

## Interactive concept for an organisation or studio.

The portfolio website as a method of communication for an organisation is often just a facade. Conceptually simple presentations no matter the narrative spin or aesthetic shine you coat them in. The aim is to convey the impression of the organisation, the essence before the detail.

To answer this designers run back to the lecture hall and the lightshow of narrated imagery, rounded with a vignette of rationalised wisdom. The organisation is encased in an inflexible pretense, at best the work doesn't perform, at worst it communicates all the worst aspects of prescriptive advertising. A system is needed that removes the control of these elements so that they combine together organically and form something unique, beyond the control of organisation or user, making the screen's presence as a metaphorical and actual dividing line less obvious. The flow of information between user and organisation should be incorporated and played with as a knowing comment on this interaction and as a method of inclusion. The idea is to change both the relationship to the screen and create benefit for both parties.

A semi transparent interactive display<sup>2</sup> would be placed in front of a video capture device that would be pointed to record the working spaces. The display would be placed into a bespoke shelving unit that would allow the environment beyond to be captured but also allow the positioning of artifacts related to the work of the organisation. These are linked to clickable hotspots on the users display<sup>1</sup>, which effectively creates a physical content management system that's updated by pinning images notes or objects to the framework around the display<sup>2</sup>. The camera would capture the environment at a higher resolution enabling users to expand areas of interest, posters, written notices, ephemera, within their own display. Sound, motion and interaction captured by the in house camera and display<sup>2</sup> is combined with sound, motion and interaction captured by the browsing computers and displayed representatively, graphically or abstractly on the display<sup>2</sup>. This generates new content for user and organisation that has benefits for both. The display<sup>2</sup> would be a visible connection with people outside of the organisation as well as a way of including them within the organisation. The display<sup>2</sup> would be a talking point for visitors and a constant source of inspiration, repositioning a large proportion of the site away from the users display and into a shared space for contemplation by anyone in the building or on the site, playing with the usual flow of information between user and organisation. This content would be sympathetic to the lighting conditions, movement and sound within the working spaces giving an organic representation of the organisation as these inputs increase and decrease within a 24hr period. To this interactive framework a small conventional interface can be added to the user's display<sup>1</sup> that functions as a container for contact details and a conventional blog. The imagery that the program creates with these inputs would create a library that would be used for printed communication as well as a unique asset source for future creations.

