SOCIAL CITY

WORKSHOP 2011

Irene Rebenaque
Nacho Reigada
Toni Pérez
Ana Picanyol

INDEX

OUR PROFILE

Nacho is on his third year of graphic design. He chose this workshop because he is interested in social interaction. He wants to try to convey sensations to the people in a graphical way. He hopes to learn new ways to reach people.
He has done the project's logo, the most of the drawings and sketches and helped with the scenarios.

Toni is on his third year of engineering design. He chose this workshop because he likes innovation and he is interested in everything related with escape from the routine. He expects to have a fun and different experiencie and convey that feeling by the final product. He has done the renders, some surveys and helped with the scenarios too.

Ana is on his third year of graphic design.
He chose this workshop because she is interested in social psychology and she would like to apply design elements to the happiness of the people . She hopes to unite figure, product and space to work on something different than her day a day . She has done the studio's logo, the surveys, helped with the scenarios, and the dossier.

Irene is on his third year of indoors design. She chose this workshop because she is interested in street interventions. She hopes to learn how to capture public attention when their are not going to that specifically location in particular. She has done the rest of the drawings and sketches and she has helped with the scenarios.

TYPICAL ATYPICAL STUDIO

The dynamic of the group has proved quite fruitful. Each one has given the best of himself and has applied his skills to merge the different ideas with the aim of be all agreed. We have done all the work together. We have all participated in each step of the project. Each one has contributed more in those part he knew better than the others. And that has made it easier to develop.

Our studio logo represents the profile of a stereotypical creative worker. By this, we emphasize that we are a team with humor sens that concern for the feelings of the people.

PROJECT DESCRIPTION

This workshop was about to rethink "city elements" such as public furniture for Social Cohesion.

We started mapping the Rambla and setting and building a 3D model of it. It was the focal point all along the project. The challenge was to include Rambla elements in the Main Scenario to try to combine each other. For develop it, we should translate the ideas into material design concepts and a plan for implantation at the Rambla.
The final results of the workshop were a brief report of the designer process (logical framework) as well as 3D Solid Work drawings representing the concept of the C.I.P.S.

The goal is to get interaction with people who do not know each other. Especially those who are alone.
For example, a person who comes alone to visit the city and wants to meet people can use this activity as an excuse.

Our target is not tourist, our target is all those people who spend a while alone in their day a day: those who have to wait for their friends, those who have eat alone sometimes, people who go to walk alone...

We want to create a space where people can uninhibited himnself and meet each other. We are trying to break the routine of being on the subway sitting next to a stranger or remain in any space alone in front of another person who is in the same situation.
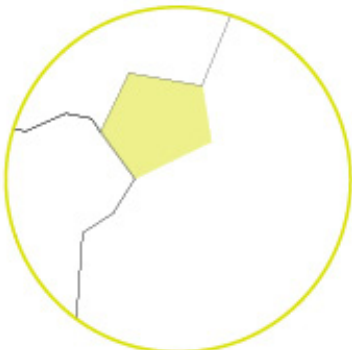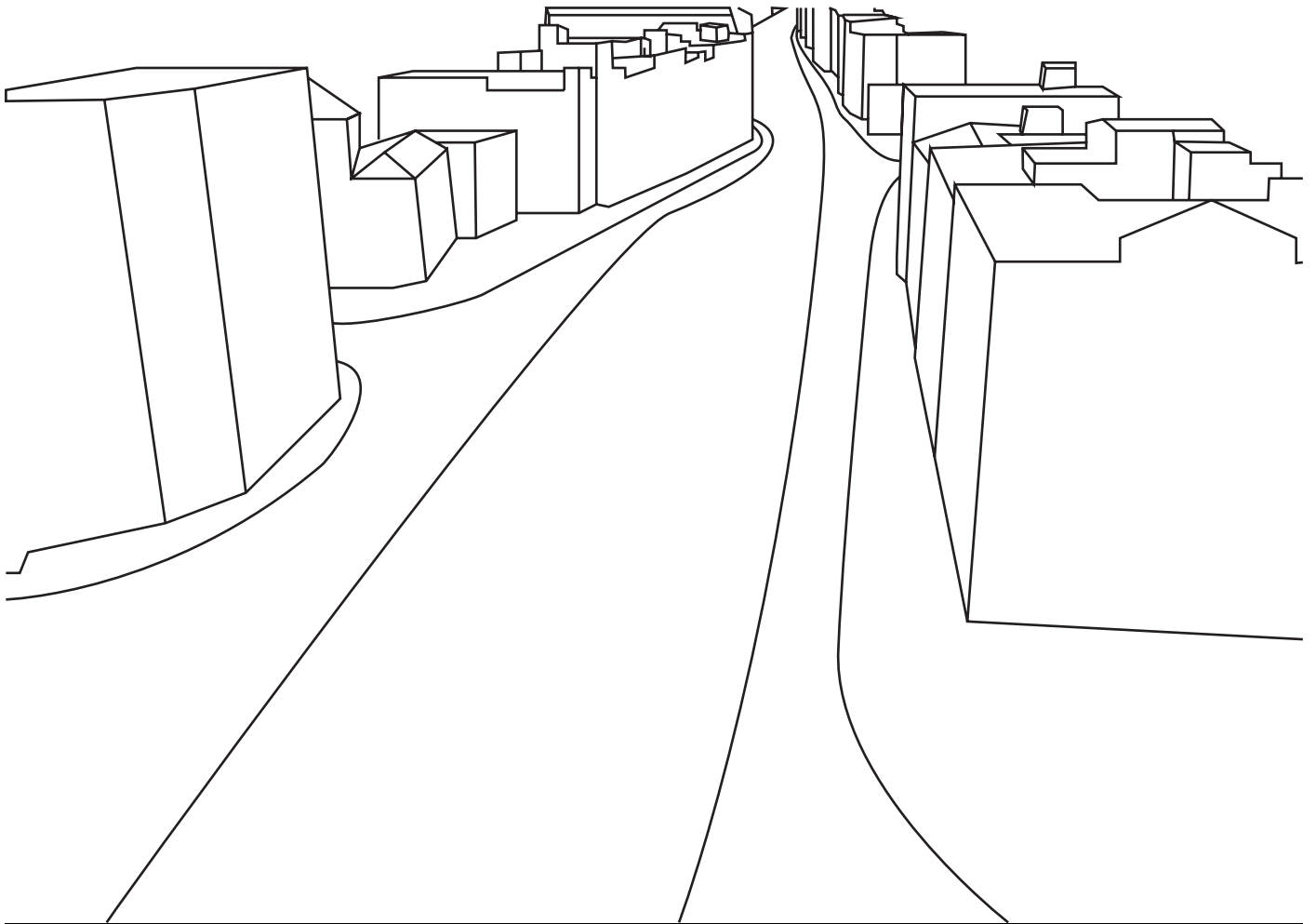
IDENTFICATION

We chose the "Rambla dels Estudis" as an area suitable for future intervention because there are many significant buildings: museums, banks, universities, restaurants, public transport, malls and others.
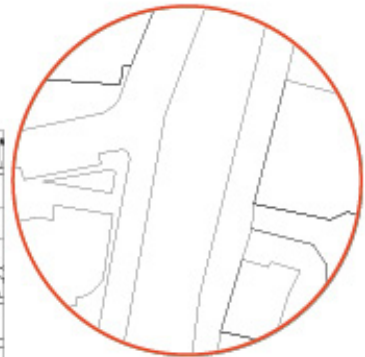
We found there different people from different ages who goes one side to another or waste their time waiting for their friends. We chose 12 scenarios to try to catch people from the stage and led them to the intervention.

"Rambla dels Estudis" is a particular place. You decide if you want to sit still watching what happens there as if it were a constant show or if you are going to act like a participant there.
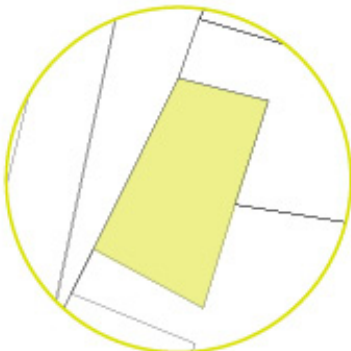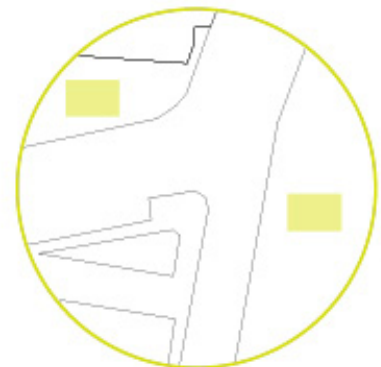We found "actors" like the pickpockets, showmans etc.

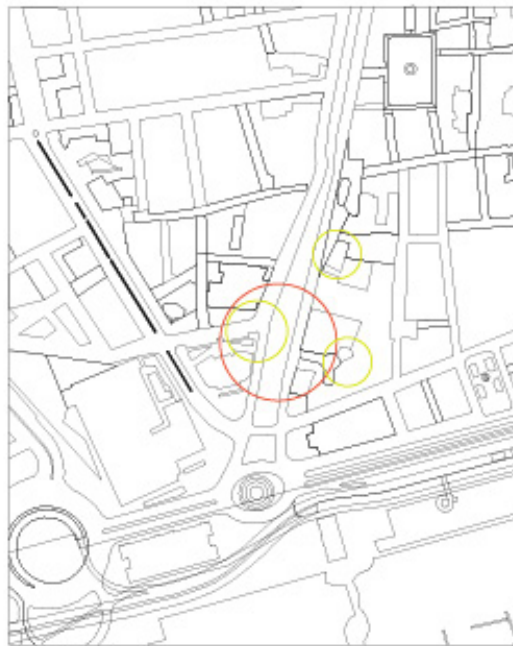Then we made a 3D scenario board representing space conceptually.
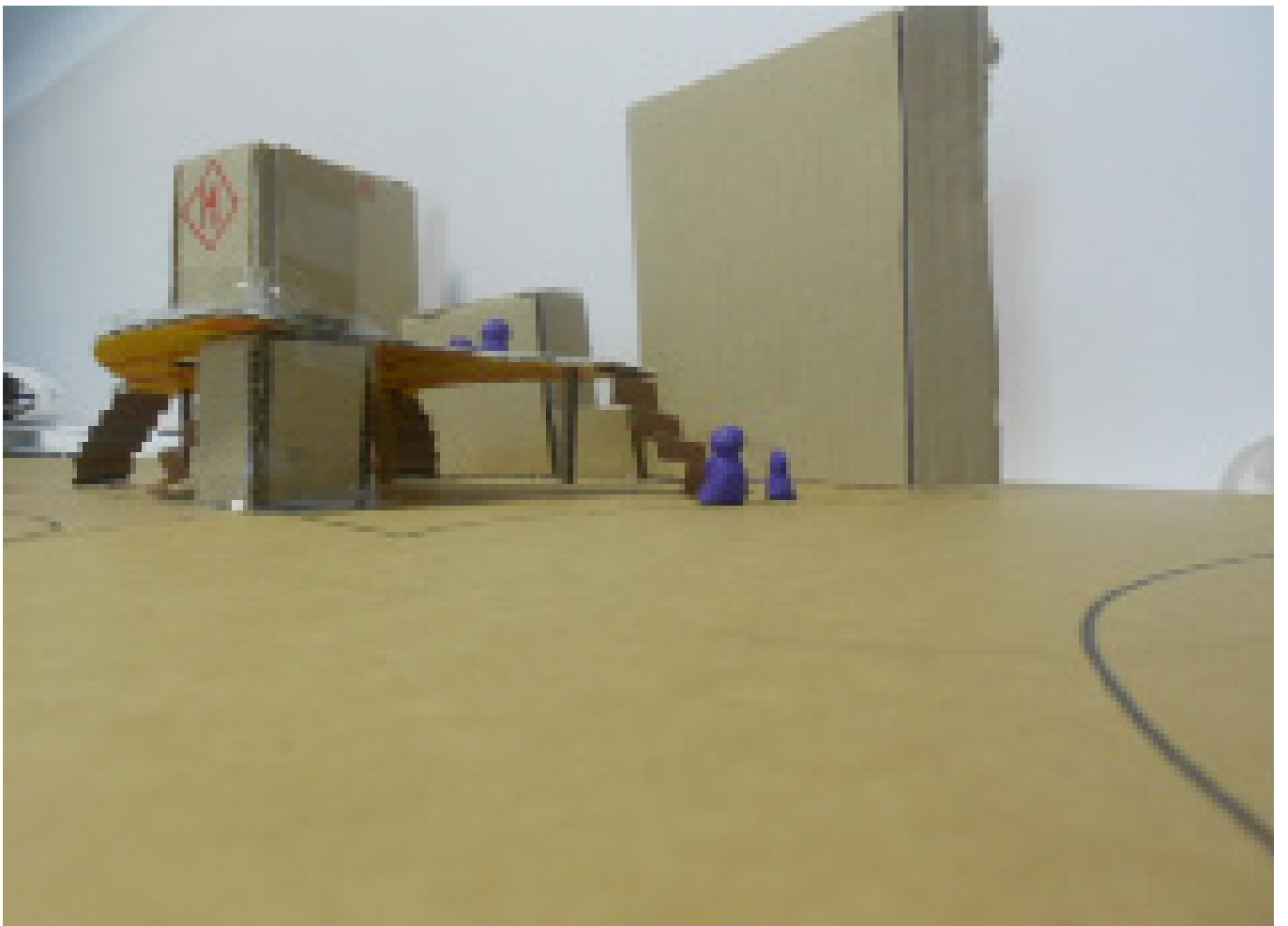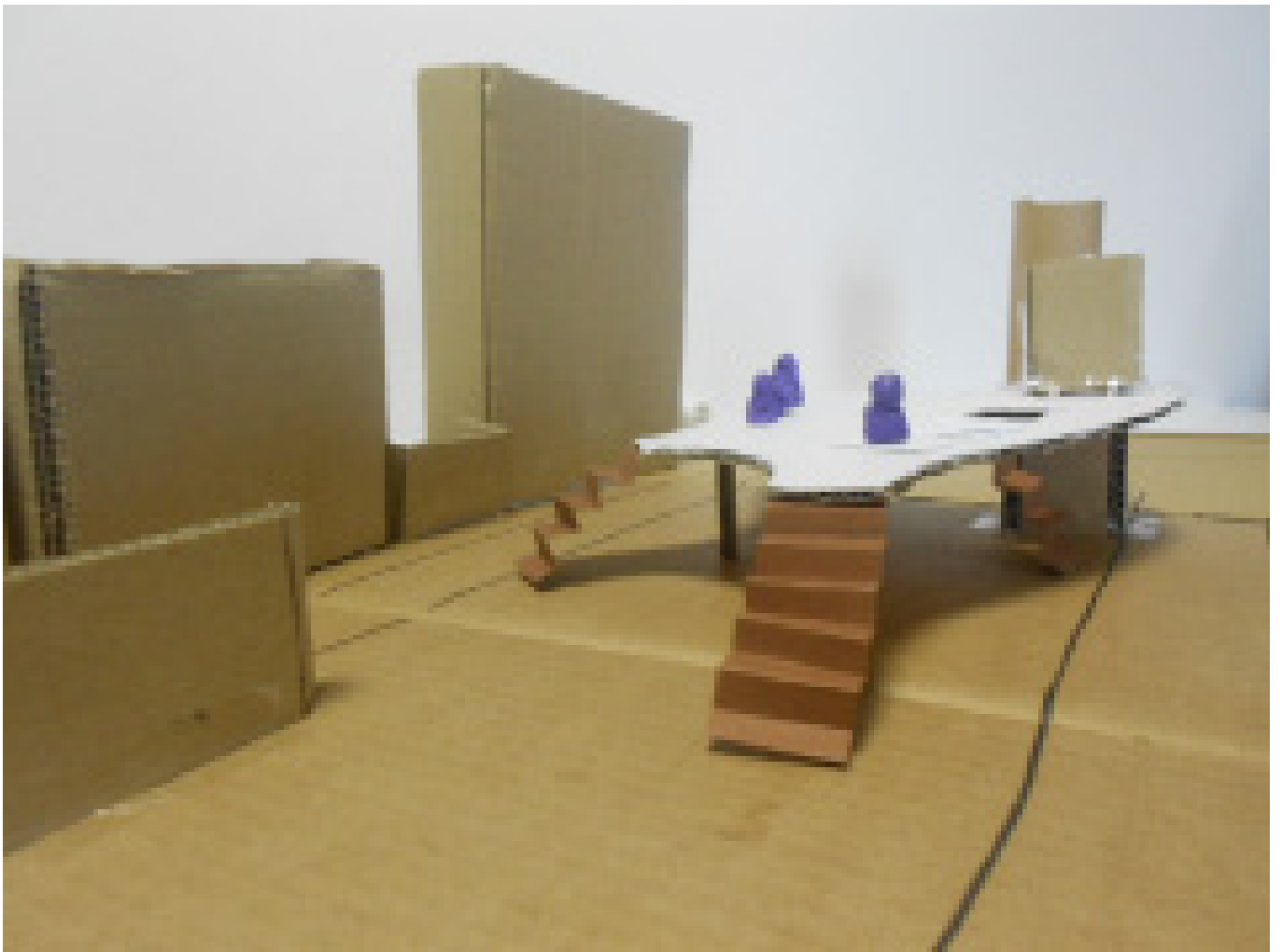
MUSEO DE LA CERA

DRASSANES

BURGUER KING

METRO

PORT

BUS STATION

PRESS

RamSound

bicing

ARTS
sta.Monica

Restaurant
Cal Joan

gym

BURGUER

LA CAIXA

$

ELISAVA

WAX
MUSEUM
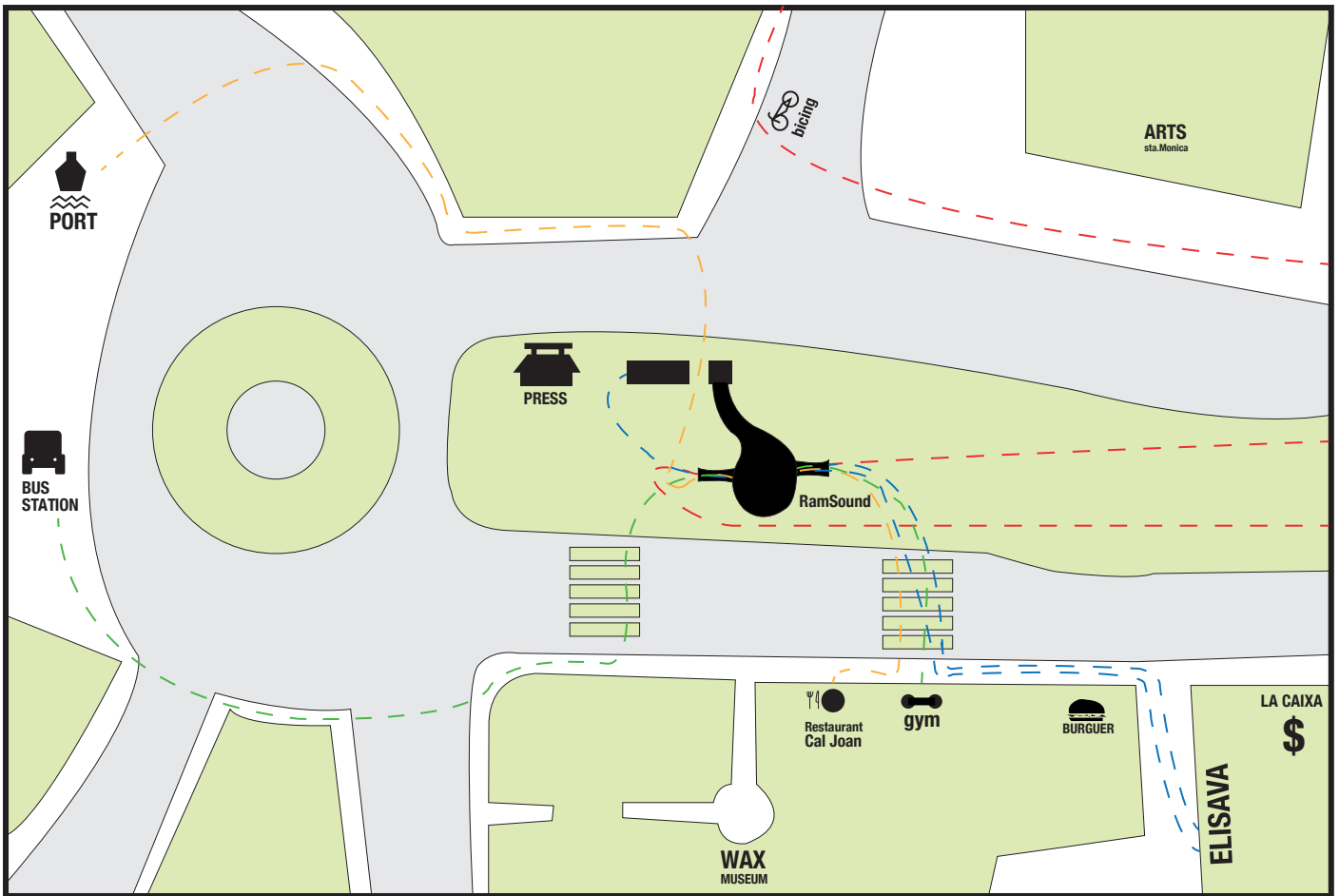
WAX
MUSEUM

🍴 CAL JOAN

ARTS
STA. MÒNICA

**BURGER
KING**

A character who works as a human sculpture takes the bicing to go to his place on the Ramblas, the scenario involves different stores, eat at Cal Joan, also in the Burger, go to go to the kiosk and get money in La Caixa. His routine is marked by the emplaced where it moves, like the others, in Rambla de Santa Monica.

We promote RamSound in these three places. We have chosen the people who usually go to these establishments tend to find different types of motivations, but also interact in a common scenario. The pamphlets, sound systems that are activated when they detect movement, posters and other promotional items would be suitable for these establishments.

In all cases users, what happens is that in your morning routine to enjoy a time of unrest and meet other people who otherwise would not know. Human interaction can happen in many parts of the Ramblas but not as much social as it would in a university or in a pub or a club.

The Ramblas area is full of people, walking, talking, is an area that is never still. A terrace where you can sit and see what happens from another point of view helps the cohesion among the people is fluid, so you meet people that otherwise would have gone through the side and you would have not even notice.

SCENARIOS

STUDENT

Metro
Burguer King
Elisava
Arts Santa Monica

A design student leaves the subway each day, goes to college through the bottom of the Rabla. In his usual route passes through well-defined sites, the Burger King, l'Elisava Arts Santa Monica and clearly. In this scenario RamSound step occupies a diary in which during the midday and afternoon can take a time in your routine.

TOURIST

Port
Wax Museum
Cal Joan
Arts Santa Monica
La caixa

A tourist leaving the port is a path that runs along the boulevards from south to north. Your tour includes various scenarios on the Ramblas and the Wax Museum, the Santa Monica Arts and Cal Joan, where you can eat well gastronomically speaking. Your scenario is common, and for all the tourists who follow the path of the port to Plaza Catalunya.

RAMBLA WORKER

Bicing
Kiosk
La Caixa
Cal Joan

A character who works as a human sculpture takes the bicing to go to his place on the Ramblas, the scenario involves different stores, eat at Cal Joan, also in the Burger, go to go to the kiosk and get money in La Caixa. His routine is marked by the emplaced where it moves, like the others, in Rambla de Santa Monica.

ATHLET

Frontó Colom
Bus Station
Kiosk
Arts Santa Monica

The athlete who takes each day the auobús, or bicing, goes every evening to the front Colom. His routine goes through the kiosk for the Arts Santa Monica, where he entertains with exposures as you like to relax after exercise. During free time, on the Ramblas, has other concerns, this area RamSound regular user usage.

INTERVENTION
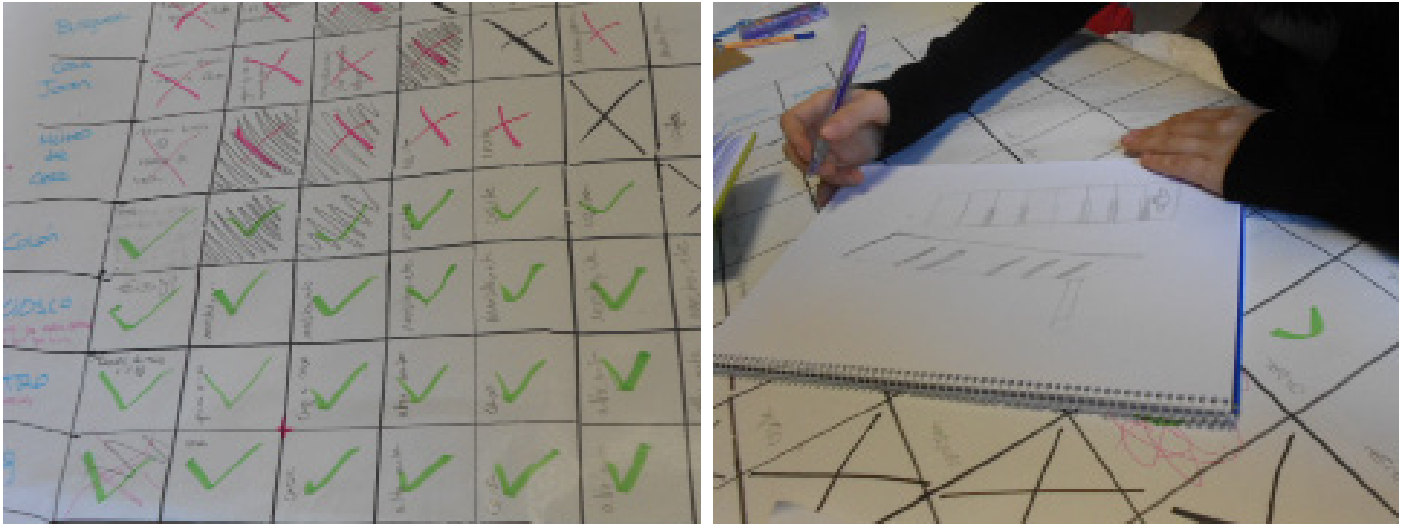
After chose best subscenarios-combination we have realize that best excuse to invite people to interact each other is music. But not listen to music. Play music in a good way all people together to listen it.
Then we were thinking about how can we design a musical platform with some kind of technology similar to musical instruments for the people to play together a melody.

We have some doubts like wich instruments should be better to put or wich parts of the body are more easier to play the music in a comfortable way.

We go to Ramblas again to ask people a few questions about how we could do our project.

SURVEYS

Police

You stay on a platform with large instruments on the ground that you can play with your hands or feet and you need to communicate with strangers to can make a rithm.

Would do you participate?
Yes, i do

What instruments would do you play?
Piano, drums.

What do you play with the foot and what with the hands?
Piano with the foot and the drums with the hands

would you put more than one instrument?
No, i don't

2 girls from Barcelona

You stay on a platform with large instruments on the ground that you can play with your hands or feet and you need to communicate with strangers to can make a rithm.

Would do you participate?
Yes, i do

What instruments would do you play?
Piano, drums.

What do you play with the foot and what with the hands?
Piano with the foot and the drums with the hands

would you put more than one instrument?
no, i don't

foreign to holidays

You stay on a platform with large instruments on the ground that you can play with your hands or feet and you need to communicate with strangers to can make a rithm.

Would do you participate?
Yes, i do

What instruments would do you play?
Piano

What do you play with the foot and what with the hands?
Piano with the foots

would you put more than one instrument?
yes, two pianos

foreign living in Barcelona

You stay on a platform with large instruments on the ground that you can play with your hands or feet and you need to communicate with strangers to can make a rithm.

Would do you participate?
Yes, i do

What instruments would do you play?
Piano, drums and flute.

What do you play with the foot and what with the hands?
Piano with the foots and the drums with the hands

would you put more than one instrument?
No, i don't

from Barcelona

You stay on a platform with large instruments on the ground that you can play with your hands or feet and you need to communicate with strangers to can make a rithm.

Would do you participate?
Yes, i do

What instruments would do you play?
Piano

What do you play with the foot and what with the hands?
Piano with the foot

would you put more than one instrument?
yes, more pianos

	12		34		5
PIANO					
FLUTE					
DRUM					
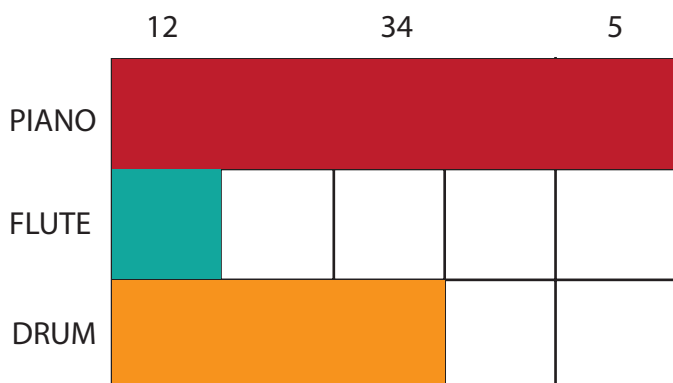
* CONCLUSION: one drum and two pianos

PROJECT PROPOSAL: SKETCHES
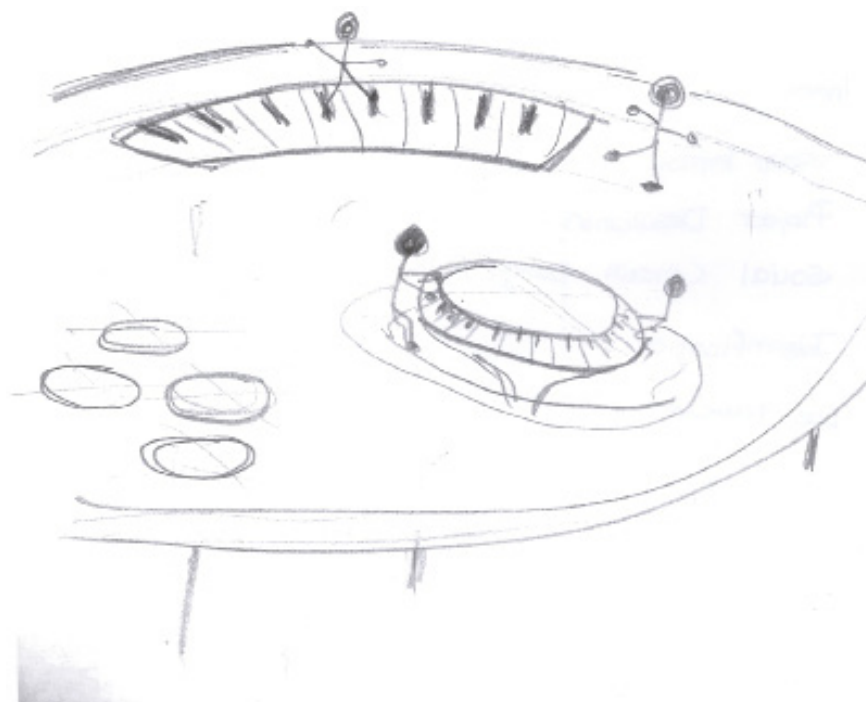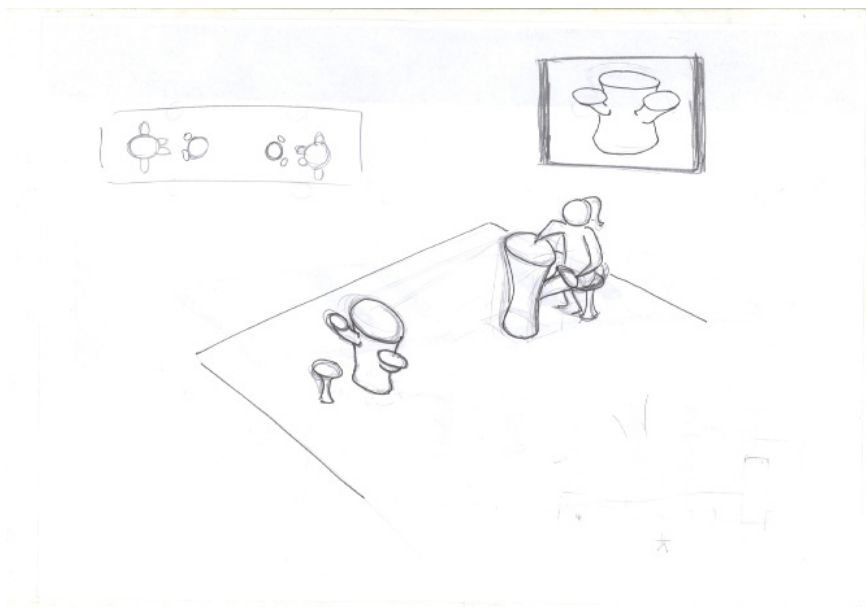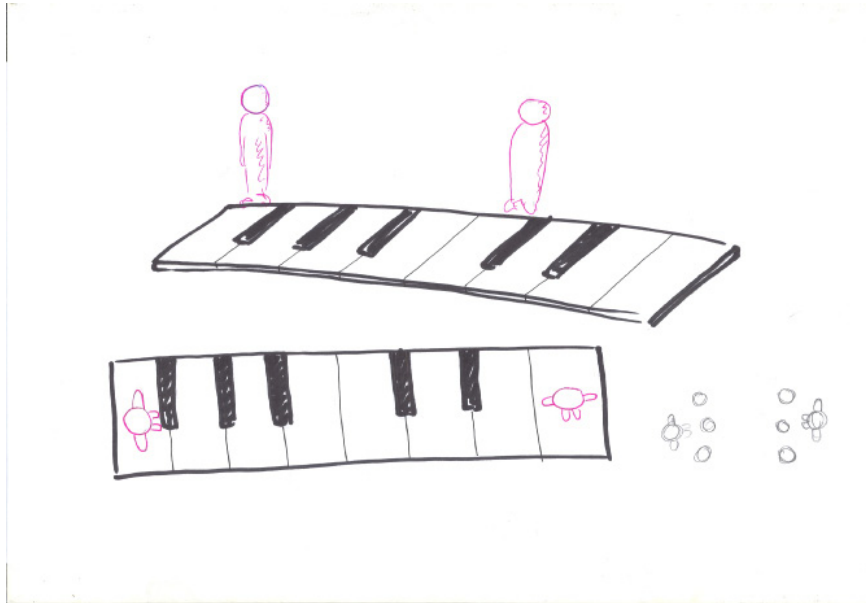
PROJECT PROPOSAL: RENDERS
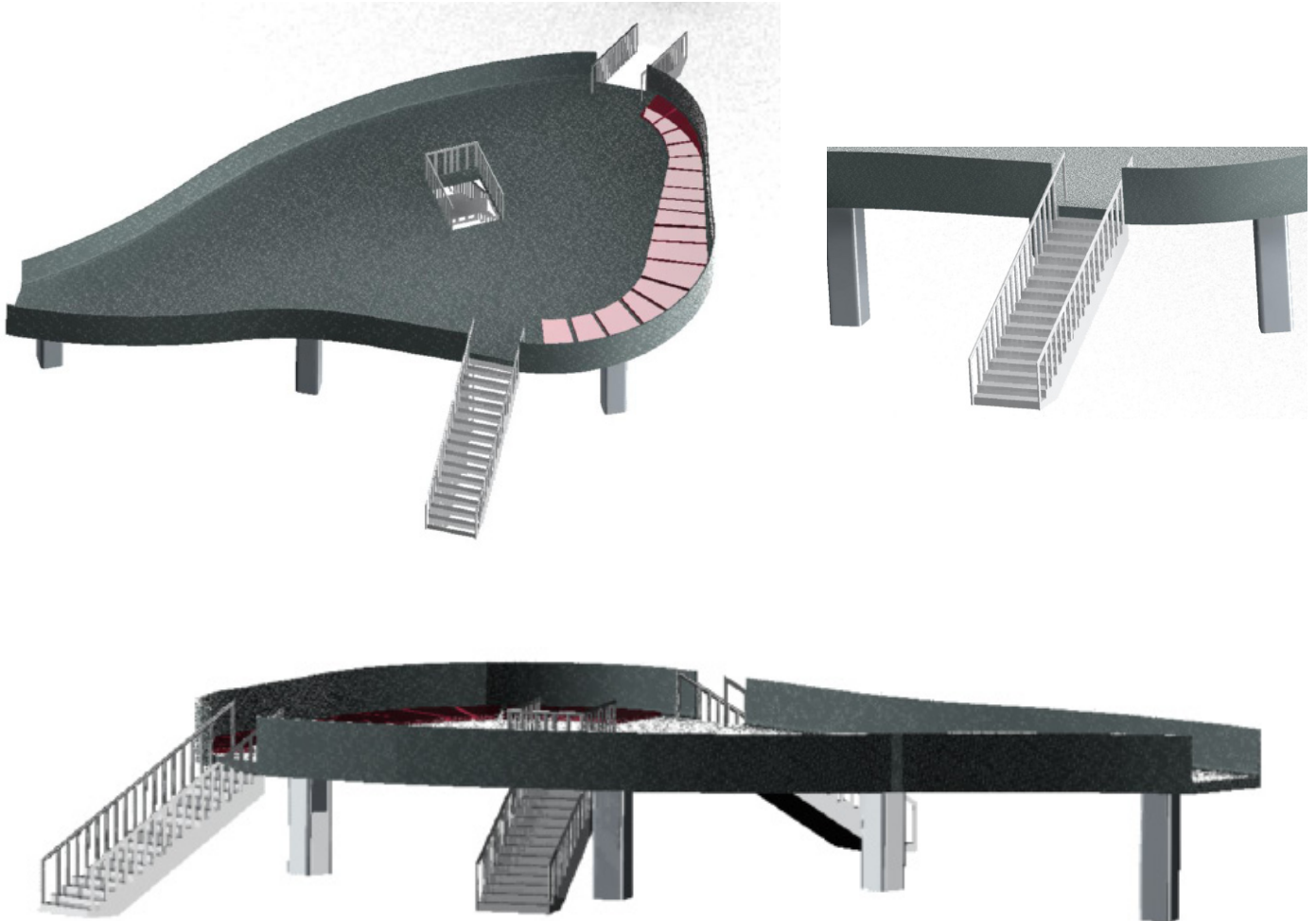
In these RamSound structure's renderings are projected in 3D.

The floor material is going to be rubber. For the railing we want to use wood. The rest of the platform will be made of metallic materials.

PROJECT PROPOSAL: IMPLANTATION

frontal view
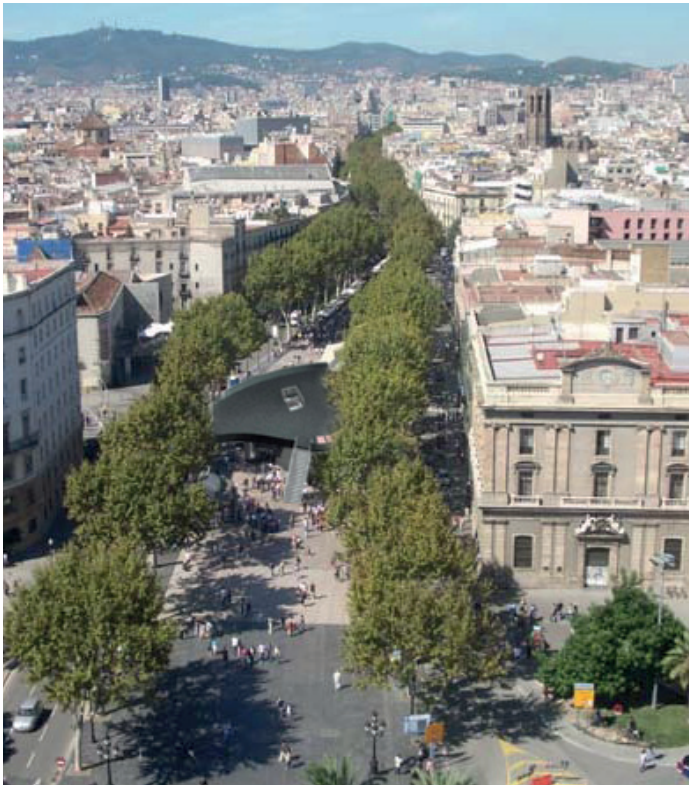
aereal view

PROJECT PROPOSAL: ADVERTISING

We are going to put an advertising in the paper tablecloths of burger king's trays.

When the user arrives to the Drassanes station, he can see the platform where the music comes from.

While user is going out the tube he found the slogan "create your own group and make a debut" wrote at the stairs.

Then the user can see some people playing the giant piano and the drums and choose between being a spector or the musician.

In the wax museum the user can find a sculpture of a band promoting Ram Sound and a small map indicating its location.

PROJECT PROPOSAL: COSTS

ESTUDI PUBLICIDAD "TYPICAL ATYPICAL"
COSTES FIJOS

Costes Infraestructuras

	Coste Únic	Coste Anual (€)	Coste Mensual (€)	Coste diario (€)	Coste hora (€)
local rent		12000	1090	49,58	6,19
fixed costs		4000	363	16,52	2
light		1200	109	4,95	0,61
water		400	36,36	1,65	0,21
Teléfono + ADSL		600	54	2,47	0,3
phone+ ADSL		1000	90,9	4,15	0,51
Paperwork material		6000	545	24,8	3,09
Office furniture		1000	90,91	4,13	0,52
local maintenance		300	27,27	1,24	0,15
web hosting		60	5,45	0,25	0,03
General Taxation, comunity...		540	49,09	2,23	0,28
health insurance		960	87,27	3,97	0,5
Other insurances		300	27,27	1,24	0,15
attributable to the activity credits		200	18,18	0,83	0,1
Tax advice		540	49,09	2,23	0,28
Equipment maintenance fees		350	31,82	1,45	0,18
consumables		4400	400	18,18	2,27
Semi-profesional material use		300	27,27	1,24	0,15
	Total	34150	3101,9	141,11	17,53

TYPICAL ATYPICAL TEAM	73700	6700	609,09	27,69
Design engineer	19800	1800	163,64	7,44
Graphic Designer	16500	1500	136,36	6,2
Graphic Designer	17600	1600	145,45	6,61
Indoors Designer	19800	1800	163,64	7,44

RAM SOUND PROJECT COSTS

fixed costs	€
Annual cost of infrastructure	34150
Hours worked/person (theory)	1772
Hours worked/person (reals = 80%)	1417,6
Autonomous	12
Autonomous total hours	17011,2
Infrastructure costs / person / hour	2,01
margin for benefits (30%)	0,6
Costes Infraestructuras / persona / hora + beneficio	2,61

PROJECT PROPOSAL: COSTS II

€ / AUTONOMOUS HOUR RAM SOUND PROJECT PARTICIPATE	Coste I/P/H+B	Autonomous	Total €/h
Account Manager	2,61	0	2,61
Account Supervisor	2,61	0	2,61
Account Executive	2,61	0	2,61
Graphic Designer	2,61	7,44	10,05
Design engineer	2,61	7,44	10,05
Graphic Designer	2,61	7,44	10,05
Indoors Designer	2,61	7,44	10,05

PROJECT PHASES		Hours	Autonomous Superviso	Daily Cost (€)
PHASE 1				
2. Brefing		6	Designers	60,29
3. Contra-briefing		20	Designers	200,96
3.1 Meetings		4	Designer's RRPP	40,2
	Total	30		301,44
PHASE 2				
4.Instrument manufacturer contact		40	Designers	401,99
4.1 Propused meeting Briefing		2	Designers	20,1
4.2 Meeting briefing		2	Designers	20,1
4.2 Approval and contracting company meeting		2	Designers	20,1
	Total	46		462,28
Phase 3				
5. Builders for platform search		40	Designers	401,99
5.1 Propused meeting Briefing		1	Designer's RRPP	10,05
a. Meeting briefing		1	Designers	10,05
b. Approval and contracting company meeting		1	Designers	10,05
	Total	42		432,14
Fases 1, 2 y 3				
Designers		8	Designers	20,88
Designers		8	Designers	20,88
Designers		4	Designers	10,44
	Total	1		52,2

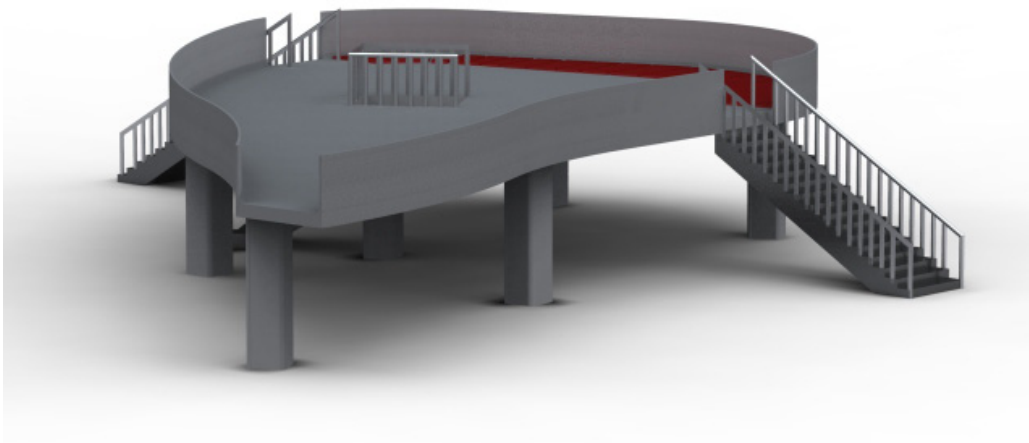| Aditional costs	€
Builder 1	3000
Motion Sensors for the Instruments	3852,48
Piano	209,7
Drums	200
Platform	19100
Builder2	3000
Total	29362,18

TOTAL RAM SOUND PROJECT   30610,24

PROJECT PROPOSAL: SPONSORS

Our sponsors are companies belonging to the municipality, the world of music, children, technology, leisure and transport

A TRAVELER IN THE CITY

Render of the piano

"The Happines Piano for lonely people"

Typical Atypical design a musical platform to increase people interaction

In Barcelona, more than 200,000 people are living alone.
Loneliness is like hunger or thirst, a lack. The happiness of lonely people consists in to live in community.

In these days of family celebration lonely people feels more alone than ever. I think everyone would like to spend some time with them, but to take that step is so difficult ...
However, Typical Atypical studio have done a step. By their way, of course. This time they have overcome our expects creating the Ram Sound. A musical platform featuring a giant piano in which people need more than one person

"This platform generates the need to start innocently short conversation with others to achieve a common goal: to play a melody."

to get to play a tune. This platform generates the need to start innocently short conversation with others to achieve a common goal: to play a melody.

No matter your age, nationality, or what is your excuse for coming. Five minutes into Ram Sound are enough to generate a smile of empathy. It is certainly an original different way for learn to play an instrument!

CONCLUSION

Loneliness is like hunger or thirst, a lack. The happiness of lonely people consists in to live in community.

In this workshop we had develop a different way to fight against the loneliness.
The musical platform featuring a giant piano in which people need more than one person to get to play a tune. This platform generates the need to start innocently short conversation with others to achieve a common goal: to play a melody.

Each one has given the best of himself and has applied his skills to merge the different ideas with the aim of be all agreed. We have done all the work together. We have all participated in each step of the project. Each one has contributed more in those part he knew better than the others. And that has made it easier to develop.

We are convinced that the music generates positive vibes to people and this fact has prompted us to include music in our project and make music the protagonist.