

Storytelling in other Realities

Gagarin - experience design studio

Lemke Meijer - Concept & Interaction Designer

About Gagarin

At Gagarin we believe in the power of storytelling to inspire audiences through learning and playing.

We believe that exhibitions should be vibrant, uplifting and entertaining places for everyone.

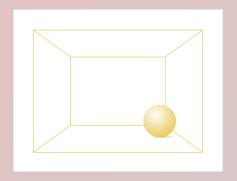
We believe in actively engaging audiences in participation, both in terms of single-user and multi-user experiences.

We believe that our work should enable people to experience stories vividly, to understand interesting content and to enable their discoveries to be shared with others.



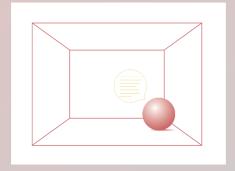
The Realities

VR, AR, XR



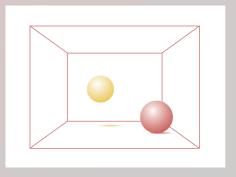
VR

Virtual environment Virtual objects



AF

Real environment Virtual objects



XR (MR)

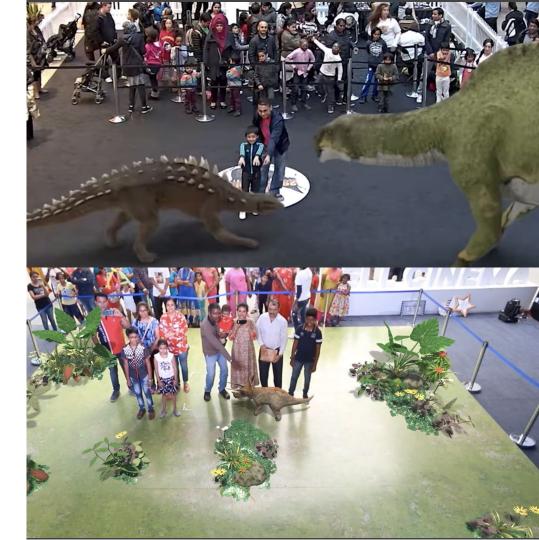
Virtual objects in perspective

The Realities

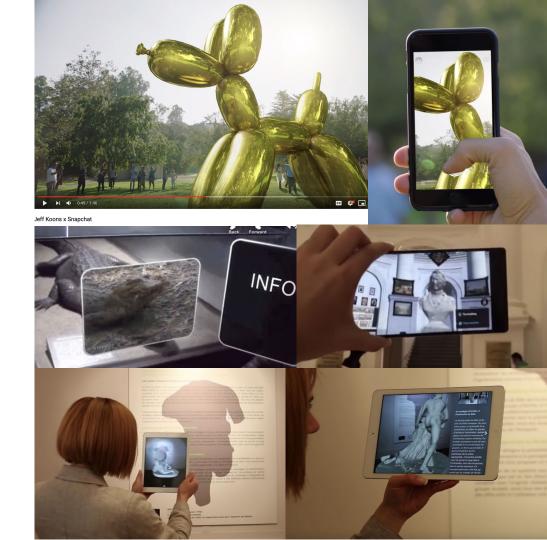
Tools



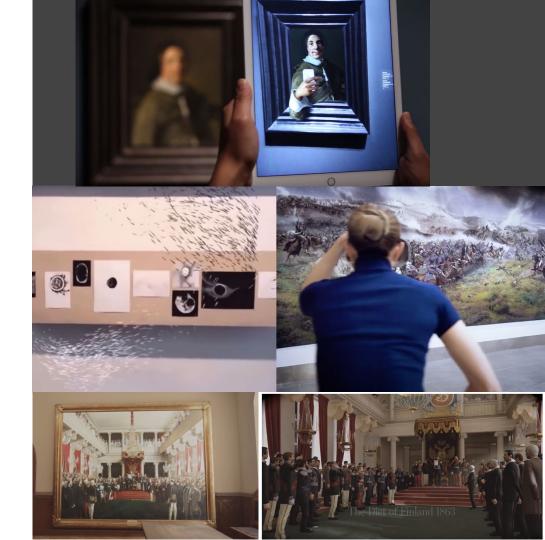
Selfies / mirror



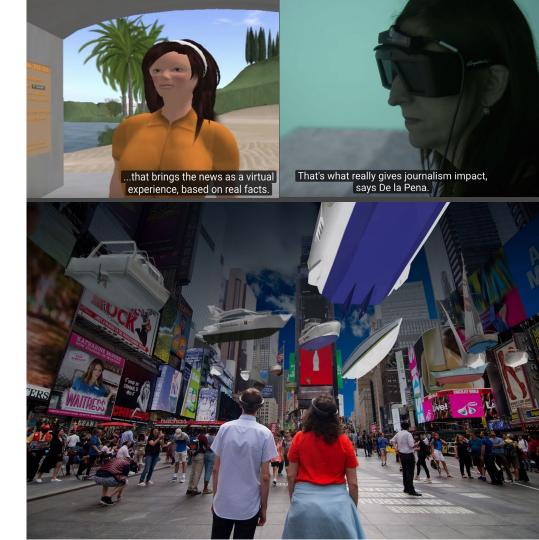
Selfies / mirrorAdding objects



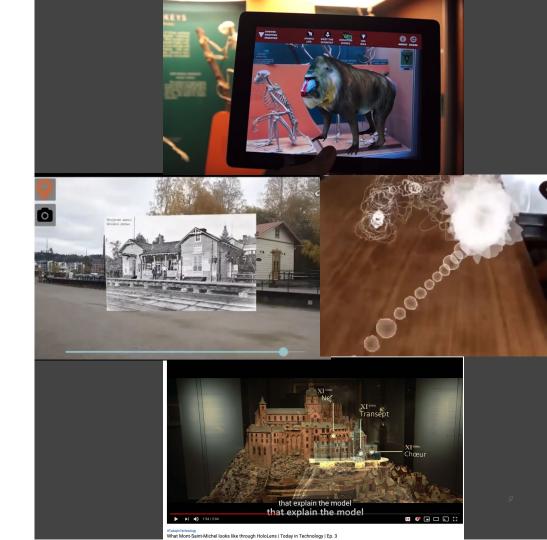
Selfies / mirrorAdding objectsBring to life



Selfies / mirror
 Adding objects
 Bring to life
 Stories



Selfies / mirror
 Adding objects
 Bring to life
 Stories
 Show unseeable



Yay & nay

We didn't like...

Unrelated to environment
 Not adding to a story
 Move attention away from where you are
 Add unrelated objects

Virtual objects better in reality

We did like ...

- Make it part of what's there
- Connect to 'here'
- Reveal unseeable
- Bring (to) life







Aðalstræti 10

Reykjavik in 1906

where?

Museum with a model of downtown Reykjavik in 1906

content

Life at the time



Aðalstræti 10

Reykjavik in 1906

thoughts

What if you stood here?
What would they talk about?
How did they look?

concept

'Eavesdropping' into 1906













ASTRID

Climate Change Education

where?

Schools, classrooms, gyms, conference halls, etc.

content

Climate Change action



ASTRID

Climate Change Education

Thoughts

What is a tonne of CO₂?

How are we doing?

What can we do?

concept

Empowering youth to debate and make collective decisions















Natural History Museum Oslo

Earth's Systems

where?

1.5m globes in Natural History Museum with large windows and natural light

content

Dynamic systems from earth



Natural History Museum Oslo

Earth's Systems

thoughts

How to visualise the unseeable dynamic systems that make earth the way she is? And makes us able to live here?

concept

Bring earth's systems to life









Hofsstaðir

Early viking longhouse

where?

Outdoors, in an urban environment (with 6)

content

What life would be like



Hofsstaðir

Early viking longhouse

thoughts

Who lived here?

What could have been their day to day activities?

concept

Travel to viking times at Hofsstaðir





















Þingvellir

What happened in the park

where?

Outdoors, in an rural environment (no *5*)

content

How events happened



Þingvellir

What happened in the park

thoughts

What could it have looked like when they gathered here every year?

concept

Travel to the Alþing





X

EN

The Camp

'Let's go to Gunnar's booth and pay out the money', said Höskuldur.



Start Experience

Map

Tutorial

?

How to pick and choose

```
Indoors - Outdoors
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Existing object - No object

Relevant environment - Irrelevant environment

Binoculars / goggles - Phone

Short time - Longer time

How to pick and choose

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Thanks for joining!

Lemke Meijer

www.gagarin.is @gagarininteractive