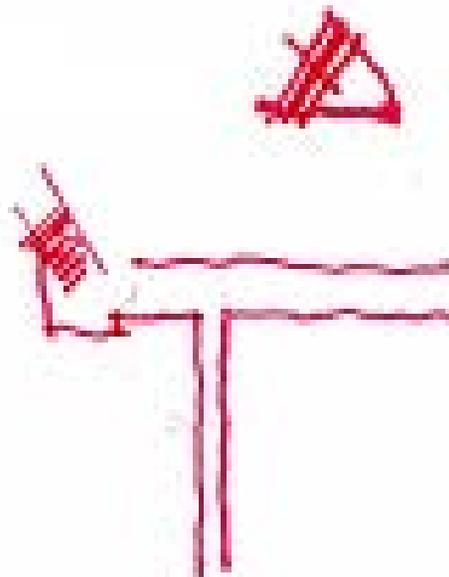


MOMENTARY  
DISRUPTION  
OF  
SPACE

VIDEO?

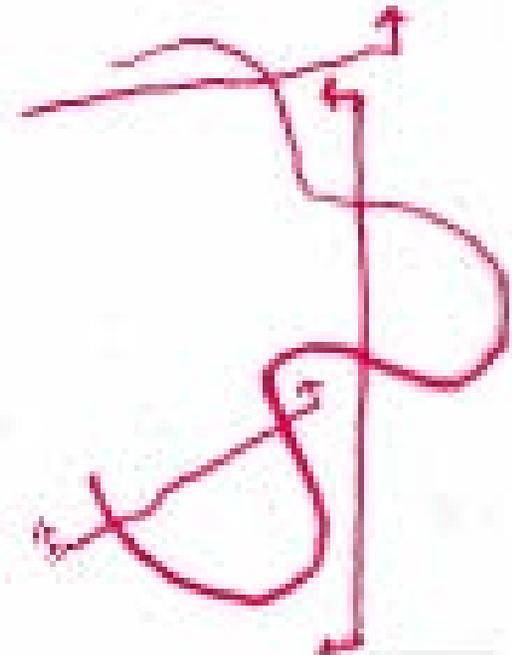
- COOL SPACES THAT
- SCREWING WITH PEOPLE
- YEAH ... YEAH.



Ethan Lacy

Chris Guignon

Ian Kaminski-Coughlin



## **OF COGNIZANCE AND DISRUPTION:**

### **Obstruction in the Infinite Corridor**

#### **Concept:**

To make people more cognizant by disrupting them through obstruction

Assumption:

People lose part of their day to autopilot/"ritual of destination"

#### **Initial intervention ideas:**

Reorient spaces that are autopilot superhighways

Highlight the unfamiliar or uncanny in a familiar space

Break up or disrupt circulation – i.e. Infinite Corridor

Force people to negotiate passage/interact with others

Detouring in circles with signs

## Implementation

First iteration:

Detour signs



## **Results of experiment**

DETOUR signs alone were largely ineffective and ignored in the infinite corridor

People were influenced by others' choices (herd effect).

Places where a clear alternative to intended path (outside, beautiful day) was suggested, some people were swayed.

## **Criticism**

Directional signs encourage autopilot

Signs only engage the subject at one point

## Theoretical influences

Mary McLeod

Gustavo Artigas

Doris Sommer

## Next:

Use people to obstruct forces engagement of both parties

Blur line of obstructer and obstructee

Create a spectacle

Create a continuous disruption of a daily routine

Introduce a familiar behavior in an unfamiliar place







