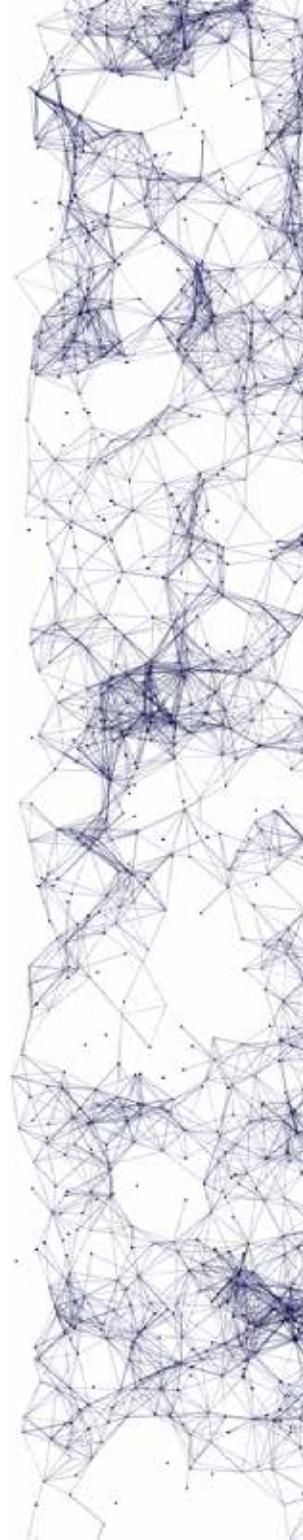


CO CREATE
INITIATIVE

TYPE 5 Process Book | Alexia Chuck
Spring 2017





IAMP
COMMUNITY
Arts Program



The LAMP Community is an organization that provides various services to the homeless living in Downtown Los Angeles. One of their most important programs is the Arts Program - which was founded in 1999. This program provides a much needed creative outlet for those living on the streets. They are committed to providing recovery and stability to those who partake in their services.

The arts program promotes community and encourages its participants to inspire each other, as well as value their individualism. This provides a sense of self value, effectively motivating them to create a better life for themselves. The LAMP Community has the highest success rate in the nation for reintegrating homeless individuals. Perhaps this arts program in conjunction with some of their supportive services has facilitated these unprecedented results.

Art + Health

Over the past decade, health psychologists have looked at how the arts might be used in a variety of ways to heal emotional injuries, increase understanding of oneself and others, develop a capacity for self-reflection, reduce symptoms, and alter behaviors and thinking patterns.

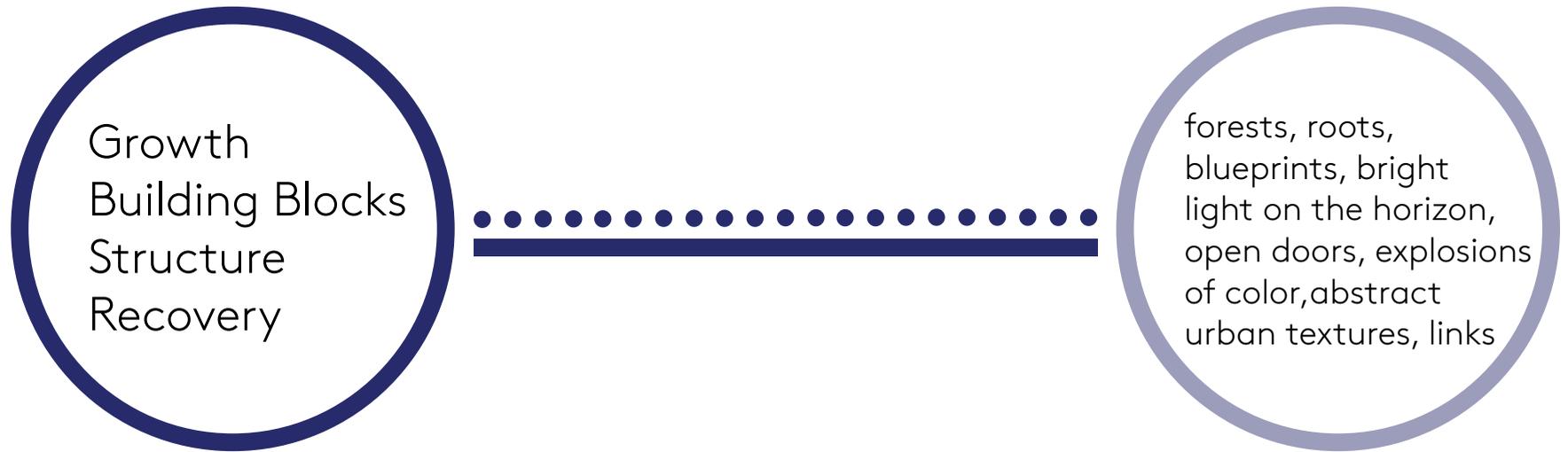
A 2011 University of London study found that blood flow increased 10 percent to the “joy response” part of the brain when subjects saw a beautiful painting — just like when you look at a loved one. The findings give credence to what we’ve always suspected, that visual art has a strong, positive physiological effect on the brain.



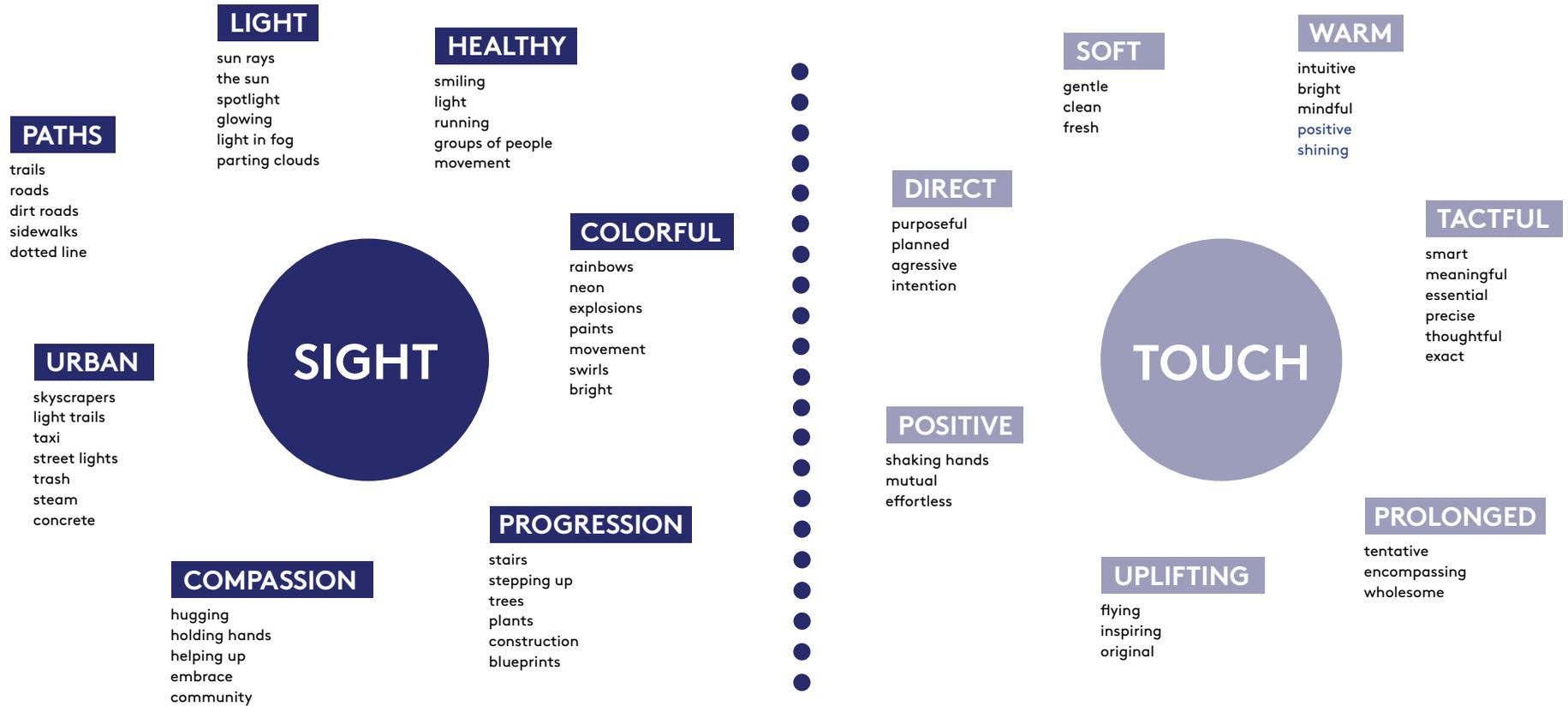
○ Brand Metaphor: Linguistic



○ Brand Metaphor: Visual



Brand Metaphor Sensory Mapping



SWEET

smiling
light
victorious
pastel

BALANCED

stability
ups and downs
inspiring
challenging



TASTE

SAVORY

satisfying
mellow
neutral
motivating



ENCOURAGEMENT

soft
deep
comforting
warm
fuzzy



SOUND

LOUD

expressive
punchy
colorful
abstract

HUMAN

talking
conversation
back and forth
laughing
crying
shouting

SOFT

positive
enlightening
advice
affirmation



CLEAN

pine
fresh
airy
windy
plastic



SMELL

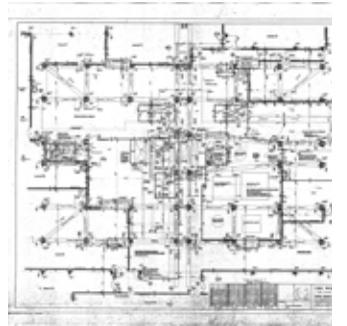
PLEASANT

floral
sweet
inviting
familiar
baked goods

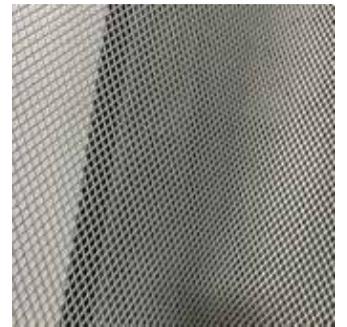
STUDIO

bold
paints
texture
wet
chemicals
crinkled

○ Image Research: Found



○ Image Research: Self Generated

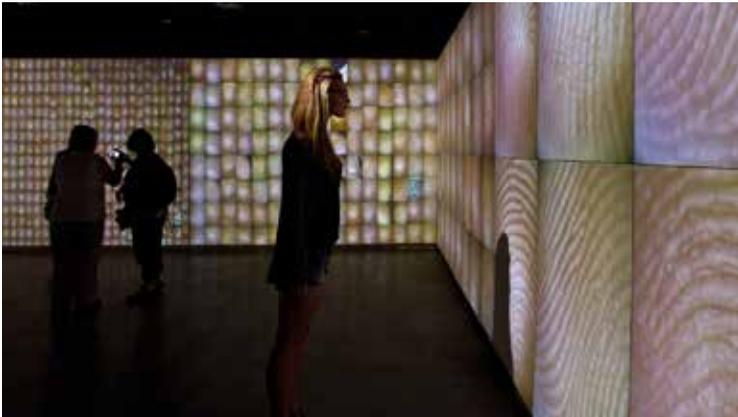


○ Media Textures: Found



WATERLIGHT GRAFFITI
Antonin Fourneau - Digitalarti Artlab
<https://vimeo.com/47095462>

○ Media Textures: Found

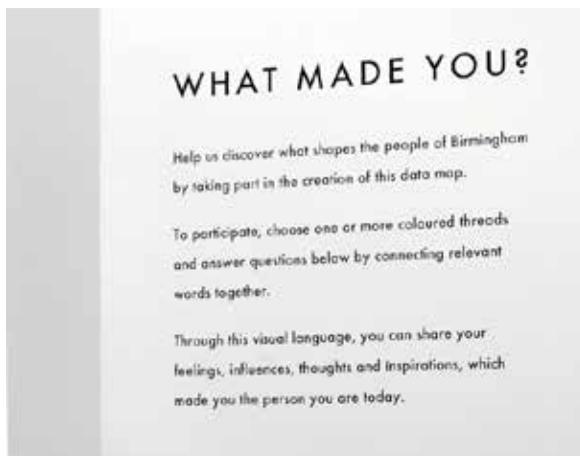
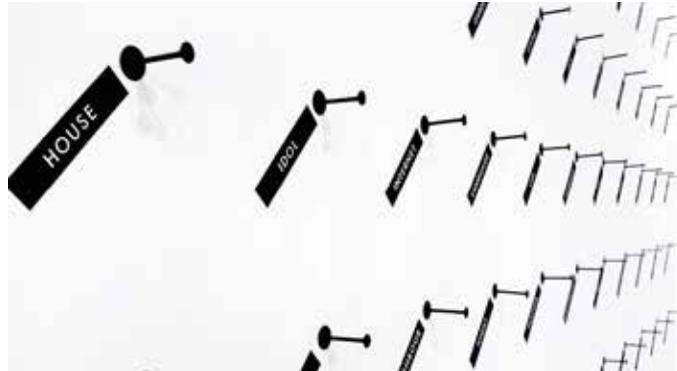
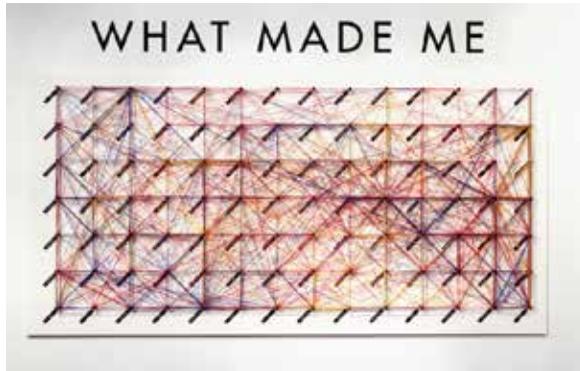


PROJECT PULSE INDEX

Rafael Lozano-Hemmer

<https://vimeo.com/35662451>

○ Media Textures: Found

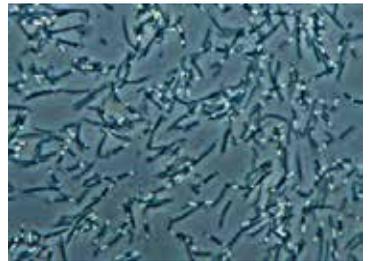
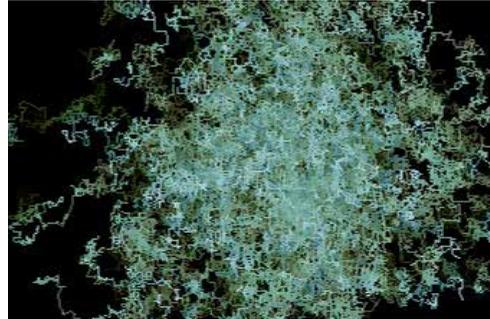
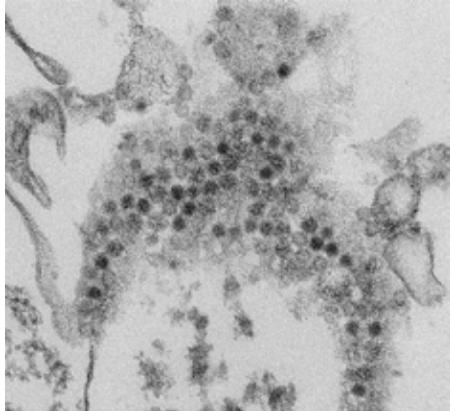
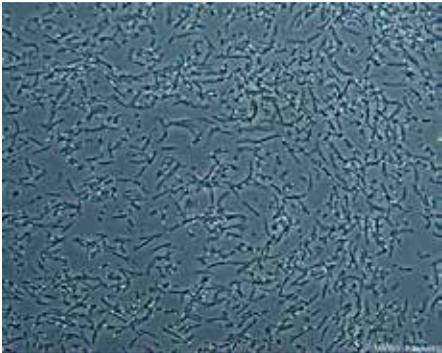
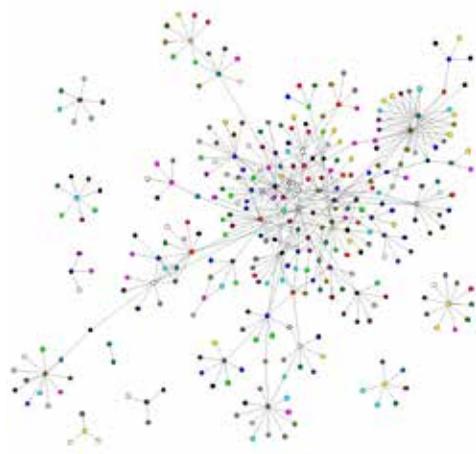
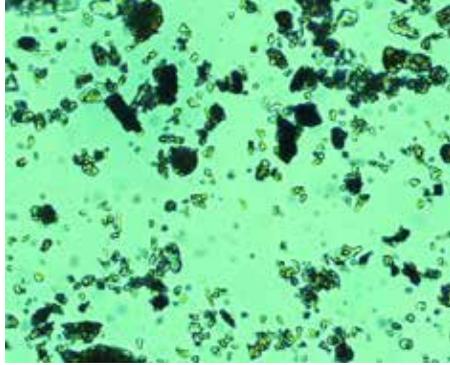
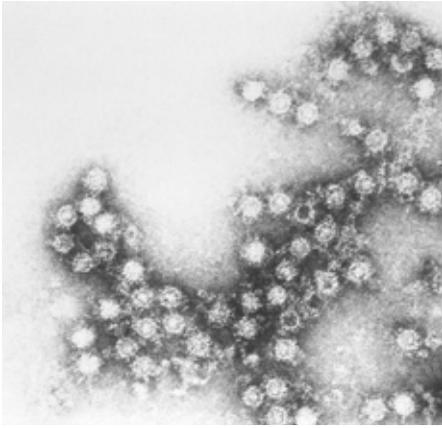


WHAT MADE ME
Dorota Grabkowska & Kuba Kolec
for Birmingham Made Me Expo 2012

Art is...

communal
contagious
healing
HUMAN

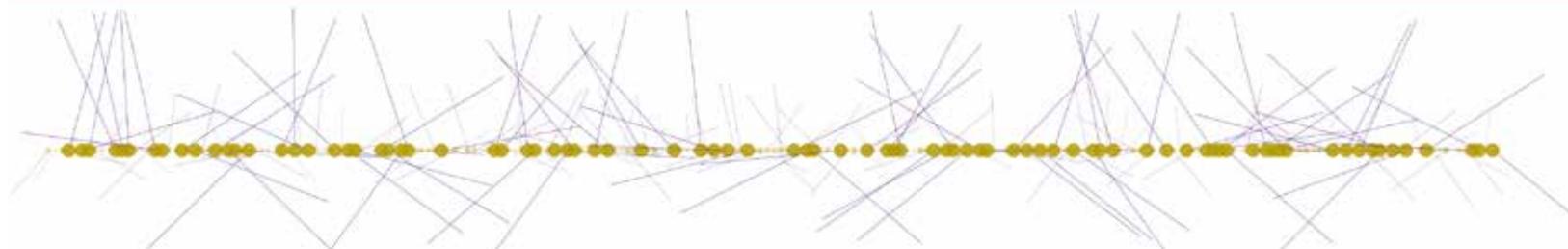
CO*CREATE is an initiative that allows the community to heal each other through creative interactions within public spaces containing heavy foot traffic.

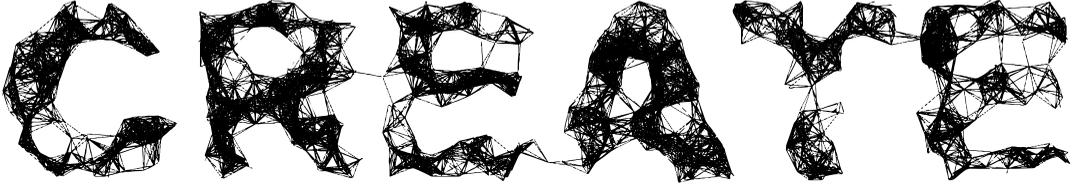


CO CREATE

CO CREATE

CO CREATE



CO  CO

INITIATIVE

LAMP Community

Presented by The

CO CREATE

CREATE

CREATE

CREATE

CREATE

CO EXIST

EXIST

EXIST

EXIST

EXIST

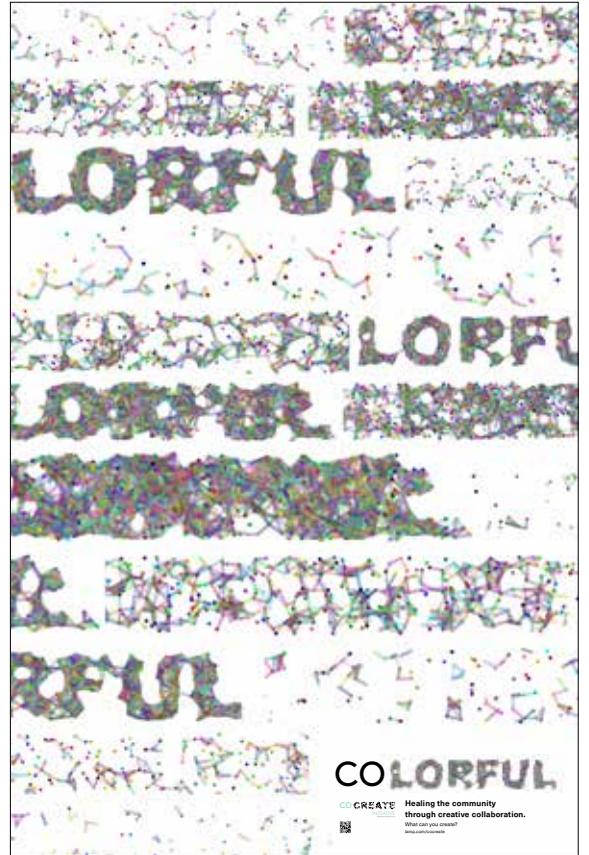
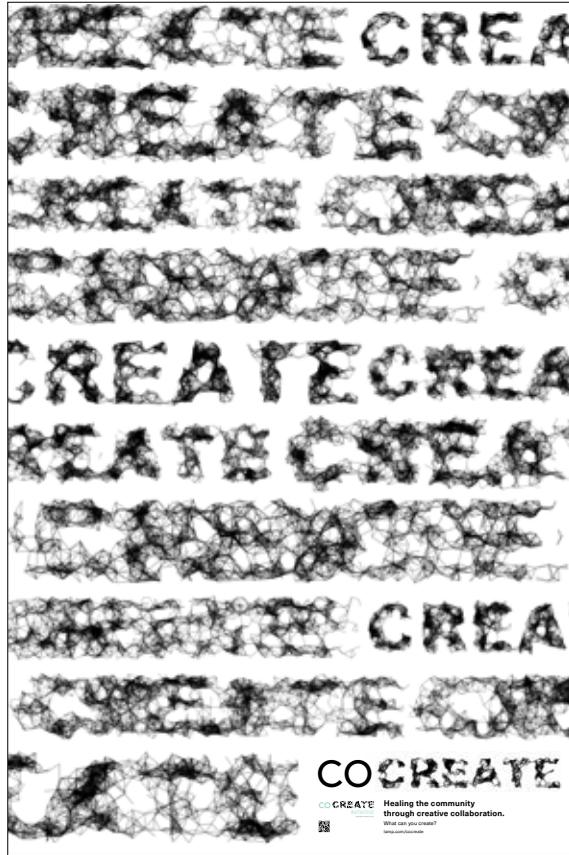
CO LORFUL

LORFUL

LORFUL

LORFUL

LORFUL



Interactive Spatial Installation: System

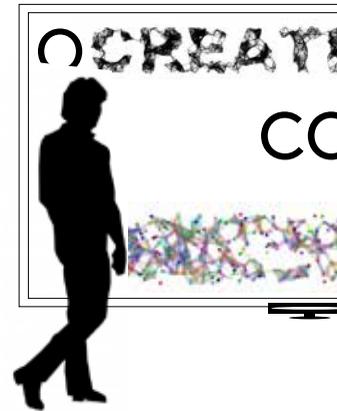
LOCATION:
Union Station
West Side
Los Angeles, CA

Multiple static
'CO' type on
screen

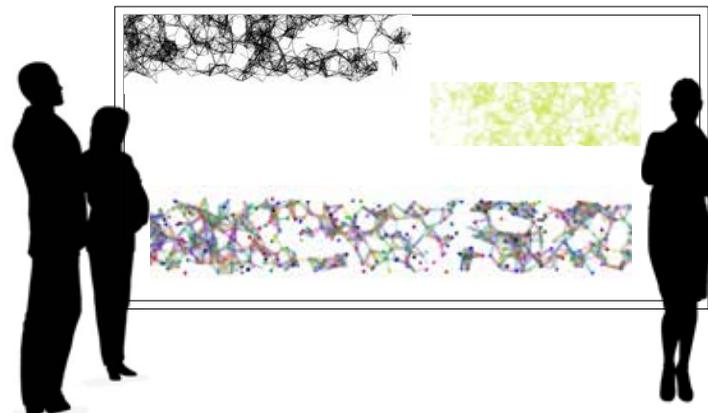


Motion Sensor
Activated →

LOCATION:
Union Station
West Side
Los Angeles, CA



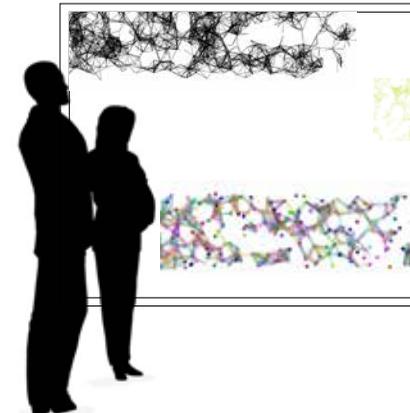
LOCATION:
Union Station
East Side
Los Angeles, CA



3. On the opposite
side of the station
location is another
screen, displaying
the interactions
taking place at
the other location

4. Users at view-only
location can watch
the type being
distorted, but
cannot distort it
themselves

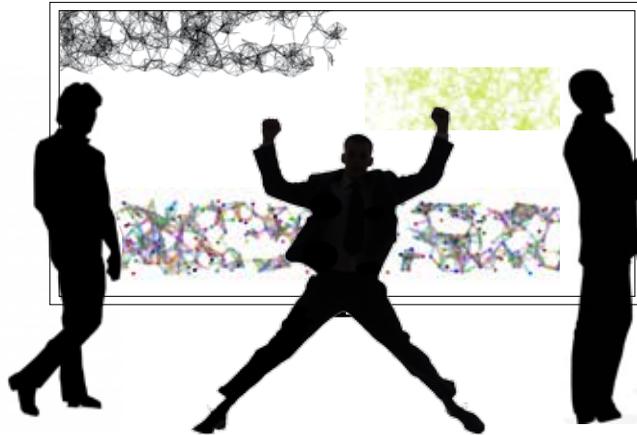
LOCATION:
Union Station
East Side
Los Angeles, CA



LOCATION:
Union Station
West Side
Los Angeles, CA

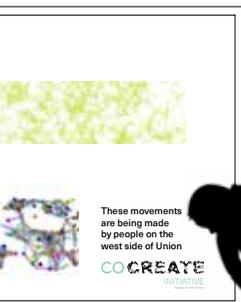


1. Interactive type activated by motion sensor



2. Multiple users distort the various type with their body movements

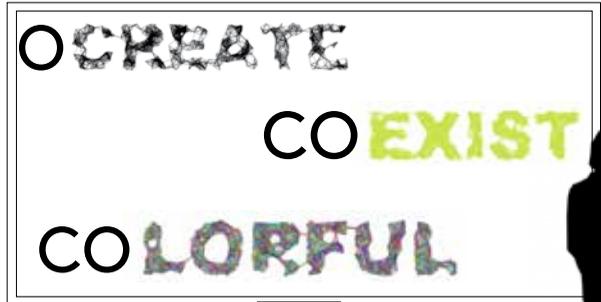
LOCATION:
Union Station
West Side
Los Angeles, CA



5. Information is displayed on bottom right hand corner of screen to inform view-only users of what is causing the distortion

These movements are being made by people on the west side of Union

COCREATE



6. When people stop interacting with the screen, type returns to static their form at both screen locations

