



SOCIAL CITY

Cristina Sitjà
Miriam Sanchez
Ricard Sebastià
Octavi Serra
Clara Fructuoso

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GROUP INTRODUCTION

Team members:

CLARA FRUCTUOSO (graphic)

OCTAVI SERRA (product)

MIRIAM SANCHEZ (interiorism)

CRISTINA SITJA (building engineer)

RICARD SEBASTIÀ (product)



Members of group from left to right

Society is an artificial reality so it can easily change by a sudden or gradual way with organized people(in companies, universities, institutions, political parties, in nonprofit organizations,...) In this vision of social desing is an inenudible reality; exists and people change it even if they realize it or not.

There's no doubt that for the designers, in global, could work in a responsable and continued way serving the society requirement and not the market, is essential to achieve political projects in order to achieve a social social welfare state. We think that the preoccupation of the designers has to be to support without complexes all the movements that defend social causes and not to wait the system to impouse our ways of life.

Groud dynamics and organisation

Out desing is a multidisciplinary studio to bring on interchange networks through grafic desing, through objects o troungth public/private interventions we generate social mobilization and social relation.

We work on the integration between designers with social concerns and NGO's, nongovernmental organizations to help them to improve the quality of their communications, by workshops or courses or to conect profesional designers and organizations. With the development of projects for NGO's out design follows an analisis and invetgation line to improve the comunication and social desing generating invetigation grups and courses of especialization in the desing and social communication. Our interventions want to promote the social discussion, the approach of posible problems and as well provide the society new great spaces.



Studio logo



Studio

We, as individuals have social interactions everyday. We do not live alone on a deserted island. We cannot not be social. We should be aware of the fact that we have the opportunity to choose our actions in everyday live. We have the choice between following the same habits, customs and lanes we did in the past or change them, every new day we could do things differently than we have done it before. For us this is social design.

Rather than telling you what social design is, we aim at providing ideas , inspirations and insights on positive and engaging change. In our website you will have the change to explore and share your work with the many other changing world projects. We would like to make you to think about How do we change the world?

PROJECT DESCRIPTION

"Les Rambles" works as a circulation path. It creates heavy traffic, but it is also a meeting point and a point where you find the most important places in the city, of the culture, leisure, gastronomy... it is a walk with plenty of tourist visiting different things.

The project is based on inter-relate all the spaces and people by using technology; we understand technology as any object, mechanism, activity, and so on.

SOCIAL COHESION DESIGN MISSION

All these groups of people have an itinerary, a clear goal, but what we try to emphasize in this project is to create a kind of pause in these different paths.

The goal is to create cohesion and interaction among different kind of people. A place where you can find people who are looking for the same as you, where you can talk about the same themes, share hobbies, talk about the city, and, to make it simple, a place where you can meet new people.

We got to a conclusion by studying different possibilities:

The space is focus in the music, making the music the link between lot of people with different likes.

We want to combine unknown people in order to form a group and work all together to achieve the same goal, that in this case would be to play a song with different instruments.

A part from being a musement and entertainment space it will also be a meeting point, a sitting area and a cohesion point of social integration.



A project of more 3 years of investigation that are glasses that can be graduated by introducing a fluid in between 2 glasses, without the necessity of expensive machines every pair will cost 1\$

IDENTIFICATION

- **Selecting Setting X, Elements, Actors, Events.**

The 5 elements we have chosen are those that we believed most prominent of the area where we decided to put our design. These 5 elements that we believe are important in the area, being basic factors or places crowded with people, very different people, whether young, adults, young children, older people and of course, tourists.

- Liceu: is one of the most important theaters in Barcelona, if not the most, with a long history behind it, and with the best spectacles happening in the city. It is a popular location for families, couples, culture-loving people in general, tourists ... is difficult to find the building empty of people, because over the years, has become an important landmark in Barcelona culture, and there's no guidebook listed where you find this. In addition, we believe it may be closely related to other elemental spirits of the area, because people come there from the metro, apartments, hotels ... and time strongly influences the type of shows offered: is not the same go to see a show in the afternoon, or an opera at night.

- Metro: The subway is one of the most important elements of the city. This is the public transport used by the population. The metro line that is in the stop of Liceu is the green line, in which circulates a constant flow of people during most of the hours it is open. The Liceu metro stop is a meeting point for many people, being a mid-point for all buildings, monuments etc that are around.

_ Hotel: A hotel is a key place where you can find all types of public. Rooms can be occupied by people seeking to know the city, people who come to the cosmopolitan Barcelona for business, or people who are from the city that needs a few days away from home for any reason ... Therefore, we believe it is a key point for our work, because there are a big circulation of people entering and leaving the hotel, and through the hotel they can go into our space designed. Also from the hotel, people interact with our other selected items, either to go to the subway, want to visit the Liceu ...

- Apartments: An apartment block is clearly an element occupied by many people of completely different characteristics. This is a point where many people circulate, and that the opinion of them would be fundamental for the space that was designed in Las Ramblas, because they are living just ahead. The people who inhabit these apartments are also closely related to the elements of the area, of course.

- Time: time is a factor that greatly affects the people, places and especially situations. By time of day will be some activities or other, there will be more people or less, and of various kinds. During the day is probably the turn of families and tourists, and at night it's time for couples and students. This makes the environment has to adapt to it in one form or another, and that

all elements are related about the time, without question.

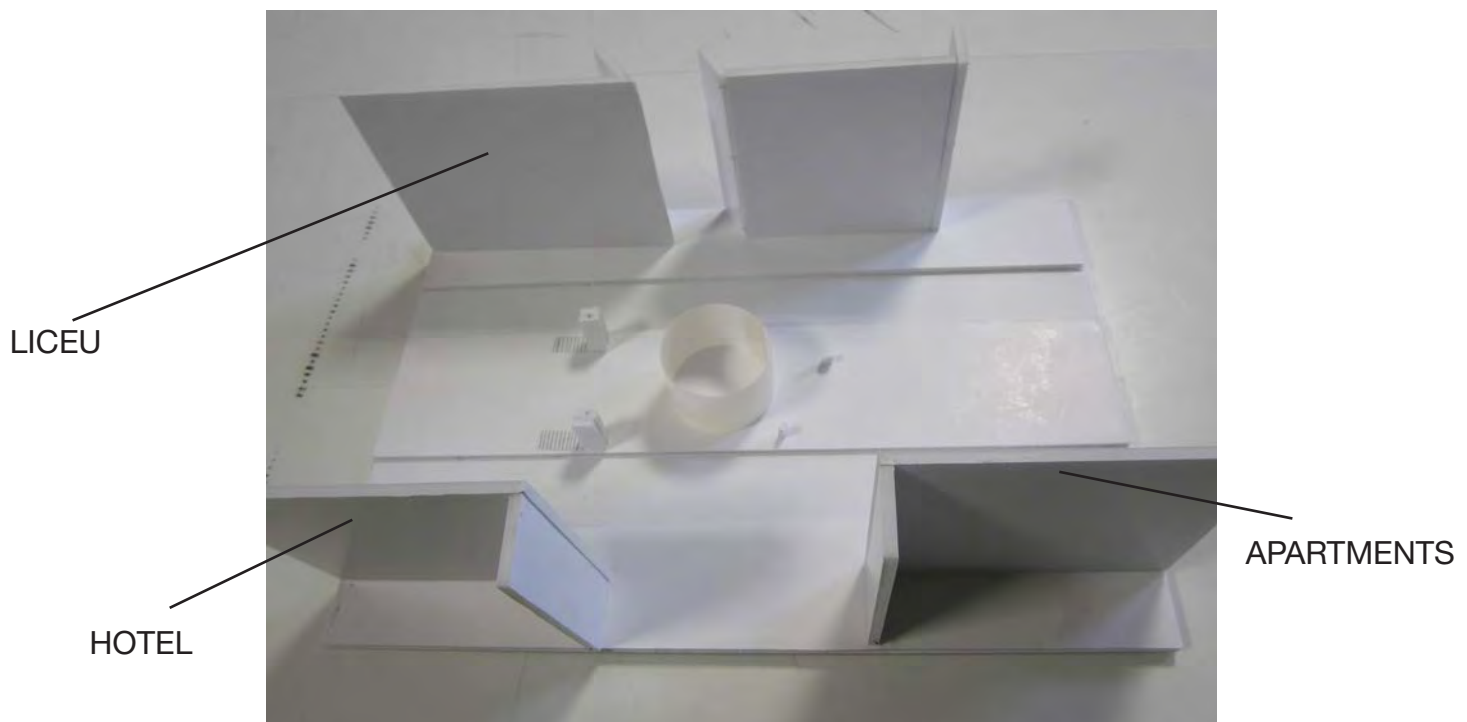
- 3D Scenario Board

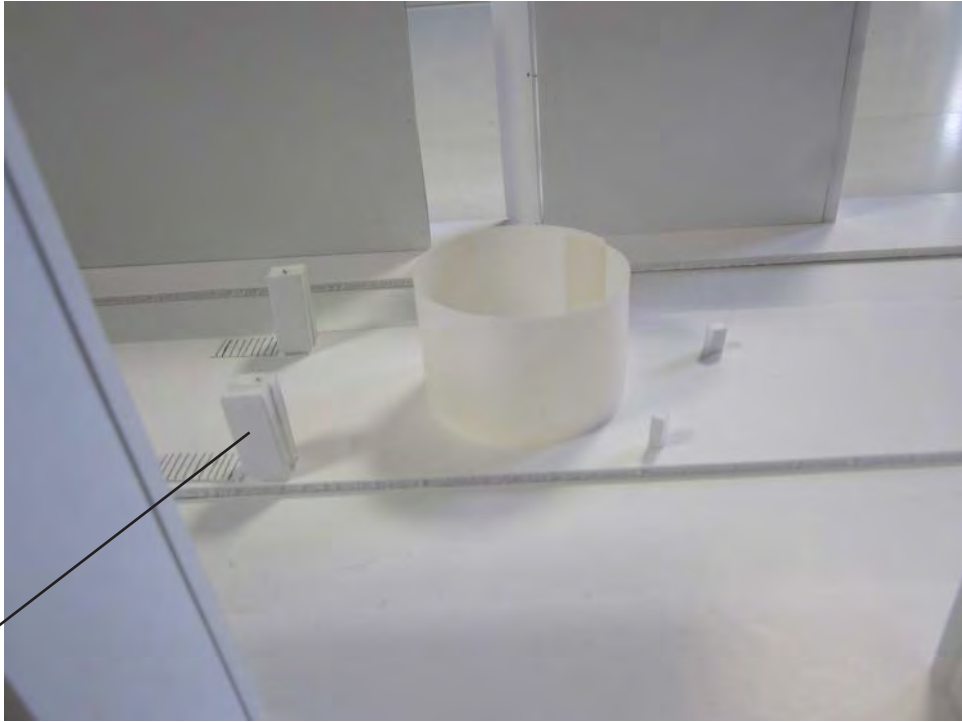
Our Scenario is situated in the midpoint of Las Ramblas, surrounded by buildings and very important places like the theatre Liceo and the metro station, with a very important people flow that constantly walk around.

The streets that surround the space chosen are St. Pau street and Hospital street. As we have said, the buildings around are not only Liceu theatre and the metro, where we can also find a restaurant, a hotel and an building apartments.

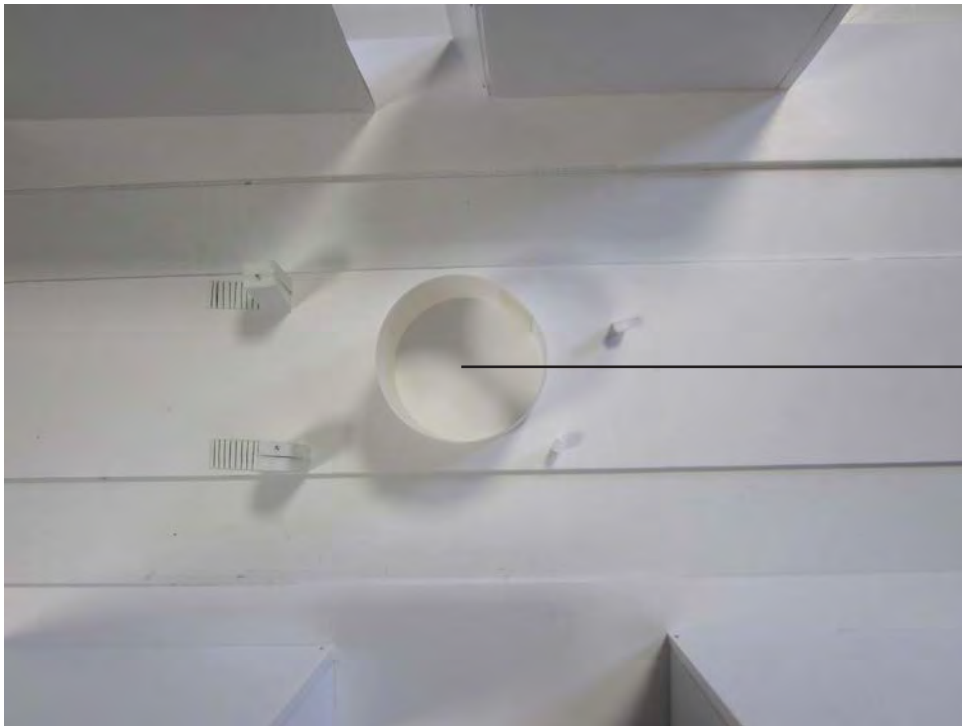
The 3d- model it is made of foamboard, where we try to represent the street of las Ramblas and the buildings besides de chosen area and the place where we will produce our intervention.

There we can find some photographs of our Scenario:





METRO



SPACE

- SubScenarios

Los SubScenarios realizados por los componentes del grupo son los siguientes:

APARTMENTS

1. A tourists group, rent an apartment for one week to visit Barcelona, and they will cross the street of las ramblas, to make a visit to el Liceu, and then, they see the planned space. They come inside to know what its that.
2. A young students that live together, will go to the university and they have to take the metro, so they cross the road, and how they have time before go to the classes, they decide to enter.
3. A family who lives in his apartment since a long time, make a walk down las ramblas how every Sunday, and they think that it will be interesting to visit the new space with her children.

METRO

1. A man is waiting for his friends, and he decide to stay on the space designed, while the people come.
2. A couple want to find a good place for dinner, and they think that in the space designed someone tell him were will go.
3. A worker that finish her work, go to the space because she thinks that someone tell her the good plans for the weekend in las ramblas.
4. A pensioner wants to make a walk in las ramblas and he's surprised so much with the new space, and he decide to come inside to know what it's that,

HOTEL

1. A family who stays in Barcelona for holidays, They wake up in the morning but they haven't decided where to go the next hours. They decide to go to la ramlba and search a point of information and suddenly they see the screen.
2. A couple want to have dinner somewhere, but they don't know where. By the moment, they decided to go to watch the screen in front of the hotel because he remember he saw an advertisement of a restaurant.
3. A businessman finishes the daily task, decide to have a drink somewhere and ask to personal hotel if he knows some after work in la rambla, but the personal hotel doesn't know any after work, and recommends that he should go to see the screen or ask the people around the screen.

TIME

1. it's raining so much and a family is searching a place to stay dry and decide to come inside

to stay there to be shelter from the rain.

2. Someone is late and decide to come inside of the place to send an email explaining his delay.
3. A tourist that don't have much time to visit the city, goes to the place designed to know a planning and a itinerary for his days.
4. A student that don't have time to show his photography works, wants to send it to the screens for people to see it.

LICEU

1. A girl is walking down las ramblas to go to el liceu, when she see that the place designed offers information about the Liceu's spectacles and decides to comes inside.
2. At the space designed there's a performance of the Liceu's spectacles, and the people to wants to see the Liceu's spectacles decides to see it before.
3. The people that leaves the Liceu, goes to the space designed to comment the spectacle that they saw before.
4. The people that have to come inside el liceu, stay on the space designed to wait his hour to go to see his spectacle.

INTEGRATION I-2

- Selecting most promising SubScenario-Combinations applying A Sub Matrix tool.

	man who is waiting	a couple who are walking	worker who goes home	tourists from the apartments	young students	family who is taking a walk	group that leaves Liceu	a group that is waiting	a group that goes to the Point to meet	family looking for information	a couple who leaves the hotel	man looking for a afterworks	man who sheltered from the rain	man in a hurry	man looking for a route
man who is waiting		✓	✗	✗	✓	✗	✗	✓	✗	✓	✗	✓	✓	✗	✗
a couple who are walking	✓		✗	✗	✗	✓	✓	✗	✓	✓	✓	✗	✓	✗	✗
worker who goes home	✗	✗		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
tourists from the apartments	✗	✗	✗		✗	✗	✓	✓	✓	✗	✗	✗	✓	✗	✗
young students	✓	✗	✗	✗		✗	✗	✗	✗	✗	✗	✓	✗	✗	✓
family who is taking a walk	✗	They see this montage. They do not know what it is and discuss it with each other.	✗	✗	✗		✓	✓	✓	✓	✓	✗	✓	✗	✓
group that leaves Liceu	✗	The group that leaves Liceu inform the couple about the theater and other activities.	✗	People of Liceu explain the tourists about the theatre work.	✗			✗	✓	✓	✗	✓	✓	✗	✓
a group that is waiting	They coincide at the Point and they wait together taking a coffee.	✗	✗	Tourists ask the group what they recomand about Liceu.	✗		✗		✗	✓	✗	✓	✓	✗	✓
a group that goes to the Point to meet	✗	The couple see the group and they go there to ask what it is.	✗	Tourists are added in the Point and they talk with other people.	✗	✓	✗		✗	✗	✓	✗	✓	✗	✗
family looking for information	The family see a notice and inform it to the man	✓	✗	✗	✗		The children of the two families play together at the activities.	✗	✗	✗	✗	✓	✓	✗	✓
a couple who leaves the hotel	✗	A couple ask to the other couple about some restaurant to dinner.	✗	✗	✗	✓	✗	✗	✓	✓		✓	✓	✗	✗
man looking for a afterworks	The man ask to the other where he can go to party.	✗	✗	✗		The man ask the young man about where he can go to the party.	✗	✗	✓	✓	✓		✓	✗	✓
man who sheltered from the rain	They talk about the weather	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	✓		✗	✓
man in a hurry	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗		✗
man looking for a route	✗	✗	✗	✗		The man ask the young man about important things to visit.	✓	✓	✗	✓	✗	✓	✓	✗	

-Constructing Main Scenario.

Pau and Marta are looking for a place to have dinner together and they go to the place designed to find a restaurant. Then Pere pop up, he has just left Liceu and he advices them to go to a restaurant that he knows because the advertisement of the place designed. At the same time, a parent's family are waiting while the decide were to go. They're relaxed because they know their children are having fun in a safe place because the games of the space designed.

- Designing Concept in Main Scenario.

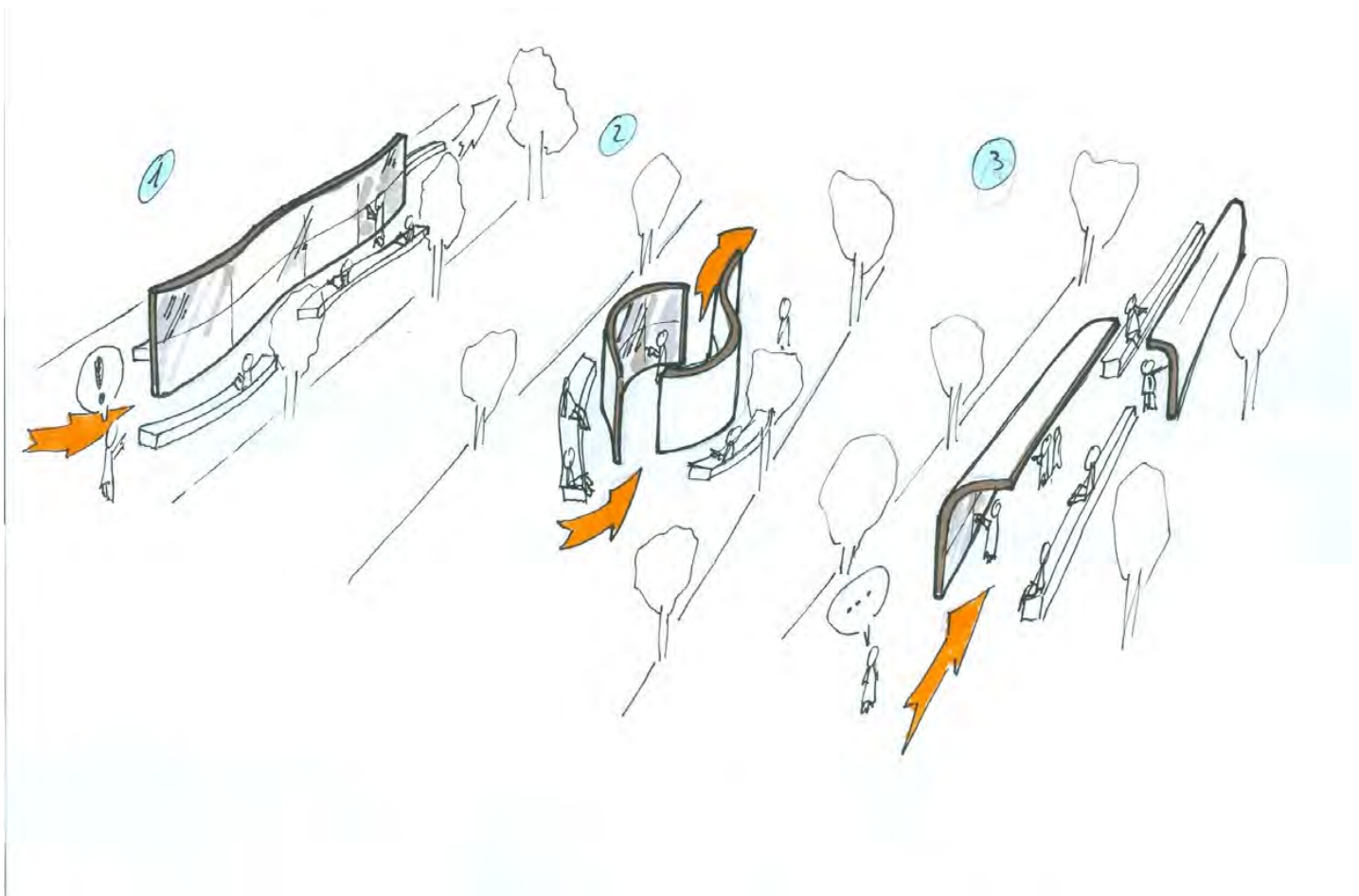
The stories framed by the blue square are the most prominent and important.

As a conclusion about these stories we have three diferent possibilities to make this meeting point, and we ask to the peo`ple. This place could be destined in:

- 1) waiting area (with benches, stoves)
- 2) information center about typical things of Barcelona (gastronomy, leisure, culture...)
- 3) interactive activities (projections, games, music, videos, exhibitions...)

With these three diereent concepts, we went to Las Ramblas and we asked people what they prefered.

Our designs are these:



Survey results:

- 1) 9 people
- 2) 12 people
- 3) 18 people

The most option voted was 3) interactive activities.

And from here, we chose only one type of activity: music.



Our project:

The goal is to collect different people to form a band and play a song together. And how does it work? We have based our activity on The Guitar Hero game.

It is a giant touch screen where there will be different instruments. The mechanism is the same as in the game: the notes come out one after another, and you have to touch at the right time to make the song sound good.

To start the game is needed to be a group of 6 participants. By this way, we force people to search new people and talk with them. Then all of you, have to decide what music you want to play. As in every song, there are different instruments that will be represented by different people, one person will play the guitar, the other the piano, drum, etc.

The player who has done the best punctuation will be rewarded with a merchandising gift.

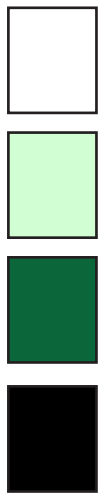
Related:



IMPLANTATION I-3

- Elaborate on “Look & Fell” to communicate Social Mission / Name & Advertising Slogan.

We design some elements that compose all the graphic and the esthetic of the instalation.



Chromatic range



Naming and logo



be the sound!

Graphic screen



Reuneix a gent, escull la cançó que vulguis i forma un grup de música!
Reune a gente, escoje la canción que quieras y forma un grupo de música!
Bring people together, choose the song you want and form a band!
Il rassemble des gens, choisir le morceau que vous souhaitez et de former un groupe!
Es bringt Menschen zusammen, wählen Sie den gewünschten Song und eine Band gründen!



Merchandisign:



Newsletter example advertisement:

EL PAÍS
EL PERIÓDICO GLOBAL EN ESPAÑOL
www.elpais.com
DOMINGO 25 DE DICIEMBRE (2011) | Número 1116 | (C) 2011 EL PAÍS | Precio: 2,25 euros

Music Wall, Touch the music!



The next Sunday 25 of December will premiere the new project in Las Ramblas of Barcelona. The design studio "Out Design", are the responsables of a project that will consist in a touchable screen about twenty meters wide and two high were the public will have to make a group, and form a music band. The game, its inspired on Guitar Hero game, but with more tools: guitar, battery, piano... The users will make music that they before were choose with his group. They will have to play the song like the screen says, and if the user make the good punctuation, they will have a present. A risky and new initiative but funny and fresh.

Be the sound!

- 3D CAD drawing of Design in Rambla setting (Rambla research into public-perception).

The main menu appears between songs, and invites you to choose the song you would like play whit some people, and you invite 5 people to participate.



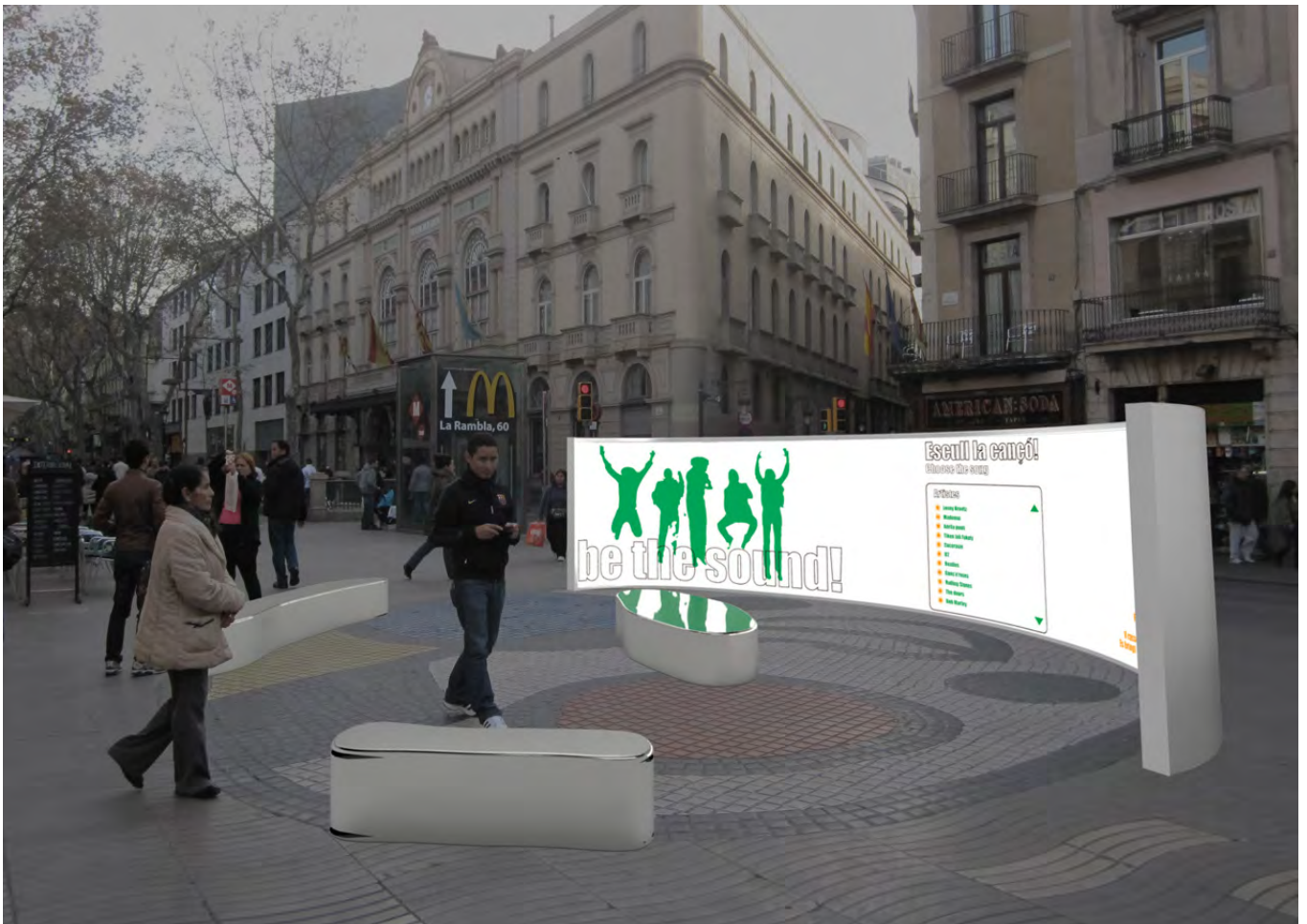
Bring people together, choose the song you want and form a band!



Choose the song

Artistes

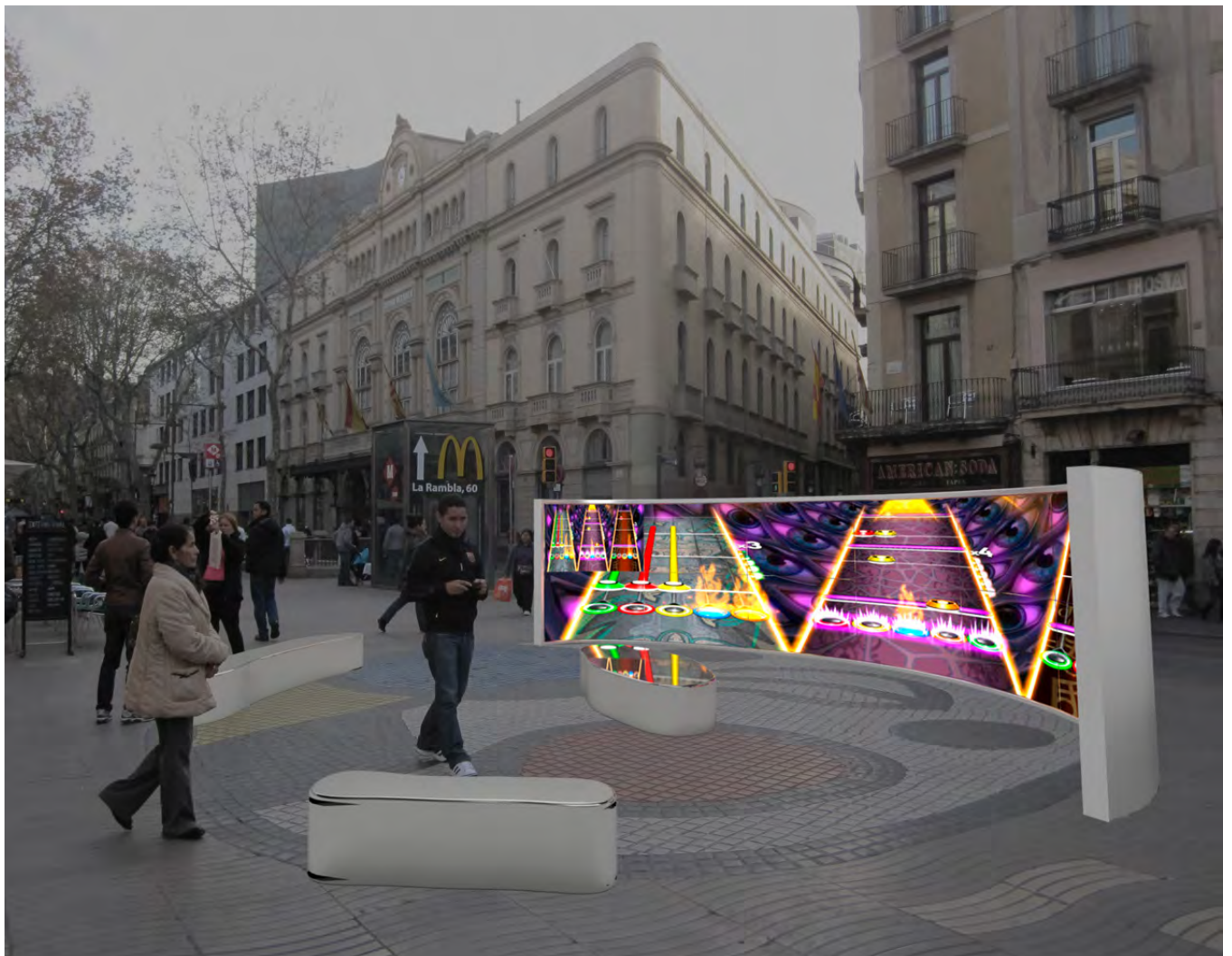
- Lenny Kravitz
- Madonna
- Adri[ã] punti
- Tiken Jah Fakoly
- Cocorosie
- U2
- Beatles
- Guns'n'roses
- Rolling Stones
- The doors
- Bob Marley





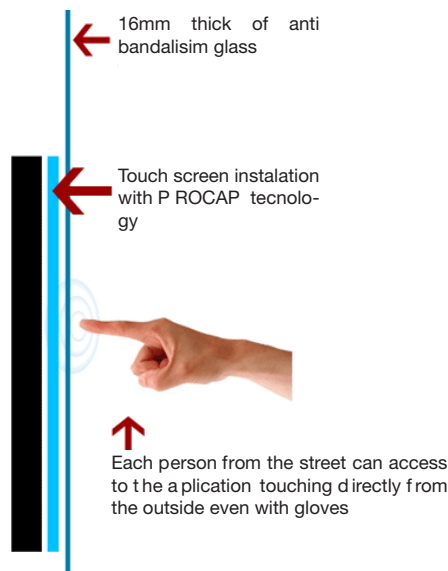


You must press the button like before you cross the line!

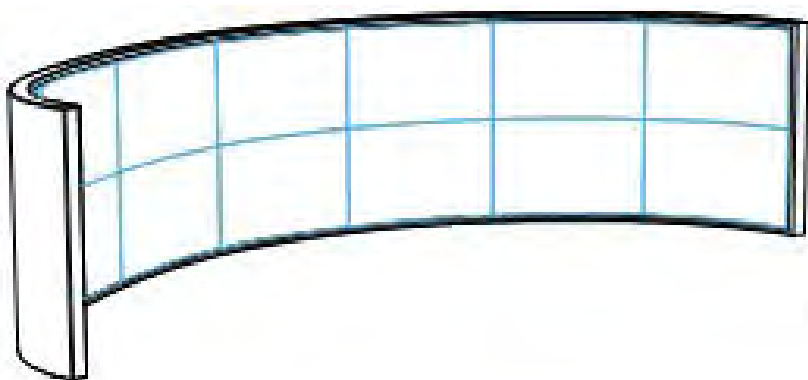


Music wall description

The music wall is a curved wall composed of 14 touch screen monitors which is a surface capacitive technology that consists of a uniform conductive coating on a glass panel. Electrodes around the panel's edge evenly distribute a low voltage across the conductive layer, creating a uniform electric field. A touch draws current from each corner. The controller measures the radio of the current flow from the corners and calculates the touch location. It is connected by a USB port into the media installation.



The structure that supports this screens is a stainless steel tubular structure fixed in the floor by anchor plates of 15x15 cm spaced every 2 meters.



In order to hear the song the group will play, there are speakers situated in the outline of the wall.



- Plan for Test-Pilot (finance, stakeholders involvement (municipality, public, TV etc.), planning).

COST ESTIMATION

Date: 21/12/11

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WORK 01 COST ESTIMATION
CHAPTER 03 FOUNDATIONS

NUM.	CODE	UN	DESCRIPTION	PRICE	MESUREMENT	IMPORT
1	13513576	ml	Foundation for the structure with anchor plates 15x15 cm every spaced every 2m (P - 1)	149,41	6,622	989,39
TOTAL	CHAPTER		01.03			989,39

WORK 01 COST ESTIMATION
CHAPTER 04 STRUCTURE

NUM.	CODE	UN	DESCRIPTION	PRICE	MESUREMENT	IMPORT
1	E4R12546	kg	Stainless steel structure formed with hot laminated steel extrusion squared sections for estructures, in shaped profiles squared, round, rectangular shape worked and manufactured in the company, settled in the place.	4,99	420,000	2.095,80
TOTAL	CAPÍTOL		01.04			2.095,80

WORK 01 COST ESTIMATION
CHAPTER EP AUDIOVISUAL INSTALATION

NUM.	CODI	UN	DESCRIPTION	PRICE	MESUREMENT	IMPORT
1	EPA63576	u	Touchscreen Monitor with high resolution of 70 inches,PQLabs LED Cell Imaging in color, with controlers, Dual USB Powered (for screen size .70´´) (P - 5)	535,76	14,000	7.500,64
2	EPAA5468	u	Matrix switching video microprocessor, programmable, with a capacity of at least 16 posts, with at least 4 outputs, 16 alarm inputs, USB connection ports, keyboard operating system, control cameras, lenses, supports and monitors installed (P - 6)	267,83	14,000	3.749,62
3	1G224201	u	Outside electric instalation with a basic electrification and 5 circuits. (P - 2)	1.444,85	1,000	1.444,85
4	1G226587	u	Outdoor Speakers 100 x15 x 15 cm Woofer: 8" Kevlar woofer Tweeter: Pivoting 1" aluminum dome Power handling: 175W Frequency Response 26Hz - 22kHz Sensitivity 92db Contour Switches: ±3dB Bass and ±3dB Treble Impedance: 8 ohms Unit Dimension: H 14-7/8" X W 10-1/8" X D 3-3/4" Wall Cut Out: H 13 5/8" X W 8 3/4" (P - 3)	377,32	4,000	1.509,28
TOTAL	CAPÍTOL		01.EP			14.204,39

WORK 01 COST ESTIMATION
CHAPTER EQ EQUIPMENTS

NUM.	CODI	UN	DESCRIPTION	PRICE	MESUREMENT	IMPORT
1	EQ138794	u	Steel plate bench casted in studio, as documentation adjunted, fitted in the site 40cm high. (P - 7)	745,74	2,000	1.491,48
TOTAL	CAPÍTOL		01.EQ			1.491,48

COST ESTIMATION

BUDGET OF EXECUTION FOR THE CONTRACT

Page. 2

EXECUTION BUDGET MATERIALS.....	18.781,06
	<hr/>
Subtotal	18.781,06
18,00 % IVA OF 18.781,06.....	3.380,59
	<hr/>
TOTAL BUDGET	€ 22.161,65

Stakeholders Involvement

This project would be funded by the money of the partners: City hall: "Ajuntament de Barcelona", Guitar hero, Phillips.

The city hall of Barcelona is interested in becoming a sponsor of this space, because it gives a new image of technology and modernity to Las Ramblas. So, this image could probably increase tourism and therefore the city's revenue.

Also is interesting the social cohesion that generate in a street that until now, the movement of people was constant and a few times people connected each other.

Guitar hero and Phillips, sponsor this space winning an advertisement in a big city that it's visited by too many people of all the world. The Phillips screens are in the range of all and the users can prove his efficiency and her design. The users that enjoy this program, can know "guitar hero" game, and later buy it in the shops, and keep enjoying in his homes.

CONCLUSION

This was a complex job, because many aspects have been considered for its realization, but done in a short time.

It has been interesting to build the project from the ground and watch from the conclusions what we have to do, the project was taking shape and meaning. When the people from Barcelona and also the tourists walks in La Rambla, there's fear to the strange people because it's a conflict zone. Therefore, the challenge of getting people to interact with each other in this space was a goal so interesting and complicated.

So we decided to find a common point among all people and that was also fun and entertaining. Then we got the idea to introduce music as a main element of our project. From there we went polishing every aspect until we got the idea explained in the dossier

We believe that the project achieves the objectives marked since the beginning, because it is an activity that attracted much attention of the people to play, and in turn would make to interact each other including when choose from the song, create a group and make the song sounded well together. Also, bring a picture of modern technology and Las Ramblas.

With this workshop we found it interesting fact to focus all efforts and focus them on one project, because in college there are used, and finish it quickly and in order to complete. we had a few days and a open brief, so we had to spend the best of himself so as to have quick results and valid method of using a very strong work.