

A nighttime photograph of a city street in Eindhoven. On the left is a large, illuminated geodesic dome structure. In the background, a tall building has a green light projection. On the right, a multi-story building features a prominent 'PHILIPS' sign in blue neon at the top. The street is wet, reflecting the city lights, and shows light trails from traffic. A bicycle is parked on the sidewalk in the foreground.

Exploring Interaction in the city centre of Eindhoven

Sacha Franken

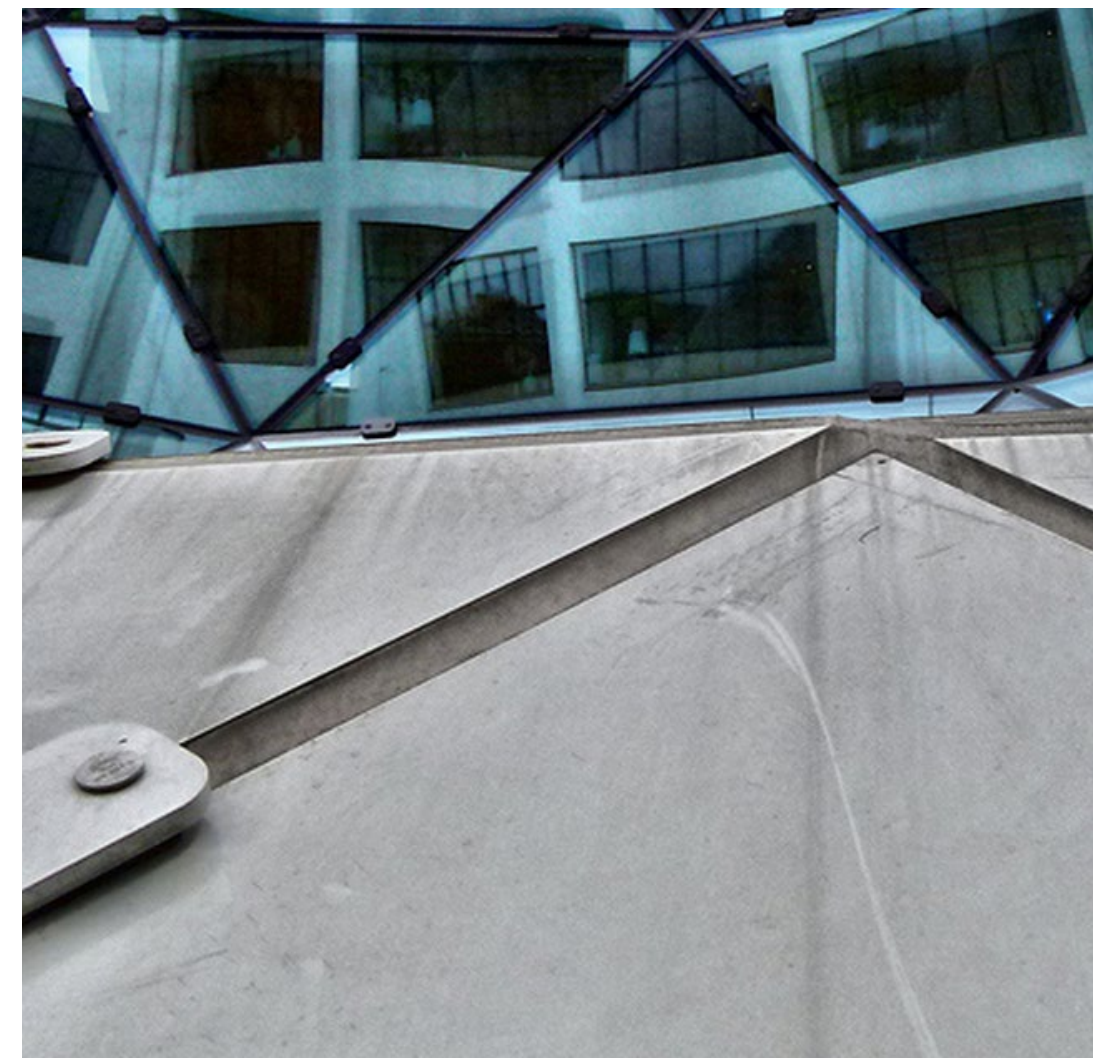
Design Goal



USERS



CONTEXT



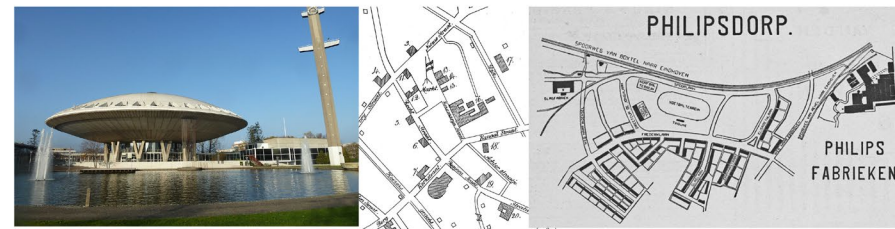
EFFECT

Design Goal

I want to influence the everyday thoughts of people living in the city centre of Eindhoven



City analysis

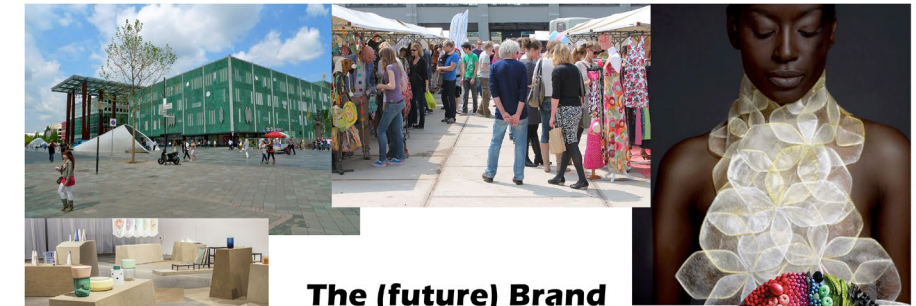


The (historical) City

Die veul mee kreuges rijdt, kre lang eerm en grote neusgaoten.
(mensen worden getekend door hun arbeid)

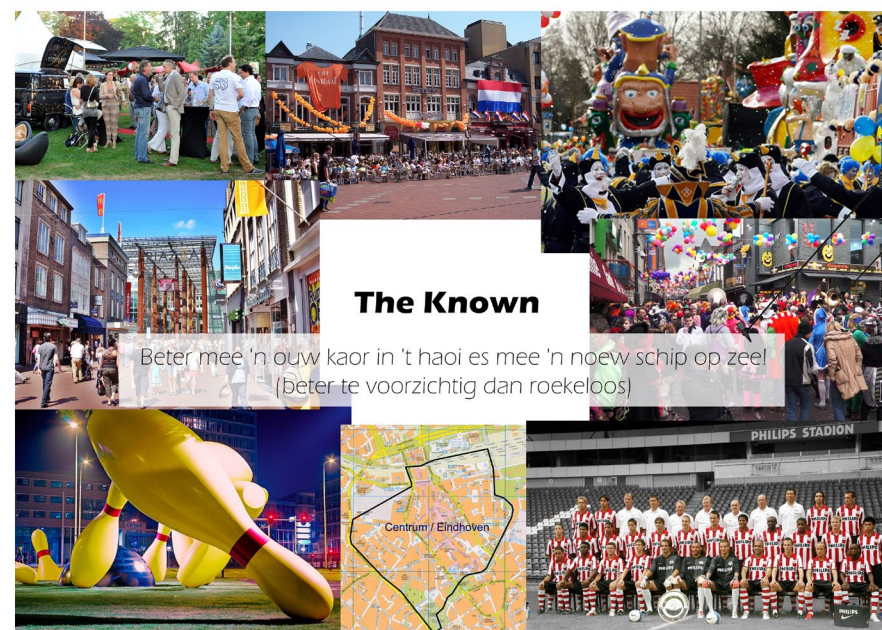
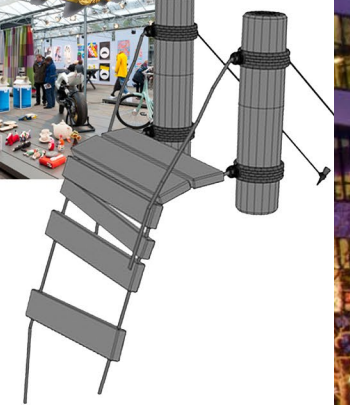
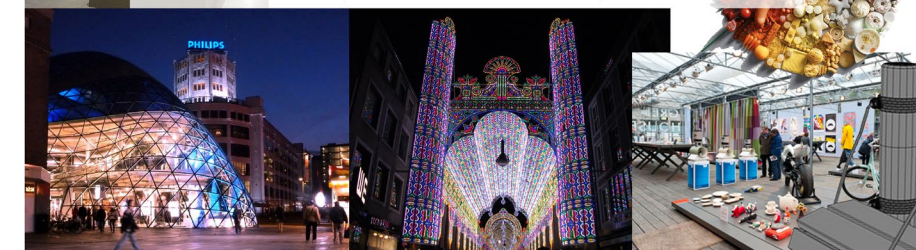


Coordinated by the municipality of Eindhoven



The (future) Brand

Vruuger haon keinder snotbelle, nou hebbe snotbelle keinder.
(de wereld verandert snel)



The Known

Beter mee 'n ouw kaor in 't haoi es mee 'n noew schip op zee!
(Beter te voorzichtig dan roekeloos)



Interaction Vision



Research Questions



What is Eindhoven's identity?

What kind of individuals live in Eindhoven?

How do people perceive things?

Exploration SCENT



Exploration Public Area



Exploration Sharing Opinions



Final Design



MATERIALS

BRASS
METAL
WOOD



COMPONENTS

SPRINGS
ROPE
HINGES
PULLEYS
PLATES



DETAILS

MAX HEIGHT: 2,5 M
MAX WIDTH: 2,0 M

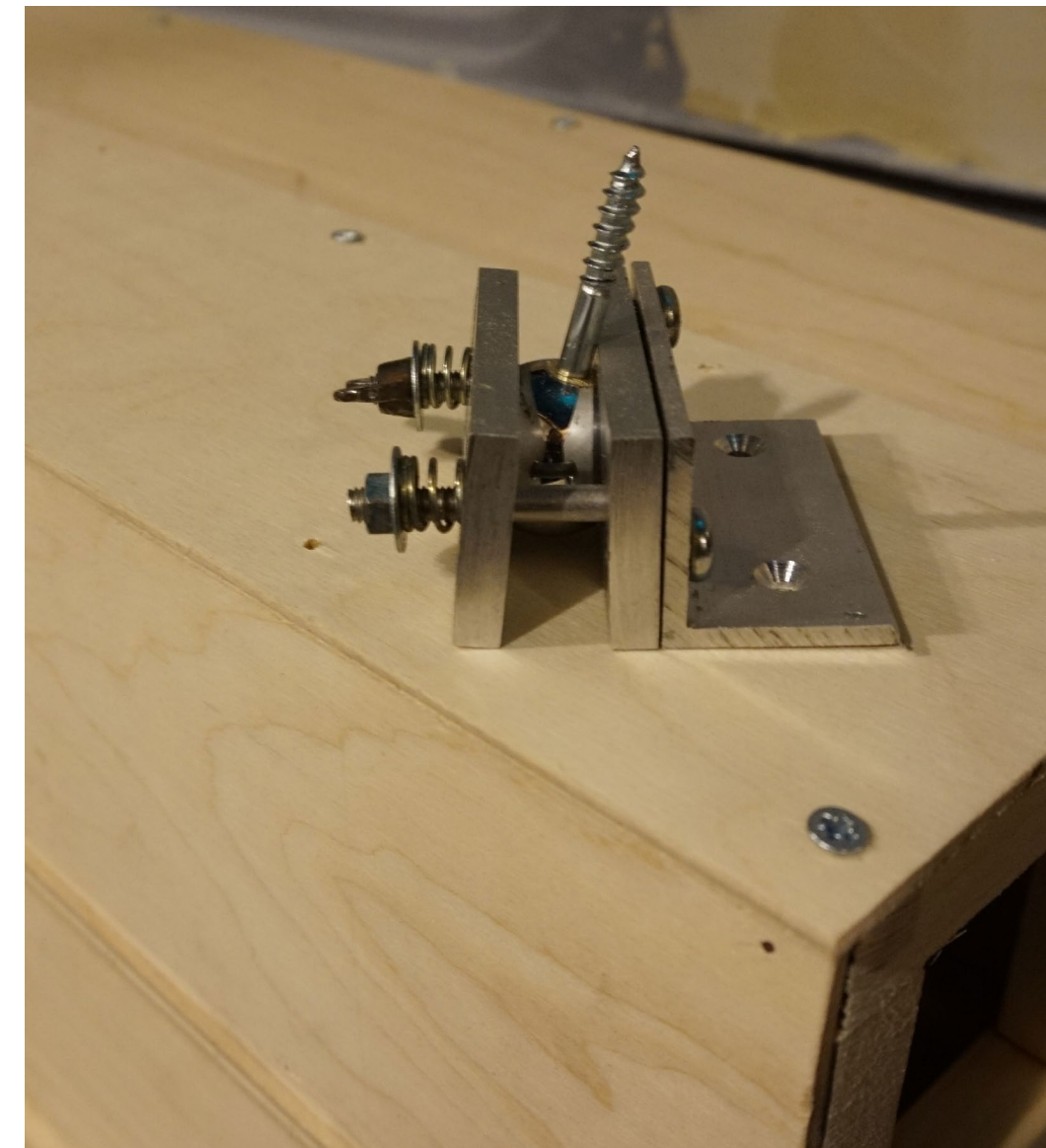
Final Design



BENDABLE LEGS



BLENDING IN



ADJUSTABLE HEAD

Final Exploration



Questions?

