

Carl & Harry & FangYu

# Spatial Media



Alamo (Astor Place Cube)

# Introduction to "Alamo"

Created by Tony Rosenthal in **1967**

Named by sculptor's wife: its size and "impenetrable strength" like that of Alamo in San Antonio

Originally temporary but locals got it to stay

Sister cubes by same artist in OH, MI, & FL

Temporarily removed and restored in **2005**





# Environment





# Audience





# Research


11 AM

- weather ☀️ - 57°F (14°C)


## hourly observation

- a group of visitor with four guide

## - just trying to spin cube for a while

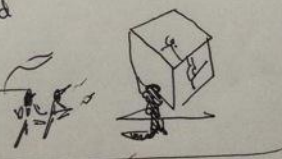


- stand & talk & wait ##
- walk by
- sit under cube #
- hit it / push (♀)
- exercise



12 AM

- too hot to stay almost no people stand




- walk by urgently
- see shadow

13:00


- take pictures
- student group
- sit ##
- someone ask for spinning while some one sit there

acc type


## interactions



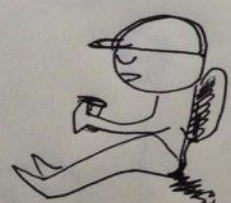
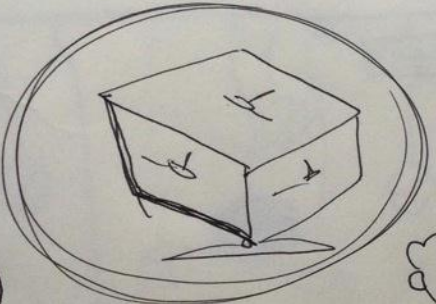
wait




WALK



Touch/hit



Sit



push/spin

# Memories

- Research revealed memories based around cube
- Yelp reviews include
  - Sightseeing
  - Teen hangout
  - Meeting for dates
  - Hit on head by spinning cube

**yelp** Search for (e.g. taco, cheap dinner, Max's) Near (Address, Neighborhood, City, State or Zip) New York, NY 10003 Search

Welcome About Me Write a Review Find Friends Messaging Talk Events Member Search

### The Cube @ Astor Place

4.5 stars 82 reviews Rating Details

Categories: Local Flavor, Landmarks & Historical Buildings [more]

Cooper Sq at Lafayette St  
New York, NY 10079  
Neighborhood: East Village

<http://www.tonyrosenthal.com/Alamo...>

Nearest Transit Station: Astor Pl (4, 6, 6X)  
8 St - Nyu (N, R)  
14 St - Union Sq (4, 5, 6, 6X)

Good for Kids: Yes

Edit Business Info

First to Review Jen D.

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Alzheimer's Facilities Find Memory Care in Your Area. Local Advisors - Free Referrals. [AlzheimersLocator.com/Alzheimers](http://AlzheimersLocator.com/Alzheimers)

Local Dance Lessons Affordable Private Dance Lessons. Local Teachers. All Ages & Levels! [www.takallessons.com/dance-lessons](http://www.takallessons.com/dance-lessons)

82 reviews for The Cube @ Astor Place Search Reviews

Review Highlights What's this?

"For years I never knew it could spin, but I'm so glad it does." In 40 reviews

"It's a great meeting spot, easy to find." In 4 reviews

"I used to live in the East Village and I love it." In 14 reviews

Rating Distribution | Trend

5 stars	60%
4 stars	30%
3 stars	5%
2 stars	2%
1 star	1%

View Larger Map/Directions

Browse Nearby: Restaurants | Nightlife | Shopping | Movies | All

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TRAVEL GUARD CHARTIS

# Pitch

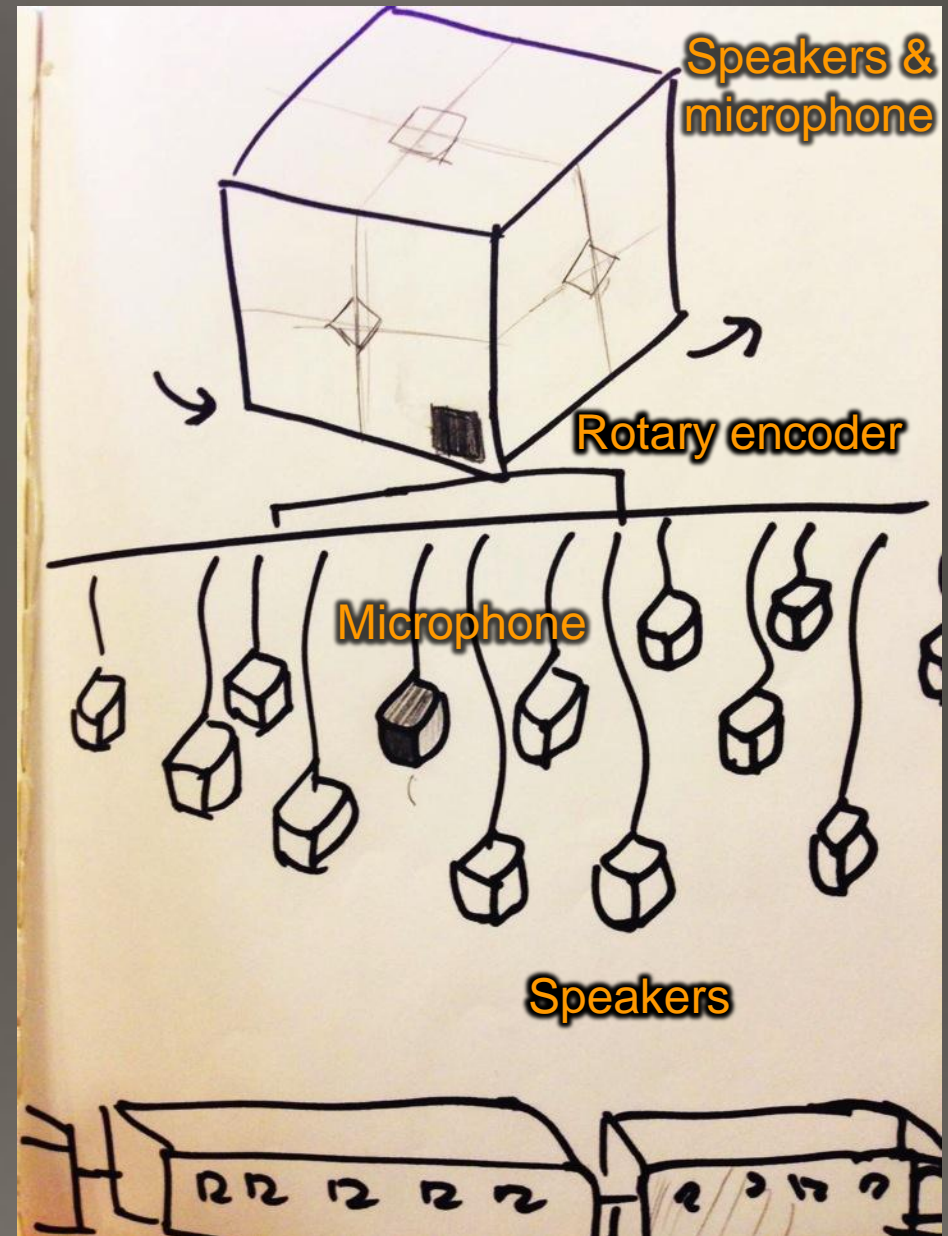
- Astor place is a hub of commuters, tourists, and lounging locals
  - Many memories are made here
- Echoic memory vs iconic memory
  - Audio stays longer in short term memory
- Want to connect spaces of cube and subway station below

Store the interesting sounds of Astor Place and play back for commuters in the subway station below

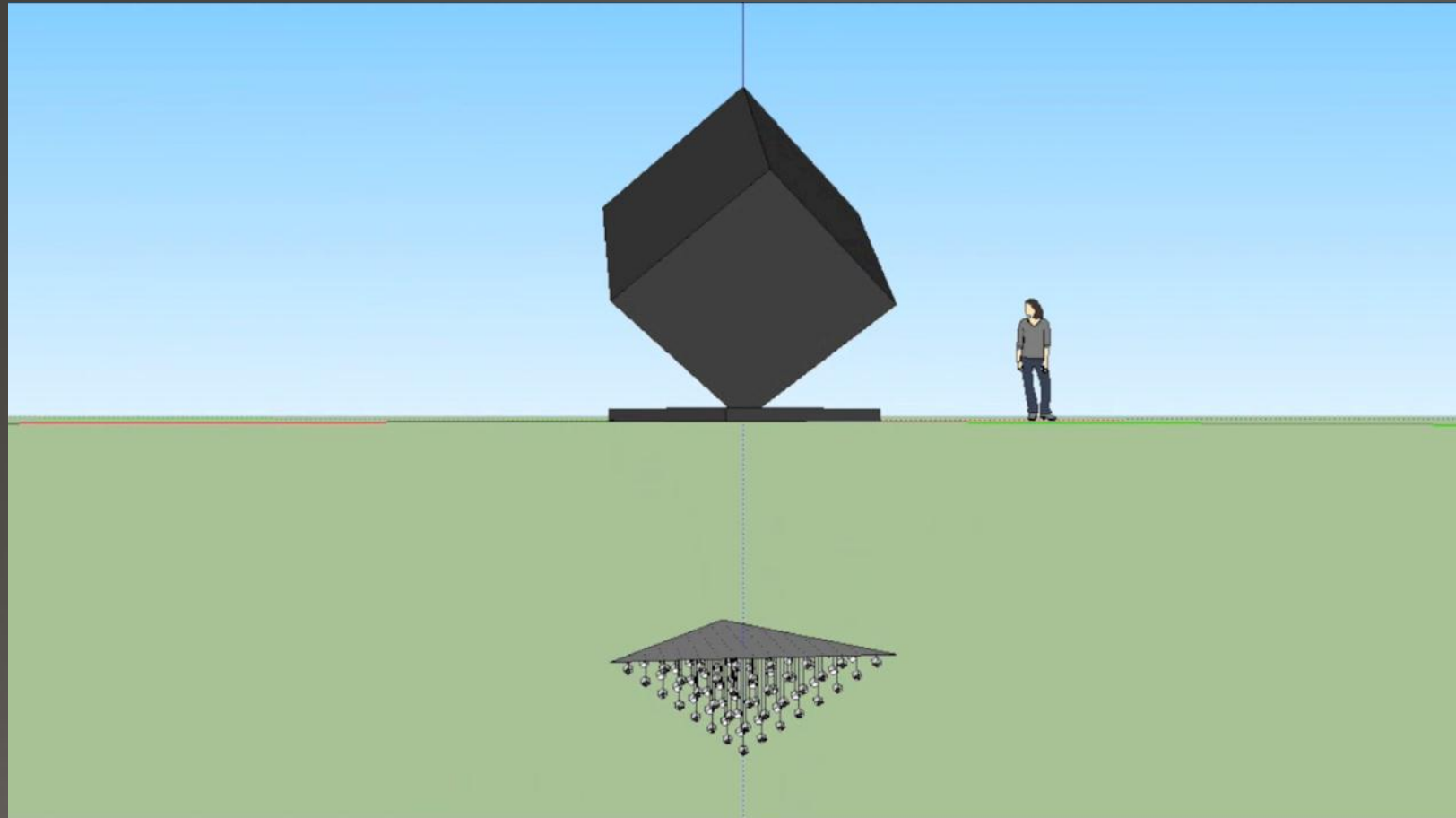


# Concept

1. Cube records interesting sounds from Astor Place over time
2. People on surface spin cube
3. Small cubes w/speakers randomly play recorded sounds in subway station below
4. Live sound from subway is played back on surface (squeals of delight?)



# Production Flythrough





# 1. Sounds are recorded



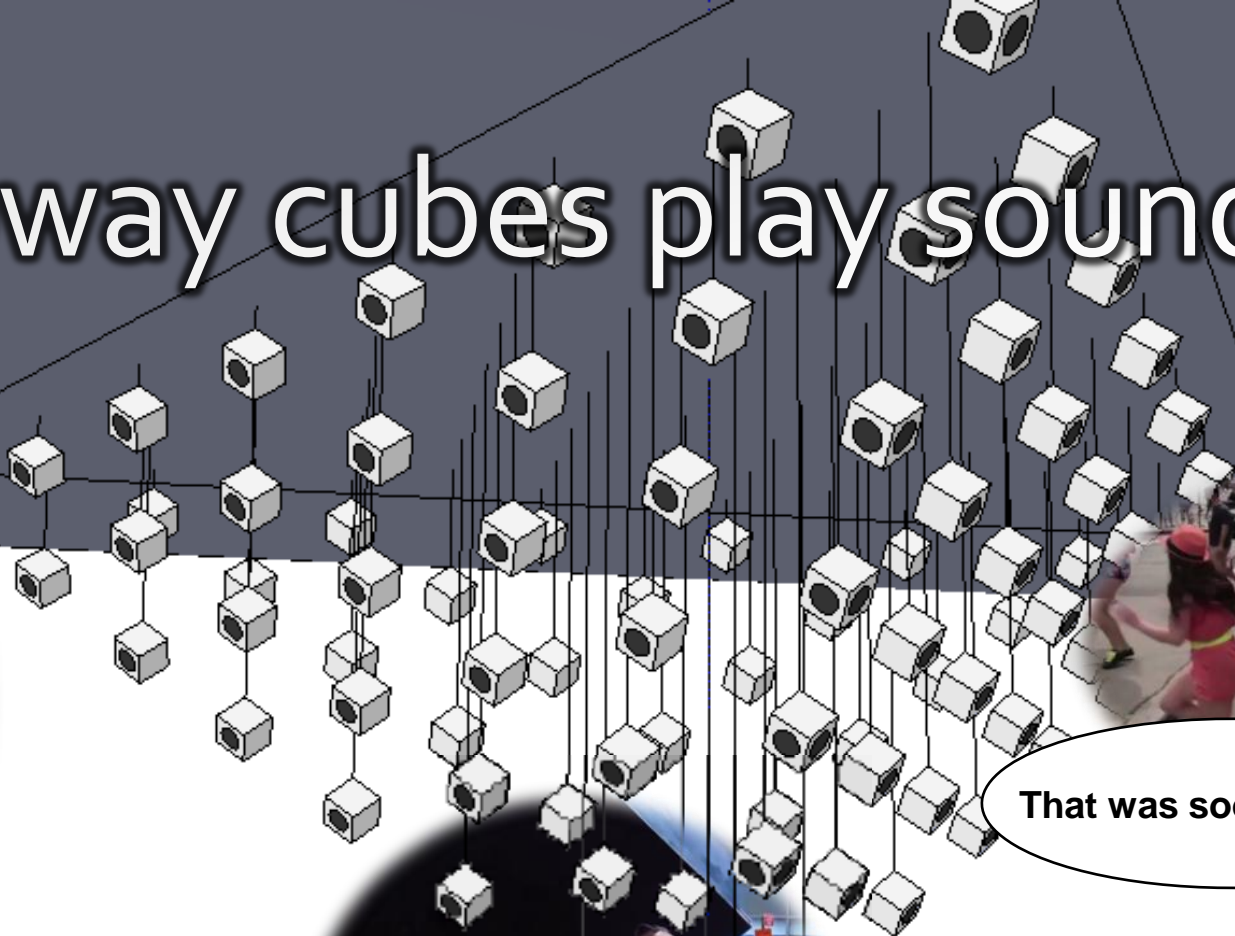




## 2. People on surface spin cube



# 3. Subway cubes play sounds



That was sooo awesome!





# 4. Sound is played on surface

**That was sooo awesome!**



# Prototypes - technical

Astor cube:

- attached accelerometer
- xbee wirelessly transfer data from accelerometer
- outdoor speakers

Small cube:

- mic (only one)
- speakers





# Prototypes - experiential

Investigate how people respond to sounds as they pass



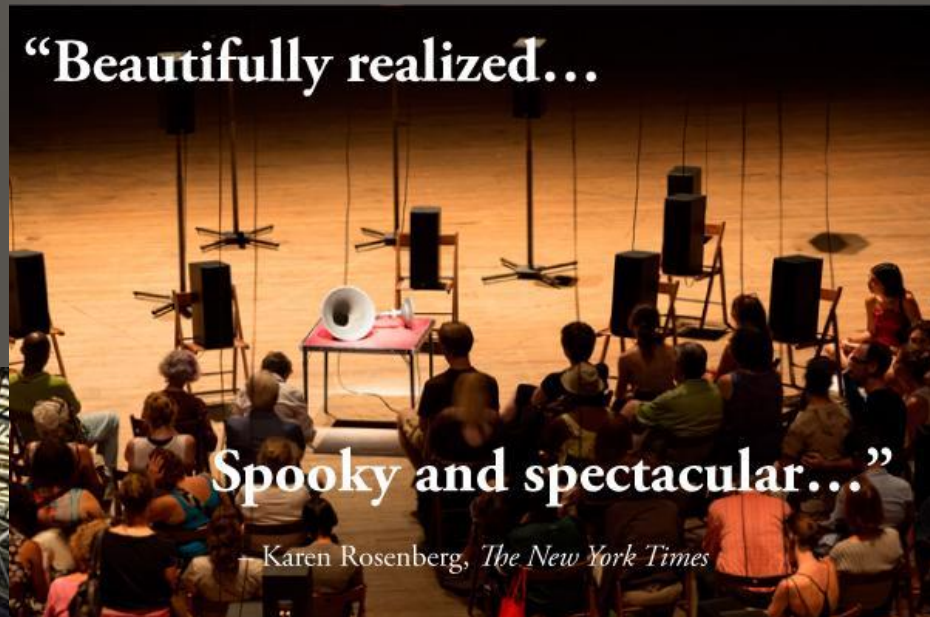
# Inspiration/Related Work





# Related Work

Surround-Sound  
"Oktophonie"



“Beautifully realized...

Spooky and spectacular...”

—Karen Rosenberg, *The New York Times*

# Equipment List

## Mockup

- 31x cubes
  - 18x speakers
  - 4.5 sq ft plexi
  - 10x LEDs
- 30 ft speaker wire
- 1x mixer board
- 3x shotgun mic
- 1 mic
- computer w/3ch audio in + out

## Production

- 85x cubes
  - 108x speakers
  - 31.9 sq ft plexi
  - 85x LEDs
- 185 ft speaker wire
- 3x amp
- 3x shotgun mic
- 1 mic
- computer w/3ch audio in + out



# Gatekeepers

NYC Dept. of Parks and Recreation

[Art in the Parks Program \(guidelines\)](#)

Proposal (photos, drawings, budget, etc) 6 months prior

Also talk to

[Local Community Board](#)

"For many projects it will be necessary to obtain the approval of the local community board"

Board 3 for Astor Place

Board 2 for Washington Square Park

MTA

Arts for Transit and Urban Design

Parks provides general coordination assistance with other city agencies.