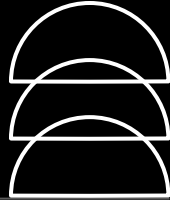
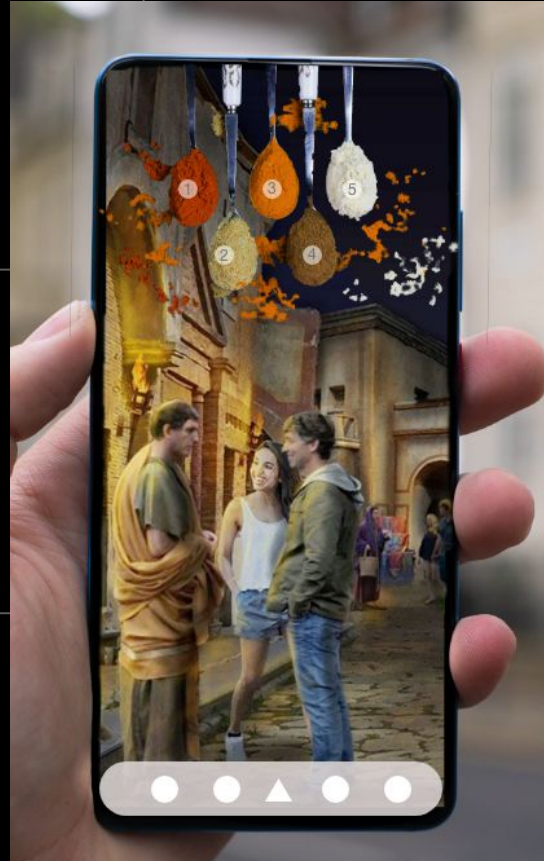
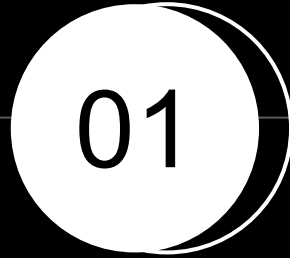




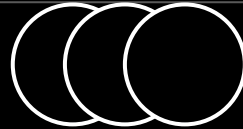
# Sights, Sounds, Smells, and Sensations of Eboracum

By Ashley, Sarah, Sreya, Gabby





# PHASE 1



Research and Design Analysis



# GUEST ANALYSIS



**Marjan** is a tourist traveling across the United Kingdom. They're looking for a fun, interactive, yet educational and historical activity while visiting York. They want to document their experiences on social media.



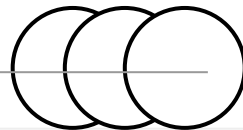
**Halah** is a York local who is looking forward to learning more about her city. She is curious about learning history through different senses, instead of reading it online or from textbooks.



**Sofie** is a chef in York that is interested in learning about ingredients Romans used in their food. She hopes to use the information from the museum to recreate the recipes for her restaurant.

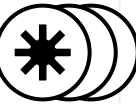
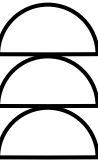
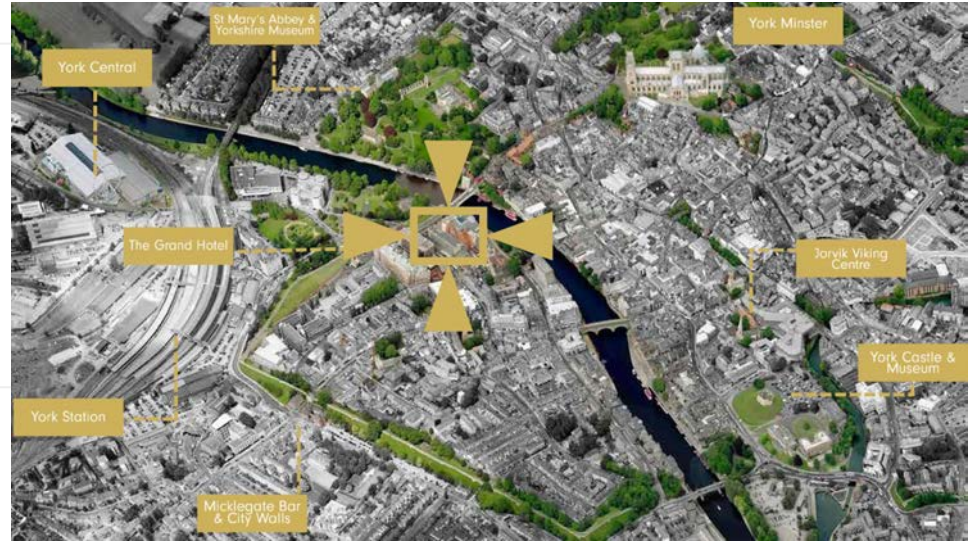


**Marc** is a university student looking for research material for his history project. He hopes the museum can help further his work and progress.

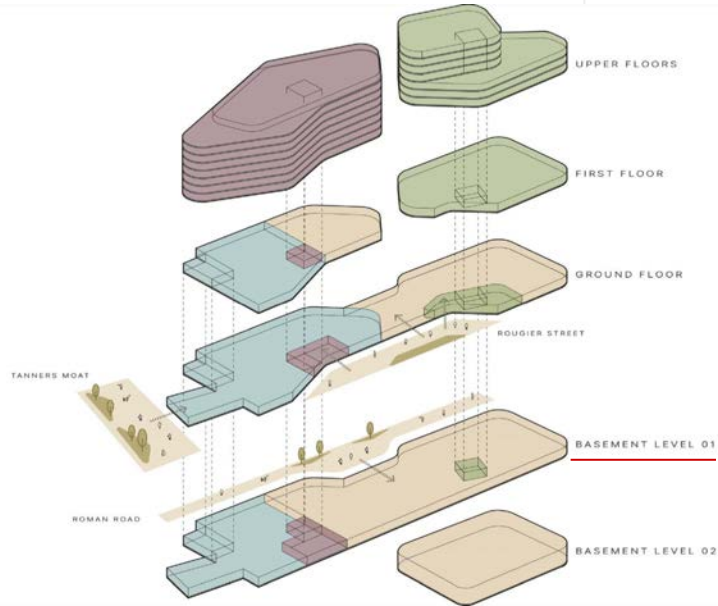


# SITE ANALYSIS

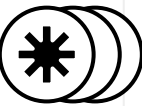
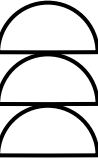
The site is centrally located in modern York on Rougier Street and Tanner Row. It is close to the railway and bus hubs within the city's walls making it ideal to attract walking visitors. The site is located next to the original Roman crossing of the River Ouse, which probably hosted a myriad of trading and shipping ports, markets, and warehouses.

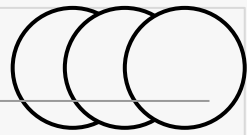


# SITE ANALYSIS



This led us to having the artifact exhibition space be an interactive Roman horreum or warehouse located on Basement Level (BL) 1. Basement Level 2 is much too small for a full warehouse experience and best suited to display the excavation site, whilst BL 2 gives an intermediary space to experience artifacts and history related to the life around the river. BL 1 allows the museum-goers to walk through an introduction for context first before being immersed into the warehouse.





# CONTENT ANALYSIS



“The Romans were extravagant users of spices and herbs. Spice-flavored wines were used in ancient Rome and spice-scented balms and oils were popular for use after the bath. Since spices were considered to have health properties, they were also used in poultices and healing plasters”

[https://www.romanobritain.org/2-arl\\_food/arl-2-roman-herbs-spices.php](https://www.romanobritain.org/2-arl_food/arl-2-roman-herbs-spices.php)



“Amphorae were used in vast numbers for the transport and storage of various products, both liquid and dry”

<https://en.m.wikipedia.org/wiki/Amphora>

“A horreum (plural: horrea) was a type of public warehouse used during the ancient Roman period. Roman horrea were used to store many other types of consumables”

<https://en.m.wikipedia.org/wiki/Horreum>



"Near the Courage Brewery Site archaeologists found the complete wooden floor of a riverside warehouse. The basement would have been cool and so it may have been used for storage of food or drink - it had a ramp at the entrance ideal for rolling barrels."

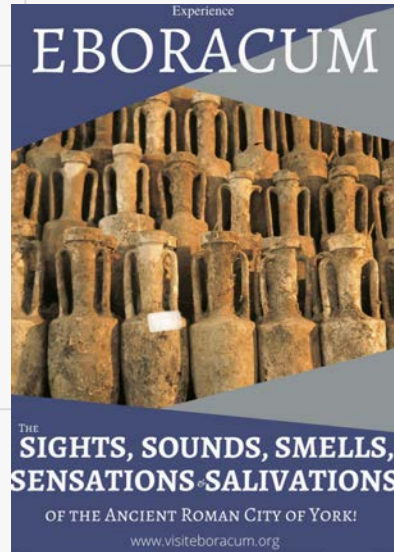
<https://www.londonremembers.com/subjects/roman-warehouse>

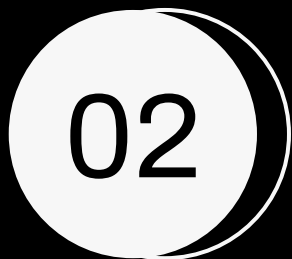
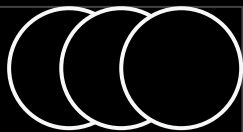




# MARKETING ANALYSIS

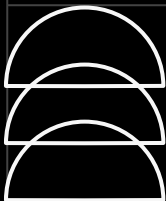
- Partnering with educational institutions
- Social media marketing
- Artifact + interactive exhibit pop-ups across the country
- Email listservs
- Influencer sponsorships
- Collaboration with academics, artists
- Community engagement through digs





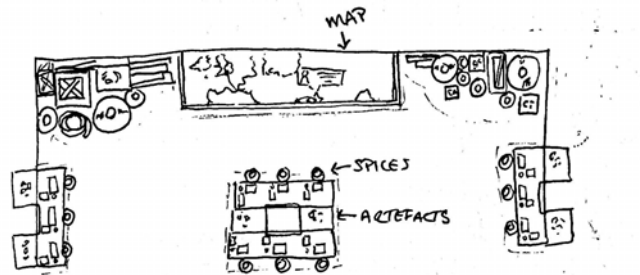
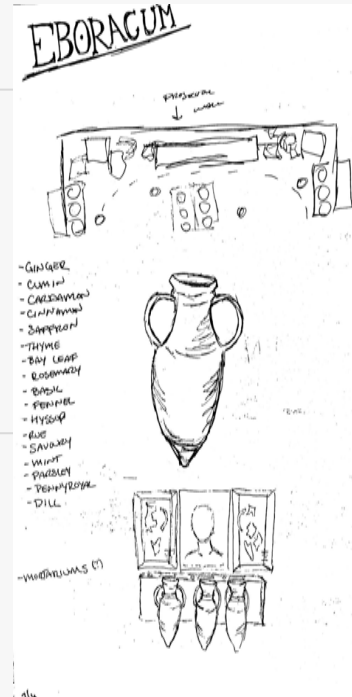
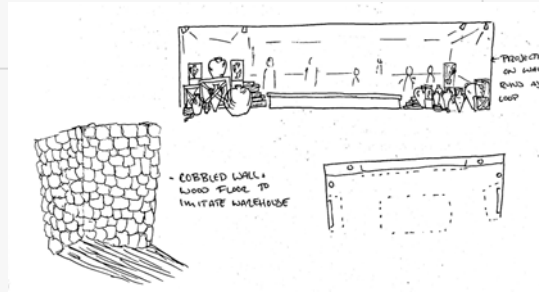
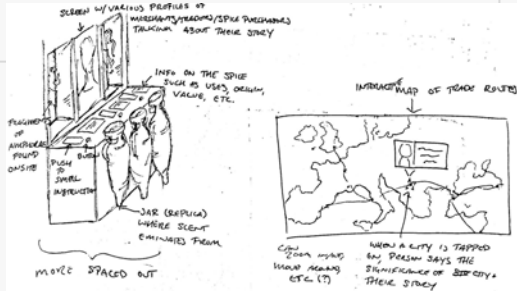
# PHASE 2

Concept and Design Proposal



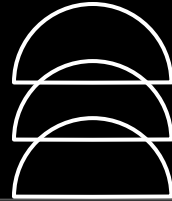


# CONCEPT SKETCHES AND STUDIES



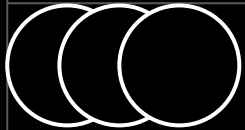


## WRITTEN PROPOSAL

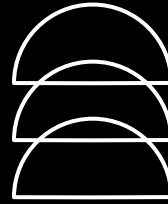


# PURPOSE

The main goal of the exhibit at Eboracum is to incorporate the creative arts into the museum exhibit to create an immersive, memorable, and educational experience that allows for both residents and visitors of York to connect with more of the city's past.



# FEATURES

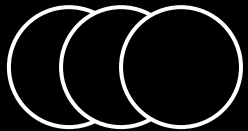


## Sensory stimulation

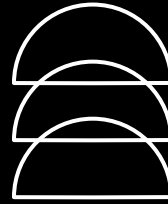
- Ambient sounds and faint smells inside of the riverside warehouse upon entering the room
- Replicas of Romano-British spice amphorae that will emanate a scent when a button is pushed
- A video will run on loop projected onto a wall of the exhibit showing people in period dress moving about the warehouse
- The exhibit itself will be designed to look like the warehouse
- Artifacts will be displayed within the context of their use in order to help visitors more clearly visualize their story

## Diversity

- Video screens will feature a wide variety of Eboracum residents talking about their life in the city, such as how they used the spices visitors are smelling
- An interactive map of trade routes will also allow visitors to see how different parts of the ancient Roman Empire connect to Eboracum



# ADDITIONS

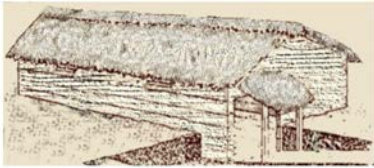


In addition to this, steps will be taken to ensure that the exhibit is accessible, such as

- Pamphlets about the displayed objects in multiple languages with images and clear fonts
- Optional audio tours in multiple languages
- Warnings of sensory stimulation to those who may be more sensitive to it
- A variety of information about the exhibit going into different levels of depth for a variety of learners
- Individuals can use an AR app to further learn more about Roman life and about the objects at the exhibit
- Earbuds for noise-sensitive individuals

Finally, the exhibit will help foster improved health and wellness through aromatherapy, with many of the spices selected for visitors to smell being soothing and potentially evoking fond memories.

# PRECEDENT EXAMPLES



A Romano-British warehouse, similar to what we believe would have been there at Eboracum. This is also what the interior exhibit will look like.



Interaction with both a map and objects in jars, using both visual and tactile senses. Key features to highlight in exhibit.



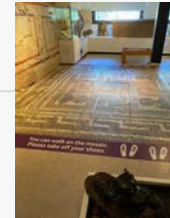
Model of a warehouse with cobblestone construction that will recreate the walls of the warehouse exhibit. Also indication of beams, which could be used as the ceiling of the exhibit.



The Roman figures on the wall similar to plan for exhibit. Warehouse exhibit will project a video on wall of people in Roman attire moving throughout exhibit.

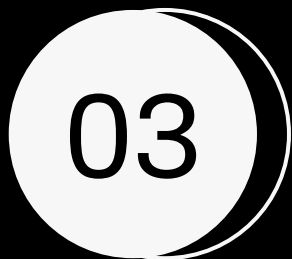
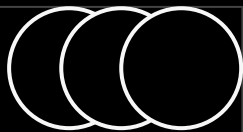


Replicas of storage vessels will be arranged to give an immersive and tactile element to the exhibit. Actual artifacts featured also and kept safely behind glass.



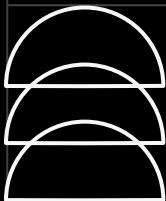
Interactive exhibition in regards to specifically the Romans in York. Plan to have wooden floor like Romano-British warehouses, and have tactile elements such as replica amphorae that can be touched.





# PHASE 3

Detailed Design Solutions



# DIVERSITY

Many people are unaware of the diversity of cities during the time of the Romans. York, a port city, was a prime example of a cosmopolitan location, with people from all over the world making their home and work here. Within the exhibit, we would ensure that a wide range of historical stories are told, from a wide spectrum of races, genders, ethnicities, and ages, from wealthy noblewomen from Africa engaged in the spice trade to workers from York who worked in the warehouse.





# DESIGN VISUALIZATION

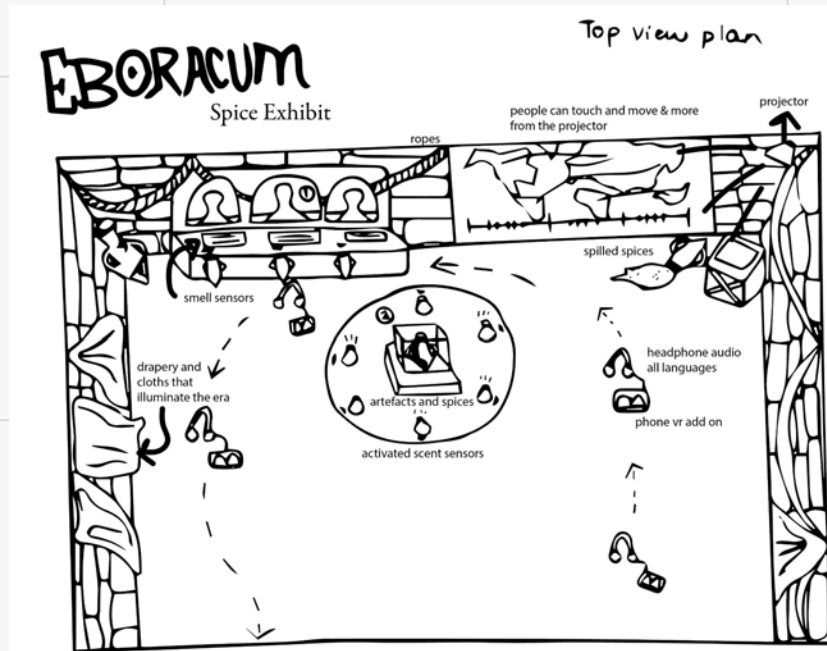
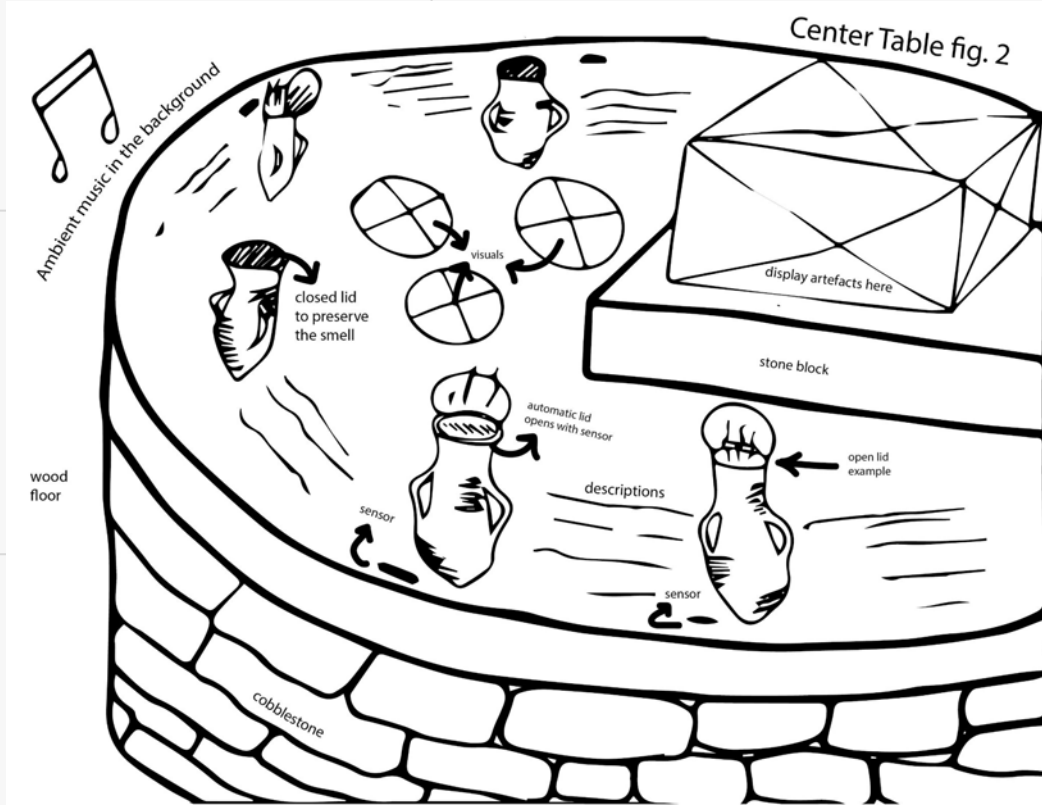
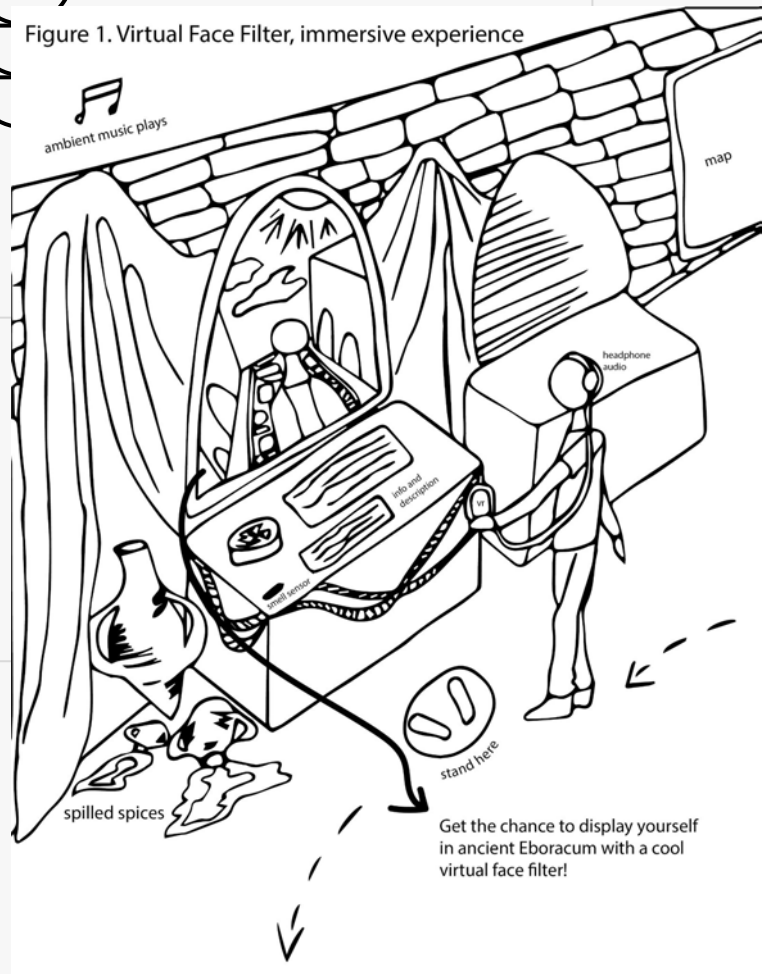


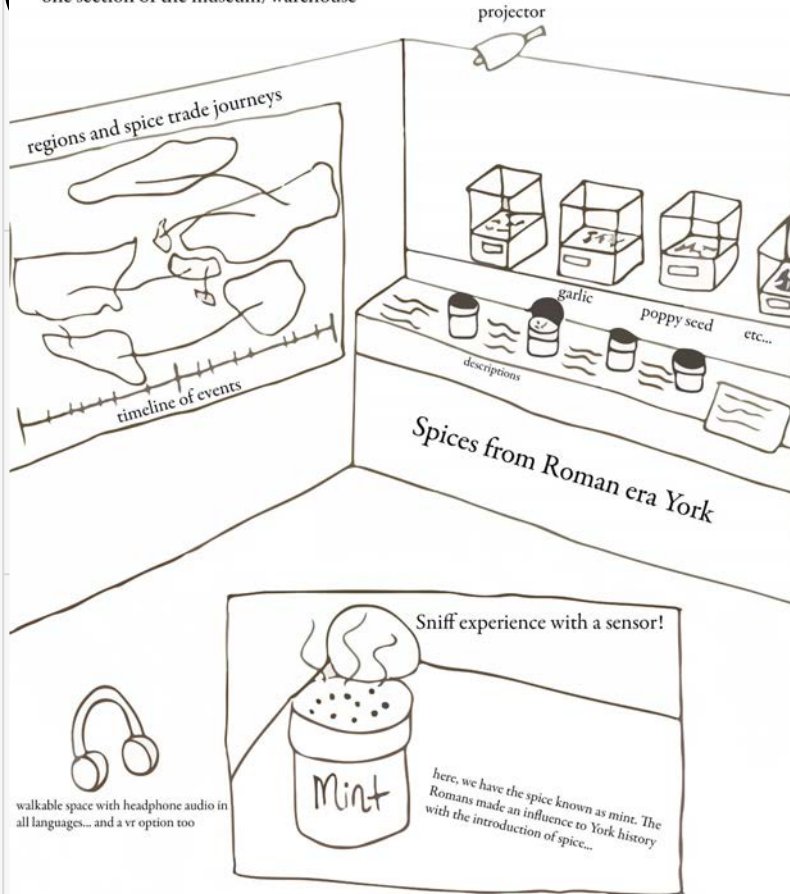
Figure 1. Virtual Face Filter, immersive experience



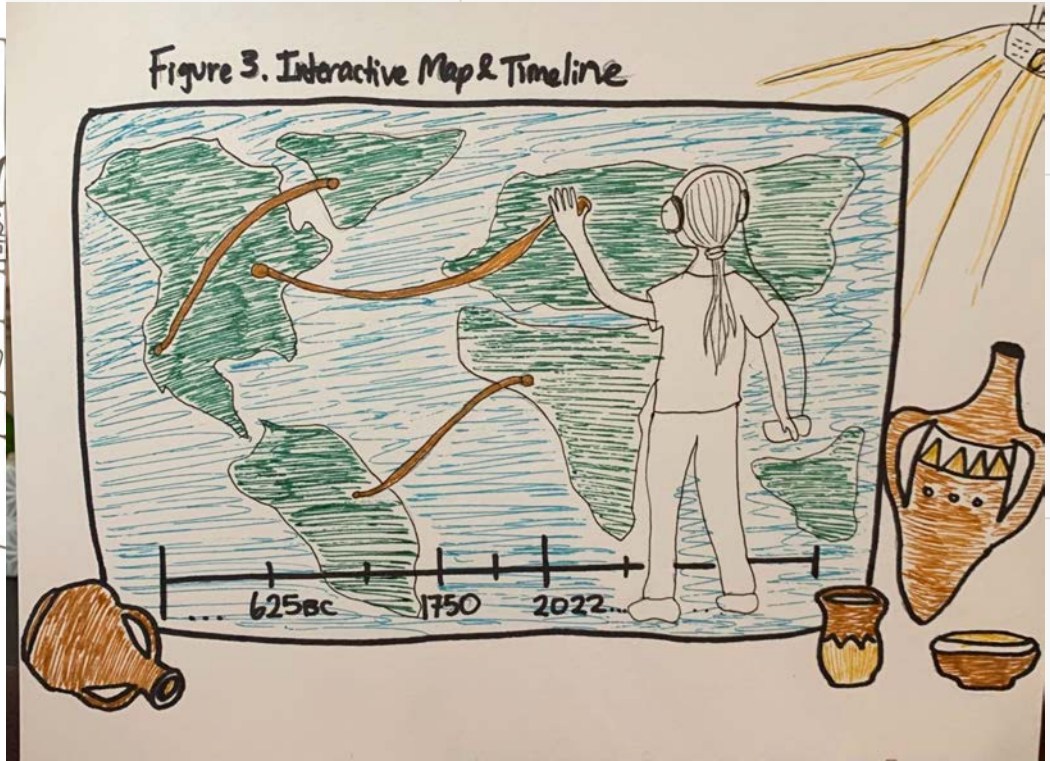
# Project 1: Eboracum proposal, phase 1 Group 2

spices from ancient York that date back to Roman Times

\*one section of the museum/warehouse



### Figure 3. Interactive Map & Timeline



# DESIGN PALETTE

DESIGN PALETTE - Because this experience is so dependant on engaging multiple senses while remaining true to history there is an emphasis on balancing the modern sleek and colorful to the ancient rustic.



COLOR PALETTE - The palette features pops of color while reminiscing colors present in ancient Roman warehouses: the stones, wood, and spices.

Dair Regular  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

Dair Italic  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNPOQRSTUVWXYZ*  
*0123456789*

Dair TBNT  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

TYPOGRAPHY PALETTE - The font chosen belongs to the type family Dair and is a roman typeface inspired core principles of the roman type form, originating over 500 years ago. It is easy to read on screens and physically while being compact.



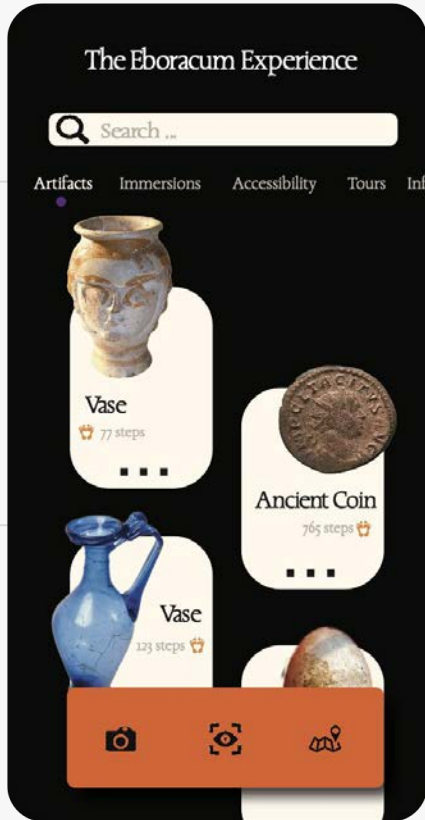
Existing Logo

The once-in-a-generation dig itself will have significant public benefit, creating excitement and engagement amongst York residents and visitors alike, as the layers of history are peeled back, and the public will be invited to share in the excitement as items are unearthed. The archaeology alone will provide a significant positive impact for the local economy, driving national and international tourism, and providing global exposure for the city. This will continue when the completed attraction – which will be double the size of [JORVIK Viking Centre](#) - opens. Early predictions suggest it will receive above half a million visitors per year, adding £20 million to York's economy.

Existing Font



# DESIGN PALETTE



AUGMENTED REALITY - Ideally an application would be developed for visitors to experience the Roman warehouse in its utmost potential. Lively dialogues and arrowed paths would guide users to their desired experience.





# DESIGN PALETTE



Wooden Planks  
Floor Surface



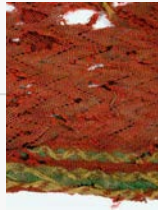
Brick Panels  
Wall Surface



Concrete Roof  
Ceiling surface



Roman clay  
vase  
Tactile



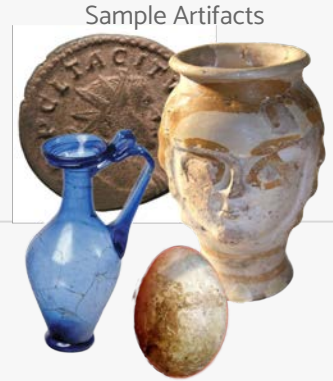
Roman textile  
Tactile



Grains  
Tactile

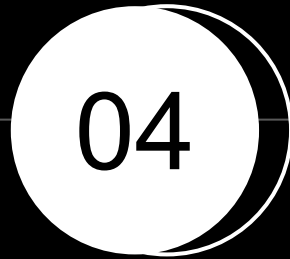
TEXTURE PALETTE - At the heart of this experience is sensory stimulation and recreating an accurate atmosphere of a Roman warehouse. People can walk through and engage with artifacts through replicas of textures that were present.

LIGHTING - The lighting seeks to replicate a Roman warehouse spatially with warm dim ambient lighting and light seeping through windows, cobblestone, and LED torches. Artifacts would be illuminated through spotlights while paths would be illuminated through hidden lights.

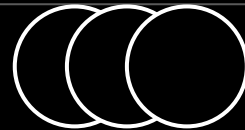


Inspiration Images





# PHASE 4



Design Documentation and Intent





# FINAL CALL TO ACTION

With this exhibit, Eboracum will have the opportunity to engage visitors via all of their senses. Through stimulating sights, sounds, smells, and tactile sensations, guests will be able to immerse themselves in the ancient city, connecting themselves to York's rich history by giving them the chance to see themselves in the sandals of the Romans.



# PROTOTYPES, MODEL, FINAL PRESENTATION MATERIAL

<https://take.quiz-maker.com/Q00J715K7>



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