

LONDON BIENNALE PROPOSAL: USING TECHNOLOGY EXPERIENCES TO INSPIRE CHANGE

ABOUT US

We're a group of museum people and technology experts who believe that physical or virtual experiences have the ability to increase awareness among participants and potentially lead to changes in attitude and behavior.

Despi Ross, Interactive Technologist and CMO

Despi Ross is an experienced technologist and digital marketer. Her career has spanned almost two decades working across creative agencies, tech companies and museums. She is currently CMO at the web and app development studio, Oldspeake.

Charity M. Counts, Project Manager and Association Director

Charity M. Counts is an experienced museum exhibit director and producer, creative team leader, project manager, exhibit tour agent, and fine artist. Charity is the founder and president of XG Exhibit Management.

Tricia O'Connor, Exhibit Developer, Educator, and Writer

Tricia O'Connor is an award-winning experience developer and content writer with over 18 years in the museum field developing exhibits for children, families and life-long learners. Tricia is a museum consultant with her company, Water's Edge Consulting.

OVERVIEW

We are pleased to submit the following web-based game, mobile app, and browser plugin concepts for consideration in the 2021 London Design Biennale. All of our submissions use technology to design an accessible digital experience that will increase awareness about environmental issues and help participants envision the steps they can take to make improvements in their home, neighborhood and beyond. As standard practice, we conduct user testing through all phases of development, ensuring that our end product is accessible, user-friendly and highly-engaging.

CONCEPT 1 - ENVIRONMENT

Reimagine/ Rebuild Your World

We propose addressing questions of environmental impact (carbon footprints) through an interactive web-based game or mobile application, drawing inspiration from the functions and problem-solving aspects of popular Minecraft, Oregon Trail and Sims video games.

In each option described below, players will enter their virtual world populated with a simulation of their neighborhood (using google maps with a fun Minecraft-like overlay), assembled using templates by following in-game start up prompts. Once inside their home, they focus on solutions and strategies on a personal level. As they achieve desired results (carbon neutral status) and overcome obstacles humorously tied to real-world struggles and events (new president, new policy), they unlock the new levels and broaden the impact of their decision-making - from their home to their country.

- ***Option A - Carbon Footprint***

Question Prompt: How can cities be designed to allow for more localised production, for example, through home-grown food, which could disrupt carbon intensive agricultural supply chains and meeting people's nutritional needs?

Objective: Reduce the dependence of your home, neighborhood, city, region or country on carbon intensive agricultural supply chains by choosing alternative, local solutions.

Play: Encourage players to find places to plant fruit trees, build home and community gardens, host pop-up farmers' markets, and/ or replace vacant buildings with markets, bakeries, butchers, aquaculture, greenhouses, etc. Using available population density data tied to google maps, the game predicts how many pounds of food has to be produced each week in order to sustain it. A fun pop-up window invites players to go on a foraging trip.

- ***Option B - Local Change***

Question Prompt: Urban density is a key factor in decreasing our environmental footprint including carbon emissions. How can we redesign our cities to maintain and build density in the face of opposition due to COVID-19?

Objective: With your team, make choices to reduce the carbon footprint of your home, neighborhood, city, region and country in this multi-level problem-solving game.

Play: Players take on different roles to try out different city-building configurations to observe the environmental impact of things like solar panels, wind energy, localized food markets, urban greenspace/ community gardens, etc. Game challenges include goals of

providing access to food and clean water within X blocks of each resident, supporting a minimum number of people in the community, etc. Fun time-based emergencies encourage teams to work together to avert disaster and continue building configurations to reduce their carbon footprint.

CONCEPT 2 - ENVIRONMENT

Carbon Footprint Master

Explore the impact of your personal choices on the local carbon footprint. This simple web-based interactive takes inspiration from the popular “Would You Rather...?” game and knowledge quizzes [like this one](#) or [this one](#), by presenting options to players and rewarding or demoting them based on the resulting impact of their choices. Are you a master in your own domain or is it back to the basics for you? Could also be a personality quiz.

- **Question Prompt:** Urban density is a key factor in decreasing our environmental footprint including carbon emissions. How can we redesign our cities to maintain and build density in the face of opposition due to COVID-19?
- **Objective:** Make choices to reach a carbon footprint reduction goal.
- **Play:** choose between two similar options that reduce carbon emissions but focus on different lifestyle choices, i.e. - would you rather give up your car a day a week or use XX fewer hours of electricity. We could give players a target goal for lower emissions and when they hit it, show them the list of actions to take to achieve it. Players can see progress (points or scale) and see results at the end. Results are provided with a fun image identifying their carbon footprint for sharing on social media.

CONCEPT 3 - ENVIRONMENT

Curate the Closet of the Future

Players will get inspired by the efforts of the fashion industry to become carbon neutral through upcycling and the use of natural materials while they “shop” to curate your own collection of sustainable clothing and accessories.

- **Question Prompt:** How can design better engage people with environmental issues and the natural world?
- **Objective:** Curate your own collection of sustainable clothing and accessories, meanwhile gathering tips to unlock special features.

- **Play:** While exploring the Closet of the Future and shopping sustainably to add items, players will be prompted to dig deeper to discover how clothing items were made. Click on items to deconstruct them, explore the materials and learn more about who made them and how. Discover how design or production innovations reduce the carbon footprint. Players will also gather tips for reducing fashion/retail waste in their wardrobe today via entertaining pop-up how-to video segments. As players take various actions, such as collecting tips, they will unlock special features like tips from a celebrity about how they incorporate used clothing into their style or new items in their closet, such as never-before-seen fashion designs.

CONCEPT 4 - ENVIRONMENT OR SOCIETY

- **Option A - Shop Sustainably Chrome Browser Extension**

Question Prompt: How can design better engage people with environmental issues and the natural world?

Objective: Shop more intentionally.

Play: Chrome browser extension that pops up more sustainable places to shop online. Similar to [Amazon's Chrome extension](#), it offers product suggestions focused on fair trade, environmental impact, circular design when surfing the web. It could even provide ideas on upcycling or repairing products rather than purchasing new.

- **Option B - Diversify Your Shopping Chrome Browser Extension**

Question Prompt: How can design help to create fairer economic and financial models for all?

Objective: Shop more intentionally.

Play: Same as above, but the focus is on finding minority-owned businesses or fairtrade suppliers

GAME CONCEPT 5 - ENVIRONMENT

Mission: Carbon Neutral Festival (or Auto Race or Concert or other event?)

In this collaborative game... connect with others, collaborate and compete in tournaments. Work together to get a major event (inspired by a real-world event) off the ground while keeping it

carbon neutral. Based on a collaborative game inspired by the mobile app called Space Team.
<https://spaceteam.ca/>

- **Question Prompt:** How can design better engage people with environmental issues and the natural world?
- **Objective:** Work as a team to complete a mission and achieve a carbon emissions reduction goal.
- **Play:** Make decisions, complete tasks and hold each other accountable.