

Portfolio

Yu Zoe Song

SuperFuture
Term 3
2024

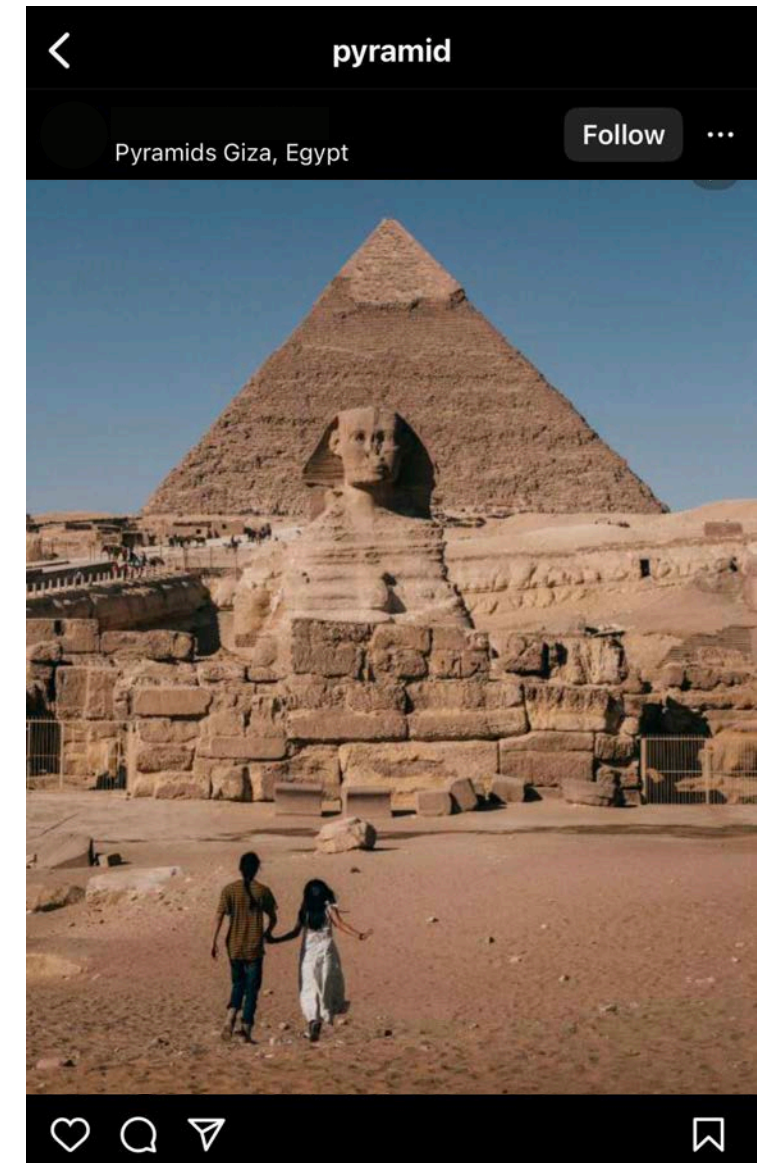
Research Question: How future tourism will be influenced by audience perception and engagement by crafting illusions of authenticity on social media?

Authenticity V.S. Originality

Authenticity focuses on the genuine and truthful expression of one's identity and emotions, allowing for the incorporation of external influences while maintaining a personal connection.

Originality emphasizes the creation of something new, unique, and inventive, often breaking away from existing norms and expectations.

Social Media Trends

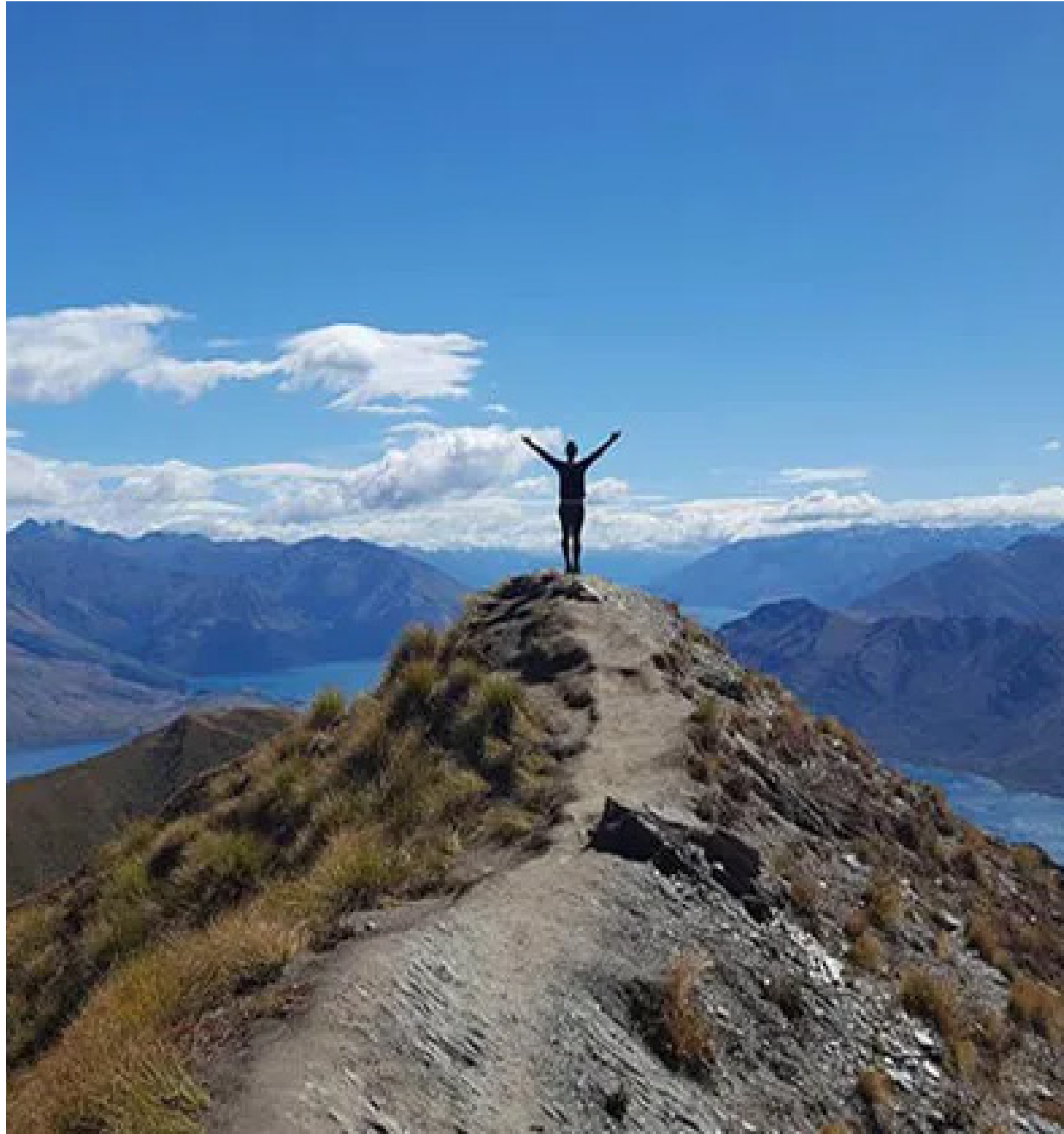


#Pyramid on Instagram

When you search a famous travel spot on social media, it will pop up photos with exactly the same angle, the same background with people wearing the same style of outfits and even with the same pose.



Waiting in Lines for the SHOTS, Hiking Roys Peak - Wanaka, New Zealand



Spent of this pic

Flight(round trip)	2 x £1200.00
Accommodation(2nights)	£200.00
Transport	£100.00
Dining	£200.00
Equipments	£100.00

Total **£3100.00 (5 days)**

More shots spot...

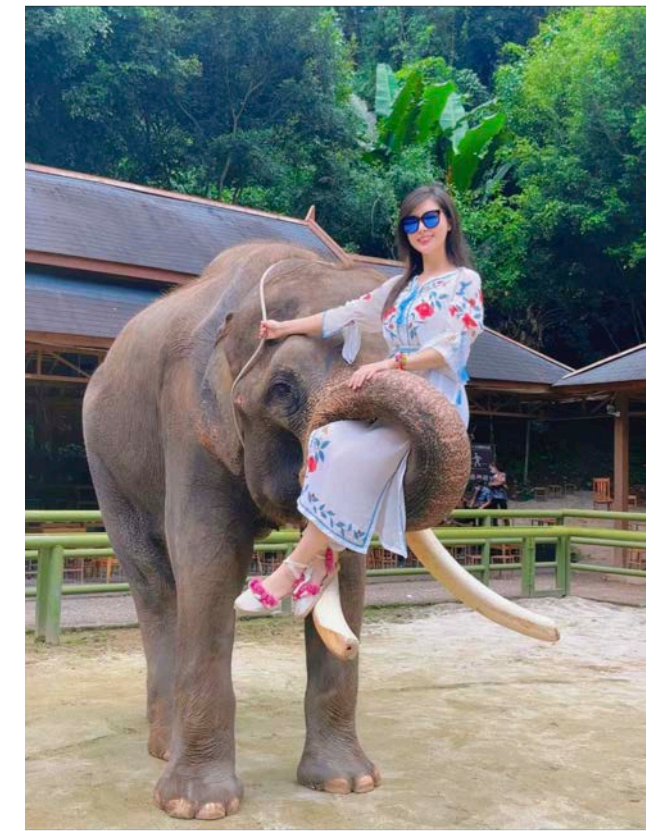
That people spend a lot of money, time and effort to get a classic tourim pic.



Grand Canyon, Arizona



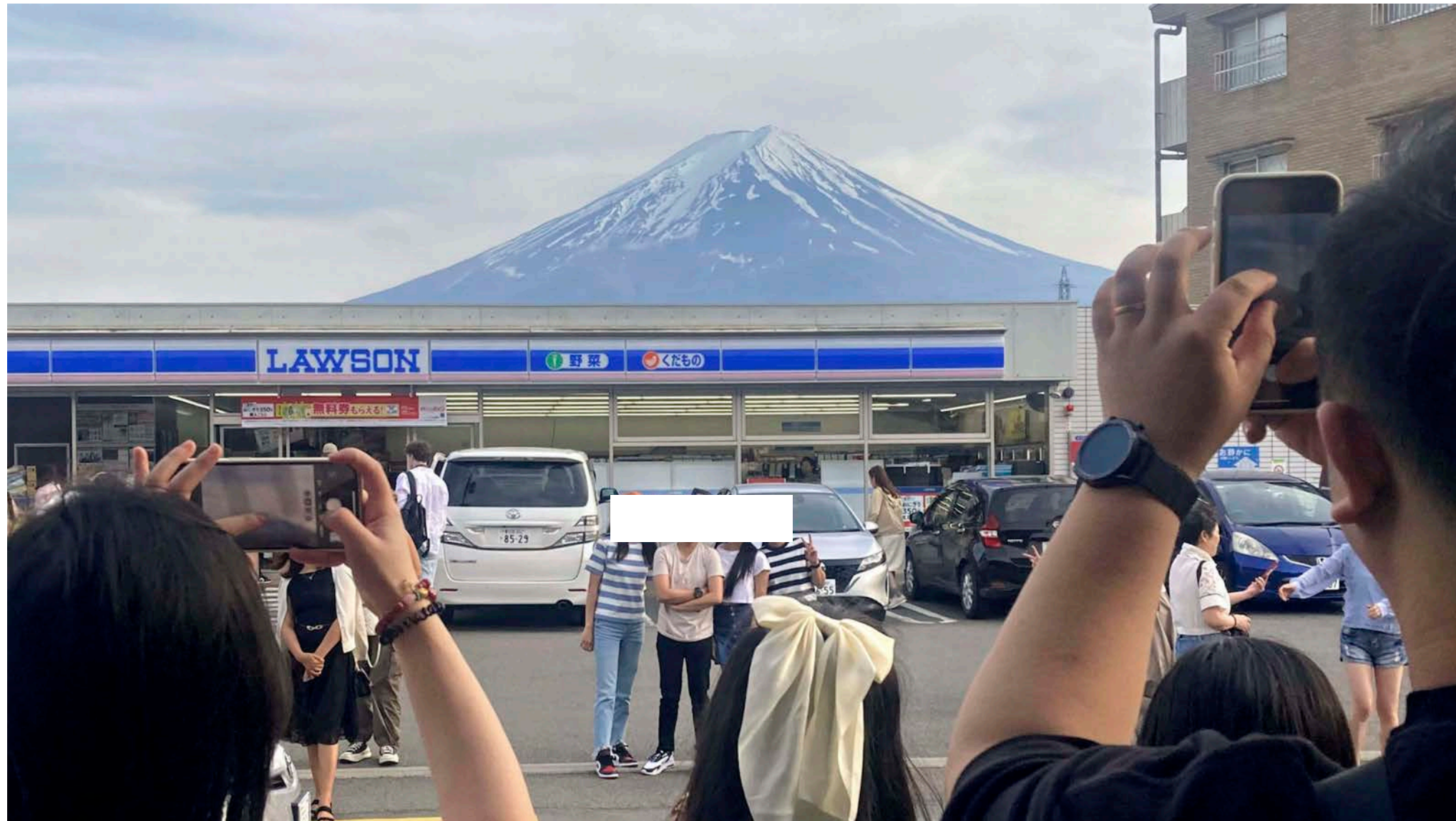
Kilimanjaro, Tanzania



*Rainforest of
Xishuangbanna,
China*

Lawson under Mount Fuji Before v.s. Now

A group of tourists wheel their bulky luggage and wind their way through the crowds in search of the perfect shot.



the shot that draws so many visitors to Fuji Kawaguchiko



The once-busy vantage point - the pavement - is now behind a black mesh screen, about the same length as a cricket pitch. But people found a new way to take the shot: dig a hole on the barrier.

"If I didn't have social media, I wouldn't have come here. I wouldn't even have known that this place existed,"

"I think one person posted a cool picture of themselves in front of this Lawson and it went viral and everybody decided 'I want to go there. I want that picture on my Instagram,'"

Toursit Tax

A lot of tourism cities start to charge from toursits...



Bournemouth, The first coastal 'tourist tax' in the UK

charge visitors £2 per night per hotel room



Venice

charge visitors €5 (£4.30) per day for the first 5 consecutive days of stay

What if we have to pay more to get tourism photos in the near future?

To prevent further pollution and temperature rise caused by tourism

Significantly more expensive and require more procedures than it does now to visit these natural landscapes, all in an effort to reduce the number of tourists.



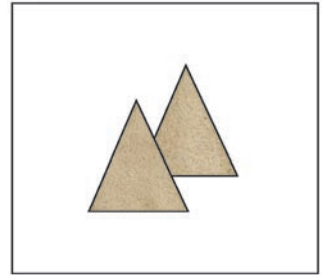
Real world future, 2054

MAP 2054

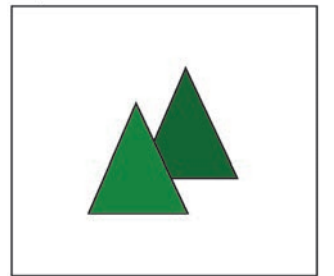


Authenticity Level

Level 1 ☆☆☆☆☆



Level 2 ★☆☆☆☆



Level 3 ★★☆☆☆



Level 4 ★★★★★☆



Level 5 ★★★★★★



In 2054, a country's wealth and advancement are no longer measured by its economy and strength, but by its natural resources. The more natural assets a country have, the more authentic data they can trade.

Authentic Toursim Pictures?

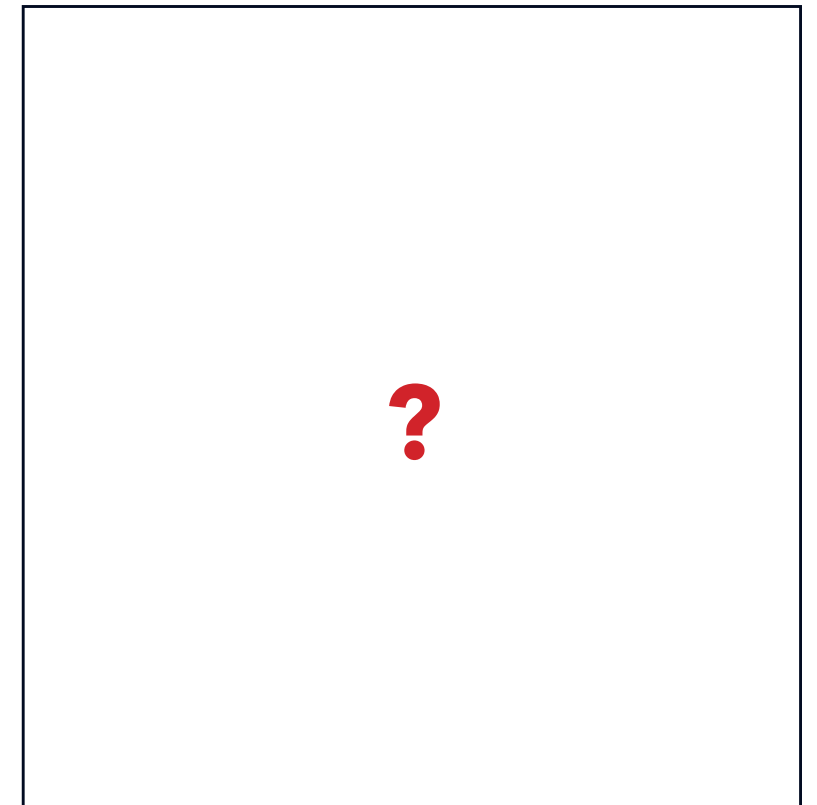
In future world, people could no longer access the real site travel place. So they could only experience it by going to an immitated space like an aquarium or an urban jungle which are easily recognized as "fake" or "not authentic".



Photoshop



Fake Landscape
Jungle Cafe



Substagram

My project aims to fix the future issue of how to bring the **authentic natural landscape** as well as the **experience** to our natural-less life.

NARS

Nature's Wonders, Anytime

NARS

Natural Assets Repilcation System

About Us

Founded in 2040 by United Nation

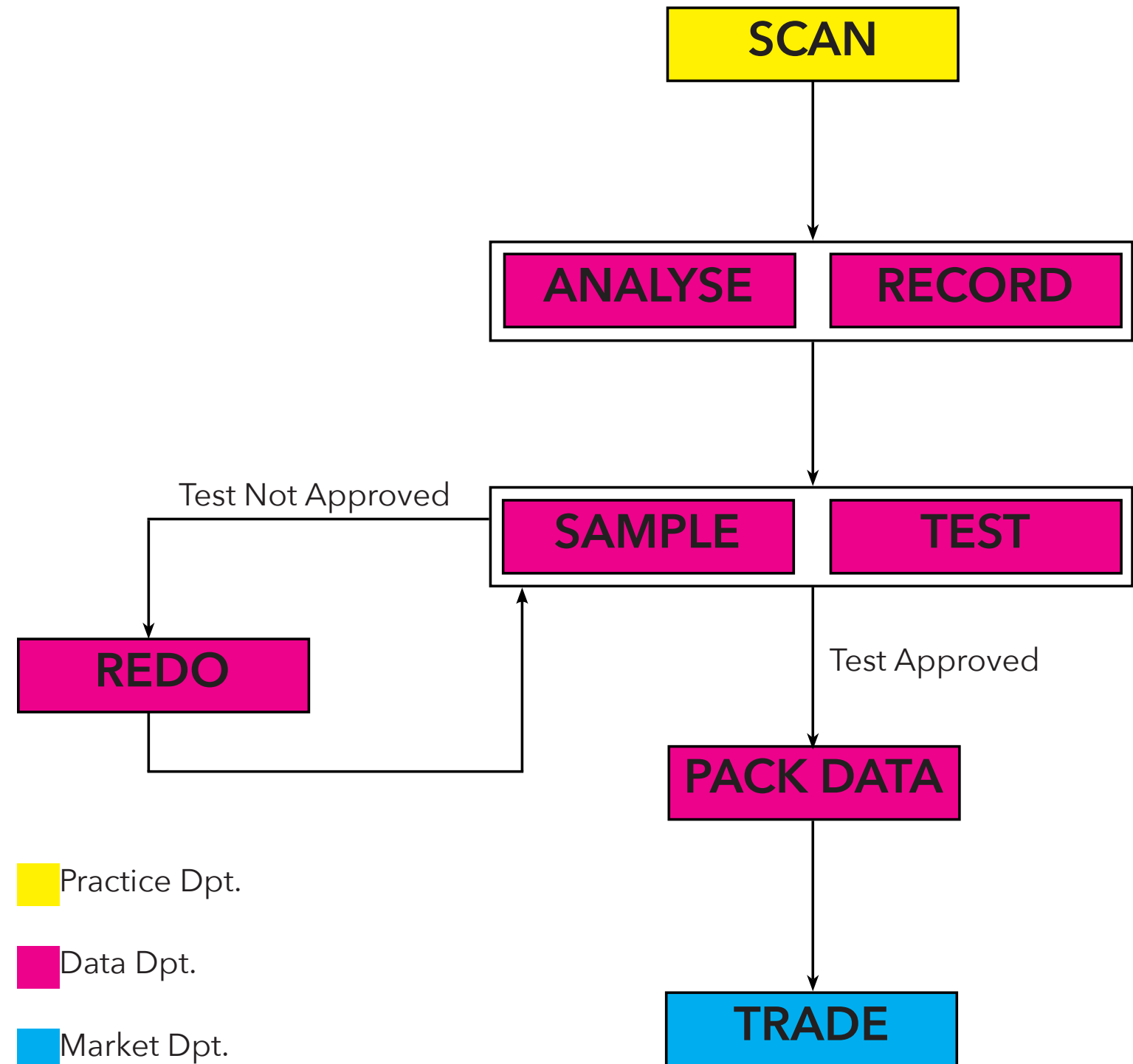
-Converting natural resources into digital data

-System will analyse and evaluate the digital data and remove those data that are dangerous and harmful to the environment

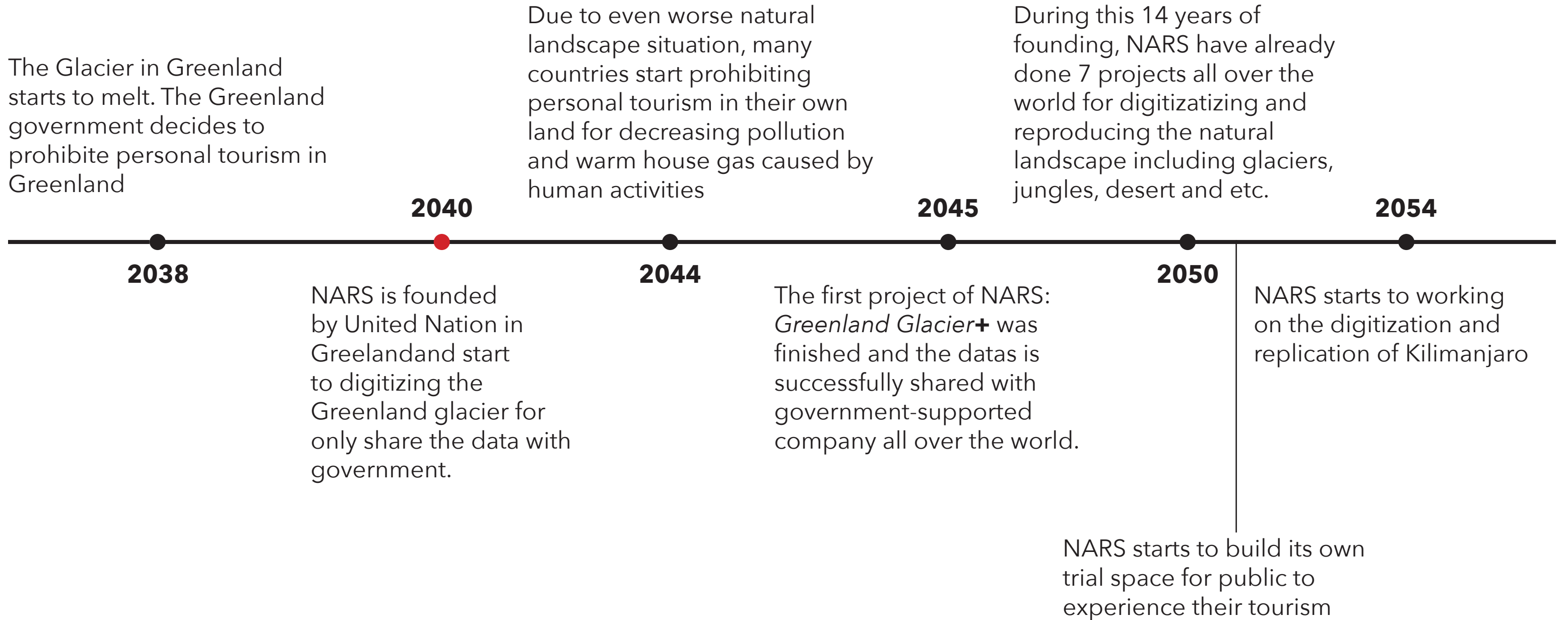
-A detailed and realistic virtual natural resource library

-Allowing countries to share, trade and replicate these natural landscape physically in their own land (Clean Version)

How NARS Works?

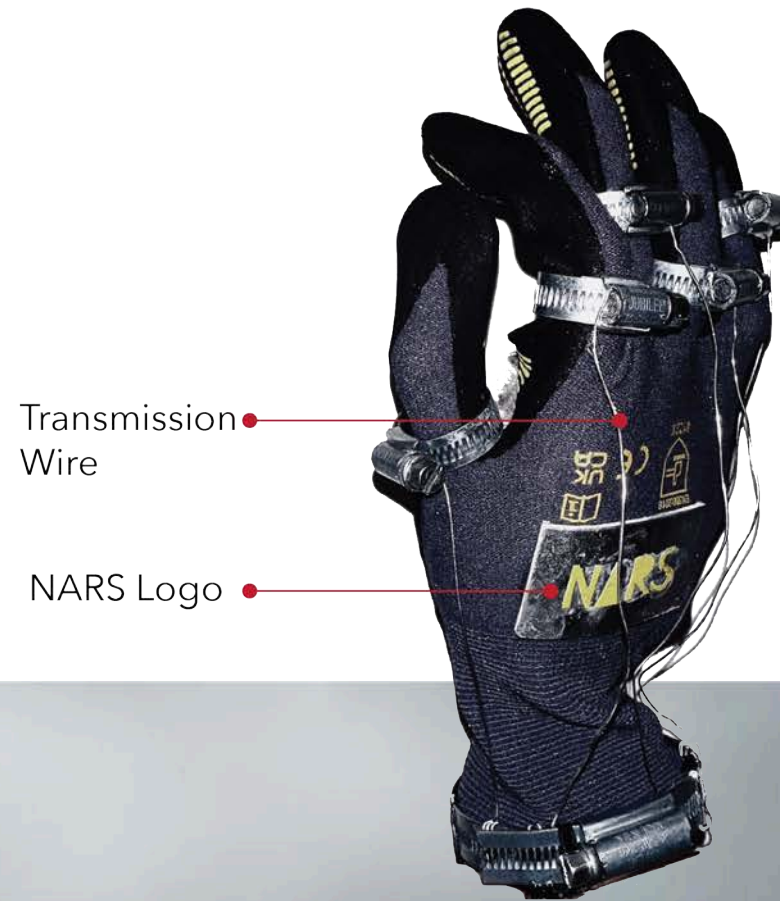


NARS Timeline

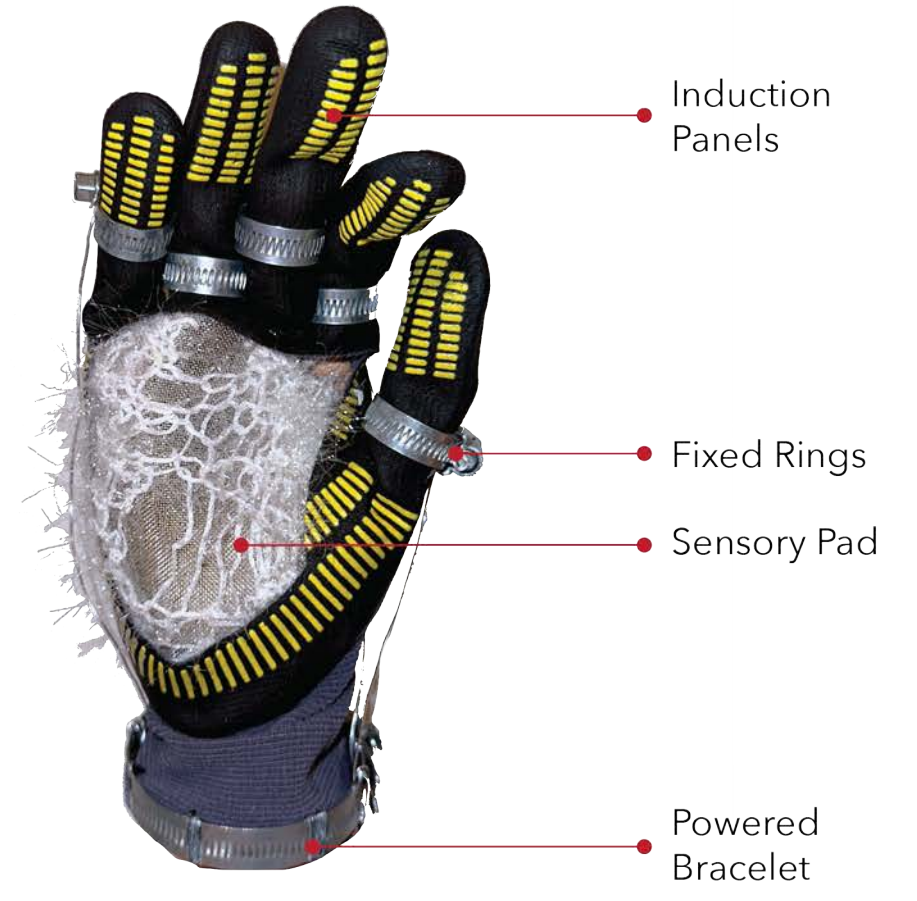


Props

NARS Gloves (Version 2.0)



Back



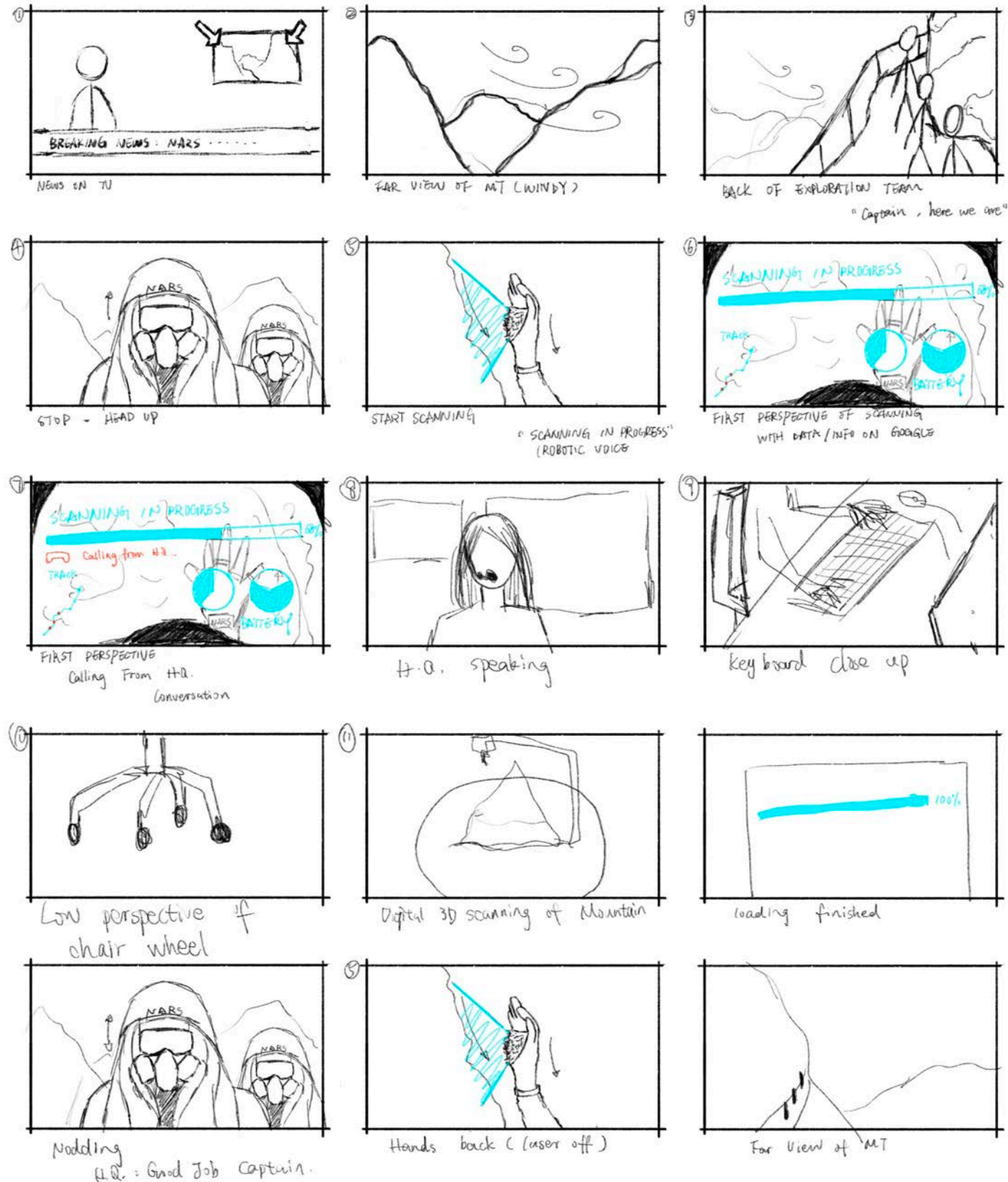
Front



Sense, Scan, Record

Film Process

Story Board



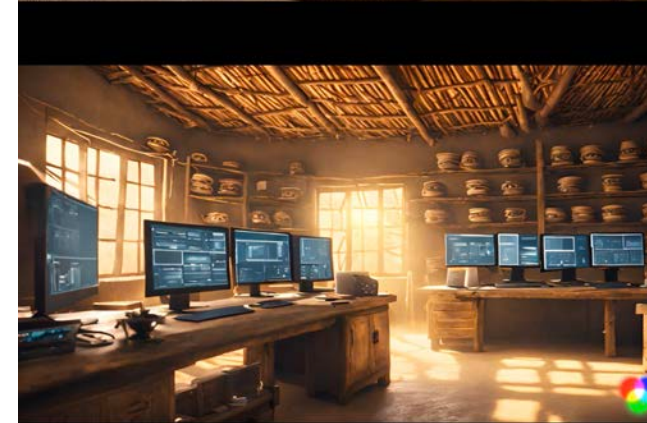
AI Prompts (Engine: RunwayAI)



a rotating mountain model on a circular table, transforming different materials in green screen background



a rotating mountain model on a circular table, transforming different materials in a traditional African house interior. a large screen have processing bar and data in the background



Back view of woman operating in front of screen showing algorithm



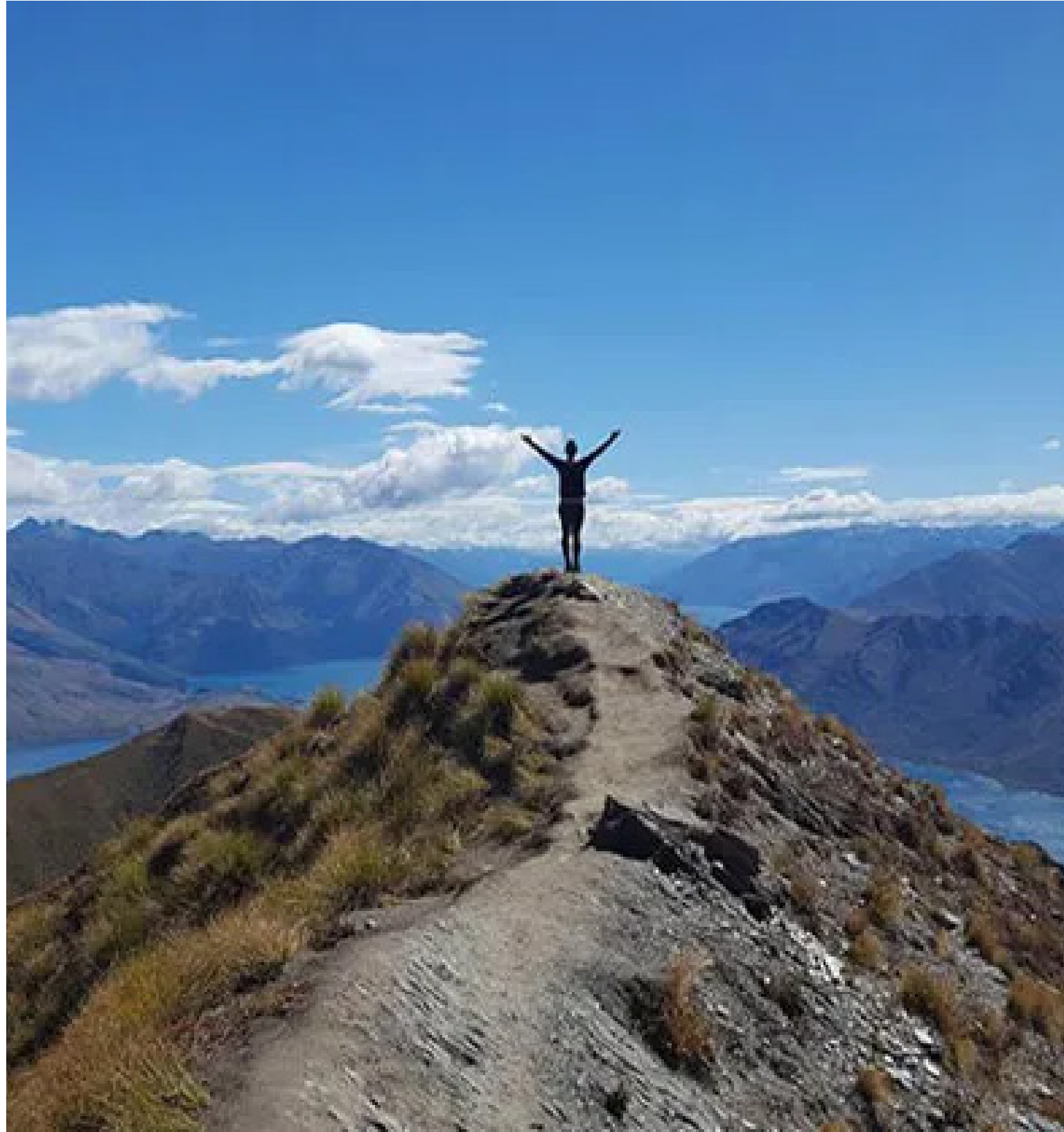
a lab with screens, scanning and 3D printing equipment, A male researcher is typing with his back to the camera.

Film Clips



Youtube Link: <https://youtu.be/vDDvla5q4Xo>

NARS Client



Flight(round trip)	2 x £1200.00
Accommodation(2nights)	£200.00
Transport	£100.00
Dining	£200.00
Equipments	£100.00
Total	£3100.00 (5 days)
	£ 0.00 (Anytime)

With NARS, you can have the exactly same experience as real site tourism in the city, but with less expense and spent of time.

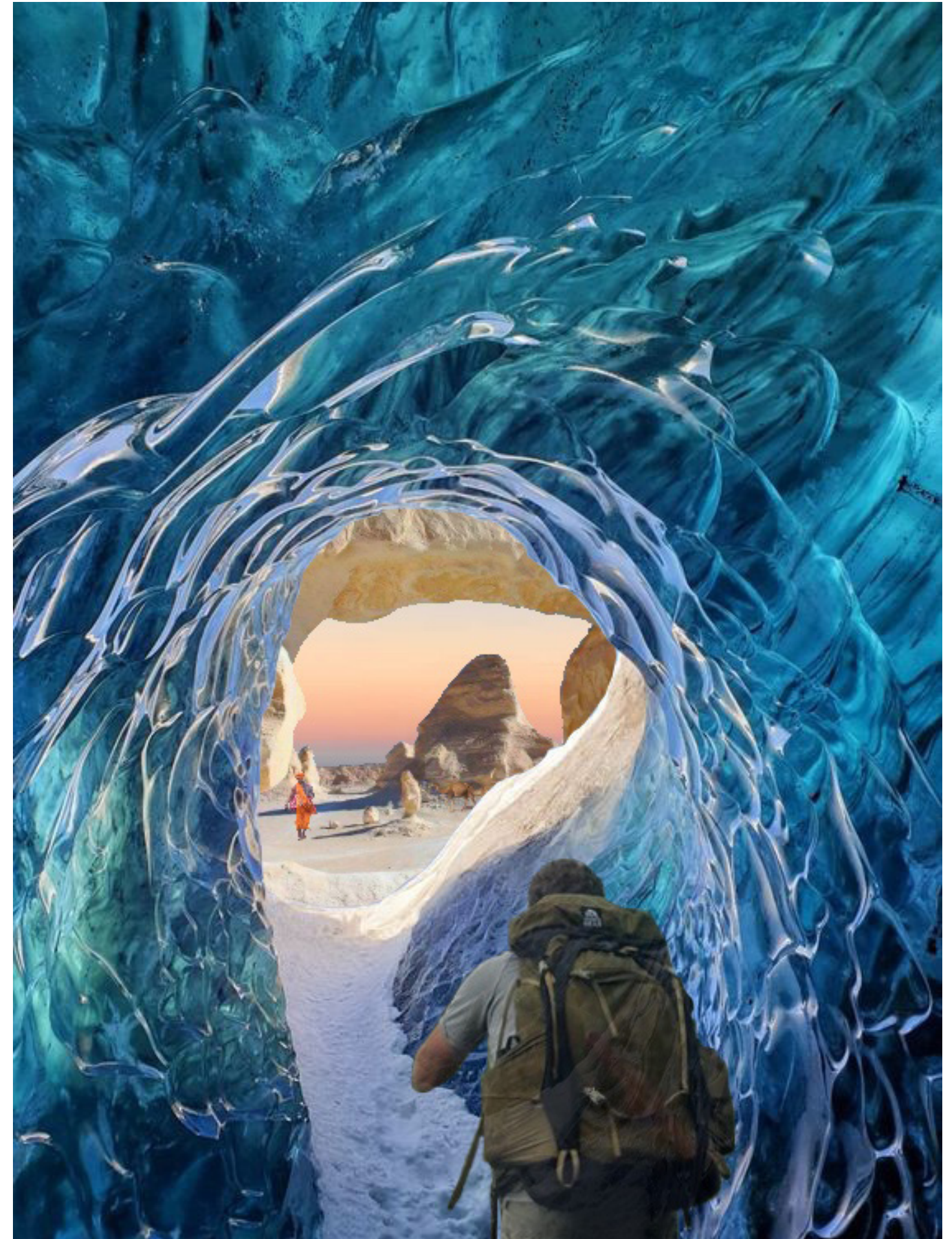
NARS Client

/ Buyer in Saudi Arabia bought a Iceland Glacier

These images depict an Arab businessman who wanted to have a glacier landscape in his backyard, so he designed the shape of his house to be a transition between glacier and desert. From a distance, the propped-up translucent roof looks like part of the glacier. He can even experience glacier hiking in his own backyard.

Data: 200,000 GBP From NARS

Construction: 100,000 GBP in Local



NARS Client

/ Portrait Right of Natural Assets



Grand Canyon, Arizona



Kilimanjaro, Tanzania



Rainforest of Xishuangbanna

Become a NARS member to have watermark free pics...

NARS make profit from charging portrait right of natural assets that NARS taking charges of and invest this money in scientific research and more natural assets development.



~~Grand Canyon, Arizona~~



~~Kilimanjaro, Tanzania~~



~~Rainforest of Xishuangbanna~~

Visual Brief1.0

Interactive Display Board

SCREEN:
LANDSCAPE IN 2054 WITHOUT NARS
↓
LANDSCAPE IN 2054 WITH NARS



Projection On Material
Virtual V.S. Physical

TRIGGER:
PUT ON GLOVES



Visual Brief1.0

NARS helps digitizing the extincted narural landscape and replicating them in their city showroom



Kilimanjaro, 2054 **without** NARS ← → *Kilimanjaro+*, 2054 **with** NARS

Program

NARS Trial Space

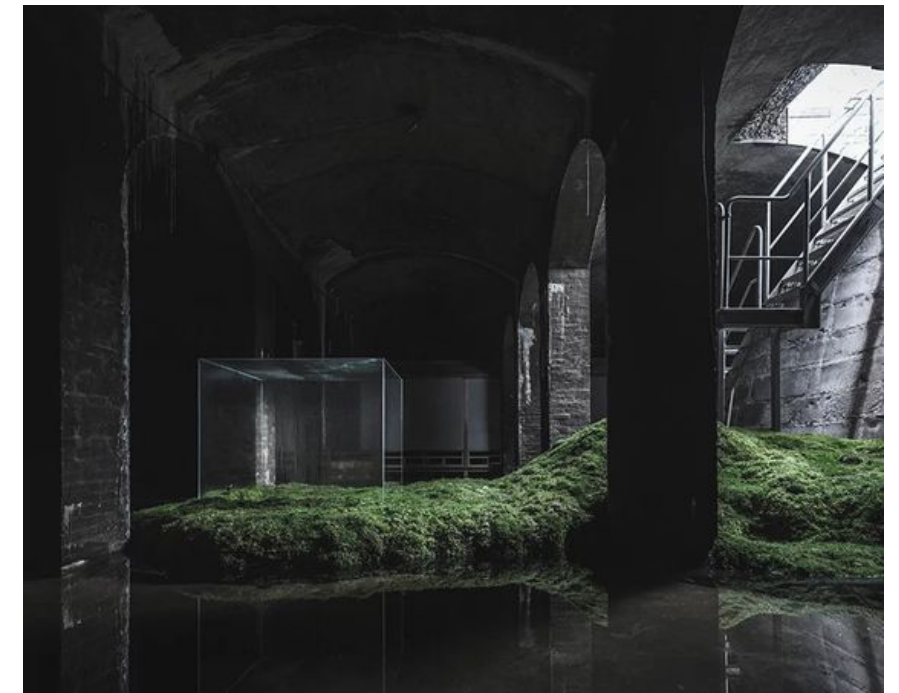
Experiencing different Landscape



Each Space will have different Replicated Landscapes



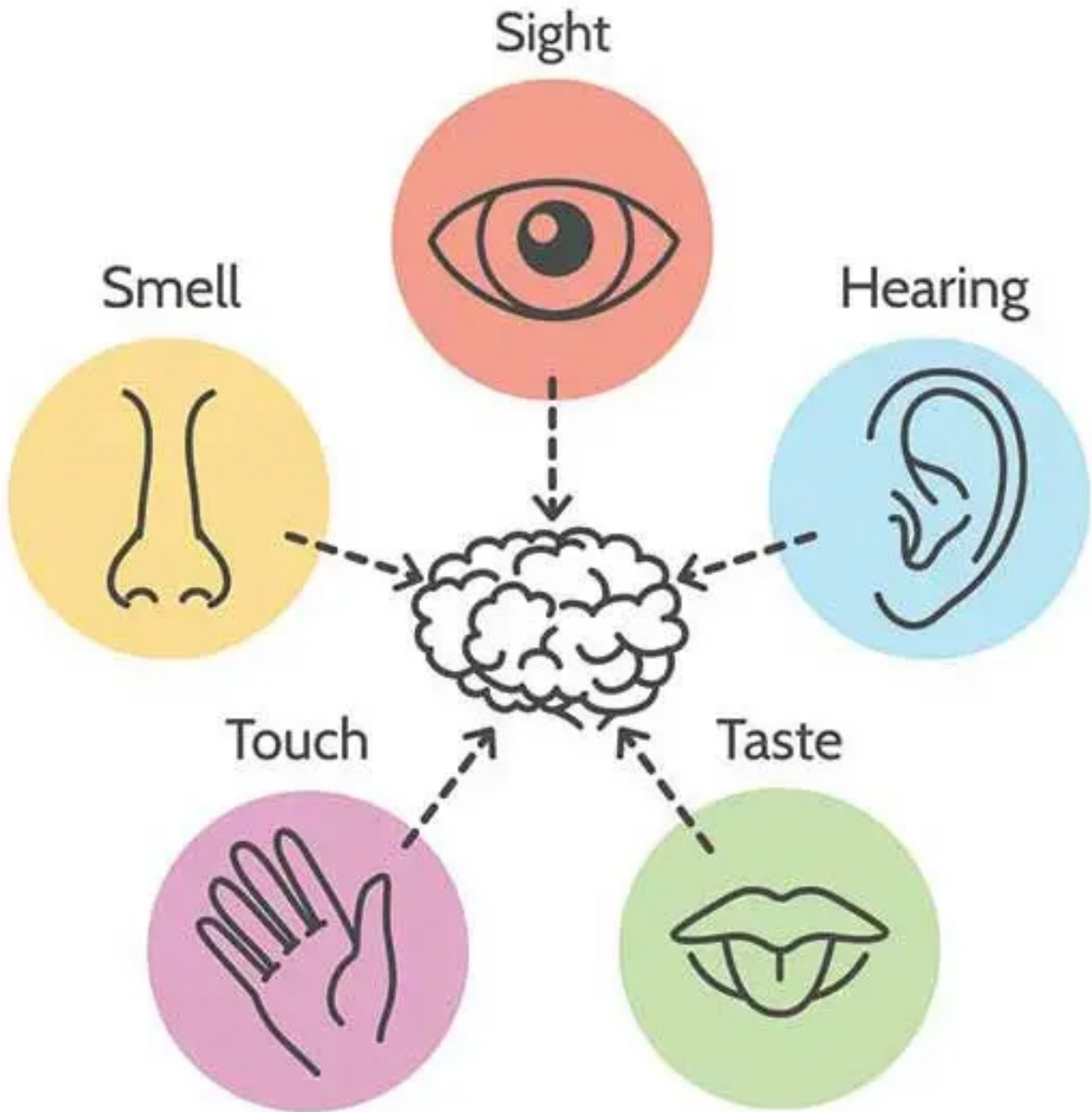
Workspace Draft Rendering



Hiroshi Sambuichi
Building with sun, water and air

Authenticity and Sensory

By employing the textures, scales, vibrations, lighting, shadows, and spatial sequences of architectural materials to stimulate the perception of authenticity and experience.



Indoor Bouldering
and
Real Mountain

Ski Simulator
and
Real Mountain

Design Concept for spatial design

Plato's Allegory of Cave

We may now distinguish the difference between the original landscape and the authentic landscape+,
But how about people in future? Do they still have the ability or knowledge to do so?



“Humankind lingers unregenerately in Plato’s cave, still reveling its age-old hall, in mere images of the truth.” ---Susan Sontag based on Plato’s Allegroy of Cave

Design Concept for spatial design

Will NARS be the new "Plato's Cave"?

In the allegory, Plato describes people that have spent their lives chained in a cave facing a blank wall. They watch shadows projected onto the wall by objects passing in front of a fire behind them, and they give names to these shadows. **The shadows are the prisoners' reality but not accurate representations of the real world.** The shadows represent **the fragment of reality** that we can normally perceive through our senses, while the objects under the sun represent the **true forms of objects** that we can only perceive through reason.

Precedents for spatial design

PLATO Gallery of Contemporary Art in Ostrava by KWK Promes

Old architecture with modern solutions

The architects did not want to hide this difficult history of the building, but rather to expose it and add a new contemporary layer to it

History--New Design === Original--Authentic



NARS 1m² Immersive Showroom

Version 1.0

Sight

Projection on board
Beach background

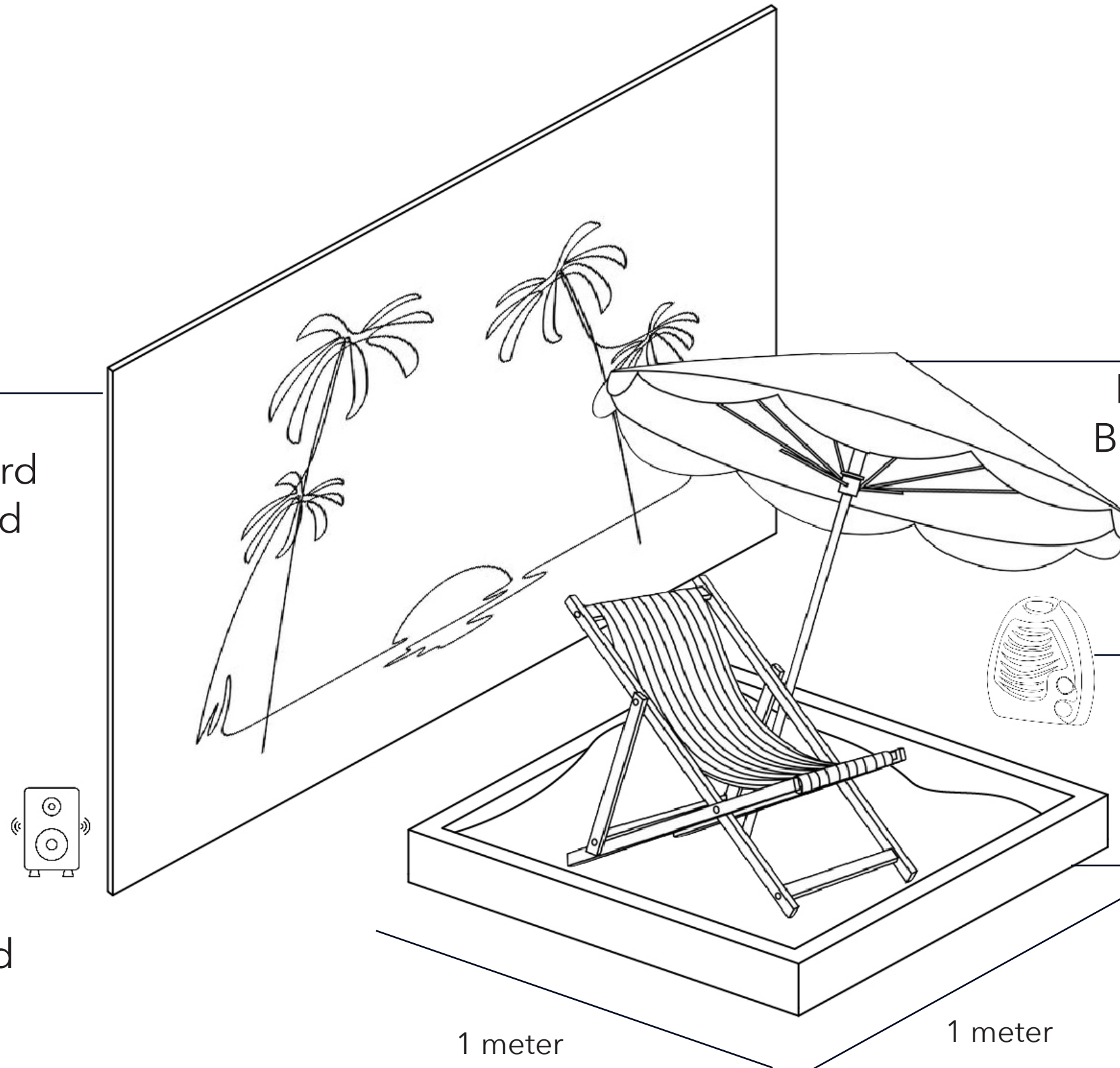
Represented Feature
Beach Chair/Umberella

Hearing

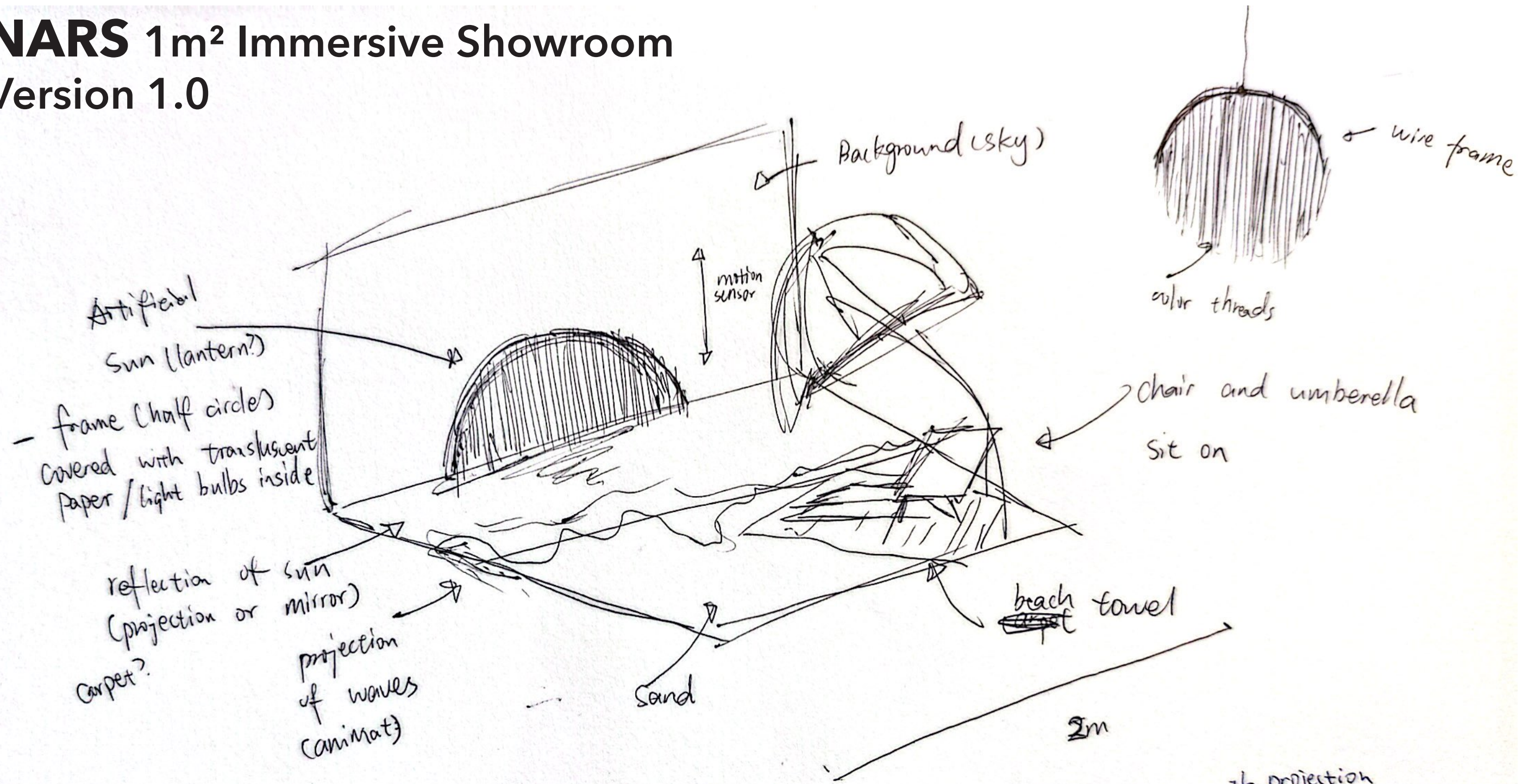
Speaker
Wind/Wave sound

Feel
Heater
Sunbathing

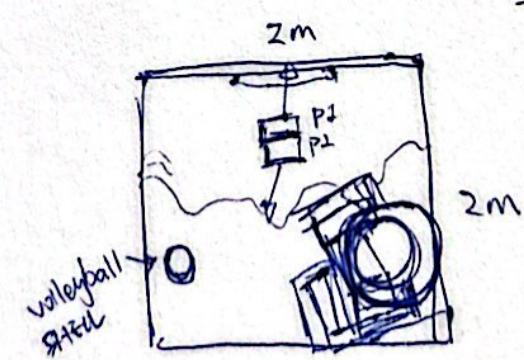
Touch
Sandbox



NARS 1m² Immersive Showroom Version 1.0



- iteration of SUN
- Motion sensor
- 升降(自动)



- 1/2 projection
- 1 chair
- 1 umbrella
- 1 beach towel

NARS 1m² Immersive Showroom Version 1.0

Acrylic

Mirror

Projection of Waves

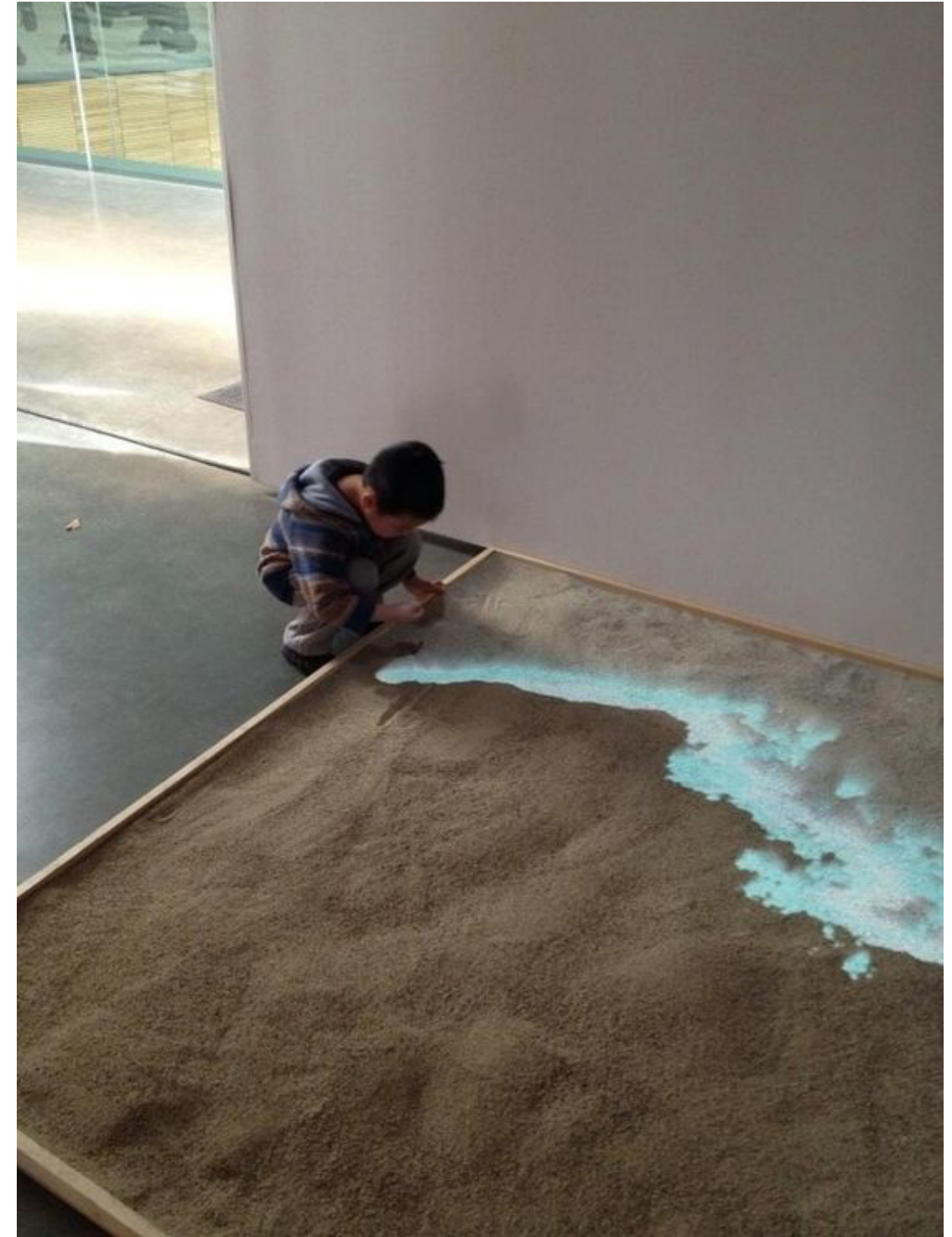
Projection of Sunset



Precedent for Immersive showroom/stage



Sun & Sea
Lithuanian Pavilion, Arsenale



Strandlines
Dumbo, Brooklyn

THESIS

Substagram
Substance + Instagram

An Immersive Travel Photobooth

NARS

Nature's Wonders, Anytime



NARS 1m² Immersive Showroom PHOTOBOOTH

NARS Booth / Exterior



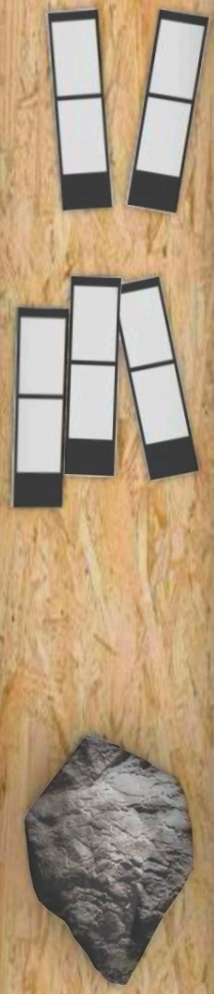
**NARS
PHOTOBOTH**

NARS Shots

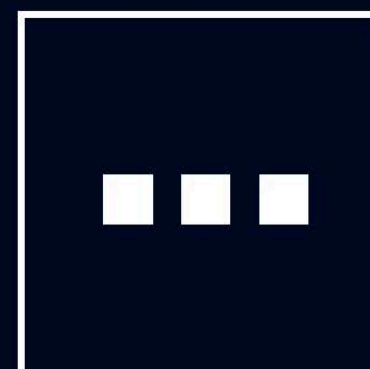
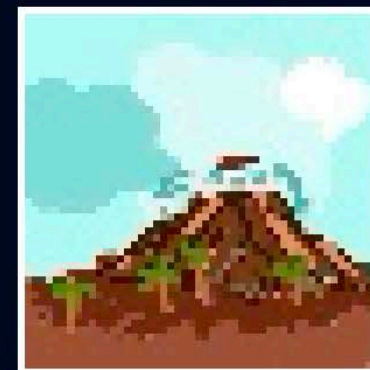
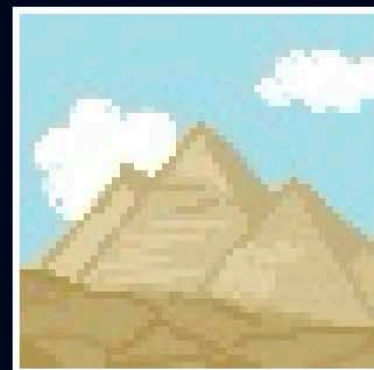
**NARS Photobooth
Instructions**

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
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3. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent lacinia urna nibh tortor id aliquam lectus ut adipiscing elit.
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7. Duis tortor.
8. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

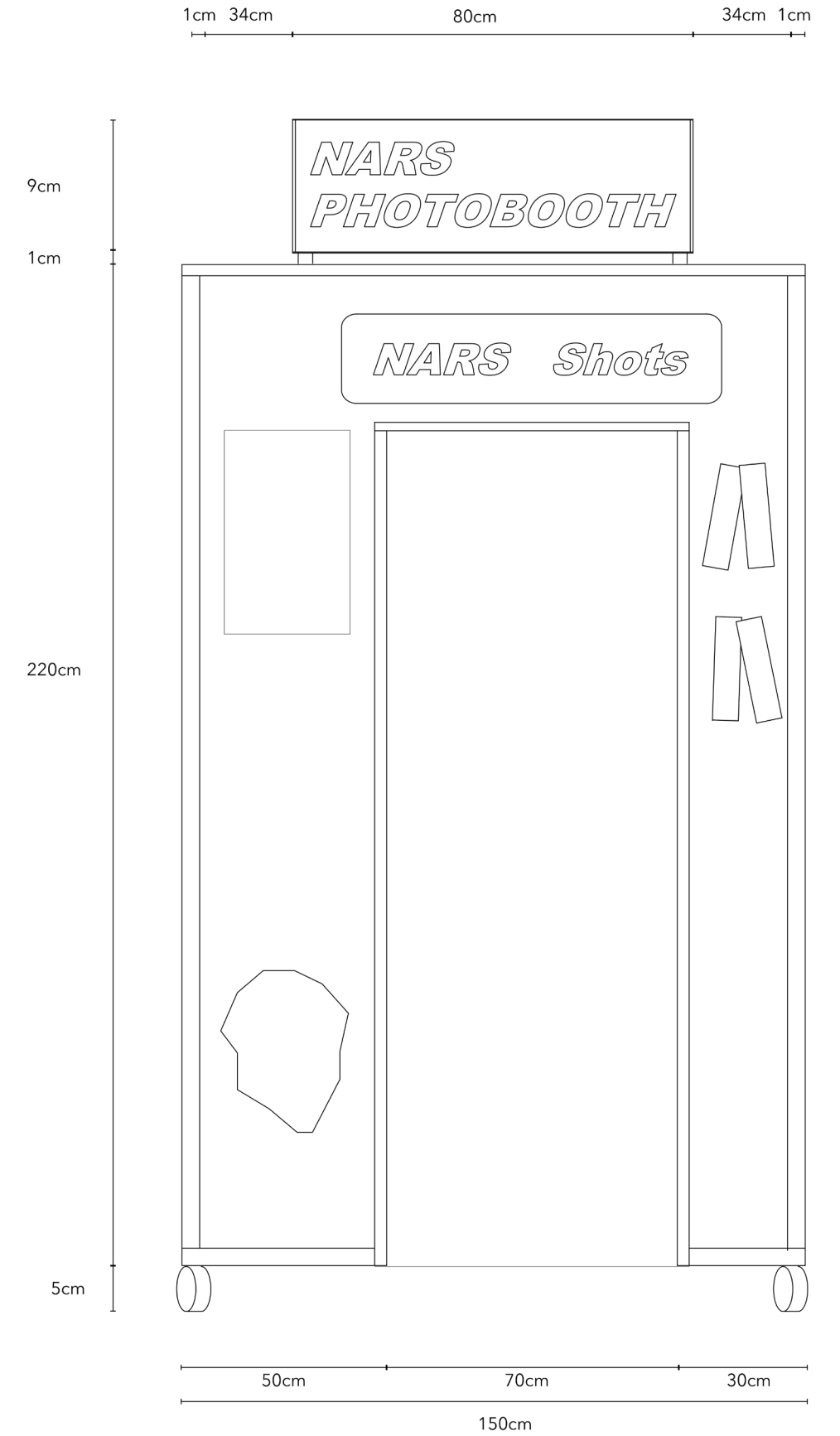


CHOOSE YOUR LANDSCAPE+

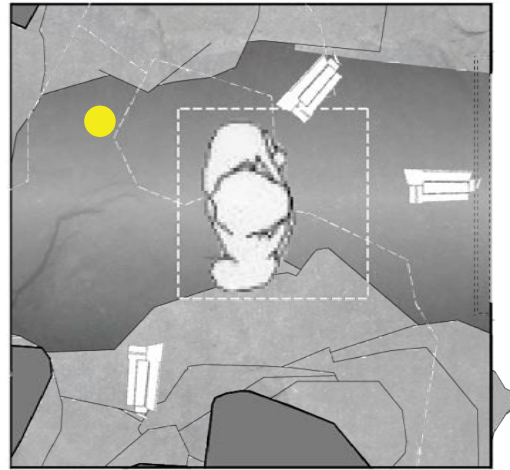


Users can choose different Landscape+ scheme in NARS photobooth and have an immersive experience just like in real site

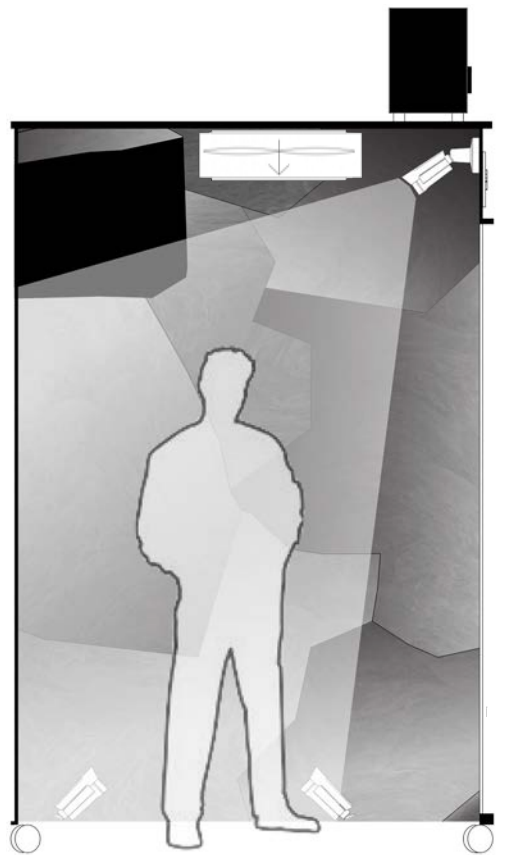
NARS Booth / Exterior



NARS Booth / Interior



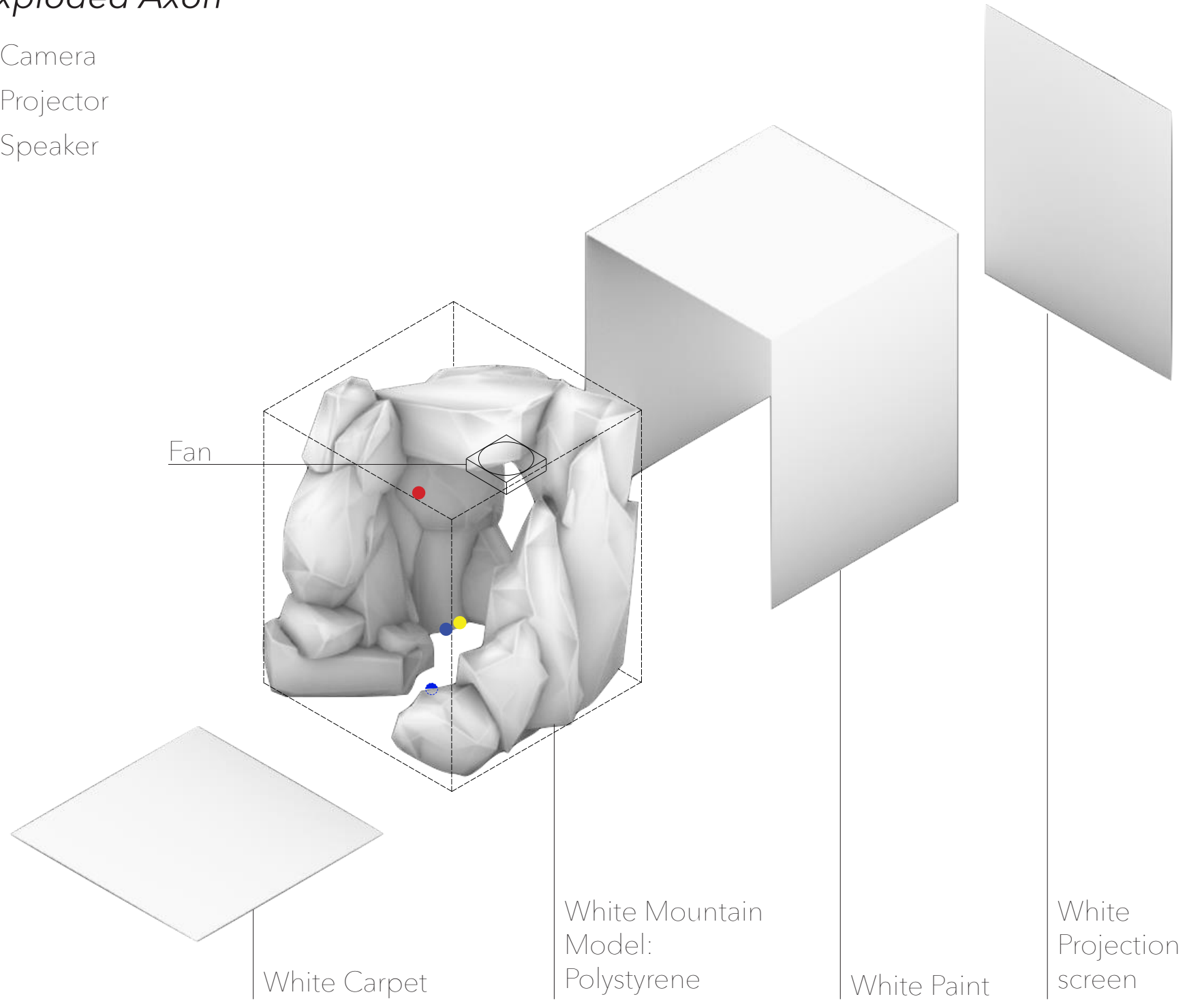
Plan



Section

Exploded Axon

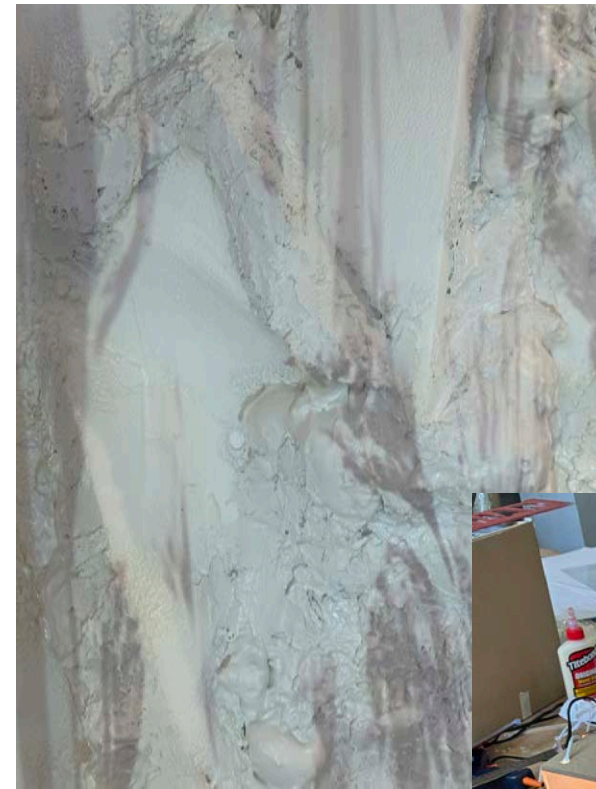
- Camera
- Projector
- Speaker



NARS Booth

/ Making Process

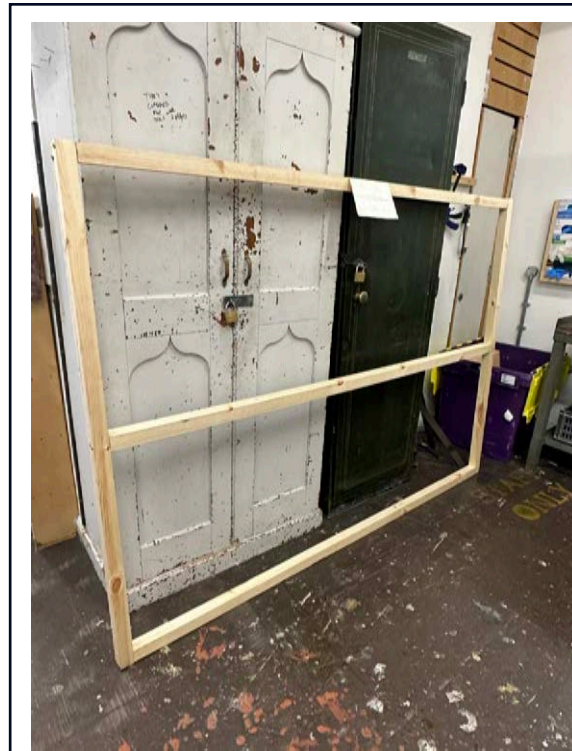
Finished Photobooth will be constructed at exhibition site



Mountain Model Testers



Light Box

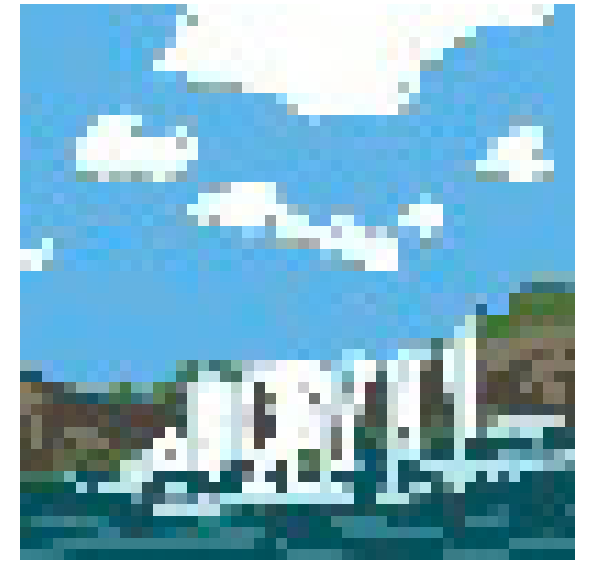


Photobooth Frame



NARS Booth */ Projected Content*

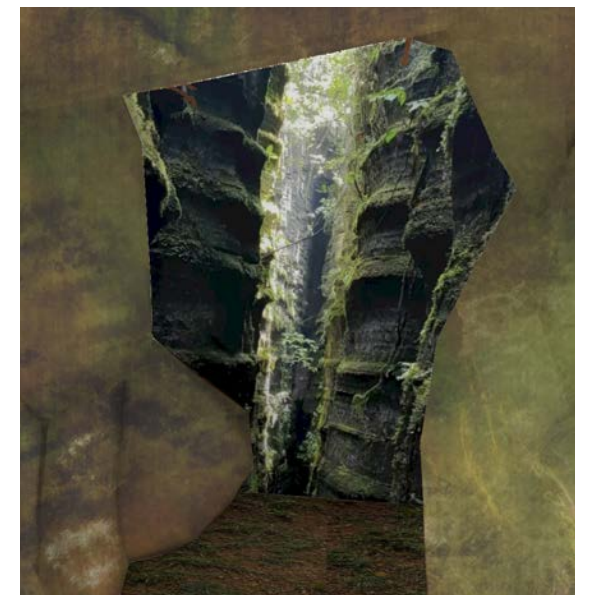
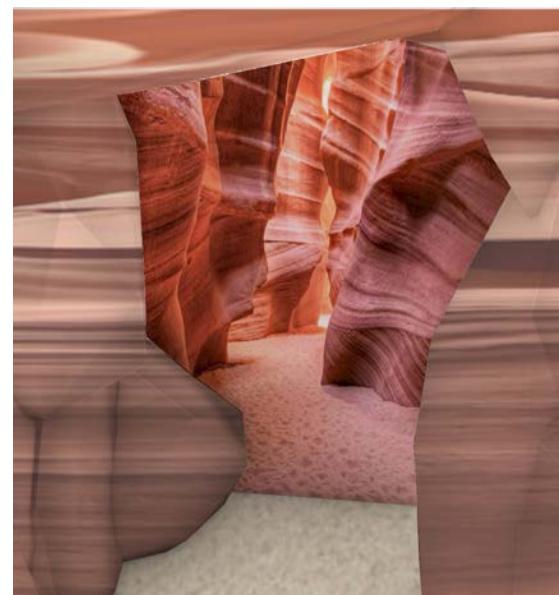
Landscape+



Projection Texture



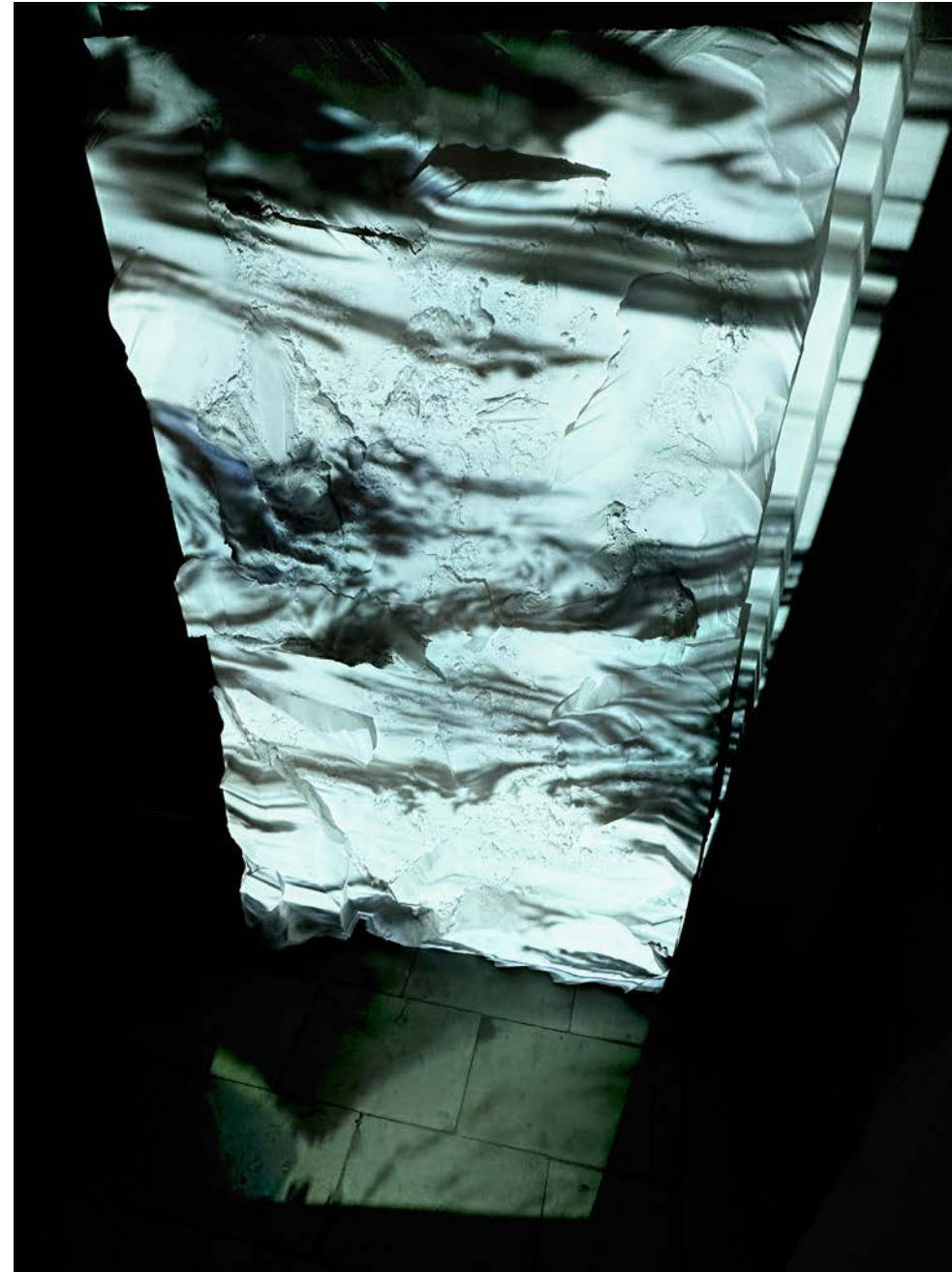
Outcome



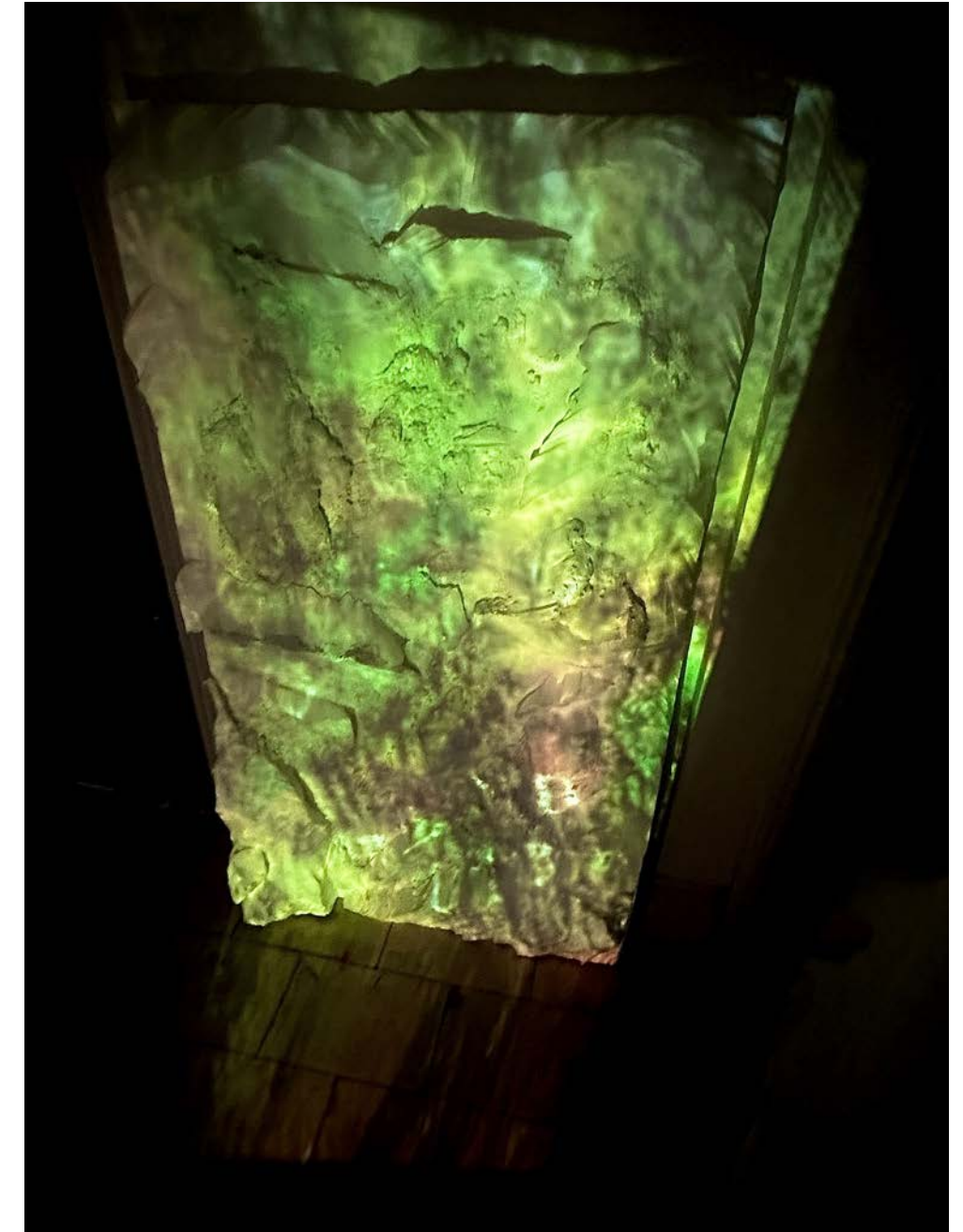
NARS Booth
/ Projected Content



Grand Canyon, Arizona



Kilimanjaro, Tanzania



*Rainforest of
Xishuangbanna, China*

NARS Booth
/ Projected Content



Model: Yuhan



Model: Yao



Model: Yuqing

Youtube Link: <https://www.youtube.com/watch?v=dMrJfTBLaKE>

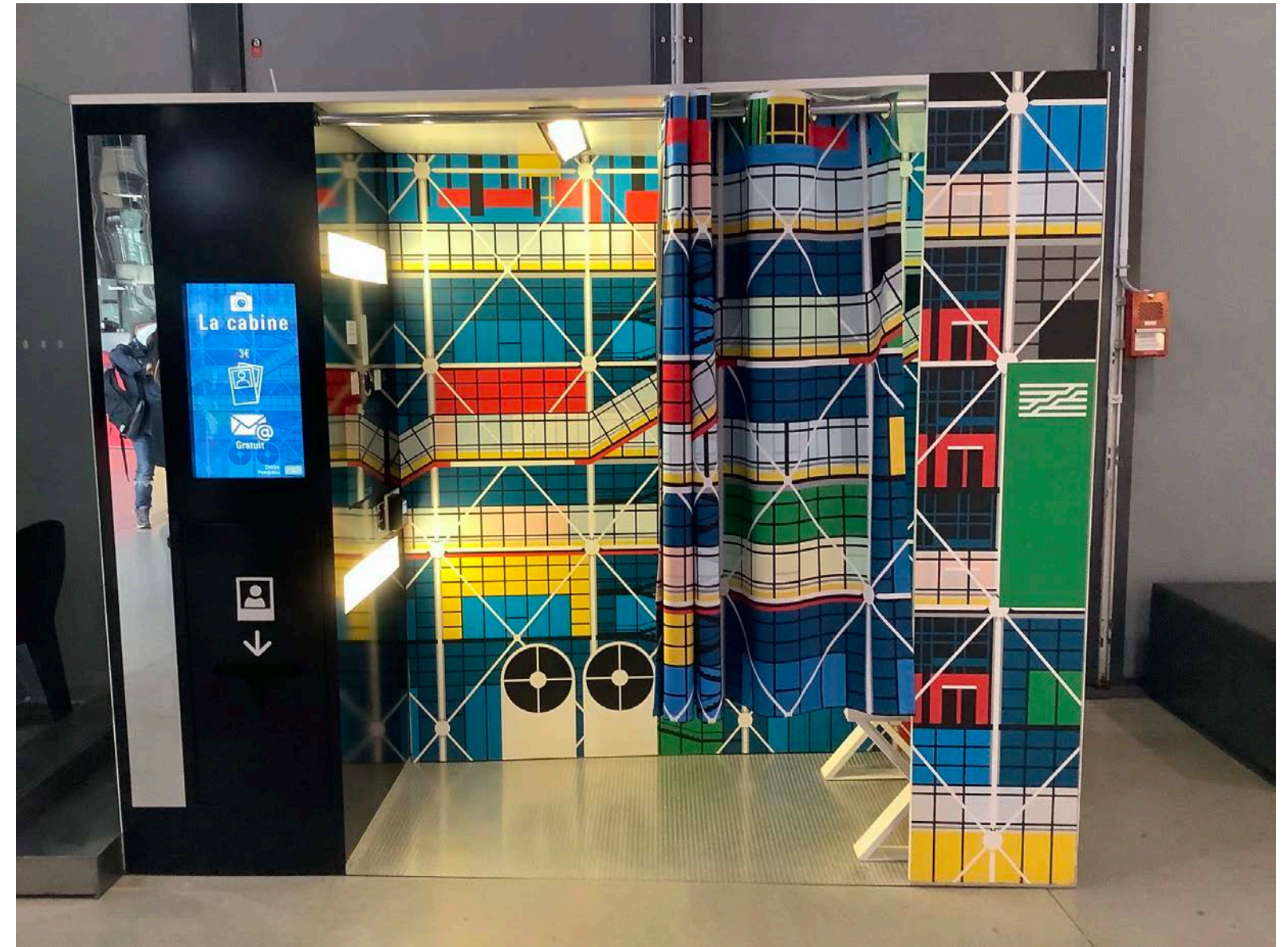
Where is the NARS Booth?

/ As an entertainment addition for Gallery Marketing

Modern, digital photo booth are transforming the way museums create fun and memorable experiences for visitors, capture attention for new exhibits and events, and even provide a way to measure the impact of those efforts.



Whitney Museum, New York



Center Pompidou, Paris



Mall

As a marketing strategy of NARS, the NARS Photobooth could take place anywhere let people experience the “city travel” anytime in our daily life for free.



Underground Station

NARS Photobooth could also take place in underground station, people could use their fragmented time to have a tourism shot when they are waiting for the train.

D E P A R T U R E S

TIME	TO	FLIGHT	CHECK-IN	REMARKS	BOARDING	TIME	TO	FLIGHT	CHECK-IN	REMARKS	BOARDING	TIME	TO	FLIGHT	CHECK-IN	REMARKS	BOARDING	
07:00	KLIA	MH602	M19412	12	DEPARTED	08:35	KLIA	MH3134	09			10:15	KLIA	MH100	A17100	08		
07:10	KLIA	M1332	MH8128	11	LATE CLOSING	08:45	BKK	S0970	08			10:25	BKK	B1472		12		
07:15	KLIA	M1072	S05172	11	GATE CLOSING	08:50	CHIANG MAI	M1702	S05042	11		10:30	BKK	S0972				
07:30	KLIA	M1232	CA9010	11	GATE CLOSING	08:50	PHUKET	M1752	S05052	11		10:40	CEB	S0460				
07:50	KLIA	M1002	IC998	01	BOARDING	09:00	CEBU	M1588		11		10:40	CHENGGU	M1034	S05134	11		
07:50	KLIA	M1072	S05172	08	GATE CLOSING	09:00	JAKARTA	S0950		08		11:00	PERANG	MH552	S05052	12		
07:50	KLIA	M1002	IC998	08	GATE CLOSING	09:05	KATHMANDU	M1412	S05312	11		12:00	JAKARTA	PR503		02		
07:50	KLIA	M1232	S05232	11	LAST CALL	09:25	WIMBAI	A1443		08		12:20	JAKARTA	SJ105		06		
07:55	KLIA	M1202	CA9044	11	LAST CALL	09:25	MANADO	M1274	CA9024	11		12:40	JAKARTA	S0950		08		
07:55	KLIA	M1202	CA9044	11	GATE CLOSING	09:35	DALI	S0942		08		12:45	KLIA	S0112		11		
08:00	KLIA	M1002	S05004	11	GATE OPEN	09:40	MANILA	PR502		02		12:50	SUBAI	S0404	MH6204	08		
08:00	KLIA	M1002	S05004	11	GATE OPEN	09:40	MANILA	S0910		08		12:55	HO CHI MINH	S0178		08		
08:15	KLIA	MH112	AC9075	03	GATE OPEN	09:50	CHENNAI	1X881		03		13:00	JEDDAH	S0450		08		
08:40	KLIA	M1002	IC998	01	RE-TWED	10:00	KLIA	MH604	M19414	12		13:20	MANILA	S0912		08		
						10:00	HANOI	S0170		08		13:20	PHUKET	M1754	S05054	11		
						10:05	NEW DELHI	A1481		06		13:25	KOTA KINABALU	MH638	M19338	12		



Airport

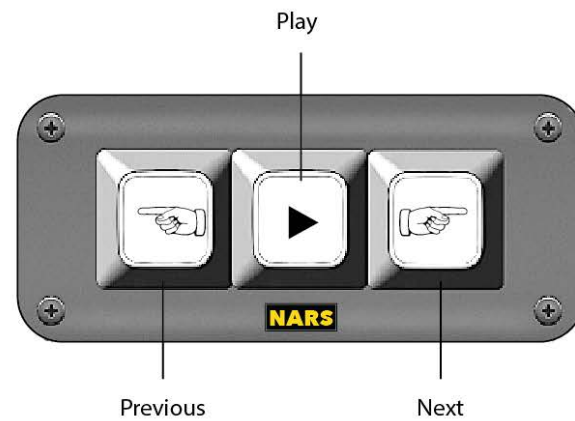
In the future, the opportunities for long-distance travel have decreased, but airports can still serve as a starting point for "natural scenery".

NARS Booth

/ Terms of Use

NARS™ PHOTOBOOTH INSTRUCTIONS

1. CHOOSE YOUR LANDSCAPE+



2. TAKE THE REMOTE

3. CHECK YOUR POSITION

BE SURE YOU STAND INSIDE THE “ ”

4. “CLICK”

PULL A FACE OR SAY CHEESE

5. PUT THE REMOTE BACK

** PHOTOS SAVE TO COMPUTER AND WILL BE AVAILABLE LATER VIA:



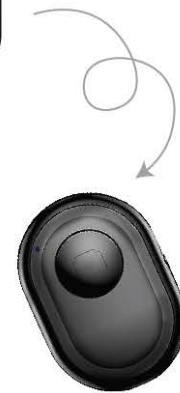
RAINFOREST
Yunnan, China



SNOW MOUNTAIN
Alps, Switzerland



Grand Canyon
Arizona, USA



NARS™ PHOTOBOOTH Terms of Use

Welcome to NARS™ Photobooth! By using this photobooth service, you agree to the following Terms of Use. Please read them carefully before participating.

1. Eligibility

By using NARS PhotoShop, you confirm that you are at least 18 years old or have obtained parental/guardian consent if you are a minor.

2. User Conduct

By using NARS PhotoShop, you agree to:

- Use the service for lawful purposes only.
- Refrain from taking photos that contain inappropriate, offensive, or illegal content.
- Respect the privacy and rights of other users.

3. Consent to Use of Photos

By using NARS PhotoShop, you grant NARS the following rights:

- The photos taken may be used by NARS for advertising and training purposes.
- A non-exclusive, royalty-free, worldwide, perpetual license to use, reproduce, distribute, and display your photos for advertising, marketing, and training purposes.
- The right to edit, modify, and create derivative works from your photos without further consent or compensation.

4. Privacy

NARS is committed to protecting your privacy. Personal information collected during the use of NARS PhotoShop will be handled in accordance with our Privacy Policy. Please review our Privacy Policy to understand our practices.

5. Contact Information

If you have any questions or concerns about these Terms of Use, please contact us at:

NARS Customer Service
[Email] customerservice@narsystem.com
[Address] Kensington Gore, London, UK
[Phone Number] +44 07462744032

By using NARS PhotoShop, you acknowledge that you have read, understood, and agree to be bound by these Terms of Use.

Thank you for choosing NARS PhotoShop! Enjoy your experience.

NARS Booth / Other Merchandises



Business Card



Polaroid from Booth



Tshirt



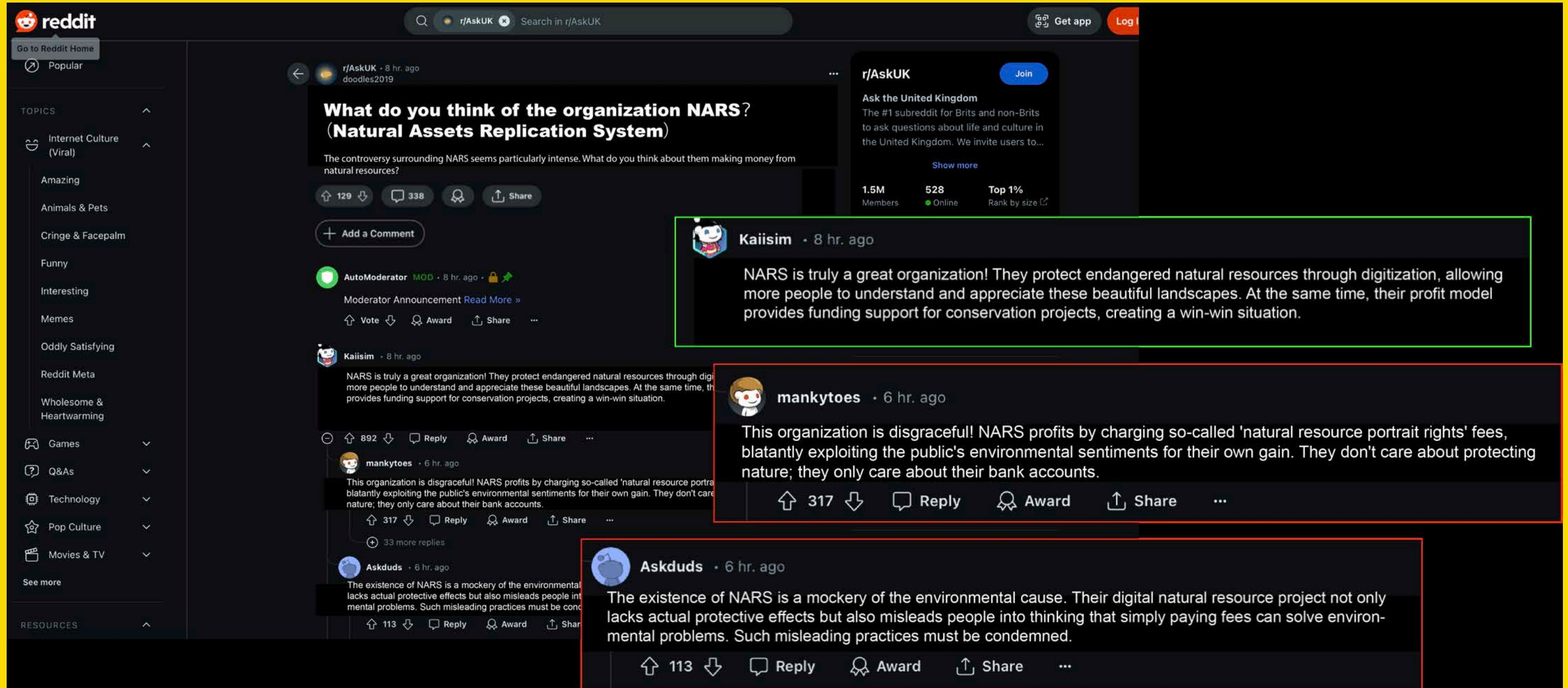
Sticker



Cap

NARS Booth

/ Comments from Reddit



Although opinions about NARS vary online, NARS believes that time will prove everything, demonstrating the effectiveness of our efforts in protecting natural resources and innovating human experiences.



NARS
Nature's Wonders, Anytime