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WORKSHOPS

SOCIAL CITY

Ona Meseguer
Johan Nobis
Saraï Nieves
Jèssica Panero

Team members



- Ona Meseguer
- 4th curs of Graduat Superior en Disseny
- Product speciality
- 23 years old



- Johan Nobis
- 4th curs of Graduat Superior en Disseny
- Product speciality
- 31 years old



- Sarai Nieves
- 3rd curs of Graduat en Ingenieria de Disseny Industrial
- 20 years old



- Jèssica Panero
- 3rd curs of Graduat Superior en Disseny
- Interior speciality
- 25 years old

Motivation & expectations

The principal motivation to choose this workshop is the fact of doing a diferent project of those we've done during the career because it involves user-engage-technology.

At the end of this workshop we will realised a service having conscience about interaction of people and the envolve where the product will be situated.

Studio logo

Logo is about the initials of our names Johan, Ona, Jessica and Sarai. This combination forms JOJStudio. Finally logo is like that:



The logo features the letters 'JOJ' in a stylized, interconnected font where the 'O' is a circle that overlaps with the 'J's. To the right of 'JOJ' is the word 'Studio' in a clean, sans-serif typeface.

Housestyle

Description & Mission	SOCIAL CITY
Project description	Social Cohesion Design Mission
<p>The theme of the workshop is Social city. The workshop focuses on the furniture in the Rambla at Barcelona. First we start with the assignment of the Rambla area and constructing a 3D model of it. This model is the focus throughout the workshop.</p>	<p>To realise this project we had to keep in mind following objectives:</p>
<p>The challenge is to integrate an urban element to promote the relationship of tourists from Barcelona.</p>	<ul style="list-style-type: none"> · To create a meeting point between tourists in the city. · To do a sharing information place where all the tourists can explain his experiences at the city of Barcelona and recommend to other people to go other interesting places.
<p>Second, the concept is determined by giving a way, some materials, dimensions, colors and other facts according to the conclusions we reached earlier.</p>	<ul style="list-style-type: none"> · To promote relations between diferent tourists nationalities.
<p>Third, we made a brief report of the design process and 3D drawings of the model. Product would consist of concrete and the concept chosen site and its users.</p>	<ul style="list-style-type: none"> · To inform the tourist about social activities in the city.
<p>Finally to conclude this workshop we did a presentation where there's a contents summary of this project.</p>	

Group dynamics & organisation

Our group is formed by 4 members. We had devided in pairs to be more competitive with delivery timings. The organisation to do all work is the following list:

- First, all of us went to La Rambla and choose what's the perfect zone to do our performance. Then, we made a scenario board of this zone and we decided together the scenario and subscenarios.
- The second day, two of us we're constructing a 3D scenario model with the new creation at setting X. The other two we're designing concept in main scenario and doing interviews to diferent people about public perception.
- Finally, all of us we're thinking about "Look & feel" of our performance like materials, colors, dimensions, naming and advertisement slogan. Then we've done a plan for Test-Pilot, people involvement and total cost.

Project description

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Social Cohesion Design Mission

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- To create a meeting point between tourists in the city.
- To do a sharing information place where all the tourists can explain his experiences at the city of Barcelona and recommend to other people to go other interesting places.
- To promote relations between different tourists nationalities.
- To inform the tourist about social activities in the city.

Setting X

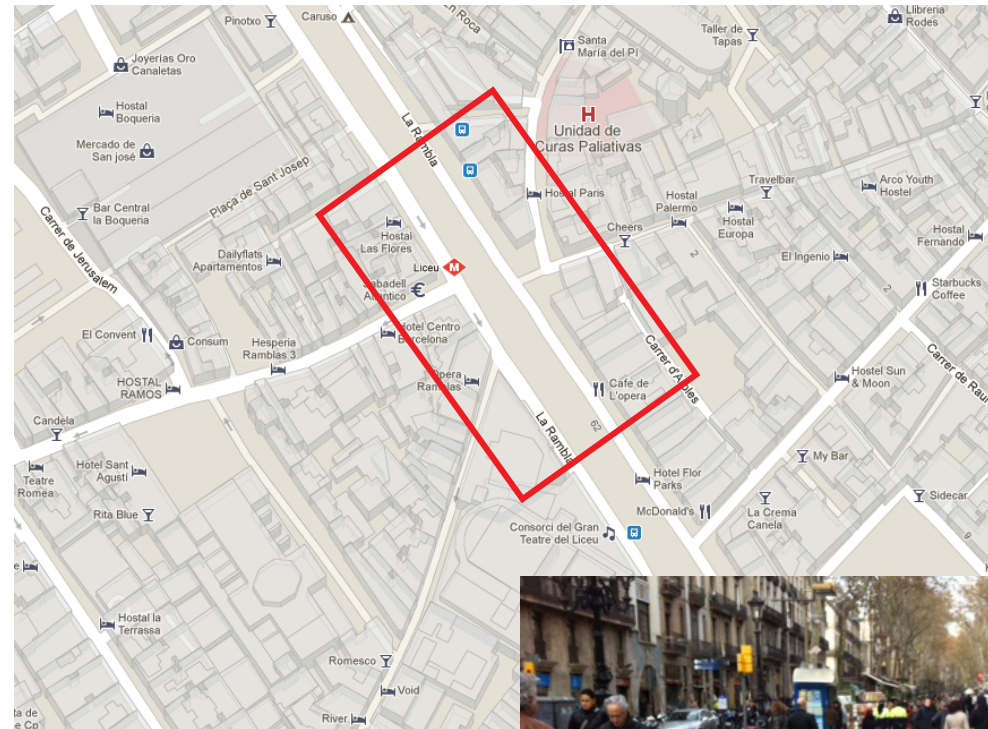
There are many elements represented in La Rambla, because it's one of the most visited places in the city and the most popular by tourists.

That's why there are so many hotels, bars, restaurants, discotechs, souvenir shops, theatres, museums, emblematic architectures, places of interest, drawing artists, florists and more.

Our location X is in the middle of all this things and in the middle of the rambla too, where there's a confluence of different ways to other sites of the city and it's a very flat space.

An other reason to choose this placement is because people that get out of metro or hotel or different places that there in La Rambla will pass through our point of information.

So, many people of different countries will go there and share his experience with others.



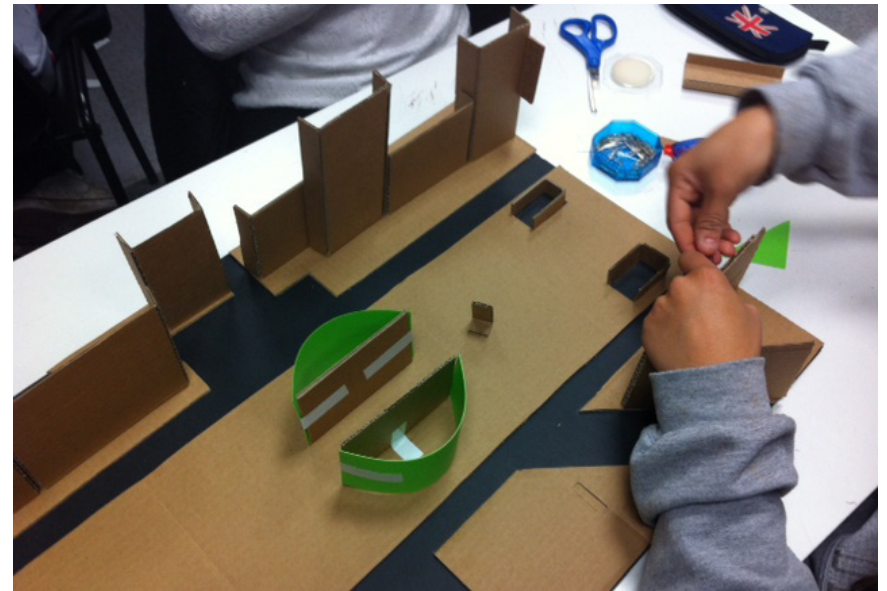
Elements in La Rambla

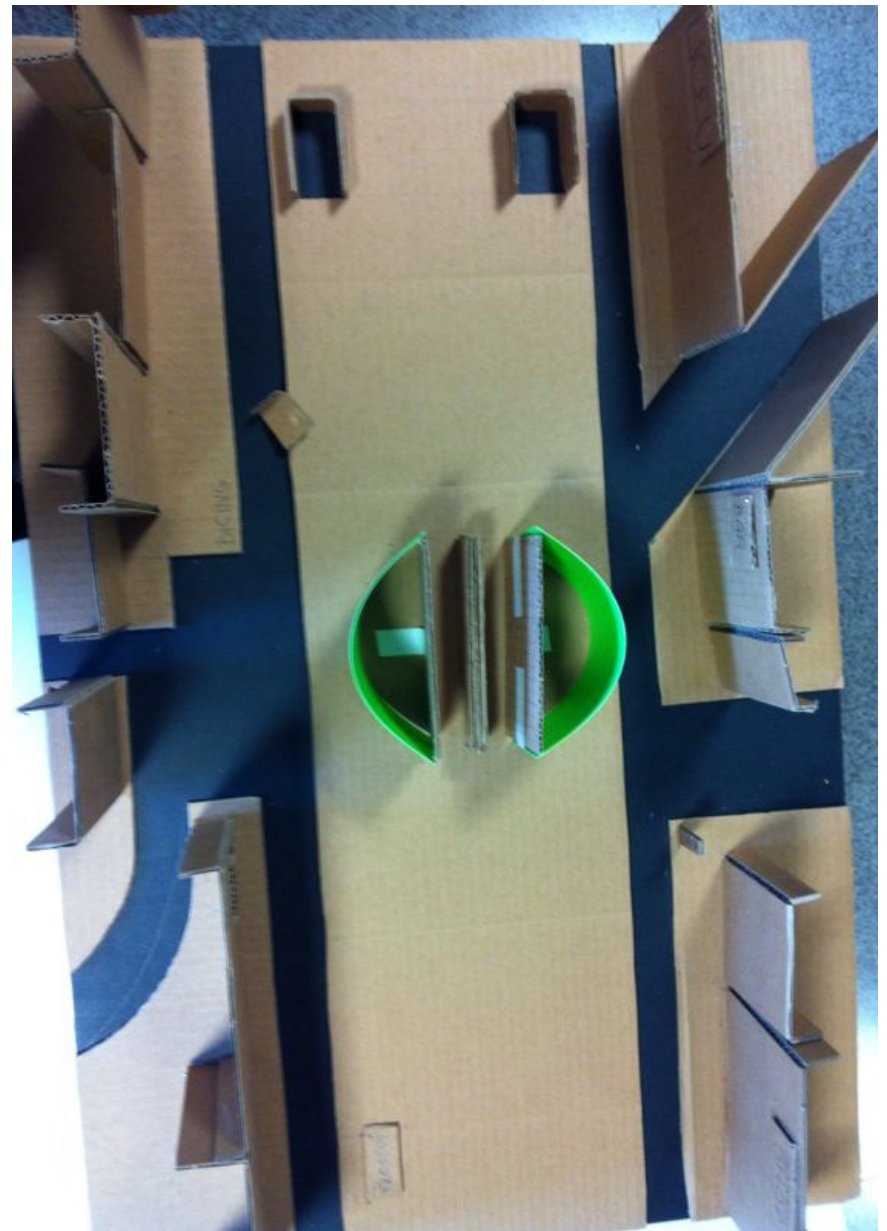
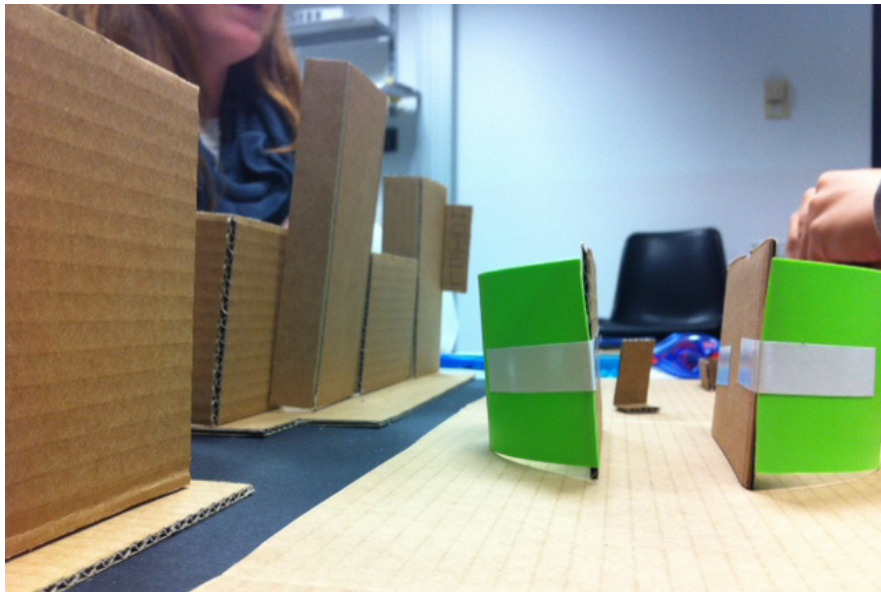
The different elements we detected in our setting X are the following:

- Hotel
- Souvenir Shop
- Liceu
- Banc
- Bicing
- Florist
- Bus stop
- Museum
- Market
- Metro
- Restaurant



3D Scenari Board

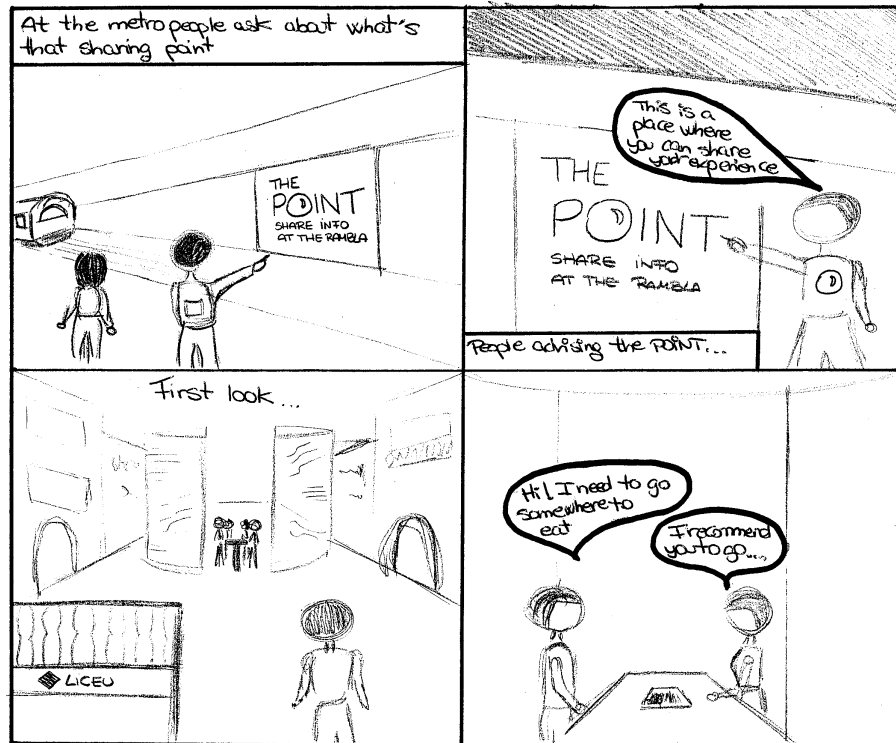




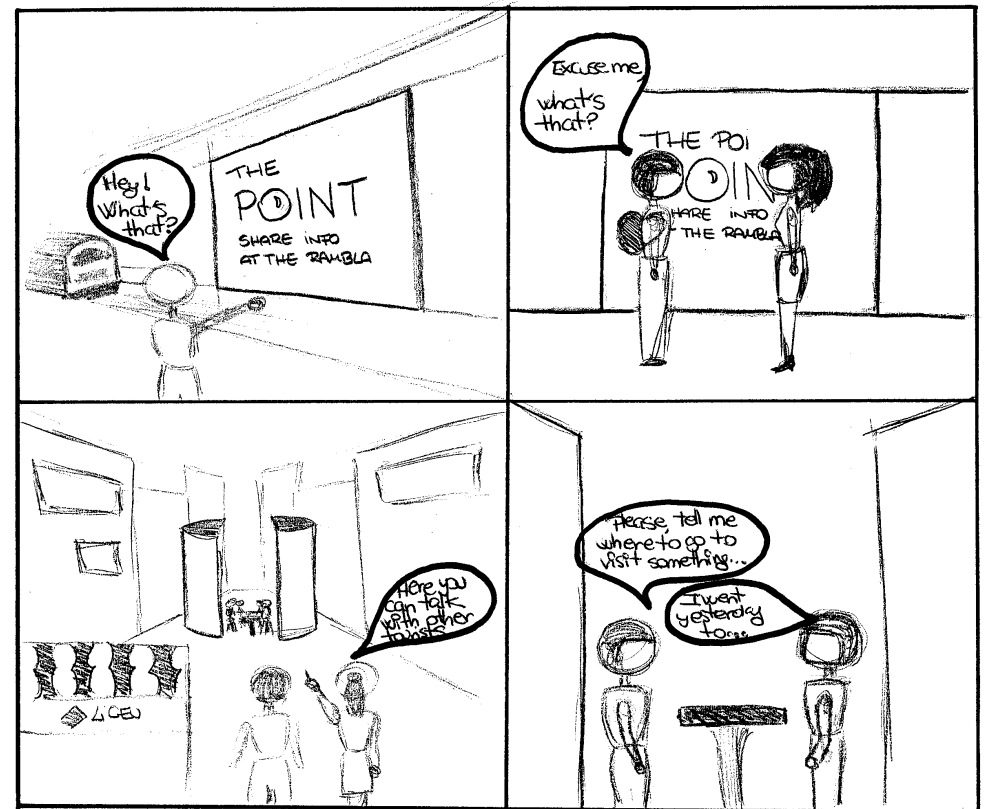
Subscenarios

We imagine how people that comes to Barcelona knows that this point exist in La Rambla and whats the advertisement they will see in diferent places of the city. How this contact will be?

METRO : single persons



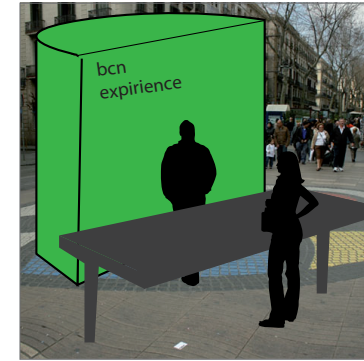
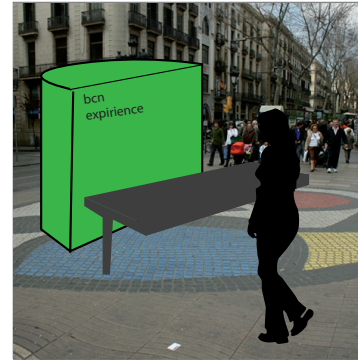
METRO : teenagers or young people



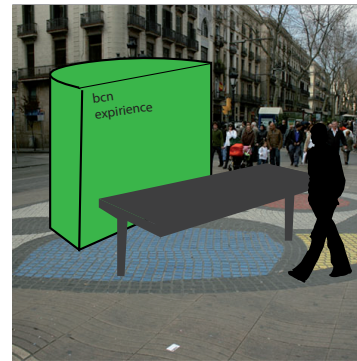
This are two diferent situations where people that comes to Barcelona knows about this place we called The Point (Barcelona Xperience). In first draw, we see single person asking about this to a information person of The Point and in second draw a boy ask about The Point advertisement to metro people..

Subscenarios

USER1:

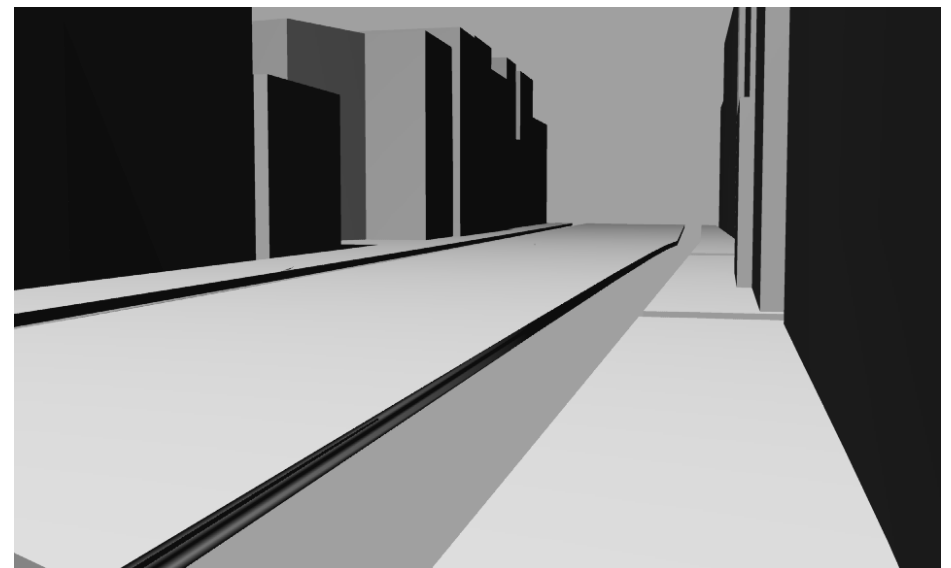
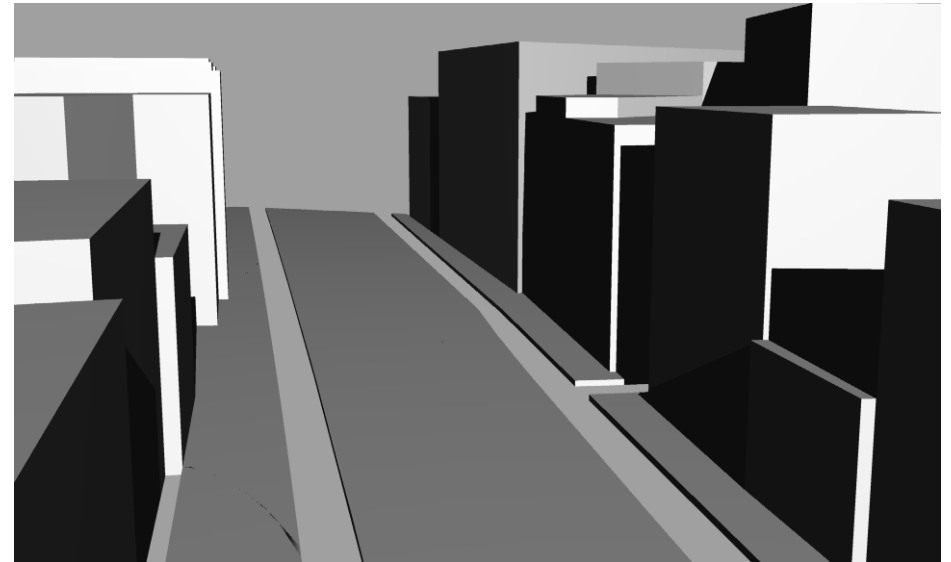
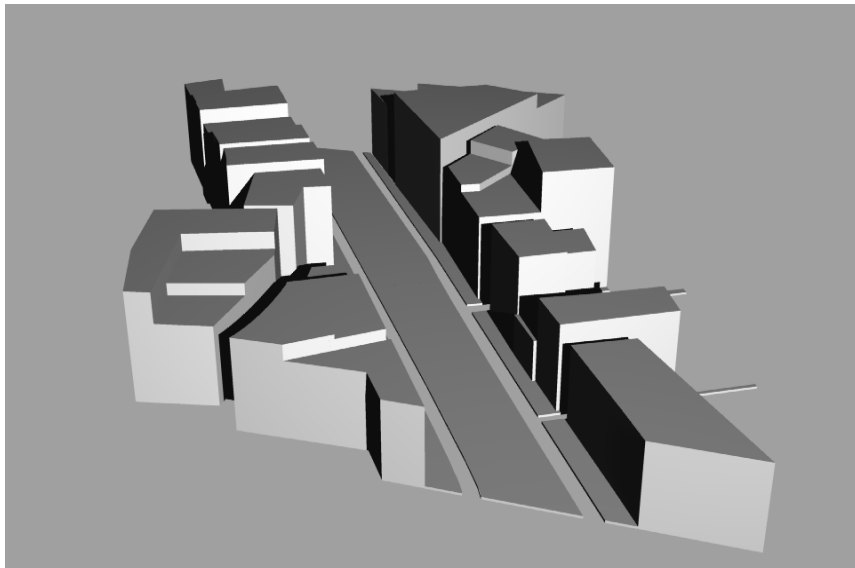


USER2:



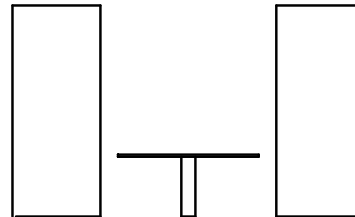
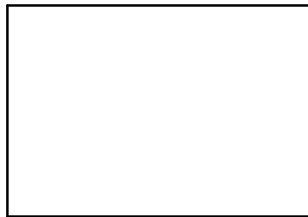
Constructing Main Scenario

In this section, after selecting a particular area of the Rambla and have made a scale model of it, start a 3D program sizing the area taking into account the different scenarios and the streets of the same, to get an idea of where you'll located the proposal and understand the environment.

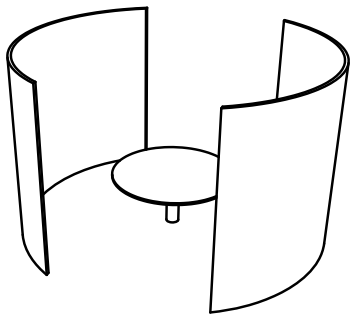


Designing Concept in Main Scenario

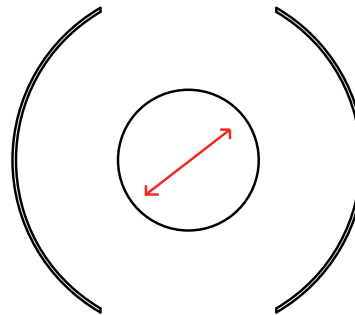
From the opinions of the different users found in the Rambla. As a conclusion of the first concept we can say that we have found two negative aspects, table and ceiling, and a positive aspect, the external shape.



The fact that the concept does not have any coating on the top to prevent rain did not like the users, since what is written on the inside to deteriorate.

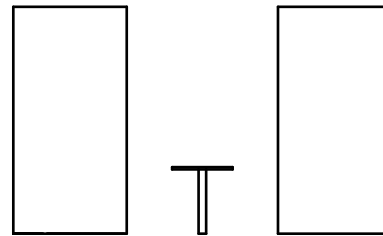


The external form of the concept is correct, because it uses the interior space and allows users to have more space.



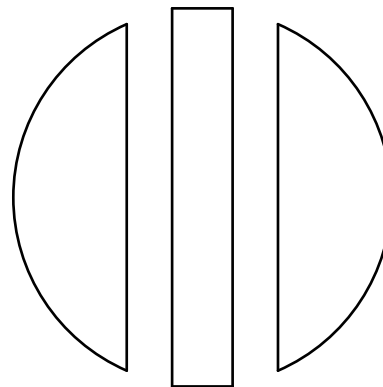
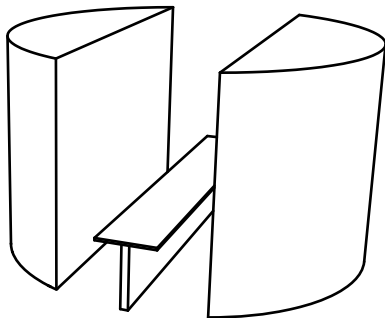
The fact of introducing a round table as an element of interaction between several people makes the distance between them is too long.

As a conclusion of the second concept, we can say that we have found two negative aspects the outer shape and the absence of roof, and a positive aspect in the form of the table.



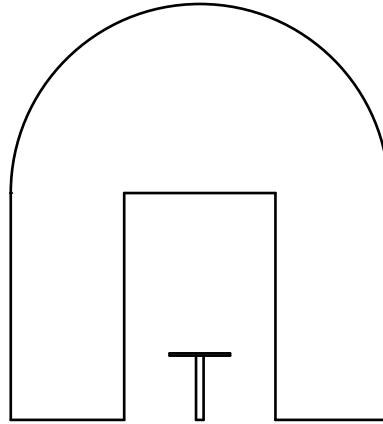
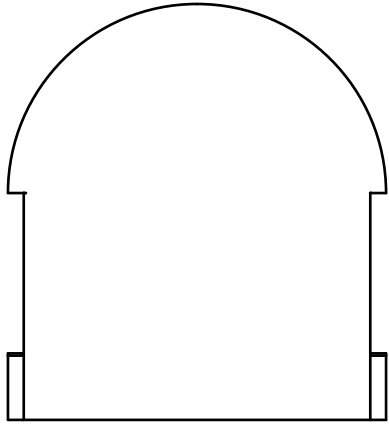
The absence of a top coating is a negative point for the concept, because it did not secure the notes written by the users of information or tickets in town.

The outer form is a negative point in this concept, because you lose material and interior space for users to interact easily.



The rectangular shape of the table is a plus, since it allows users to get closer when they are talking among themselves.

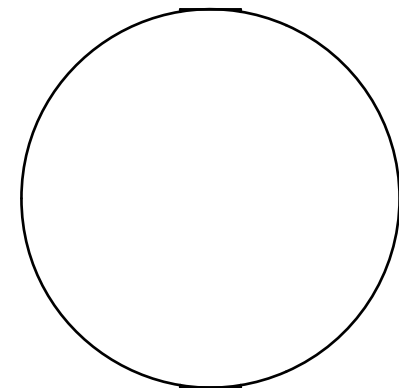
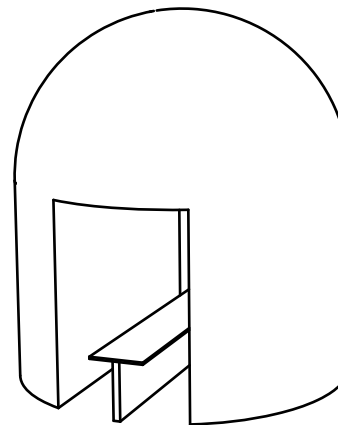
As a conclusion of the third concept, we can say that we found two positive aspects, the roof and the shape of the table, and a negative aspects, the outer shape.



The rectangular shape of the table is a plus, since it allows users to have a closer contact.

The external form as mentioned above is a negative point in this concept, because you lose interior space for users to interact easily and material.

The introduction of a coating on the top is a positive point for the concept, because it ensures that notes written by the users or the information is maintained in the city to safety.



Look & Feel

This is the final shape resulting from the research with people in La Rambla. Finally, we made a transparent polypropylene cupula with a LED light system to make it more visible from every part of La Rambla. The walls will be made with polycarbonate. Both materials are very cheap and light so the transport to different sites of the city will be easy.

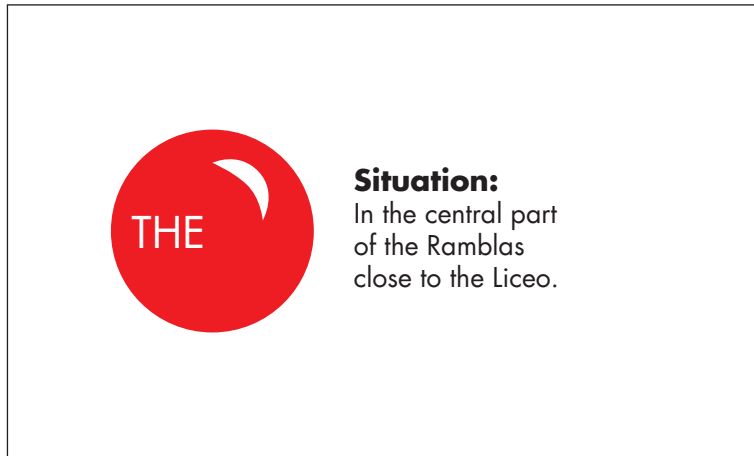
Transporting these pieces is so easy because they are the same shape and it can be put one-over-one, so it may be transported and installed in every part of the city where this is necessary or the affluence of foreign people is high.

Finally, we create a logo to describe the shape and the use of this point of information. Usually, this type of points are represented by red color and that's why we choose this color to do our logo. It's a point because it uses like a meeting point in the city to foreign people that wants to know interesting things here.

THE
POINT



Advertisement



Design in Rambla setting



Plan for Test Pilot

Walls

Polycarbonate, 2 pieces of 250x125x5 cm²

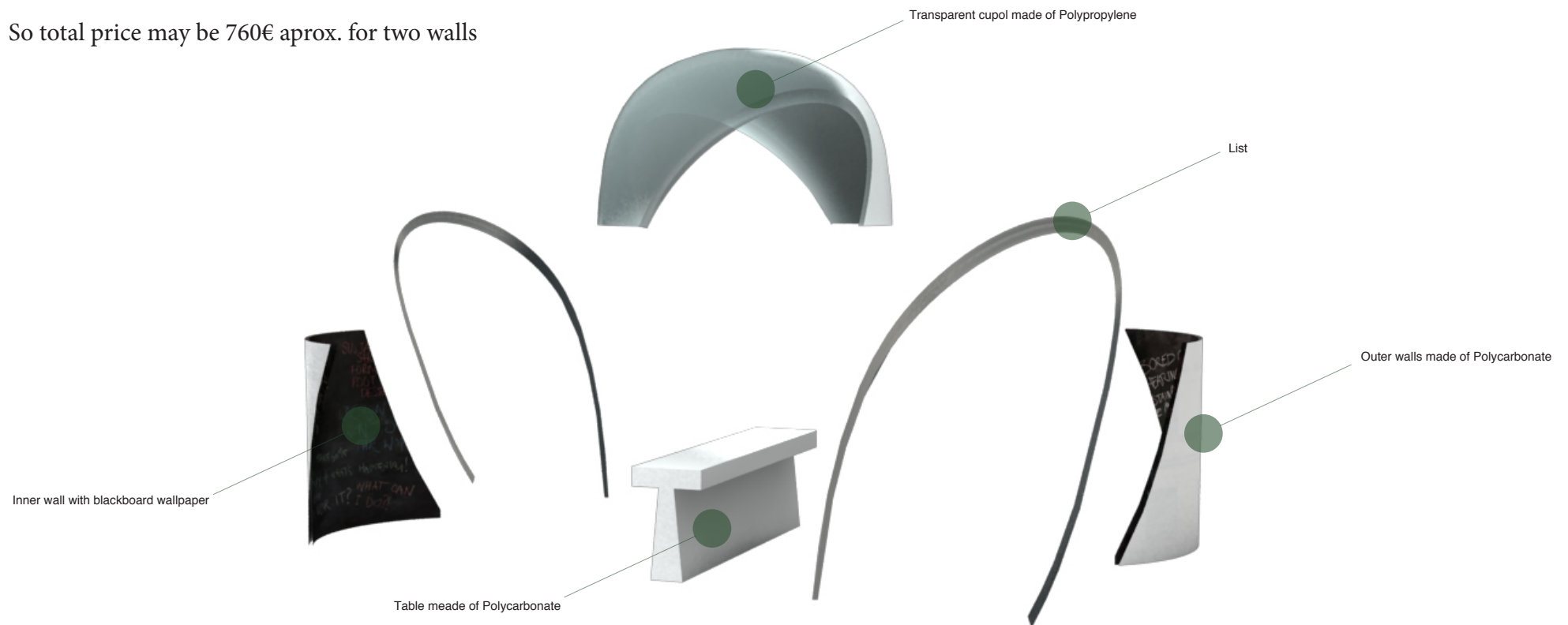
This cost 38€ per 300x200x0,5 cm²

So total price may be 760€ aprox. for two walls

Roof

Polypropilene, 1 piece of 400x5x1,5 cm²

This cost 5€ aprox per m³, so it may cost 500€ aprox.





Barcelona experience el nuevo concepto de intercambio de información

The Point es el nuevo concepto creado para promover la comunicación entre los diferentes turistas de la ciudad condal. Este servicio está situado en el centro de la Rambla, muy cercano al teatro Liceo. The Point es un punto de intercambio de información donde los turistas de diferentes nacionalidades pueden compartir sus experiencias personales y aconsejar sobre puntos de interés de la ciudad.

Este producto consta de tres partes, la parte exterior que permite a los comerciantes de los alrededores promocionar sus negocios, la parte interior donde los turistas dejan plasmadas sus opiniones y finalmente la mesa central que funciona como elemento de comunicación.

No puedes faltar, Barcelona Experience te espera.



Barcelona experience the new concept of information exchange

The Point is a new concept created to promote communication between different tourists from the city. This service is located in the center of the Rambla, near the theater Liceum. The Point is a point of information exchange where the tourists of different nationalities to share their personal experiences and advice on sights of the city.

This product consists of three parts, the outside that allows

merchants to promote their business around, the inside where the tourists leave their opinions reflected and finally the central table that serves as a communication tool.

You can not miss, Barcelona Experience awaits you.

