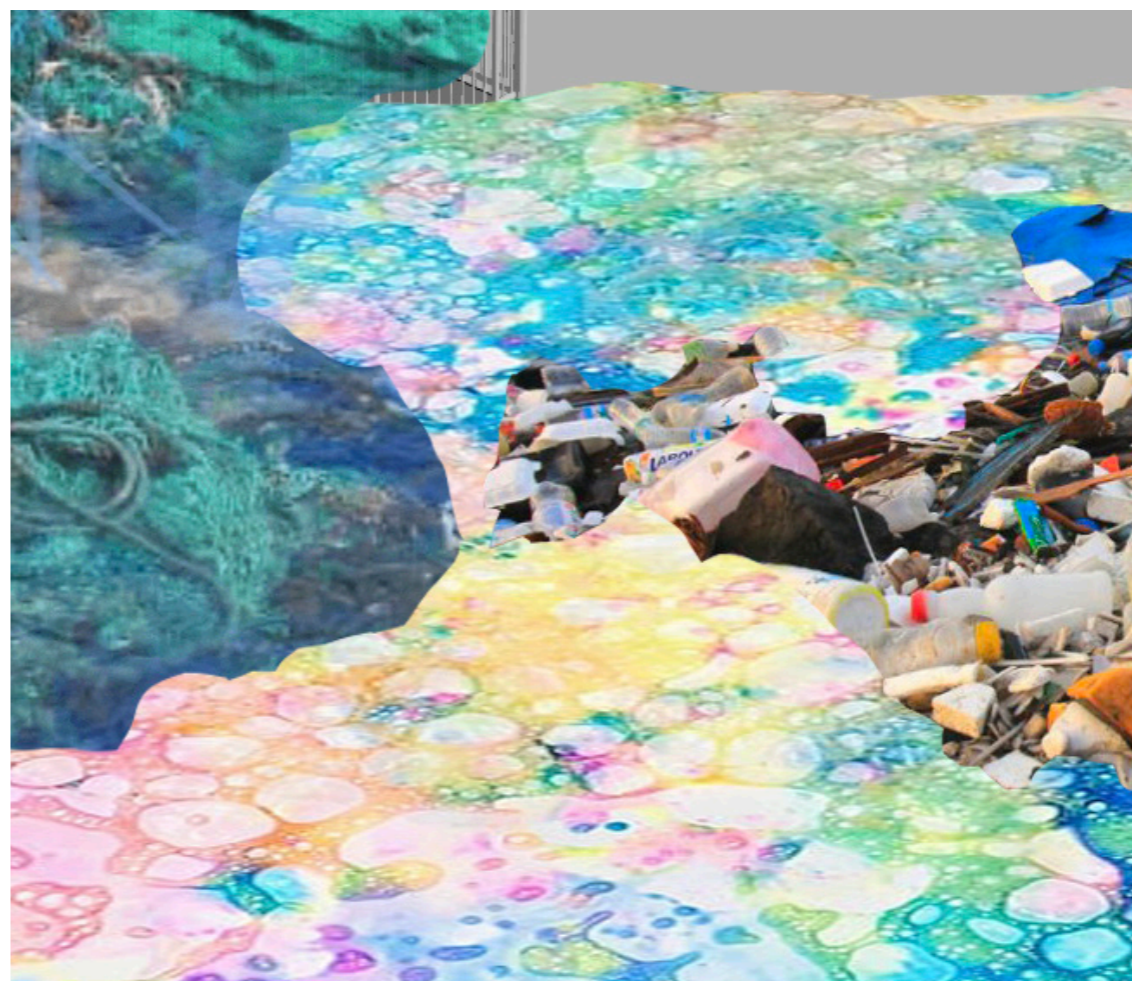
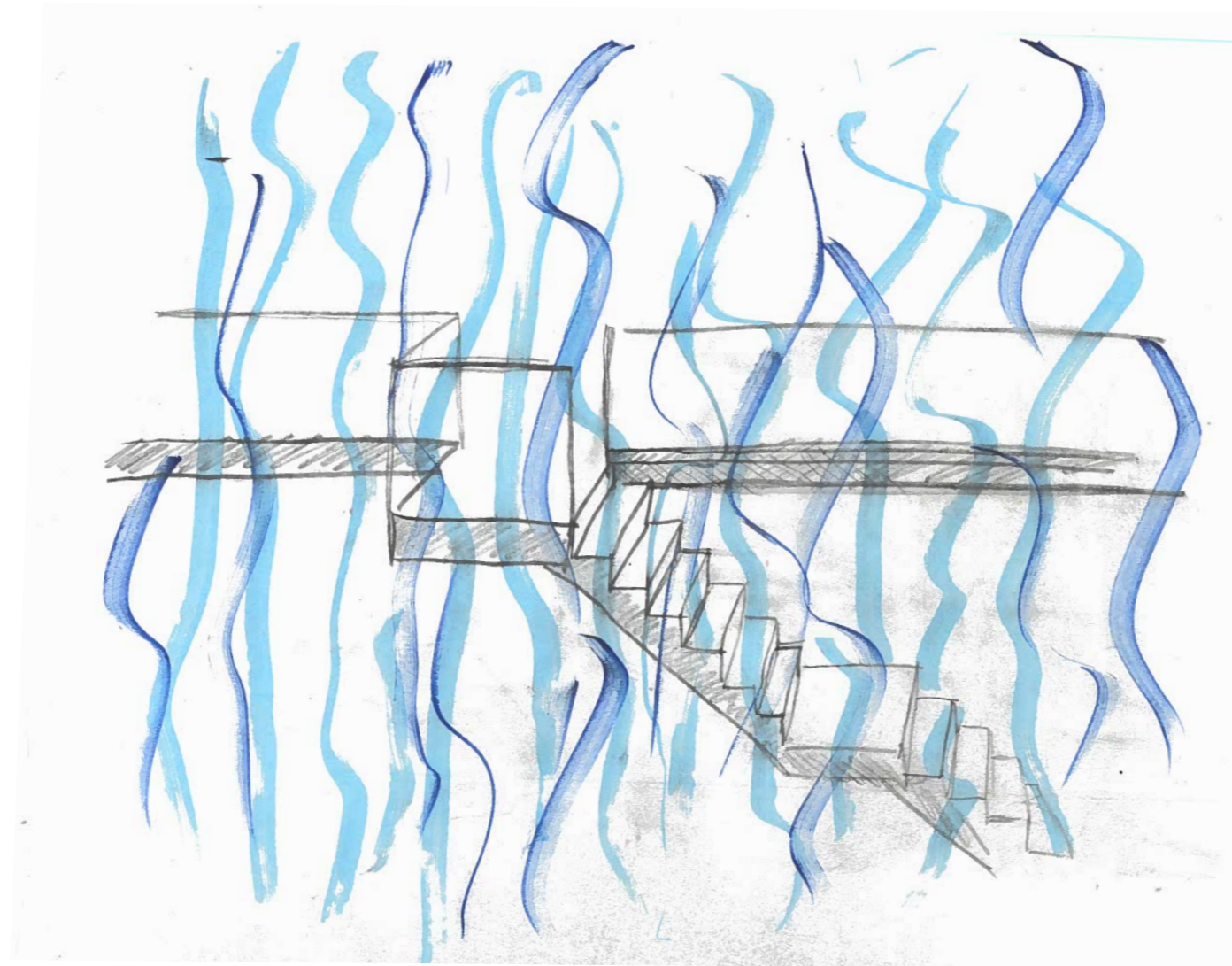


THE WATERFALL



Plastic and Packaging

An invitation to the exhibition Klima2+
A two and a half week course.



My aims



A simplified projected waterfall in one of many polluted areas. The river is filled with trash and plastic waste, the single used plastic is everywhere. I want peoples eyes to be open for this.

Where it started....



Emballasie

digitalmuseum.no

... and first concept notes



- installation about packaging industry
- Plastic is a big part of packaging today
- Artistic approach (like the forest installation)
- Create something toxic, as a comparement with the forest.
- Even though the installation is negative, i want to get something positive thought of it. Not to scare, but to tell the truth.
- water and sea

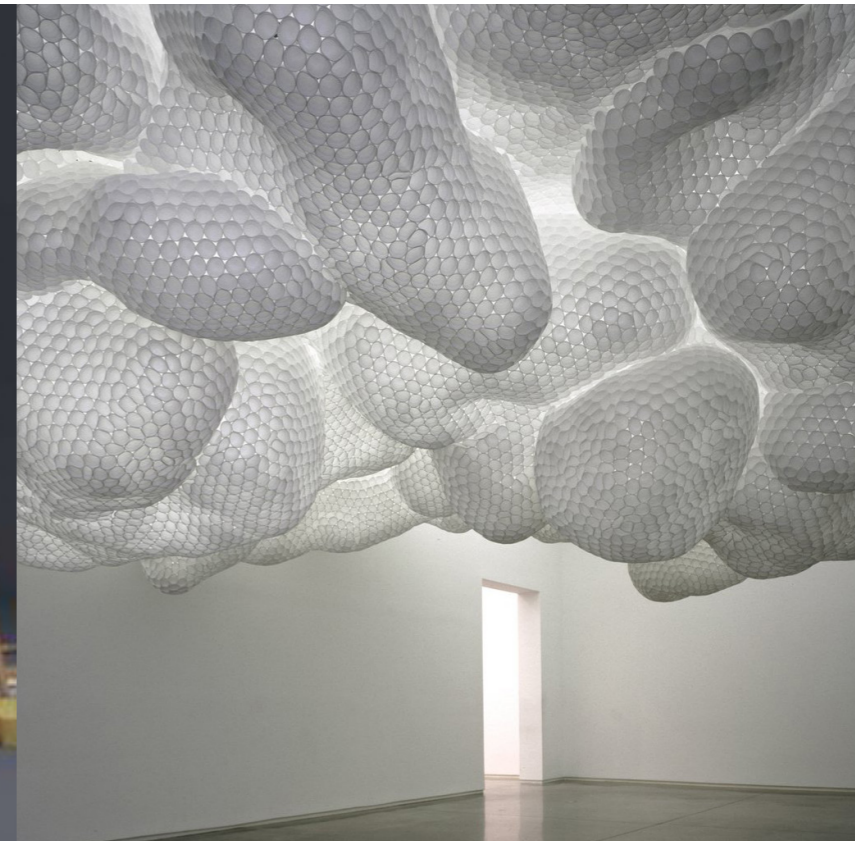
Inspiration



Tomas Saraceno,
Milano



Chris Labrooy



Tara Donovan

The Concept - Map

Where? - In the entrance, by the mezzanine and down to the first floor.

How? - By using a thin screen (organic textile), 7 meter times 3.5 meters, crossing two floors. Projecting a slow but heavy waterfall. A monitor that tell us about the work of decreasing plastic in our oceans. About organisations, about what us as individuals can do, an aquarium of project "ocean cleanup" and how tiny little plastic pieces can be collected, also information of other businesses, and an ipad that can educate with a simple videos how the technical aspect of recycling of plastic works, and the importance of it. There should also be some kind of smaller series of what the consequences will turn out if we don't. etc.

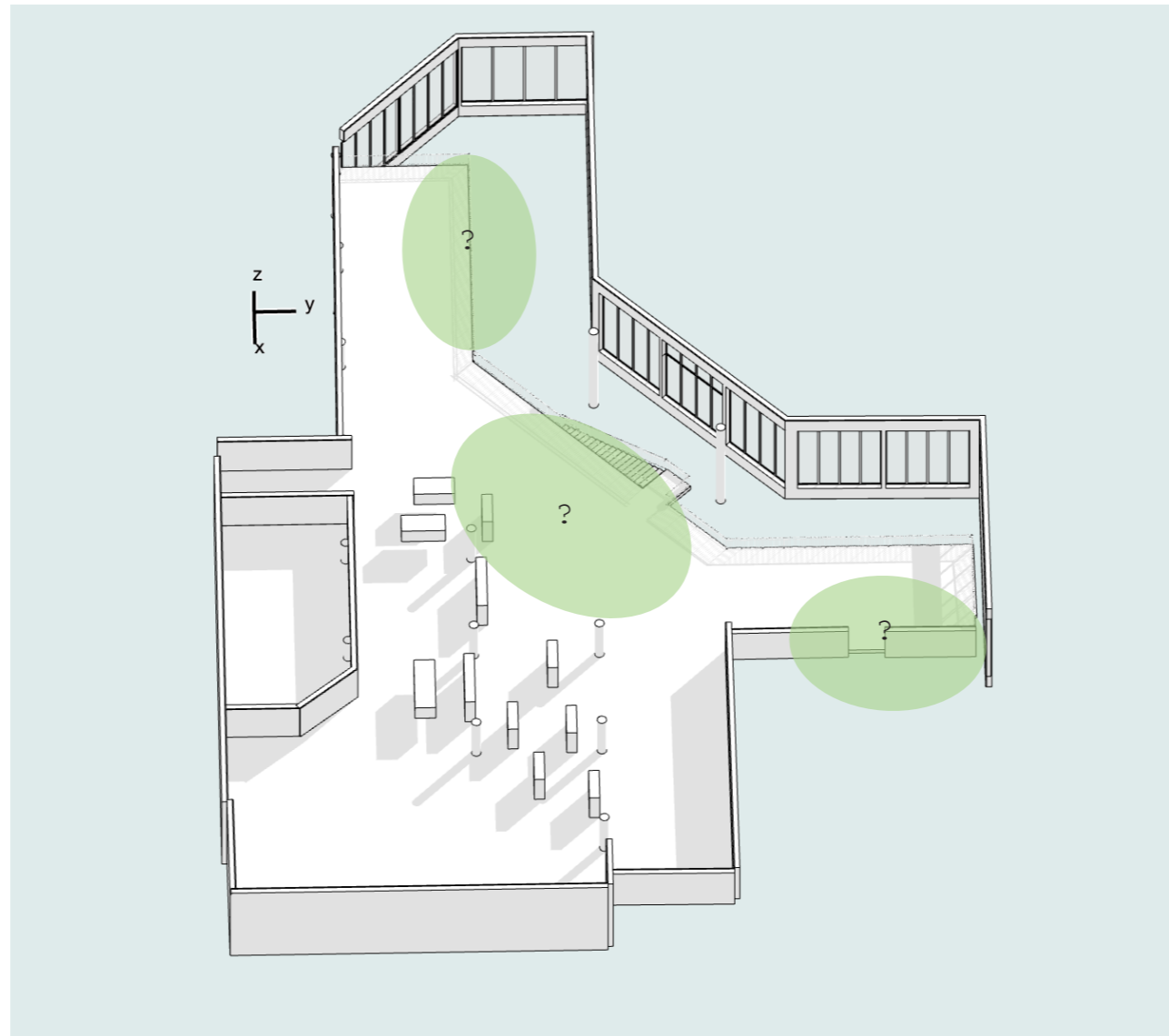
Why? - As a compliment to the sound forest that is already existing. Also make this entrance more interesting. To contribute with the important subject of plastic and the pollution that our "stuff" causes.

What is the intention (content/message)? - The intention is to involve younger and older generation to understand how the packaging and especially plastic are eating us. Many animals die because they believe that plastic is food, and this kills the natural chain. Main focus is the message and produce engaged understanding.

Why is it important or what is the relation to climate? - Plastic pollution and overconsumption. Our society today, both electronics and packaging is related to plastic and the impact on the environmental crisis.

What is the experience intended? - To get the visitors mind in a mood this exhibition is about climate. Also give the information in another way then what we are used to, emotionally and facts. Positivity for the future, it's not too late if we begin more from now on.

Placement --- Where?



Visible from downstairs, make the exhibition conspicuous.
Work with natural light.

Facts about plastic industry

Plastic - a valuable material,

Ellen Mac Arthur foundation , Scientist
- **"In 2050, there will be more plastic than fish in the oceans"**

Globaly. Loss 80-120 billion dollar every year.

Ocean Cleanup - Organisation of engineers collecting particles of plastic.
(other WegWare, Cupclub, Nestlé etc.)

Small changes as indivuals --> big changes in the world

Norway and Scandinavia are some of the top best countries for recycling our plastic and waste.

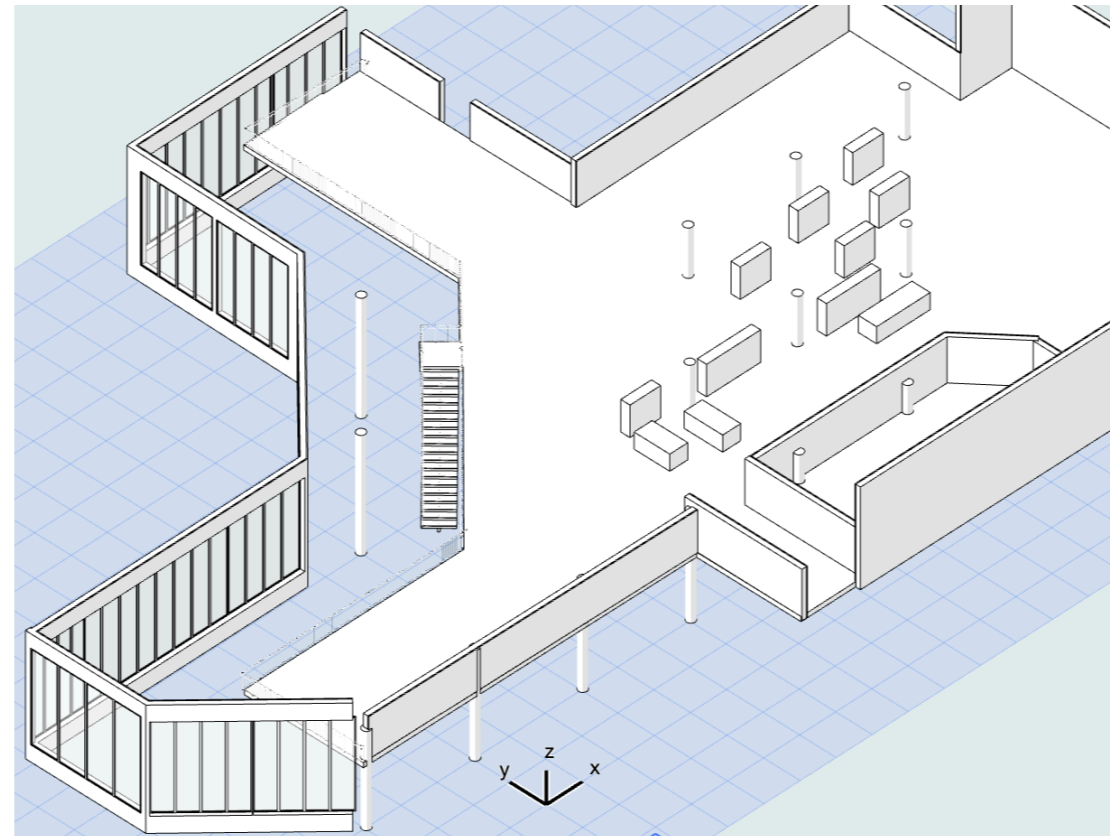
"No good or bad material, only right or wrong packaging."

- Dr Jocelyn Ehert, packaging scientist

The ancient era
-- to contain food in natural materials, handmade baskets of branches, leather and skin bags for liquid, Bronze.
-- First recognition of using paper as a food wrap, dated 1035.
-- The first usage of paper for packaging was sheets of treated mulberry bark.

The modern era
-- Tin plates, rolling metall plates in cylinder shaped boxes. Early 1700. England.
-- Canned boxes, an invention from discovering that food last longer in an air-tight container. 1813 the first commercially produced canned boxes whent out to the british navy.
-- Cartons boxes, pre-cut /pre-fabricated fiberboard boxes. Comercially produced and manufactured the paper bags in bristol and the boxes soon whent popular.

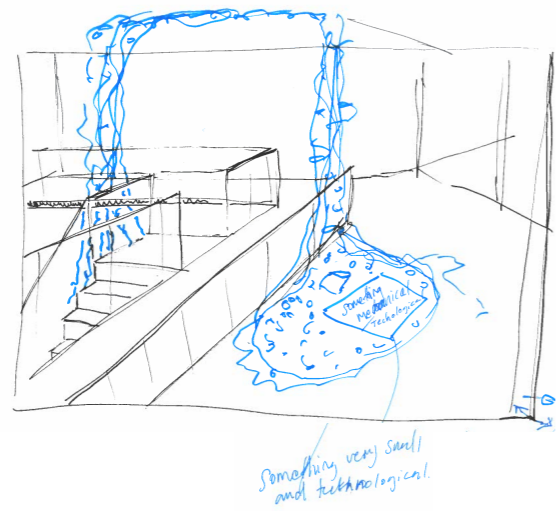
20th century
-- Bakelite, the first plastic produced early in the new mille- nium. Very popular and used as the cap on classbottles, toys and medicin equitment etc. Later on the production and deve- lopment became popular of new plastic materia. Big economy.
-- Cellophane as overwrap, and a carton on top as a second layer. --> Improving incounter of foodsaftey. Aliminiumfolie.
-- 1952 Michigan state University created a new course and a degree of Packaging Engineering was a possibility.



While I had a hard time of making up an good idea, I fo-
cused and learned Archicad a little better.

Process of ideas

What should it communicate?
How do I want to communicate my concept?



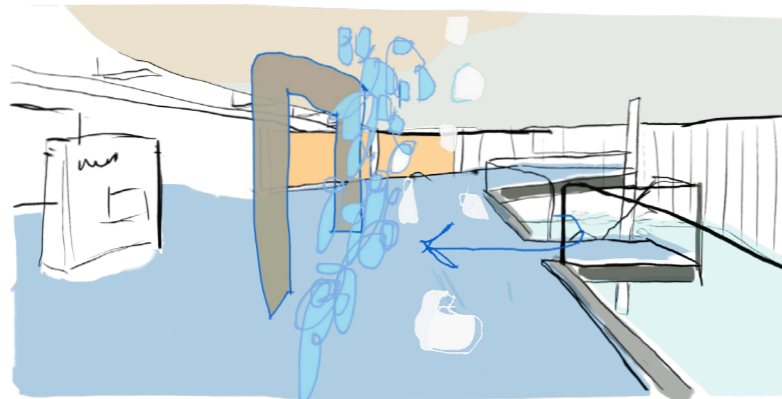
First sketch



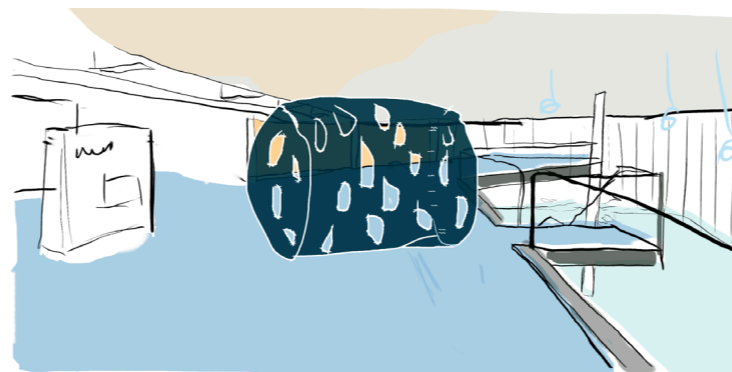
Packaging of Layers and waste of space.



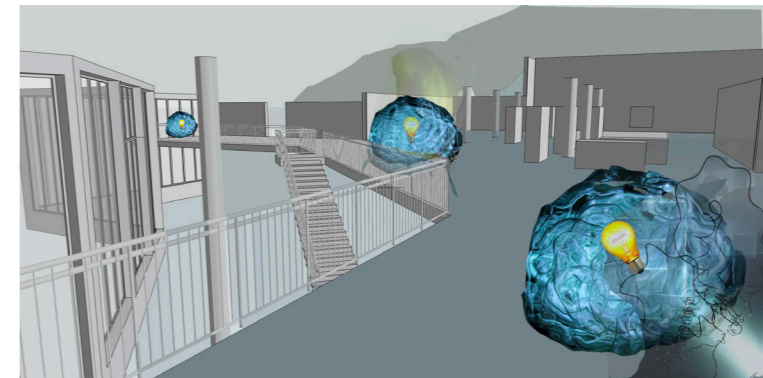
We are the starting point for mechanical and consumption society.



Go through the standard packaging. An interactive experience.

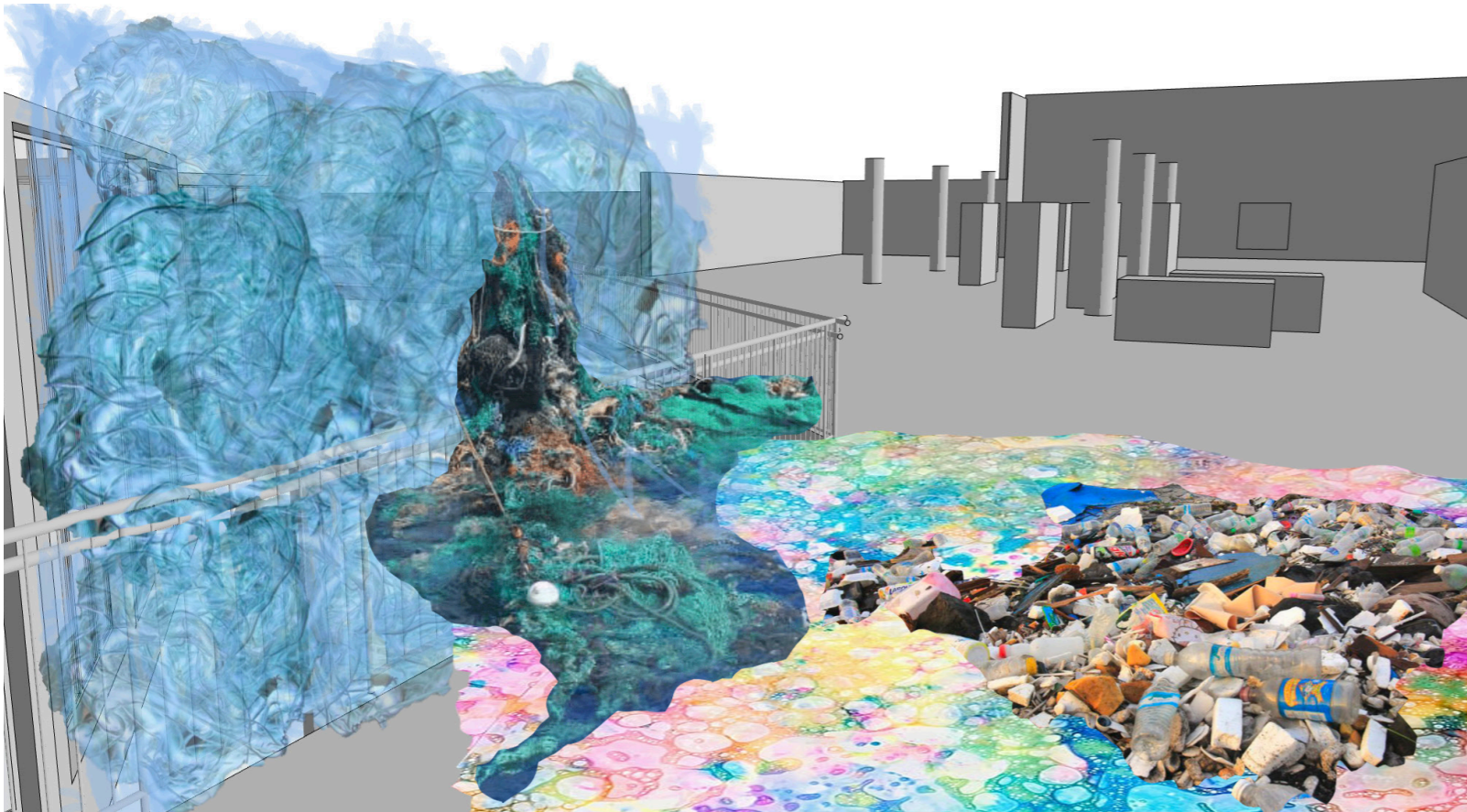


Go through a drum that sort out the type plastic on the recycling station. A positive approach. Also nice, because of the technical aspect.

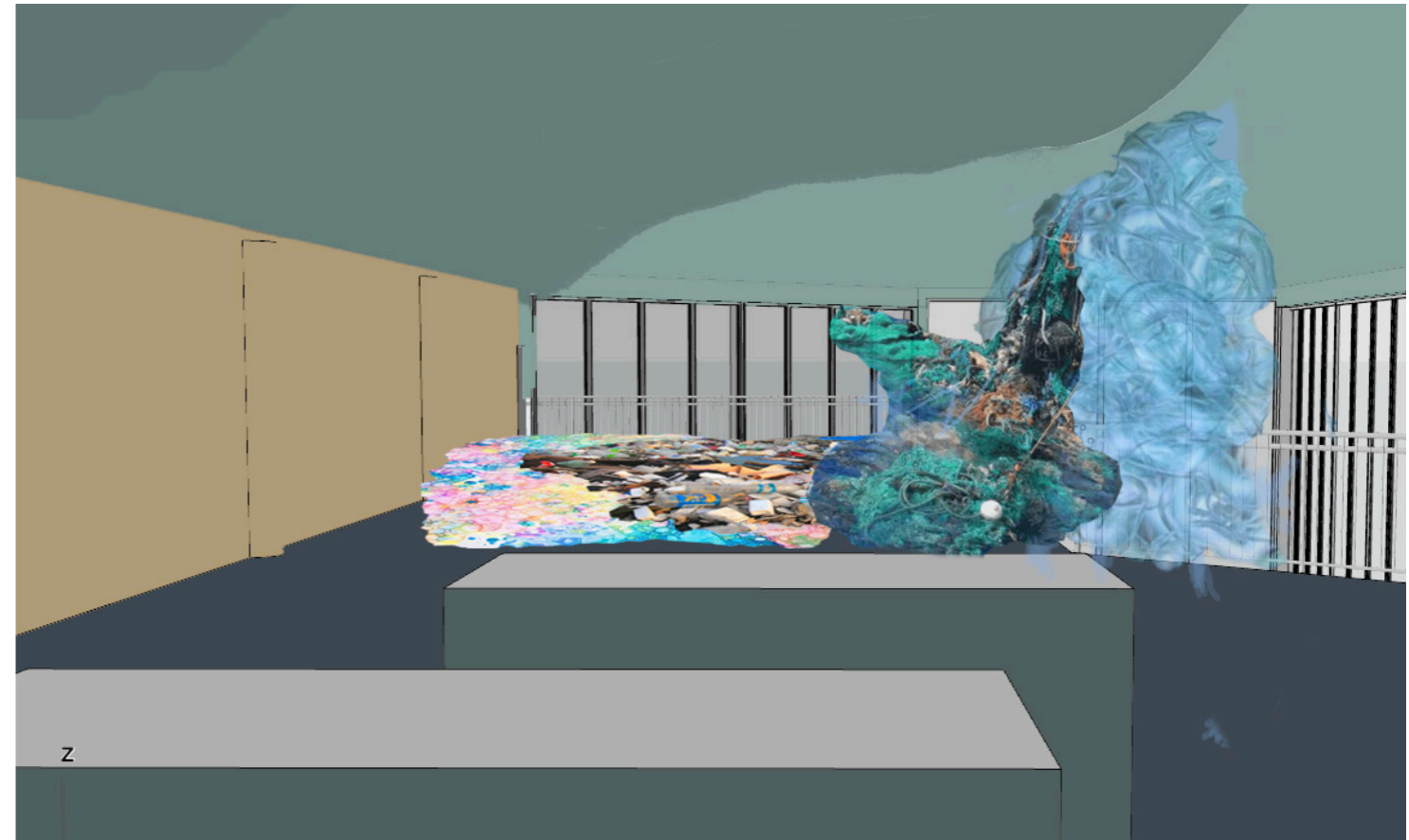


A lightbulb, wrapped in plastic. the lamp could be symbolising a kind of toxic and that it is man made by us humans. A kind of footprint we leave behind. Package of the most important.

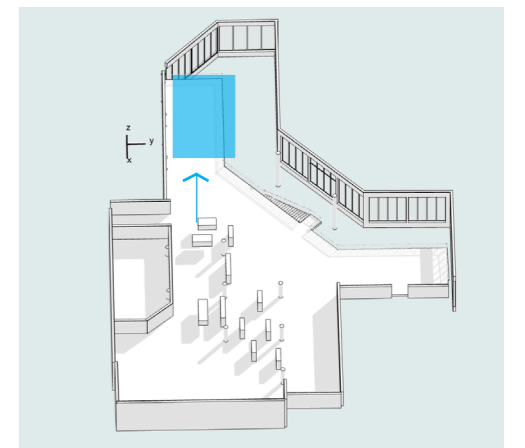
What I briefly showed on the presentation as my "final" idea. By this stage, I was clearly not done with thinking through my concept and now I consider this to be a mid project session. This is a concept visualisation. I struggled with the best way to communicate my message.



The Waterfall - comment to the waste of plastic that is found in the sea. Devastating sight.

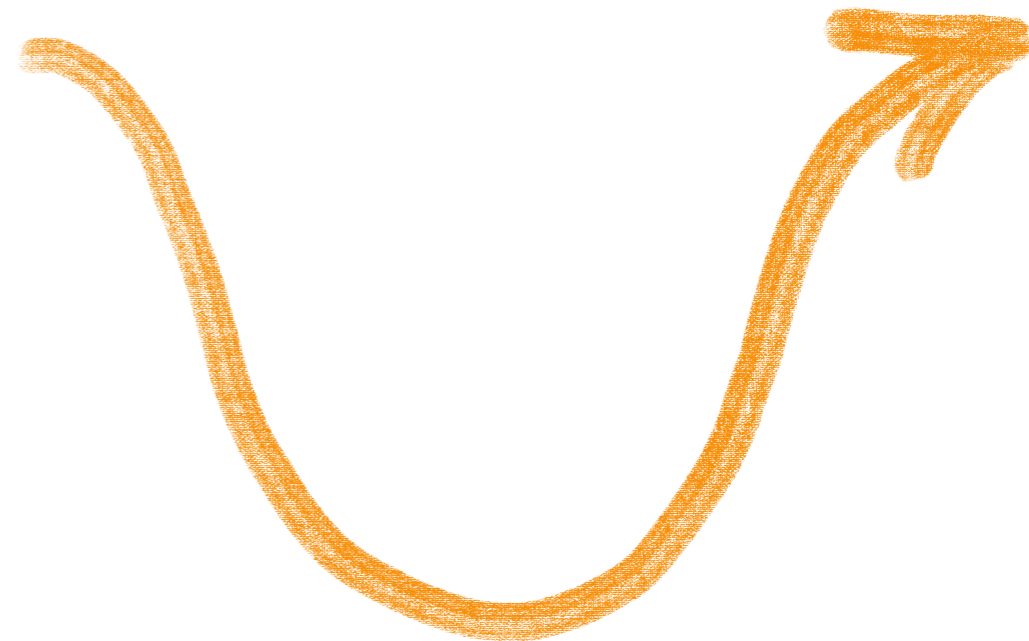


The waterfall from the other perspective



Continuation of project design

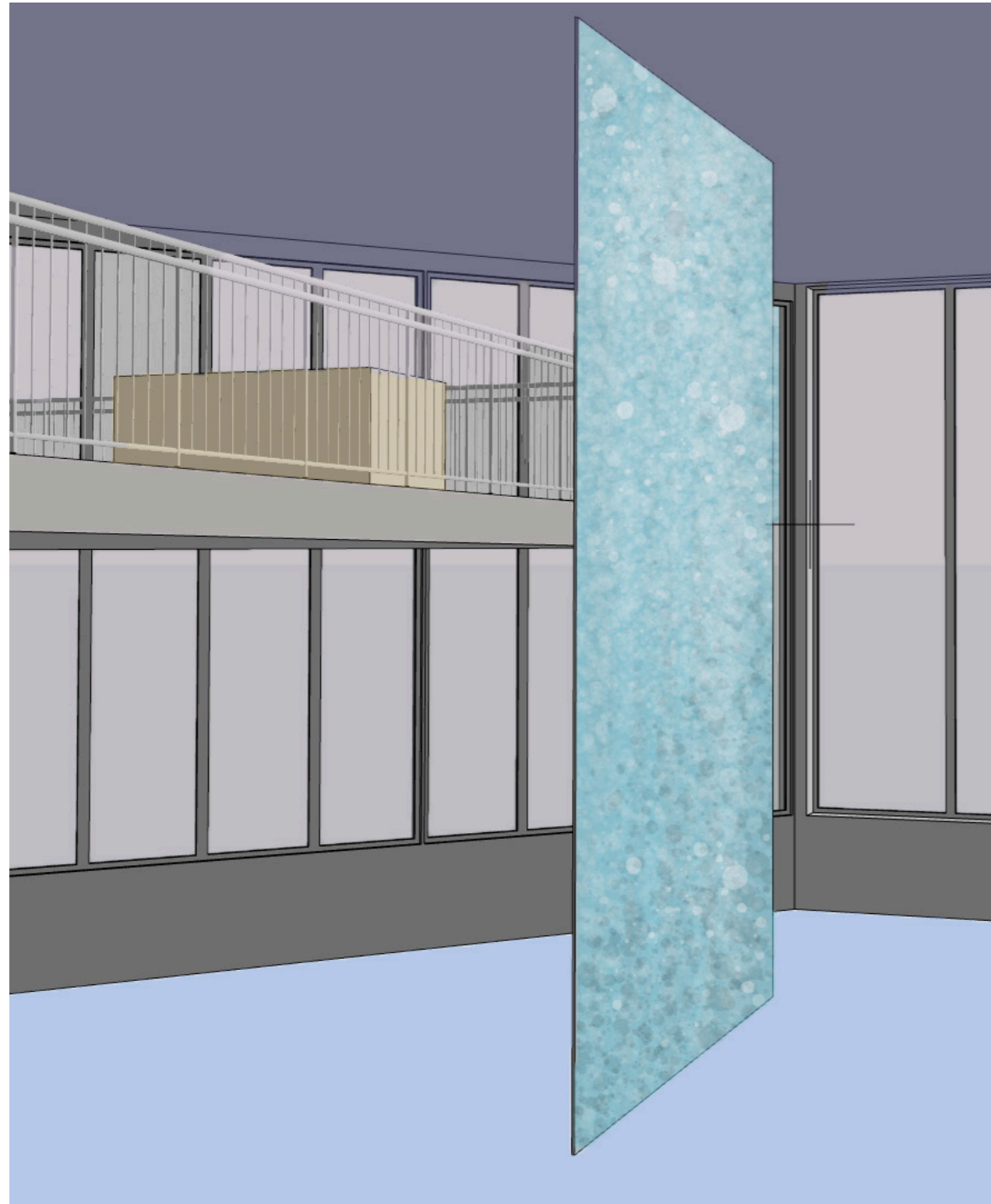
- --- Simplify -- Use of projection -
-- > Complement the sound forrest better
- -- There are already a lot of objects in the exhibition and my first approach would not fit in with the general requirement of museums. See the hole perspective of the exhibition.
- -- We don't want to contribute to the plastic industry, but rather provoke.
- ---> New idea.
Rather than using objects laying around. Put different plastic pieces (found in the river) in monters for education and work with video projection instead. The canvas should still hang down the mezzanine. And have a thin layer, almost see through.



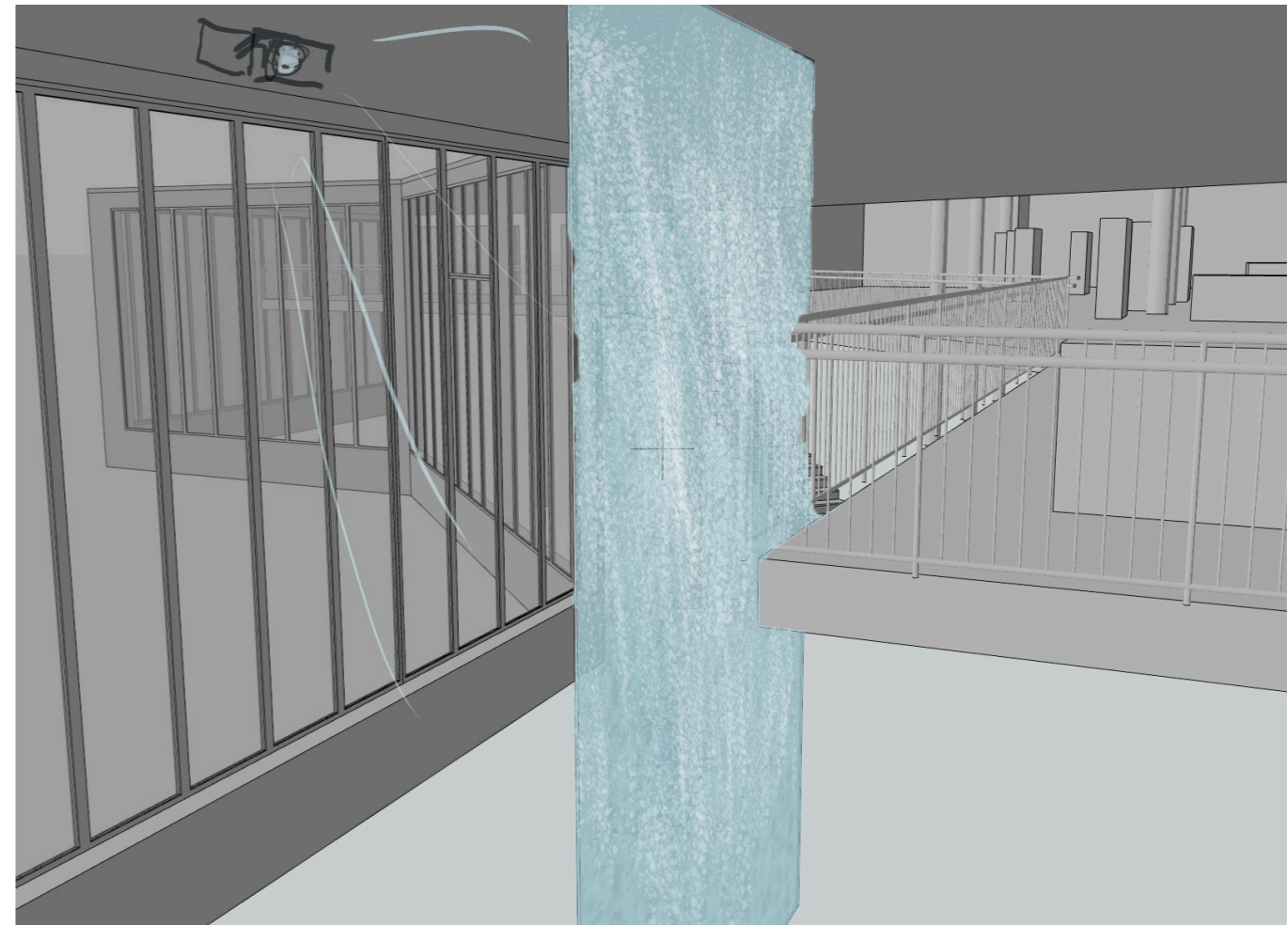
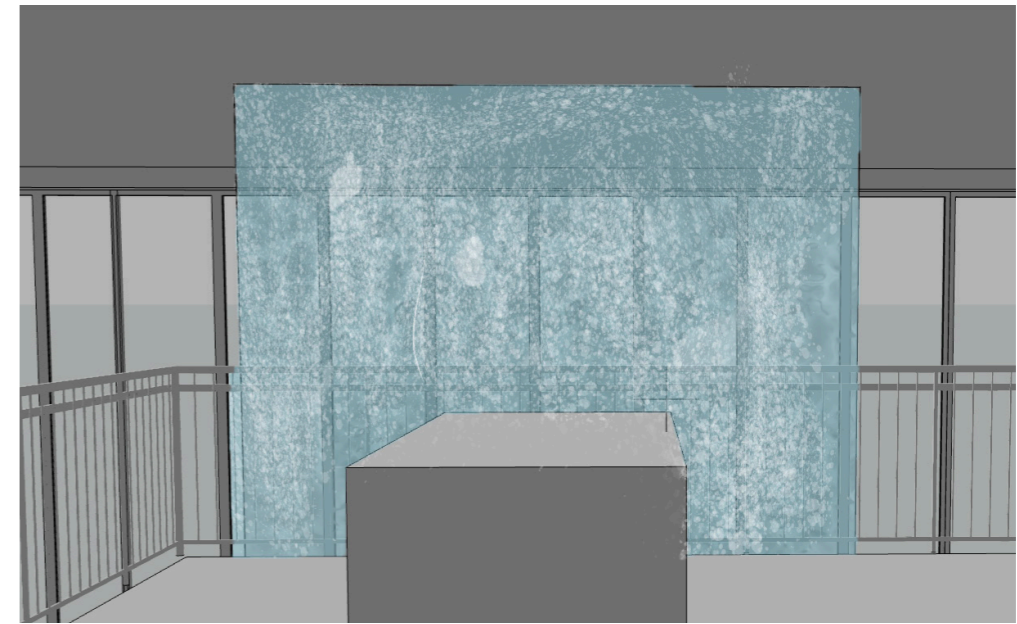
The Screen of a waterfall

A exemple of waterfall that could be projected in a loop. the one that is nearby is the best, to connect the area and exhibiton.

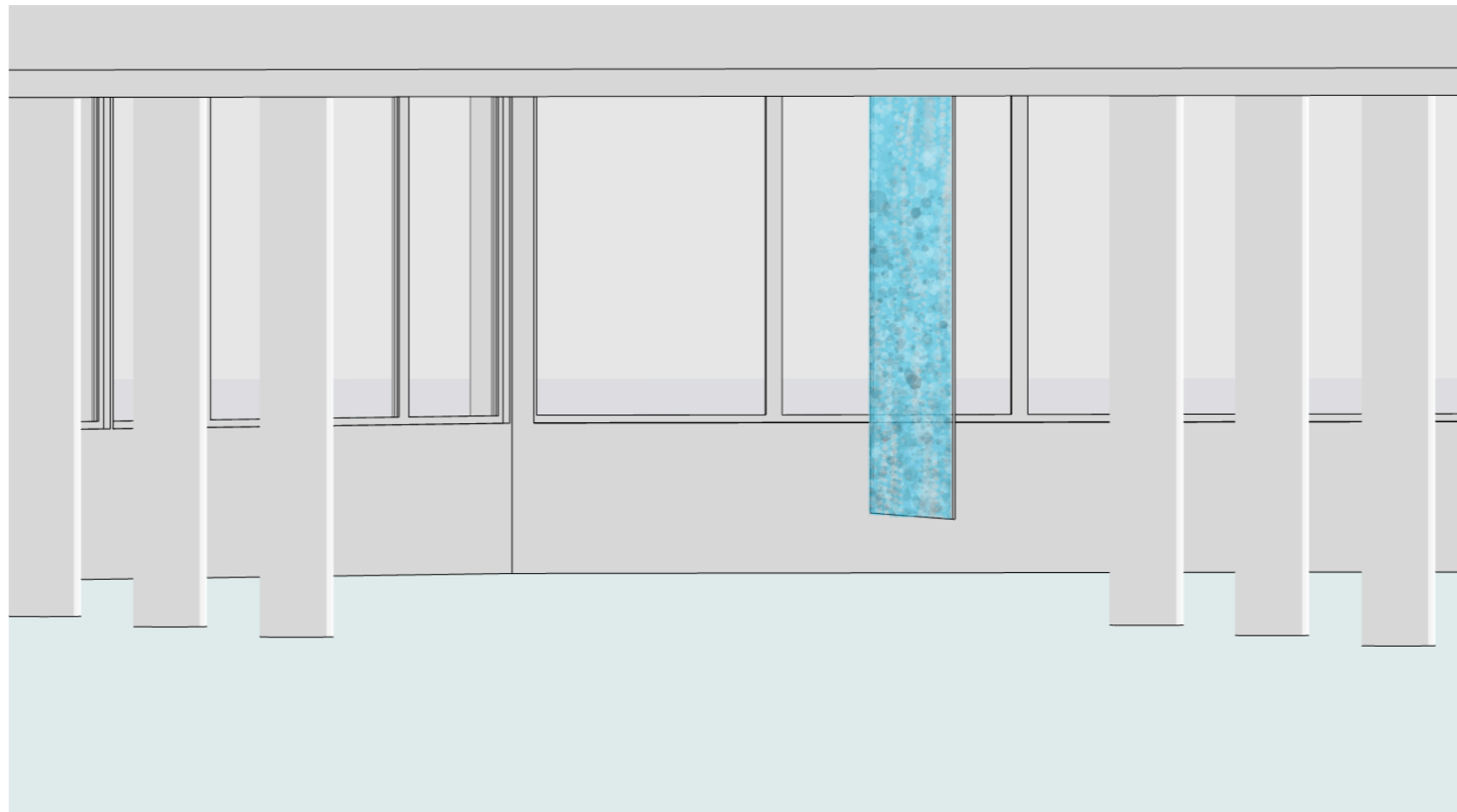
<https://www.youtube.com/watch?v=zmG8JYiYvgg>



A thin textile/projector screen. see-through.
-- 3,5 meter wide and 6,4 meter in hight. placed
one meter from the mezzanine.



Everything is connected with water. The water fall reflects to the river nearby the museum.
The projector could be placed here to get an overall projection of the fabric.



The waterfall should feel real and present, and should be rather inzoomed and close. Maybe in slow-motion in som sequences.

The Monter - the plastic in our ocean

Top view

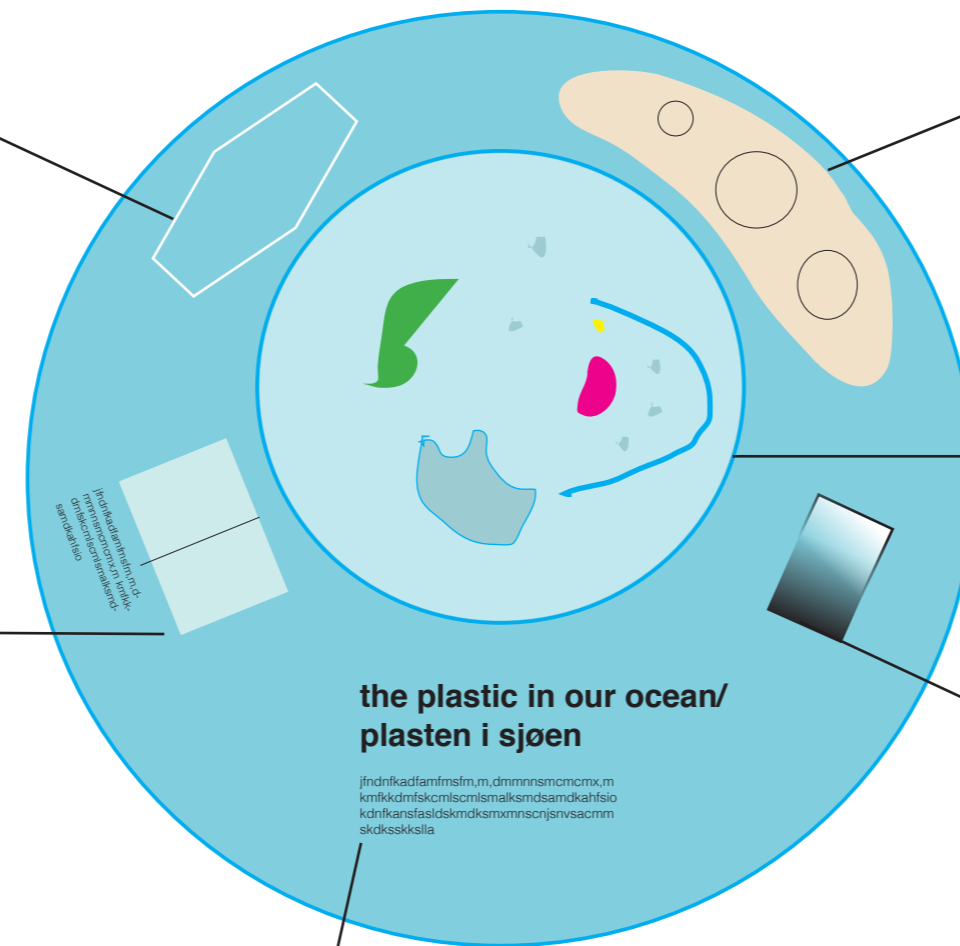
Section about the engineering organisation "Ocean Cleanup" and other organisations. Example OceanBottle, a bottle with sustainable design (designed by norwegian, K8) and organized to make a better plastic economy - wordwild.

Space for understanding what us individuals can do. Example of the recycling industries in norway work. A storytelling mineature model of the way the plastic travel, and turn into something new. Simple explanation.of the system in norway.

Zooming glass and regular monter on micro plastic.
+ Text about it.

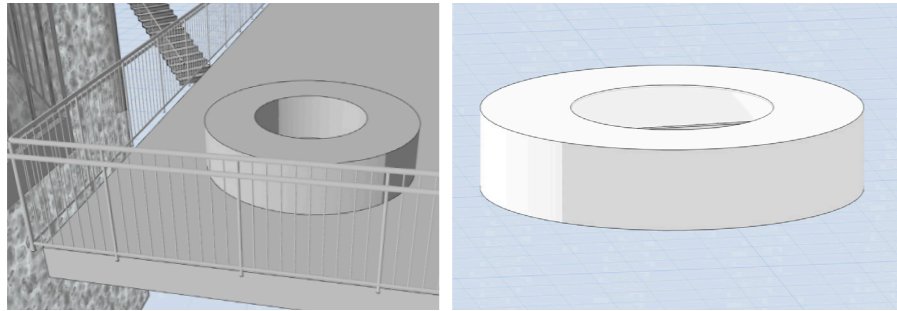
Aquarium of floating plastic and a smaller model of the anchor "Ocean Cleanup"

Ipad that loops different videos. Information about plastic and the waste. I have some videos that could fit in. *

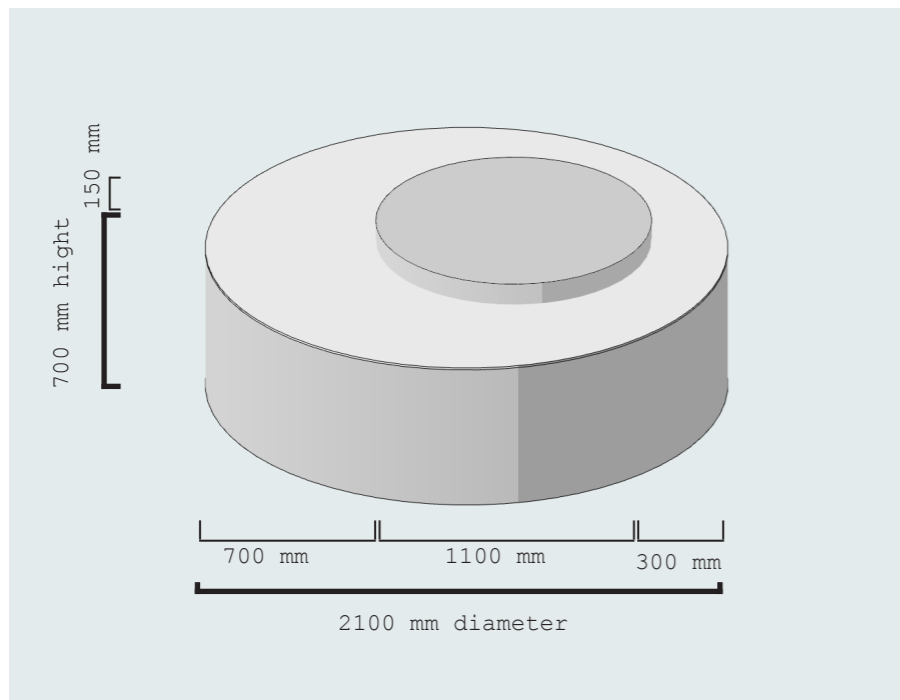
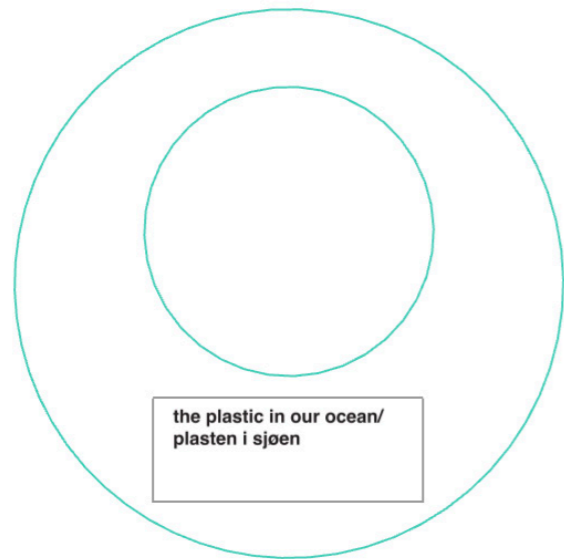


Text about the message of this monter and the problems that already exist. The connection between plastic and the water, how it gather along rivers with waterfall. Information about the model of "Ocean Cleanup"

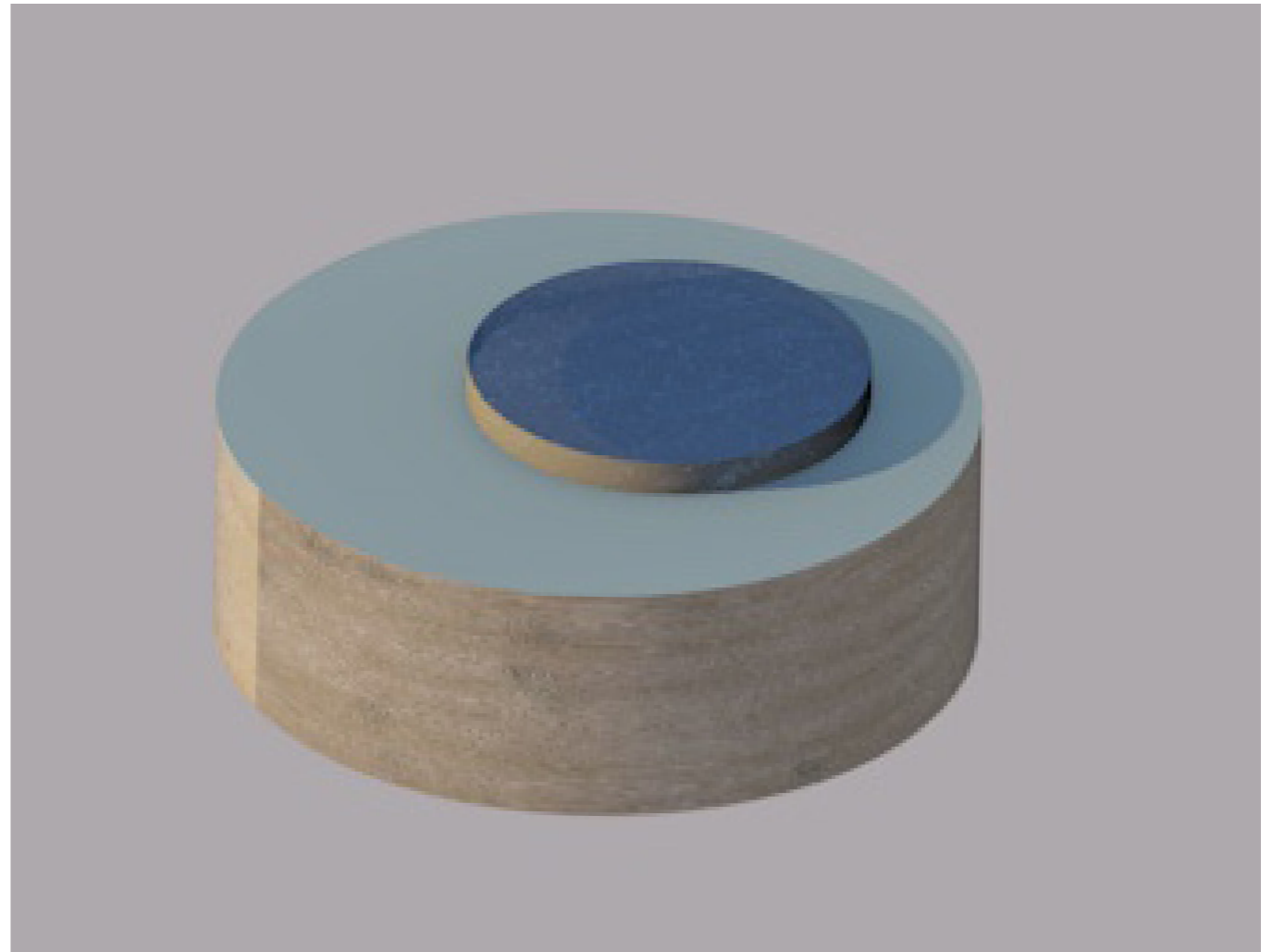
- * Example videos
- the waterbottles life
https://www.youtube.com/watch?v=_6x1NyWPpB8
 - Kurtezagt
Plastic Pollution: How Humans are Turning the World into Plastic,
<https://www.youtube.com/watch?v=RS7IzU2VJIQ>
 - Ocean bottle
<https://vimeo.com/427007483>
 - terracotta fountain by bottles
<https://www.youtube.com/watch?v=FvekygGZxzw>



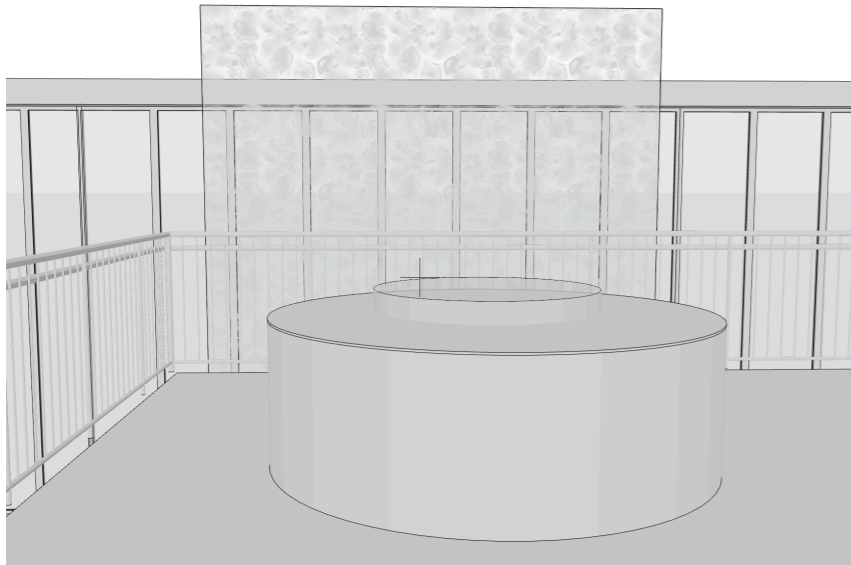
First sketches of rounded monter.



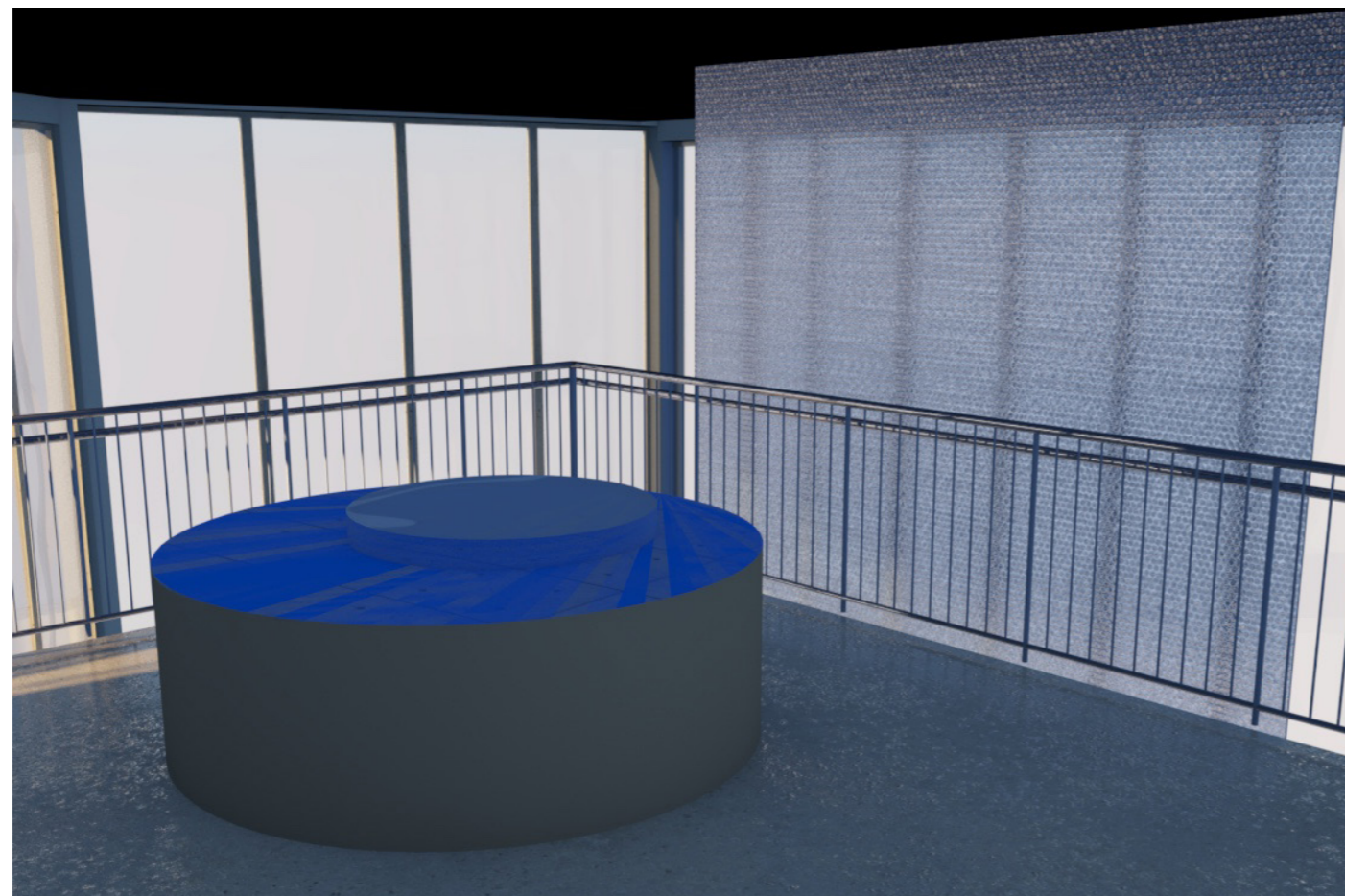
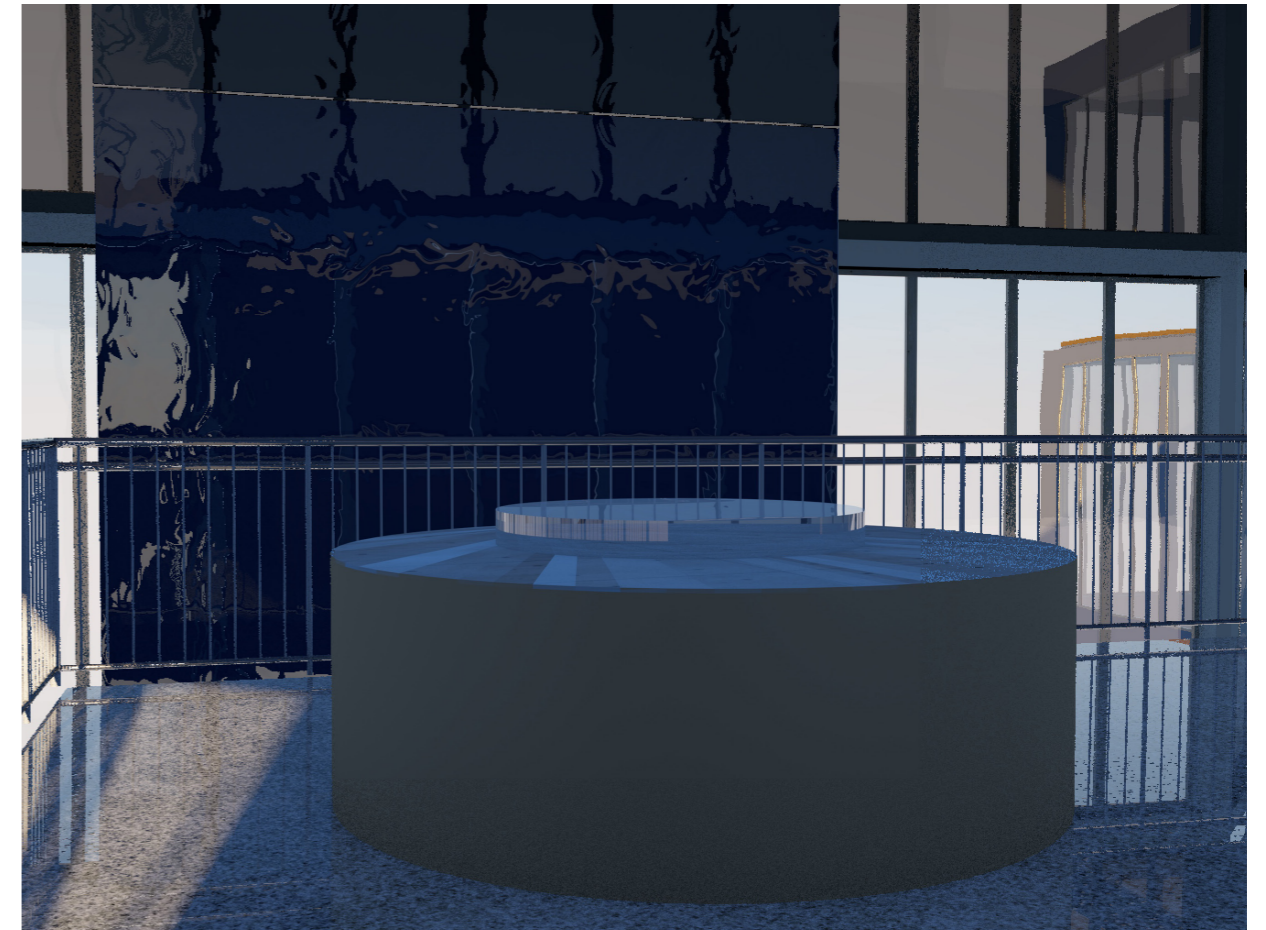
Specifications



I chose the round shape, to get a balance. When I tried a rectangular form (the same measurements like the rest of the exhibition), it felt naked and a not so much inspiring for this part of the room. To create a dis-symetri I put the aquarium in a non central position. Plus extra space for the first text, as you might see. The materials should melt in with the other birch material and monter, even though it has a rounded shape. And a blue top colour. The aquarium should be closed and in glass/plexi.



Screenshot of the monter and the screen together.



Experimentations with renderings and materials. I tried the look of having bubblewrap instead of a textile screen. Also different colours on the top bench, but I'm not sure what I think of the renders.

Reflection

During this project, I had a hard time to understand the sight (since we weren't able to see it in person). We did not really get any good pictures of the areas that were not filled with exhibition material. I had a nice time, trying to come up with an concept, idea/specualtion. But felt that I stumbled with taking the actual decision in the design. And therefor I procrastinated with making a model in archicad, and that is my first model in archicad ever and I'm a little proud of it. I know my priorities were not with me in this project, also of other projects - as my bachelor project and deadlines for applications of masterstudies last friday. This week I took the design work in hand after the presentations, I got some constructive critique for not having a good presentation and that my work was difficult to evaluate because I spoke poorley about it. I agreed with this and the reason was because of my struggle to reach the goals for this assignment. Now when I have been able to relax and understanding the task better, I had fun with it.

I hope the work I have done the past days are fulfilling.