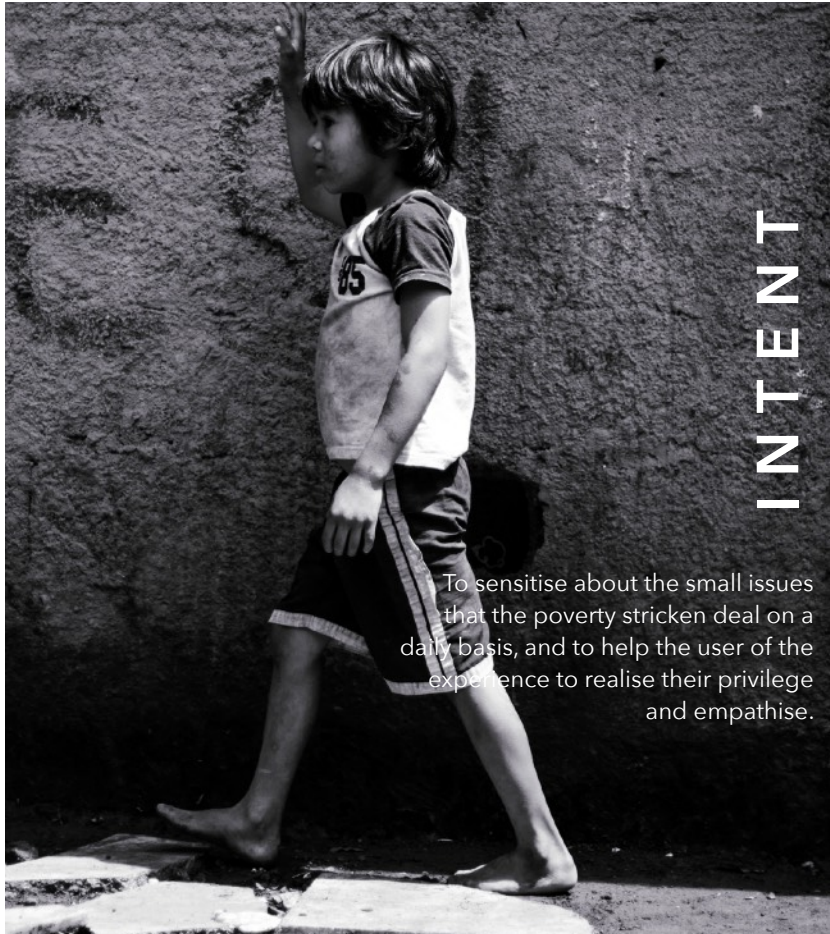


A JOURNEY OF REALISATION

"YOU CAN EMPATHISE, ONLY WHEN YOU EXPERIENCE IT."



To sensitise about the small issues that the poverty stricken deal on a daily basis, and to help the user of the experience to realise their privilege and empathise.

DESIGN FOR EMPATHY



Sustainable Development Goal

Focus has been laid on catering to giving the physical experience a purpose by contributing to the SDGs.

"SHOES ARE THE FIRST STEP OUT OF POVERTY"

IT IS SAID THAT AROUND 300 MILLION PEOPLE AROUND THE WORLD
STILL CAN'T AFFORD A PAIR OF SHOES

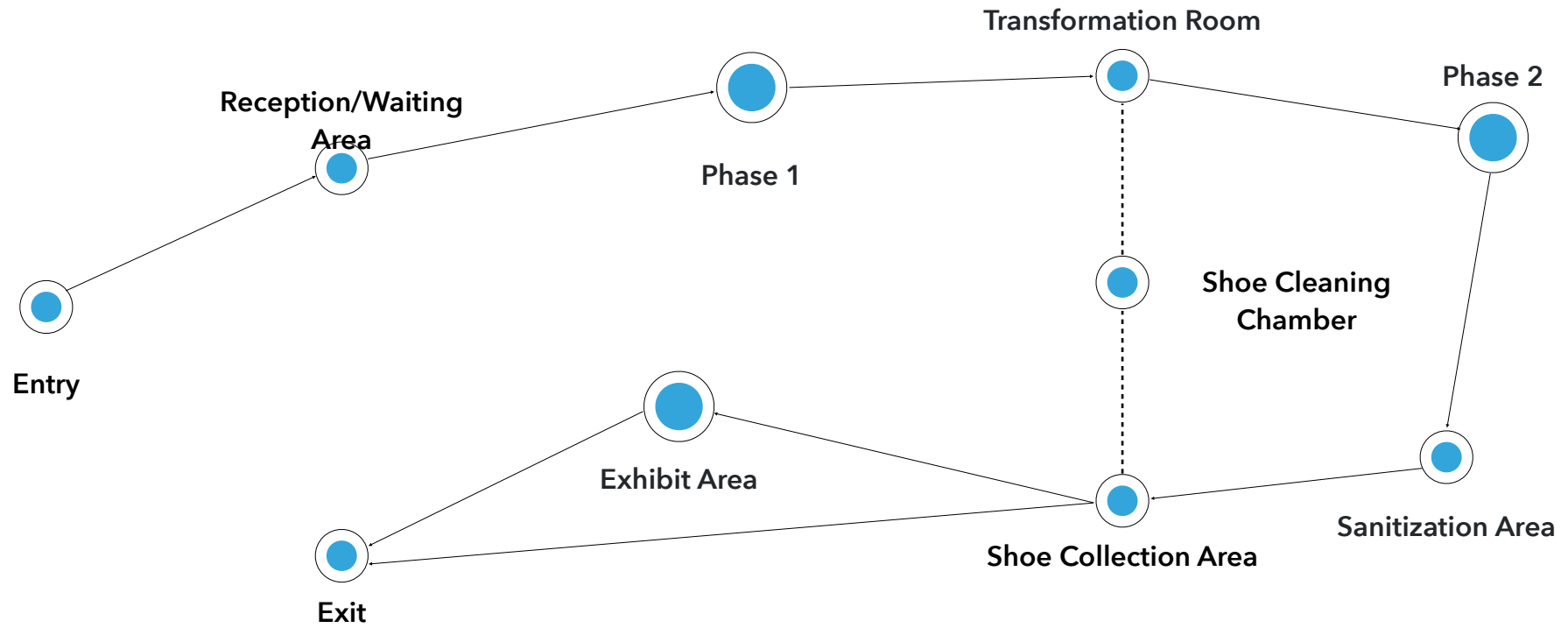
THE PRIMARY TRIGGER

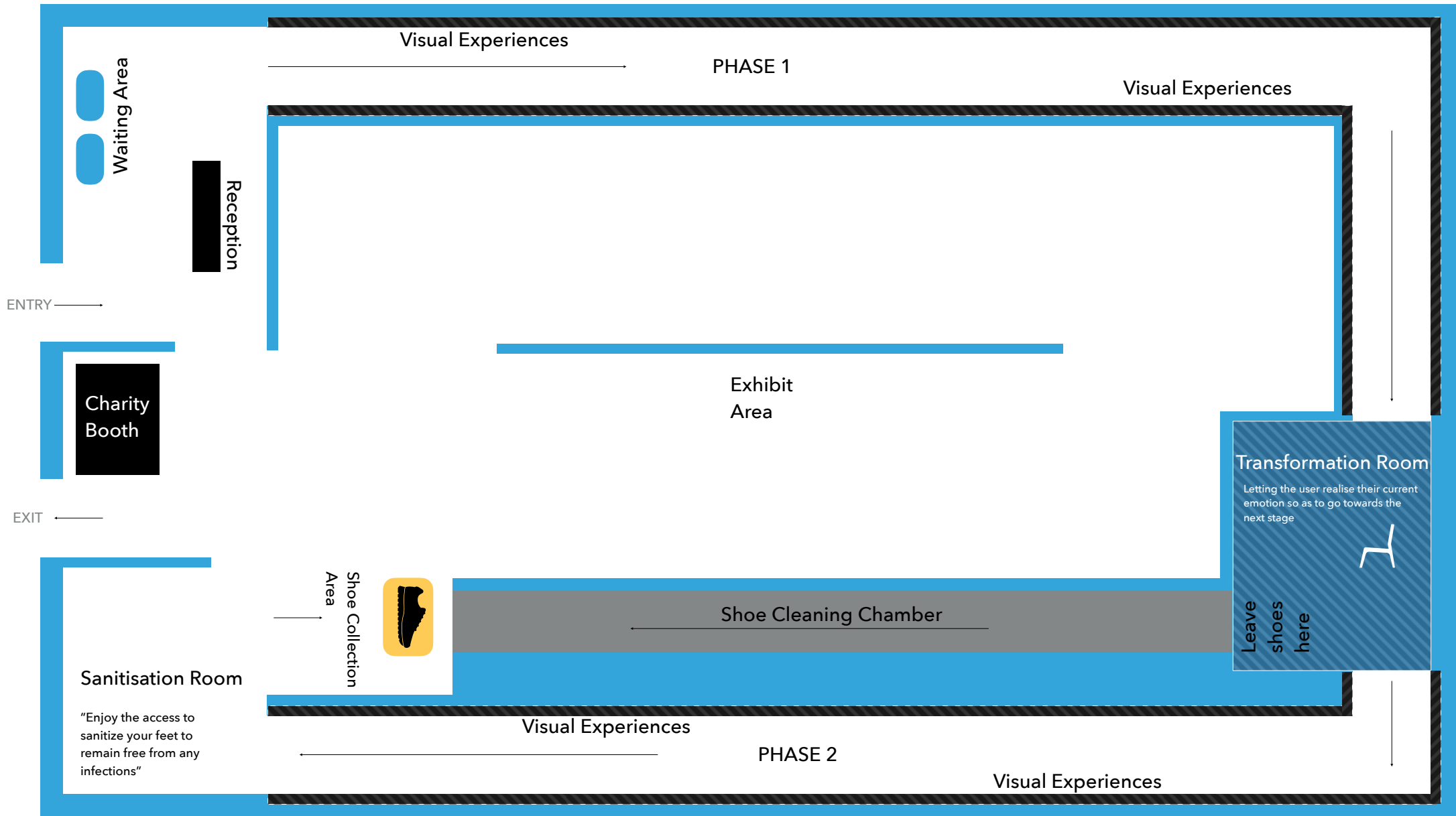
The fact that a lot of people are unable to afford a pair of shoes/footwear triggered me to realise about the hardship one might face while walking over the varied terrains. This became a key landmark trigger for this experience.



The use of varied terrains becomes the key physical touch experiences with the user. This becomes important in enraging the user in the beginning and also to transforming that anger into empathy.

WALKTHROUGH





ENTRY

Building a **sense of curiosity** amongst the visitor to get in to see what's inside.

The entry would be **welcoming**, and **non intimidating** for the visitor to feel free to explore their curiosity by entering inside.

There would be **a sense of mystery** and intrigue on the entry. Use of clear glass to be able to have a view of the waiting area helps build some trust and a welcoming vibe for the visitor to enter.



WAITING AREA

This area has a very **lively** feel to it, so the user feels **welcomed** and **comfortable** after they enter. There is a development of a **sense of trust** with this space, with an even more willingness to enter the door into the next part of the experience. This area **acts as a separation** between the entry and the start of the actual experience. The use of an **elevator door**, was to build a sense of curiosity

PHASE 1

The **change of terrain** changes the setup of the indoors simulating the common city views that we see on a daily basis.

This **simulated tunnel** is a quick journey of our daily lives and the various stages we go through, and trying to bring out that how amongst the perfection of the urban cityscapes, something as petty as the **harsh terrains triggers anger**, since it kills the vibe of the visual scenario being taken through.

Use of **LED screens** or a VR Experience inside the tunnel for an **immersive experience** of being present in that environment.

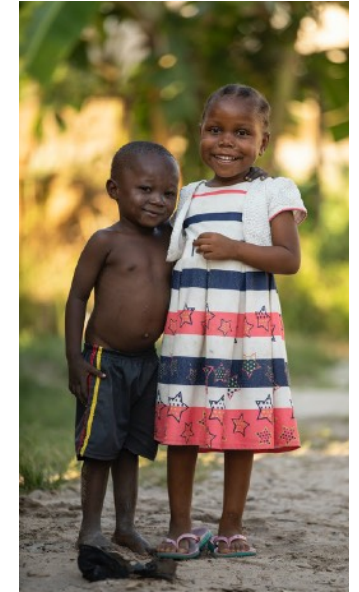


TRANSFORMATION ROOM

This place brings them back to a **comfortable setting**. It also **calms the user** since they get back to a place without any hardship. It is simple and comfortable and is **symbolic of a hope** that comes with **privilege**.

A partially **vocal experience** where the user leaves their shoes to send them inside the **shoe cleaning chamber**.

Use of an **anti skid flooring, mood lighting** and a comfortable **place to sit** will be the key features. The vocals will be limited, that **acknowledge** and **recognise** the users mood post Phase 1.



PHASE 2

This is the phase which **converts the anger** accumulated in Phase 1 into **empathy**, making it a short, **transformatory journey** for the user.

A use of strong Audio-Visuals (in the form of video screens) bring about a hard hitting experience of the **hardships of a person** struck with poverty.

SANITISATION AREA

The use of the sanitisation area becomes one of the key elements to reflect upon the **privileges** that we enjoy, so as to understand how it must be for someone who doesn't have such an access.

The person here feels **lucky and relieved** to be able to clean their feet and get back to wearing their footwear.



**PRIVILEGE IS
INVISIBLE TO THOSE
WHO HAVE IT**



SHOE COLLECTION AREA

View of the shoe cleaning chamber makes one reflect upon the **expanse of our wants to get things done**. The visibility of the machinery employed for a pair of shoes that look small in front of the machines shows the extent of our luxuries and privileges. It makes it visible the kind of effort that has gone into making the shoes shine, making the user look deeper into things subconsciously and **understanding the superficiality of the privileges** one might expect in life.

A message that gets delivered with the clean shoes makes a mark in our minds. Targeted towards making the user humble and empathetic. Includes a seating area for the user to wear their footwear comfortably.



EXHIBITION AREA

This huge space is a multi utility area to exhibit different works that resonate with the similar sentiment of the experience. It would make a **larger impact on the user** while going through this exhibit. A photography exhibit, or a curation of works by different photographers/artists can be done here, to **better understand the depth** of their work and give it more meaning.

EXIT

Acknowledgement of one's privilege, after experiencing a very little part of what it might be to be less privileged gives a better understanding to be able to empathise and thus make them donate a little amount in the 'Charity Booth'



EXTENSION

One's own shoes become an extension as a part of this experience. They become more aware of the value of something as basic as a footwear, which might be a luxury for some. The thought stays with the person even after the experience ends, and becomes subconsciously associated to wearing and taking off of shoes.



POSSIBLE APPLICATIONS



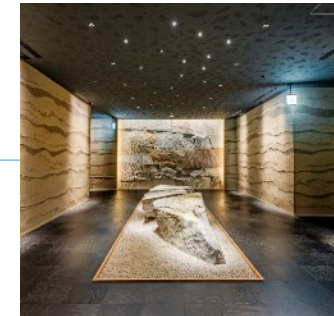
Charity/Fundraiser Event

A scaled down version can be used to raise charity donations and funds



CSR Activity by a Footwear Brand

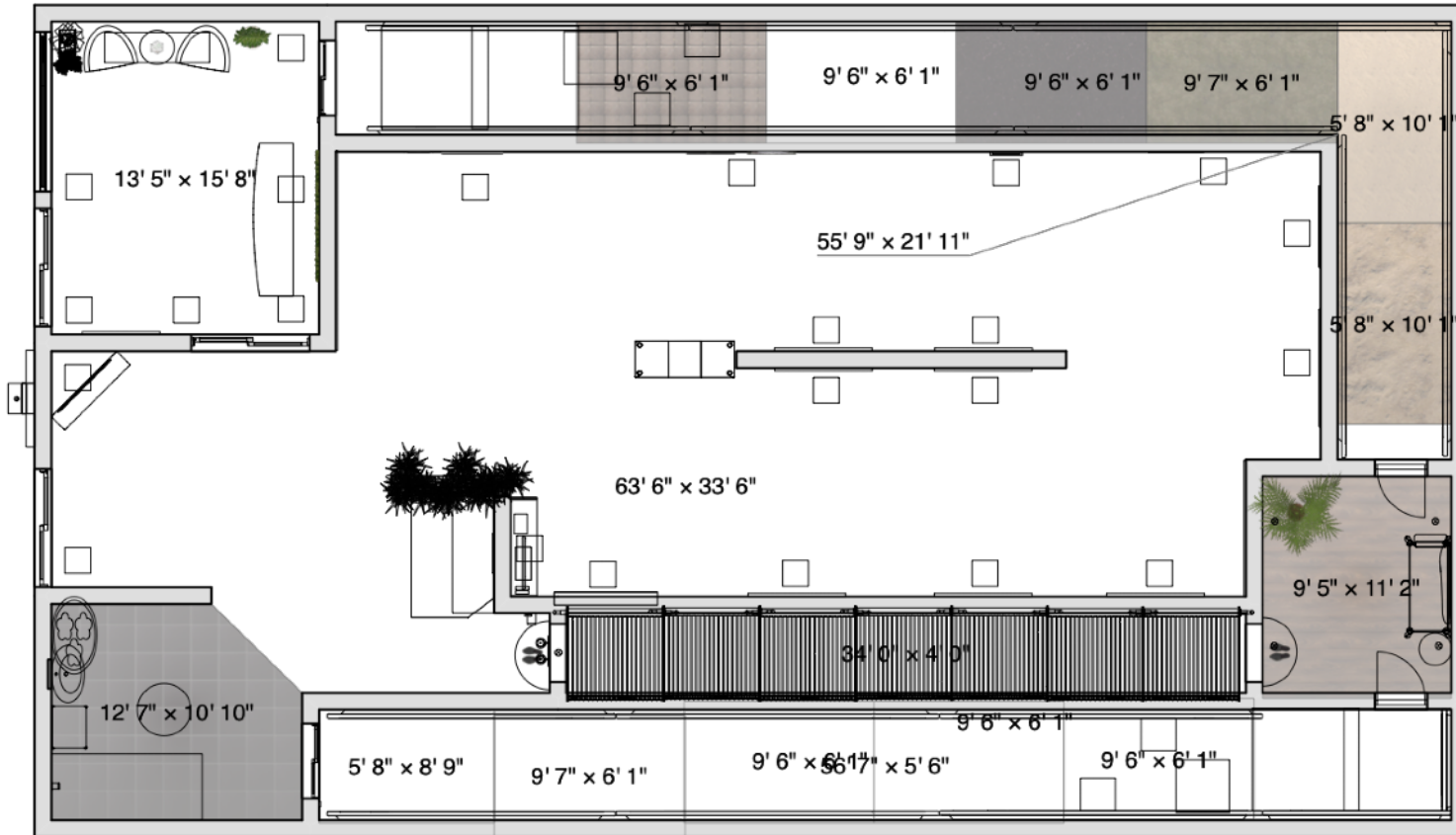
Walk for a cause / Donate by walking. The exhibit area can be used as a store space.



Emotional Museum

A place to bring out emotions from within individuals, using the tools of existing social issues in our society, served in the form of a physical experience.

LAYOUT PLAN



FINAL RENDERED LAYOUT

