

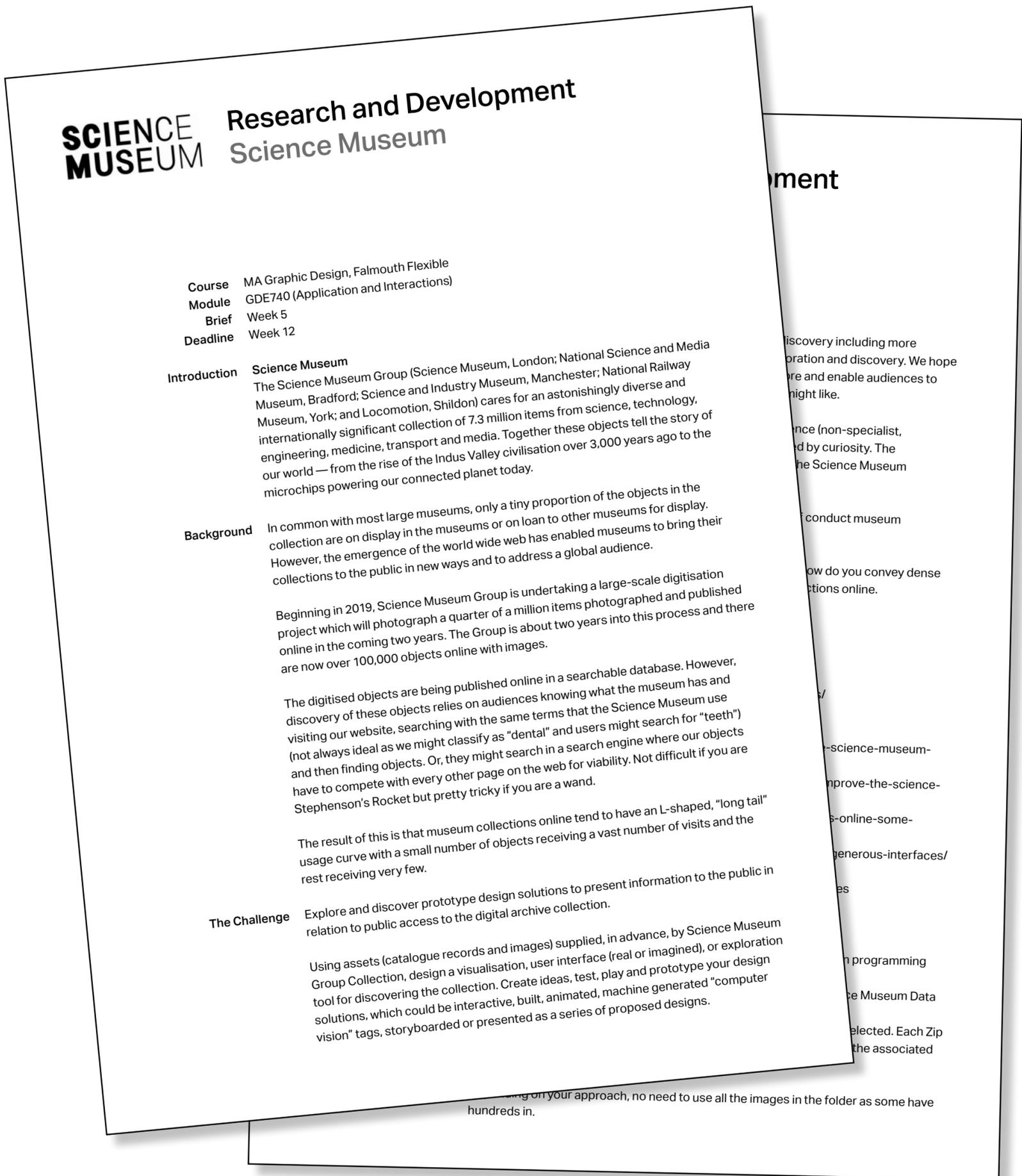
# CURATED

The game for gallery enthusiasts

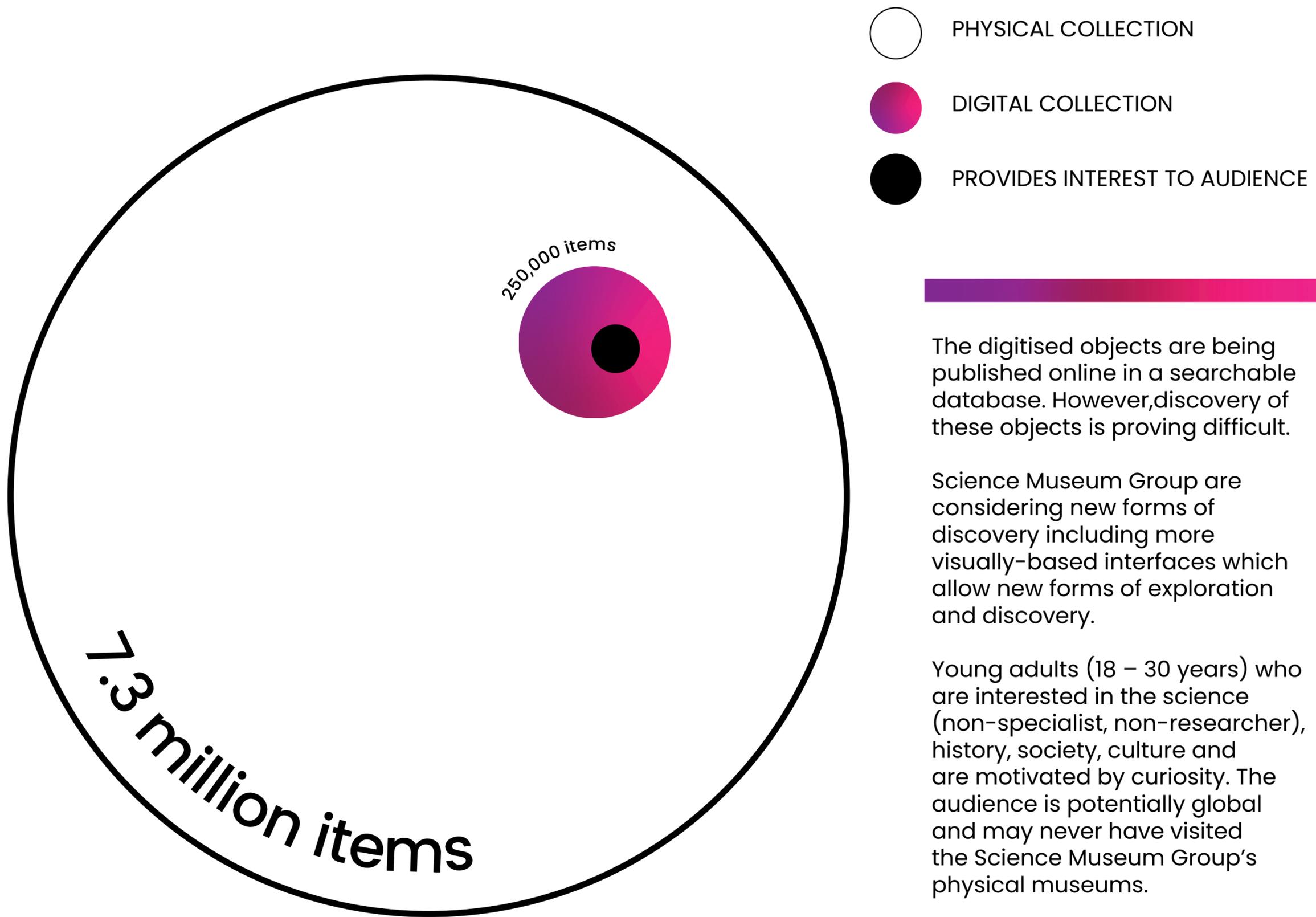
**SCIENCE  
MUSEUM  
GROUP**

# THE BRIEF

Explore and discover **prototype** design solutions to **present information** to the public in relation to public access to the **digital archive collection**.



# THE PROBLEM



# THE GOALS

- Ensure value added
- Collaboration
- Evaluation and Reflection – Problem, Action and Results (PAR)
- Metrics measured and legacy confirmed
- Meaningful data collected and used in a wider context

# THE AUDIENCE



**GRADUATE STUDENT**



**YOUNG PROFESSIONAL**



**UNDERGRADUATE STUDENT**



**YOUNG ADULT WITHOUT AN UNDERGRADUATE DEGREE**

Age	21	18-30	18-21	18-30
Location	Global	Global	Global	Global
Language	Various	Various	Various	Various
Spending power and patterns	Will either have a job after graduating or will be seeking one. This will influence actions greatly	Junior level in various positions. May live at home or part of house share. More disposable income.	Full time in education. Part time working. May be in student accomodation away from home.	Chose to not continue with education but does not have a job. May live at home.
Interests	Snapchat, TikTok, Sustainability, Human Rights, Economy, Jobs, Housing, Socialising, The Future	Socialising face to face, meaningful social change, Equality, Community	Social Injustice, Socialising, Friendships, Education, Technology, TV	Gaming, Technology, Future, Online-Socialising, Digital Friendships, Inclusiveness
Challenges and Concerns	Economic security, Wants to be part of a higher purpose, Positively Disruptive	Financial concerns, Pressure, Mental Health, Short attention span, Sense of ownership	Tech Savvy, Prematurely mature, Empowered, Risk Adverse, Unconventional, Diverse	Pressure, Coronavirus, Health, Influence, Climate Change, Purpose, Isolation
Stage of life	Gen Z - Making transition from education to working life	Gen Z / Millenial - Started out in working world - newly aquired income	Gen Z - In Education away from home for first time. New responsibilities	Gen Z -Likely to be living at home with little to no income. Family and friends are very important

“Gen Z has never known a world without their smartphone. They see the world through this mobile first lens,”

**Ted Krantz, CEO, App Annie**

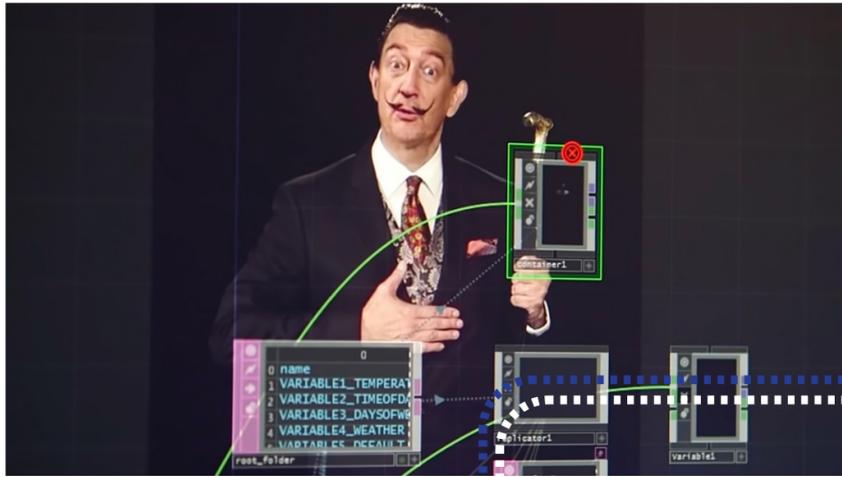


CHANGE



<h4 id="Hidden\_Code\_Sample">Hidden code Sample</h4>

<div class="hidden">  
<h5 id="HTML">HTML</h5>



INFLUENCE

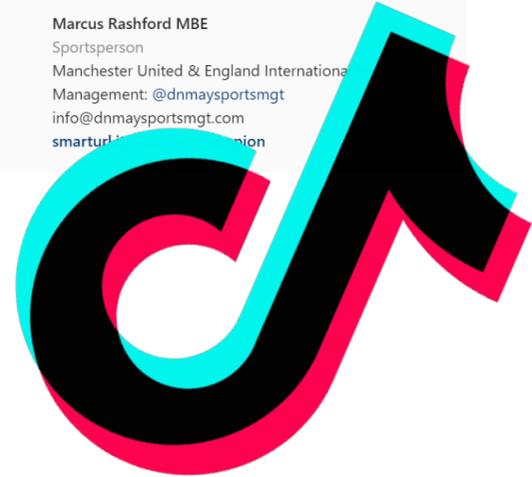
6



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UN CLIMATE CHANGE CONFERENCE UK 2021  
IN PARTNERSHIP WITH ITALY

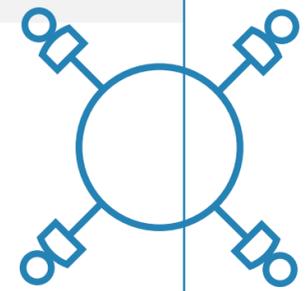


7 VALUES THAT STAND OUT ON SOCIAL MEDIA

To understand where we're going, we need to understand how we got here.

VALUES IDENTIFIED BY THE EXPLORATORY RESEARCH

- ANIMAL RIGHTS**  
#furfree #crueltyfree #govegan ...
- SUSTAINABILITY**  
#fairtrade #circulareconomy #shopconsciously ...
- ENVIRONMENTAL PROTECTION**  
#zerowaste #recycling #greenwash ...
- ANTI-RACISM**  
#culturalappropriation #racism #blacklivesmatter ...
- INCLUSIVENESS**  
#fatshaming #bodypositivity #inclusive ...
- FEMINISM**  
#genderequality #feminist #thefutureisfemale ...
- LGBT RIGHTS**  
#lgbt #translivesmatter #pinkwashing ...



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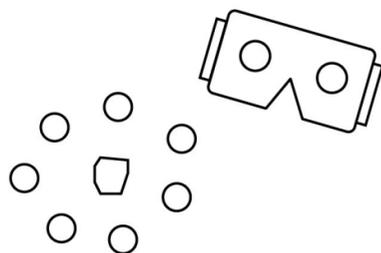
# CRAZY EIGHT

## CARDS AGAINST HISTORY



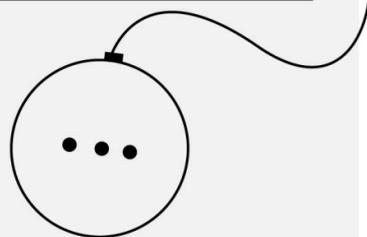
Physical or digital game where players guess what the objects are. Could be online like "Words with Friends". This would encourage competition and collaboration. The first player gets to pick from a selection of random objects

## VR DISCUSSION ROOM



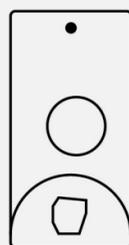
Affordable VR cardboard pack with phone and app. You get inserted into a discussion room where a random object is in front of you all. You can then discuss what you think it is. After a set time, the objects true identity is revealed.

## THE SOUNDS OF THINGS



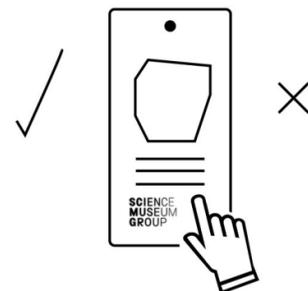
How do objects sound?  
Podcast telling the stories of the objects.  
Is it fun to try and visualise an object from its description only?  
Explaining why and how things were used.  
Are many people audible learners?

## TIME FOR CHANGE

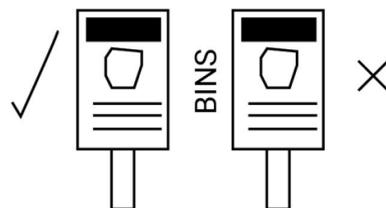


Characters from history explain the objects of a collection and the effect they have had on the world.  
Does a young person understand why items exist and why they didn't predict the impact on future generations or that they were ill-conceived.

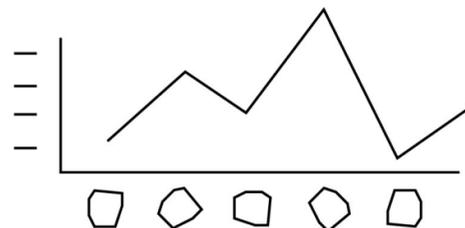
## CURATED



Tinder for digital archive.  
Gauge interest in objects to effect what is in physical gallery.  
'Hotlist' objects  
Physical installations



Website to chart the data into what has the most interest.



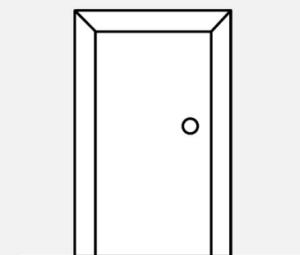
Use influencers to pick their own top 10 items .

People can then see what they find interesting.

Instagram stories?

TikTok?

## VR EXPERIENCE

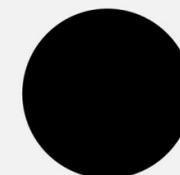


Actual doorway in museum which can only be accessed virtually. You are transported to the time of the objects.

Deep fake AI of those who would have owned/used objects where you can ask questions and they respond.

In museum equipment with haptics and omni-directional walk pads.

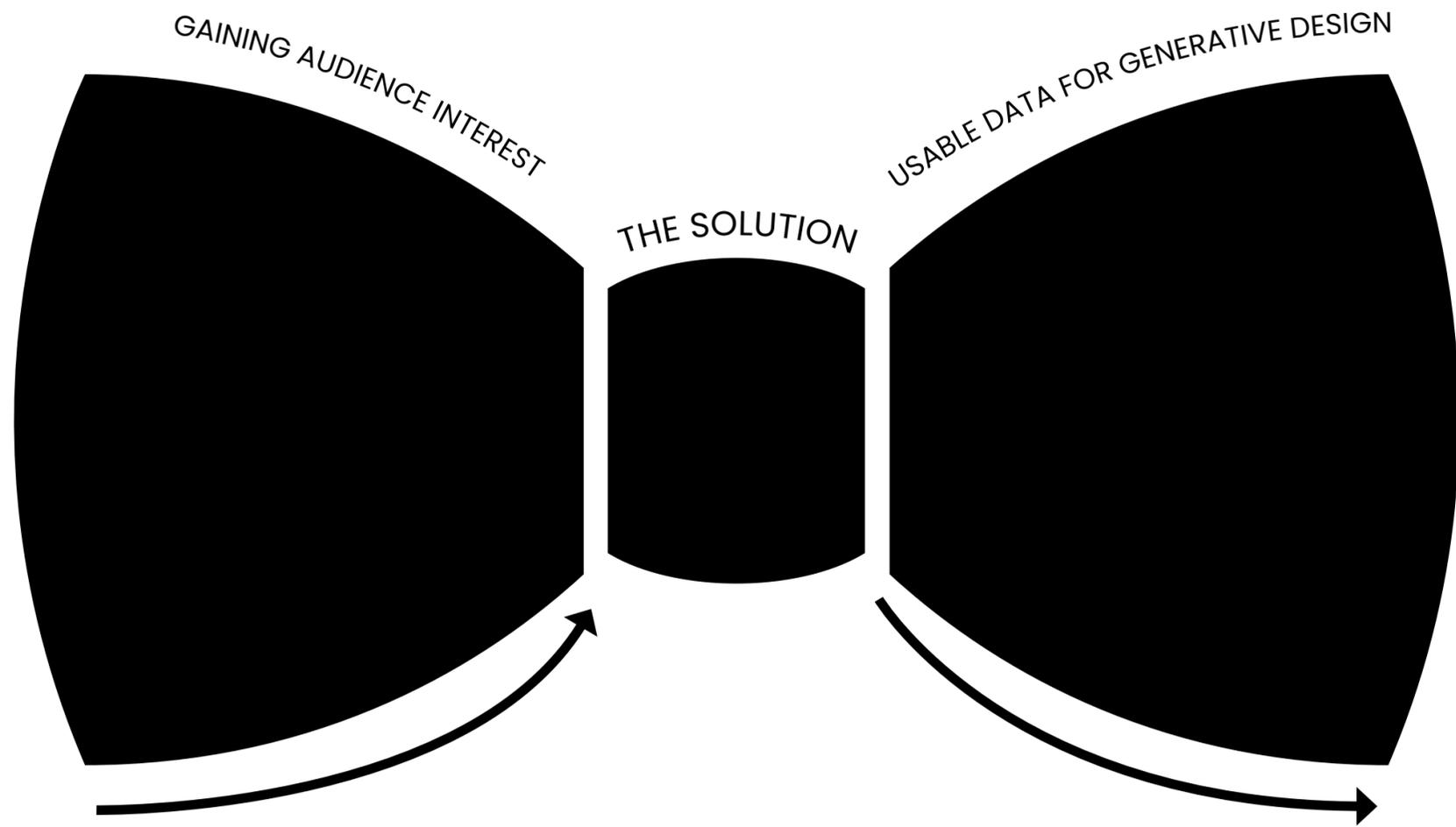
## THE SHOCKING 7



Use social media as a platform to highlight items that infringe on Gen Z's core value system:

- Animal Rights
- Sustainability
- Environmental Protection
- Anti Racism
- Inclusiveness
- Feminism
- LGBT Rights

# THE STRATEGY



# SIDEWAYS THINKING

- Welcome and Signup /login.
- Profile > Pic and curated gallery
- Play the game
  - 2. Pick an object
  - what do you think this is?
  - Clues
  - 2nd picture Persian from era.
  - 3rd picture How it was used.
  - Points reduce with clues.
  - WELL DONE TEST A FRIEND
  - OH! NO! TEST A FRIEND
  - what would you rate this object
- Push notifications about rewards Accredited certificate from SMG
- Leader boards - friends / local / global
- Personalised background colours. to be used in generative design at a later stage.
- What object describes you? add to the collection.

### Physical installations

- Encourage influencers to take part
- Printed Physical Card game
- Group game
- "psych" game.

Add your suggestion

1.....

### Data use

This method gives valuable data which should be used by the SMG.

\* The longer the app is used the bigger the people's collection becomes and the bigger the insight into the interest into the digital archive. This can then influence exhibits in the physical collection.

### Emerging Technologies and Generative Design,

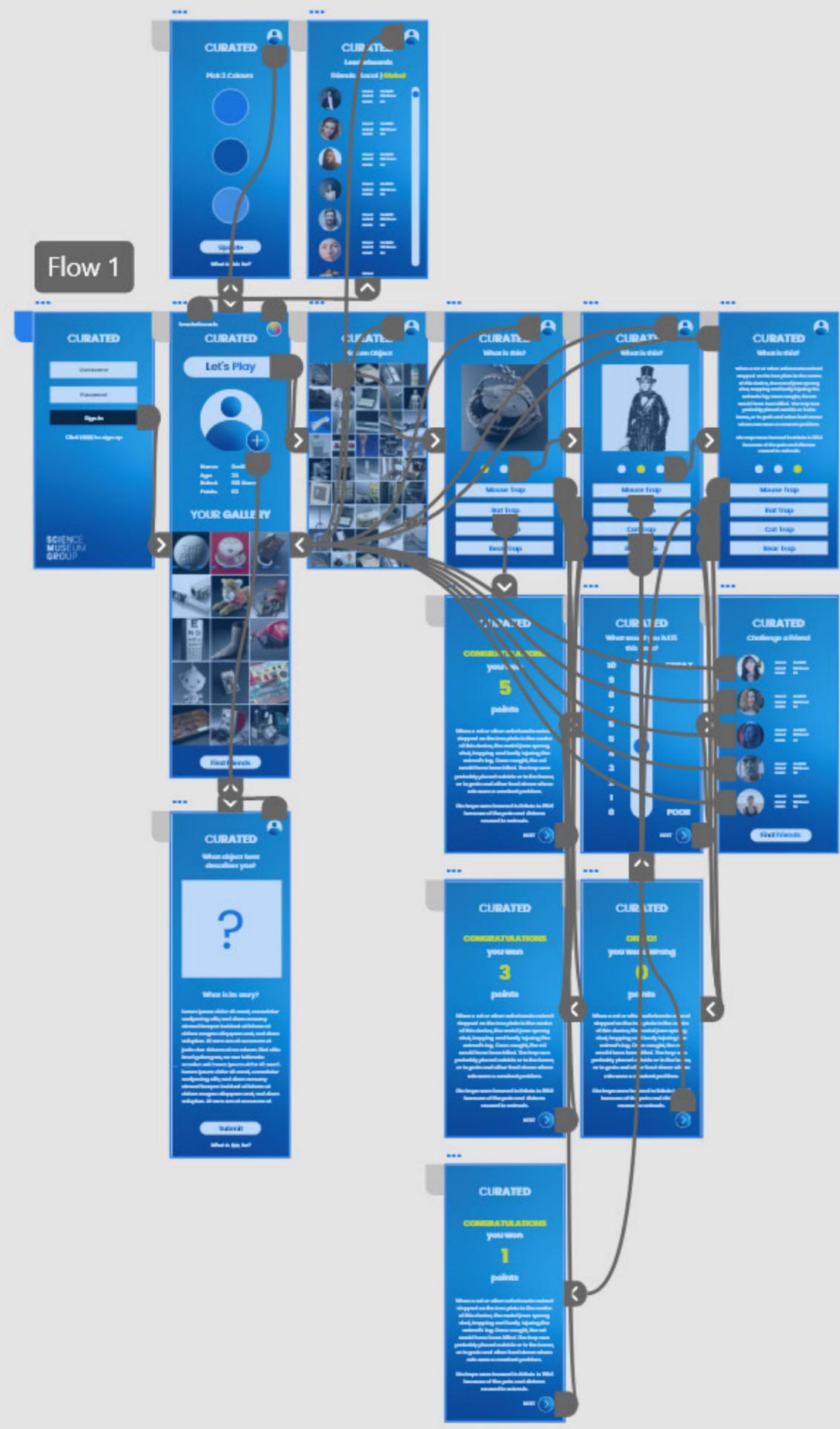
I would like to use the data generated in the app to produce a computer generated outcome.

↳ This example would take the most rated objects and place them within a design with the most used colour gradients.

### Accessibility

I also want to include an element which promotes an accessible collection. could the items be described on smart devices and the user asked to rate the object? would the audio described gallery be different to the visual one? visually impaired gallery

# THE PROTOTYPE



VOTES: 672,0662 | AVERAGE CURATING: 9.8

ARCHIVE LOCATION: ROW 234, SHELF 3, BOX 34



### Sony 'Trinitron' colour television set

model type KV-1320UB,  
manufactured by Sony,  
Japan, 1969-1970.  
Serial No. 505704

The 'Trinitron', unveiled by Sony in Japan in 1968, was the first major technological advance in colour television sets since they were first introduced commercially in the early 1950s and offered new standards of picture quality.

The Trinitron was designed by a team of four lead engineers, Yoshida, Masaru Ibuka, Senri Miyaoka, and Akio Ohgoshi and was so-called because it had three cathodes in a line inside a single electron emitter or gun. The Trinitron was the result of a series of innovations including deflection plates above the gun to help focus the electron beams and the development of a chemical etching process to create a vertically aligned aperture grill comprising a large number of fine wires. The aperture grill replaced the 'shadow mask' (a plate perforated with a large number of tiny holes) of older colour television sets. The 'shadow mask' ensured that the appropriate phosphors on the inner coating of the cathode-ray tube screen responded to the appropriate colour signals from the tube's three electron guns. While an effective method, this cut down on the light output of the tube meaning that the picture was best viewed in subdued light.

The engineers at Sony came up with the better idea of a single electron gun with three cathodes, along with the aforementioned vertically aligned aperture grill. This meant that the cathodes needed to be aimed with great precision but a careful manufacturing technique made this possible. The method required a screen which was much flatter than previous cathode-ray tubes and this improved the presentation quality too. The result was a brighter and better focused picture than had previously been achieved. The outcome was a colour television set that could be mass-produced at an acceptable cost; was stable and rarely required professional adjustment after it was sold (as some previous systems had); and provided a superb colour picture.

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THE OUTPUTS

GAMES: 1204 | CURATED POINTS: 2032 USERNAME: GARY PHILO



**Schuco Grand Prix Racer 1070**  
Made in Germany, 1940s

In the middle of the 1930s, Schuco was the first to produce toy cars which were revolutionary from the start – not only due their technology but also due their quality, workmanship and functioning. Some of these models, for which numerous patents were applied, are part of the current Schuco programme. To this day, the authentic models and toys are almost exclusively still crafted by hand using elaborate techniques.

Schuco produces models in various scales. From 1:12 to 1:600, from the tin Silver Arrow and the latest Porsche Turbo, modern-day and yesterday's tractors through to classic motorcycles and the legendary flying boat DO-X in 1:72 scale. Thanks to the large array of scales, Schuco offers a wide range of products in many different sizes. It is this extensive choice of models and their highly detailed finish which make the Schuco range so diverse and fascinating.

Schuco is characterised by its long-standing tradition, high degree of popularity and diverse range, thereby making it one of the leading manufacturers in this industry.

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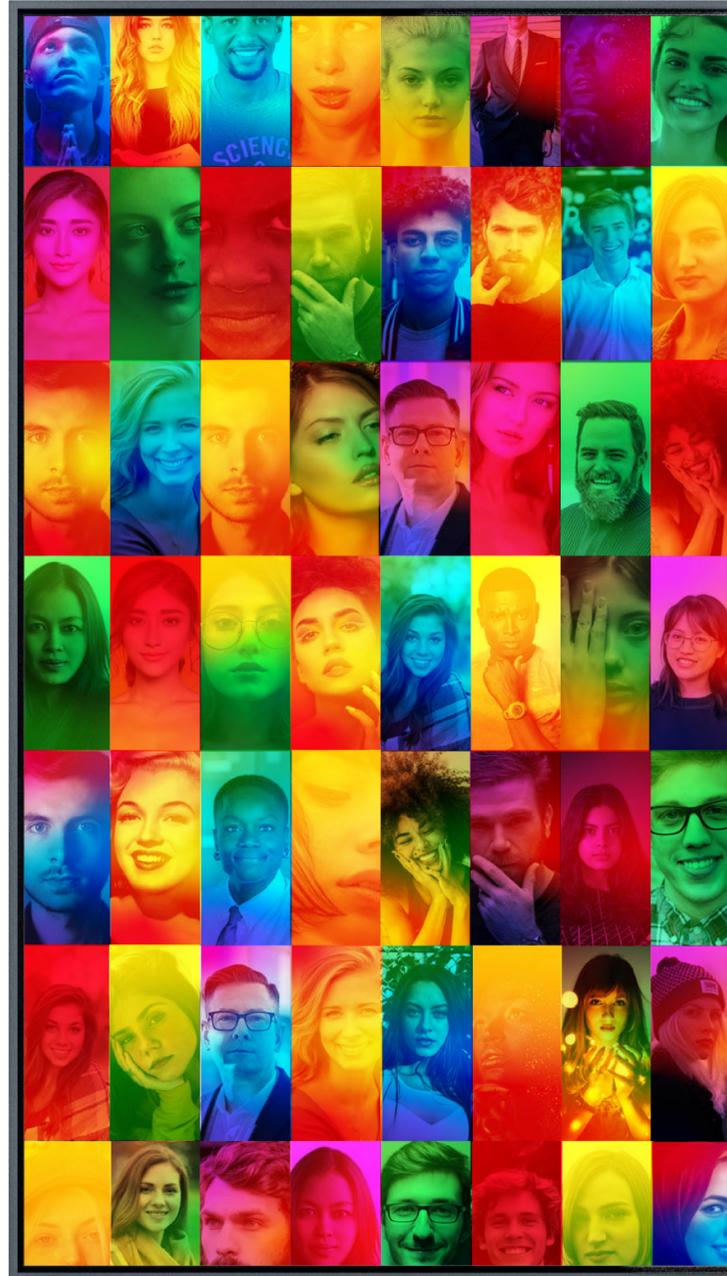
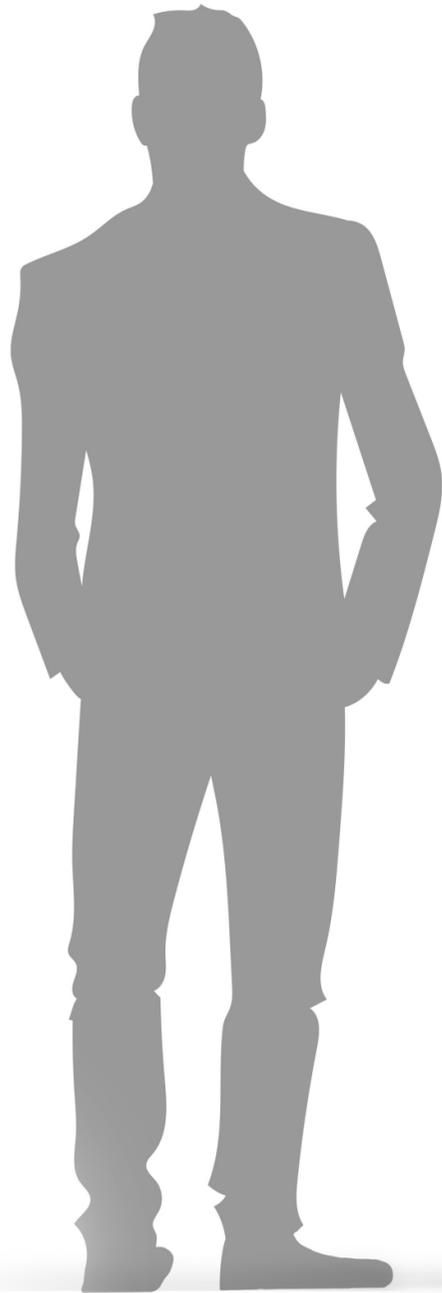
**THE OUTPUTS**



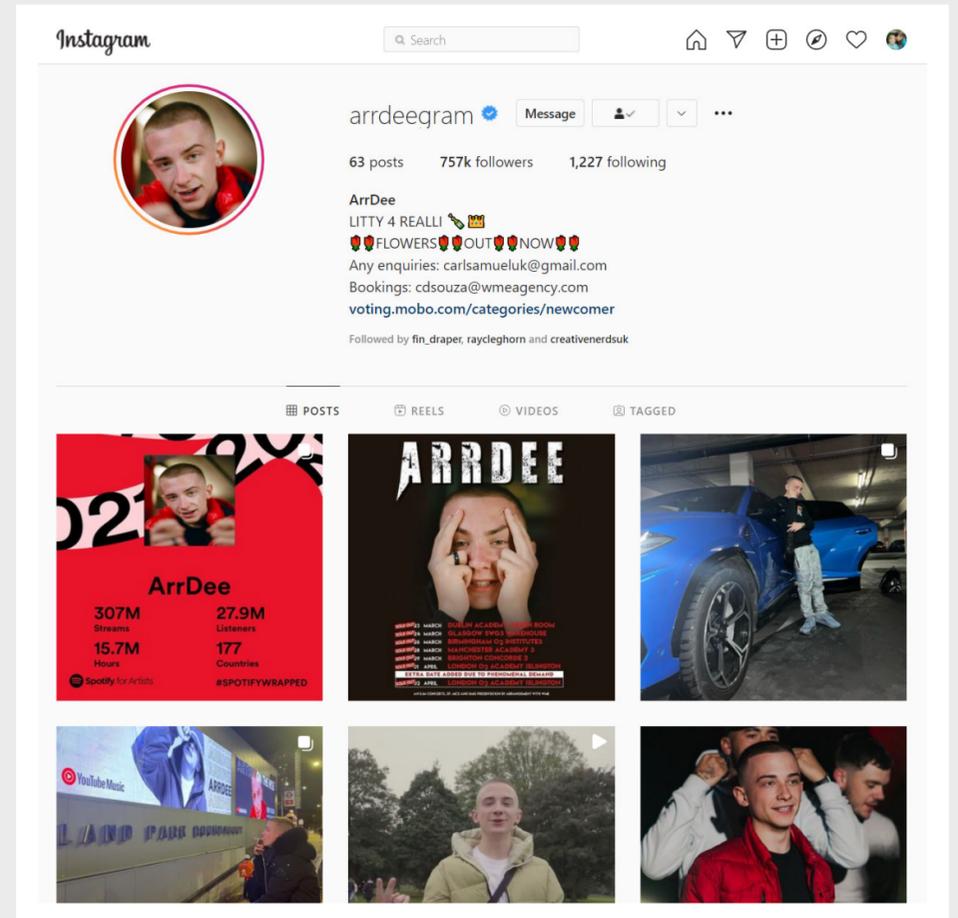
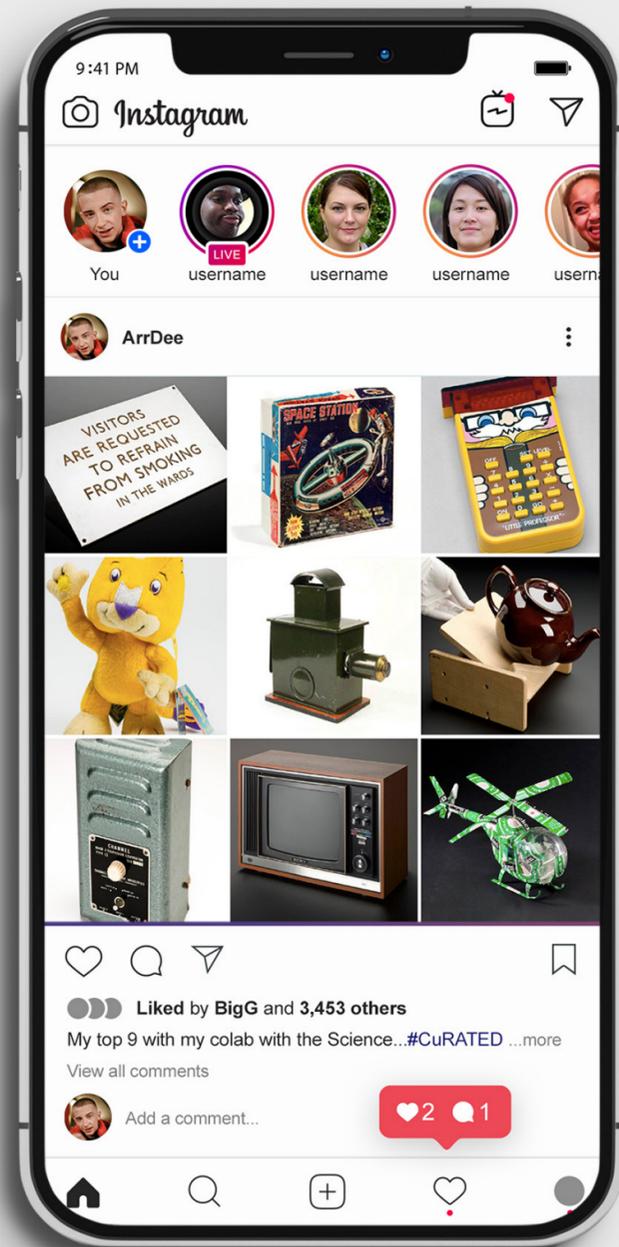
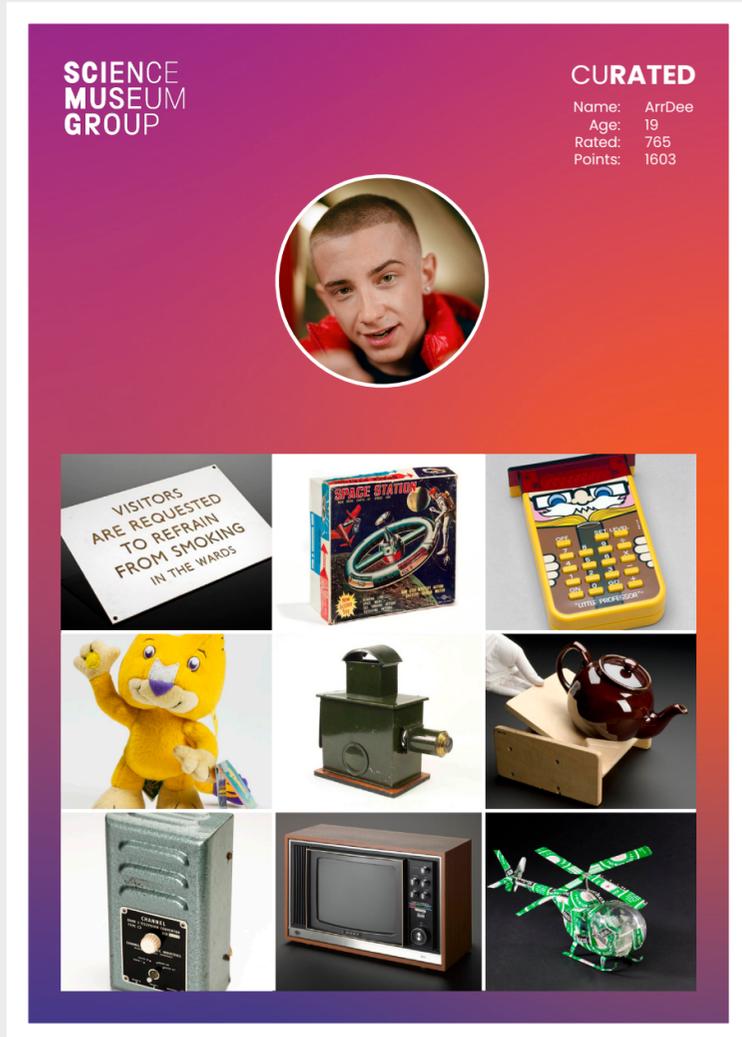
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**THE OUTPUTS**

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**SCIENCE  
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GROUP**

**THE OUTPUTS**

# THE FEEDBACK



YOUNG **PROFESSIONAL**

21

“CHALLENGING FRIENDS WOULD GET ME INTERESTED”

“FOCUS ON THE CORE IDEA”



POST **GRADUATE** IN WORK

24

“HAVING CONTROL OVER A GALLERY AND WHAT WILL BE HIGHLIGHTED IS A GREAT INCENTIVE”

“USE SOCIAL MEDIA TO GET THE ATTENTION OF THE AUDIENCE”



IN **EDUCATION** AND FULL TIME **WORK**

19

“MAKE SURE THE LANGUAGE USED IS EASY TO UNDERSTAND”

“SUCH A FUN CONCEPT!”



YOUNG **PROFESSIONAL**

23

“REWARDS FOR TAKING PART WOULD ENSURE INCREASED USAGE”

“THE DESIGN FITS WELL WITH SMG BRAND”

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