Formally Desired, Now Expired!
An Interactive Installation

Brian Malone, Shabnam Sabbagh, Pedro & Michelle Silva

04.11.12 UCF ARENA
GREENWAVES III

Artist Statement:

This project aims to promote the reuse of materials as a better alternative to recycling. People sometimes have trouble making a clear distinction between the two terms 'reuse' and 'recycling'. It is commonly thought that recycling is to give something a second life, or to reprocess a material to make something else (of a lower quality). Reuse, however, might have associations with being second-hand, used or outdated. It has connections with the idea of salvaging, or that the object is to be used for the same function as originally intended.

In this project we seek to explore an object's lifespan, its embodied energy as intended by its original creator. These objects live at the mercy of their obsolescence, discarded and useless except for their raw materials. Our premise seeks to translate these fears, to commune with those who fear themselves obsolete, and in turn, propose that objects are worth more than the summation of their raw materials or their potential for reprocessing.

Preproduction process:

Our preproduction process started by consequent brainstorming sessions. Our initial prototype had all the physical and digital elements integrated so we didn't need to add anything during our preproduction. What we changed during the preproduction was the story behind the project and how the figure represents our premise.

The final design turned out to be a human-like figure with a CRT monitor head made out of all kind of computer parts sitting on a stage and holding a QR code which makes it interact-able through our website. By going to the website you can type in your desired message and as a result the message will be shown on the figure's monitor head and it will read your message aloud. You can see the concept evolution process in the photos below:
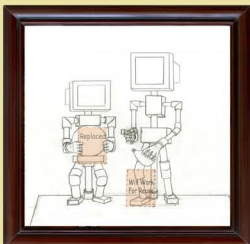

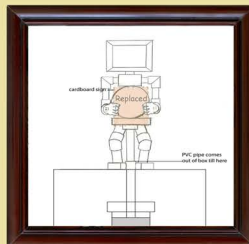This was the first sketch that Pedro did to convey his idea.

At first we wanted to have two figures standing in an unemployment line with other kinds of outdated characters like a knight or a rock star.
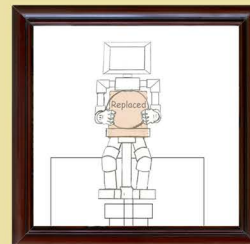

Then we decided to toss out the other characters and only keep the two figures.

Later we changed our mind and decided to make the figures look as homeless people instead of standing in an unemployment line.

Finally we thought having one figure on the stage attracts people better and make them focus on one thing rather than two so we decided to go with one figure and that was the last change!

This time "we" didn't make any changes! Our figure complained that he is not going to stand up for the whole day at GreenWaves so he sat down!!
This sketch became our final design.

Formally Desired, Now Expired!

An Interactive Installation

Brian Maloney, Shabnam Sabbagh, Pedro & Michelle Silva
www.tinyurl.com/Desired-Expired

Production Process:

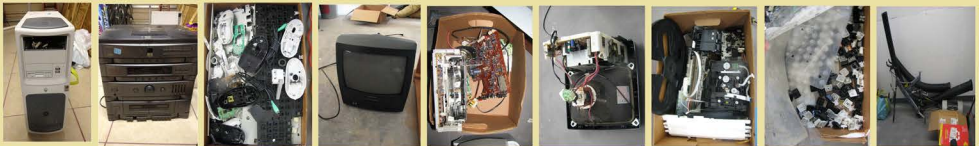We had everything planned so we just started to make it!
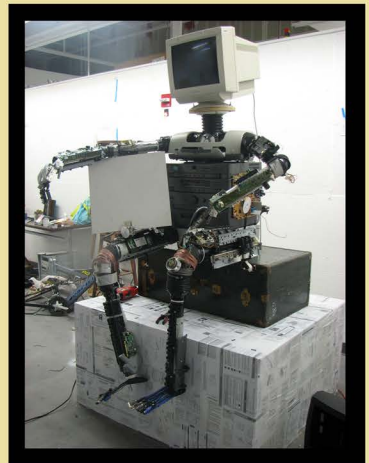
Week 1 & 2: Building the Armature

Week 2: Finishing the Armature + Stage

Meanwhile... we were collecting trash and computer parts!

Week 3 & 4: Attaching computer parts

Formally Desired, Now Expired!
An Interactive Installation
Brian Malone, Shabnam Sabbagh, Pedro & Michelle Silva
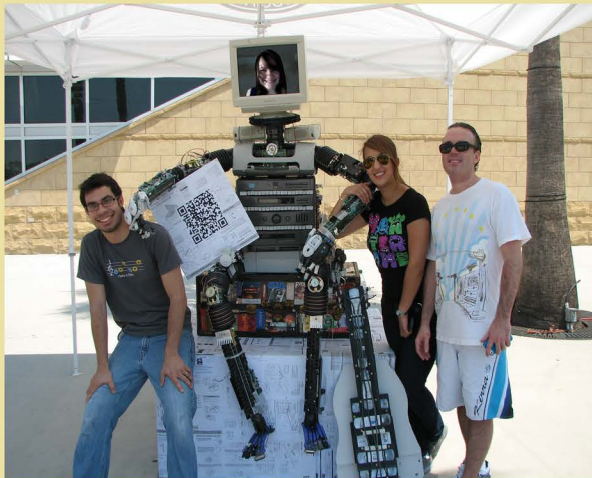www.tinyurl.com/Desired-Expired

Event's Day:

GreenWaves is an annual event at the University of Central Florida that implements environmental and social "best practices" to promote the need for conscious sustainable solutions. We presented our work beside our other classmates' projects as a group interactive art exhibition at GreenWaves III on Aprill 11th 2012.

Team Biography:

"Brian Malone" has been involved with visual and performance aspects of traditional and digital art forms throughout most of his life. Approaching completion of his first year, he would agree that the deconstructive teachings found throughout much of the UCF School of Visual Arts and Design's graduate program results in more meaningful student produced work.

"Shabnam Sabbagh" is a graduate student in the Visual Language and Interactive Media MA program. She is originally from Iran and moved to Orlando in August 2010 to attend graduate school. She spent a year at the Florida Interactive Entertainment Academy (FIEA) learning about video game programming. Shabnam is interested in video games, interactive advertisement and media, animations and graphics design.

"Pedro Silva" was originally born in Brazil, but has been in Orlando for quite some time. This is his second year in the digital media/emerging media MFA program. He is very interested in exploring the educational potential of multimedia, especially the ways it can motivate students toward discovery and engagement. Since getting his BA in creative writing from UCF, He is also interested in technologies potential for storytelling, focusing on the intersection between learning and interactive, multimedia stories.

"Michelle Silva" recently graduated with a Masters of Arts in Teaching in Social Science Education (Spring '12), and has spent this semester gaining valuable experience interning for Florida Virtual School. She is very interested in exploring the potential of technology in the physical and virtual classroom.