Event 3: Fundraiser

XINRAN WANG & CARL JAMILKOWSKI

Brief

A New York museum has approached your group to create an interactive piece for a fundraising event. The event will primarily be for donors to network, enjoy food and wine, and meet members of the museum. You have been asked to create a piece that will accept to some sort of interactive contribution from each guest over the course of the night.
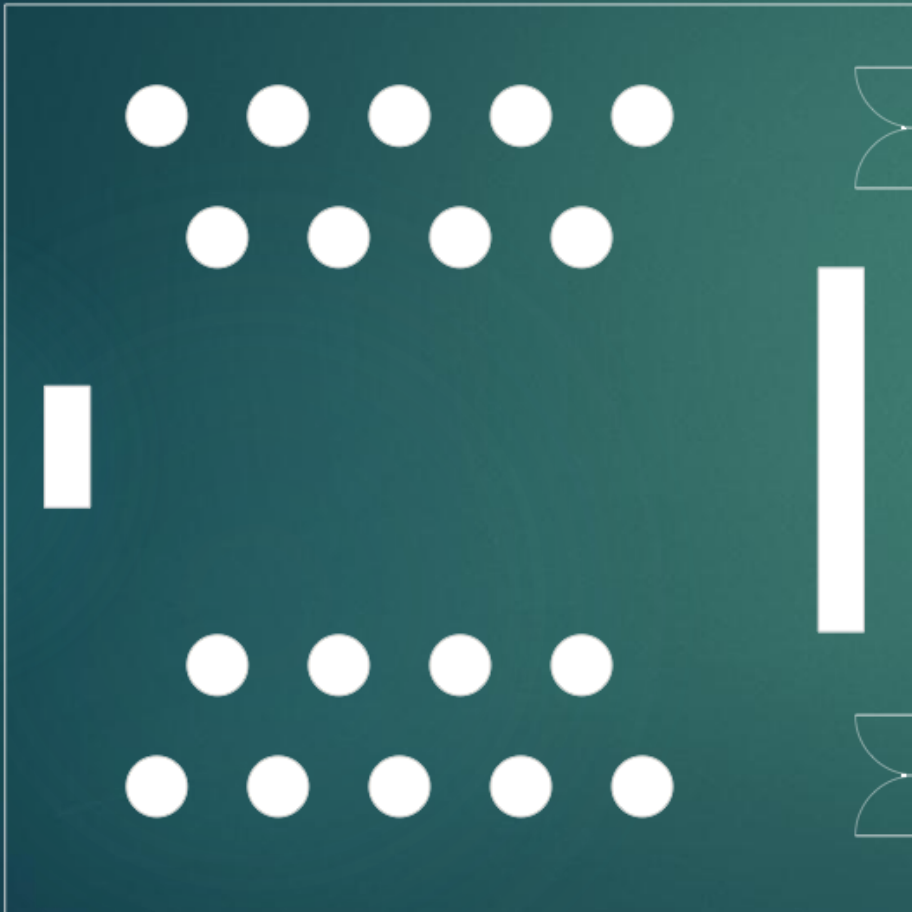
Audience

The event will be attended by guests age 25-65. The event is invite-only. About half of the invitees are young New Yorkers in a special young member program (under 30); the rest will be long-time donors over the age of 50.

Program of the Night

The event will take place over the course of three hours, from 8 to 11 PM. At 10:00, a DJ will setup and perform a set until the event close at 11. Cocktails and hors d'oeuvres will be served by walking servers.

The Space

- A plain, 30' x 30' x 30' room
- Besides the doors noted in the plan, there is ample space to introduce projection, lighting, sculptural elements, etc.

Be more social

► Encourage people to mix and mingle

► People who move around from table to table are very social

► How can you track social activity?

   ► RFID tags on stemware
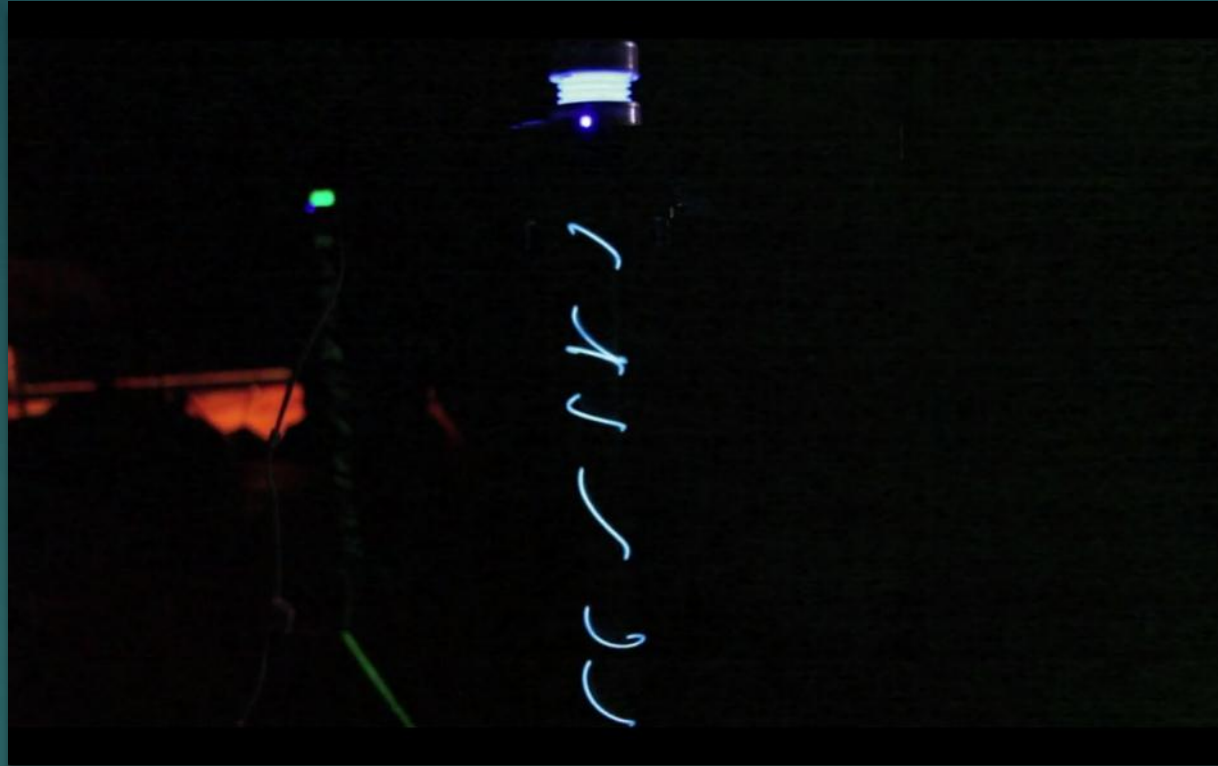
How do you encourage people to move around more?

Strings

Strings

- Attendees create a projected string when they move to a new table

- When others cross the string on the dance floor, they pluck it and a tone is generated

- DJ portion of the event could reuse the generated composition and replay the animation on the dance floor
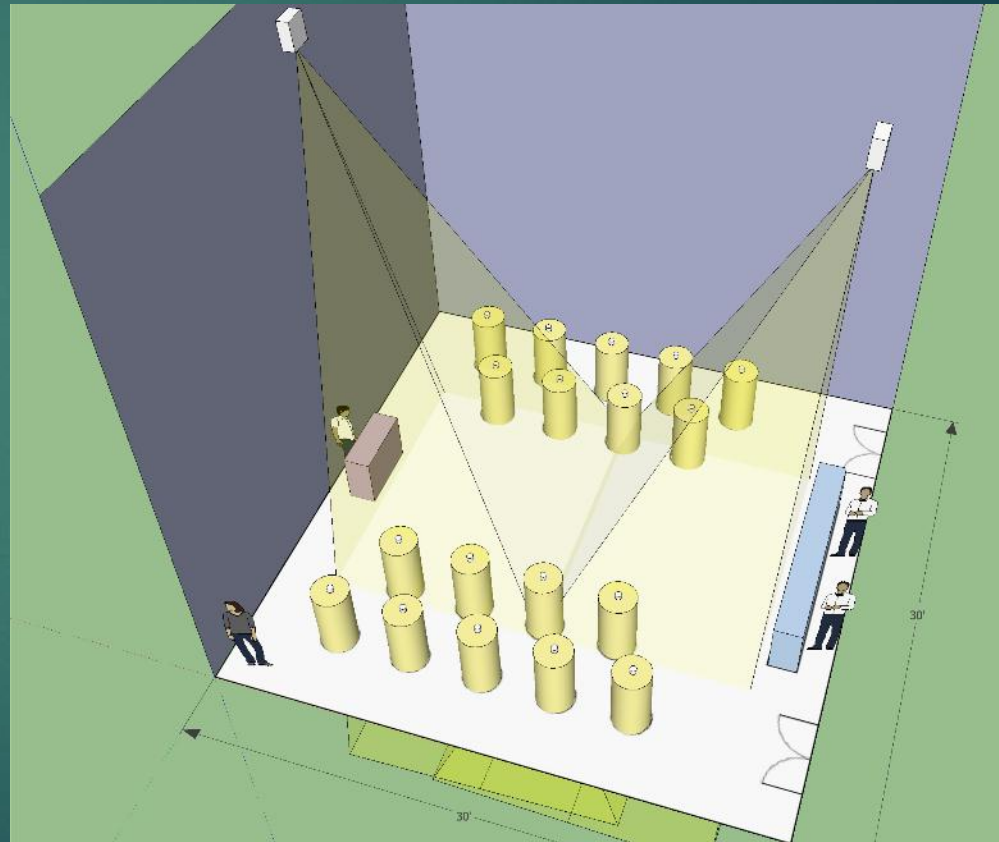
Concept Video
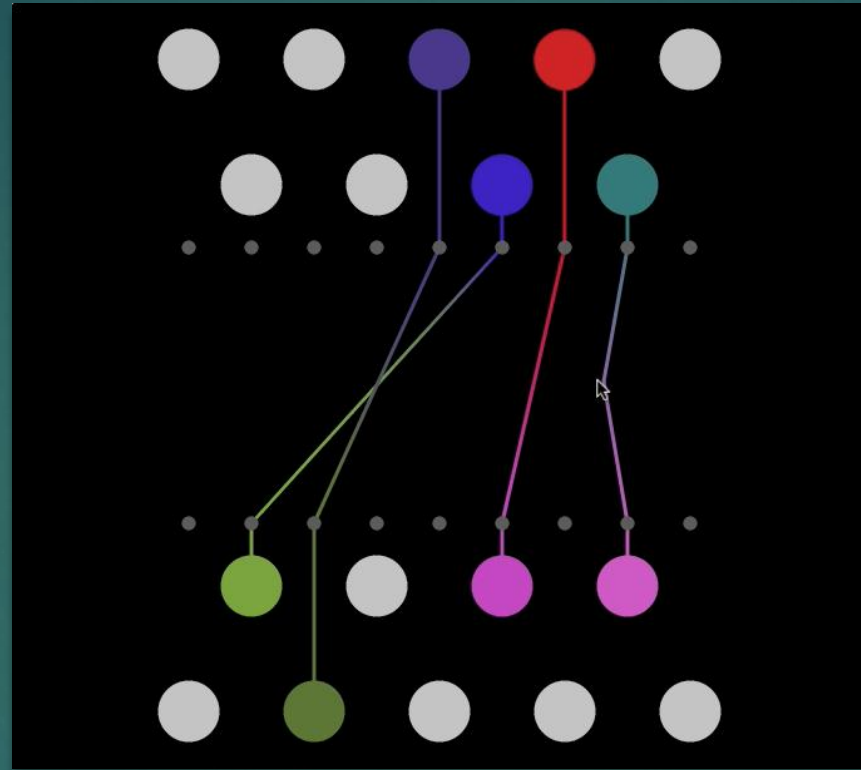
https://vimeo.com/62288199

Encouraging Movement

- We can track how long you are at a table

- If you stay too long a projection or light in a centerpiece could pulse on the table

Technical Layout

- Two overhead projectors
- Overhead webcam
- EL Wires x 18
- RFID Sensors x n
- Tiny Speakers x 18
- Software
  - openFrameworks
  - TSPS

Digital Prototype

https://vimeo.com/62289723

Additional Possibilities

- RFID tags
  - Used as drink tickets to ensure they keep it
- Gaming
  - Pit tables against each other
  - Leaderboards for most social
- Adjust string size or tone volume by number of drinks consumed
- LEDs in place of EL wire, for better transition to projection

"Making of" Video

https://vimeo.com/62302571