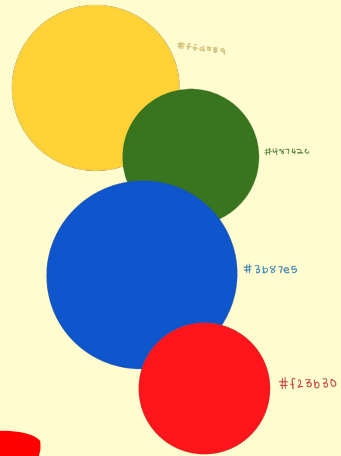
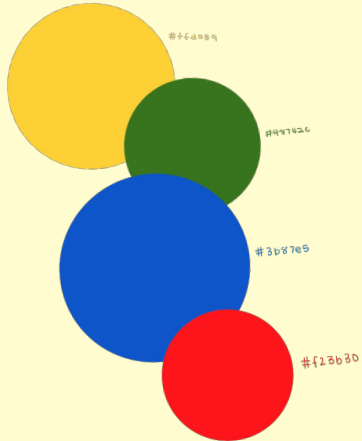


KEEP ON ROLLING

Bre, Hanna, Lauren & Olivia

Design in Europe 2023



Keep on Rolling

Our design is inspired by the 1984 popular kids game, “Super Helta Skelta”. Scaled up to massive proportions, this game is transformed from an individual activity to one that requires people to cooperate in order to move and connect the large pieces of the marble ball track. The start is designed to look like the marble arch in which it is located in front of. Once placed at the start, the bowling ball sized marble will roll down either side, following the twists and turns created by participants until it reaches the bottom. The audience can put different parts together to change it up every time.



Who Will Use This?



Our project is looking to capture the attention of children as well create an interesting interactive experience for families. Whether they are on a family vacation and are seeking out the Hyde Park landmark , or are locals out for a walk in the neighborhood, we set out to make this experience accessible to a wide variety of children from various backgrounds.

Hyde Park: Marble Arch

With 350 acres of lush English vegetation, Hyde Park is one of the largest and most diverse parks in central London. It is home to the famous Serpentine, a 40–acre lake that is surrounded by lovely gardens and trees. Marble Arch is a ceremonial gateway in the north–east corner of Hyde Park close to Speaker's Corner.

Marble Arch is situated in its own corner square, accompanied by plants, lush grass, benches and a rectangular fountain. It is a very communal, yet empty space– despite of its recognizable properties.

With the intention of utilizing the park's qualities, incorporating an interactive structure designed for mainly children and onlookers, gives the space the ability to transform into a more robust, lively and interactive environment.



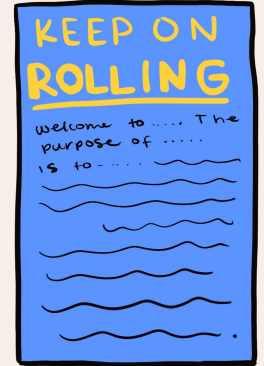
Construction and Collaboration



This experience is more than just a fun and creative way to engage the public. It also requires cooperation and interaction with those interested in playing. Players need to work together and communicate in order to move the large track pieces with greater efficiency. There is also a unifying common goal, either the large marble successfully makes it to the end of the track, or it stops short. Kids and adults alike will be able to harness their creative and cooperative skills, bringing the community closer with a hands on approach.

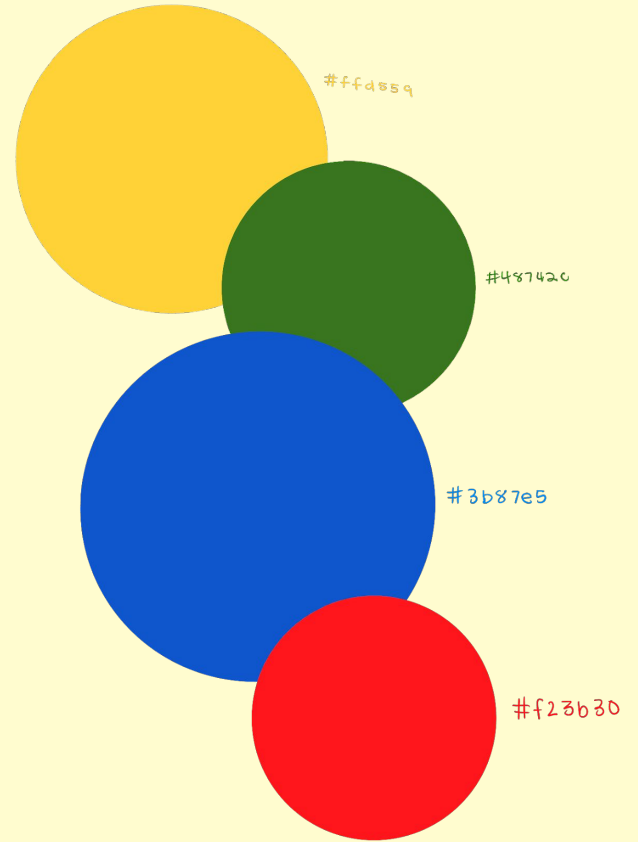
Drawing the Public In

With over 13 million visitors* every year, Hyde park is the most famous parks in all of London. With a tube station situated across from the grand Marble Arch entryway into the park, there is no shortage of foot traffic in this area. People passing will be beckoned to interact through signage on a plastic bifold sign stand. Small slogans such as “come and play!” and “lets build!” warmly inform the audience that it okay to engage with the interactive experience. Another way that our project could be marketed would be through the utilization of social media. Stickers brandishing our projects name, “Keep On Rolling”, could be plastered to the sides of the tracks, ensuring any photos taken of the installation will lead instagram and tiktok users to where they can find the large marble roll track.



*dorchestercollection.com

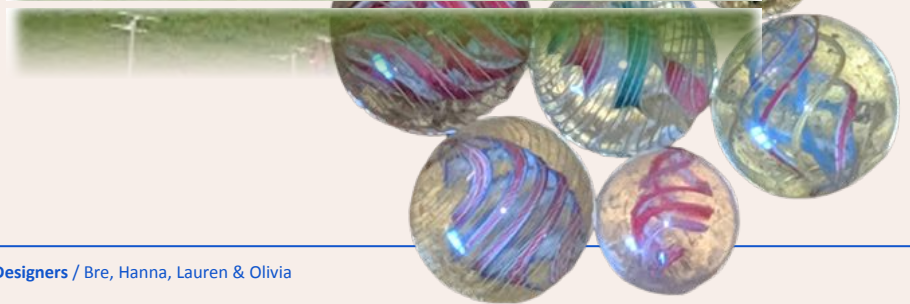
PHASE/ 02. Concept and Design Proposal



Our Vision

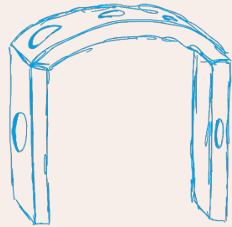
We will create a life sized “Super Helta Skelta” marble run track that both kids and adults can collaboratively build. The design of the track will have a marble pattern inspired by the Marble Arch at Hyde Park.

Our goal is to encourage the development of collaborative skills between current and future generations, as it is essential in the workforce. Additionally, this family friendly activity will bring more foot traffic to the Kensington/Hyde Park area.



CONCEPT SKETCHES

Constructed / deconstructed

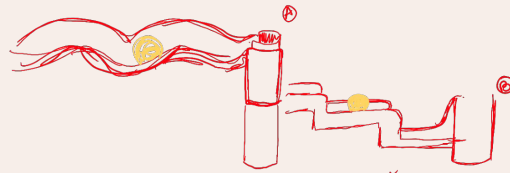


- only permanent factor
- meant to be built off of
- indicates purpose + starting area
- invites children to interact

★ Utilizing the key component of the arch of the marble arch

↳ meant to highlight its significance

★ The idea is to progressively keep building + growing from the original arch frame



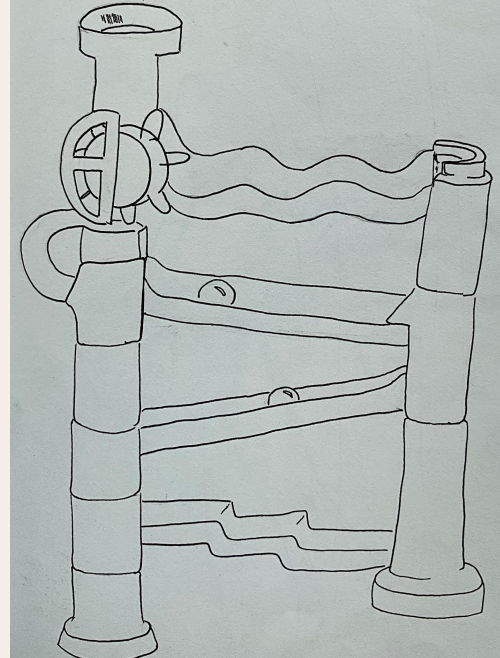
★ Different ideas of pieces to build from the arch

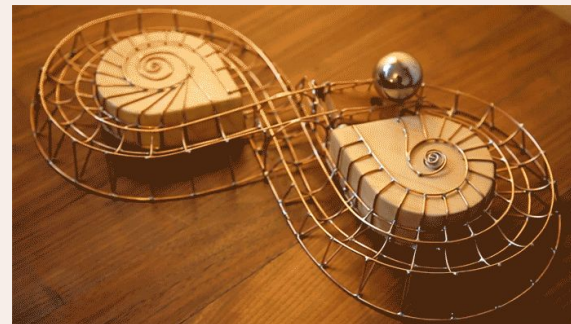


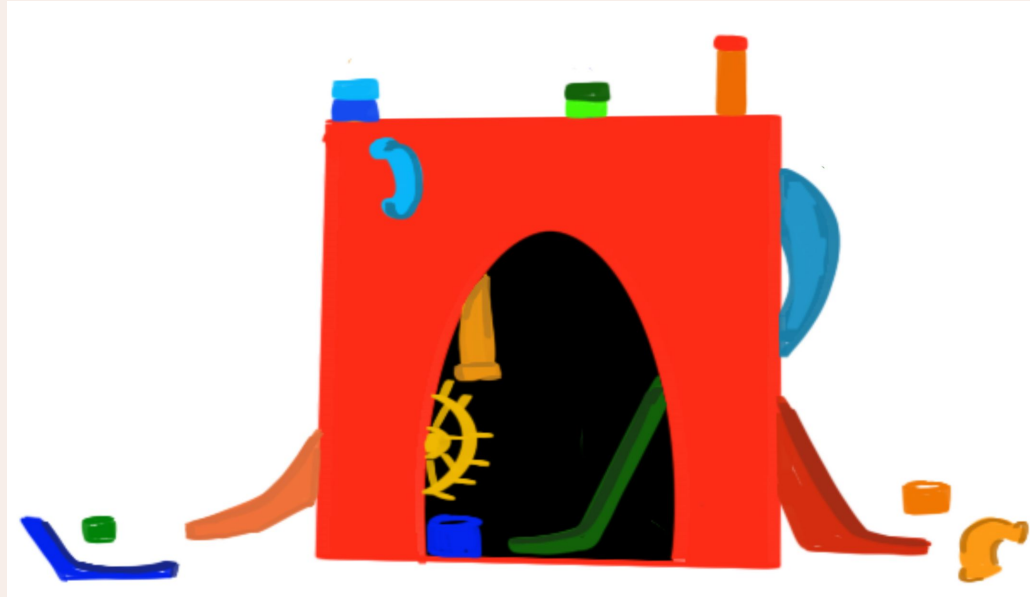
marble moves through the built constructed / deconstructed

KEEP ON ROLLING

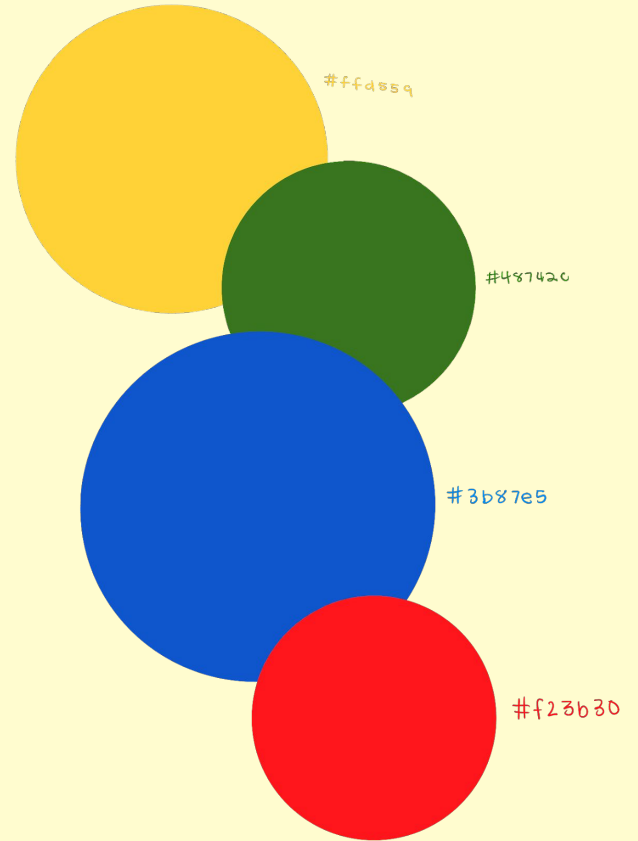
get a marble to the bottom of the track by designing a twisting, turning route. Put different parts together for a new way down.



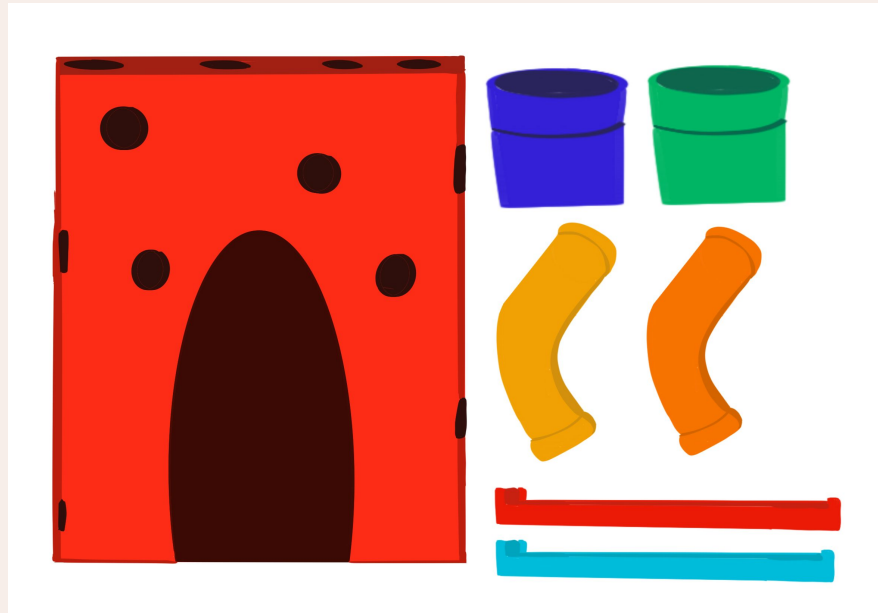


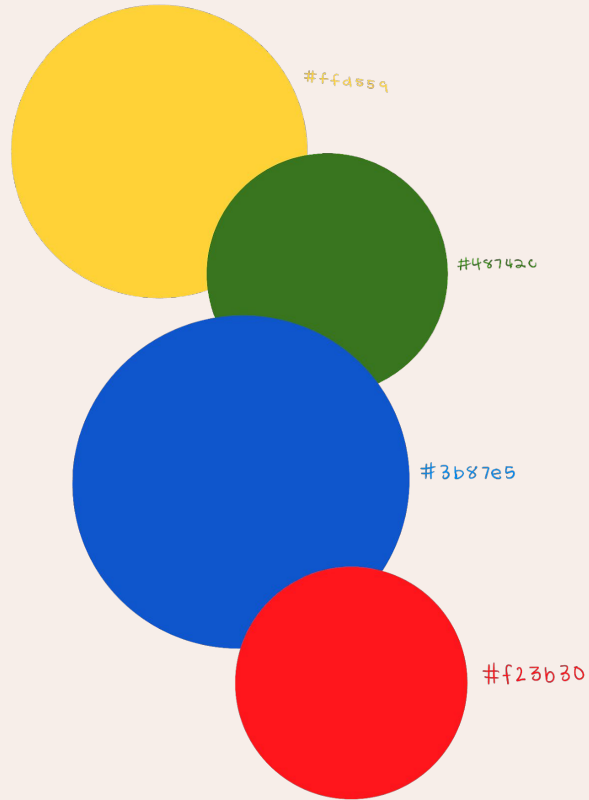


PHASE/ 03. Detailed Design Solutions



Brought to Life





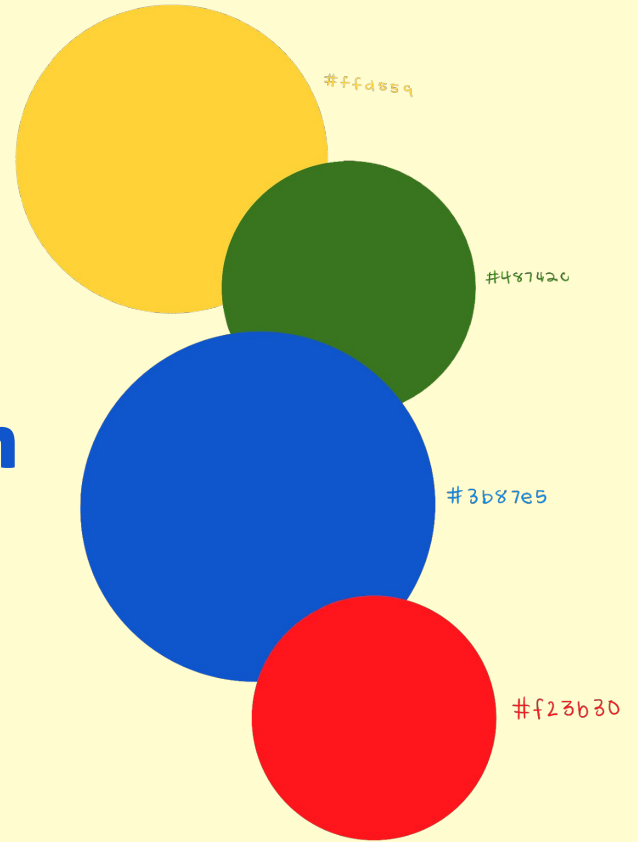
MAIN TYPEFACE

Lilita One

Lilita One Bold

**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**

PHASE/ 04. Design Documentation and Intent



All the Marbles



generated using AI software DALL-E



MATERIALS TO EXPLORE

track: foam, PVC, carbon fiber

Marble ball: hollow plastic



Building Together Builds Friendships

Educating kids on the fundamental skills of collaboration through an engaging and creative activity can provide a long lasting impact on the way they build relationships with others. Teamwork and cooperation can instill the importance of empathy and patience. Building the track so it successfully gets the ball from start to finish teaches quick problem solving. Without even realizing it, our audience will walk away from the “Keep On Rolling” interactive experience with new found wisdom.