

Tag Your ART Inspiration

The Art Community Prototype - Spark Fuel Ignite

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Museum Exhibition Planning and Design
MSEM 618 - Prototyping Lab
Fall 2014



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The Project

In a collaboration between the University of the Arts, String Theory High School, Science Leadership Academy and The Franklin Institute two prototypes were brainstormed, tested and built. Over the past 3 months, different combinations of participants have met to take this project from words on a paper to structures which audiences have interacted with. After multiple brainstorming sessions and two rounds of testing, the art community developed a collaborative community project.



University of the Arts, Grad Students

Jenna Savage, Alexandra Seder, Dai Lee

University of the Arts, Professors

Beth Tinker, Scott Reeves, Polly McKenna-Cress

The Franklin Institute

Dale McCreedy

Science Learning Academy, Beeber

Bianca Oglesby, Lex Martinez, Cameron Lockett, Lucia Idriss,
DaShawn McIntosh-Inniss, Jame Xayasomloth

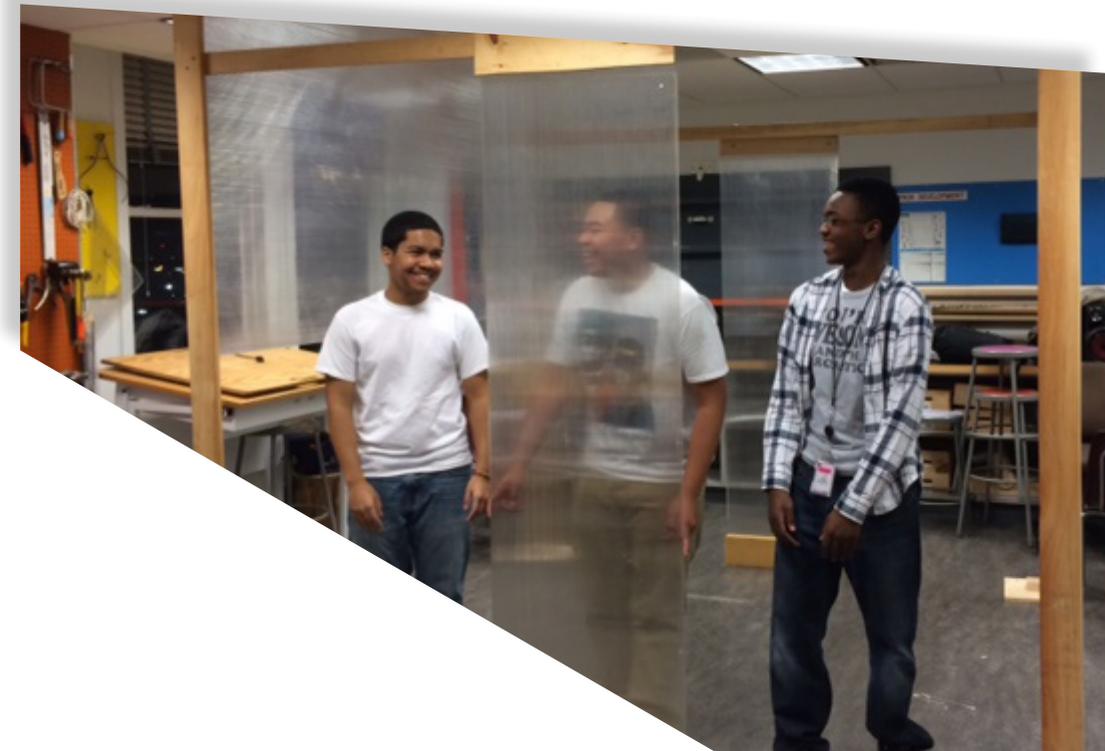
String Theory High School

Sheri Hanna, Christine DiPaulo and Students

Prototyping Team

Project Time Line

09.08.14	Meet with String Theory Staff
09.09.14- 09.21.14	Development of Design Thinking Brainstorming Cards
09.22.14	First String Theory Design Thinking Session
09.26.14	Meet with SLA Students for First Time
10.03.14	Franklin Institute Trip
10.06.14	Second String Theory Design Thinking Session
10.10.14-10.17.14	Work on Prototypes with SLA
10.24.14	UArts Prototyping Session
10.27.14-11.15.14	Building of Second Version of Prototype
11.19.14	Prototyping at the Franklin Institute
12.08.14	Final Presentation



Project Introduction and Goals

Art Community Goals

- To spark conversations with key audiences about the arts community
- Visitors will leave with an understanding of how different communities inspire our inner artists
- To ignite inspiration in visitors to become actively engaged in the arts community
- Visitors will be surprised and enlightened about how the arts can affect a community

Design Thinking with String Theory

Goals

- Meet with String Theory Students and decide on two communities to prototype
- Conduct conversations around community

The Cards

- Prototyped design thinking cards in order to engage conversations around community and brainstorm prototype concepts
- Based on Grey Area Cards



The Art Community

Community

- Arts

Values

- Arts
- Events
- Shared Values or Ideas

Strategies

- Community Greenhouse
- Concert /performance space
- Monthly pop-up events

What Worked

- Sharing images and ideas
- Decided on one community

What Did Not Work

- Community Conversation too abstract
- Unclear expectations of outcome



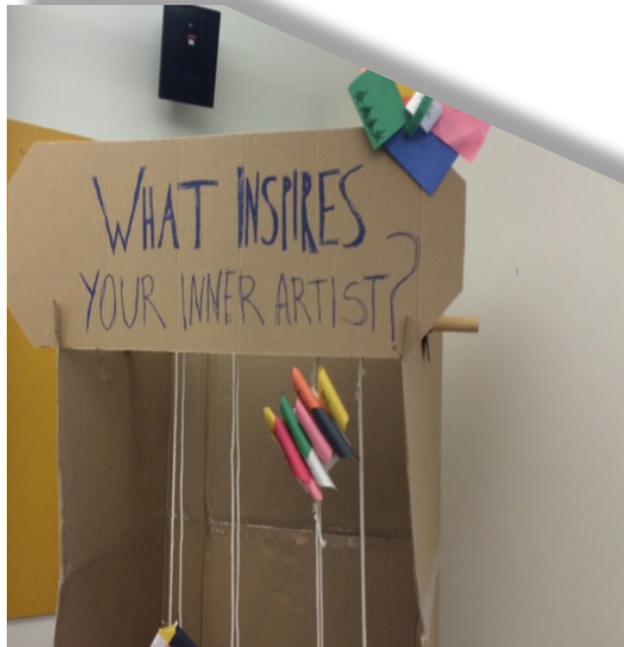
1st Prototyping Session- At the University of the Arts

The Process

- Test with three different groups of String Theory students
- Make observations and in person interviews to get clear feedback
- Make changes in between each rotation

Materials

- Cardboard, construction paper, double sided tape, sharpies, foam core



What Inspires Your Inner Artist?

- Create Inspiration sculpture
- Use variety of colors that represent different communities
- Attach your piece to the larger sculpture

Evaluation

Goals

- We would like to know if visitors have conversations about the arts community while participating in the interactive
- We would like to discover if the concept is too difficult, too easy or right in the middle
- We would like to know if the visitors enjoyed participating in this interactive
- We would like to know if visitors will grasp content around how multiple communities aid in inspiring their inner artist



Roles

- University of the Arts, Graduate Students, Interviewers
- Science Learning Academy , Observers
- String Theory, Audience



Discoveries

What Worked

- Visitors enjoyed making items
- Visitors discussed the different communities that inspired them, including art
- They participated in adding their piece to the larger sculpture in the end

What Did Not Work

- Visitors seemed put off by crafty like nature of materials
- Color categories did not seem to work or be of importance to the visitor
- Larger Sculpture seemed of little to no interest to visitors
- Attaching their piece to the larger sculpture seemed to be difficult

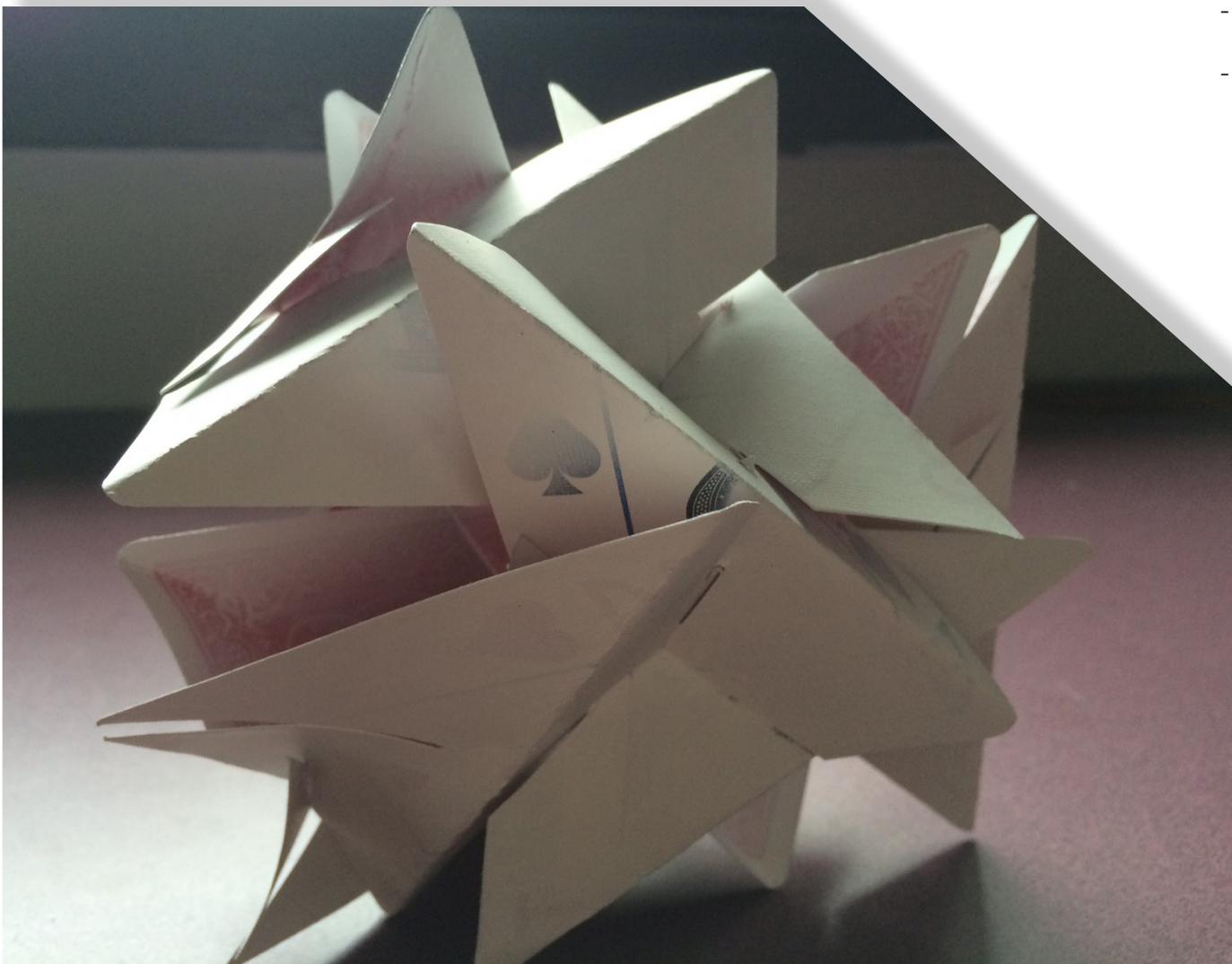
Needed Changes

- The instructions need to be simplified
- Colors as categories seemed limited and caused minor confusion
- Larger scale would be preferable, as well as more creative ways to attach their pieces to larger end sculpture
- Less cutting and pasting more simplified attachments



Inspiration for Evolution

- Make Sculptures the Communities
- Have them Tag directly on sculptures
- Refine materials, neutral colors
- Michael McAllister, Industrial Design Sculpture
- George Hart, 12 Card Star Puzzle Sculpture



The Process

- Test with a variety of different groups of visitors from Franklin Institute, three different rounds
- Make observations and in person interviews to get clear feedback
- Make changes in between each rotation with String Theory and SLA Students

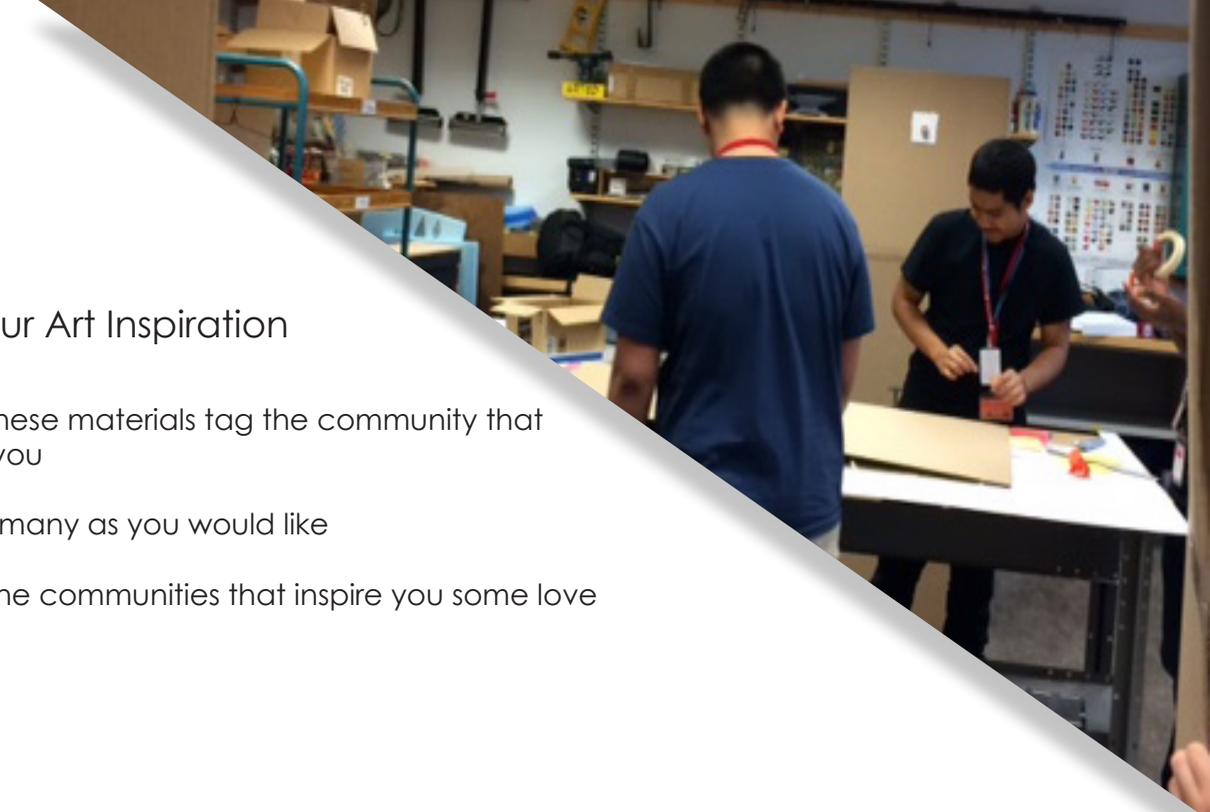
Materials

- Corrugated Plastic, Cardboard, felt, velum, trace paper, sharpies, double sided tape, adhesive velcro

Tag Your Art Inspiration

- Using these materials tag the community that inspires you
- Tag as many as you would like
- Show the communities that inspire you some love

2nd Prototyping Session- The Franklin Institute





Goals

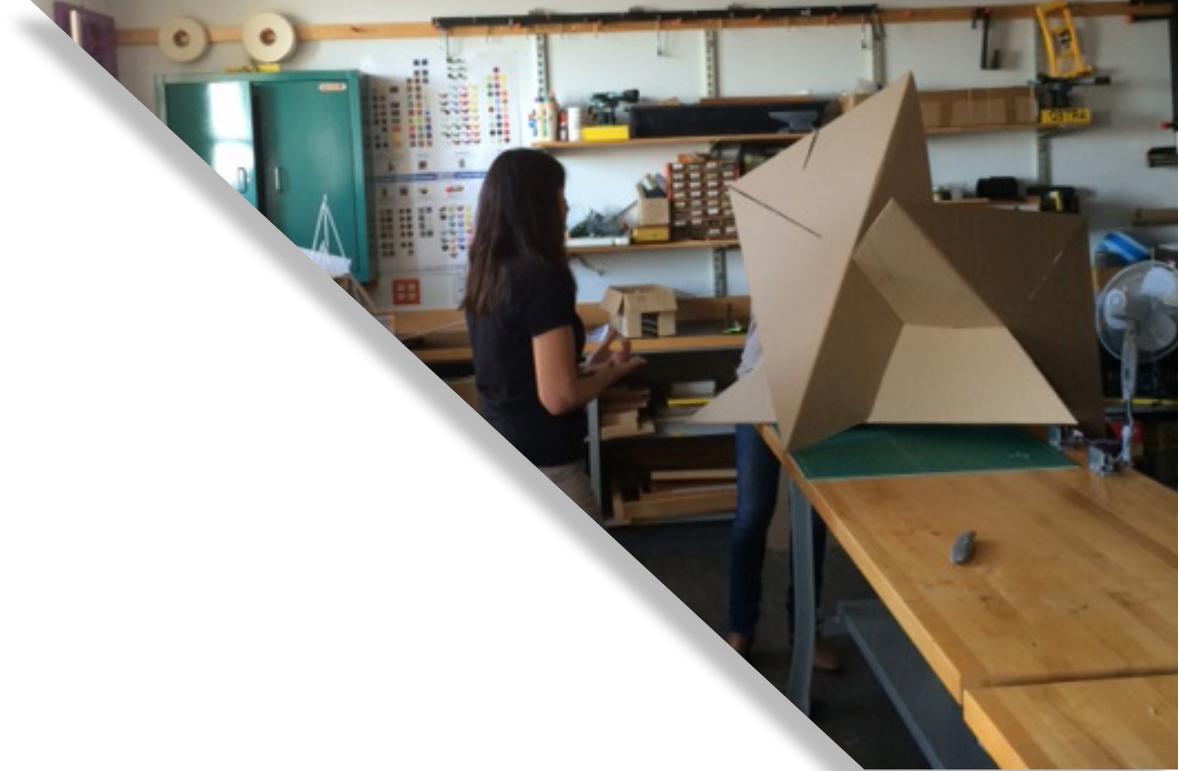
- To spark conversations with key audiences about the arts community
- Visitors will leave with an understanding of how different communities inspire our inner artists
- To ignite inspiration in visitors to become actively engaged in the arts community
- Visitors will be surprised and enlightened about how the arts can affect a community

Roles

- SLA, Interviewers
- String Theory, Observers
- Franklin Institute Visitors, Audience

Evaluation

Discoveries



What Worked

- The sculptures seemed to hold up well against the activity
- Visitors used materials to create different pieces, and did end up tagging the larger sculptures
- The sculpture labeled "other" seemed to get a lot of attention
- The overall look of the interactive seemed to be well received by visitors

What Did Not

- Visitors felt uncertain of what to do with the materials (specially the felt)
- Instructions were overly complicated at times, and did not inspire deep responses to the communities being addressed
- Visitor creations were not always in relation to the instructions, many times they simply tagged their name or the name of their school



Going Forward

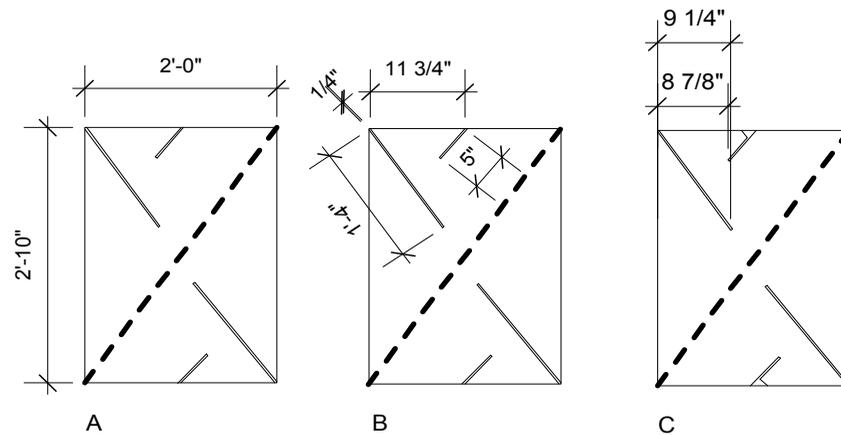
Considerations

- Larger scale
- Staff Interaction
- Refine Materials
- Streamline Attachment Application

Recommendations

- Place sculptures in more than three initial locations, EX: North, East, South and West Philadelphia
 - Partner with Mural Arts Artists going forward
- Staff one day pop up event in the community to tag sculptures
- Make capable of living outside
- Connect all the sculptures in the end to form one large piece
- App for picture upload in the end
- Final Sculpture Location - City Hall
- Light Sculpture from within, make tagging glow
- Material - 1/8" Sintra or metal welded to form structure
- Tagging Material - Different materials in different locations, spray paint, mosaic

Construction Drawings - Triangle Sculpture Pieces



1 Card Template
Scale: 1/2" = 1'-0"

General Notes

1. Card A and B are the same
2. Card C is slightly different, with an added cut for easier locking
3. See directional website for further connection instructions

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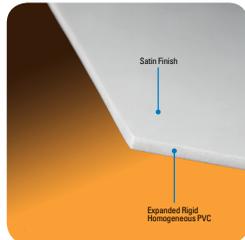
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PRODUCT AVAILABILITY

	Gauges	Colors	Sizes
e-pvc	3mm, 6mm, 10mm, 12.7mm	Bright White Black	48" x 96", 50" x 100", 60" x 120" custom sizes available
Sintra	1mm, 2mm, 3mm, 6mm	Bright White Black Gray Light Gray Dark Red Bright Yellow Dark Green Dark Blue Custom Colors	From 1M (39.37") x 96" to 2M (79.92") x 120" custom sizes available

Due to multiple product configurations, please refer to the website for product availability in the desired thickness and size.

Sintra Material Cut Sheet



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Spray Paint Cut Sheet



Rust-Oleum Painter's Touch 2X | Model # 249090 | ★★★★★ (16) ▼

12 oz. Gloss White General Purpose Spra...

\$23.22 / case



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PRODUCT OVERVIEW Model # 249090 | Internet # 202071066

Rust-Oleum Painter's Touch Ultra Cover 2X 12 oz. Gloss White General Purpose Spray Paint (6-Pack) delivers twice the coverage as other competitive brands. Double Cover Technology provides ultimate hiding power and is a Paint and Primer in One allowing projects to be completed quickly. A great value.

California residents: see [Proposition 65 information](#).

- Interior/exterior use on wood, metal, plastic and more
- Designed to provide long lasting protection and durability
- Covers up to 50 sq. ft.
- Glossy finish provides a fresh shine to surfaces
- Comfort spray tip with wider finger pad reduces finger fatigue and offers 360-degree, any-angle spray technology
- Dries to the touch in 20 minutes
- Oil based formula contains breakthrough technology, delivers twice the coverage
- Paint and primer in one
- Clean up with mineral spirits

Info & Guides

- [MSDS](#)
- [Product Brochure](#)
- [Use and Care Manual](#)

You will need Adobe® Acrobat® Reader to view PDF documents. [Download](#) a free copy from the Adobe Web site.

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SPECIFICATIONS

Assembled Depth (in.)	2.625 in	Assembled Height (in.)	7.875 in
Assembled Width (in.)	2.625 in	Cleanup	Mineral Spirits
Color Family	Whites	Color/Finish	Gloss White
Coverage Area (sq. ft.)	50	Dry to touch (min.)	20
Interior/Exterior	Interior/Exterior	Inverted spray ability	Yes
Manufacturer Warranty	Satisfaction Guaranteed	Paint Product Type	General Purpose Spray Paint
Primer required	No	Product Size (oz.)	12
Returnable	90-Day	Sheen	Gloss

- IntelliHue
- Color-Changing**
- IntelliWhite
- EssentialColor
- EssentialWhite
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Product Guides & Specification Sheets

- [ColorBlast 12 Product Guide](#)
- [ColorBlast 12 10° Specification Sheet](#)
- [ColorBlast 12 22° Specification Sheet](#)

User Guides & Installation Instructions

- [ColorBlast 12 Installation Instructions](#)
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- [ColorBlast12.dwg](#)

IES Files

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ColorBlast 12

High-performance ColorBlast 12 LED fixtures generate rich, saturated colors and color-changing effects for a range of wall-washing and floodlighting applications. Designed with the needs of lighting designers, architects, and retail window directors in mind, ColorBlast 12 can be used in both indoor and outdoor installations. High-intensity LEDs produce superior light output of up to 1207 lumens. ColorBlast 12 also offers full pan and tilt rotation, flexible mounting options, two beam angles, and superior control through Philips or third-party controllers.

- Two beam patterns — A frosted glass lens (22° beam angle) produces a soft-edge beam, while a clear glass lens (10° beam angle) affords extended light projection.
- Outdoor rated — Fully sealed for maximum fixture life and IP66-rated for outdoor applications, ColorBlast 12 fixtures meet or exceed specifications for use in wet locations. Rugged, die-cast aluminum housing is available in white or black powder-coated finish.
- Flexible mounting options — The versatile fixture canopy base can be mounted to a junction box or directly to a wall, ceiling, or floor. A liquid-tight cable fitting seals the canopy opening for use in damp or wet environments.
- Versatile light positioning — The locking canopy base offers friction-free rotation of up to 350°, and 110° fixture tilting lets installers quickly aim the fixture without special tools.
- Unified power and data cable — Each ColorBlast 12 fixture comes with a 60 ft (18.3 m) unified power and data cable to minimize wiring. ColorBlast 6 is intended for use with PDS-150e and PDS-60 24V power / data supplies.

- [ColorBlast 12, 10° Clear Lens](#)
View this file in calculation tool
- [ColorBlast 12, 22° Frosted Lens](#)
View this file in calculation tool

Finish / Color

White, Black

Beam Angle / Lens

10° Beam Angle / Clear
22° Beam Angle / Frosted

Technologies Used

Chromacore, Optibin

Environment

Dry / Damp / Wet Location, IP66

Accessories

Mounting canopy

Regulatory Listings

UL / cUL, FCC Class A, CE, PSE, C-Tick, SAA, CQC

This product is **RoHS Compliant**

- Industry-leading controls — ColorBlast 12 fixtures work seamlessly with the complete line of Philips Color Kinetics controllers, including iPlayer 3 Light System Manager, and ColorDial Pro, as well as third-party controllers.
- Additional options for controlling and dispersing light — Designed specifically for the family of ColorBlast fixtures by City Theatrical, Inc., accessories include top hats, half top hats, egg crate louvers, barndoors, and horizontal and vertical spread lenses.

Item Numbers

- 116-000025-00 22° Beam Angle, white housing
- 116-000025-01 22° Beam Angle, black housing
- 116-000025-02 10° Beam Angle, white housing
- 116-000025-03 10° Beam Angle, black housing

Product Benefits

- Flexible fixture positioning and attachment additions
- Outstanding control and flexibility
- Ease of installation

Related Products



PDS-150e PDS-60 24V

Sample Installations



City of Long Beach Con Edison Building The Light of the Itzées The Lighthouse on Beacon Island

Available Third-Party Accessories

Contact [City Theatrical, Inc.](#) for information on their line of accessories for Philips Color Kinetics products.



Budget

Material	Amount	Dimensions	Description	Cost
Sintra	3 Sheets Per Sculpture	4' X 10'	Used for Pieces of Sculpture	25 - 59 sheets = \$46.80 Per Sheet, 3 Sheets = \$140.40
Spray Paint	100	N/A	Spray Paint for Tagging	100 X \$24 = \$2,400
Philips Color Kinetics	5	N/A	LED Light Display	\$350 each light