EASTLAND

KALEIDOSCOPE IDEATION

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Ringwood Development

Eastland Shopping Redevelopment is part of a bigger redevelopment plan for the Ringwood area

Eastland Stage 5 Redevelopment with national major retailers, including Myer, David Jones, Target, K-Mart, Big W, Coles, Woolworths and Hoyts, as well as more than 350 specialty stores


Ringwood Town Square featuring retailing, al fresco dining incorporating restaurants, as well as generous public space for an integrated mix of activities.
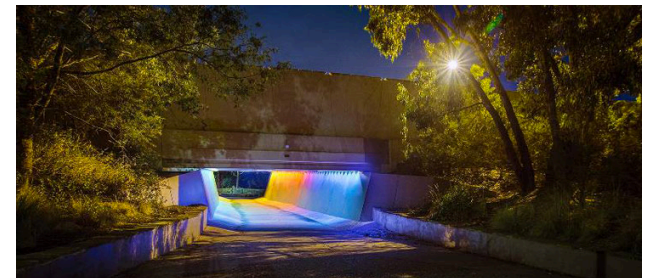

Realm will integrate a library, a learning centre, an art gallery, interactive local history display and Council service centre.

Ringwood Station upgrade with a major new pedestrian concourse and the expansion of the bus interchange
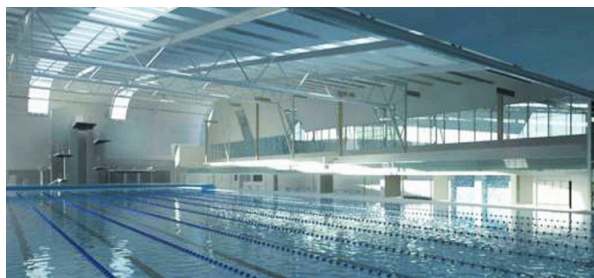
Aquanation, a state of the art regional aquatic and leisure centre that will incorporate the State Diving Centre

Larissa underpass with motion sensor activation, welcoming pedestrians to walk through while enjoying a range of pre-programmed dynamic colour sequences

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Anchored to a Sense of Place & Culture

The City of Maroondah was created through amalgamating the former Cities of Ringwood and Croydon in December 1994. The name *Maroondah* comes from an Aboriginal word meaning 'leaf', because of the area's green façade.

Ringwood is famous for the development of the "Pride of Ringwood" hop variety, which today flavours Fosters Lager, and many other beers around the world. Ringwood is the site of a Cadbury's second-largest chocolate factory in Australia producing chocolate bars, such as Cherry Ripe and Boost, and Easter eggs.

The Rainbow Serpent Festival is a large electronic music, art and lifestyle festival, located in Victoria, Australia held every January on Australia Day weekend.

Dreamtime and the Rainbow Serpent

Dreamtime is a term for the animist framework and symbol system of Australian Aboriginal mythology. Animism (from Latin anima, "breath, spirit, life") is the worldview that non-human entities such as animals, plants, and inanimate objects possess a spiritual essence. "Dreaming" is now also used as a term for a system of totemistic symbols, so that an indigenous Australian may "own" a specific "Dreaming", such as Kangaroo Dreaming, or Shark Dreaming, or Honey Ant Dreaming

The Rainbow Serpent or Rainbow Snake is a common deity, often a creator god, in the mythology and a common motif in the art of Aboriginal Australia. It is named for the obvious identification between the shape of a rainbow and the shape of a snake. Dreamtime (or The Dreaming or Tjukurrpa or Jukurrpa) stories tell of the great spirits and totems during creation, in animal and human form that moulded the barren and featureless earth. The Rainbow Serpent came from beneath the ground and created huge ridges, mountains, and gorges as it pushed upward.

Traditional Aboriginal Bush Medicine paintings depict the leaves of special plants that are used to aid in the healing process. The compositions have a kaleidoscopic feel
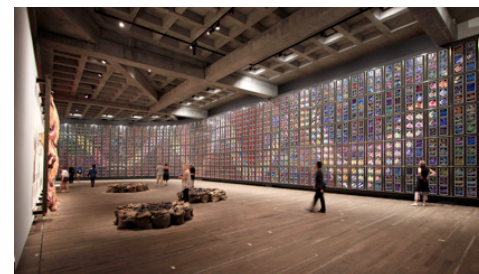
Sidney Nolan's Snake (1970-72), held at the Museum of Old and New Art in Hobart, a giant Rainbow Serpent mural

The leaf motif used to promote the Aquanation complex

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Kaleidoscope Story and Interactions

Totemism is a belief in which each human is thought to have a spiritual connection or a kinship with another physical being, such as an animal, plant or object, often called a "spirit-being" or "totem." Totemism is central to the Aboriginal mythology of Dreamtime.

In the modern world, people create their own totems in the form brands, products, lifestyle choices etc. This is a flexible enough idea to create the concept of the Kaleidoscope around it in which people create their own 'Dreamtime' with totems which mean something to them be it brands, products, art works which can be found either in the pop-up pavilion or in the surrounding area be it the Eastland shopping centre, art gallery etc.

Additionally a further reference to the Aboriginal past can be made in terms of different interactions which expose rainbow colours below the normal cool finish

Passive Interaction Level

Interact with the displays in the Kaleidoscope pop-up

Deep Interaction Level

Download the app and create your 'dreamtime' profile by interacting with objects in the Kaleidoscope pop-up

Create your own kaleidoscope by taking picture using the app of your totems in the surrounding area, in the shops and art gallery etc.

Deepest Interaction Level

Return to the Kaleidoscope pop-up and submit your own kaleidoscope which will be beamed on to the ceiling of the pop-up and you will receive a cardboard projector so you can project your own kaleidoscope at home using your phone and the app

The best kaleidoscopic patterns will be projected on to outside of the Eastland shopping centre during the evening so they are visible from the new town square where all the restaurants are

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Eastland and Kaleidoscope Phone App

Using Beacons and geo-fencing, the app would provide three main functions. In the Kaleidoscope pop-up, the app would allow visitors to interact with displays direct (turning displays on etc.). Outside of the pop-up, the app can be used for wayfinding using the Beacons placed in the shopping centre and surrounding facilities to find the specific products placed in the pop-up or particular stores etc. Thirdly the app can be used to create your own kaleidoscope
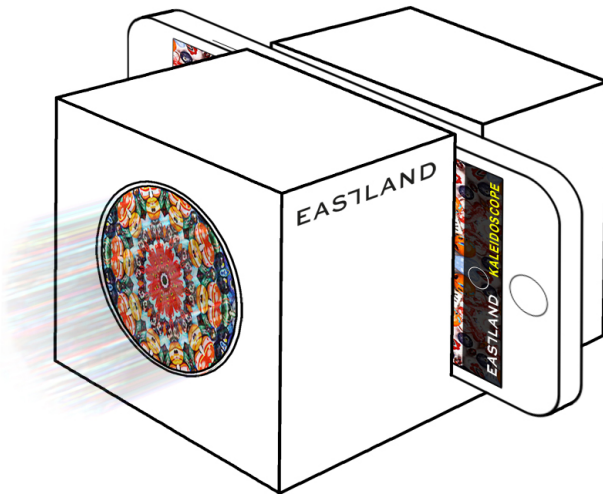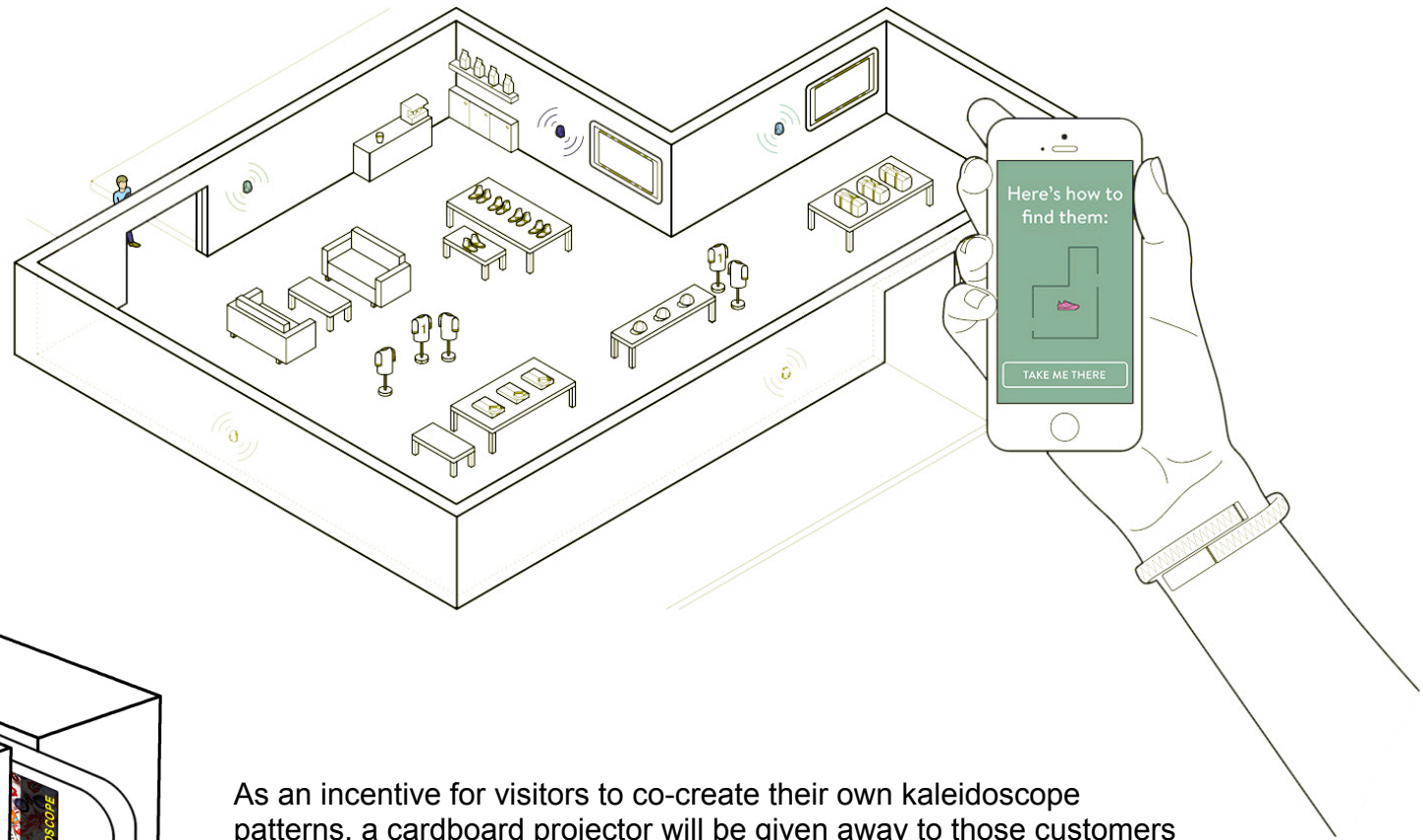
As an incentive for visitors to co-create their own kaleidoscope patterns, a cardboard projector will be given away to those customers who participate fully by submitting their pattern. The projector will consists of a lens and an NFC tag to tell the app that it has been placed inside the projector. Using the projector the kaleidoscope pattern can be projected on to a wall or ceiling at home.

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Kaleidoscope Pop-up Construction

The Kaleidoscope pop-up will be a modular design to allow for the different segments to be swapped around, and for it to be easily transported.

Thermo-chromatic ink is used on the exterior of the inside pop-up at child height level. If a warm hand is placed on this surface then bright wavy colours representing the Rainbow Serpent are revealed. Once cooled this will disappear again.

UV-chromatic ink is used on the exterior of the outside pop-up so that its appearance will change during the day compared to the night

The kaleidoscope patterns are projected from projectors placed in the ceiling of the pop-up down onto the floor and onto a reflective dome which in turn will reflect the pattern on to the ceiling above. Computationally the pattern can be adjusted to allow for the distortion when reflected off the dome.

The central mirrored pillar will revolve, changing the reflections inside

Projector

Mirrored dome

UV-chromatic Ink
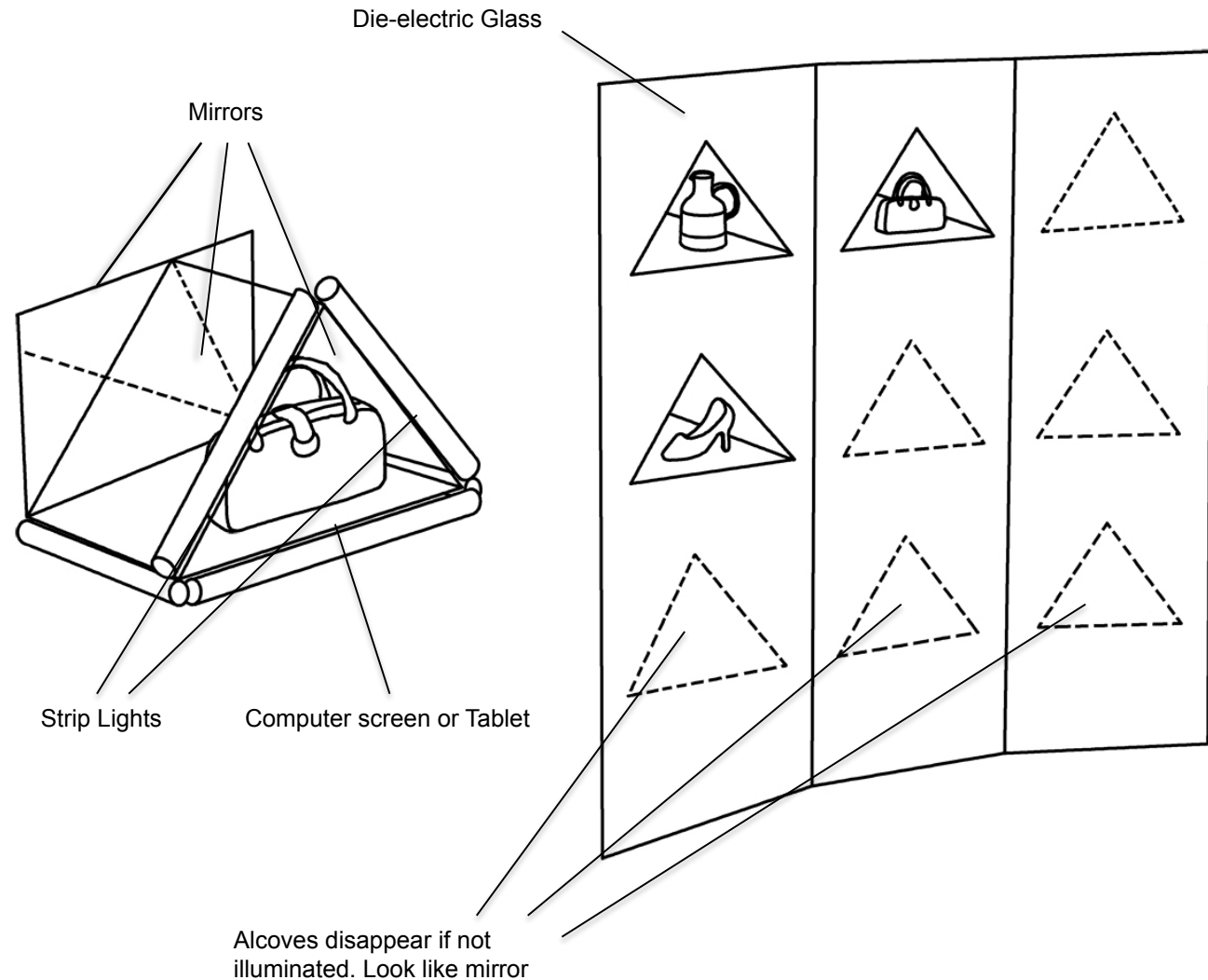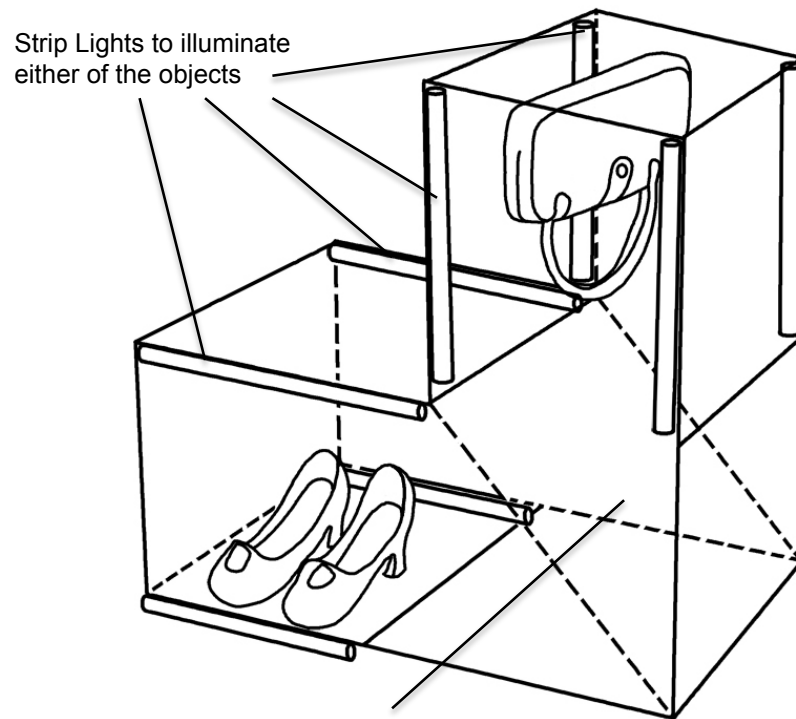
Thermo-chromatic Ink

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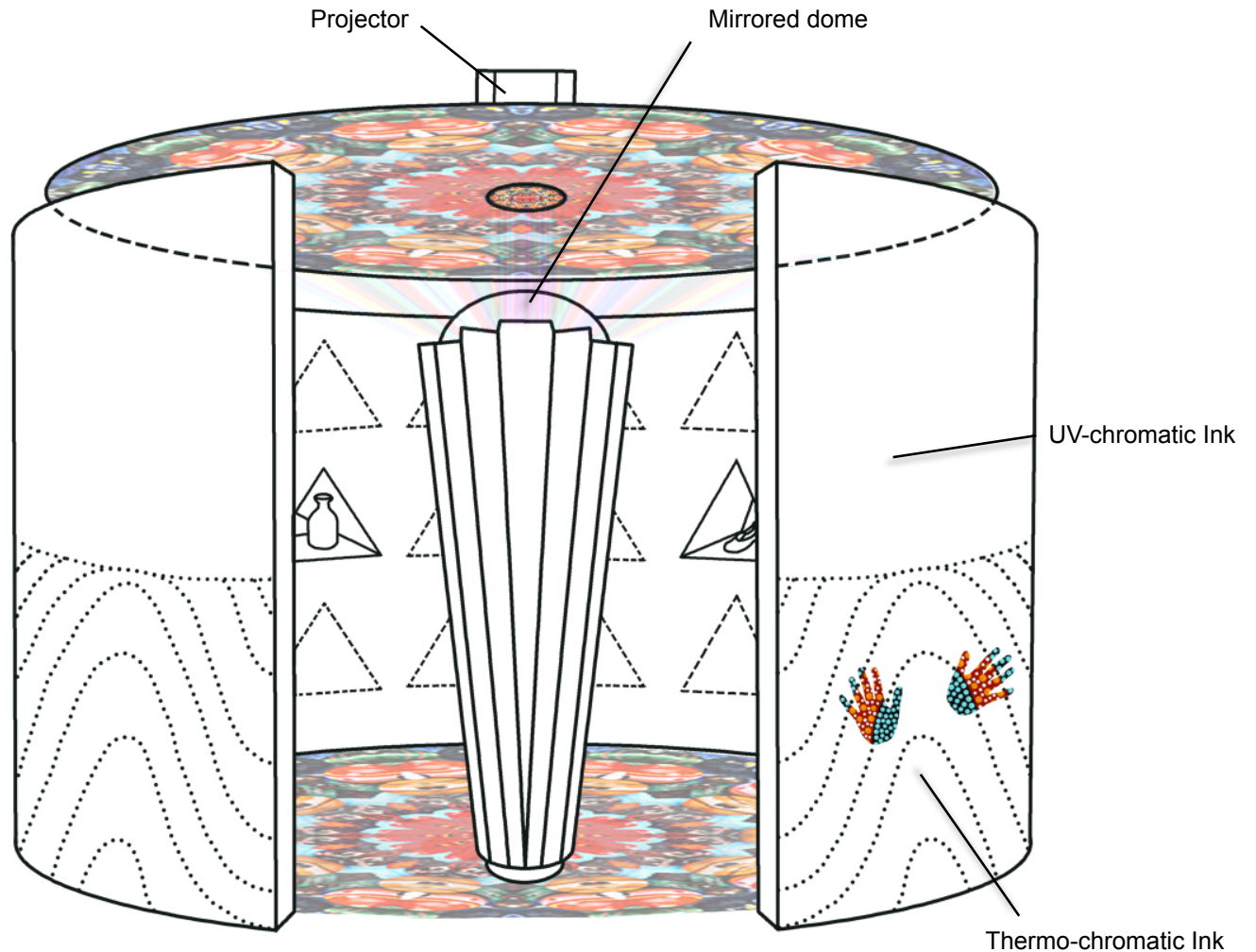
Display Case Concept 1

A kaleidoscopic effect is created in each display alcove by placing two angled mirrors to the side. An infinity effect is created by placing a mirror behind so reflecting the others. A computer screen or tablet is placed below with the displayed object placed on top. Video content can be played to this screen so allow for a kaleidoscopic pattern effect.

By using die-electric glass in front of the alcove which is effectively a one-way mirror, by turning off the lights inside the alcove will mean that the alcove will disappear look like a normal mirror.

Different alcoves can be turned on and off either by the app using beacons proximity to determine if the visitor and their phone are close, or periodically turning them on and off.
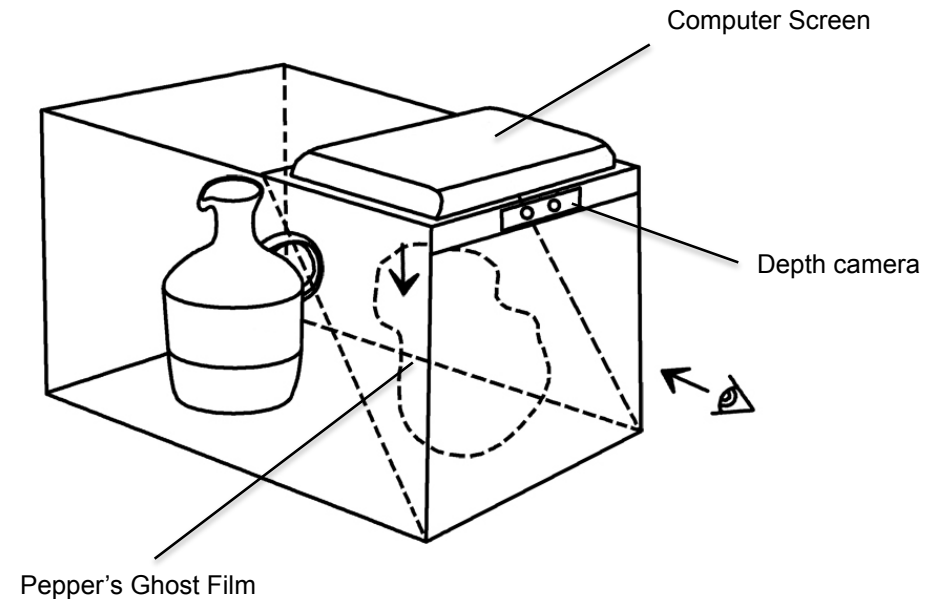
Die-electric Glass

Mirrors

Strip Lights

Computer screen or Tablet

Alcoves disappear if not illuminated. Look like mirror

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Display Case Concepts 2 and 3

Strip Lights to illuminate either of the objects

A Pepper's ghost effect created using a film such as produced by Musion with a computer controlled image projected on the film. A depth camera such as the Intel RealSense can be incorporated to allow the user to interact with the computer generated image

Computer Screen

Depth camera

Die-electric Glass either acting as mirror or transparent dependant on which object is illuminated

Pepper's Ghost Film

Display case can display either one or the other object dependant on which one is illuminated, possibly controlled by the app.

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Display Case Concept 4

Directional speaker

Polarized Filter screen

Array of Ultra-sound speakers
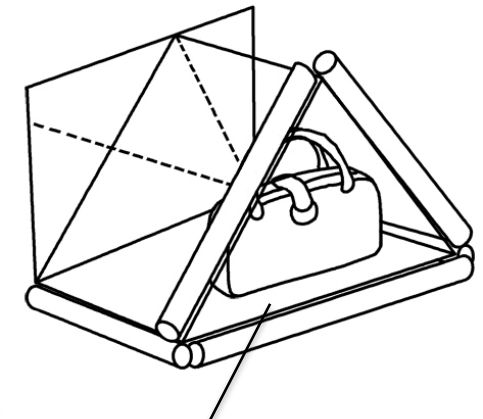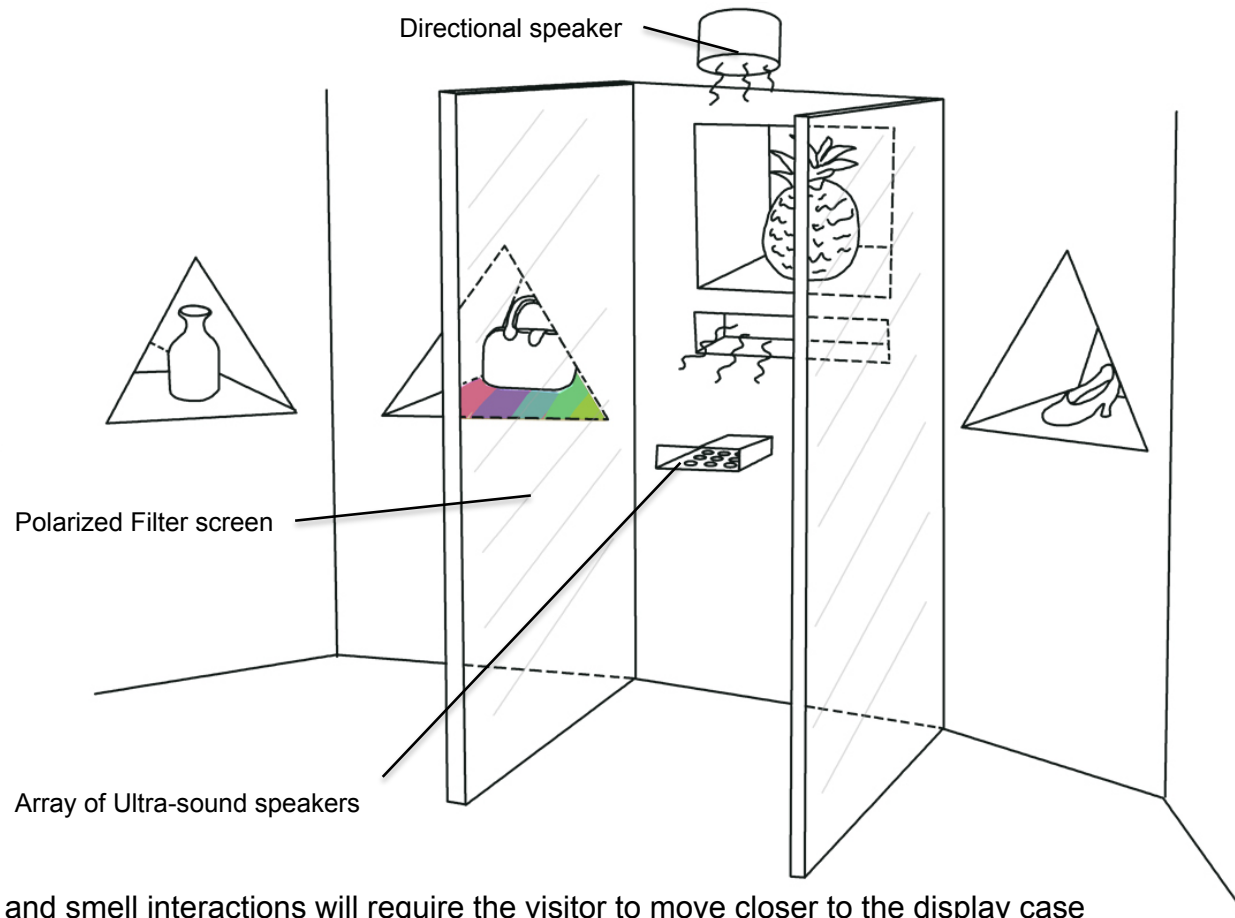
LCD Screen without polarizer removed

See https://goo.gl/cri58n

For touch and smell interactions will require the visitor to move closer to the display case than normal so using screens either side. These screens can use polarized filters so revealing hidden content on LCD screens with their polarizers removed. Touch can be mimicked using an array of ultra-sound speakers developed by UltraHaptics (http://ultrahaptics.com/). Directional audio speakers can be used as provide by HyperSound (http://hypersound.com/). Smells can be created artificially (http://lmrnaturals.iff.com/)

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