

Spectacle means a special or attractive sight. In particular, it is the mirror that can be used in the real and virtual world. Nowadays, Spectacle is mostly showed by social media, people will find the truth when they access. Generally, the spectacle will use the unique way to make people attractive and help people to re-establish the perspectives.

Death is the natural rule for the organism. When they pass away in the world, the spirits will exist and eulogize eternally. Recently, due to the improvement of mental and physical aspects, the life quality is better than the past. However, most people lack the awareness of death because they think death is meaningless and feel frivolous to learn the backgrounds of death. Therefore, the spectacle can be the tool to make people interest and prompt them calmly to contemplate the inherent meanings. Contrarily, people will be the spectacle to find the truth in the virtual world, and they will immerse in their journey of exploration in order to realize the truth.

The 'museum' is one types of institution that preserves the spirit of dead things and display. It is the main strategy to help people to experience the real atmosphere and realize the implication of death. In addition, the 'X-factor' plays an important role to hybridise with the existing institution become the new institution type to provide a unique experience to audiences.

In my perspective, the 'journey' is the main element to impact museums to recover the real scenes. AR technology can be the special element which can collaborate with museum become a new institution. AR is convenient that the audience can take equipment with 'AR' to point to the specific space they intend. The effect of AR will be opposite to the real one, AR will pass through the past and emerge the different scenes in the same perspective as real. Overall, **AR museum** can provide the spectacle to people to explore the truth of death.

AR MEMORIAL MUSEUM

DEATH! A SPECTACLE!

FINAL PRESENTATION: GRAPHIC STRATEGY AND REFERENCE

YIHENG FU (WEST) 12096588

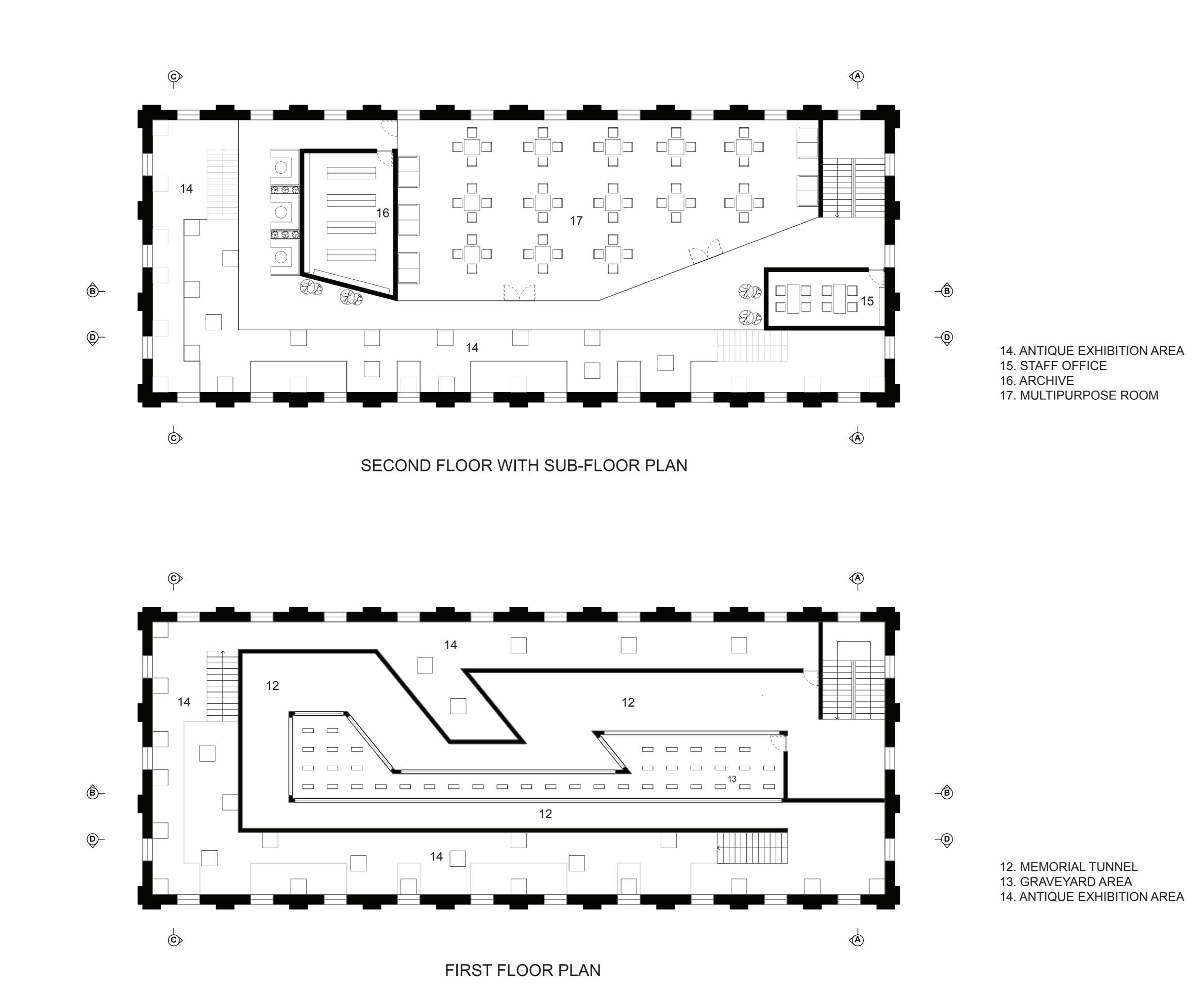
YIHENG FU (WEST) 12096588 86223: DESIGN STUDIO: INTERIOR ARCHITECTURE MAJOR PROJECT

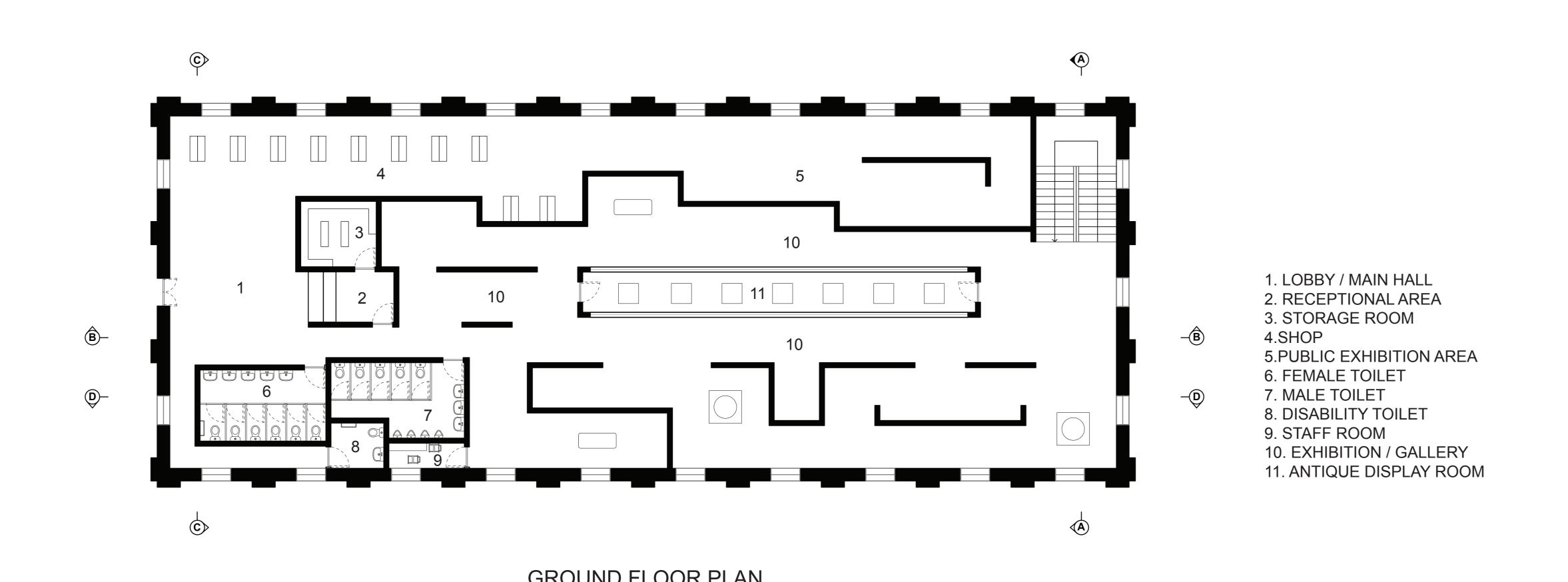
DESIGN STUDIO: INTERIOR ARCHITECTURE MAJOR PROJECT

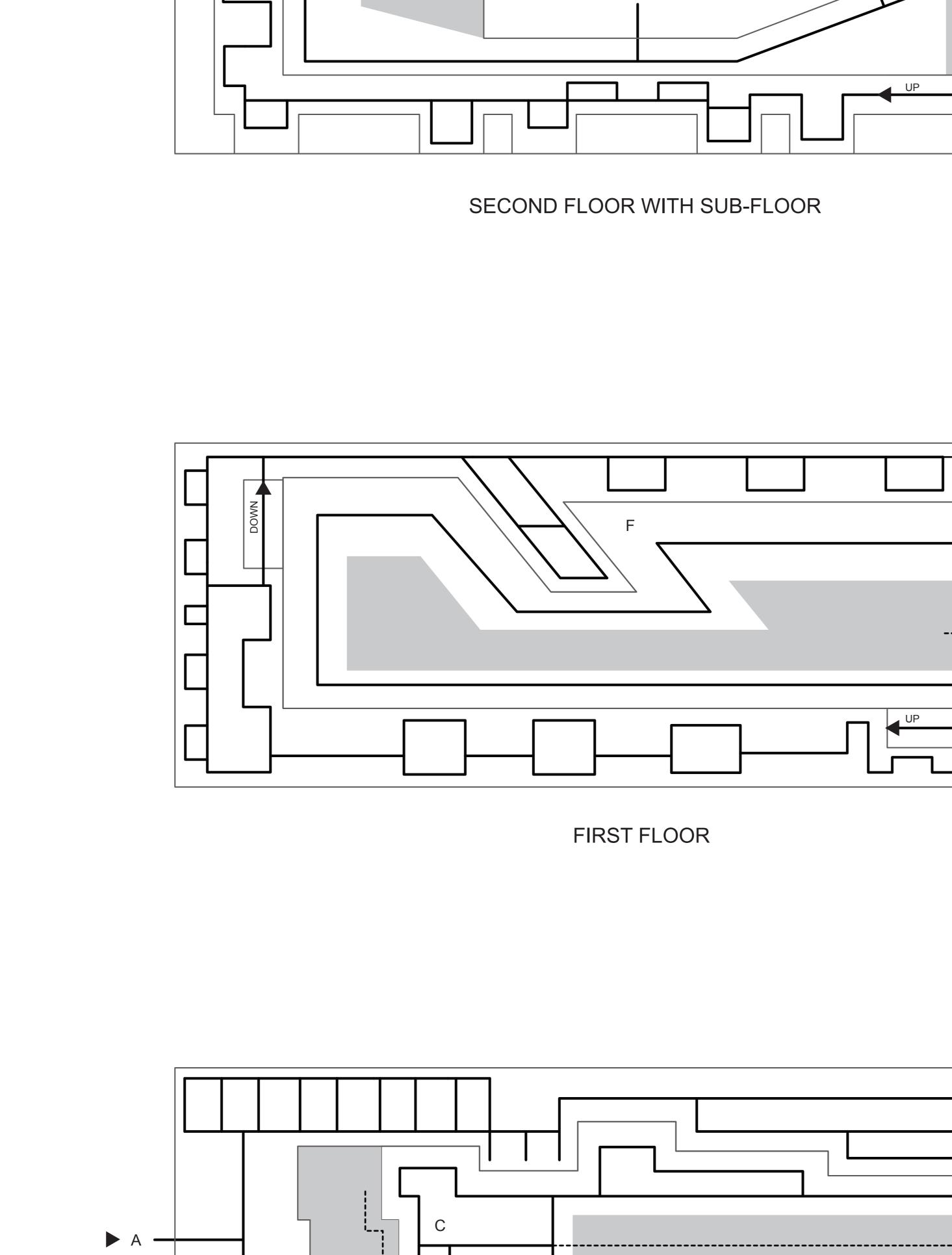
1. LOBBY / MAIN HALL 2. RECEPTIONAL AREA

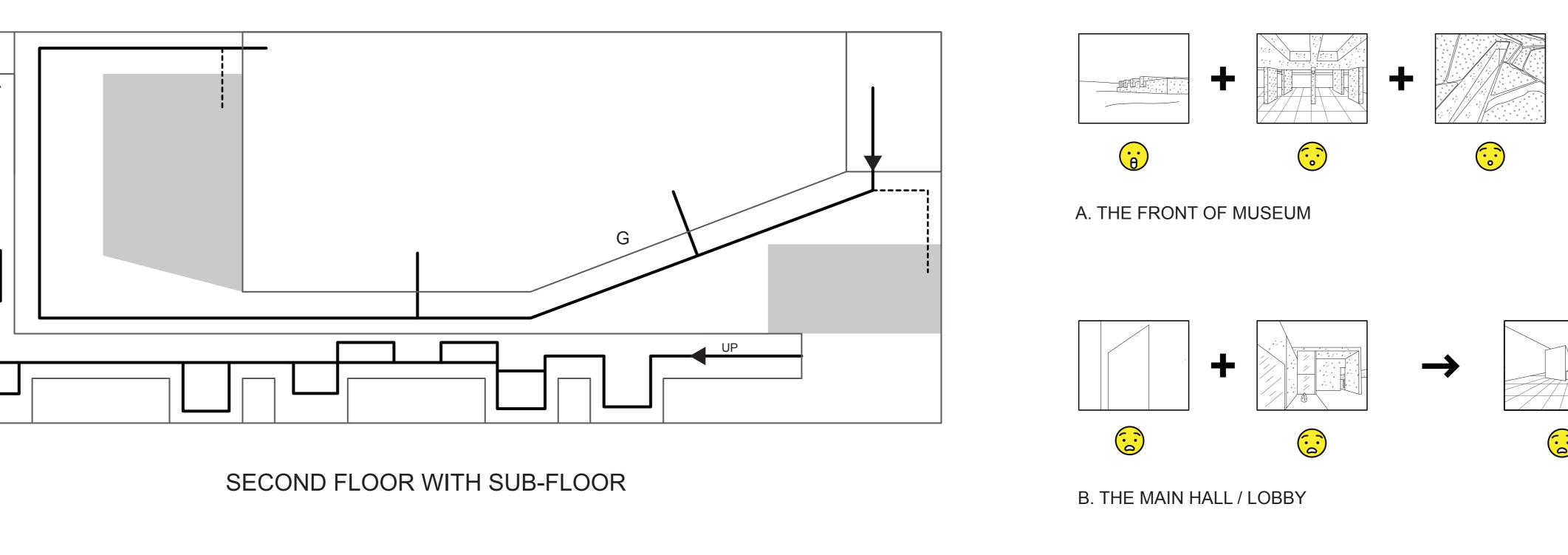
5.PUBLIC EXHIBITION AREA

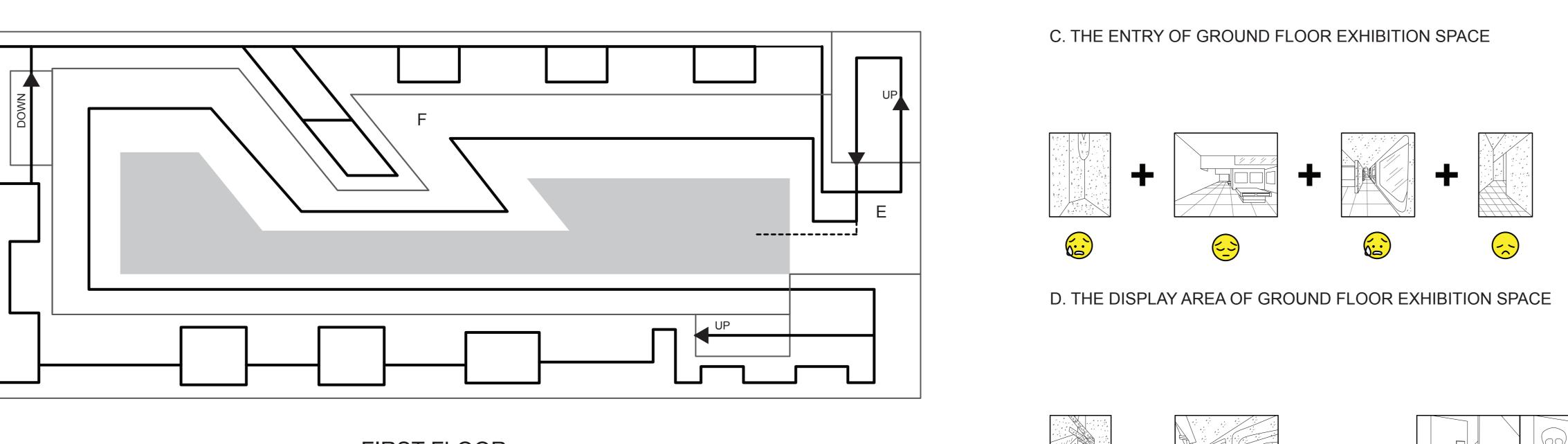
3. STORAGE ROOM

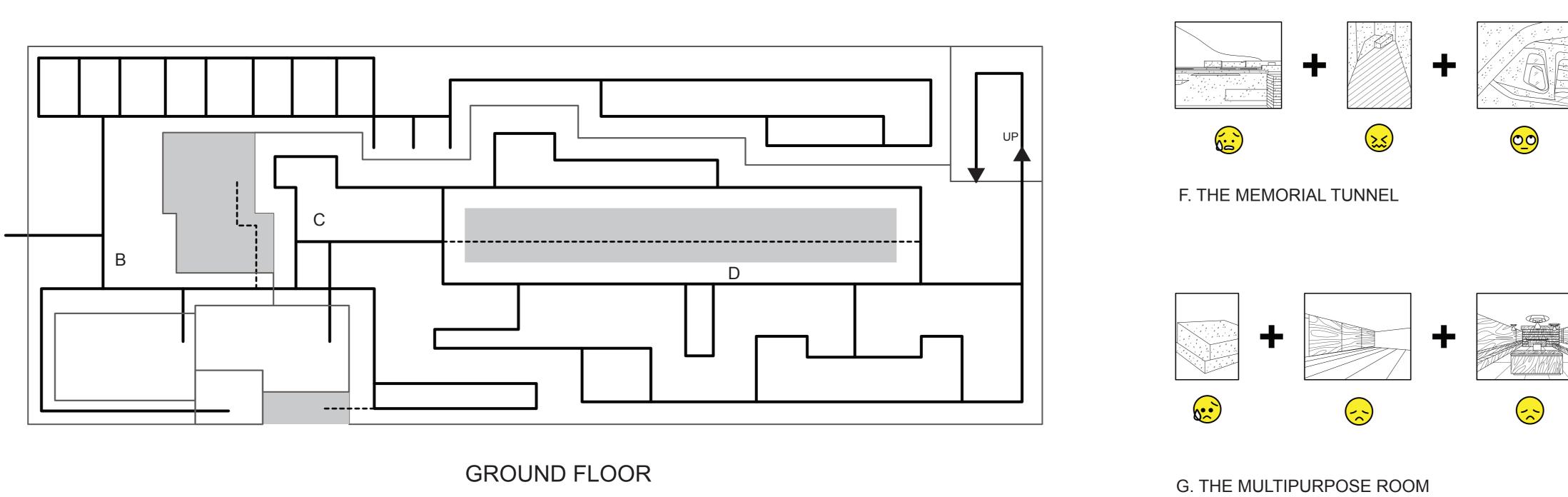


















GROUND FLOOR EXHIBITION / GALLERY AREA

IT REPRESENTS DIFFERENT TYPE OF ARTWORKS AND PHOTOS. AUDIENCE WILL SEE
THE DIFFERENT EFFECTS VIA AR-TECHNOLOGY. THEY CAN SEE THE UNIQUE SCENE AND
SEARCH THE INFORMATION THEY INTENT.



MEMORIAL TUNNEL

THE MEMORIAL TUNNEL PLACES THE REAL CEMETERY. AUDIENCES CAN USE AR-TECHNOLOGY AND POINT TO DIFFERENT PART TO EXPLORE THE SECRETS OF GRAVEYARDS.



ANTIQUE EXHIBITION AREA

THE ANTIQUE EXHIBITION AREA HAS TWO FLOORS, IT PLACES MANY GLASS - CABINETS
WHICH COLLECTING THE ANTIQUES. ANTIQUES HIDE THE BACKGROUND SO THAT AUDIENCES
CAN USE AR-TECHNOLOGY TO FIND THE TRUTH / ANSWERS.



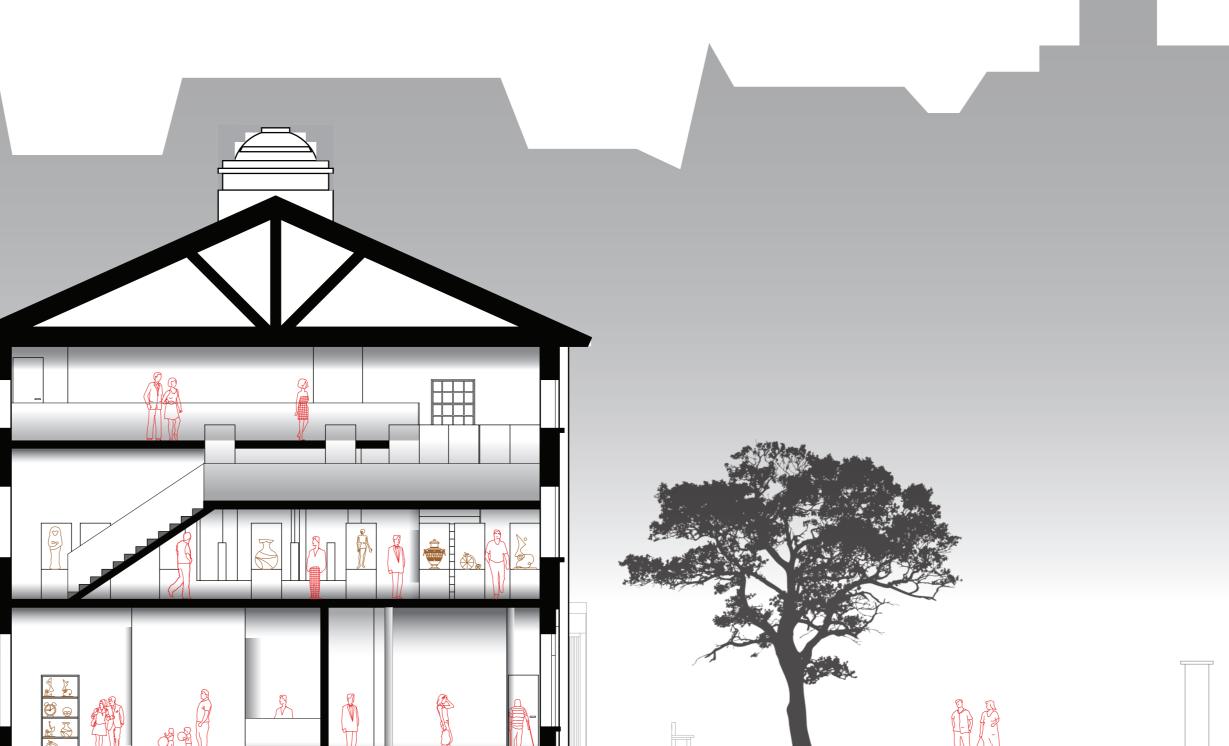
PUBLIC SPACE

PRIVATE SPACE

PUBLIC CIRCULATION

PRIVATE CIRCULATION





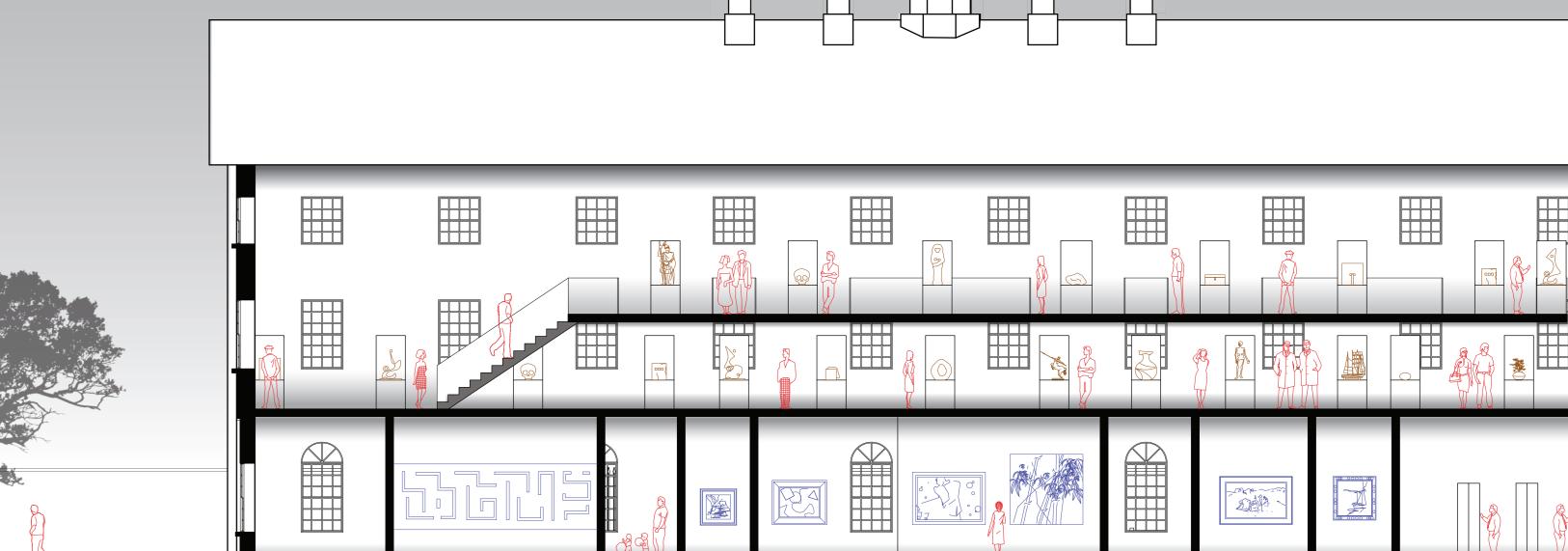
TYPOLOGY STUDY: REFERENCE IMAGES COMBINATION (DESIGN PROCESS)

(NOTES: IN FINAL OUTCOME PARTS, LEFT SIDE MEANS ACTUAL / REAL SCENES, RIGHT SIDE MEANS AR SCENES.)

THE REFERENCE IMAGES COME FROM THE TYPOLOGY STUDY, EACH FORMULA USES SIMILAR EMOTIONS FROM DIFFERENT PRECEDENTS TO MIX THE FINAL OUTCOME IN DIFFERENT PARTS OF MUSEUM. THEY FOLLOW THE SEQUENCE OF EMOTIONAL TRANSFORMATION TO GENERATE THE ENTIRE DESIGN. IN FINAL OUTCOME PARTS, LEFT SIDE MEANS REAL / ACTUAL SCENES, RIGHT SIDE MEANS AR SCENES. IN AR SCENES, THEY USE EMOJI SYMBOLS TO REPRESENT THE IMPLICATION. EACH OF OUTCOME SHOW THE COMPARISON OF REAL AND AR EFFECTS, SO THAT PEOPLE'S EMOTION WILL BE DIFFERENT WHEN THEY SEE BOTH.

E. THE ENTRY OF FIRST FLOOR





SECTION C