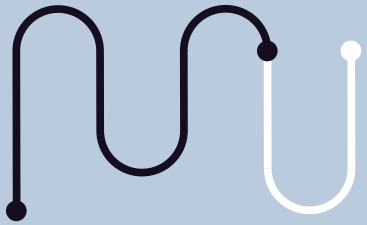
INVISAGE
Invisible Villages



creative ideas for curious minds

Currently in Melbourne, Australia we are under our 4th lockdown due to the COVID19 pandemic. The current restrictions allow us only to leave the house for 5 essential reasons with two of those including going to the supermarket or exercising. We are only able to exercise for 2 hours a day within a 5km (3.1 miles) from our homes. After walking the same path I began to think about how could storytelling enhance the local streets? I would pass the same power poles, drainpipes and architectural details on the buildings in my area. Many of these objects were overlooked, how could I share their stores. Stories of wonder, whimsy and magic.

Return Brief:

TO create a wondrous experience that can be accessed and enjoyed by ALL!
(Inclusive, accessible and affordable)

TO encourage people to think differently about their local streets-cape by injecting curiosity into their world.

TO re-purpose, recycle and reuse readily available objects found locally. Including architecture, infrastructure, disused or otherwise redundant objects.

TO create a platform for people to share their stories by providing a portal leading to escapism.

INVISAGE
Invisible Villages

Community storytelling / An augmented reality app which provides digital tools for locals to overlay narratives around their neighbourhoods.

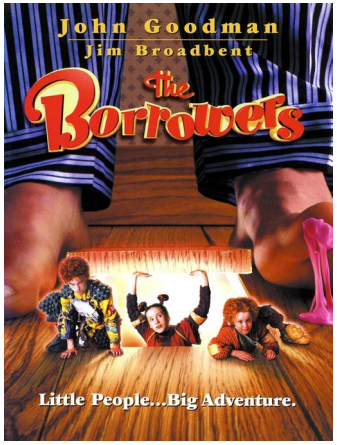
PRECEDENTS

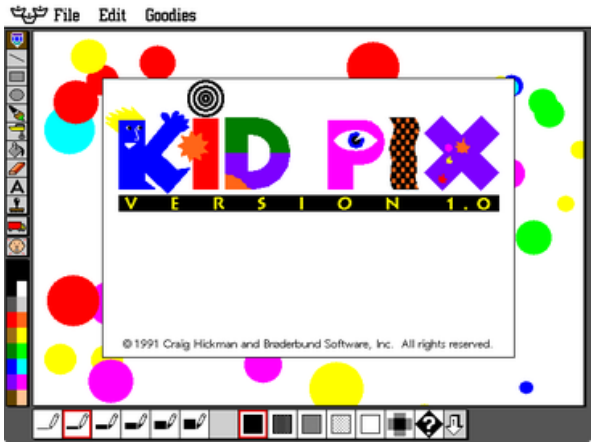
Public Installation Art, Tales of beings hidden in plain sight, Whimsical/Abstract Digital Interventions, Reconceptualisation of everyday objects, Drag and Drop Stamps/Animations

Apple devices integrated with AR tags allowing geo based activation of Augmented Reality content.

Artist ***Jon Vormann*** using LEGO to fix neglected walls, injecting play into urban Architecture.

Produced by ***István Dávid*** for White Night 2018 this projection mapped installation titled What If? scales the facade producing awe inspiring whimsical animation.



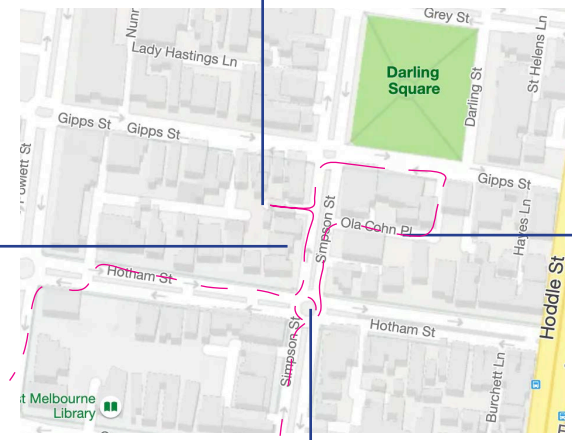


Invisage (Invisible Villages)
Digital app for content creators and those wanting to become neighbourhood explorers
Drag and Drop Stamps, Animations, Gifs, Audio and other media content from an ever growing library
Geo-located stories that anyone with the app can view and experience.

Content Example
'A DAY AT THE CIRCUS'
Interactive AR Community Storytelling
Non-Linear walking trail experience
Location based activation through handheld devices

SCENE #4
Digital Zoo
(Feed and care for some sensational creatures)

SCENE #2
Laughing Clowns
(Interactive game)



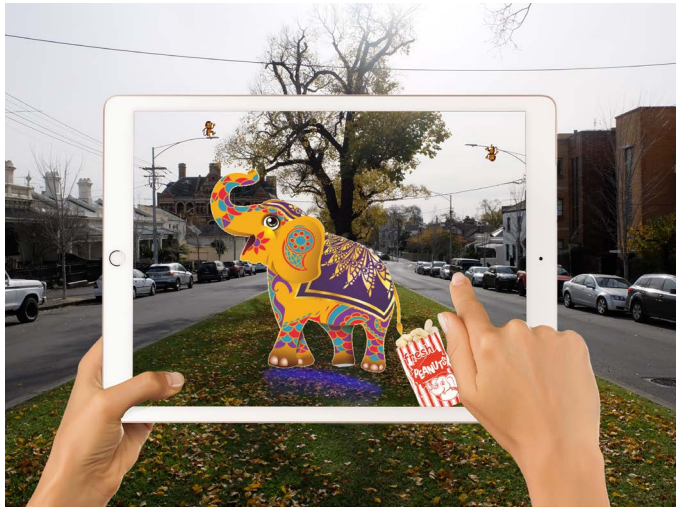
SCENE #3
Tightrope walker
(Trigger digital fireworks and enhance the performers skills)

SCENE #1
The Ring leader
(welcome song and visual spectacular)

Content Example
'A DAY AT THE CIRCUS'
Interactive AR Community Storytelling

Augmented Reality interactive architecture . Play the classic laughing clown game by flicking the balls towards the clowns to catch. Watch your efforts collect on the veranda roof.

Trigger fireworks and encourage the power-line/tightrope walker to perform marvelous stunts.



Interact with the colourful faces of the street circus.