

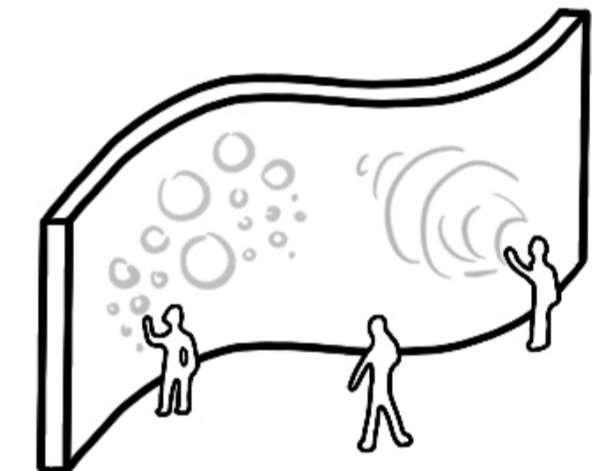
creative
freedom

navigational
freedom

...create your
own narrative...

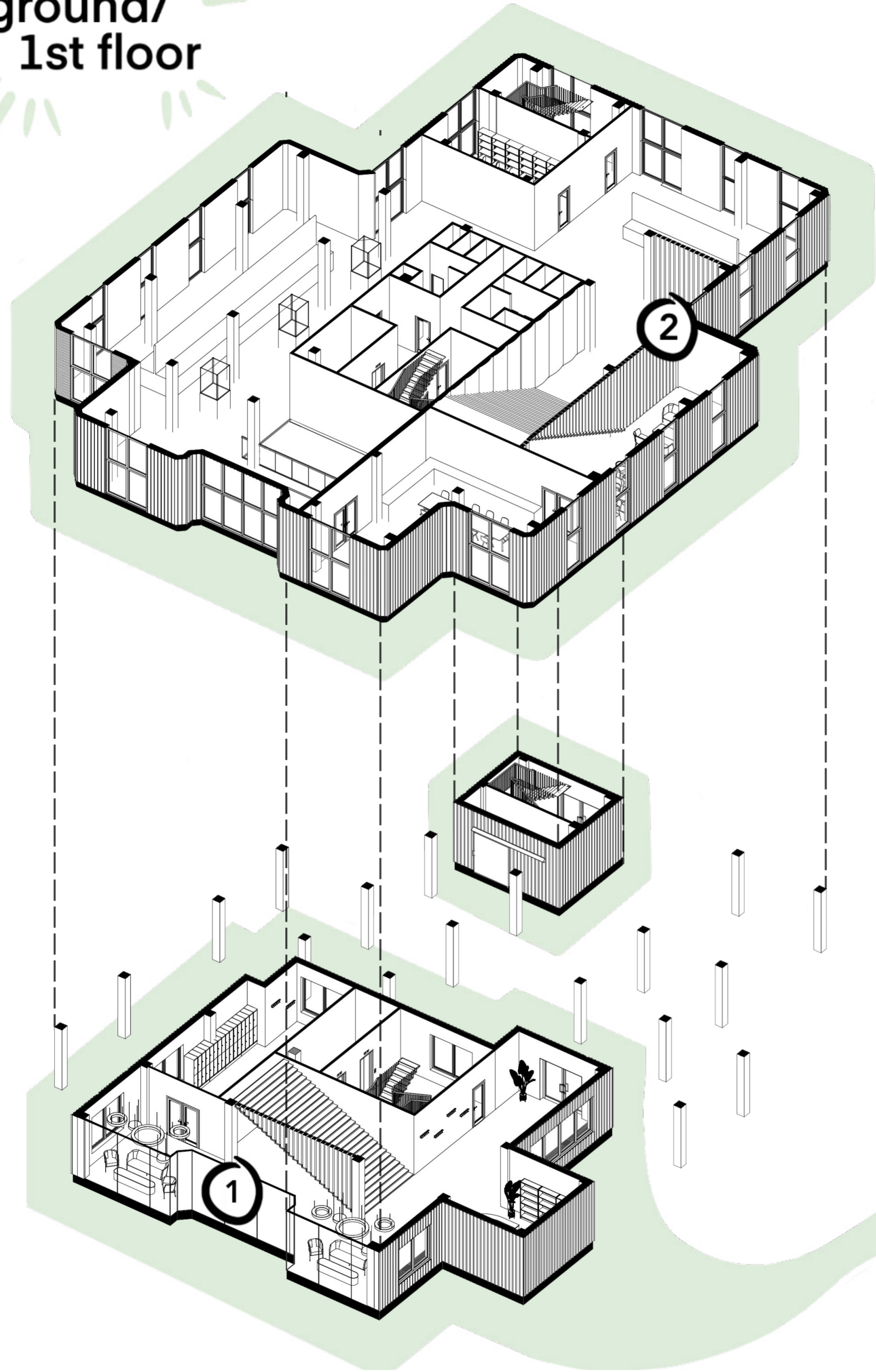
the creator

navigate + create your way

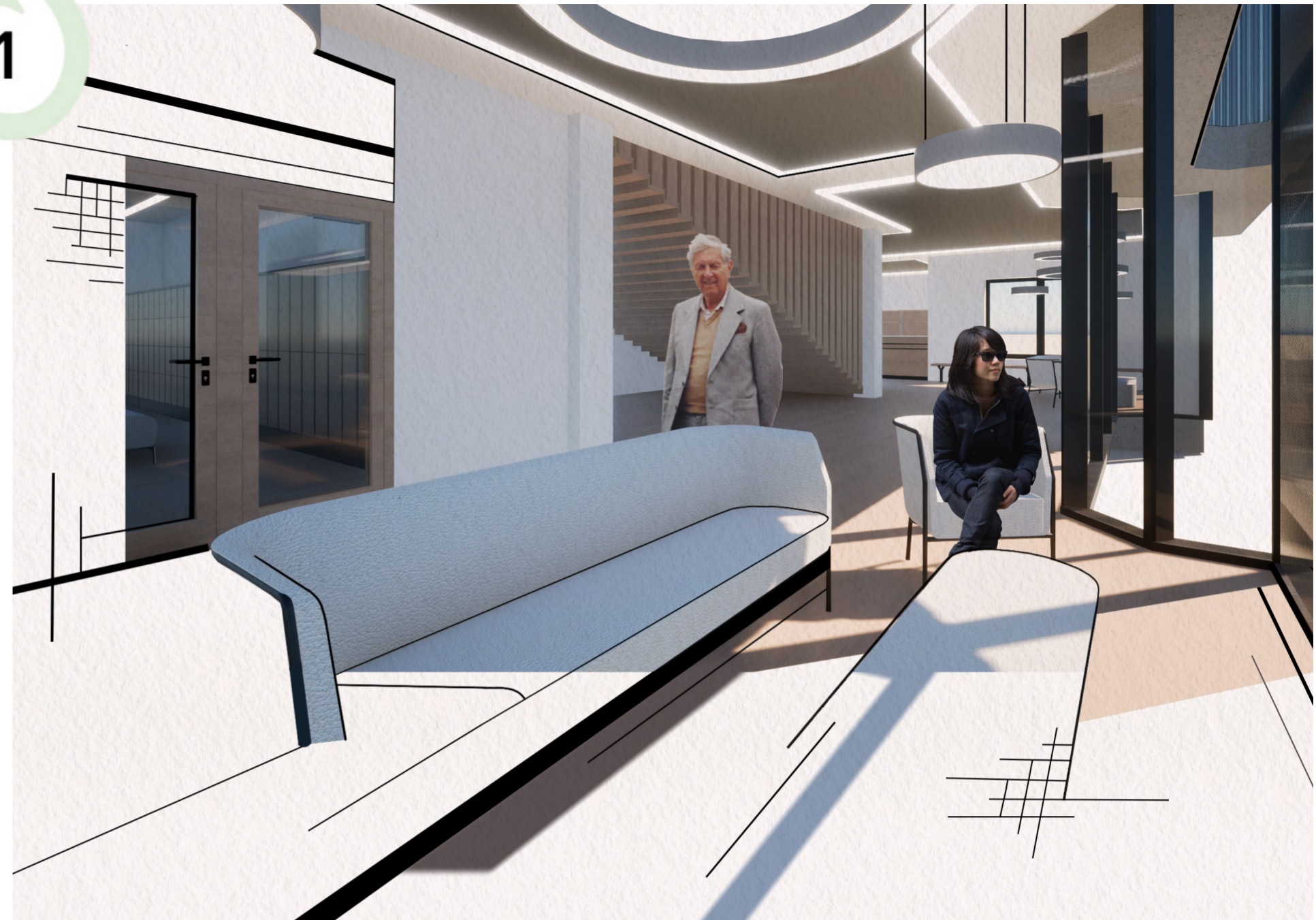


My proposal (The Creator) is a direct response to my research into 'psychogeography' within exhibition spaces, specifically looking into how the integration of this spatial device can elevate an exhibition space/experience, thus targeting the **IE category** of '**rethinking a familiar space with an unfamiliar purpose**'. This **immersive exhibition space** rethinks the existing typology of exhibition spaces as more than a showcase of information, and rather an experiential journey that opens up the potential of the space for the act of creation. This shift in operation of the space, from observation to creation, will be encouraged by the integration of **psychogeographic techniques** ('psychogeography' defined as ones ability to subconsciously drift through a space without a cause or expectation). As uncovered within my dissertation research, psychogeographic techniques enable the user to develop a personally curated narrative, providing each user with a level of personal influence within their journey path, both regarding navigation and creative opportunity. One user may follow the 'main route' up through 'The Creator', with other users choosing to deviate off this main path in the process of 'becoming lost', exploring the navigational freedom this experience offers. Thus presenting a concept that allows the user to experience a '**familiar space, with an unfamiliar and reimaged outcome**'...

ground/
1st floor



1



Reception Area

2



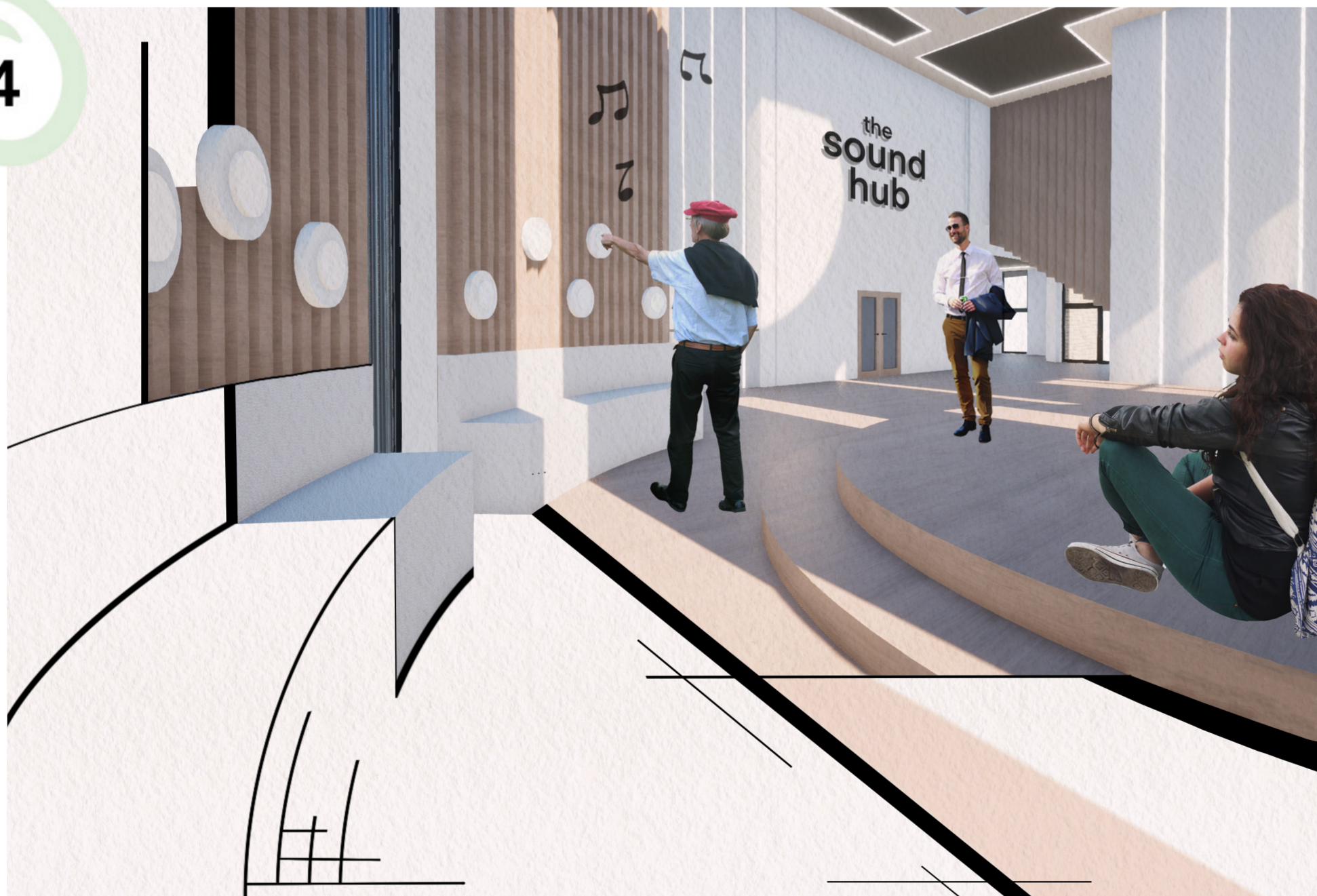
Entry Point to 'The Creator'

3



'Move It' Space

4



Sound Hub

second, third & fourth floor

