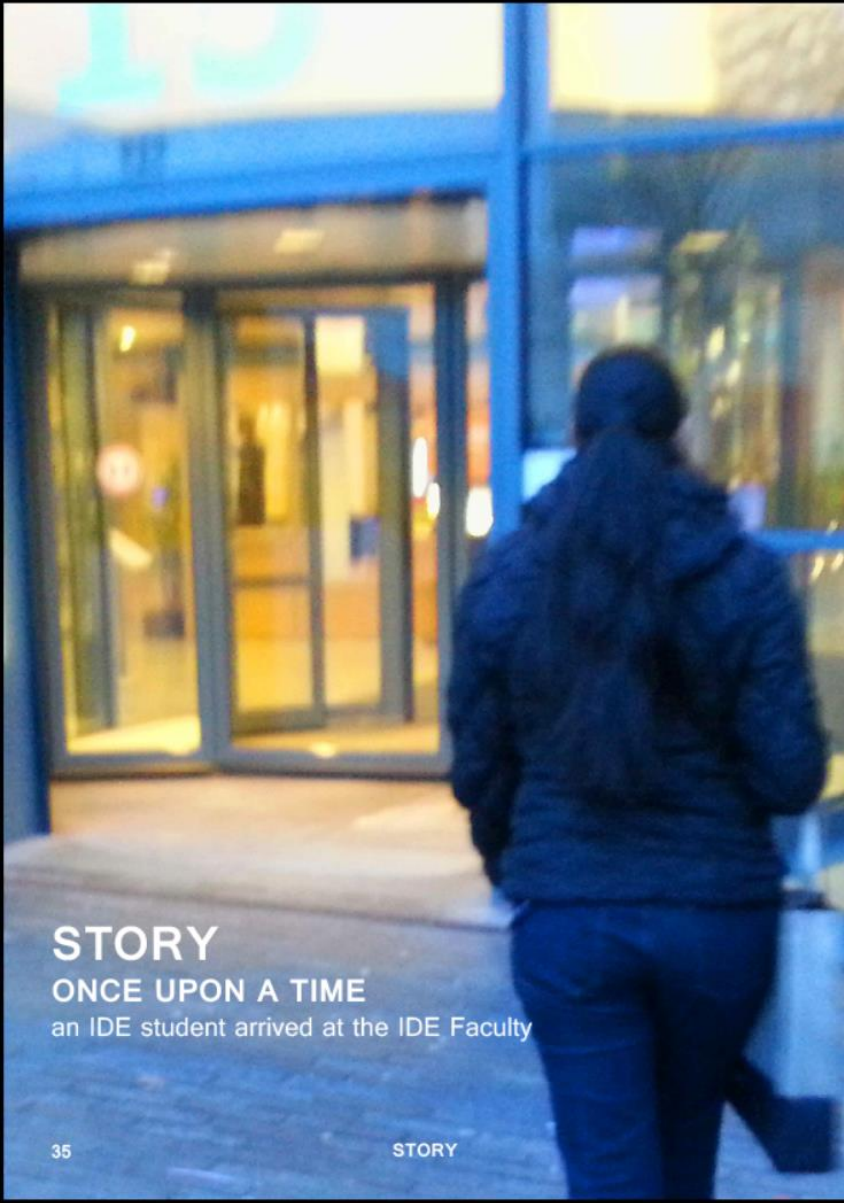




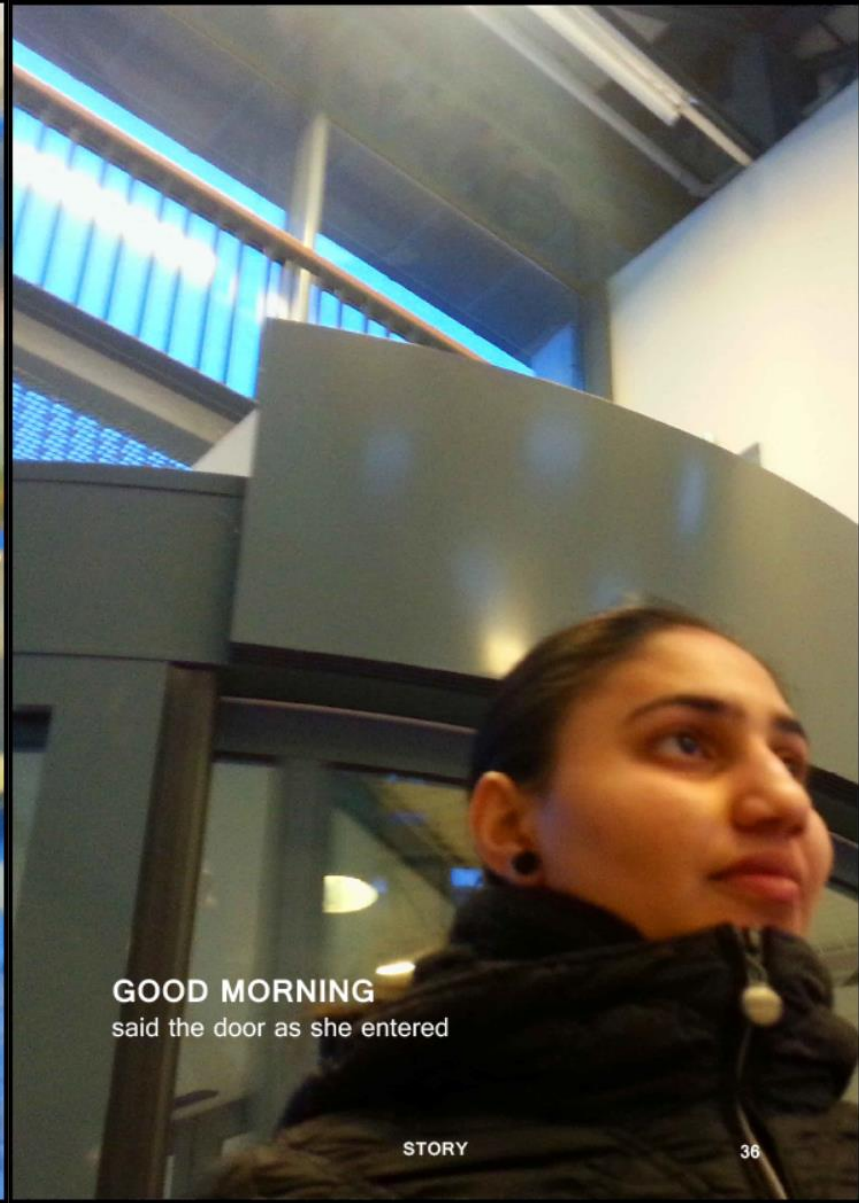
UNLOCKING IDE CULTURE THROUGH GREETING

Ziran Chin-On

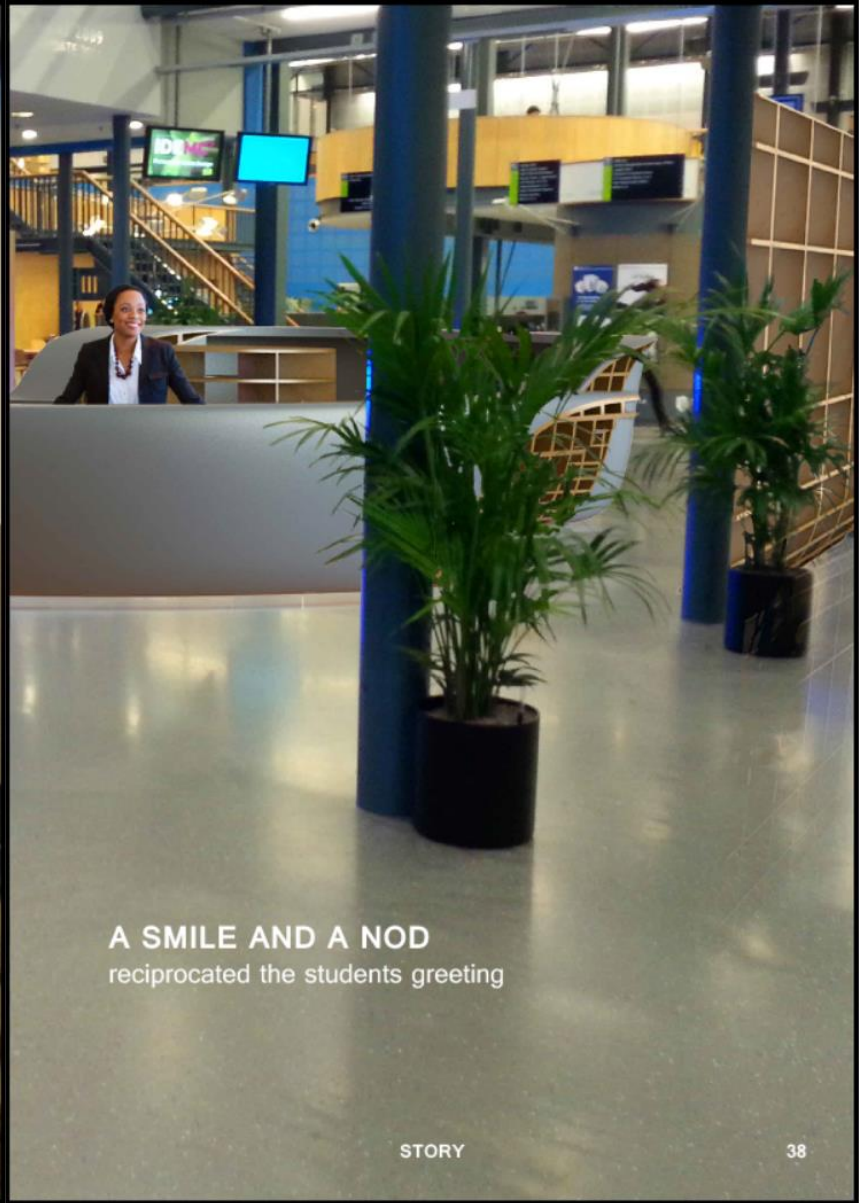
4169247



STORY
ONCE UPON A TIME
an IDE student arrived at the IDE Faculty



GOOD MORNING
said the door as she entered



A SMILE AND A NOD
reciprocated the students greeting



THE JOURNEY CONTINUES

as she passes other wayfarers on a journey of their own



IT MIGHT SURPRISE YOU

what you find on the other side of some doors



CHIVALRY ISN'T DEAD AFTER ALL

she found, and met these kind gestures with a smile and a thank you



I DON'T KNOW THOSE SHOES
he thinks to himself

STORY

46



HI
She greets as she enters

STORY

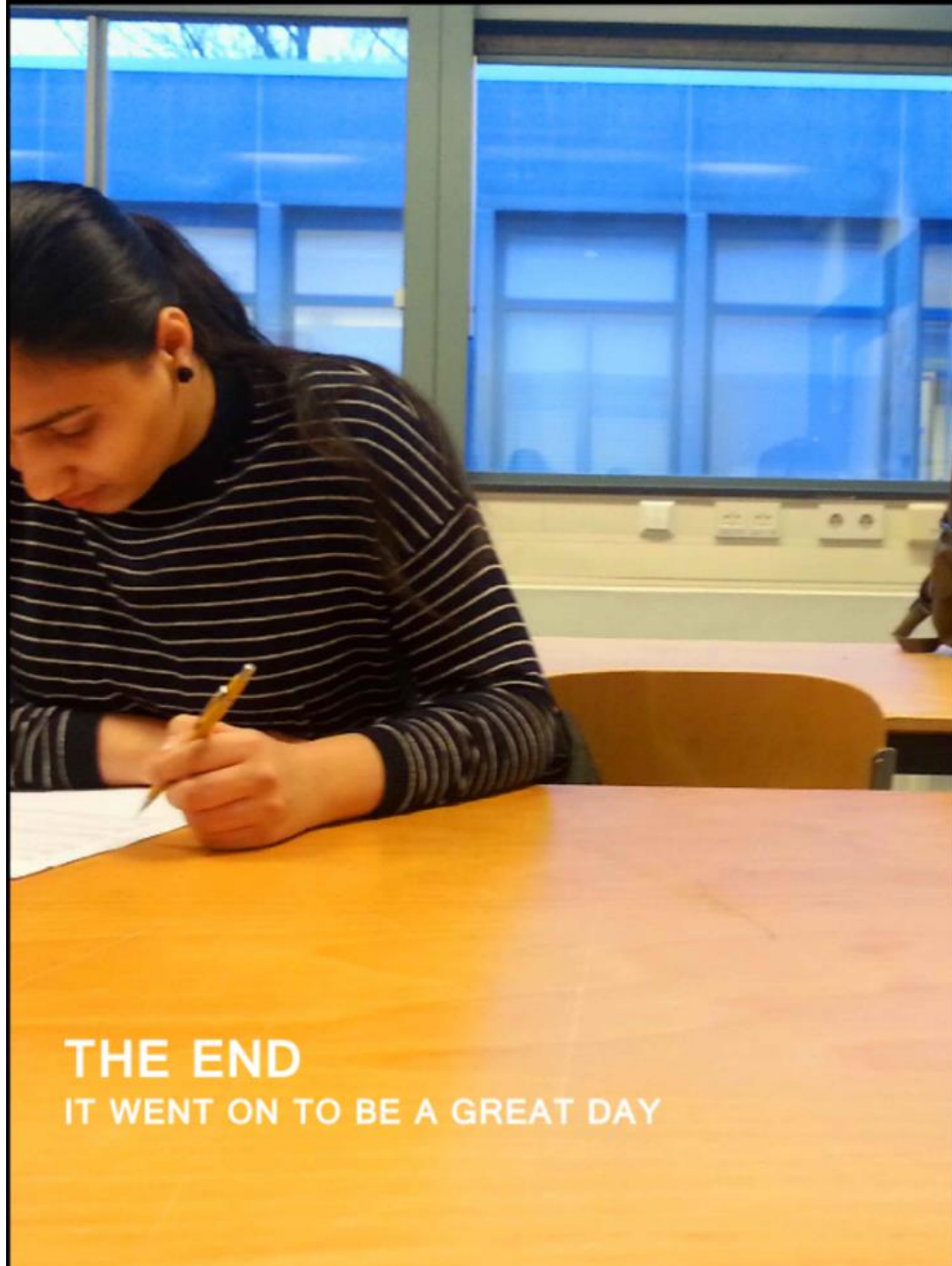
47



GOOD MORNING
he greets back

STORY

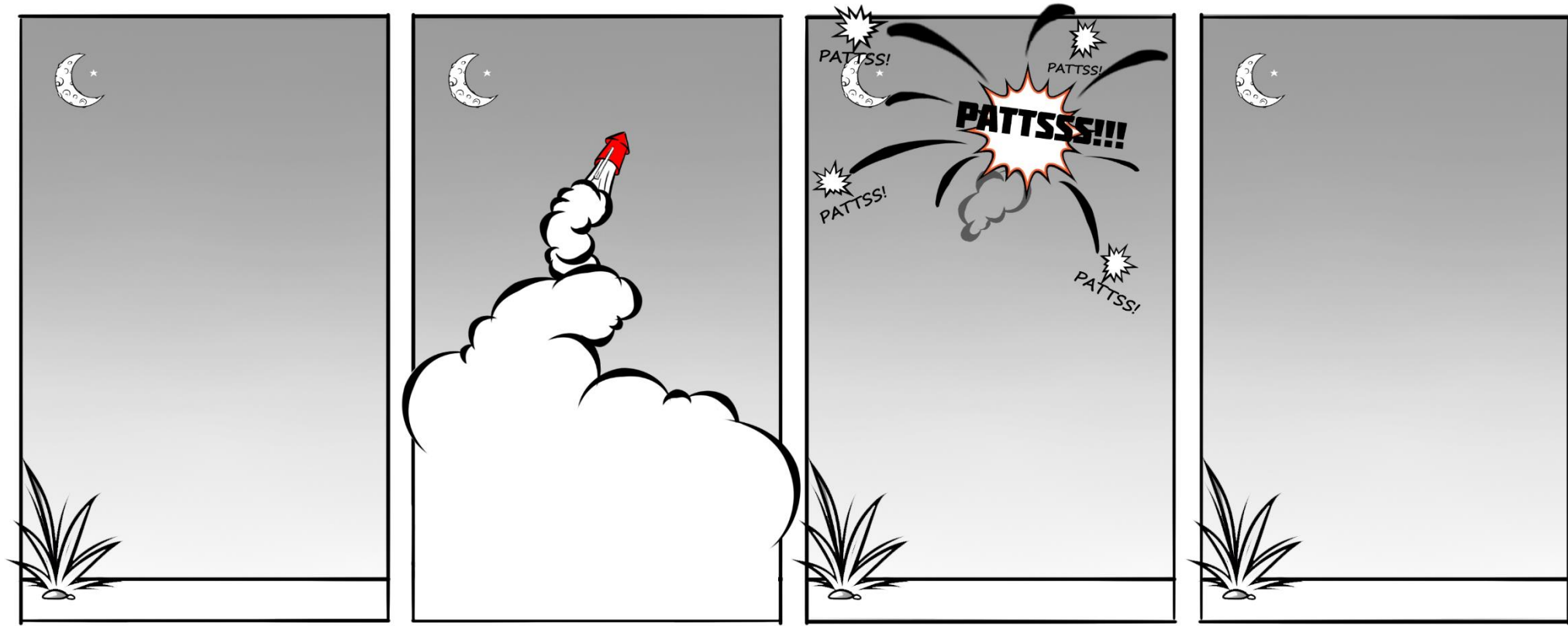
48



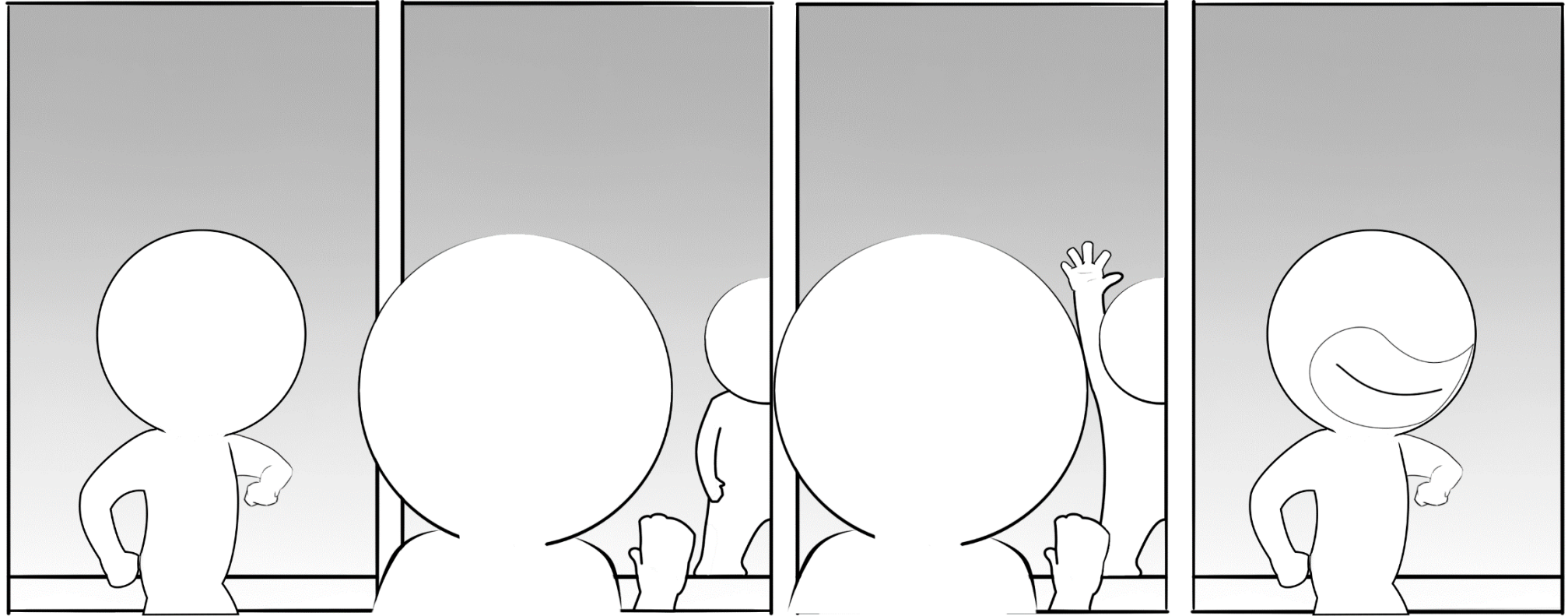
THE END
IT WENT ON TO BE A GREAT DAY

Design Goal:

‘With my design I want to facilitate and stimulate greeting behaviour in the IDE society and in doing so unlock the underlying IDE culture we all share.’



Interaction Vision



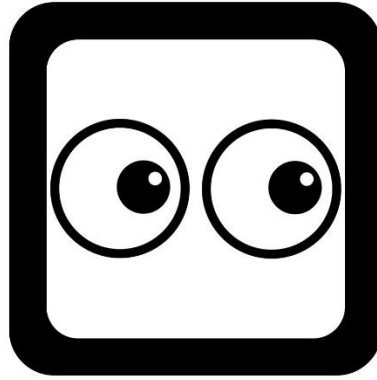
Interaction Vision

Warm, Spontaneous

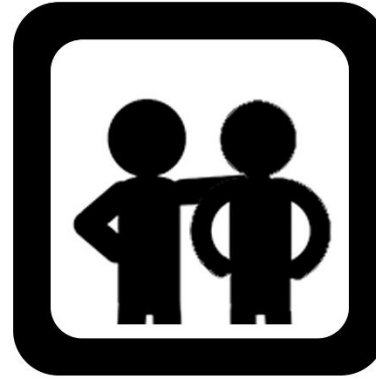


Cultural Behavioural Model

EYE CONTACT



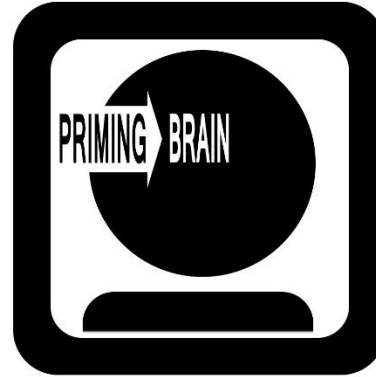
INTIMACY



REACH



PRIMING



Findings



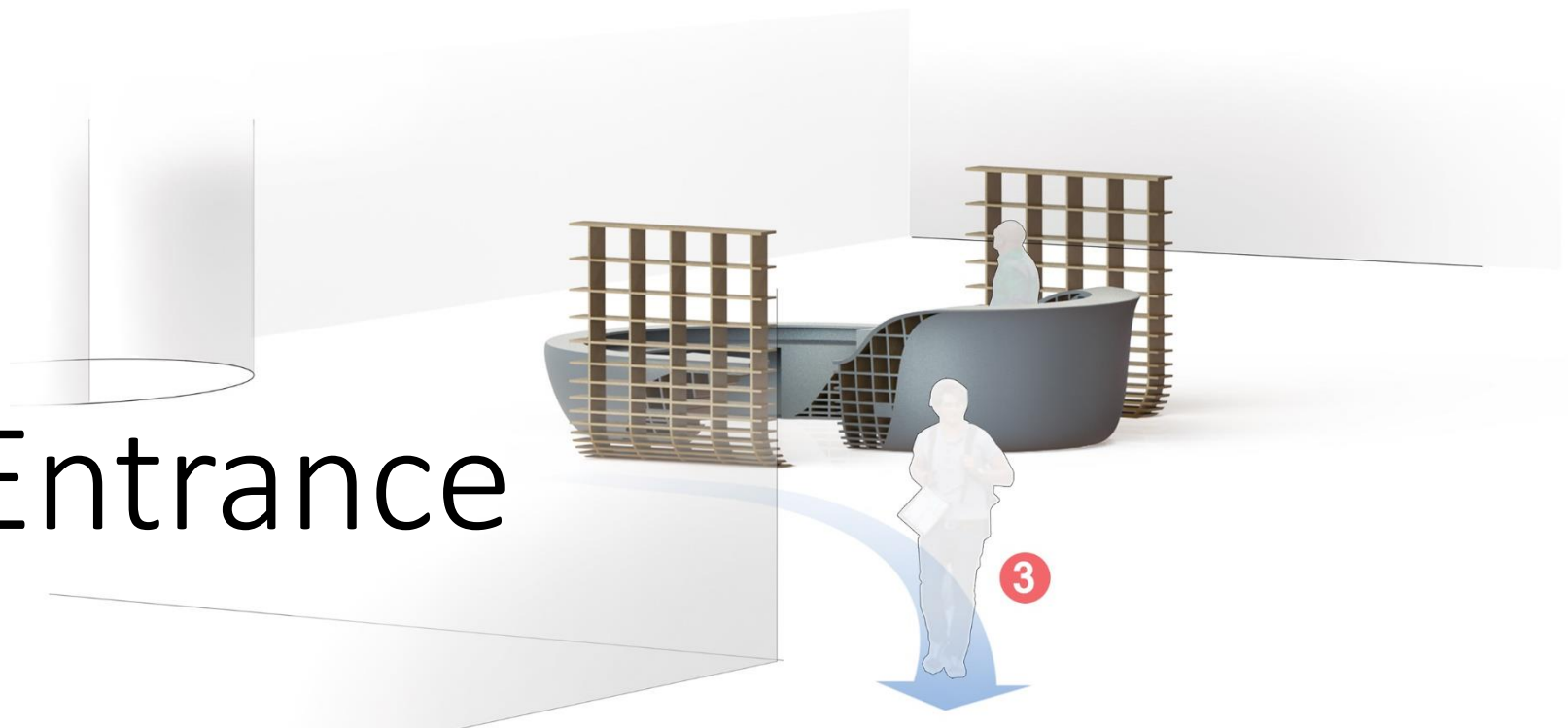
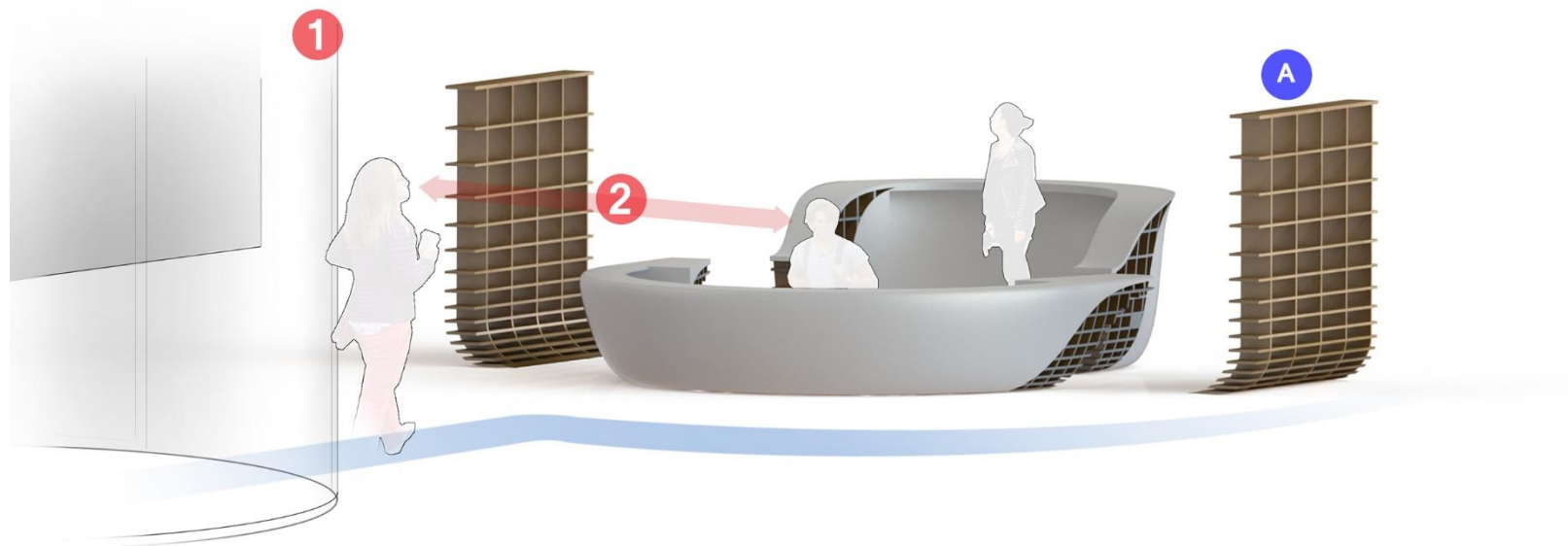
Concept

A sequence of design interventions



IDE Entrance





IDE Entrance



IDE Doors

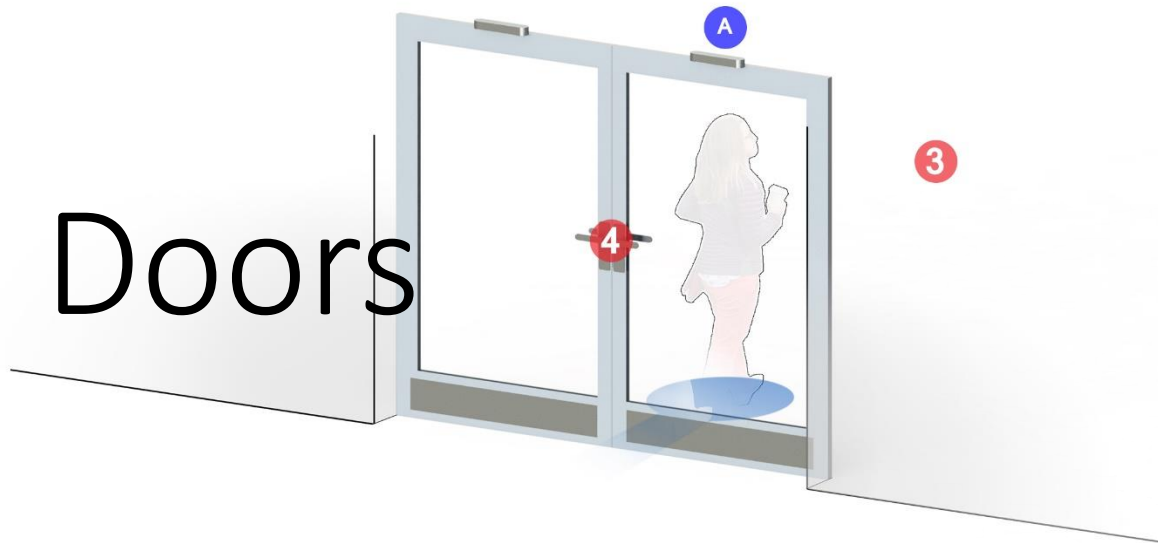
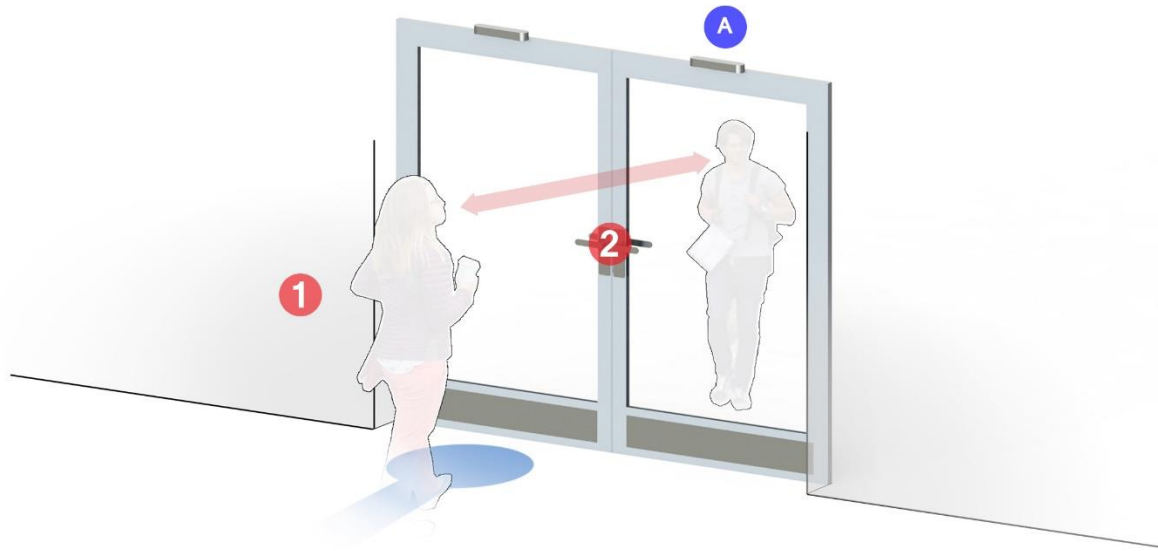




IDE Doors



IDE Doors

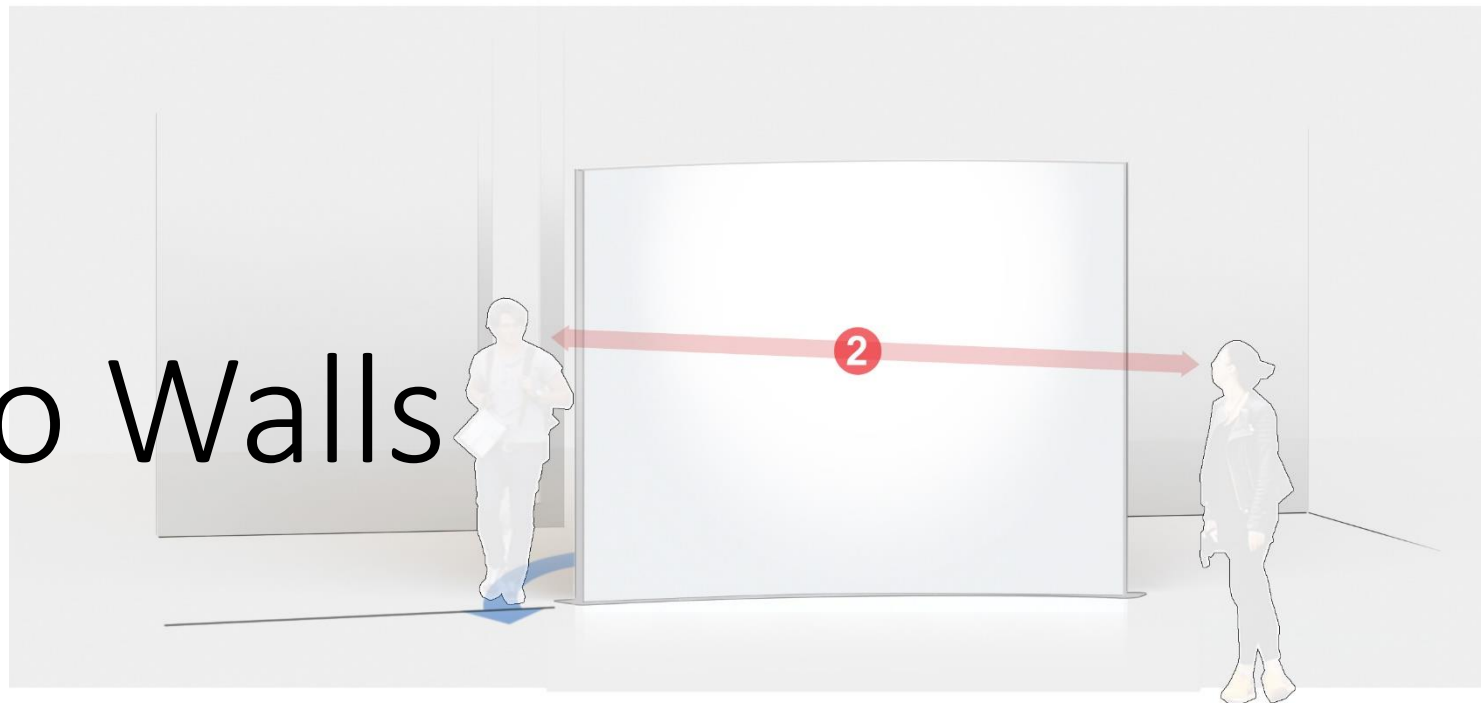
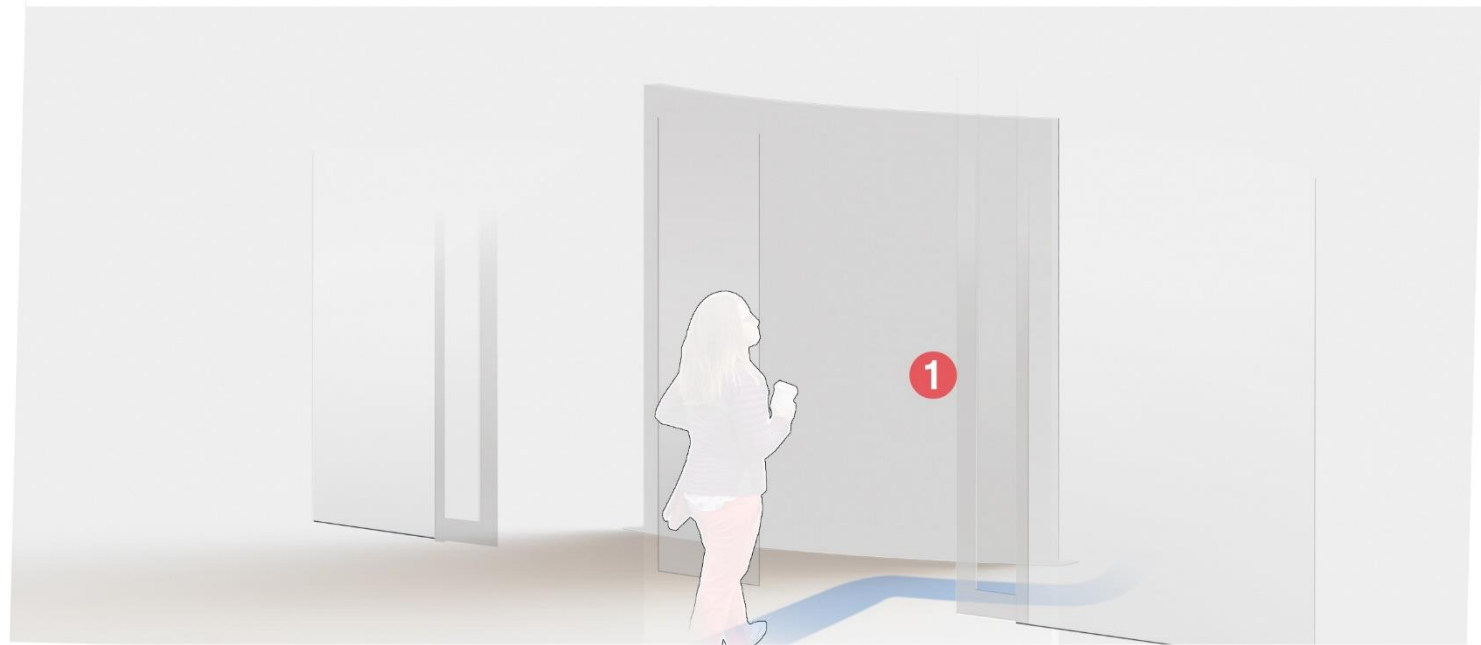




IDE Studio Walls

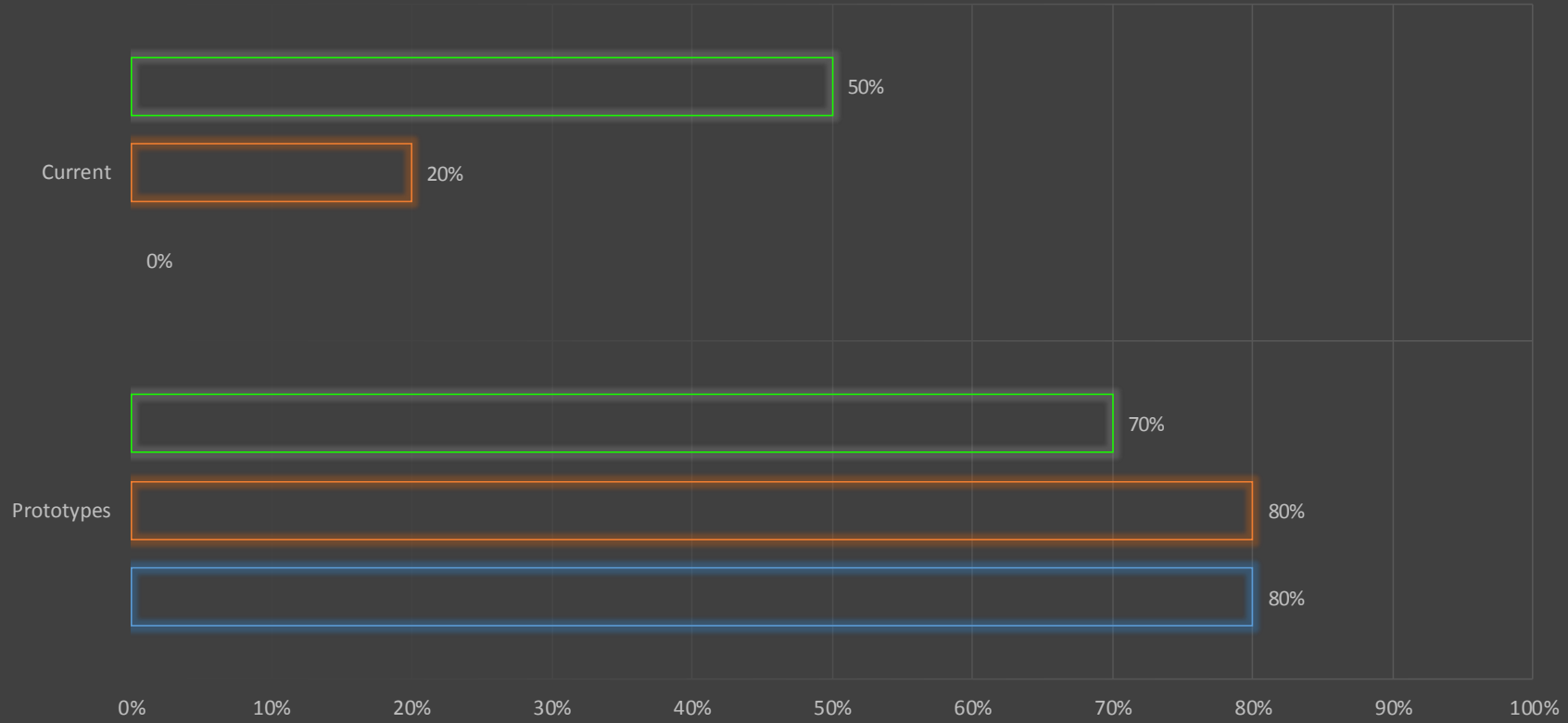


IDE Studio Walls



Exhibited Greeting Behaviour

IDE Walls IDE Doors IDE Entrance



Evaluation



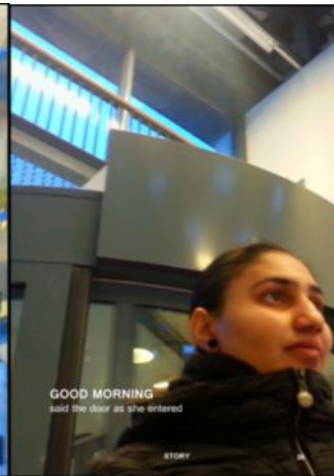
In Conclusion





STORY
ONCE UPON A TIME
an ICE student arrived at the ICE Faculty

36 STORY



GOOD MORNING
said the door as she entered

37 STORY



PLEASANTLY SURPRISED
she greets a staff member sitting behind the reception desk as she walks by

37 STORY



A SMILE AND A NOD
reciprocated the student's greeting

38 STORY



THE JOURNEY CONTINUES
as she passes other wayfarers on a journey of their own

39 STORY



PERIODIC GATEWAYS
lead to the exchange of smiles and hellos

40 STORY



IT MIGHT SURPRISE YOU
what you find on the other side of some doors

41 STORY



CHIVALRY ISN'T DEAD AFTER ALL
she found, and met these kind gestures with a smile and a thank you

42 STORY



THE DESTINATION
has been reached, she thinks to herself as she enters the studio

43 STORY



IS ANYONE IN THE STUDIO
she wondered

44 STORY



WHO COULD THAT BE
he thinks to himself as he looks up from his work

45 STORY



I DON'T KNOW THOSE SHOES
he thinks to himself

46 STORY



Hi
she greets as she enters

47 STORY



GOOD MORNING
he greets back

48 STORY



THE END
IT WENT ON TO BE A GREAT DAY

49 STORY