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" Shoot at the White"

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INTRODUCTION

Once upon a time, there were 4 Erasmus students that had to travel across mountains, seas and oceans to arrive to a course in Milano, Italy. When they finally met, they had to pass a hard and intricate challenge together. Shoot a photo in black and white. It had to be shot in an open space and measure 20 x 25. Had to be about names and strength. And if this were not enough, the title of the work had to feature simple present verbs.

Now you are probably wondering: How did they solve this tricky task? We will tell you that in the next chapter, but first of all we have to know our main characters.

WHO ARE THEY?

One Spanish brave man with his three beautiful angels were the people in charge of this mission. Two Spanish, one blond, other brunette, and a sexy Chilean red hair girl. They were all Industrial Design students, except from one, that spends her time studying Architecture.

At this point, it will be better that you know the history by the characters themselves.

FIRST IDEAS- BRAINSTORMING

On the first step of this project we started analyzing the main words of the task: strength and names. So, here we got crazy thinking every single meaning that first came to our minds when we thought about these concepts. Important characters of history, mythology, movies, even comics that had any relation with being strong in different ways. Also, thinking about strength, we came to the idea of force as a scientifically aspect, like gravity force, magnetic force, and then as a natural aspect, like tsunamis, earthquakes, twisters or hurricanes.. Finally, we thought in objects that have a relation with strength, like weights, nutcracker, can opener, hammer, etc. And, of course, we also thought the concept of force as appears in the Star Wars films. Nevertheless, we weren't quite satisfied with these ideas yet, so we started all over again

trying to solve the problem from another point of view.

So...what about strength and names...what about... and suddenly: EUREKA! So we got the idea of doing a game with the words black and white. So we put B & W (black and white) but we wrote down "bianco" & "nero" (changing the "W" as an "N"), that are the opposite colors. So the thing was: Which thing had more strength, the name of the color, the words, or the color itself. Then we ask our friends if they could understand what did it say, but they get confused with the W/N thing, so they read "Wero" instead of "Nero". Therefore, we simplified it, just writing white in black, and black in white.

When we thought we had finished, we reviewed again the instructions: Have to shoot a photo in black and white. It has to be shot in an open space...and when we saw the verb "shoot", another great idea came to our minds. Why not giving to the

word shoot another meaning? We took this literally and we really wanted to shoot a black and white picture with a gun.

As a result, our final picture was a gun view, shooting a black and white picture that was put in an open space, with the words White & Black, written in black and white respectively.

Now something was missing: the title. We thought a lot of titles with different meanings, trying to play with the words, etc. However we needed something to make people understand the message. So, what have more strenght, the color of the word or the word itself?

"Shoot at the white"

With this, people would not be able to differentiate and would get confuse and would don't know the "correct" answer, if shooting to the black word written with white, or the white word written with black.

WORKING TOGETHER

Concluding, all the process of the project, specially the process of brainstorming was very active. We realized that all the boundaries of the SIBI project instead of limiting our ideas it encouraged us to think in different points of view and in a large variety of ideas. Also this constrains motivated us more to try to solve this task, it was like a challenge to us.

As a team we worked very well. We got a lot of feedback from everybody in the group, therefore, all this active "brainstorming process", all the great, bad, crazy and stupid ideas helped us to get to our final big idea. We cannot say it was an easy task, after all, we had to cross a whole ocean to achieve the goal.