Covid Measure Installation Proposal

Tate Modern Turnbine Hall Entrance

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Current

ALL COLLECTIONS ROUTE

HELLO –
IT'S GREAT
TO SEE YOU

Please keep a safe distance

Follow the one-way route
you have booked

Maximum group size six

Wear a face covering

Use the hand
sanitisers provided

Help our team by acting on
any guidance they give you

THANK YOU
AND ENJOY YOUR VISIT

Current Covid Measures in Tate Modern

Currently Tate Modern asks visitors booked the time slot for scheduled visit and allocates the entrance only from Turbine Hall Entrance.

Visitors have to walk down the ramp from Turbine Hall Entrance to the tecket check point before exploring Tate Modern galleries.

Sanitisors and safe guidance is shown at the entrance but it is easily to be ignored since visitors look forward to getting in the gallery.

Current

Visitor's circulation from the entrance

Currently, the ramp in the hallway is empty and visitors sometimes get lost in the space which they used to stop and take a sit.

The Covid guidance and sanitiser stations are situated right at the entrance but people tend to walk through to the end for the ticket point.
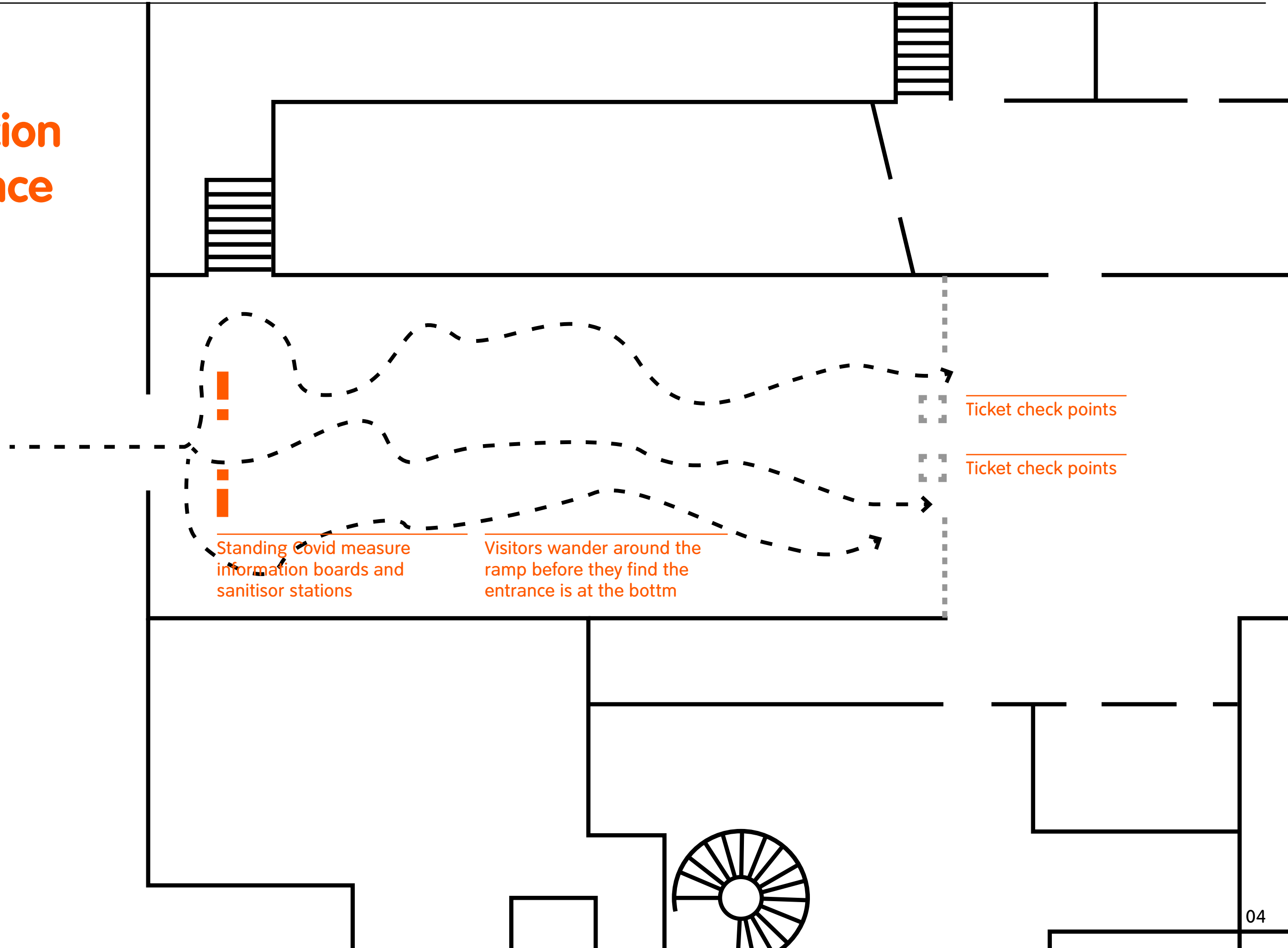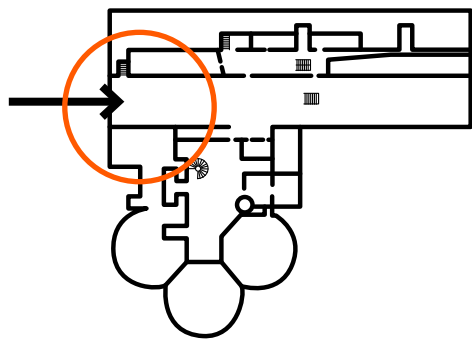
Ticket check points

Ticket check points

Standing Covid measure information boards and sanitisor stations

Visitors wander around the ramp before they find the entrance is at the bottm

Thames

Turbine Hall Entrance
Tate Modern Level 0

Brief

Create Covid measure reminders for all visitors in Tate Modern, especially the hallway area. We find out many visitors do not pay attention to the information board we set at the entrance.

The approach is recommended to be easy-going and playful instead of feeling of authority and formal copywriting. In terms of the format, any form of multi-media art will be the key to keep the cohesive public image of Tate Modern.

Space activation and user-friendly measure guide in need

To activate the space between the entrance and the ticket check point, Tate Modern is calling for a better solution to make the space more meaningful whilst deliver the safe guidance message to all visitors.

Brief

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The approach is recommended to be **easy-going and playful** instead of feeling of authority and formal copywriting. In terms of the format, any form of multi-media art will be the key to keep the **cohesive public image of Tate Modern**.

Analyse The Brief

Take the key words out from the brief and respond to each task in the follwoing page.

Brief

Covid measure reminders

→ One Way System

→ Use Sanitisers

→ Wear Face Masks

→ Keep 2M Distance

easy-going and playful

→ Machine Learning Detection

→ Kinetic and Dynamic Patterns and Images

cohesive public image of Tate Modern

→ Artistic Approach

→ Installation Format

Proposal Outline

What

Screen-based installations to remind visitors of Covid measures displaying kinetic and dynamic text and images corresponded to visitor's movement.

Why

Make sure all visitors take action of the Covid measure, such as wearing face coverings, using hand sanitisers and keeping distance with a playful and non-authority narrative.

Where

Situated at the ramp in the main entrance hall from Turbine Hall Entrance and installations will be placed in a curated order.

Who

Visitors who come to visit Tate Modern's collection and gallery or just hang around the public space.

How

All screens are attached with webcams to detect and recognise visitor's gesture or facial expression with machine learning technology to achieve the interactivity.

Proposed Plan

Visitor's circulation from the entrance

Place 4 different LED screens along in the middle of the hallway to divert visitor's route with the screens so that could interact with the installations before going to the gallery.
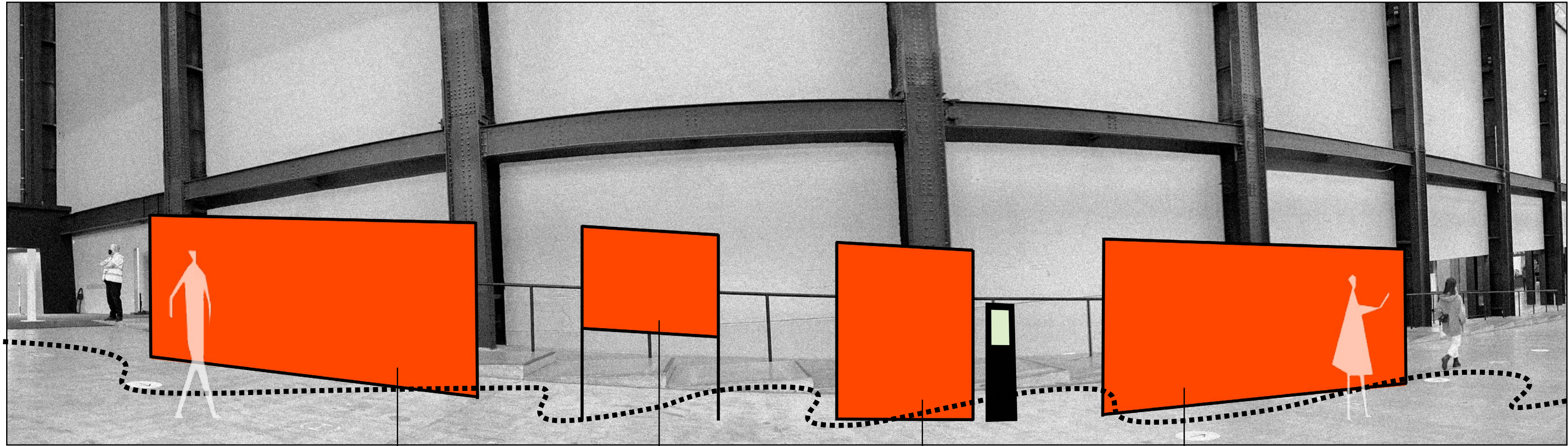
By playing with the installations, visitors will learn the safe guidance one by one and take the action from interactive content on the screens.

① ② ③ ④

Ticket check points

Ticket check points

Interactive installations located in the hallway
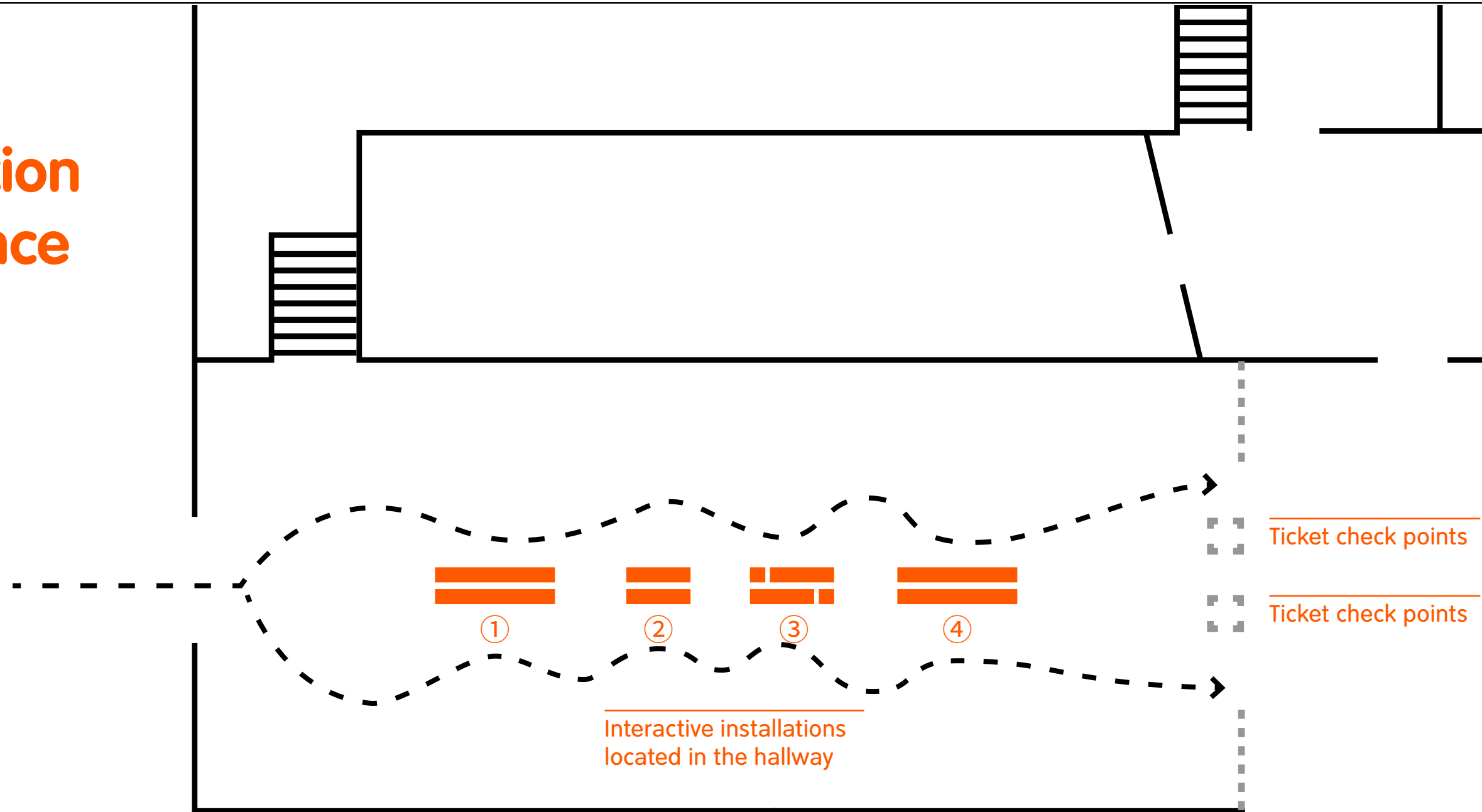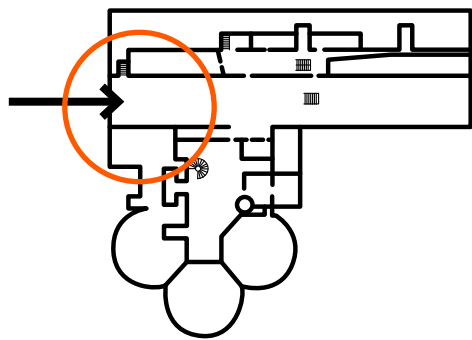
Thames

Turbine Hall Entrance
Tate Modern Level 0

Thames

Turbine Hall Entrance
Tate Modern Level 0
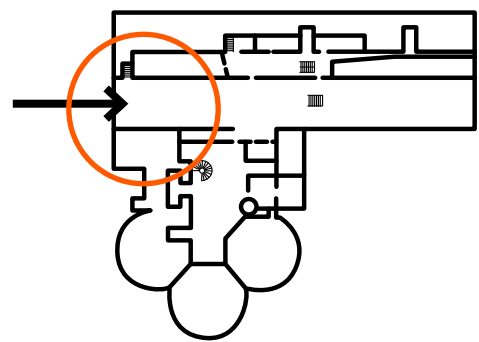
① One Way System

Track the movement
of visitors with
dynamic and kinetic
typeface written
'Welcome Back'

② Wear Face Masks

Recognise if visitors
wearing a mask or
not with hovering
text 'MASK' in
different colours

③ Use Sanitisers

After the sanitiser
machine drops out
the gel, the screen
becomes an air-
painting canvas

④ Keep 2M Distance

Constently checking
if passengers keep
2m distance to
each other with
distorting real-time
video as a reminder

①

One Way System

Displaying the text 'Welcome Back' at the beginning of the entrance. It is a dynamic typeface and will be responding to visitors' movement when they follow the direction to the ticket checkpoint.

The idea is to inform visitors that the one way system is in operation in Tate Modern. Visitors cannot exit from the exntrance as before. Visitors can interact with the type to see the motion-tracking tricks.


One Way System in operation →

①

Turbine Hall ramp plan

AA' line perspective
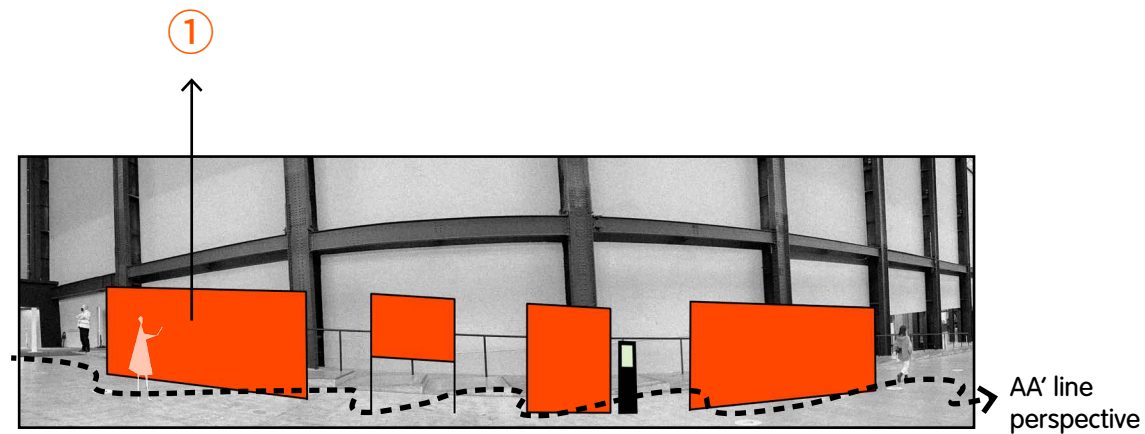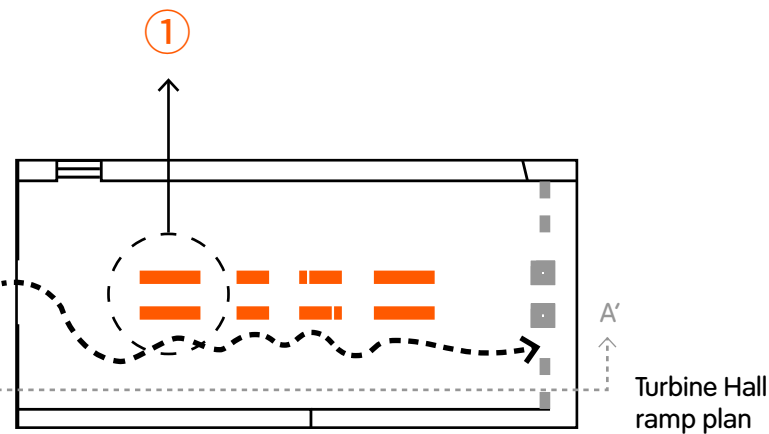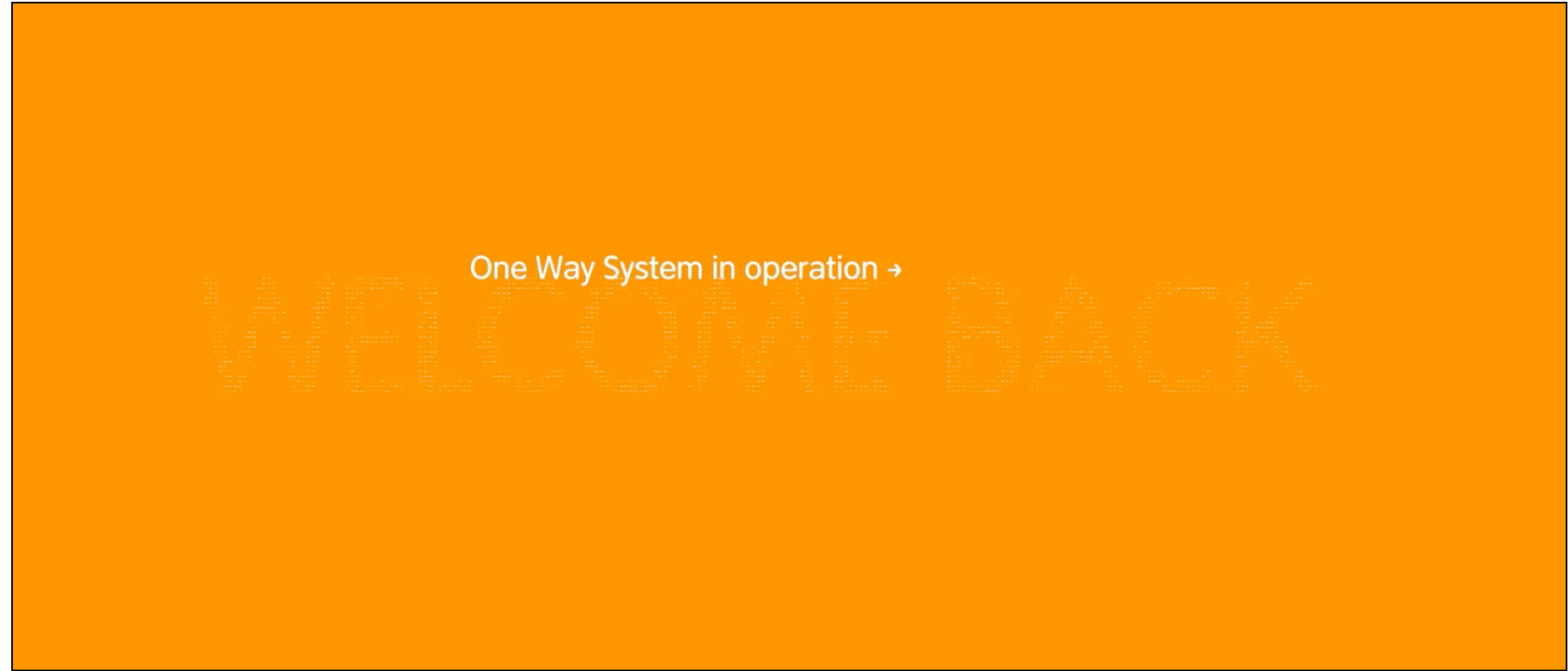
② Wear Face Masks

The screen is at your face-height position jsut like a mirror that reflects your face. It detects if the visitor wearing a face covering or not when standing in front of the screen.

The screen will display visitor's face with generated text hover on visitors' facial area. The orange text 'MASK' appears on face if the visitor hasn't worn one; blue text 'MASK' on the face means the visitor wearing properly.
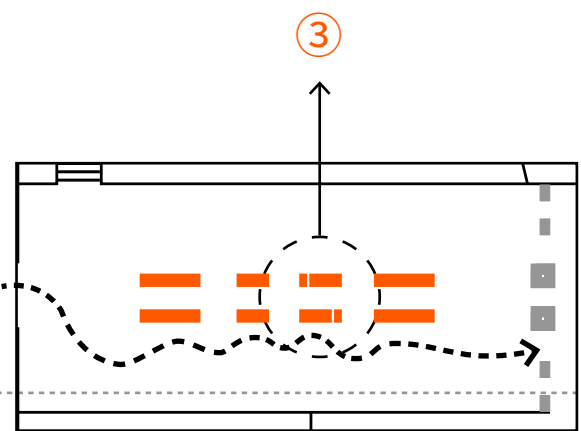

Turbine Hall ramp plan

AA' line perspective
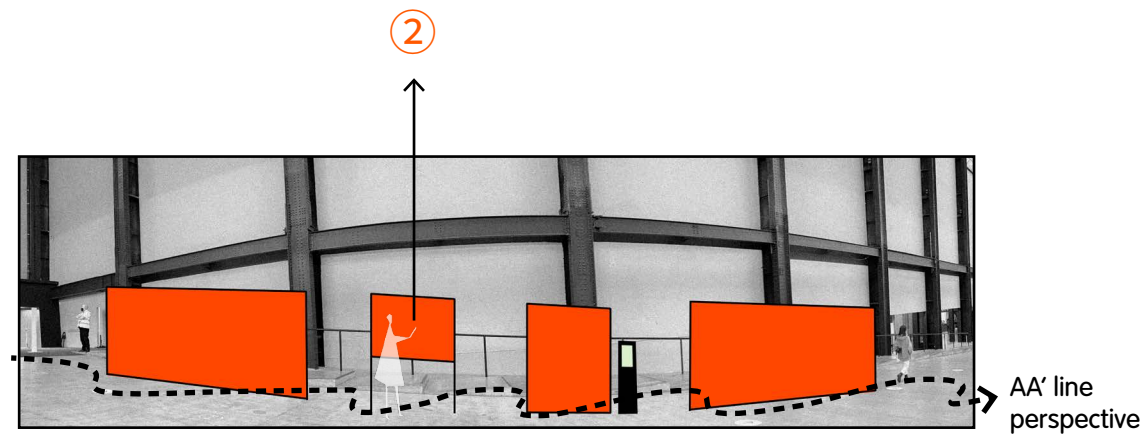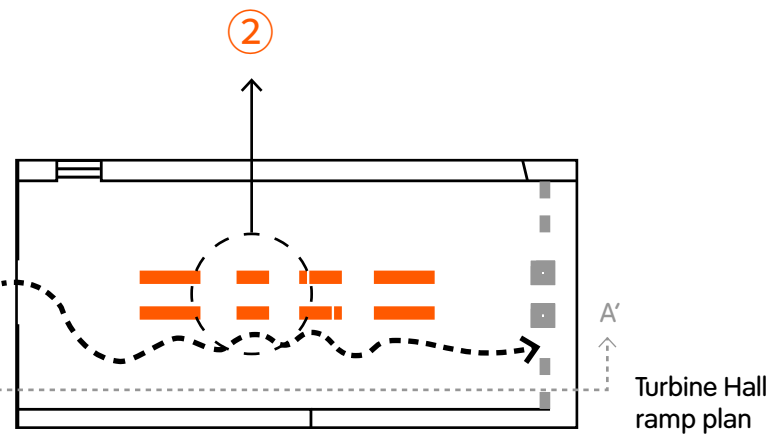
③

Use Hand Sanitisers

When visitors come across the display, they have to move their hands underneath the sanitiser station to get the gel out onto both hands. After the gel drops out, the screen will be activated to start recording the movement of hands waving in the air as if the big screen is their painting canvas.
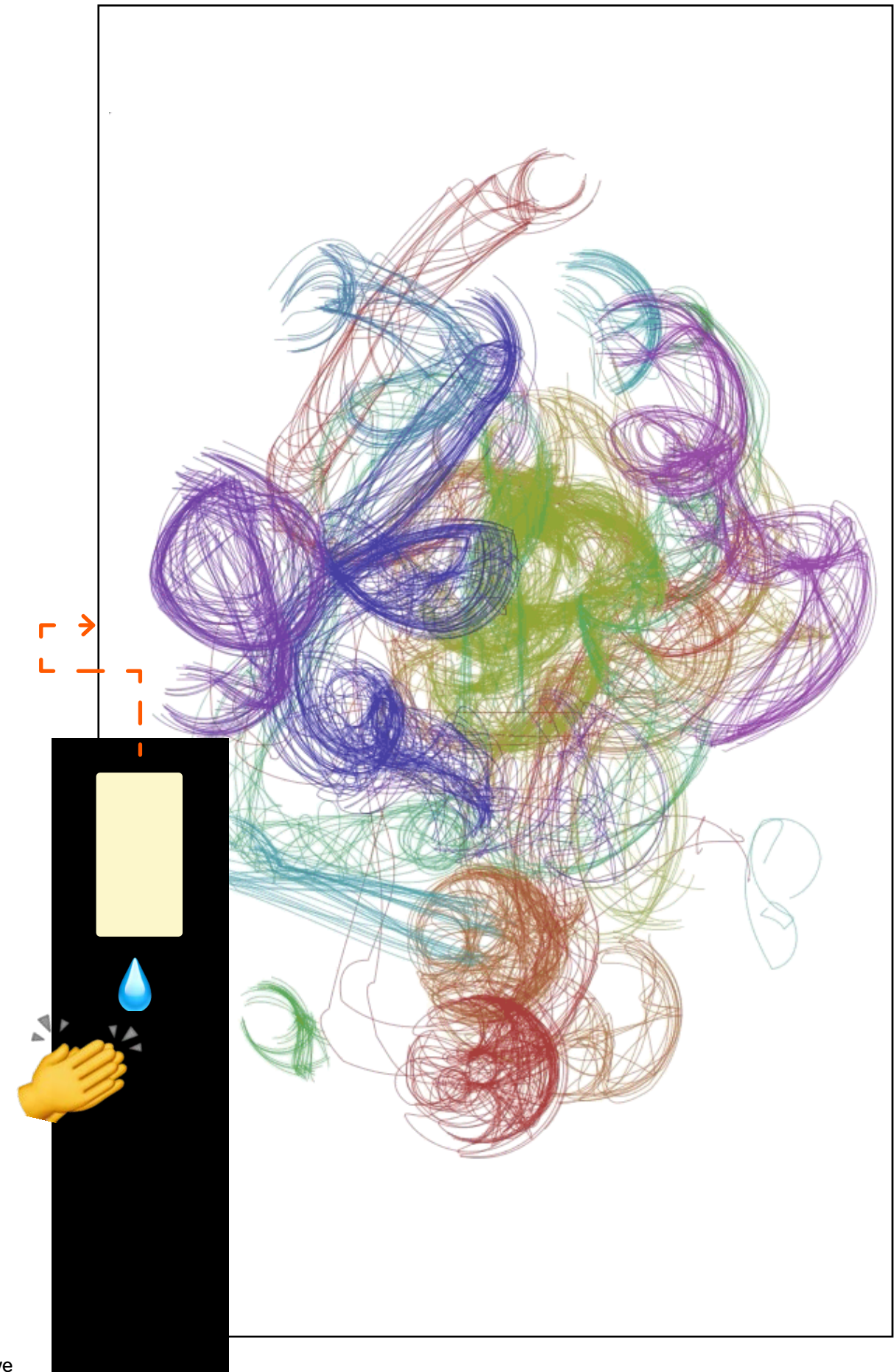
The idea is to keep visitors' hands sanitised as long as they could. The air painting will record only if two hands are putting it together. Therefore, it achieves the goal to remind visitors of using hand sanitisers for at least 20 seconds.


③

③

Turbine Hall ramp plan
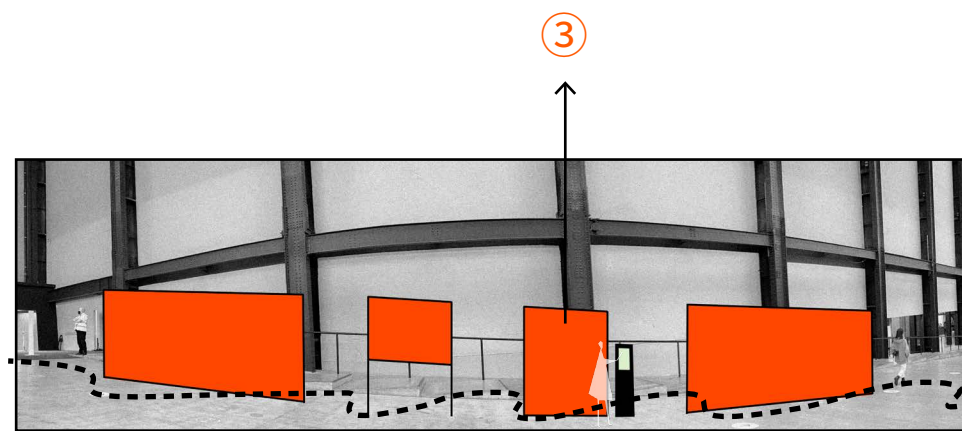
AA' line perspective

④

Keep 2M Distance

The last screen will distort the real-time moving images if two passengers do not maintain enough distance from each other. The distorted pixels are replaced by Covid-relevant emoji, such as virus, vaccine or face covering.

The concept is to encourage visitors to keep in mind the social distancing before going to the venues. The last but not least important guidance amongst the whole Covid measures.

④

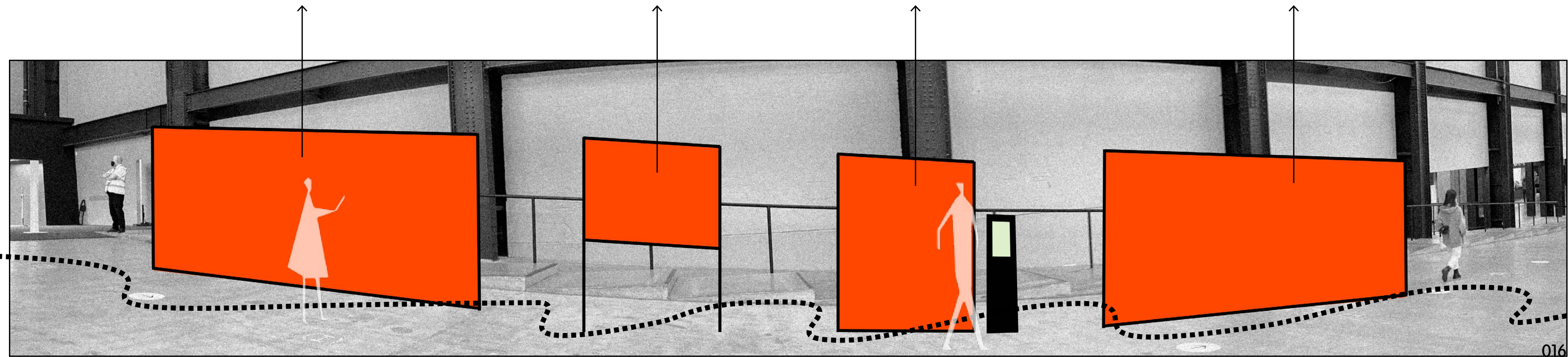Turbine Hall
ramp plan

④

AA' line
perspective

Proposed Plan

One Way System in operation →

WELCOME BACK
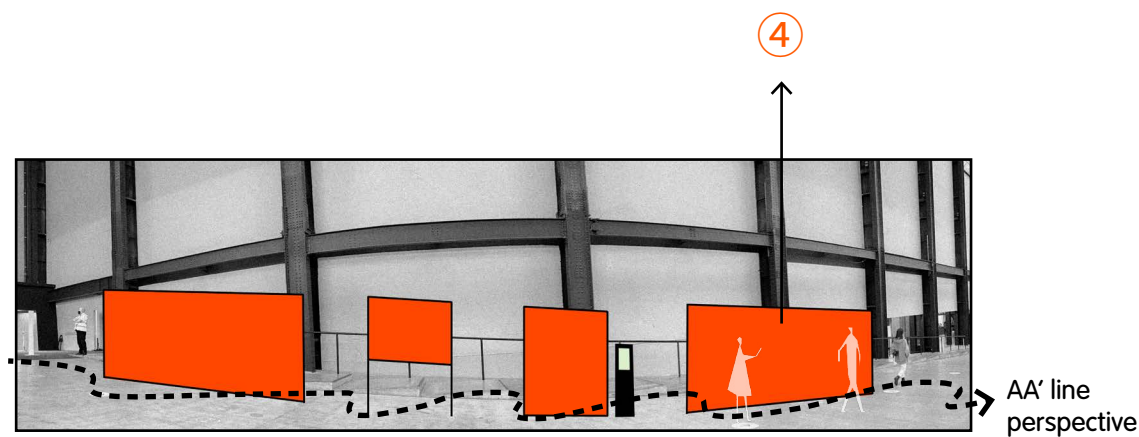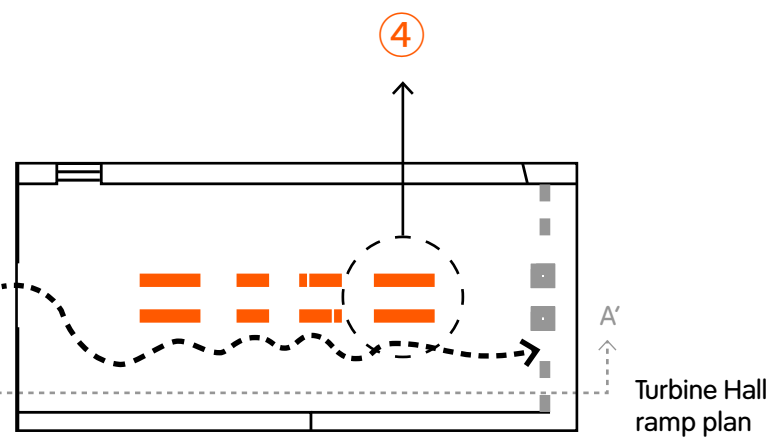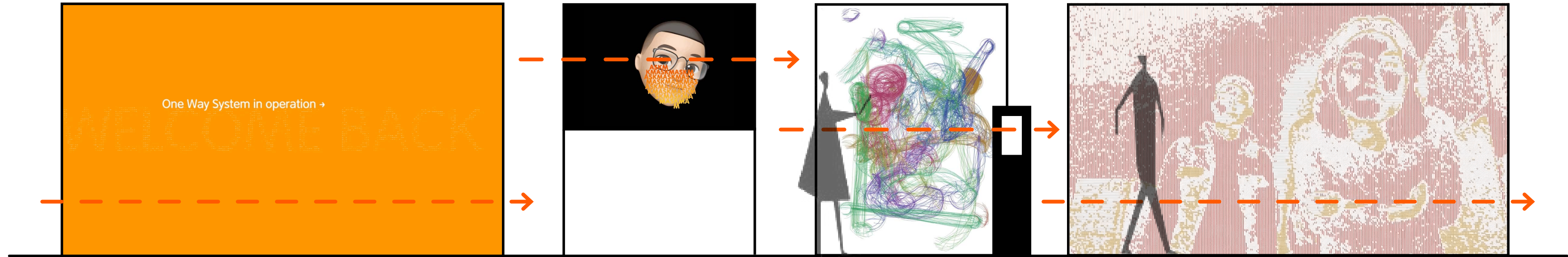
① One Way System   ② Wear Face Masks   ③ Use Sanitisers   ④ Keep 2M Distance

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Demo

By learning P5.js, ML5.js and PoseNet.js in LCC Creative Technology Lab, I realise one of the proposed visual effects in web browser environment.

The follwoing demo on the next page prototypes the scenario when visitors come in and follow the one way direction to entry the exhibitions. The LED screen will display 'Welcome Back: Follow One Way Direction" to guide the visitors with motion text following visitor's movement.

Check the demo and enjoy motion tracking.

Demo

https://editor.p5js.org/mrwenchen/present/U0UZPNq6O
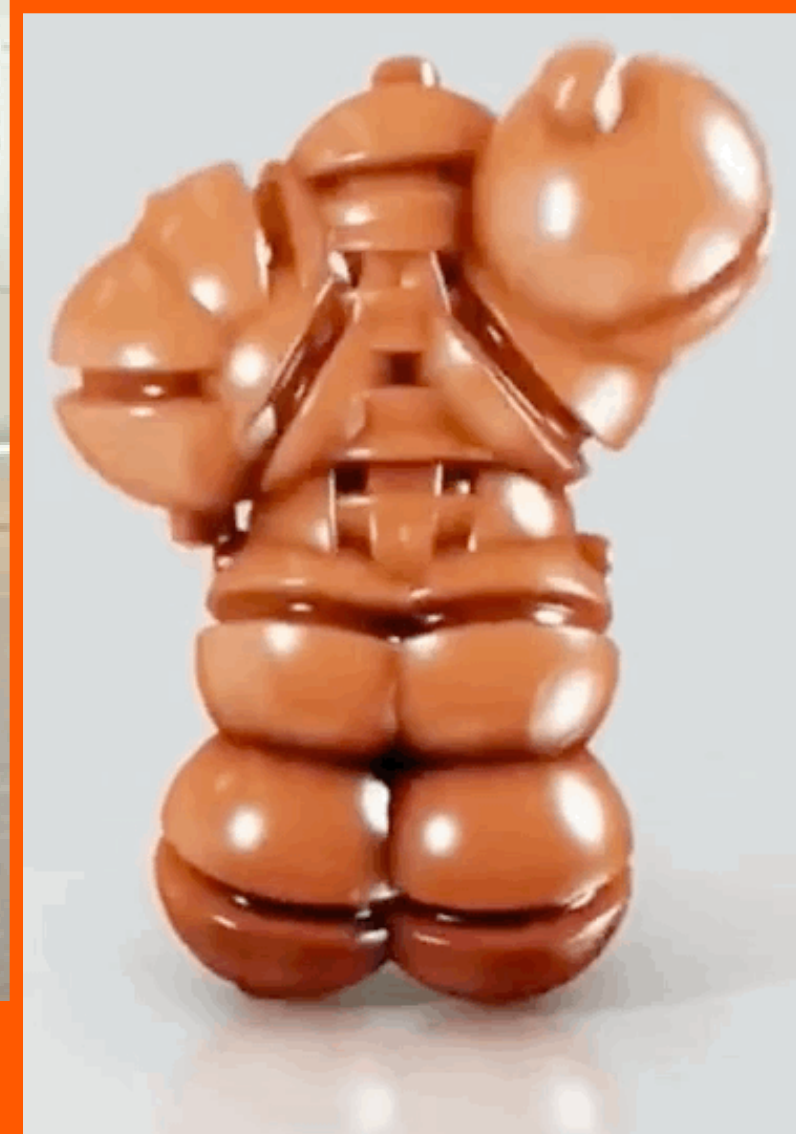
Reference Case

Future You, AI: more than human

Universal Everything, Barbican Centre, London, 2019

It uses motion-tracking technology to stimulate the viewer's body movement in virtual characters. It's an interactive and playful screen-based installation to attract passenger's attention.
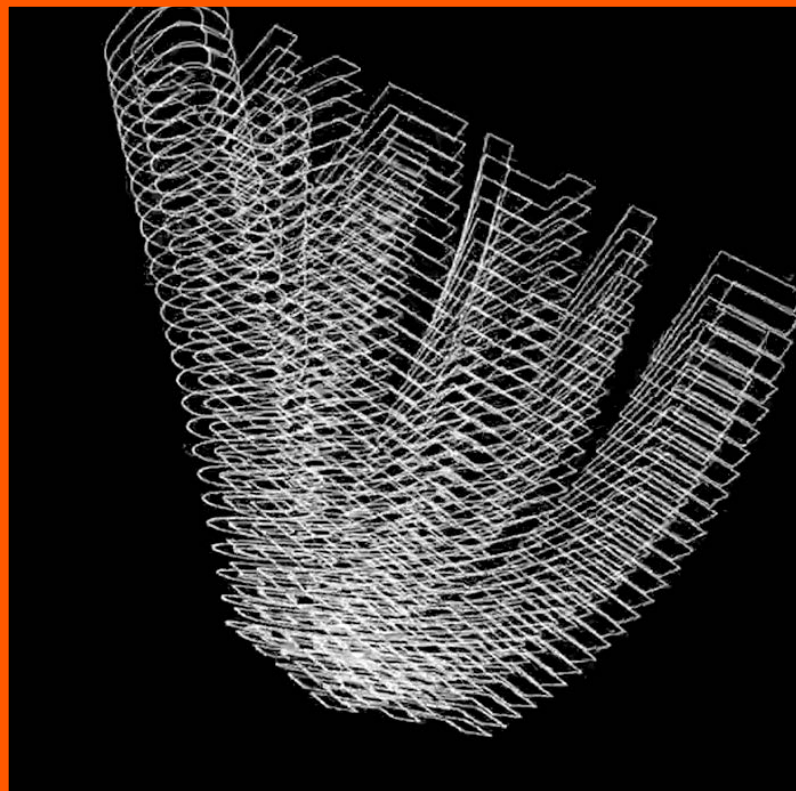
Adidas Oxford Street Store
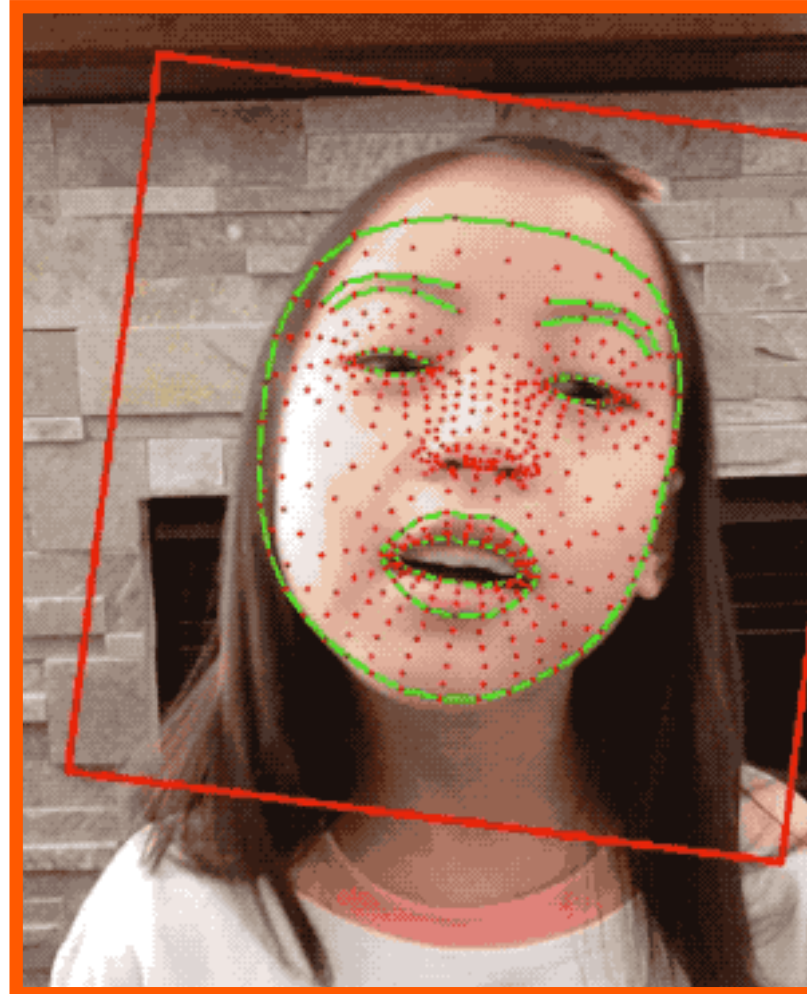
DIA Studio, London, 2019

It uses LED screens displaying animated typefaces and patterns to deliver kinetic and dynamic branding narratives at Adidas store in the competitive shopping area in London.

Techniques in Use

PoseNet() in ML5.js

can track movement of human from four limbs, eyes and nose.
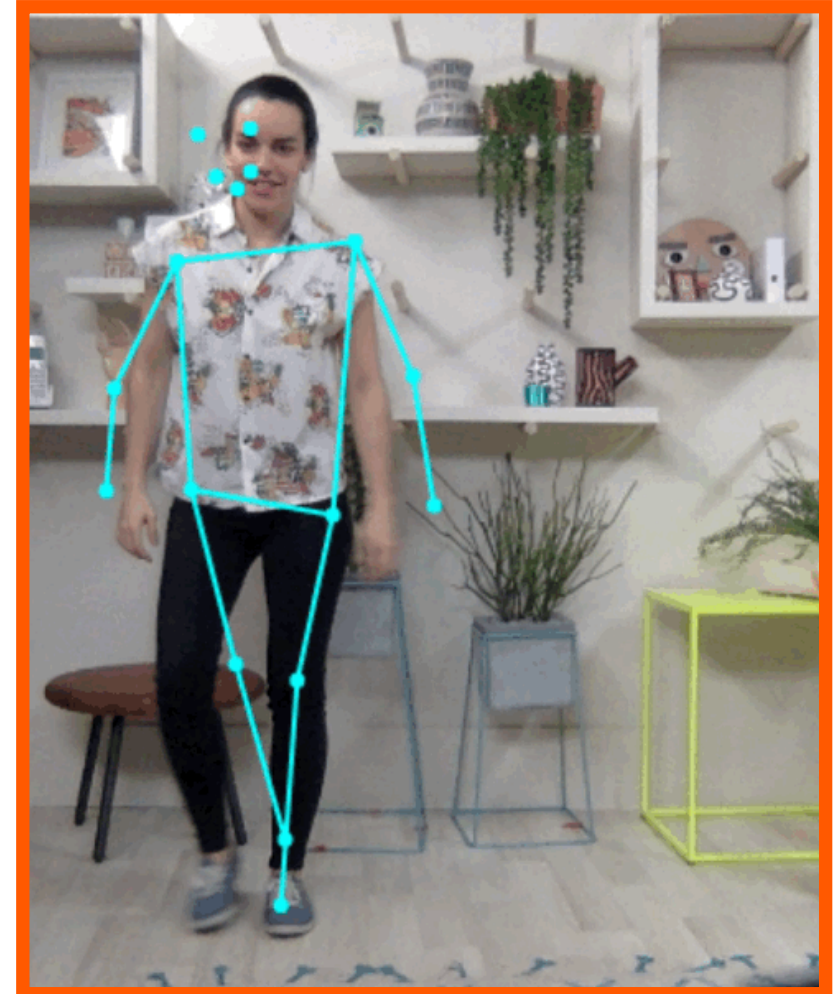
MediaPipe in TensorFlow.js

can track facial expression and build up a sophisticated face mesh model.

MediaPipe in TensorFlow.js

can track movement of hand gesture such as which finger is moving.

PoseNet() in ML5.js

can track movement of muti-people in the scene to interact with each other.

Thanks for watching!
Contact me if you are intersted

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