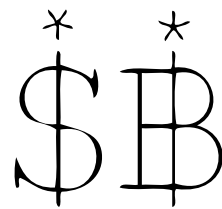


ESSAY ABOUT
SIBI A A WORKSHOW II



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USER & SOCIAL INNOVATION
PROFESSOR REBECCA PERA

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SIBI'S INSTRUCTIONS:

*(M) you have to shoot a photo in **black and white**.
it has to be shot in an open space and measure 20x25cm.*

*(A) your work has to be about **names** and about **strength**.*

*(T) the title of the work has to feature **simple present verbs**.*

INTRODUCTION

We started the process understanding Sibi rules' limits and, at the same time, their potentials.

This kind of creative game made us feel free and far from our usual methodological problem solving approach adopted during a designing session.

This because the tasks of this kind of project didn't contain just one unique perfect solution.

WHO WE ARE

Each one of us, tried to apply Sibi's rules at own cultural background in order to find the best way to represent them with maximum communicative strength. We analyzed and compared our personal experiences trying to find touch points in cultural, historical, geographical aspects and also common elements regarding our personal and current experiences.

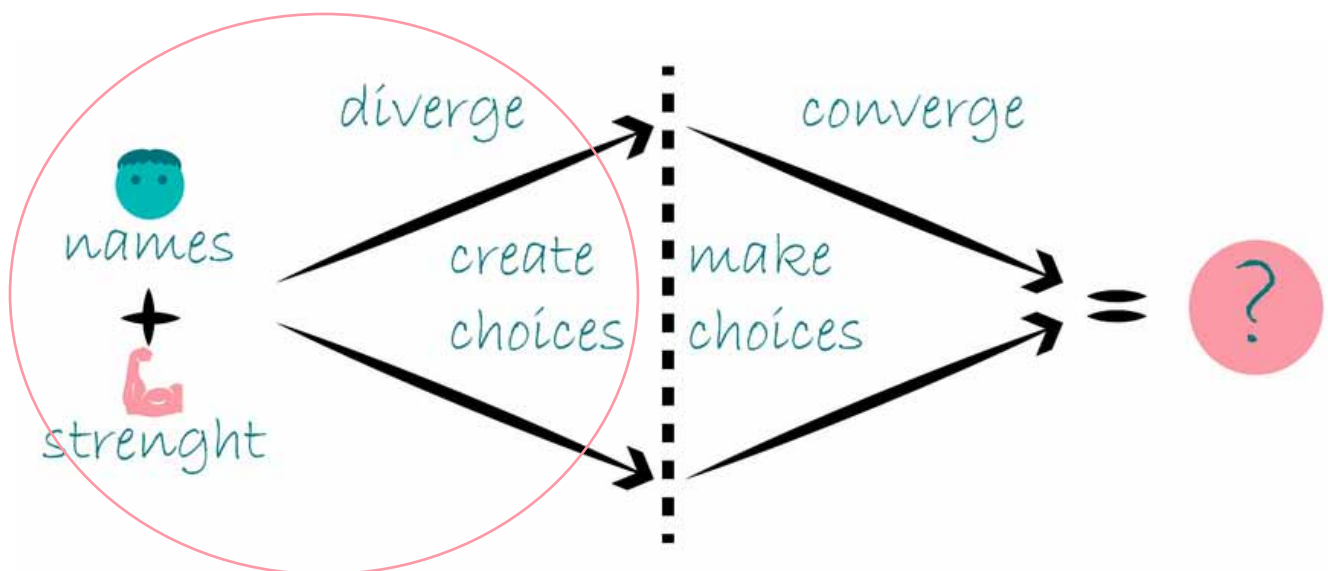
We analyzed also our differences in cultural field, looking for the them potentialities. After that we started to play at Sibi's game, using our cultural touch points in order to find several ideas which can answer correctly at the Sibi's rules.

At the end of this first step, we chose some key points discovered, in order to create a strong project's communication that can belong to common international background.

DIVERGENCE THIKNING PROCESS

When you start a process like this, you have to decide to brake your normal behavior on the field of design thinking: you have to forgot all normal limits, which usually you have to consider in your projects.

We discovered the importance to feel free listening our rational part and the unconscious massages or feelings that come from our sensibility. Thanks to this awareness we started to go deep in the "divergence phase" of our design process, creating choices and solutions.

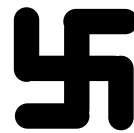


intuition, the idea was the "Hollywood" sign placed on the Hollywood hill: is a strong structure, it represents a name and is situated in an open space. But we asked ourself: are these enough strong motivations to use it as a solution of our Sibi project?

We supposed that was not. And we continued our creative process searching better options. We were looking for other way to interpret "strength" and "names" beyond the direct definition, like the litteral one.

We searched which person or event can be define as a part of the world's history becoming an icon of a particular historical period.

Without forgetting our common cultural background, we opened our searching process, going deep in different human issues: like religion, politic and technology. We discovered and chose some principal events which completely change the social condition in one of those human aspects.



Focusing on the big characteristics of today's behaviors, we selected Apple tools like a synthesis of an actual technological innovation which changed totally way of living. This became for us a powerful icon of contemporary age.

Going back in the time line, we stopped in the 20th century and we chose to show one of the most heavy politics event of this period: Nazism. So we chose svastika as the graphical representation of this event.

Another representation of an important world social event was, in our common cultural background, the beginning of Christian religion. Its importance is supported by the fact that today is one of the main world's religions. The cross is obviously the symbolic explanation of it.

All those "things" have modified the human history.

Once chose the subject of our Sibi project, we started the realization step and we decided to use just one material, in order to focus the attention on the main meaning's sign.

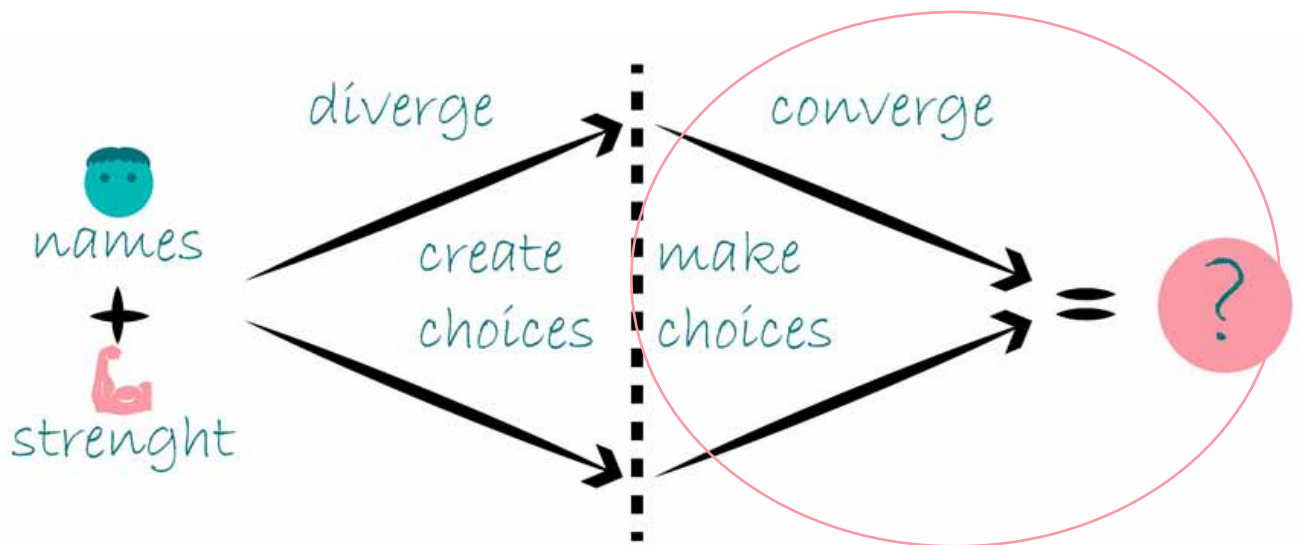
We made different hypothesis of realization. The first one was based on the antithesis link between the feeling of a soft material and the strength of the meaning sign. Softness of grass and flower petal versus strength of the subject meaning.



The second hypothesis of realization, the one that supported the idea of strength, instead was based on a coherent and logical link between material used and idea. Indeed we chose stones, as a strong material to shape our icons. This choice was done in order to support as much as possible the meaning of the photo by the strong chosen material.



CONVERGE THINKING PROCESS



In the next step, we tried to match results which we get with our original task in order to check if we were following right directions or there were some mistakes in our result. We realised that our final output was not a good reflections of the Sibi task. It was too much full of meanings and this made it totally unclear

from a point of view of any person out of the process. We decided to analyze previous thinking discovering that sometimes the first idea is the best one. This is exactly what happened in our Sibi project.

We chose to make a rewind action in our "converge thinking process". Indeed we took a step back in our Sibi project, trying to find an essential and clear solution.

We understood that our initial intuition about HOLLYWOOD writing, could be for us a perfect solution. Once decided to use this idea, we worked on searching the perfect photo and a correct name in order to complete, make tangible and perfectly clear our idea.

To not make mistakes, we focused the attention on not insert nothing much more than the essential elements on our final output.

We started choosing the point of view of our photo.

We thought that choose pictures took from a particular point of view could be interesting, but doing this means that we want to push on the meanings of this kind of view, and this was not so related with our Sibi rules.

So we chose to use a "neutral" view of the Hollywood's hill, like a postcard, in order to not add more and more meanings at our project.

We decided also to not put persons or objects that can distract the observer, in order to really focus his attention on the meaning which we want to show with the picture chosen. We found a photo that show - in an open space - a name directly linked with a strenghtness of the city it represents.

Once here, we decided, thinking about the "black and white" rule, to not use any kind of post-production or modification of our photo project. So, going deep in the history of this "HOLLYWOOD" installation, we discover that was put here in the 1932. We found also a lot of interesting historical photos which described difference from Los Angeles in 1930s and the city in our days. Indeed the photo we chose was made in the 1930s.

Going deep in the history of this famous place, was interesting also the fact that we discover about the installation, indeed the original write as you can see in the photo was "HOLLYWOOD-LAND" and not just "HOLLYWOOD" like we can see today.

CONCLUSION: HERE YOU ARE "TO STAR IN"

We can say that we were lucky.

Actually, thanks to our background and past experiences, we immediately had this perfect intuition about the solution of our Sibi project.

The hard thing was to believe in this first idea: indeed what we done during the process, was search and design a lot of complex ideas, full of different meanings but, at the end, far away from the aim of this project and the Sibi rules.

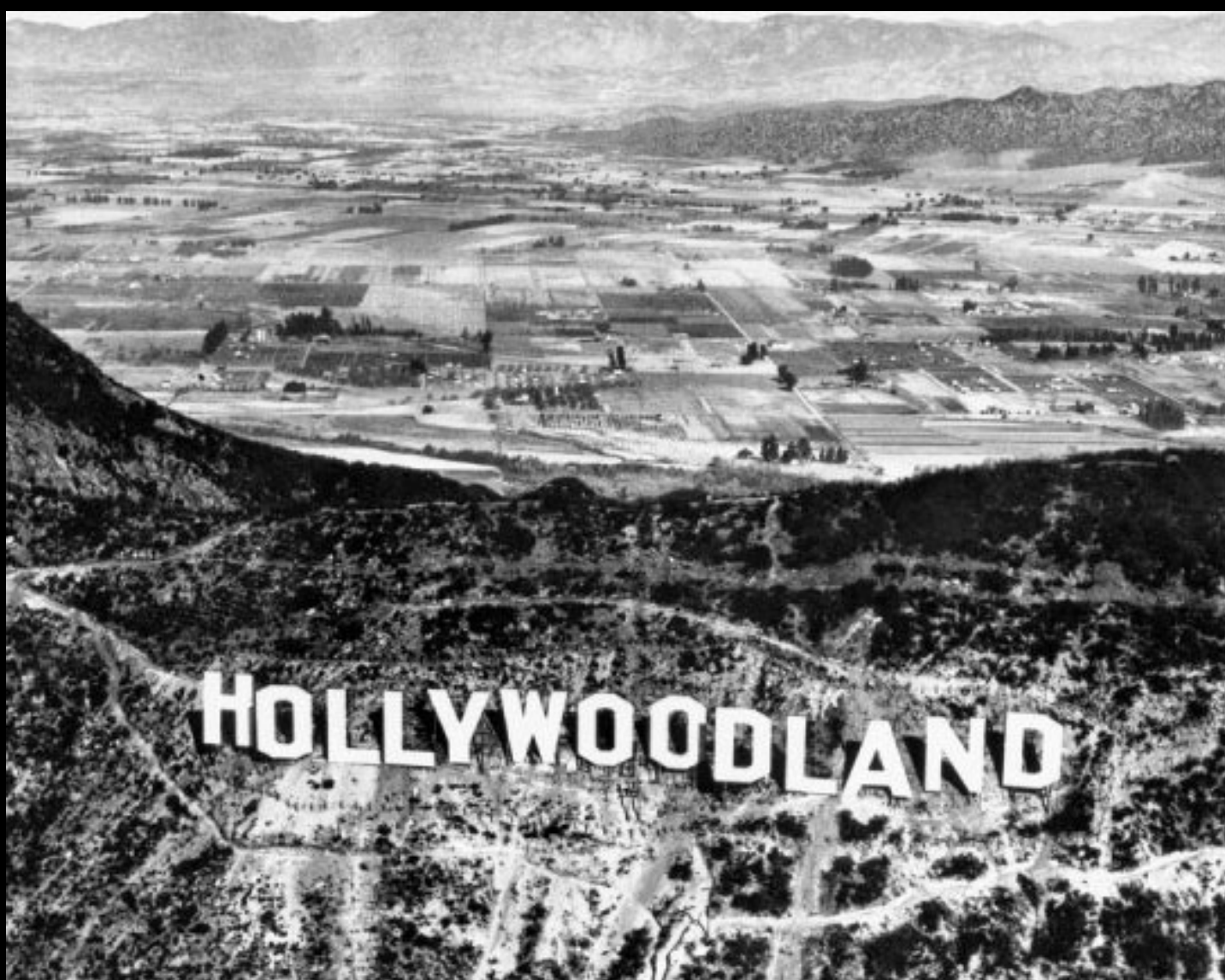
So we understood that the exact solution was already present in the world, and that we already found it.

We came back at the first intuition, and here you are: "to star in". The title want to be a link with the cinema field, which is the aim motivations thanks to the Hollywood hill is famous in all the world.

For this reason the HOLLYWOODLAND installation was chosen "to star in" our Sibi project.

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TO STAR IN



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