

Brought to you by:



CONSUME NOW THINK LATER

Change does not have to be as difficult as it is often made out to be.
All that it involves is a shift in understanding.
The aim of this project, *Consume Now Think Later*, is to spur that shift.

<http://www.consumenow.com>

CONSUME NOW THINK LATER

04 / 2007



PROBLEM STATEMENT

The environment is changing and we need to be informed by what we can do about it. It doesn't have to be a challenge. We already have the tools around us; what we need to do is know how to use these tools properly. Action is the precursor, embracing awareness is the key. Through new media and interaction design, our goal is to create meaningful experiences for our participants to invoke the collaboration of knowledge to make well-informed decisions for the future. Understanding the complex issues surrounding global warming involves addressing future problems that will arise, as opposed to simply fixing the current issues.

THE TEAM

Bluebox is a collective of SFU Surrey's interaction design and new media students. We specialize in art house production within immersive environments, utilizing various media such as 3D animations, video, audio, and graphic imagery. With "Consume Now, Think Later", we are sharing our knowledge and awareness about the impact that our daily consumption habits have on the environment.

HOW WILL WE APPROACH THIS?

To bring the issue of over-consumption to the forefront, we are developing a collaborative and interactive experience. The project we are proposing is designed to generate thought and promote a discourse among designers, and others interested in our work on the topic of environmental improvement through conscious actions.

Our planet's intricate ecosystems are greatly affected by our daily individual decisions. The simple choice of throwing an empty can in the garbage or on the street, rather than in a recycling bin has a great impact on the way our environment changes. The goal of our project is to illustrate capitalism as a culture of mass consumption and to outline the numerous effects this has on our ecosystem.

AMBIGUITY IN OUR METHOD

We are allowing for a certain level of ambiguity in terms of what our method is, thus generating curiosity prior to the instance of the experience. The information we want to present will come from interactions the participants will have with our installation system. The participants, secondary school students, will be made aware of their personal and group strengths in resolving vaguely defined environmental problems.

The level of “awareness” for which we are testing is a reflection of the participants’ ability to make responsible decisions in world issues such as global warming. We hope this experience will provide our participants with the ability to recognize their options in simple daily activities and the motivation to make the right choices for a positive lifestyle. Following the event, we will release online documentation showcasing the experience. This website will serve to invite local and global interaction designers, as well as representatives of environmental foundations to participate in an online discussion towards finding similar creative solutions for dealing with environmental issues. We also hope this will provide us with feedback on how we can improve our own methods in order to make them more effective so that we may reach a broader audience. At the same time we hope to promote SFU Surrey to prospective students. We do this by showcasing our knowledge, skills, abilities and our drive to apply this knowledge towards making a change.

OUR TARGET GROUPS

Raising environmental awareness among adolescents can be a challenging process, yet we believe that if successfully accomplished we will experience powerful results. For this reason we have chosen high school students as our participants. This allows us not only to make a difference locally through the installation itself, but also to advertise SFU Surrey to future students by showing a different method of learning.

Every project involving some sort of public involvement on a subject matter must involve enough research on previous practices in order to create an appropriate approach. Consequently, we have researched and analyzed past successful projects performed by environmental expert groups such as The David Suzuki Foundation and Greenpeace. In fact, our project may be viewed as a complementary study functioning in parallel with these highly respected groups.

The structure of the installation will comprise of four rooms which, as a whole, will create the intended experience for the participants. Three rooms will be focused on providing tasks relating to consumption habits and sustainability. The fourth room acts as a centralized area where data collected from the first three rooms will generate visual feedback. This main room will also serve as a space where students can facilitate further discussions about the visual feedback. This environment is crucial for the setting of the tone in which we wish to address our subject matter. The environment’s atmosphere will be in constant shift, depending entirely on the decisions made by the participants.



The central space is equipped with a large projection of an environment that changes according to the participants' actions in the other three installation rooms. In the central space, participants congregate and experience the digitally generated visuals, sounds and atmosphere of this virtual world. They can observe either the positive or the negative impact of the decisions their peers make in the other rooms. The system will take network signals from the individual spaces and process them through an algorithm to dynamically alter the virtual world and create responses that will be seen in the other rooms. The purpose of this ambient environment is to illustrate the direct consequences of over-consumption and environmental neglect. If successful, the experimental process will give the participants a greater understanding of the impact they have on the world.

The setup is a lounge with one large projected display against one wall. The visuals displayed on the screen will be ambient enough such that the students don't have to watch it constantly, while at the same time they will be interesting enough to captivate those who do wish to watch the visuals.

The goal of having an output with the combined results of all three rooms is to give the participants a greater understanding of the impact that they have on the world. Having three individual displays would disconnect the idea that they are towards a common goal.

Team Leader: Ryan Murray

Team Members: Aaron Liu
Tony Kwan
Natalie Parolin
Oliver Peacock
Nathan Wong



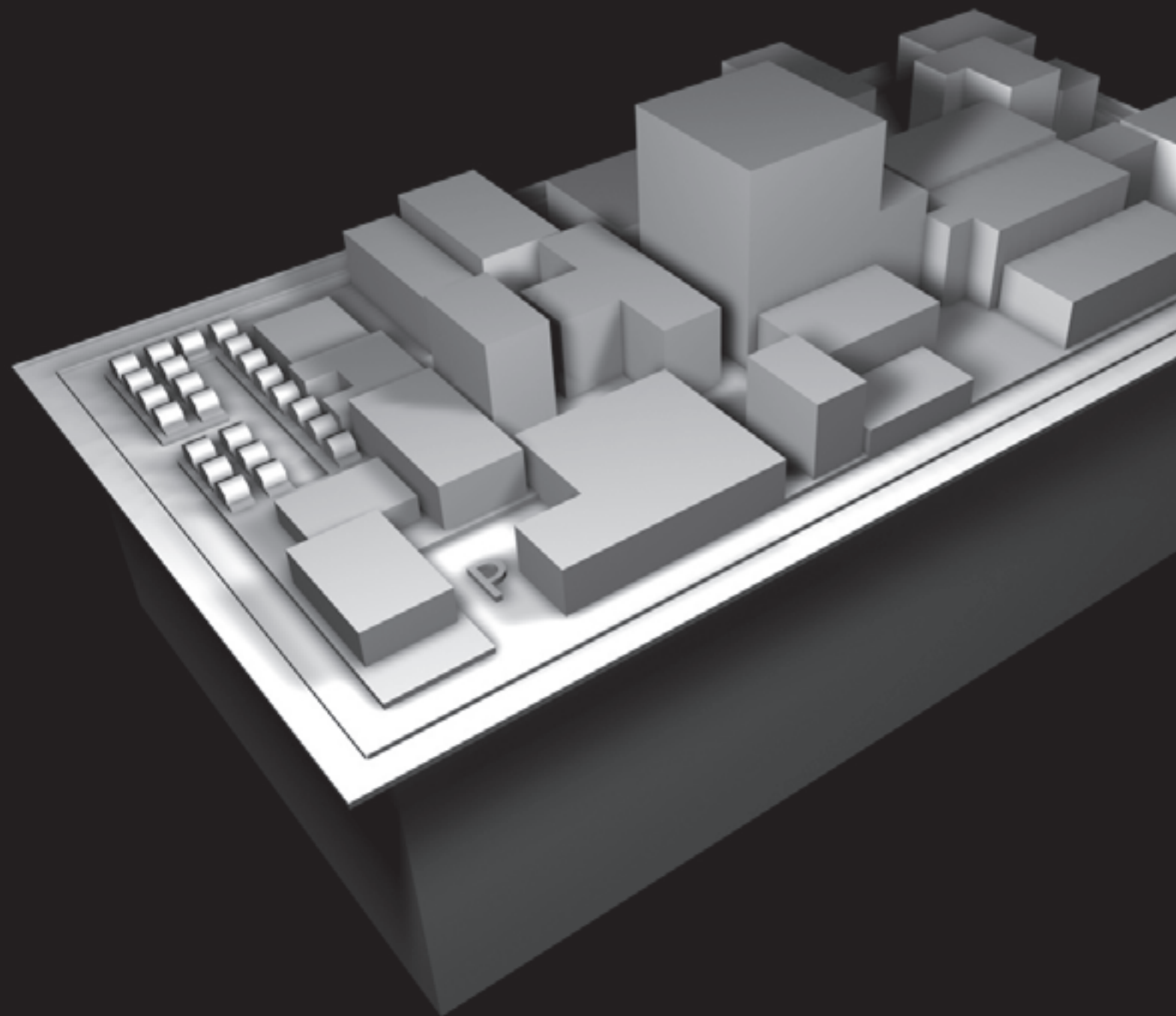
This installation presents the idea of how we consume, and how it is the key for resource management. The idea of recycling does not change the rate of consumption. However, we should focus on the method of consumption. For example, instead of using a new cup for every drink you take in this installation, you reuse your cup. This idea can also apply into our everyday life.

The number of disposable cups being used by the participants will be tracked. Using sensors in the trash bins, the number of cups thrown away will be tracked, as well as the number of cups given away and the participants.

An animation of how Styrofoam cups are produced will also be constantly projected on a screen located at the back area of the room. The aim of showing this process is for participants to become more aware of the fact that when they consume a single cup, they are not only consuming that particular cup but also the energy, the raw materials, and all the other resources that went into the production of it. Hopefully, by seeing this they will think twice about throwing the cup right away; perhaps, use the same cup when having seconds.

Team Leader: Clarisse Gatchalian

Team Members: Holly Cheung
Jessica Dhaliwal
Kenneth Kwok
Amelia Sutjiadi
Alex Ting
Vincent Wong
Philip Wong



Space two focuses on the public awareness of the changes needed in modern transportation. Through interaction, based on fun and play, room two tries to instil into participants memorable experiences and messages rather than simply supplying arbitrary information. We will be showing positive and negative effects of each type of vehicle; conventional gasoline powered, trucks/SUVs, Hybrids, Electric, and public transportation through an interactive city. Groups of participants make decisions about which types of vehicles will be used in this city, and the varying combinations of each different type of car will result in either a more polluted, or less polluted world.

Team Leader: Emily Choi

Team Members: Lok Law
Daniel Liu
Micheal Leung
Jerry Pang
Michael Tse
Wanyi Wong
Timothy Yee



Urban Sprawl is a growing concern. With the expansion rate of suburban areas, much of the population will have to travel longer distances in cars - usually with only a single occupant. The increased reliance on vehicles will, needless to say, harm the environment. The inefficient use of land will also result in cultivating more land than necessary – more deforestation, dams, and other avoidable derangements to our current landscape.

In this installation, a group must work as a team to properly cross the sectioned floor, having only an image as a guide and sounds to signify progress. The group will move together, demonstrating the needlessness of having to spread too far from one another. Solving the room will be rewarded by improving not only the environment of the room, but the central space as well.

Team Leader: Lawson Lim

Team Members: Joseph Cheu
Ricky Cheung
Quincy Ho
Jimmy Hsu
David King
Jason Au-Yeung
Sam Yu
Wilson Yung



<http://www.sfu.ca/bluebox>

Producers Steve DiPaola - sdipaola@sfu.ca
 Meehae Song - meehaes@sfu.ca

Project Managers Adam Drake - adamd@sfu.ca
 Brian Quan - bqa@sfu.ca

Creative Directors Akash Murgai - amurgai@sfu.ca
 Charles Law - claw@sfu.ca

Installation Directors Ben Ng - benn@sfu.ca
 Josef Liu - hol@sfu.ca

Marketing Manager Alex Cotoranu - acotoran@sfu.ca

Event Manager Adrian De Lotz - adelotz@sfu.ca

Web Director Derek Pante - dpante@sfu.ca

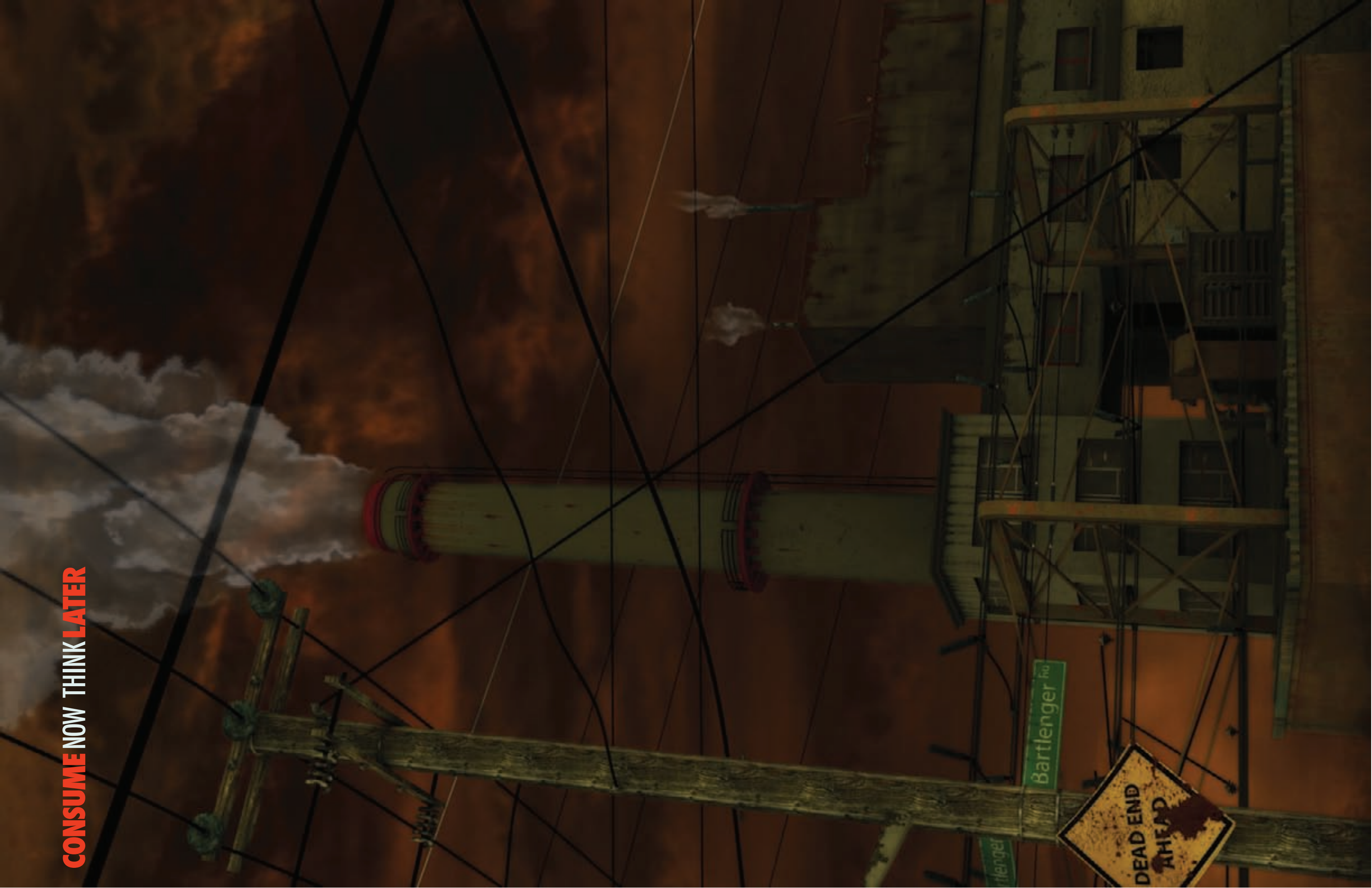


<http://www.surrey.sfu.ca>

Executive Director Joanne Curry - joannec@sfu.ca

Communications Manager Terry Lavender - terry_lavender@sfu.ca

CONSUME NOW THINK LATER



CONSUME NOW THINK LATER

