Ichi-go Ichi-e

ICHI-GO ICHI-E is an urban game that encourages productive random encounters for the social dynamics of the city. The dual modes of creators and players allows anyone with a smart phone to easily participate. The creators design the events through a democratic and crowdsourcing system. Then the app hides the event contents from the players and only notify the location when they are nearby. The game stimulates the players' curiousity which leads them to unexpected events that will be held in temporary public incubators deployed near busy subway stations in dense urban areas. This project is inspired by GOTable, in which consumers and suppliers are connected through a smart phone app and give public space a new function, as well as SYNTHESIA , in which lighting is used to reflect public moods based on democratic digital data.
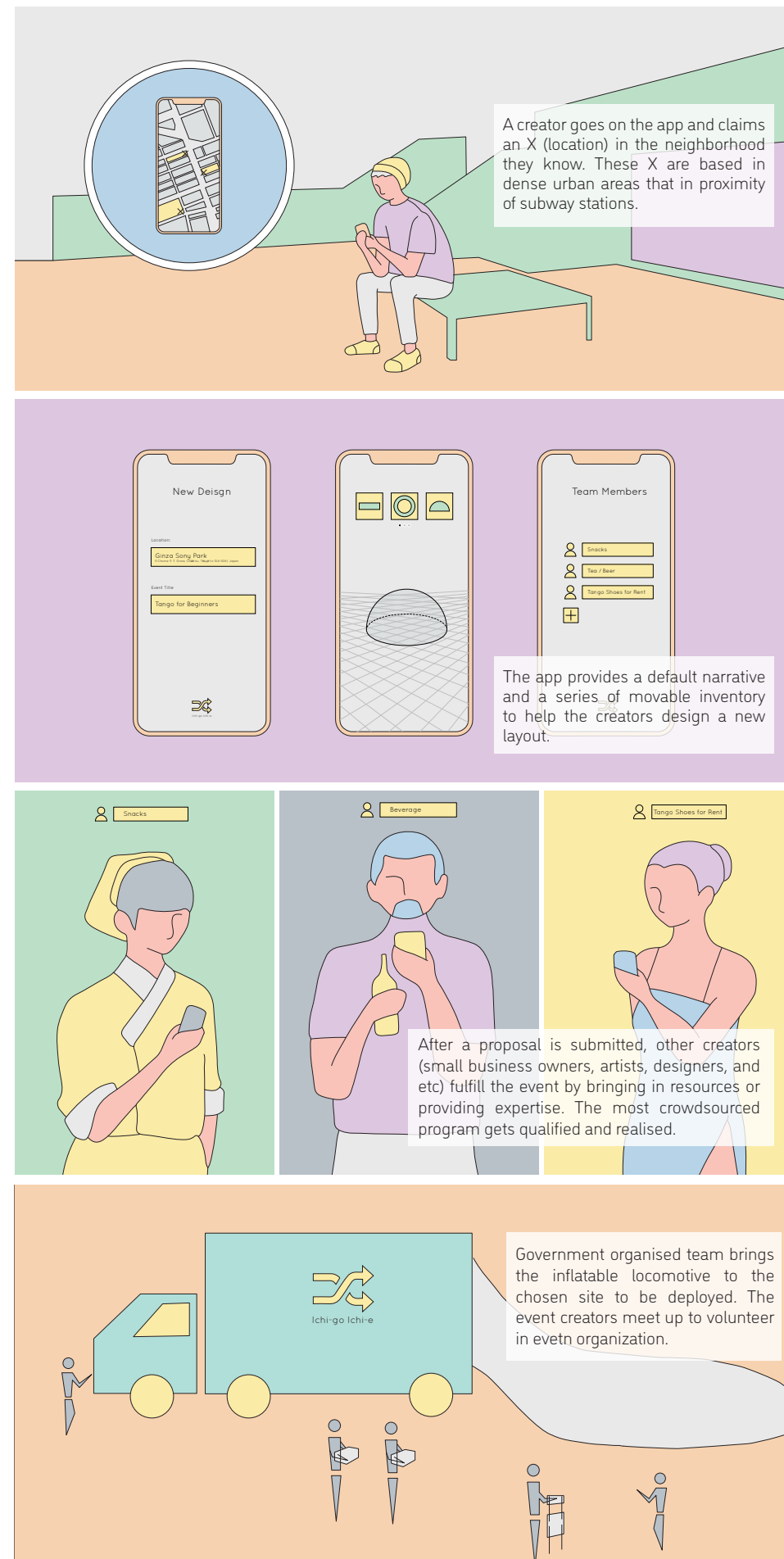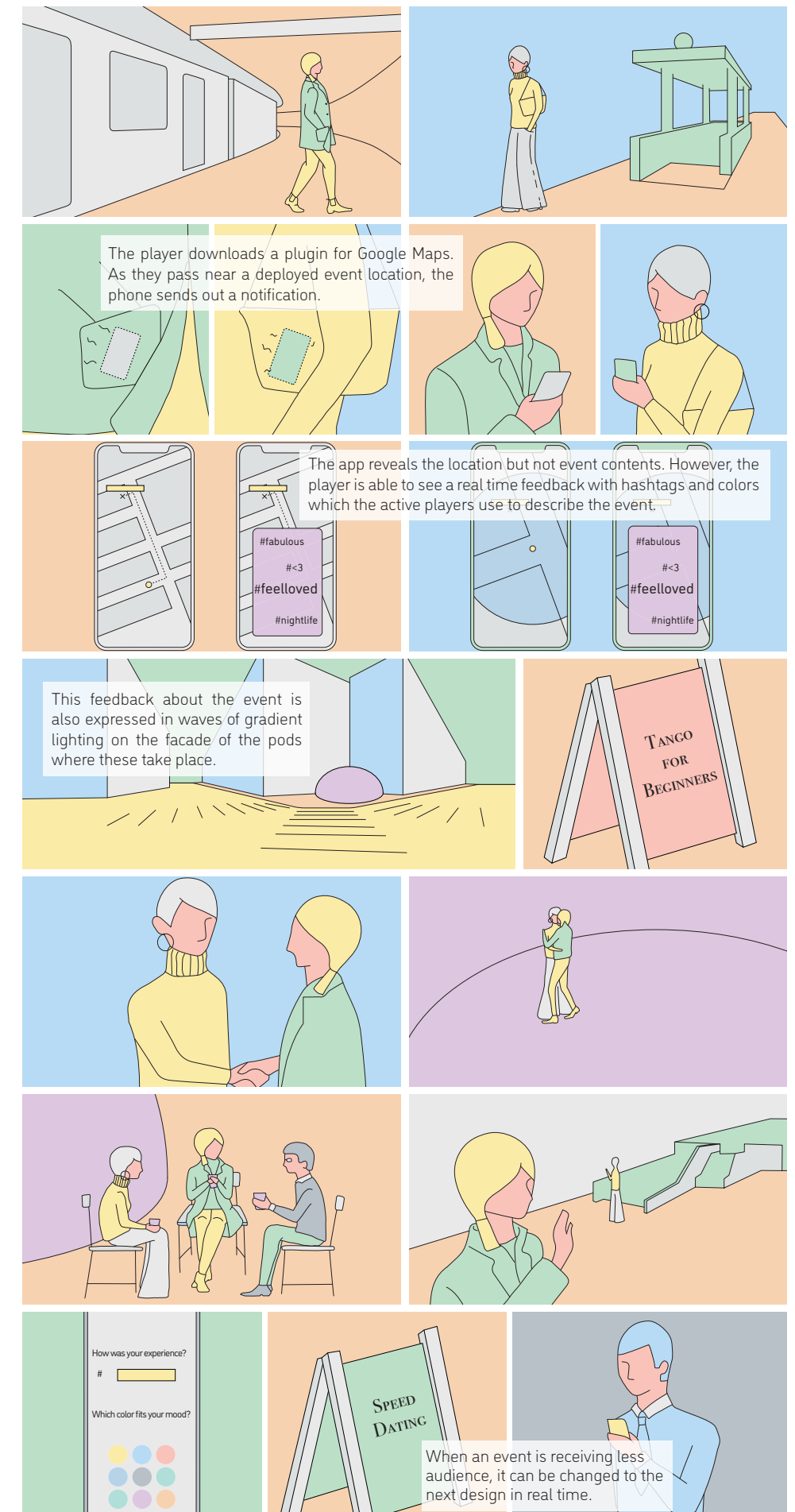

SUBWAY STATIONS AS DEPLOYMENT SITES

According to studies, working people in Greater Tokyo spend an average of 1 hour 42 minutes on daily roundtrip commuting. In addition, some of the Tokyo subway stations have the heaviest traffic in the world. The selected stations highlighted above are some of the main transfer stations as well as stops close to major tourist attractions--similiar to Ginza Statjion. (The statistic comes from tokyometro.jp and kotsu.metro.tokyo.jp.)

BLUE LIGHTS AT STATIONS

In 2009, rail stations in Japan began to install calming blue light panels. A study from University of Tokyo shows that suicide attempts have dropped by 84 percent in those stations. Inspired by this, ICHI-GO ICHI-E aims to use lighting as a medium to evoke the sense of belonging to the city. The colors of the light projected on the inflatables will change according to users' live feedback. The city's mood is reflected by the citizen.
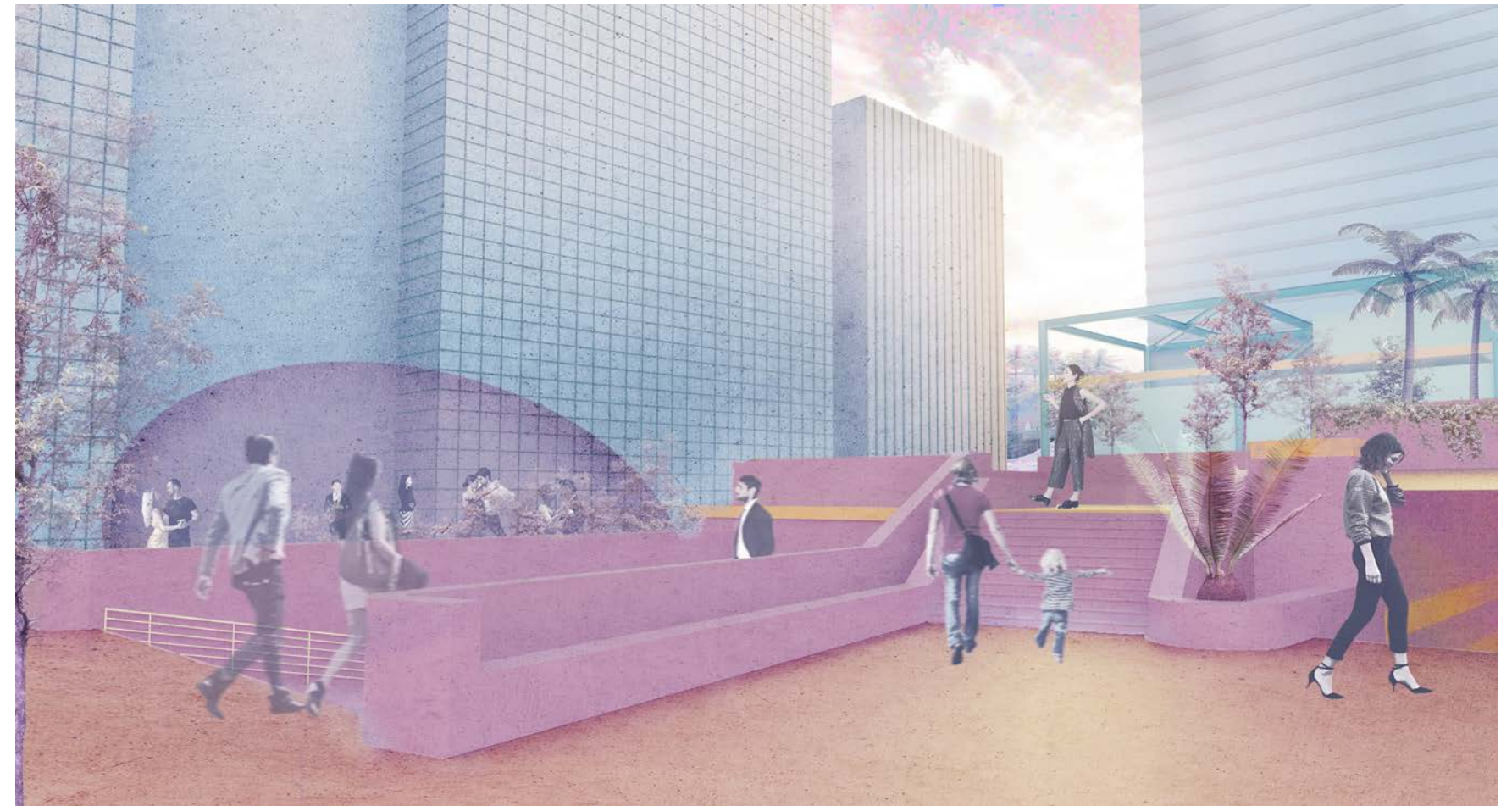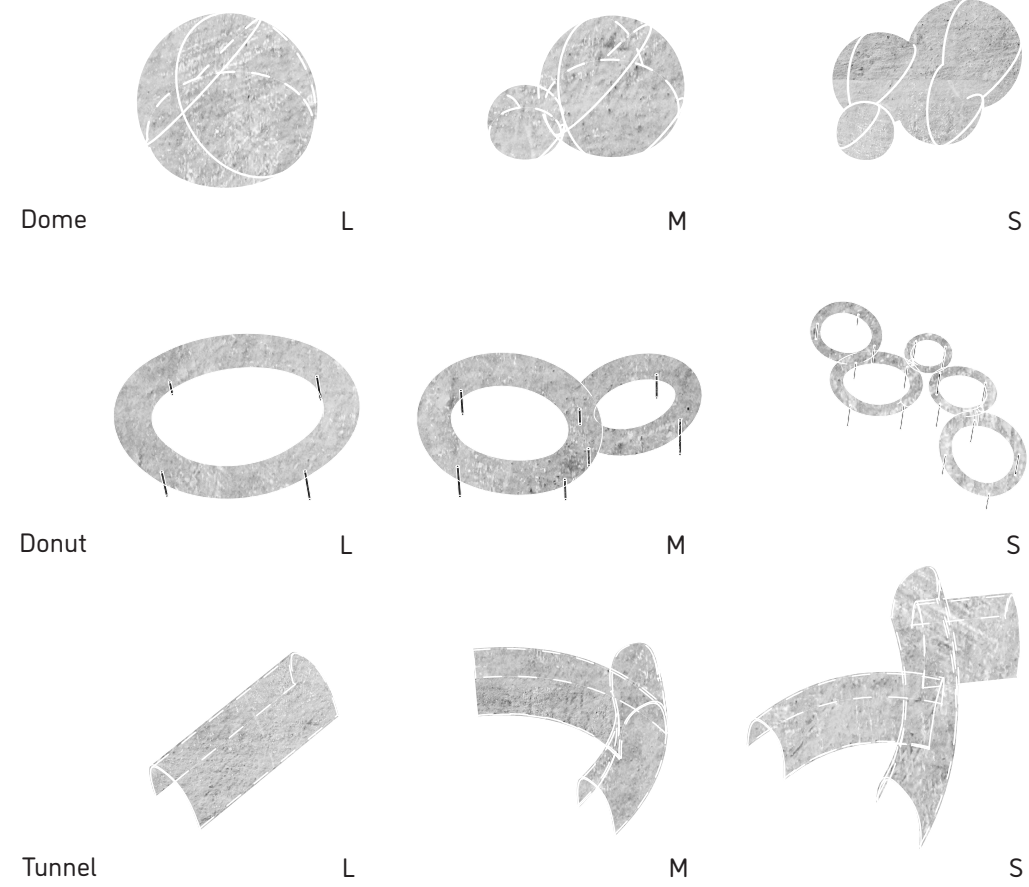
CREATORS

Creators design layouts and programs for activities to happen on multiple sites across the city by plugging in objects from inventory onto an available X location. Designs are upvoted, as other co-creators join the programs to chip in or collaborate.

A creator goes on the app and claims an X (location) in the neighborhood they know. These X are based in dense urban areas that in proximity of subway stations.

The app provides a default narrative and a series of movable inventory to help the creators design a new layout.

After a proposal is submitted, other creators (small business owners, artists, designers, and etc) fulfill the event by bringing in resources or providing expertise. The most crowdsourced program gets qualified and realised.

Government organised team brings the inflatable locomotive to the chosen site to be deployed. The event creators meet up to volunteer in evetn organization.

PLAYERS

Players will be notified on GPS if there is a X location close by but without any information about the program or activity. This creates a sense of surprise and curiosity to motivate them to go explore their nearby surroundings.

The player downloads a plugin for Google Maps. As they pass near a deployed event location, the phone sends out a notification.

The app reveals the location but not event contents. However, the player is able to see a real time feedback with hashtags and colors which the active players use to describe the event.

This feedback about the event is also expressed in waves of gradient lighting on the facade of the pods where these take place.

When an event is receiving less audience, it can be changed to the next design in real time.

Dome   L   M   S

Donut   L   M   S

Tunnel   L   M   S

ORGANIZATION

Deployment

Sample Layout

LIGHTING

Changes in lighting according to player feedback that reflects the 'mood' of the pavilion

Players participating in Tango / Social Dancing event

Players participating in Speed Dating event