

EMPOWERMENT
for active citizens



DESIGN GOAL

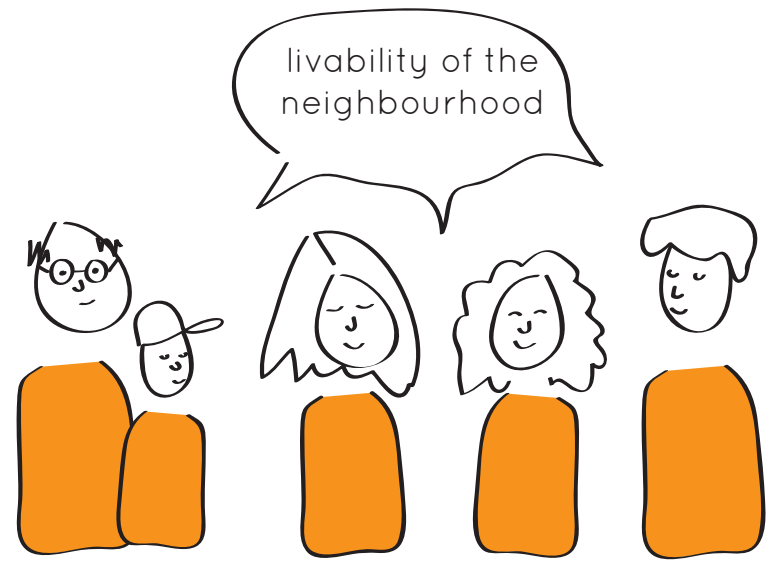
Create a way for local citizens to make temporary use of the empty shop-windows in their neighbourhood.



MUNICIPALITY

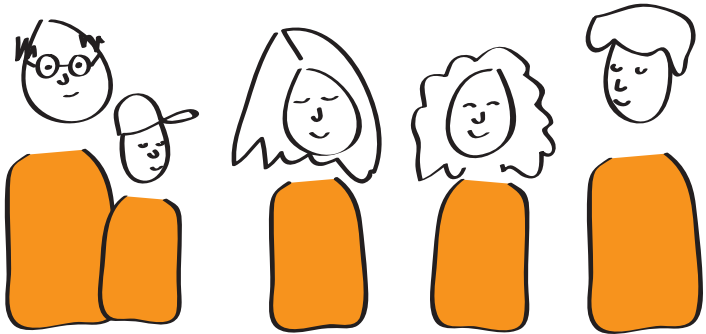


PROPERTY OWNERS

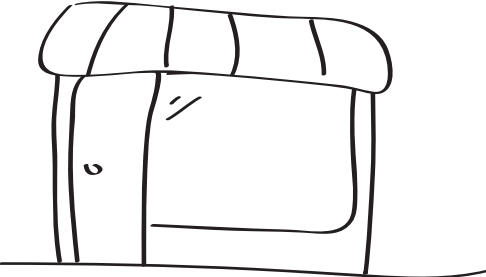


LOCAL CITIZENS

INTERACTION



LOCAL CITIZENS



SHOP WINDOW

INTERACTION VISION

TRIGGERING CURIOSITY

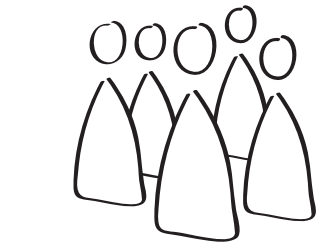
INSPIRING INVITATION FOR INVOLVEMENT

INVITING

ACCESSIBLE

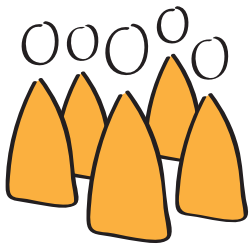
INSPIRING

INTERACTIONS



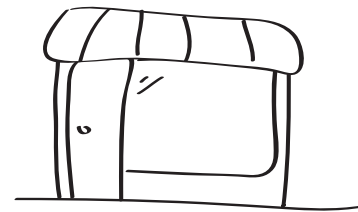
PASSERS-BY

take a look

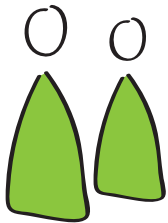


NEIGHBOURS

possibilities

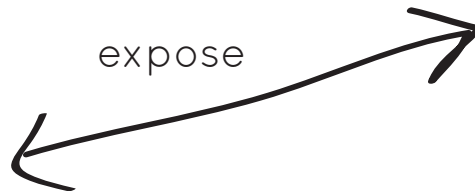


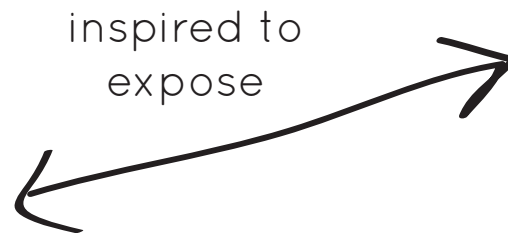
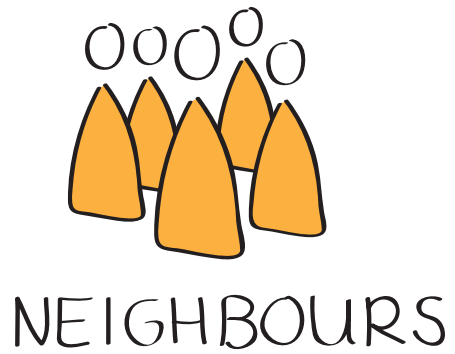
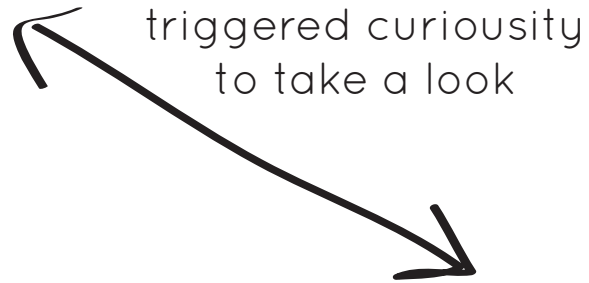
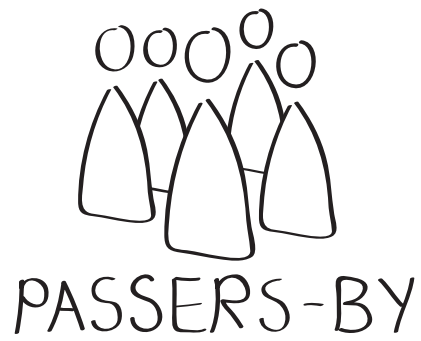
SHOP
WINDOW



EXHIBITORS

expose





QUESTIONING PASSERS-BY



FINDINGS

Curious for something new

Enthusiastic to see the window filled

Hard to think of something to expose



BUURT ETALAGE

OPEN VOOR INVULLING

Uw verzameling hier tentoonstellen?

Samen met uw hobbyclub hier exposeren?

Buurtbewoners kunnen gebruik maken van deze etalage. Heeft u een goed idee voor het gebruik van deze etalage? Maak een voorstel en doe deze in de brievenbus van de etalage. Een goed voorstel wordt benaderd voor de invulling.

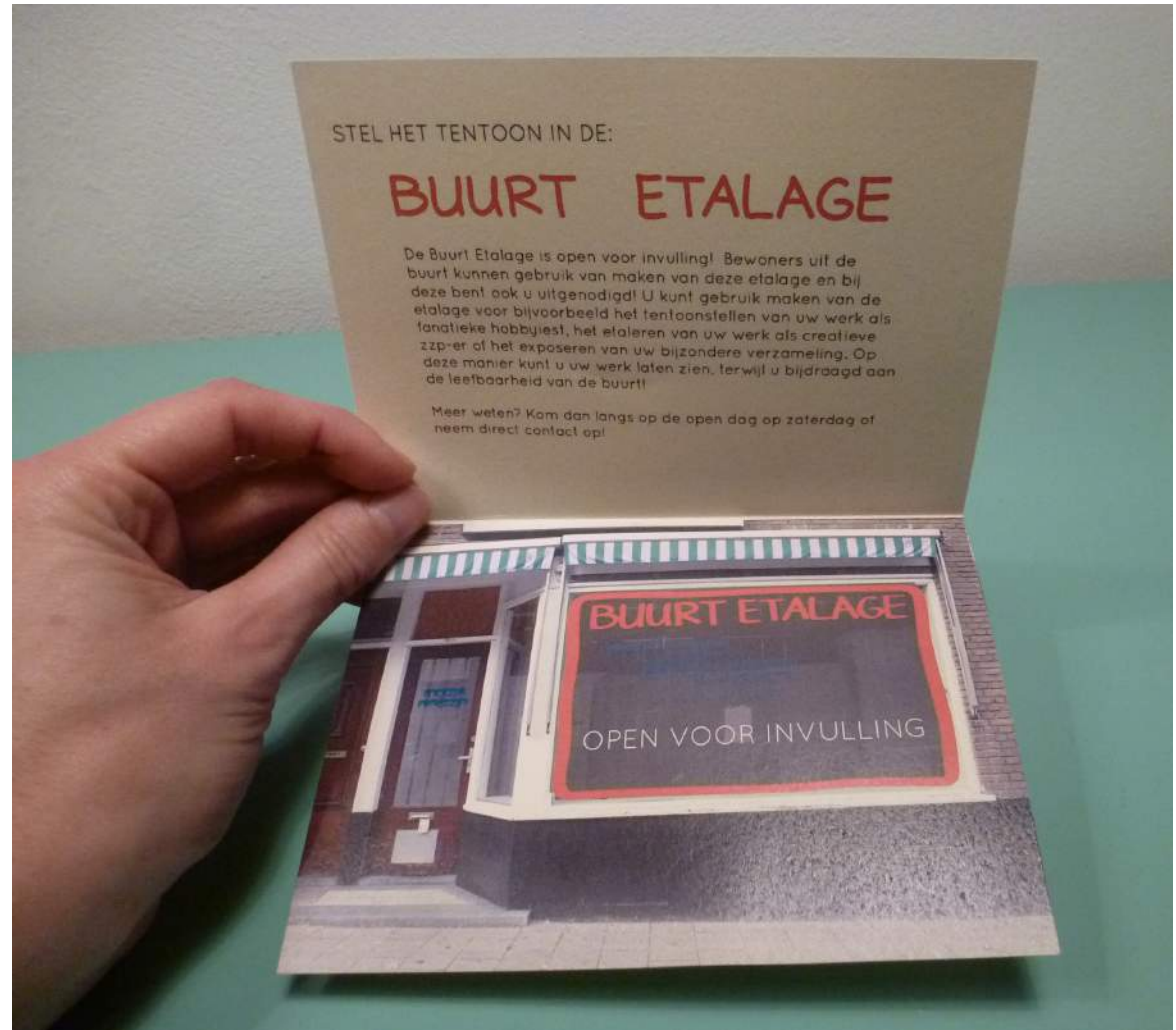
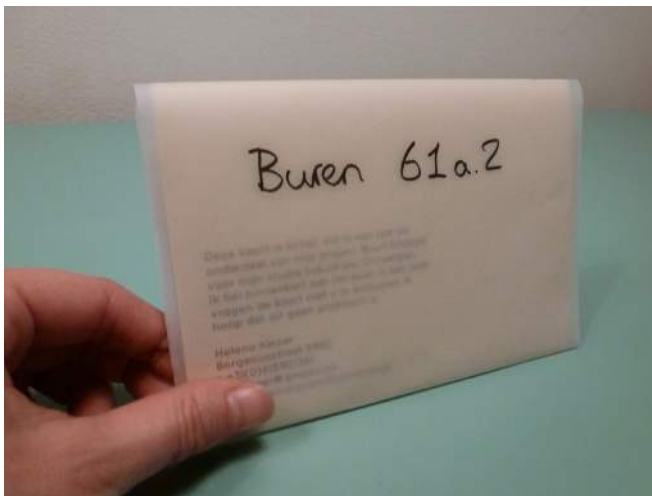
Meer informatie over dit studieproject:
Helena Keizer
TU Delft - Industrieel Ontwerpen
hjmkeizer@gmail.com

INVITE NEIGHBOURS

Curious for what is happening

Felt invited to make use of the shop-window

Triggered to think of something to exposed

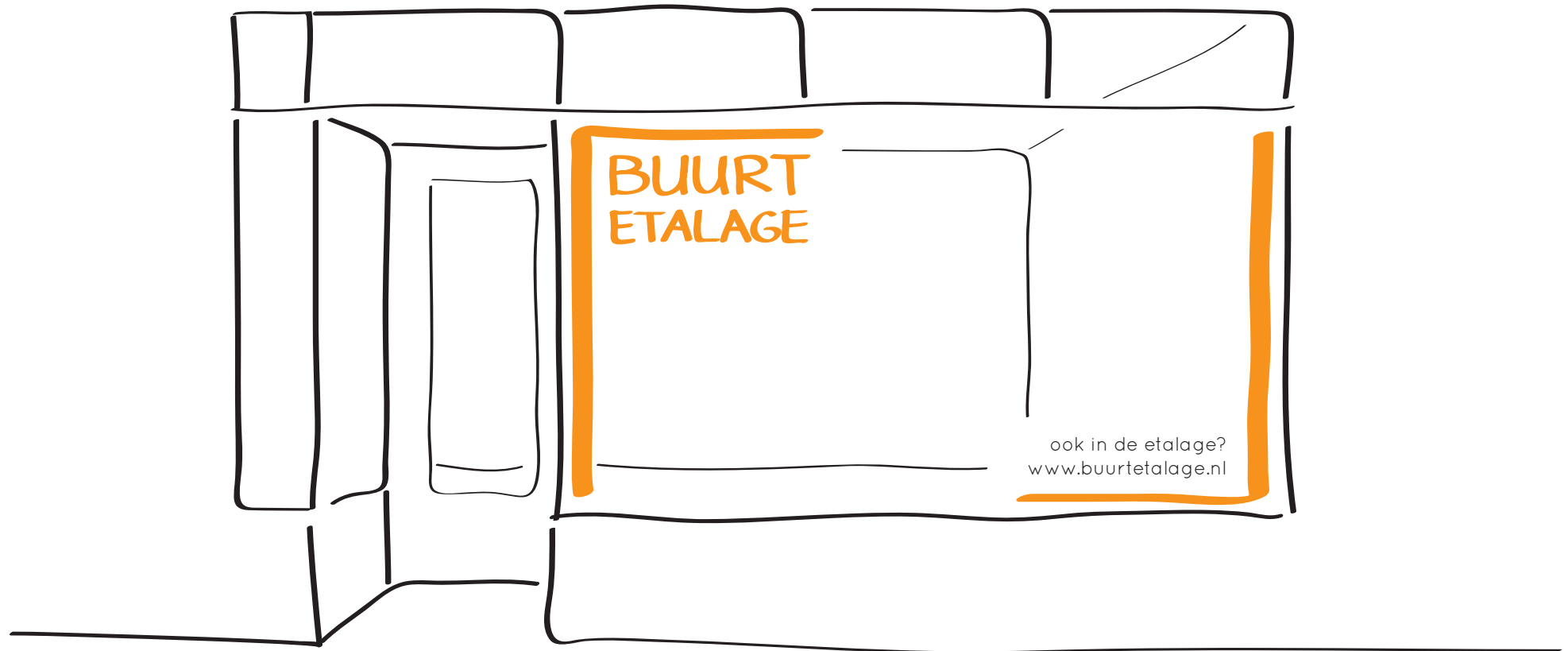


OBSERVATIONS





FINAL CONCEPT



A service that links empty shop-windows with potential users in the neighbourhood for temporary exhibition of their work.

MOVIE INTERACTIONS

EVALUATION STUDY



FINDINGS

Different purposes and motivations

Mainly for exposure of work

Value for the neighbourhood

Monthly event highly appreciated

Furniture and guidance for window would make it
more stimulating

Felt invited



EVALUATION STUDY



‘Everything is better
then empty’

Curious for what could
be exposed

Hard to imagine what
they could expose
themselves

RECOMMENDATIONS

Semi-professional approach

Convincing visual communication

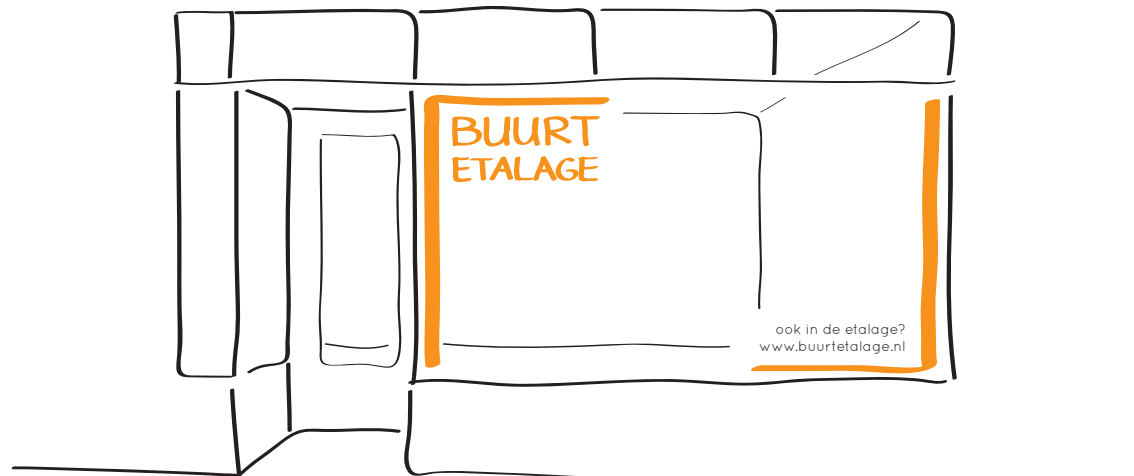
Semi-professionals are highly motivated

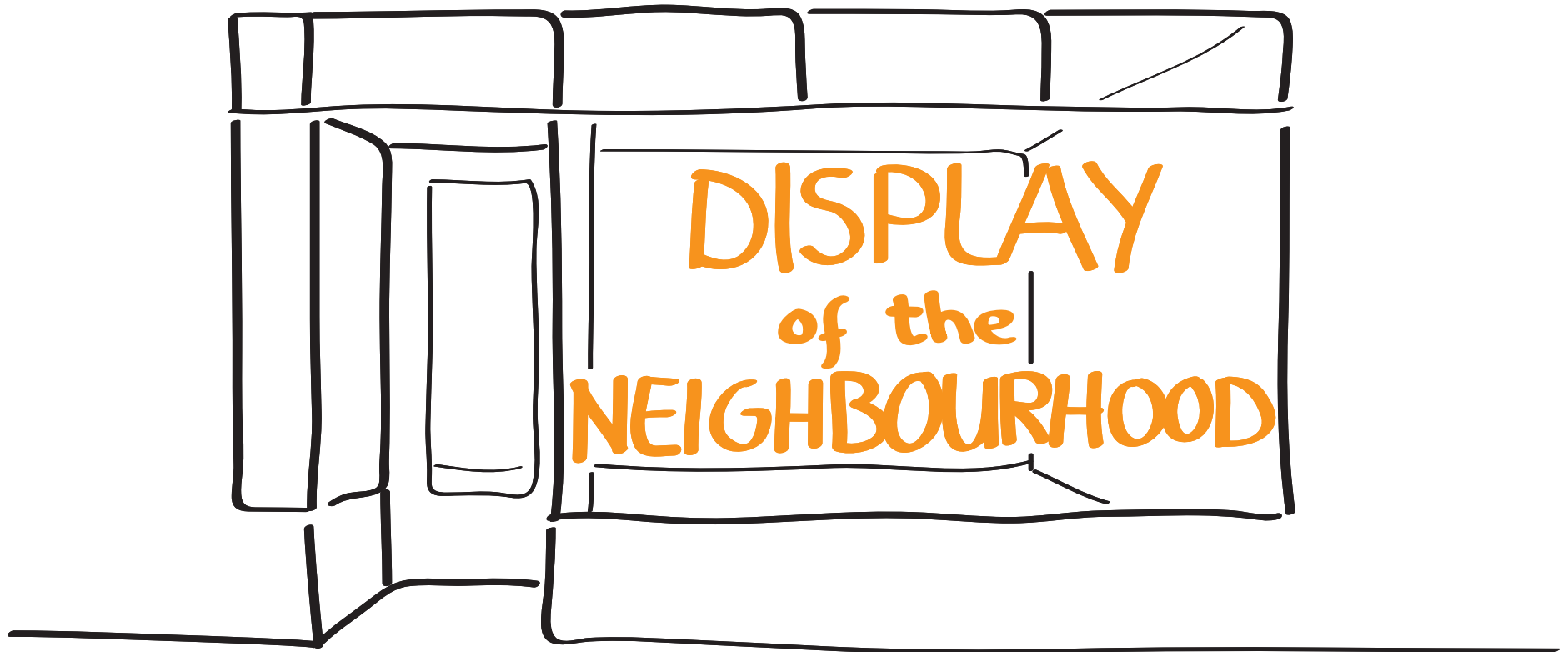
Guidance necessary

Link it to existing initiatives

Make it accessible, both physical and through a website

'If you do it, do it good'





EMPOWERMENT
for active citizens