

Synesthesia

PROJECT NEWSLETTER

WEEK 11

November 8, 2013



TIME/SPEED

THIS WEEK

This week we settled on a concept for our installation- we will be telling the story of 100 years over the course of 24 hours through the eyes of a pocketwatch. Because a watch doesn't necessarily perceive time or create memories in the same way a person would, the piece focuses on 24 key "memories", each attached to an hour on the clock. These "memories" don't necessarily occur in chronological order, but rather are ordered by the time of day at which they occurred.

The piece aims to focus on the cyclical nature of time and the concept that "history repeats itself". Imagery will be repeated in different scenarios such as Christmases occurring in different decades, or various wars occurring in the timeline, to highlight the things that will stay the same against the march of time.

As a nod to our original project, we've matched this concept with an OK Go soundtrack. By using a consistent art style and soundtrack we're creating a fully self-contained and encapsulated project. By choosing not to use period music for each piece of content, we're focusing on the timeless nature of the scenarios we're depicting rather than the concept of the timeline as a whole.

We're currently on track to have most of our content in place by softs so that visitors can scroll through the timeline and experience a nearly complete version of our project.



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