

Anti App Boxes

COMMERCIAL OFFER:

An app will provide a map with the locations of boxes but without having a description of them. Boxes can be put in different locations.

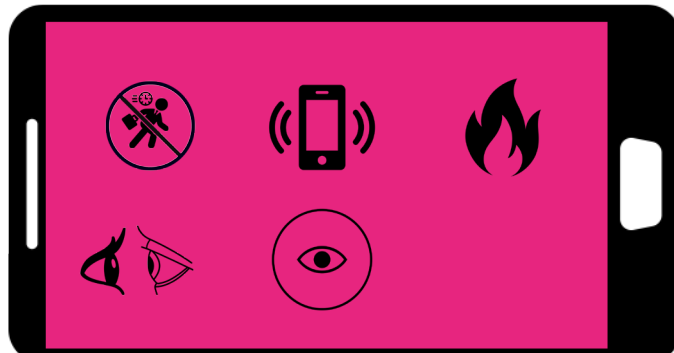
Using this app people will be able to vote for the next activity in the box.

Companies can see people's preferences use any of which they prefer and offer an installation using their product. The only rule is the installation must provide an offline place.

When a new box appears it will be shown on the map as a new location but again without a description. So people will need to go and see it by their own experience.

This can help to use the advertisement potential for making interactive, creative and temporary spaces which can affect the appearance of the city and also provide people with off-line places for increasing socialization.

We provide 5 type of boxes:



1 Anti-Rush box 1

LOCATION:
open air

EXPERIENCE:
physical, urban

CONSTRUCTION:
Glass box,
Outside - mirror
Inside - transparent

Mirror box in Ginza Sony Park.
View from the top.



This box is designed to give a citizen an opportunity to stop on the busy street and enjoy the moment in silence

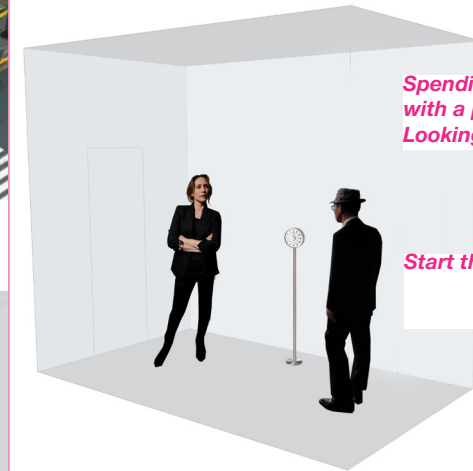
Mirror box in Ginza Sony Park.
At night.

2 Social Elevator 2

LOCATION:
interior

EXPERIENCE:
social, physical

CONSTRUCTION:
box with digital walls



Spending a minute
with a person you don't know
Looking in the eyes

Start the timer
Look in the eyes
of a stranger



The elevator starts to move
Do not look away



Staying on the ground
But feeling that you are
moving up/down
Sharing a new experience
with a stranger

A video from a moving
elevator is screening on the
walls

3

You've got a new message

3

LOCATION:

open air

CONSTRUCTION:

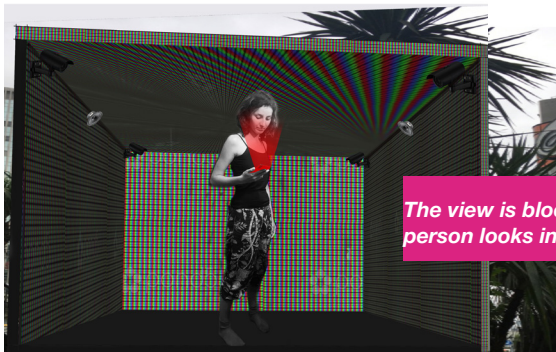
Glass box,
Outside - mirror
Inside - transparent
+ special motion sensor

EXPERIENCE:

physical, social, urban,
philosophical



Sound of a new message



The view is blocked after a person looks into his device

THE MORALITY:

Everytime you look in the telephone you lose the access to reality

4

Start a fire

4

LOCATION:

interior

EXPERIENCE:

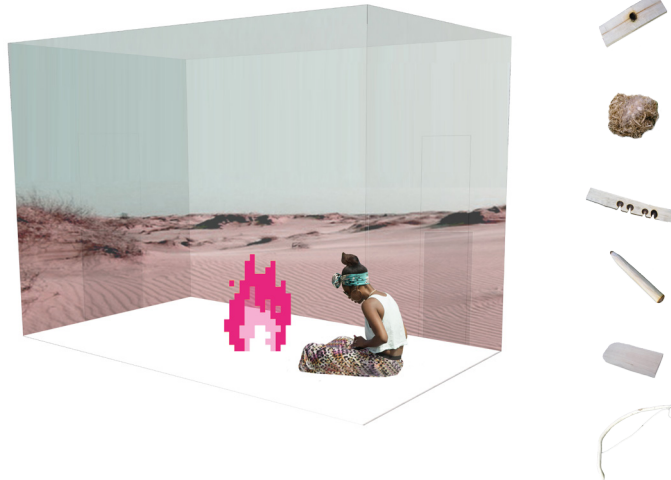
physical, natural

CONSTRUCTION:

box with digital walls

This box will teach people basics of survival. Living in big cities people don't know what real nature is like.

The box provide tools to start fire/ If a person do everything correctly the digital fire will appear.



5

Peephole

5

LOCATION:

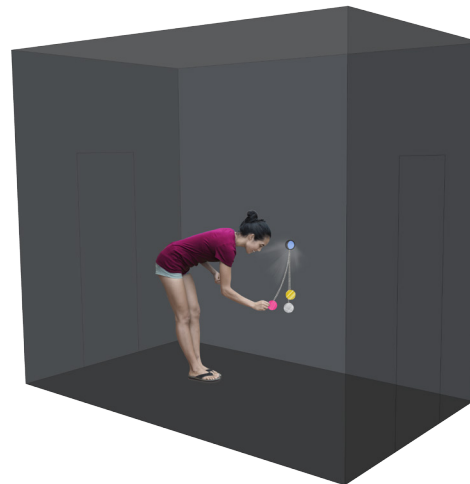
open air

EXPERIENCE:

physical, urban

CONSTRUCTION:

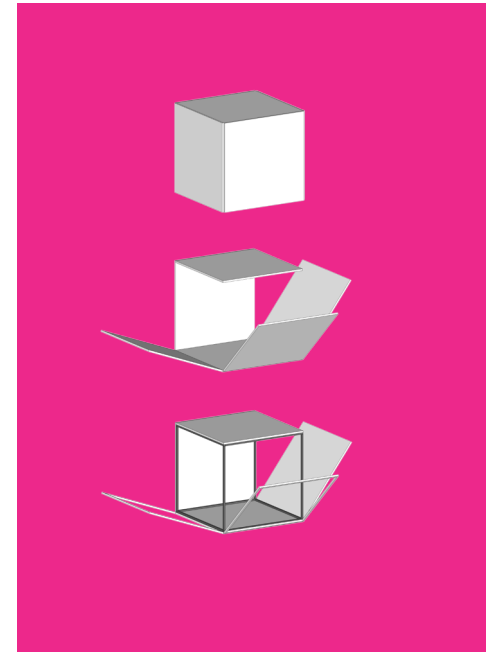
box with dark walls
and a small hole to
see the city from
the different angle



This box is framing
the view and made
the scenery of
the street more
valuable.

Also there are some
filters to experiment
with the view and
way of seeing

Construction



The main construction of our box is pretty simple.

It is a framework with different types of facing (mirror, glass, digital panels)

THE MAIN IDEAS OF THE PROJECT:

-Fullfill everydaylife of citizens with experiences

-Give a chance to look on the different angle on ordinary things

-Give a advertisements platform connected with a theme of the boxex