

Luminothérapie 2018

RAINBOW ENCOUNTERS

There has been an increased backlash against digital media and social online applications creating small tribes that fail to intersect with other parts of society, cultural and economic realities, genders and perspectives. Technology has an increasingly impactful role in governance and citizen participation, and it is the responsibility of designers to enhance the social experience via technologies, as well as propose new platforms for exchanges and ENCOUNTERS.

This is why our proposal, **RAINBOW ENCOUNTERS**, seeks to create a tangible platform of social networks that can break away from filtered interfaces that slice various segments of society into increasingly smaller groups. We began our brainstorming around the concept of the rainbow: at once cliché, childish and political, it became the symbol through which we channel this proposal.

Why rainbows? We chose rainbows as our emblematic image for this proposal because it is a form which contains multiple meanings (childhood, leprechauns, pots of gold, and gay rights as well as LGBT (lesbian, gay, bi and transexual)). In this way, the rainbow struck us as both a playful and easily attractive symbol, as well as a politically malleable sign that can be used for resistance, change and inclusion. In the spirit of creating encounters, we wanted our proposal to be both accessible, yet also be imbued with the desire to create equality, not just from a gender and sexual orientation standpoint, but also from a cultural, economic and social standpoint.

What does this rainbow do? Because the rainbow is a natural arch, we propose to create a structure that will not only be noticeable and inviting to the public from afar, but will also house the technical equipment for the interaction. What we propose is to script “encounters” under the arch connecting individuals via rainbow projections. We aim to add an audio component which will trigger (and entice) users to approach one another and thus “close the rainbow” so to speak. For example, when the strangers come closer to one another and truly “encounter” one another, an audio feedback will be triggered. Furthermore, these connections will feed the main projections on Place des Festival. Hence, once 2 strangers (or friends) “connect” via the rainbow and approach one another a capture of that event will be generated and integrated into the generative projections as a reward. These aggregated projections will remain (up until a set number that can be accommodated) to be later replaced by new users. Ideally this will be an image/symbol of the users. The use and interaction of the “rainbow as connector” will be tested in studio over the next several months to explore the best usability and interaction for a general public (without recourse to instructions).

Why RAINBOW ENCOUNTERS? As mentioned at the start of our proposal, we want to create an accessible (visually, technically, socially, and usability-wise) technology for people to meet. Our intuition is that by providing a playful platform for strangers to become connected, we further social tolerance, openness, and generosity.