

**PICNIC** WITH  
**SHAKESPEARE**

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\*final outcome, not actually in phase 1

# FINAL EXHIBITION



# FINAL EXHIBITION



# INTERACTIONS



# GUEST ANALYSIS

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## PETER



**AGE:** 70

**JOB:** Retired

**FROM:** England

### **ABOUT PETER:**

- Daily routine includes walking in the park by the Minster
- Has lots of free time, never in a rush
- Likes to engage with others he meets while sitting at the park bench
- Quite knowledgeable and has read some of Shakespeare's plays

### **MOTIVATIONS TO JOIN:**

- Curiosity
- Find something to do
- Engage in community activities
- Learn more about Shakespeare

## ASHLEY



**AGE:** 32

**JOB:** Doctor

**FROM:** England

### **ABOUT ASHLEY & FAMILY:**

- Father, Allen, is 33 and a teacher
- Their son, Dylan, is 7
- Likes to have picnics in the park with family
- Doesn't have too much down time
- Wants their kid to learn and be cultured
- Parents know a bit about Shakespeare

### **MOTIVATION TO JOIN:**

- Parents want Dylan to learn a bit about Shakespeare and the history of the area
- Curiosity from Dylan
- Have fun with family at the park and have some time to relax

# GUEST ANALYSIS

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JOHN



**AGE:** 25  
**JOB:** Engineer  
**FROM:** France

## **ABOUT JOHN & JENNY:**

- Girlfriend is Jenny, an English teacher
- Came to York on vacation
- Spend long days exploring, tired and resting at the park
- Might know something about shakespeare but not a lot

## **MOTIVATIONS TO JOIN:**

- Curious
- Find something to do while resting
- Hopes to learn more about British history in a fun environment
- Wants to explore local culture

KEITH



**AGE:** 21  
**JOB:** Student  
**FROM:** America

## **ABOUT KEITH:**

- Student studying abroad
- Came to visit and study local cultures
- Found the park while exploring York Minster
- Has lots of time
- Open to British culture and eager to learn
- Has studied some plays while in college

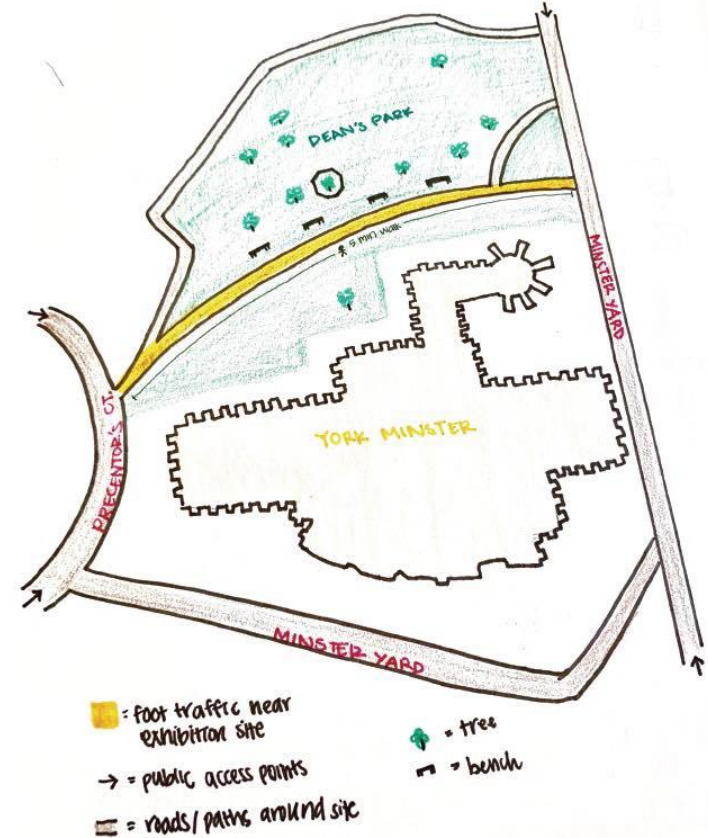
## **MOTIVATION TO JOIN:**

- To learn more about British Culture
- To learn more about Shakespeare
- To interact with locals and make friends
- Eager to explore and try something new

# SITE ANALYSIS

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We decided to present our exhibition at the Dean's Park, which is next to York Minster. We needed a central location that had wide open space and a calm environment. We were also looking for a location where people would frequent and have time to spend looking at an exhibition.





# CONTENT ANALYSIS

**Brainstorm groups project**

- card game- plot or character or card, create story themselves, some unexpected
- boardmatch- choose what characters do to one build on the story
- huge set ups draw people in & pique their interest
- intro- shakespeare's life, highlights, info
- information cards
- shakespeare treasure hunt using old english as clues
- make the audience a part of the story
  - script the game
- museum of broken relationships
  - significant moments in the downfall of shakespeare
- madlibs- give template of the story and have them fill in the blanks

**Audience:**

- tourists, younger kids, students, older people

**More ideas:**

- which ~~are~~ shakespeare characters are you?

**Budget:**

£20

- shakespeare plays used to be intimate + exciting
- same experience today in Clifford Tower in the heart of the historic city of York
- visit medieval city that grew organically
- York → like the surroundings where Shakespeare would have written his plays

⇒ DESIGN AN INTERVENTION

- walking tour
- bridge in shakespearean story



**FILTER**

MUSEUM → PATH → MAPLEB



**BRAINSTORMING:** We considered what we wanted to communicate about Shakespeare, his work, the budget, our audience and the site. We came up with ideas such as a “create your own ending” exhibition, engaging audiences in role play, or a scavenger hunt. In the end, we decided to draw inspiration from the Museum of Broken Relationships and apply it to one of Shakespeare’s works.

**FOCUS:** Shakespeare’s *Twelfth Night*

We chose to put on exhibition for *Twelfth Night* because we considered all of Shakespeare’s works and we came to the conclusion that it aligned most with our theme of broken relationships. We were able to come up with strong design concepts that would show off Shakespeare as a playwright to our target audience.



# PICNIC WITH SHAKESPEARE

MONDAY JULY 8, 2019

Join us on the picnic blanket and explore the significance of Shakespeare's play, Twelfth Night, and the ins and outs of the characters' relationships.

## MARKETING ANALYSIS

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York Minster is one of the most popular attractions in York, and is in a central location surrounded by cafes, shops, and streets.

The Minster has a lawn to one side, called Dean's Park. This is an ideal location to draw people in because the people inside Dean's Park are casually strolling, relaxing, and enjoying the environment.

For the exhibition itself, we are creating bigger posters that will hang from the trees and be standing up around the exhibition.

# WRITTEN PROPOSAL

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## **In this project we will:**

- Symbolize each significant relationship with a physical object
- Showcase each object on a typical picnic utensil
- Illustrate how Shakespeare utilizes relationships to drive the plot and insert comedic relief.

## **With this project we aim to:**

- Educate the public on one of most significant Shakespeare's plays
- Illustrate complex relationships in a palpable way for viewers
- Display common Shakespearean relationship tropes through physical objects

# CONCEPT SKETCHES

Project 1

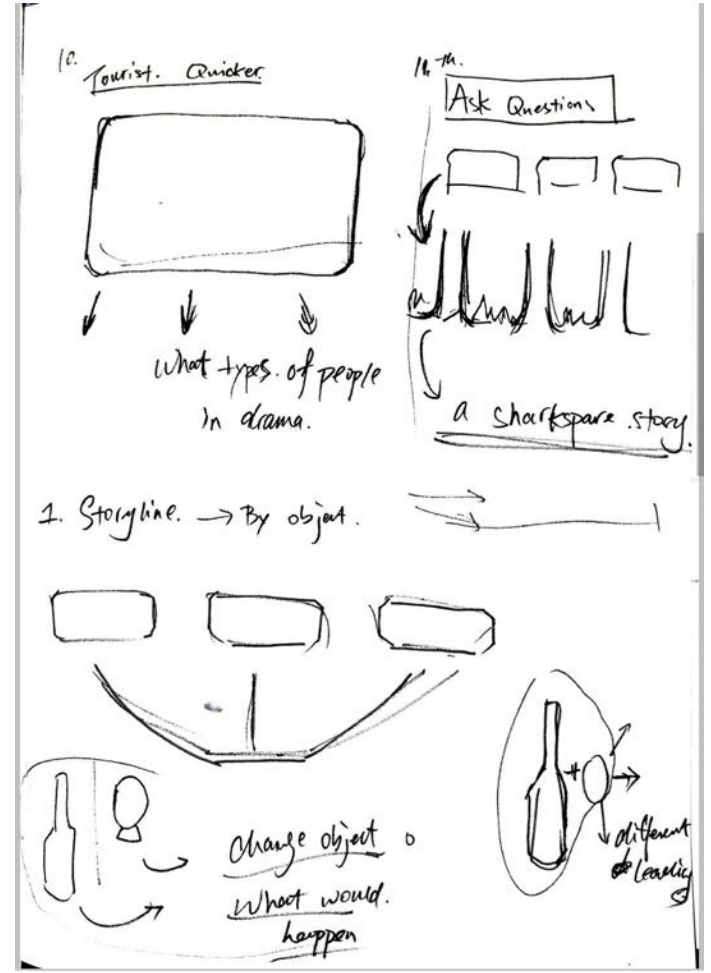
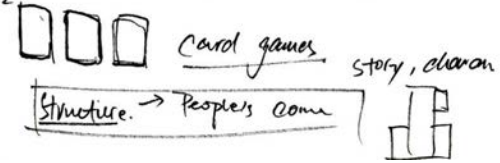
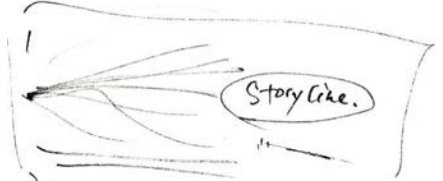
Question:

30 min → Rough ideas.

Quantity & Wild ideas


20 min → Refining.

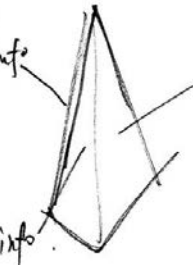
ignite  
Focus: ~~Interest~~ people's interest in shakespeare  
(Person, Dramas, or whatever) in an interactive & entertaining way.

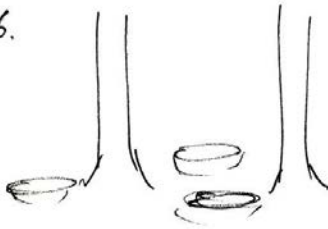



3. Shakespeare's facts.

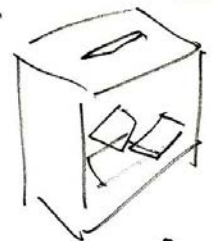
Ideas.

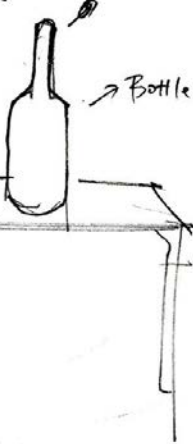
4.  info card

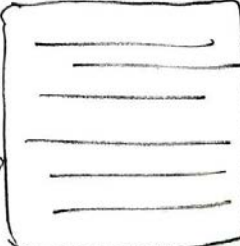
5.  info. info. info. info.  
Scavenger hu.

6.   
Treasure -

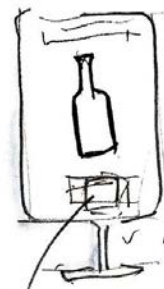
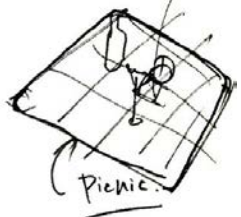
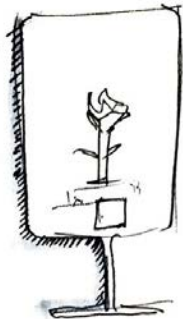
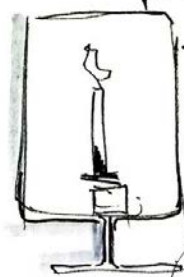
7.  script game



8.  Bottle.  
Museum


9.   
Template  
"Be Shakespeare"

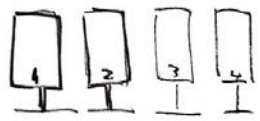
Object & Story Right? WRONG?



Description.

Story written out

 Story.  
PLAY



1. Info. session.

2. Prose - clue. order  
final.

# INSPIRATION

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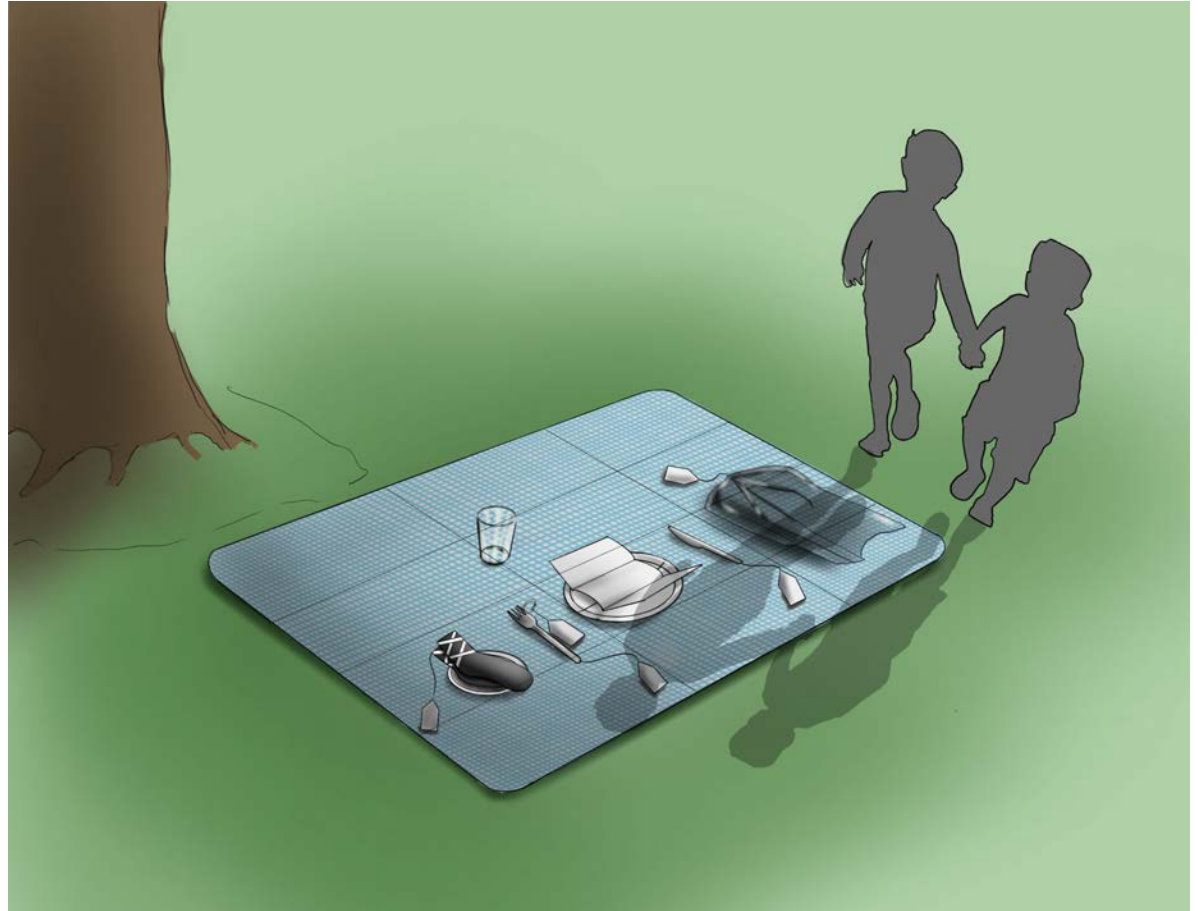
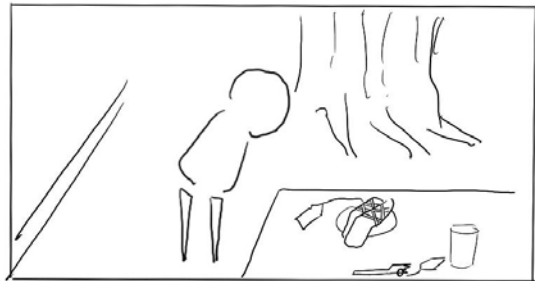
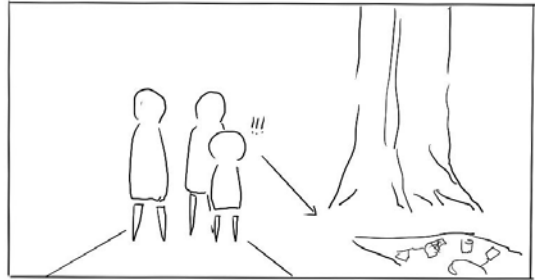
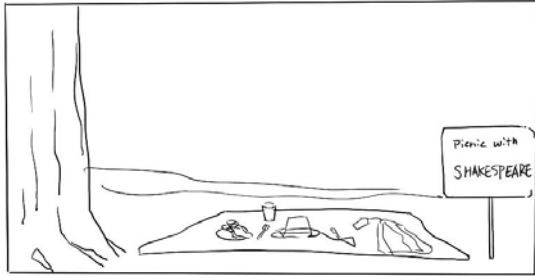
Our main inspiration was the Museum of Broken Relationships, which we visited the same day we saw Twelfth Night at the Rose Theatre. We thought it would be interesting to further analyze the relationships within this play and how they ultimately created a cohesive narrative.

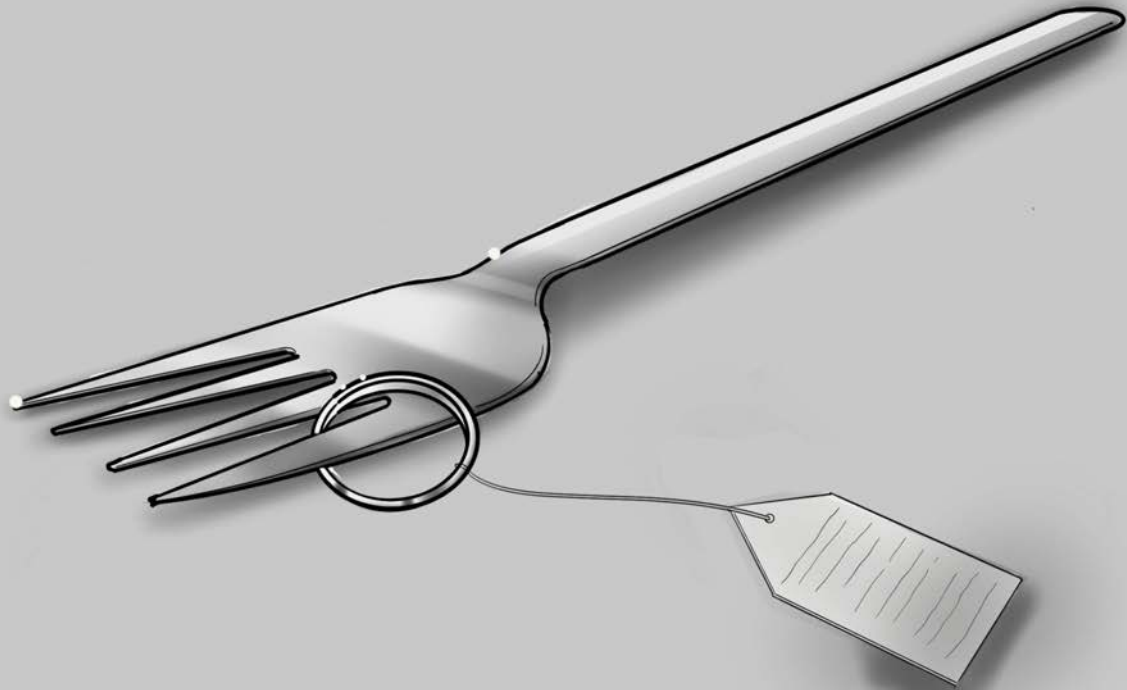
One notable thing about the Twelfth Night performance was that the performance was not reflective of Shakespearean times; it was interpreted to be set in the roaring 20s (as evidenced by the set, props, and costumes). This unique interpretation inspired us to interpret Shakespeare in our own way.



# DESIGN VISUALIZATION

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# DESIGN PALETTE

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#EBF2F8



#FFB981



#BC535B



#A37F62



MAIN TYPEFACE:

**Gill Sans Semibold**

Gill Sans Regular

Gill Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

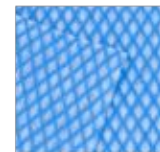
LETTER TYPEFACE:

**Plain Germanica**

MATERIALS:



black tulle



cleaning cloths



string



ribbon

# PROTOTYPE

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