

# EXPERIENCE MACHINES – MOD. SCHOOL PROJECT

HEDONISM Exhibition 2019

Teacher Resource Kit

January 2019



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## Introduction to MOD.

MOD. at the University of South Australia is Australia's leading future-focused museum, provoking new ideas at the intersection of science, art and innovation. MOD. aims to inspire young adults aged 15+ about science and technology with dynamic, changing exhibition programs, showcasing how research shapes our understanding of the world to inform future possibilities.

For visitors, it is a science experience like no other, a tourist icon bringing together the public, researchers, students and industry to interact, learn and be inspired - creating what is Australia's boldest, and South Australia's only, interactive public science and creativity space. MOD. does this within seven purpose-built gallery spaces over two floors, our café, shop and lecture theatre, located on Adelaide's premier cultural boulevard, North Terrace. It also features Australia's first Science on a Sphere.

MOD. has an ambitious annual program that features two exhibitions, each exploring themes at the intersection of science, art and innovation. More at [www.mod.org.au](http://www.mod.org.au).



## About the Experience Machine project

MOD. is committed to fostering the participation of young people in each of our exhibitions. As part of our third exhibition, HEDONISM (opening May 2019), we are inviting school students to contribute to the content of this exhibition by creating either visual designs or artefacts for display in our gallery spaces, which answer the question:

**If hedonism is the pursuit of pleasure – does it matter if the experience that produces it is real or virtual? If we could build machines that could give us endless pleasure, would you want to use one?**

Schools and/or individual students are invited to design and/or build an experience machine in response to this. Rather than being a competition, the project enables creative contributions from schools, educators and students to be featured within the exhibition.

In doing so, we are inviting you to contribute to a series of speculative pleasure providing products or experiences that you might find in a carnival arcade of the near-future and invite visitors to consider whether they would like to try one.

Your design outcome can be developed for 2D display including print, film, digital, or poster. Some questions that might provoke your thinking around this include:

- How would people will use this experience machine?
- Can we design the perfect pleasure simulation?

## The opportunity

Suitable designs will be showcased in MOD. as part of the HEDONISM exhibition.

We are looking for secondary school students (either individual or groups) to design an experience machine.

Your imagination is the limit, as long as it is presentable in a flat 2D way. This might include sketches, technical drawings, photography, collages, painting, comic, illustration etc. The artwork specs must be TIFF at 300dpi, A0 size (841 x 1189 mm) in landscape or portrait format.

**NB: MOD. is responsible for printing and making it gallery ready.**

If you are considering digital, we can accept this format too such as a video, game, short film, projection. We have projectors and digital screens that may be able to be utilised. If you are looking at film, digital work or animation – 30 or 60 sec of video footage or animation 1920 x 1080 resolution using H.264 codec.

This is not a competition but rather the MOD. team will select designs and objects for inclusion that work within our gallery space. A final decision on what is featured will be determined once designs and machines are received. This will be based on:

- Success of the work as a piece of design that explores the concept of an 'experience machine' as a product in a way that emotional engages with the MOD. audience.
- Creativity and originality including an exploration of the theme in an unexpected way. Please note that your work *must* be your own work.
- Quality of design based on the theme.

NB: MOD. reserves the right to not select any submissions that are deemed as not reaching a high enough standard based on the above selection criteria, and they will not be selected to be a part of the exhibition.

## The theme

The third MOD. exhibition, HEDONISM, will invite visitors to ponder “pleasure for life”.

The exhibition will explore provocations like:

- Can you design for sustainable pleasure?
- How to we measure aspects of wellbeing?

The exhibition will explore areas that are associated with pleasure including health and environments. Hedonism will invite visitors to question how we design for sustainable pleasure so as to avoid or minimise harmful behaviours that might usually be associated with concepts of hedonism. It will engage visitors in developing and identifying new factors that may contribute to their own pursuit of pleasure and wellbeing.

*Hedonist:*

*A person who believes that the pursuit of pleasure is the most important thing in life;*

*A pleasure-seeker: she was living the life of a committed hedonist.*

Hedonism invites visitors to think about how we might change our relationship with inputs for better experiences through physiology, design and culture. Areas of science include biology, evolutionary biology, ecology, biochemistry, chemistry, psychology, nutrition plus design, user experience, music, ethics.

Areas of interest to explore include:

- Biophilia and the botany of desire (ecology, botany, urban design, chemical signalling)
- Data visualisation (psychology, big data, real-time analytics, social connection)
- Sports (peak performance, group dynamics, enjoyment of exercise)
- Microbiome, Nutrition and Gut Health (microbiology, health)
- Urban Play (design, psychology, ecology)

## What sorts of machines are we looking for?

We are interested in designs or machines that creatively explore this question through the form of an experience machine. Machines can be traditional mechanical objects or things that are 'machine-like'. It might be a simple device that performs a single action, or it could be more complex.

The goal is to design and present a product that contributes to human pleasure / happiness / wellbeing through simulation.

Some examples of experience machines that we came across in our research for this exhibition are:

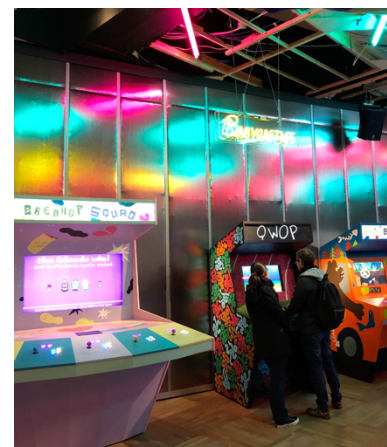
- A periscope that you look through, giving you an idea of what it feels like to see the world as a giraffe
- A hug shirt that embraces you in someone else's virtual hug
- A machine that might make exercise feel less like hard work and more like a game

### Inspiration

- [Situation Lab: Stuart Candy – Nature Pod](#)
  - If you can create a virtual experience of being in nature, how could this change our relationship to the real environment?
- Monash University SensiLab: Dr Toby Gifford – Haptic bracelet/ armband.
  - We are used to staying in touch through social media. But what if we could take that one step further- and stay in touch in the true sense of the word. How would a haptic 'hugs' from friends (or strangers) make you feel?

### Aesthetic

- The gallery is imagined as a neon carnival pleasure arcade.





## Why get involved?

Creating experience machines will engage students in authentic project-based learning: encouraging imaginative real-world problem-solving in a way that's fun, hands-on and can be tailored to individual students' interests.

### **For students – personal and skills development:**

The project provides opportunities for students to develop many and varied skills, including:

- developing an original idea and researching information;
- developing team-work, time management and planning skills;
- considering available resources and constraints;
- testing ideas/prototypes and analysing and reflecting upon their effectiveness;
- communicating ideas through multiple modes, including written and visual/spatial;
- practical and/or technical skills through a particular medium or technology;
- using design thinking and processes to deliver a product.

The experience will also provide an opportunity for students to have their creative work exhibited in a public gallery space.

### **For students – higher order thinking and self-regulated learning:**

The project offers a rich context for higher order thinking and self-regulated learning; however, opportunities for learning exist beyond the above brief. Students could be asked to reflect on their finished product: what are the limitations of their design? How could it be improved? How could they market their design to a particular audience or consumer? Or students may be invited to consider their own learning and ways of thinking through their participation in the project.

### **For teachers – connection with curriculum:**

This open-ended question could be addressed within a range of learning areas, including (but not limited to): Arts, Design & Technology, Digital Technologies, English, HASS, Health & PE, Mathematics and Science.

Experience machines invites collaboration between students and can be embraced in your school as a cross-disciplinary project.

It could, for example:

- bring together two learning areas such as HASS and Design;
- form the basis for a student's SACE Research Project, or serve as a precursor at lower years;
- be run within an extra-curricular program (e.g. Tournament of Minds, STEM club).



## What sort of process should you use?

Schools and students can follow their own process to develop their experience machine design or object. MOD. encourages cross-disciplinary teams and use of a design process to guide development.

For example, a simple design thinking model that could be applied would consist of the following stages:

1. Identify and define the problem. What could an experience machine do? Which is the one that resonates or feels the most important? What would it look like if that problem was solved?
2. Research the problem. What have other people said about it? Are there other solutions?
3. Idea generation: create a long list of ideas. What are all the creative ways you can solve that problem? What ideas are audacious and unexpected?
4. Design a solution. What ideas resonate?

Useful existing models that replicate this sort of process include:

- The British Design Council's Double Diamond design process
- 6D's of Solution Fluency We have provided some helpful brainstorming and discussion questions to explore this particular problem, as well as links to some excellent online thinking tools, which you can access on MOD. website.

## Registration, submission details, and key dates

### Registration

This project is part of our third major exhibition, HEDONISM, opening May 2018.

Students or schools interested in designing an experience machine can REGISTER ONLINE at [mod.org.au](http://mod.org.au). There is no deadline to register.

Once you are registered, you can also keep us updated with what you are working on in two ways:

1. You can email us directly at [mod@unisa.edu.au](mailto:mod@unisa.edu.au)
2. You can share your work on social media and tag us using our handle @modatunisa

### Submission details and key dates

For ALL experience machines to be considered for potential exhibition at MOD., you need to have registered your participation AND submit images of your proposed experience machine along with a written creative / design statement (up to 150 words) by 1 April 2019 (no late submissions will be considered).

- Submissions to be included in HEDONISM exhibition will be notified by 8 April 2019.
- Final high resolution designs for experience machines should be submitted to MOD. by email: [mod@unisa.edu.au](mailto:mod@unisa.edu.au) by 12 April 2019.
- Please note it is the schools or students responsibility to deliver designs and machines to MOD. by deadline.
- HEDONISM launches May 2019.

## Intellectual Property and Publicity

Intellectual Property will be retained by the school or student; however, in signing our registration form, parents/caregivers, students and teachers are allowing us a perpetual and unrestricted licence to display the work in MOD. and show images and film of the work on MOD. and UniSA digital channels.

The experience machines may also attract media interest and MOD. will pursue opportunities to publicise the project and exhibition. We may contact participating schools and ask if teachers or students are available for comment or photo opportunities.