



SMALL CITIES BIG SOULS

BAUA pavilion in UIA 2017 Seoul IDEA CONTEST



One of the world famous architects Jan Gehl stated:

In a Society becoming steadily more privatized with private homes, cars, computers, offices and shopping centers, the public component of our lives is disappearing.

It is more and more important to make the cities inviting, so we can meet our fellow citizens face to face and experience directly through our senses.

The Jan Gehl generates the idea of the city that is made by citizens. The idea of the experience which person is able to get from the another person. The unique perspective which can be suggested from individual point of view.

The Baltic states stand was created as the place where visitors awake senses and experience the local atmosphere of three countries during the present moment - in the exhibition. Short 360 video impulses allow visitor to walk in shoes of a person from Baltic region and experience one particular scenario of the city.

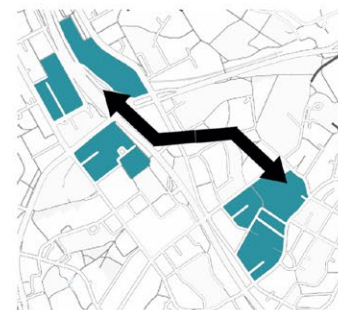
The goal of the concept was to create the opportunity for each visitor to truly experience the city with its certain details. As the city is breathing through different people's lives and creates its own image based on local population we have chosen to show city referring on locals' daily routine. There are six people on the list, who differ in age, gender and profession, and were chosen to represent three capitals of Baltic states - Riga, Tallinn and Vilnius. Each scenario is a distinctive video where visitor becomes a person that he/she chose and starts the journey. The video is made to give an impression of being the main player and see the city personally - through the eyes of chosen character. The characters were chosen while considering people who might reflect certain attributes of spaces and also - show up the best of the city. For instance, the chosen student from Vilnius, who is visiting newly built Innovation and Study Center in Sauletekis Valley will give visitor the idea of study facilities, environment and culture in Lithuania. The scenario of one person is made up joining different locations and activities which build up unique daily routine that can be experienced in the first person.



many places - loads of
information



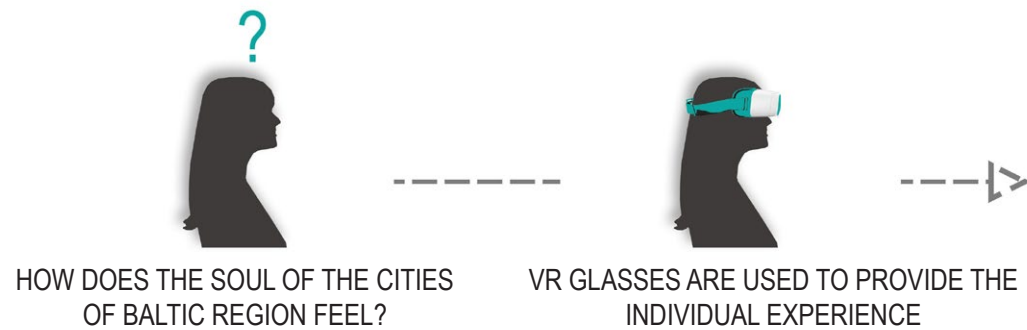
city inhabited by
different individuals



one person can tell one -
unique story

SMALL CITIES BIG SOULS

BAUA pavilion in UIA 2017 Seoul IDEA CONTEST



Firstly, visitor who is passing the stand is invited explore our countries more deeply. From the first sight, the stand keeps the secret inside, as it has light canvas screens in the front. Since the guest is inside the stand it is suggested for him to travel to Baltic Region and moreover - become a local. There are at least three sets of Virtual Reality glasses used (number of headsets might vary on the demand). Glasses are hanged from above in order to provide comfortable use and do not restrict head movements. Since the person has put on Virtual Reality glasses, the technology “understands” that and starts to work - person sees “Menu” for choosing the character that he/she wants to experience. The character is selected by easily targeting the eye sight at it and since it is selected - the Virtual Reality 360 video starts. Suddenly, the visitor becomes the resident from Baltic region and experiences the daily routine, according the character which was chosen.

Virtual Reality technology allows us give the most realistic experience for the visitors of our stand.

To conclude, cities are made by people and do belong to them. They are the ones that build up the image of it.

DEFAULT MENU - CHOOSE WHOM YOU WILL EMBODY:



ONE-DAY EXPERIENCE OF A BIG SOUL AT THE SMALL CITY:



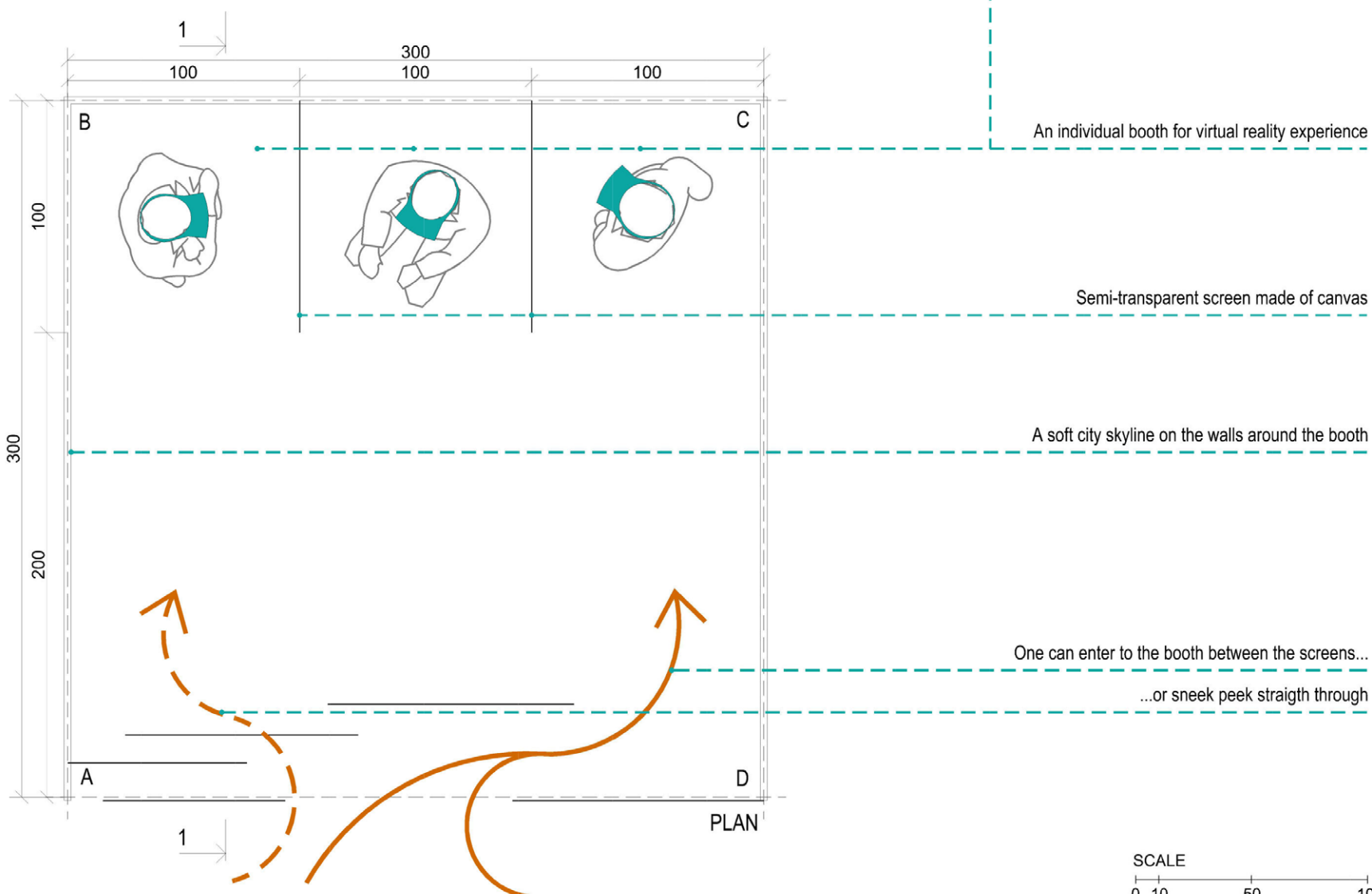
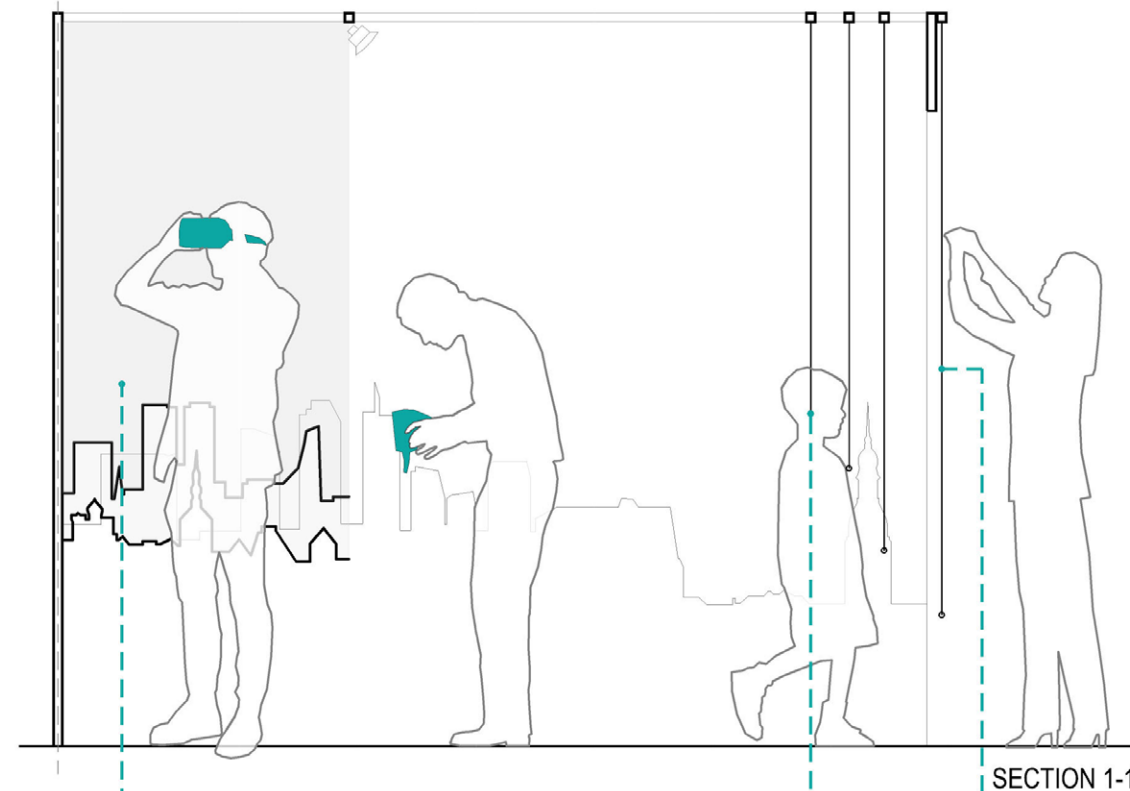
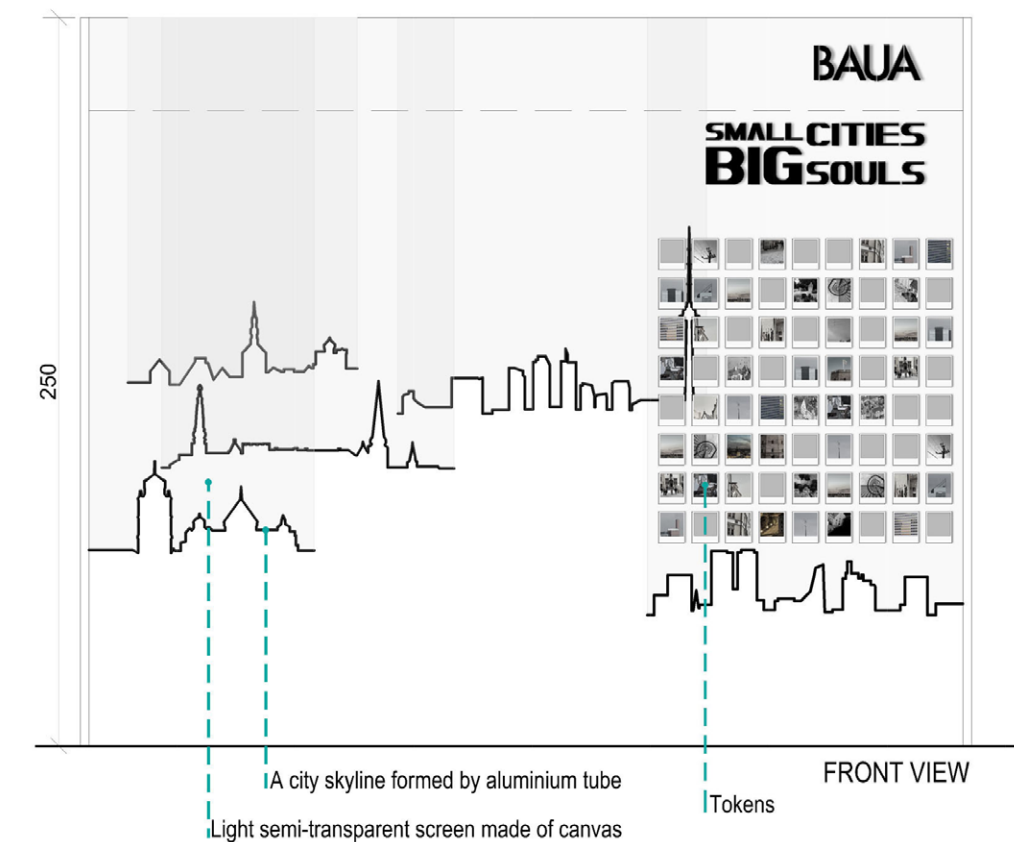
SMALL CITIES BIG SOULS

BAUA pavilion in UIA 2017 Seoul IDEA CONTEST

As it was mentioned before, the stand is not completely open as it has light canvas screens in front. Composed from several different layers, hung from the crossbars on the top part of the booth, canvas screens create an intimate yet inviting space inside. Every bottom of the screen represents a skyline of different city or town of the Baltic region. The sky-lines are formed by folded aluminium tubes, painted black.

Once you enter the booth, instead of previously expected small space, you enter the world of virtual reality and have an opportunity to experience the big soul of our small cities by using a VR glasses. There are three individual booths, formed from the same light canvas, to make the experience more comfortable.

The tokens are exposed in the front of the booth for those, who are not keen on VR experiences or are waiting for their turn or just quickly passing by. We suggest visitors to choose any of polaroid photos with snapshots or small details of Baltic capital cities, which gives an impression of how the soul of those cities look like.



SMALL CITIES BIG SOULS

BAUA pavilion in UIA 2017 Seoul IDEA CONTEST



Tokens are fixed to a front canvas using adhesive or pins and can be removed as well as replaced with the new ones easily

The screens are made of light, semi-transparent canvas, which are easily transportable rolled up. The „skylines“ can be disassembled to smaller segments for transportation. Several light 3m length crossbars would be needed on the top part of the booth for fixation of the screens, they can be acquired locally.

Three Virtual Reality Glasses sets are assembled from Virtual Reality headset (Samsung Gear) and Samsung Smart Phone (model- S7). The transportation does not require any special cases, it can be fitted in the hand luggage.

