

JOURNEY TO EBORACUM

Group 1:

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Belongings

Bread

Coins

Dog

Shoes

Fish

Vase.

PHASE/ 01. Research and Design Analysis

Guest Analysis

Children

- Interactive areas to explore and rest
- Entertainment in a queue

Students

- Space for large groups
- Makes them excited to learn

Folks with (dis)ability

- Sensory needs: variety of audio, visual, tactile, and scented elements
- Accessibility

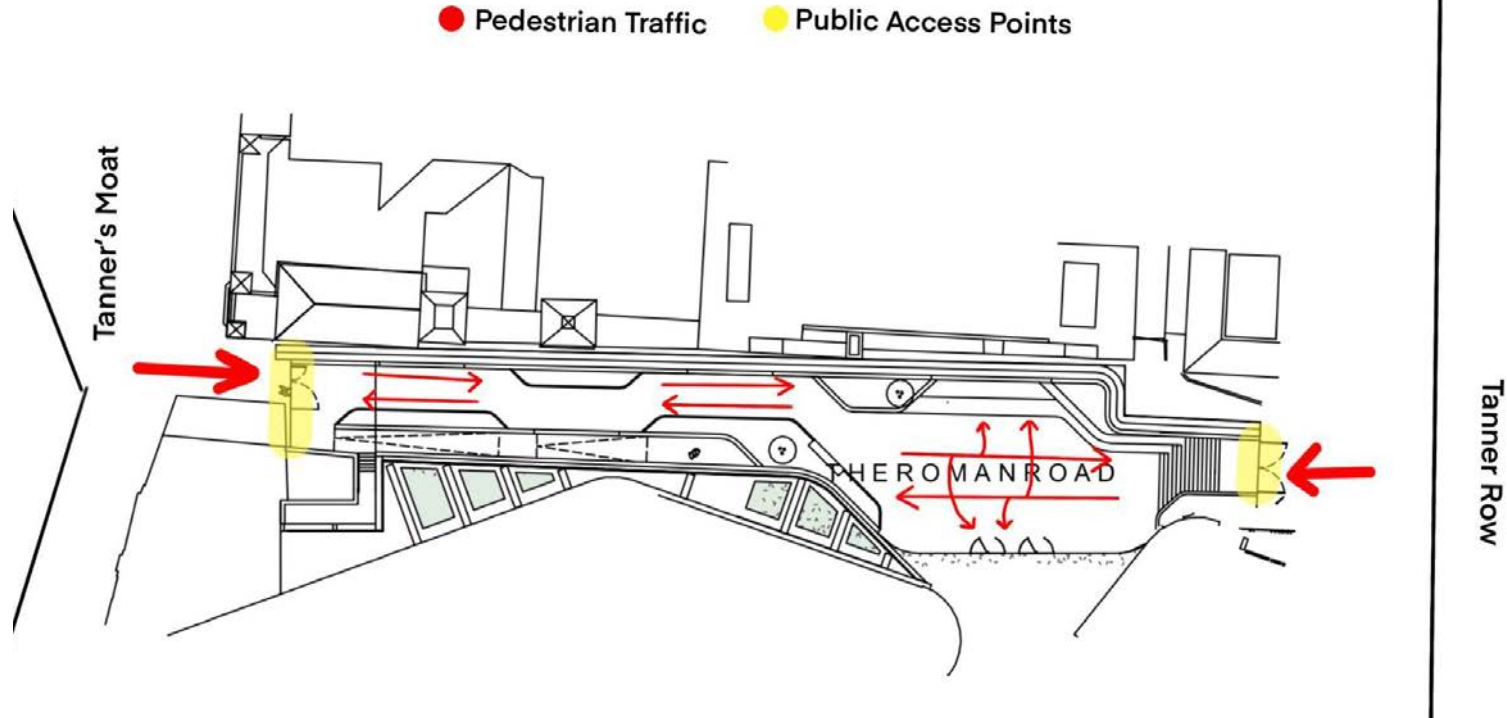
Elderly

- Places to relax
- Intuitive navigation
- Quality and convenience
- Ways to get support

Site Analysis

Location:

- Access between Tanner's Moat and Tanner Row
- Near River Ouse - separation between Roman army and civilian settlements



Roman Plants
(Chamomile,
Rosemary)

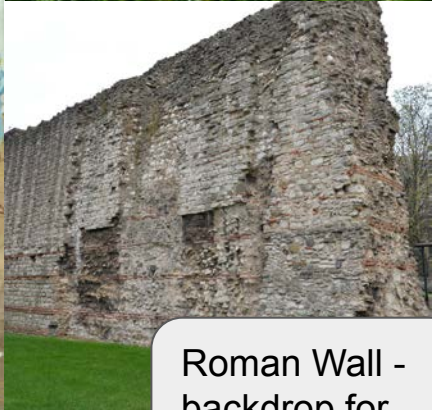
CONTENT ANALYSIS



Merchant
Traveler -
coming for trade



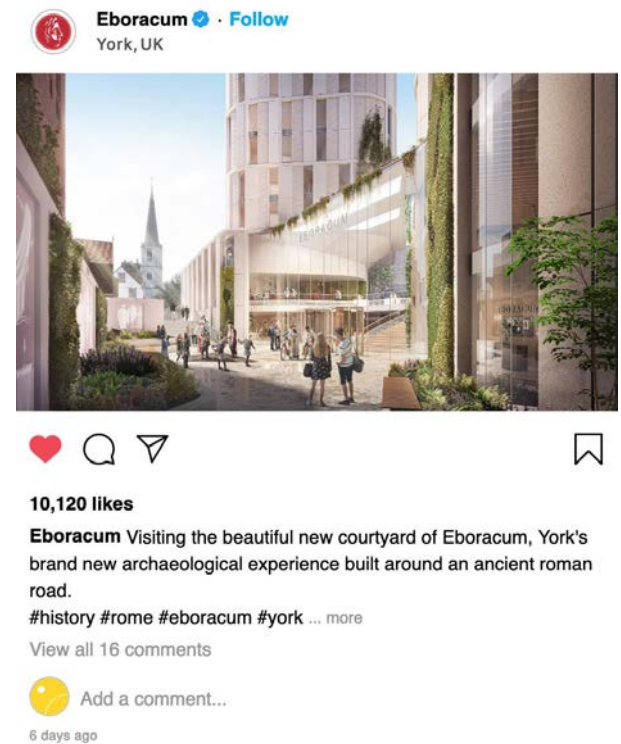
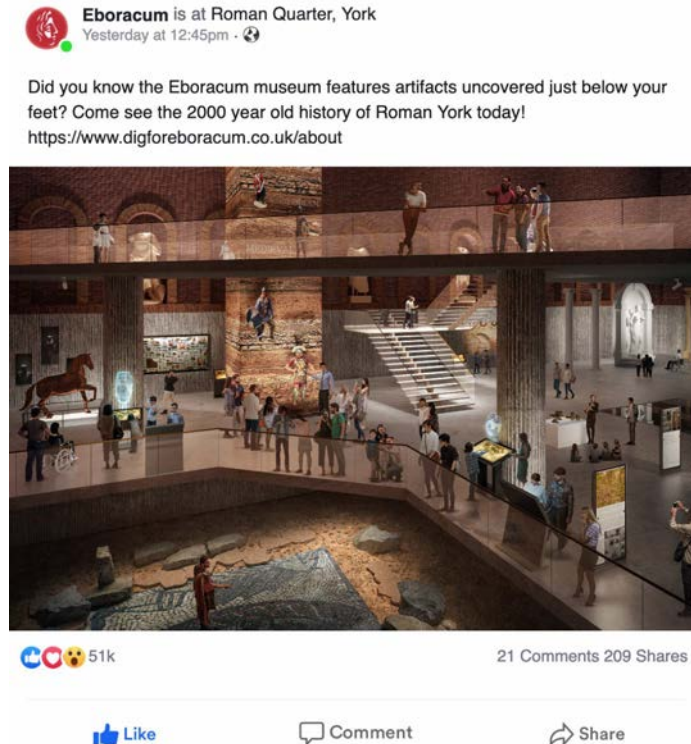
Lively town
square - trading,
community



Roman Wall -
backdrop for
Eboracum

Marketing Analysis

- Creating an Eboracum social media presence using sponsored posts will allow potential guests to interact and engage with the experience before arriving
- Social media will also be used to promote special events in the space



Proposal images courtesy of digforeboracum.co.uk, example posts created using zeoob.com

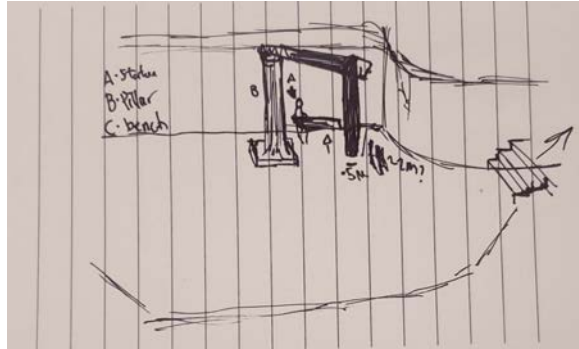
PHASE/ 02. Concept and Design Proposal

***Journey to Eboracum* aims to serve as the entryway for guests to begin their journey through Eboracum. Guiding people down the Roman Road in a pre-experience to the Eboracum museum, *Journey to Eboracum* takes you through the story of a Roman traveler as you begin to learn about the history of Roman culture in York. By incorporating an interactive scavenger hunt along with themed seating, music, scents, and foliage, *Journey to Eboracum* allows guests to step into the world of the past and realize that this world still runs through the veins of the present city. The goals of *Journey to Eboracum* include:**

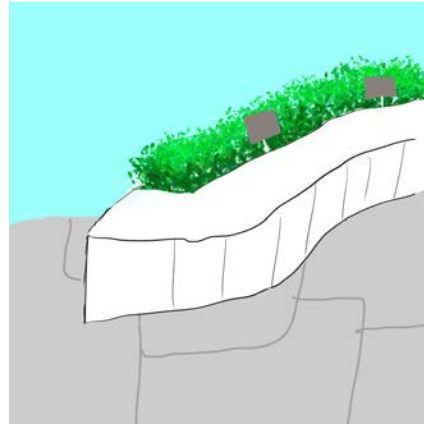
- Provide an immersive experience that builds guests excitement about exploring York's roman past.
- Encourage passersby to purchase tickets and explore the Eboracum museum and other amenities (aparthotel, cafe).
- Give guests an opportunity to rest and play in the Roman Road while learning about its history with the help from cast members playing "travelers". Activity based in a scavenger hunt format with artifact models around the road.
- Highlight York's roman past and show how it is still engraved into the city's landscape and culture today.
- Use effective marketing strategies in order to attract guests and generate revenue for the York Archeological Trust.
- Emphasize the principle that modernity does not have to replace history, and instead, they can work together so that history lives on and is shared in new and exciting modern ways. Exploring new and old architecture together.
- Promote diversity, equity and inclusion by establishing a welcoming environment and methods for accommodation for all guests regardless of age, ability, or other social identities.



Costumes

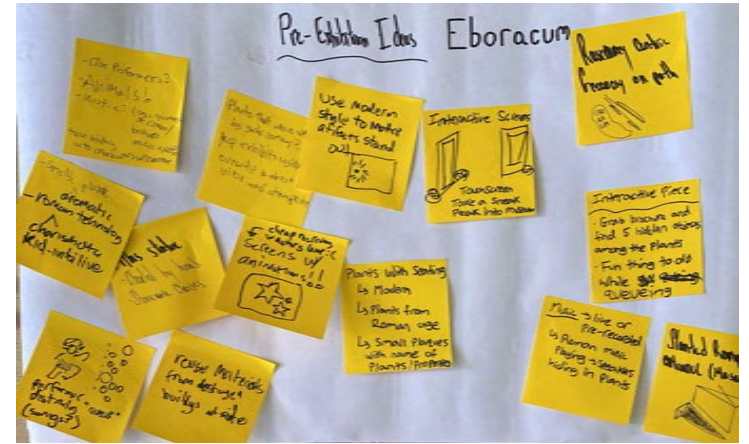


Covered seating w/ statue



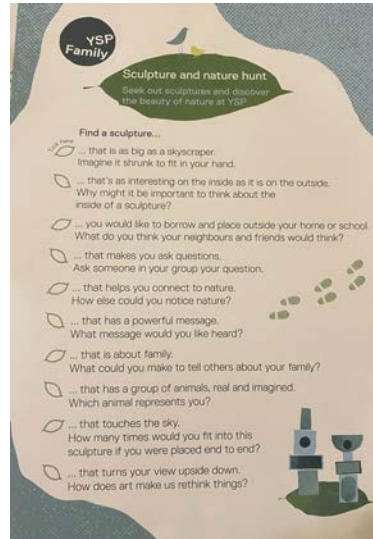
Bench + Greenery

Brainstorming





At the **York Chocolate Story** we found the live performance and guest interaction to be highly memorable and engaging.



This brochure from the **York Sculpture Park** inspired us to create a scavenger hunt built into the experience.



At the **Jorvik Viking Center** we learned that live storytelling by employees in costume made history come alive

PHASE/ 03. Detailed Design Solutions

Site Plan

● Scavenger Hunt Items

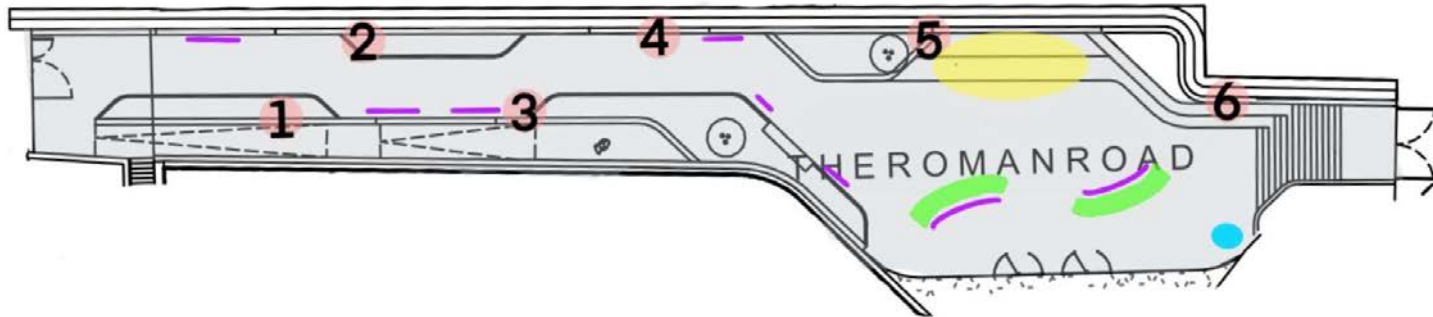
- 1 = comb along wall
- 2 = dog in window
- 3 = pot/vase on top of boxes
- 4 = pair of shoes hanging
- 5 = fabric roll
- 6 = knife

● Bench seating

● Covered seating with statue

● Roman plants

● Info Booth



3D Renderings



3D Renderings



Cast Members

- Acting as travelers who have just arrived at Eboracum via the Roman Road.
- Tell stories to guests about their travels and invite them to explore more in Eboracum.
- Send guests on the scavenger hunt
- The costumes are inspired by engravings of Roman merchants, soldiers, and commonfolk - Masculine and feminine costumes

The Traveler's Story

- After the establishment of the military base in Eboracum, they flocked to the city for new trading opportunities.
- Fast forward centuries later, they have returned to Eboracum along the Roman road again to find their belongings that the archeologists are digging up.



Scavenger Hunt

- Interactive activity to explore the Roman Road
- Facilitated by a “traveler” who is looking for their belongings the archeologists are digging up
- Activity for kids to do while queueing
- Objects mimic real artifacts, but are actually fake
- Opportunities to touch some of the objects to feel the material that the actual artifacts are made out of → Sight impairment



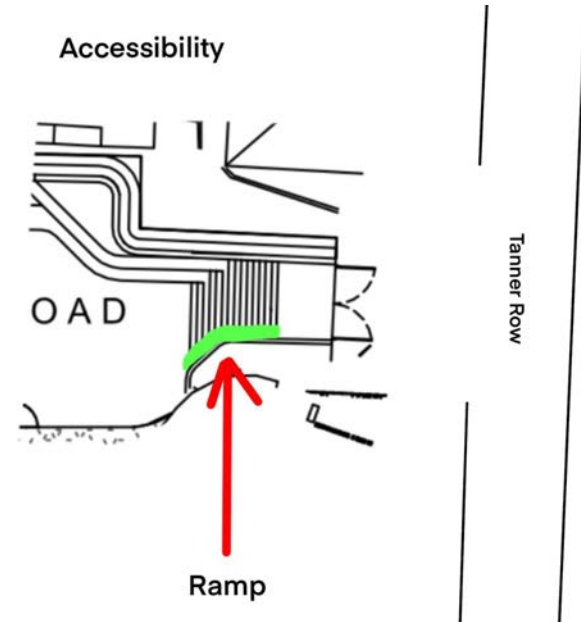
Scavenger Hunt

- This is the guide that guests will follow. They can check off each box when they find the item.
- Made to look like it was kept in the traveler's pocket for a while.
- Cast members will give them out. They can also be obtained at information desks.
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- No reward for completion, just a fun activity to do to explore the road and learn more about the style of how Romans lived.



Diversity and Inclusion

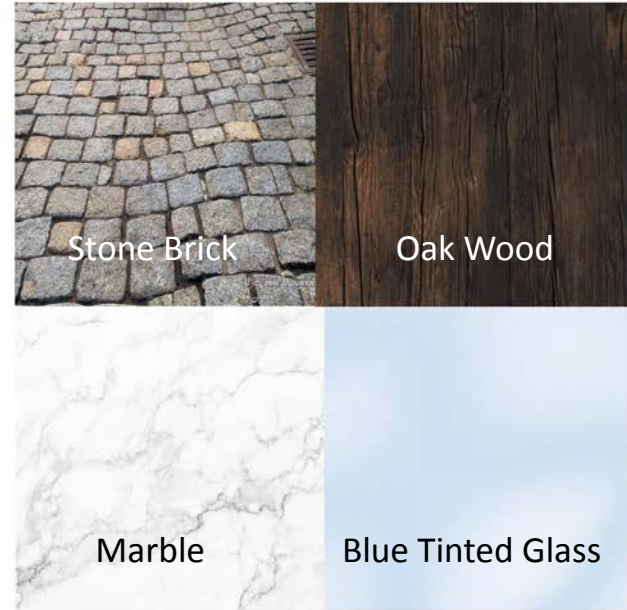
- To accommodate guests who use mobility aids such as wheelchairs, we will include a ramp as an alternative to stairs
- The rain shelters we designed also double as resting points
- Neither of our costumes are restricted to either gender, cast members can choose which costume to wear



Color Palette



Material Palette



PHASE/ 04. Design Documentation and Intent



Final Call to Action

Journey to Eboracum implores guests to explore the Eboracum museum and buy tickets to the attraction. We want this pre-experience to envelope passersby into York's historical Roman narrative and show that this past still plays an important role in the city today. Using modern and old-fashioned decor as well as an interactive experience with themed plants, seating, scents, and interactions with cast members.

We designers call the York Archeological Trust to explore the pre-experience as one that highlights the narrative that York's Roman past can still be an integral part of a modernizing city. By bringing the experience of a traveler along the Roman Road to life, guests can learn about what life in Eboracum was like and explore the exciting history that shaped York's development.

Cioffi, Robert L. "Travel in the Roman World." *Oxford Handbooks Online*, Mar. 2016,

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[n%20southern%20Britain%20to%20their%20arrival%20in%20York](http://www.historyofyork.org.uk/themes/the-romans-arrive#:~:text=The%20city%20was%20founded%20in%20about%20AD%2071,in%20southern%20Britain%20to%20their%20arrival%20in%20York). Accessed 13 July 2022.

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Accessed 13 July 2022.

THANK YOU!

Questions?

