

# *Personal Space*

Engaging community to reclaim public areas

## *What is Personal Space?*

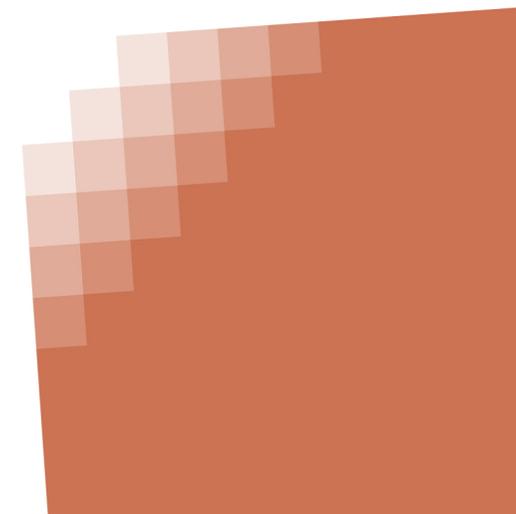
*Personal Space* is an installation artwork, that is designed to encourage the public to re-engage with spaces that are generally otherwise overlooked. Through the use of large scale, interactive light projections, the audience can not only appreciate these public areas in a new way, but also directly alter them, making these spaces their own.

Not requiring a ticketed audience or large amount of established foot-traffic, *Personal Space* will instead play with the notion of community, by creating a word-of-mouth style event that aims to bring people together to experience their local area anew.

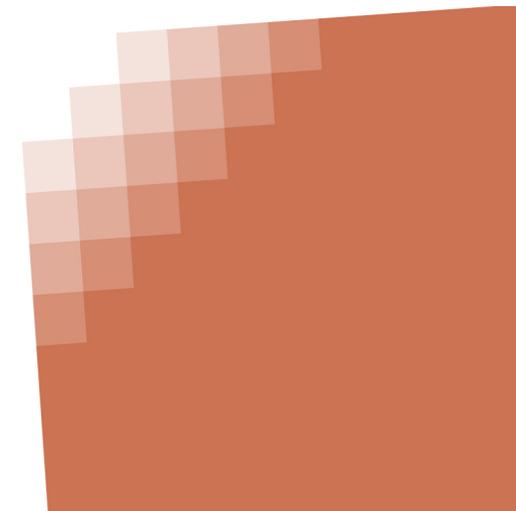
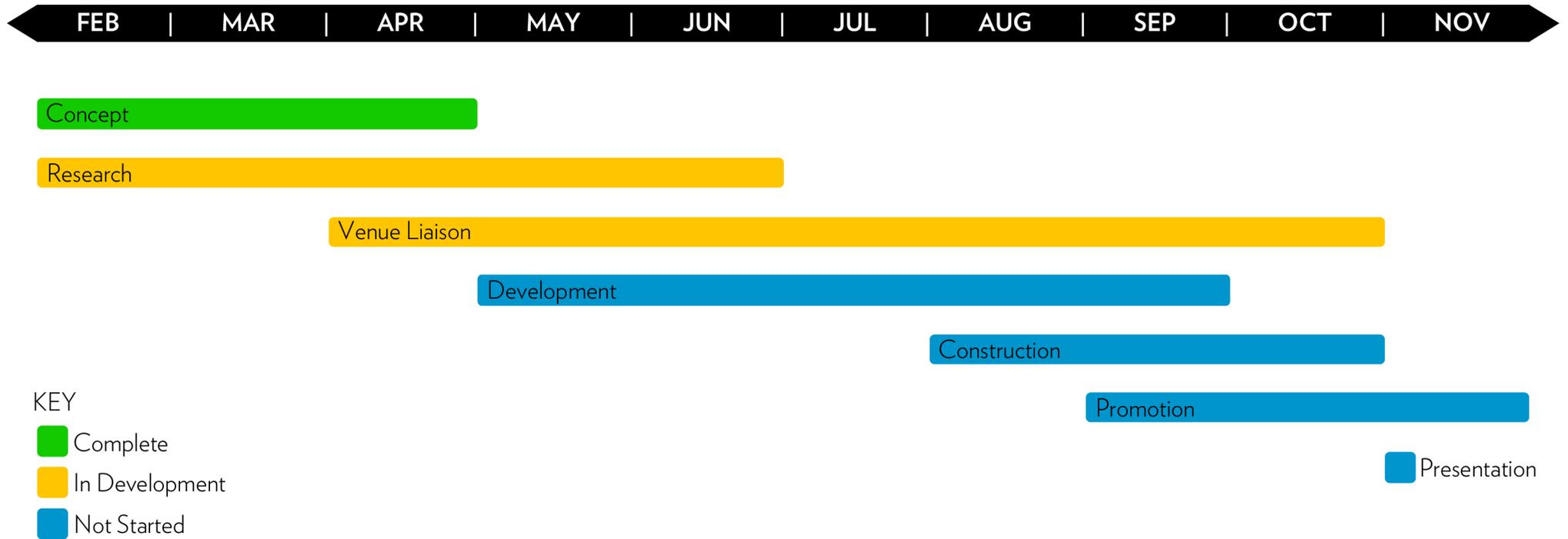
## *Goals and Background*

This project hopes to bring together communities. People who do not feel as though they are part of their local community can feel isolated and disconnected from society, which can lead to many and varied social issues. By taking part in an interactive event such as *Personal Space*, they can engage with others in their community and build a valuable sense of connection.

By installing this work in highly multicultural areas, *Personal Space* also aims to expose groups to others from different backgrounds, breaking down the barriers of stereotype and alienation. With this in mind, *Personal Space* is foremost a social project, facilitated through an artform.



*Methodology | Timeline*

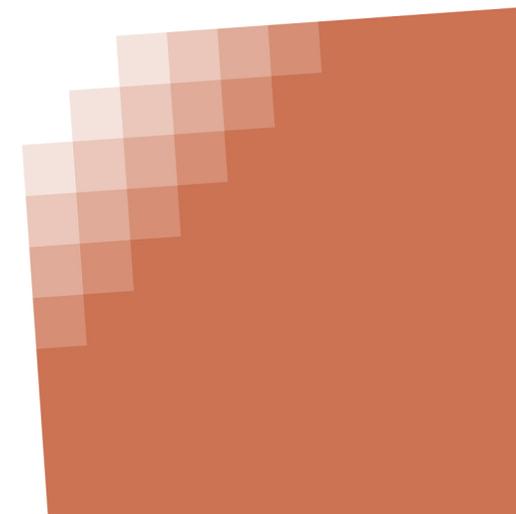


## *Methodology | Concept*

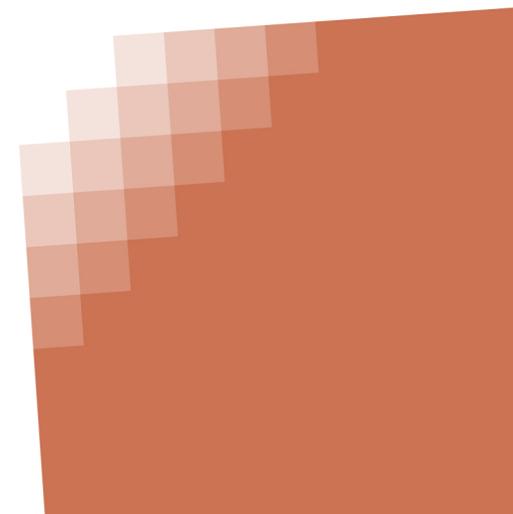
*Personal Space* looks at how art and technology can be used in thoughtful ways, to bring people together. The primary goal for this work is to encourage people to not only interact with the project, but with others around them. It is hoped that after experiencing *Personal Space*, the local community will look at a public space differently, and feel more empowered, by being a part of that area.

As the focus of this work is the engaging of people, much of the following methodology will focus on the research of how best to create that connection. Indeed, part of the concept of this work is to discover and ultimately quantify how to increase the potential of an artwork for public engagement.

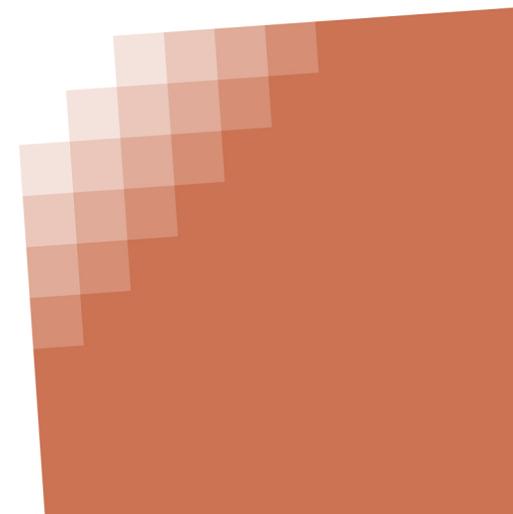
The animations on the following two (2) pages give a conceptual visualisation of how large scale projections and the interaction with them could take place. These animations are simply an overview and should be seen as an illustrative reference only.



*Methodology | Concept | Projection*



*Methodology | Concept | Interaction*

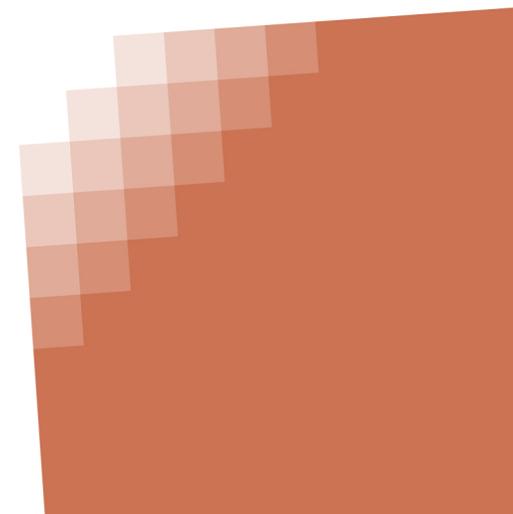


## *Methodology | Research*

Research for the *Personal Space* project will be the primary focus over the first five (5) months of production. One of the goals of this work is to understand how and why an audience engages with art and to potentially quantify these ideas before producing the final installation piece.

Through topical exploration, presenting small-scale interactive projects and collating viewer feedback, this information will guide development for each element of the work. Statistical information will also be collected during the presentation of the project, to potentially aid further development of the work and help with any additional studies.

Feedback will be looked at empirically, by artist and peer alike.



## *Methodology | Venue Liaison*

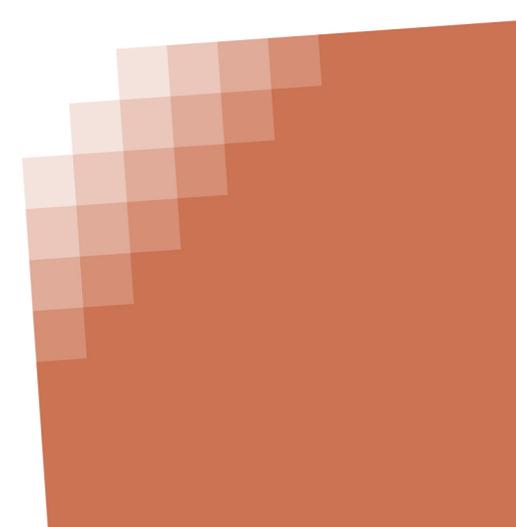
Due to the site-specific and public nature of this project, venue liaison is an extremely important part of the planning and development process. Therefore, it is also important to have a working relationship with the Council responsible for the area that this project will take place within.

Operating with Council requires adhering to Local Government processes and applications. However, there may be exceptions provided, if Council sees fit. This may require carefully planning around Development Application (DA) processes, so that the project is not required to meet DA criteria.

According to the Marrickville Council (Caroline McLeod, Arts and Cultural Development Coordinator), a public artwork needs to go through the DA process if it meets two (2) or more of the following criteria:

- requires a traffic management plan which changes conditions on a public road;
- runs over more than one date (i.e. extends over more than one day);
- has five (5) or more stalls selling food or beverages;
- has five (5) or more stalls selling other goods;
- expects a public participation of one thousand (1000) or more people during the event;
- has amplified entertainment or video/cinema projection;
- charges an entry fee on public land; or
- any other event that Council deems should be subject to a DA.

The following pages show potential locations as suggested by Marrickville Council. These are venues which need to be explored from the perspective of this project and also compared against research into additional locations in the area.



*Methodology | Venue Liaison | Location*



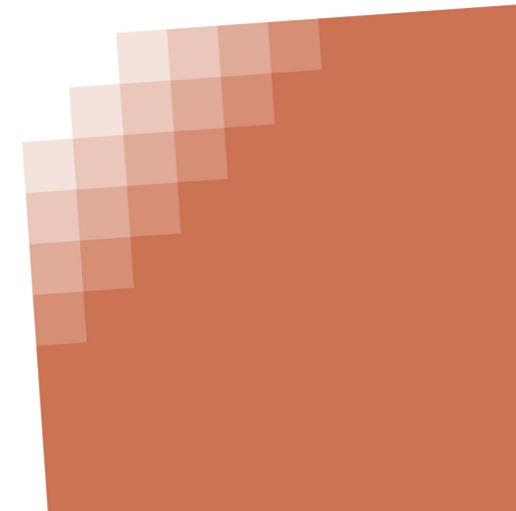
*Calvert Street Carpark  
(cnr Calvert St & Illawarra Rd, Marrickville)*

**Strengths**

- Space is unlikely to be currently considered a public area in the mind of the community, which is a major concept of this project.
- Location is surrounded by shops, increasing foot traffic.

**Weaknesses**

- May need to shut down part, or all of the carpark, requiring a high degree of Council approval.
- Some existing structures – such as trees – may be difficult to negotiate.



*Methodology | Venue Liaison | Location*



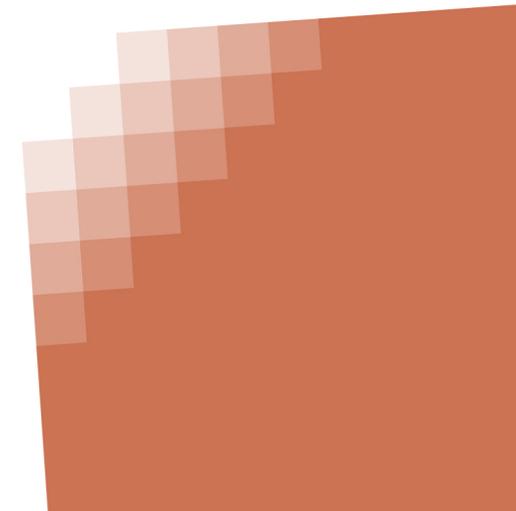
*Debbie & Abbey Borgia Recreation Centre  
(Steel Park, Marrickville)*

**Strengths**

- Structure would provide an uncomplicated surface for projecting visuals.
- As the venue is already a space used for events, fewer approval process may be needed.

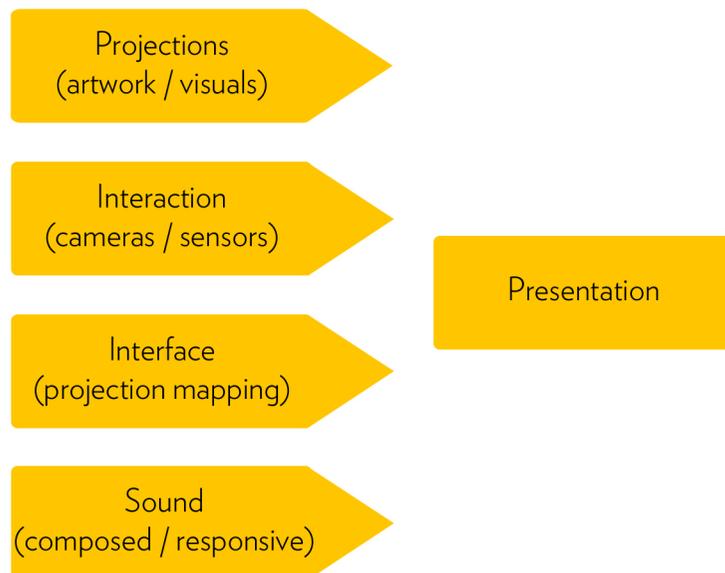
**Weaknesses**

- Already a space that is known as a public area. This goes against one of the main concepts of *Personal Space*.
- Venue may not receive a large amount of foot traffic after dark.



## *Methodology | Development*

As the diagram below shows, the final presented work can be broken up into four (4) main components: projections; interaction; interface; and sound. It is worthwhile to look at each individually, as they are not reliant upon each other in the development process and therefore can be explored as separate areas.



### **Projections (artwork / visuals)**

This is what will be visualised as the final work. Composed of abstract imagery and rendered in real-time, the projections will be the most obvious response to audience interaction. The final artwork / visuals projected will be based on the feedback from the research stage of the project.

### **Interaction (cameras / sensors)**

The means of interaction with audio and visuals will be via an 'invisible' system of camera tracking and sensor response. This will allow the system to read audience movement.

### **Interface (projection mapping)**

Whilst this project doesn't have an interface in the sense of a physical device to interact with, the building itself will perform as the interface for the audience. It will be the relative centre to measure movement against and will display feedback to this movement. Therefore, projections will be mapped to this site and create a unique interface for the viewer.

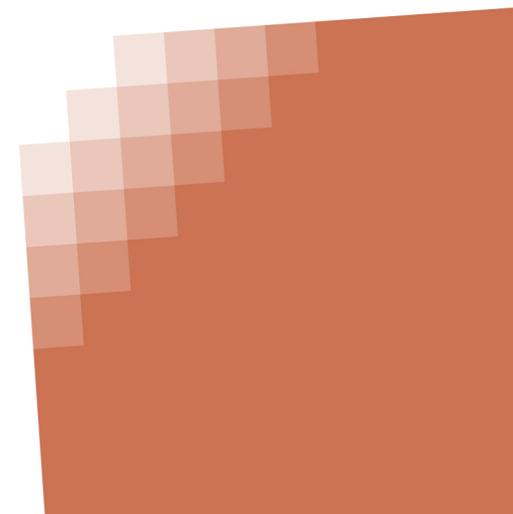
### **Sound (composed / responsive)**

The sound for this project will be a combination of composed soundscape and audio which will respond to the input gathered from cameras and sensors – in much the same way that the visual elements will interact with the audience.

## *Methodology | Construction*

The primary elements of *Personal Space* (projections, interaction and sound) will be created and tested before being installed for presentation. This stage will take place over the final months of the project, both to draw on completed research, whilst still allowing enough time to thoroughly test before being opened to the public.

Construction will take place off-site, however as milestones are reached, it will be worthwhile to test elements in situ. This will be particularly important when checking the interface element of the work – ensuring the projected visuals fit the facade of the final building and configuring cameras / sensors to suit the specifics of the space, such as ambient lighting temperature.



## *Methodology | Promotion*

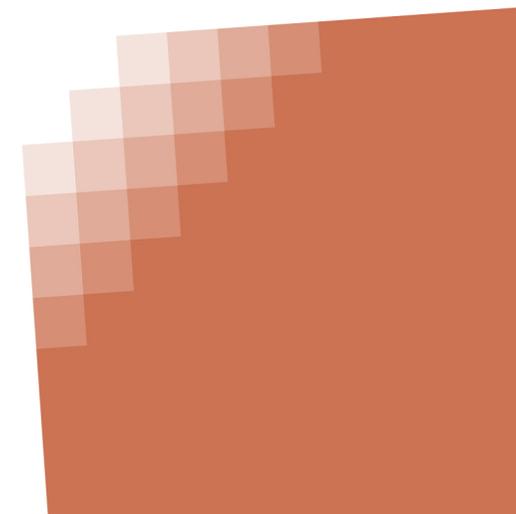
Promotion of *Personal Space* can be broken up into two (2) main streams: pre-production and post-production:

### **Pre-production**

This promotion would be primarily to spread the word of the upcoming event. Whilst traditional media, such as leaflets, advertisements and activities could be effective, *Personal Space* will deliberately rely on word-of-mouth to promote the event. In keeping with the concept of the installation, the act of people spreading news about the work will help to increase their sense of ownership around the project. Targeting certain areas of the community to begin this process will be important to help attract a large cross-section of the population.

### **Post-production**

Including (but not limited to) using still images, footage and any other material from *Personal Space* to present the work in a favourable way. This may be to assist in re-staging the work, embarking on further works, or to generally promote the artist. There may also be opportunities for the other stakeholders involved with *Personal Space* to promote themselves as being associated with the work. For example, Council as a supporter of local artists and COFA as a producer of emerging talent.



## *Methodology | Presentation*

The presentation of *Personal Space* will take place late October / early November, 2010 (pending approval processes). It is envisaged that the work will be displayed over a Friday, Saturday and Sunday night, with installation and removal to take place immediately before and after the work is displayed. The details of the presentation of *Personal Space* are contingent on approval and may need to be altered to fit certain criteria:

- duration of the project may need to be reduced to avoid the DA process;
- installation may need to be crewed – possibly with security – adding additional cost to the project;
- availability of hire equipment

The *Personal Space* presentation will be documented with video, still camera and participant feedback.

