

RichViz: Search & Tell

Communication in Space

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Anne Olthof, Pepijn Lampe, Sanne Kistemaker

A slide with a light blue header and footer. The main content area is white. It features a blue abstract graphic consisting of several overlapping, semi-transparent shapes that resemble a stylized arrow or a cluster of points. The text 'Communication in Space' is repeated four times in a small font, positioned around the blue graphic. The title 'Communication in Space' is written in a large, bold, black font in the center. The footer contains the authors' names: 'Anne Olthof, Pepijn Lampe, Sanne Kistemaker'.

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What is space's influence on creativity ?

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A slide with a light blue header and footer. The background is a blurred image of a modern interior with a table, chairs, and a sofa. The text 'What is space's influence on creativity ?' is displayed in a large, bold, black font. The title 'Communication in Space' is written in a smaller font at the bottom left. The footer contains the authors' names: 'Anne Olthof, Pepijn Lampe, Sanne Kistemaker'.

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People's usage of creativity is stimulated by a climate which contains:

- dynamism
- challenge
- freedom
- playfulness
- encouragement
- risk-taking willingness

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How can you reach this?

- Context
to provide empathy
- Inspiration
to provide motivation

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<p><u>Context: Context</u></p> <ul style="list-style-type: none"> - Conventional moodboards - scenario's - storyboard - sketches on wall 		<p><u>Designer</u></p> <ul style="list-style-type: none"> - Exploring - sitting in long corridors(IDEO) - bicycles/big swing in studio (Young Rebels) - video collage (Keller) 	
<p><u>Context: Context</u></p> <ul style="list-style-type: none"> - Design in real context - Design together with end user 			  

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Inspiration

Internal inspirational rooms

1. Reconfigure studio in to inspirational room:artefacts
2. Bringing context into studio: IDEO

External inspirational rooms

1. Dedicated rooms (Future Center)
 - structure rooms
 - creative rooms
 - scenario rooms
2. Non-dedicated rooms

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Guidelines for 'Communication in Space'

- Consistency
- Leave space for 'filling in'
- Freedom & Encouragement
- Prepare participant
- Clear focus of attention
- Flexibility



Context

Benefits

- Inspiration for solutions
- Think out of the box
- Empathy for the user

Disadvantages

- Exploring context costs money
- Too much step-in
- Not thinking of other contexts



Inspirational spaces

Benefits

- Evoke creativity
- Guide creativity: adjust space to the phase of the process
- Guide the companies' style
- Support fun, excitement, engagement

Disadvantages

- Beneficial inspiration: No user-related data



Questions?