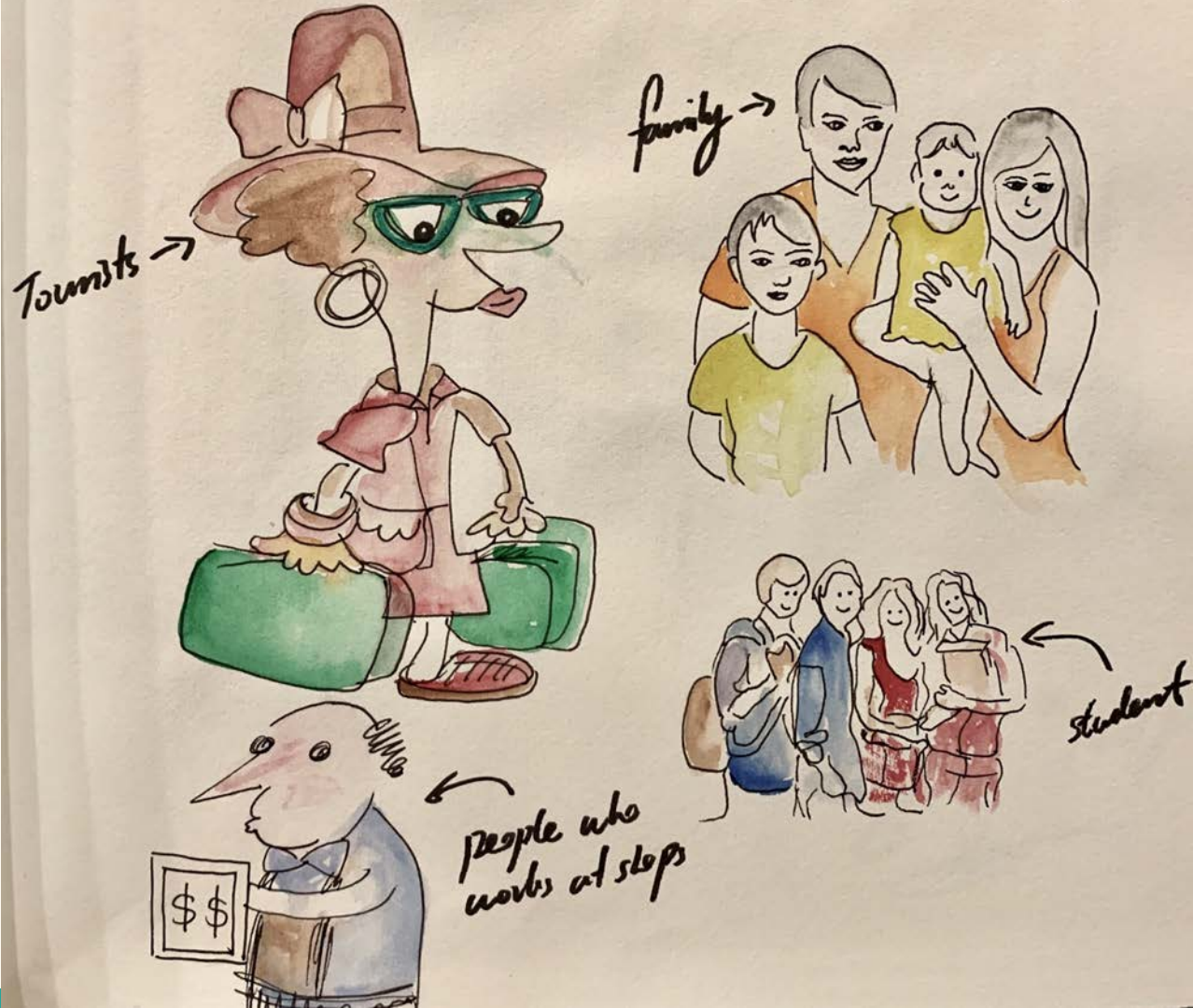
The Goals and Objectives of our project:

The goals and objectives of our project are:

- Engage the audience in an interactive art installation that they can walk through and observe.
- Create an engaging experience for multiple different types of participants, regardless of age, gender, background, etc..
- To have our experience be memorable, for it to stick in participant's minds as an interesting and artistic way to interact with Shakespeare's content.
- For our content to accurately represent the themes of Shakespeare's works that we are trying to represent, while also not making it exclusive to the extent that only those who are very well-versed in Shakespeare understand it.
- For our finished product to be polished, with the amount of work that has gone into making it evident.
- For our project to smoothly blend with team two's project that is centered around love as a theme in the same plays by Shakespeare, rather than conflict.
- To, as a team, gain a better understanding of what it means to be a designer of narrative environments, how to cater to multiple audiences, conduct research, create concepts, work with stakeholders, flesh out ideas, and eventually come up with a polished final project (all while working within a budget and a time limit).

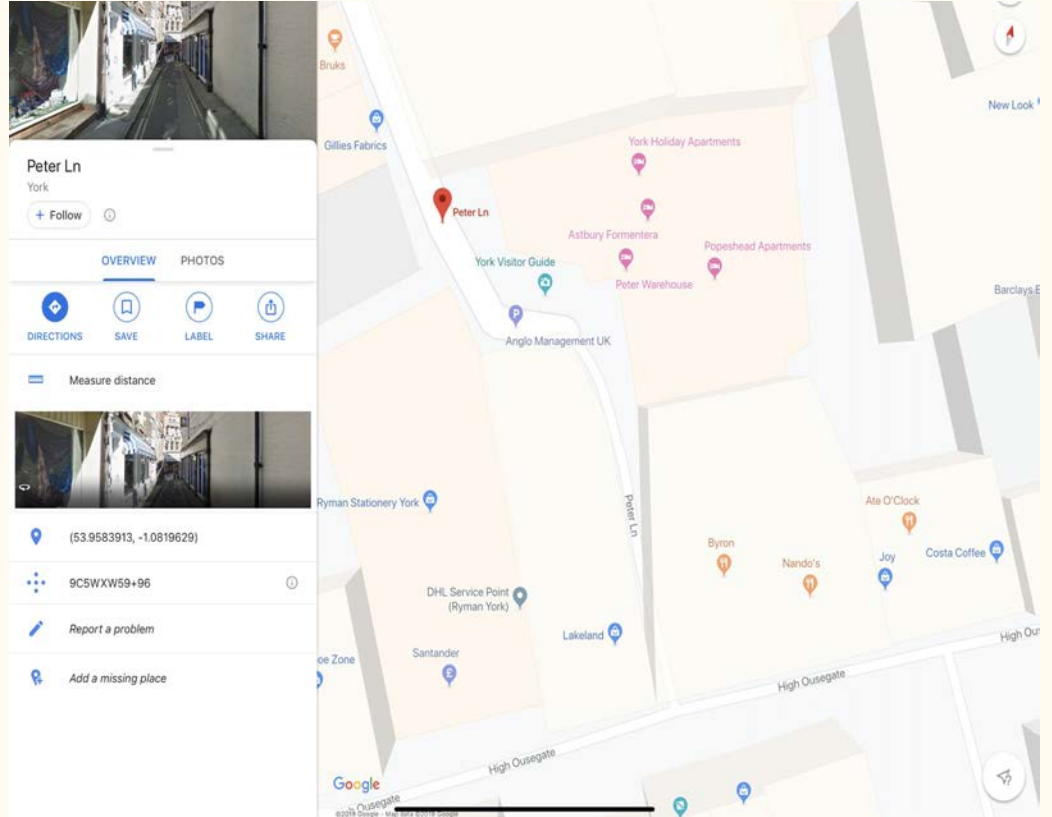
Guest Analysis: Personas

- Tourists
- Family
- Students
- Random passersby



Site Map: Peter lane

A narrow U-shaped brick alley with decent foot traffic



*photo cred to Stephanie Go

Inspiration: Yorkshire Sculpture Park

We were inspired by how the Yorkshire Sculpture Park allowed museum-goers to interact and observe art pieces at their own pace and wanted to replicate this in our installation.



*Photo cred to Google Images

Lookbook/ Design Visualization

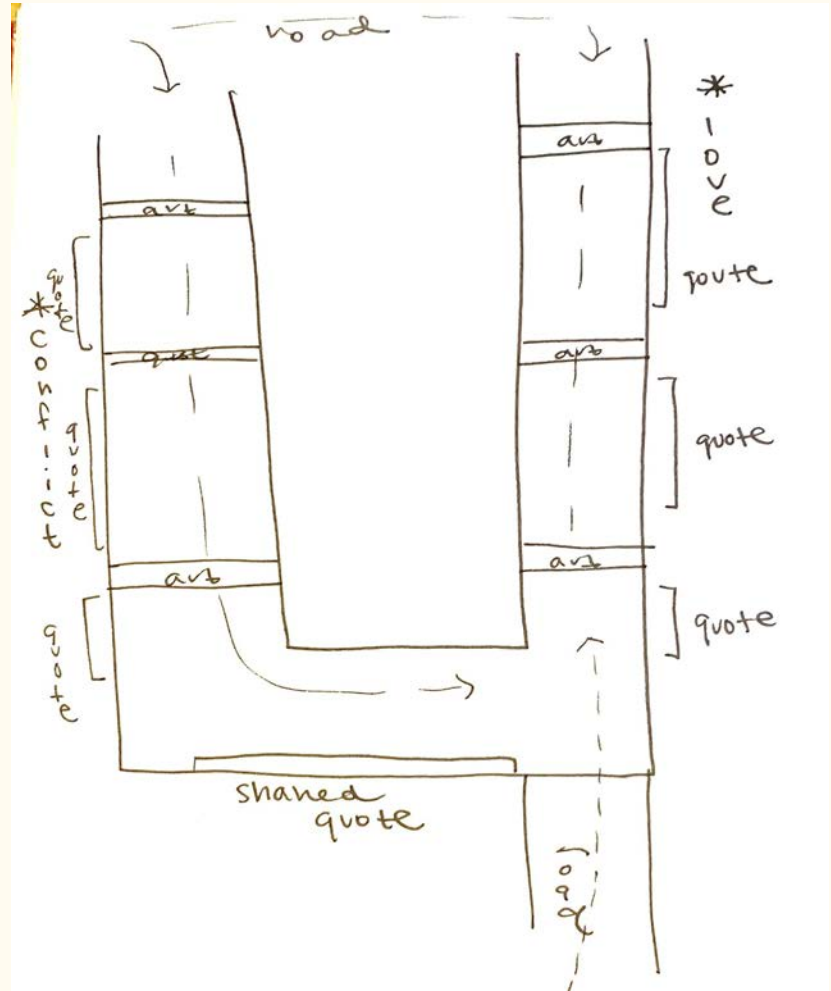
Storyboard

- Observer enters alleyway
- Walks through (underneath) sculptures
- Reads quotes paired with sculptures
- Continues to the end of alleyway and loops around to see love sculptures



Site Maps/Plan View

This is a rough example of our ideas of art/quote placement through the alley and shows the other side as well



Concepts



Romeo and Juliet

*"What, drawn, and talk of peace! I hate the word.
Romeo ... thou art a villain"*



Twelfth Night

*“Disguise, I see thou art a wickedness,
Wherein the pregnant enemy does much”*



Caesar

“As he was valiant, I honor him. But as he was ambitious, I slew him.”

Rendering

Quotes and sculptures are spaced through the alleyway as viewer walks through



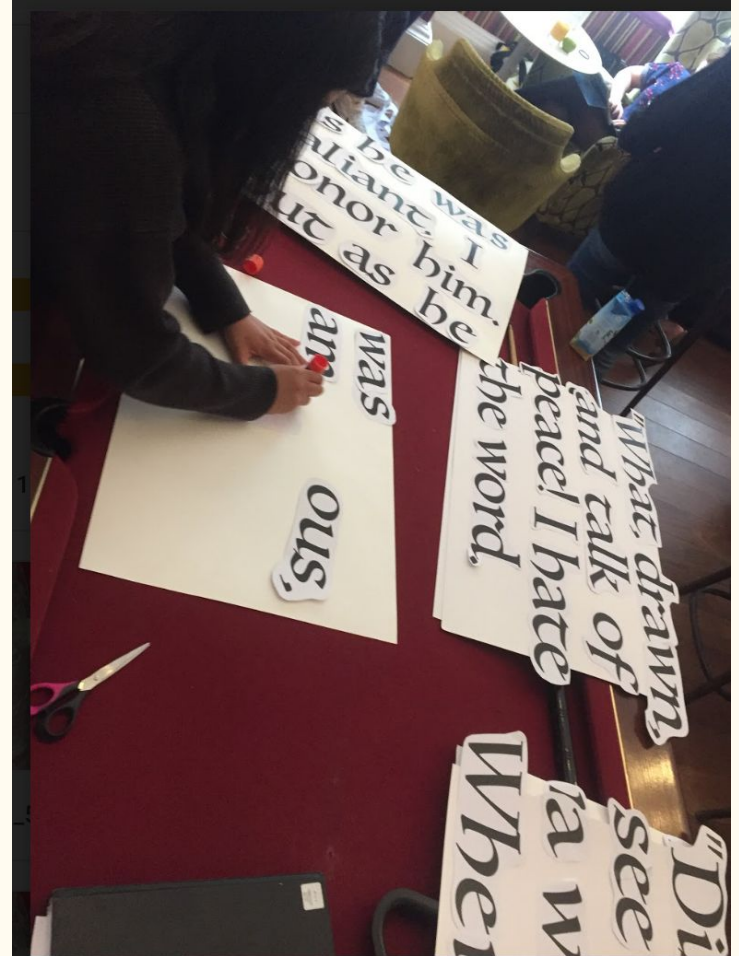
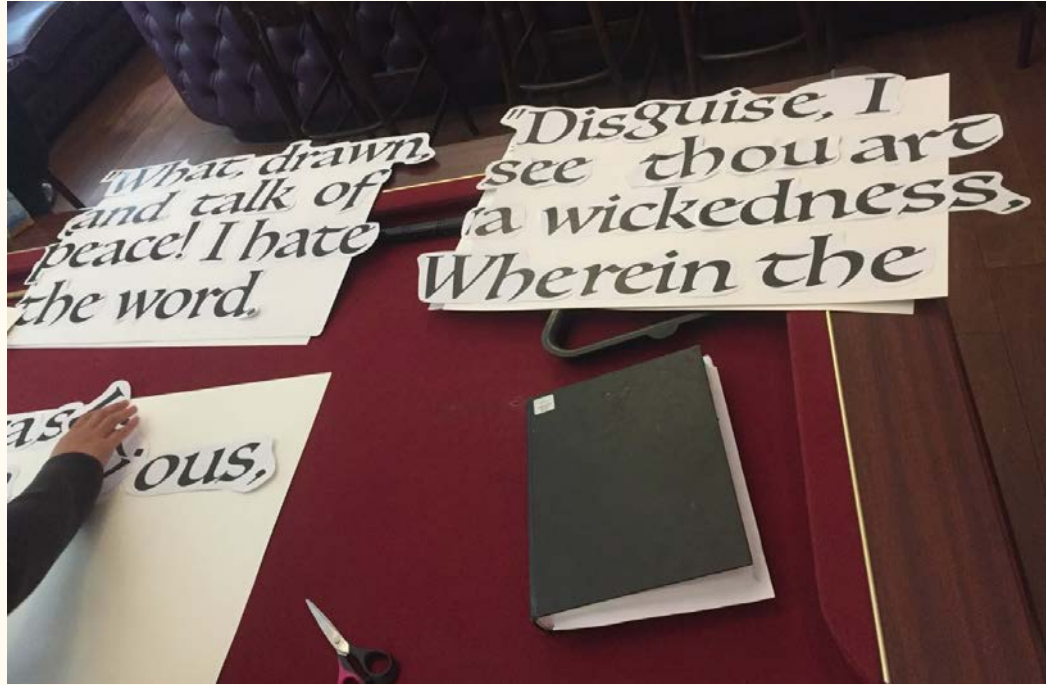
Process:

- To create our sculptures, we would first wrap the base in saran wrap, and then cover the base with tape to create a hard exterior.
- We would then cut the tape off of our base (it would hold it's shape), re-tape it back together, and be left with a stiff but light tape-saran wrap sculpture.



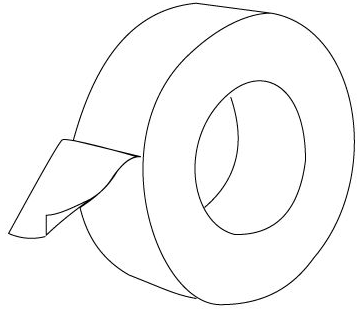
*Photo cred to Stephanie Go

Process: Quotes

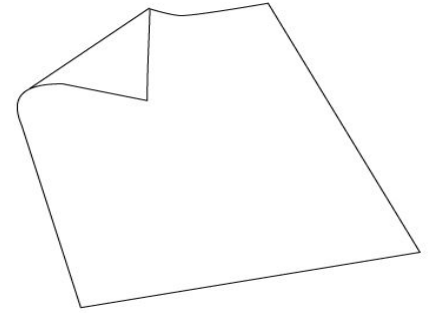
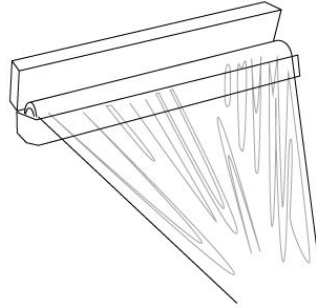


Design Palette

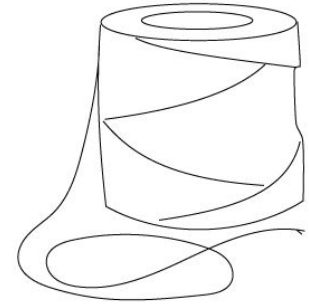
Materials/Palette



Luminari



*Due to the fact that our materials were mostly clear plastic based, and our text was black and white, there's not much of a color palette to our project overall



Final Prototypes:



*Photo cred to Stephanie Go



Thank You!