



BAR BENDET

professor zoe mowat

parsons product design BFA

september 2022

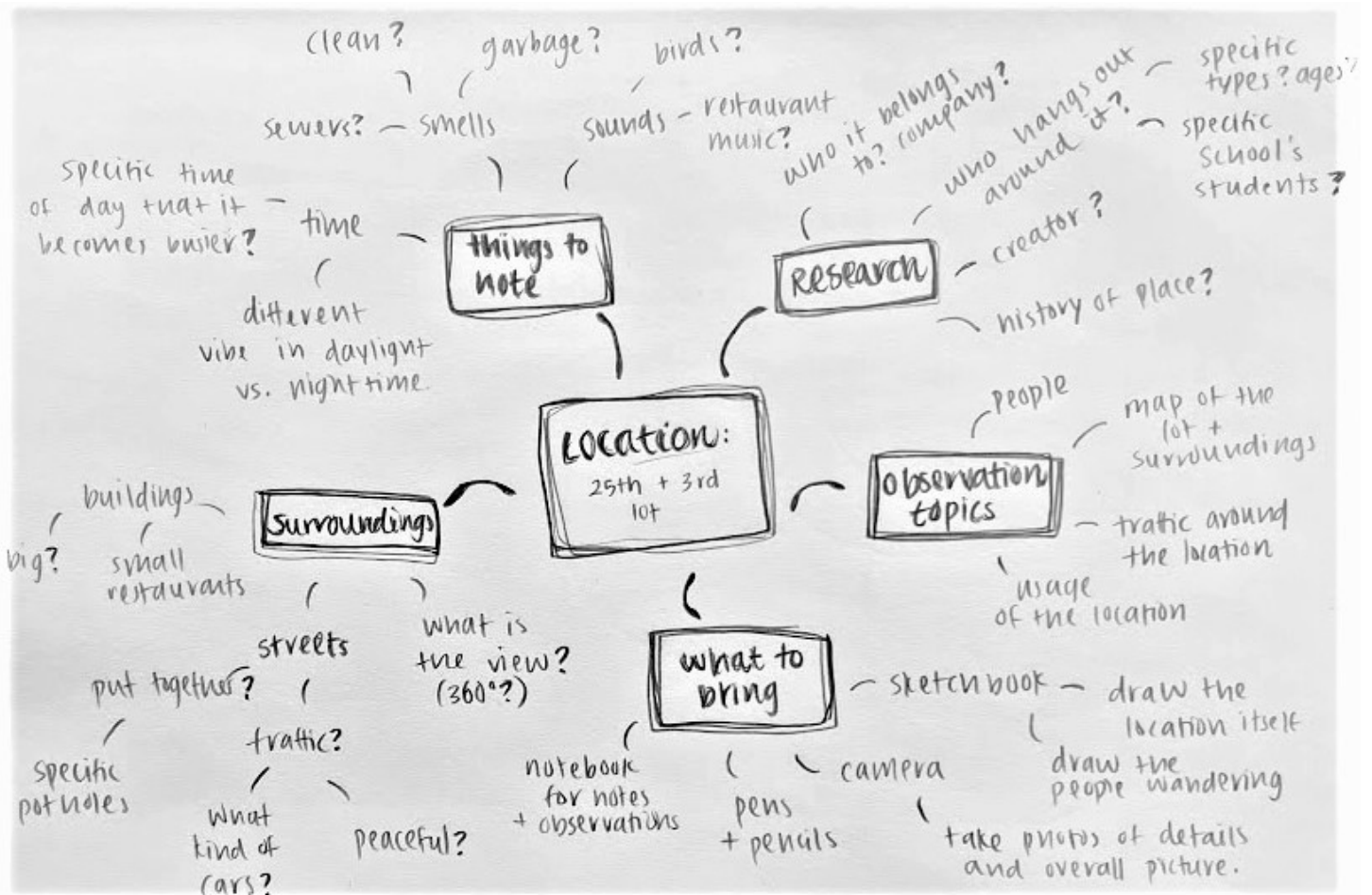
SEE OUR CITY

CLIVNER = FIELD

PROJECT CHALLENGE

AFTER CHOOSING A LOCATION THAT INTERESTS YOU, MAKE A PLAN ABOUT HOW TO RESEARCH IT, SPECIFICALLY FOCUSING ON THE SENSES, SIGHT, HEARING, SMELL, TASTE, FEELING, AND INTUITION. VISIT THE PLACE THREE TIMES AND MAKE OBSERVATIONS. WITH THOSE FINDINGS, MAKE A COLLAGE. FIND A PROBLEM TO SOLVE IN THE SPACE AND COME UP WITH THREE LEVELS OF SKETCHES AND MODELS. PUT ALL OF THIS INFORMATION INTO A VISUAL PRESENTATION.

MIND-MAP

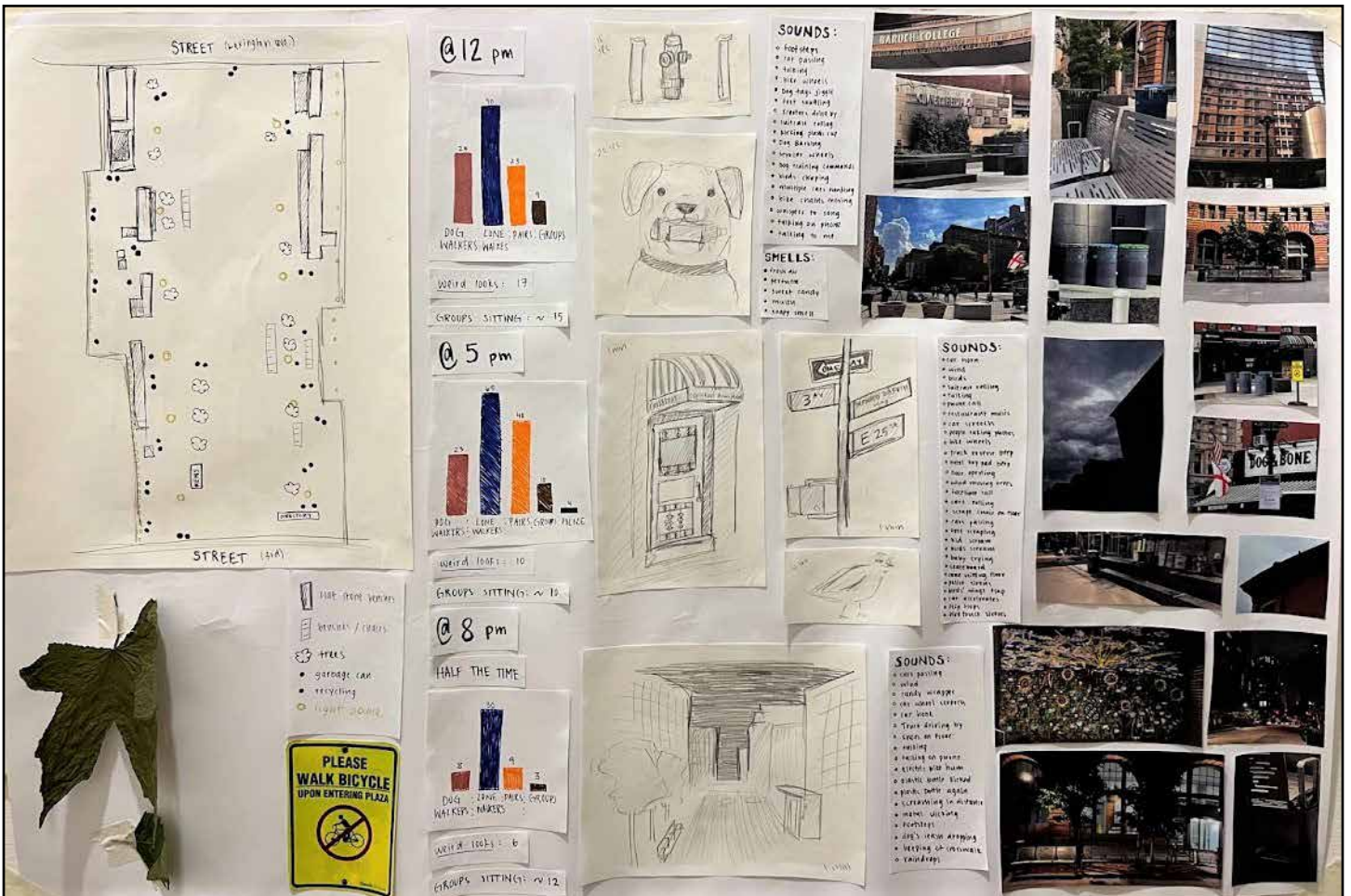
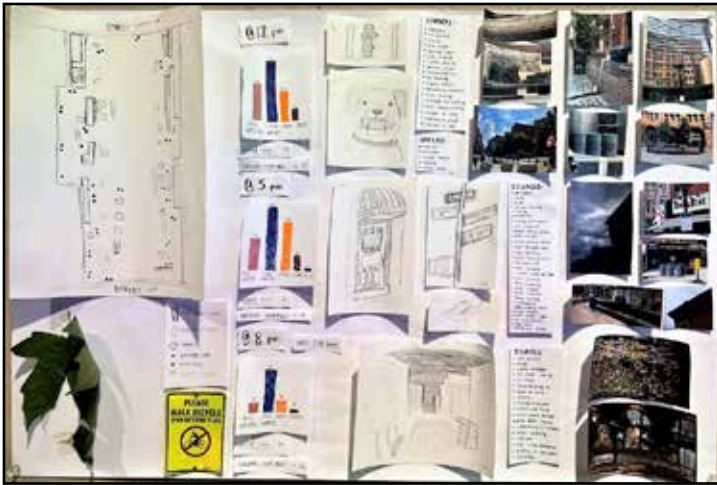


KNOWING THE CHOSEN LOCATION WOULD BE CLIVNER=FIELD PLAZA, THE MIND MAP WAS HONED IN ON THE THINGS THAT ARE RELEVANT TO IT. THIS INCLUDED WHAT TYPE OF PEOPLE VISITED THE PLAZA, AND HOW MANY OF THEM ARE STUDENTS. IMPORTANT DETAILS TO OBSERVE INCLUDED THE SMELLS AND OVERALL VIBE OF THE PLAZA, AND WHAT THE CULTURE IS THERE, HOW PEOPLE USE THE SPACE.



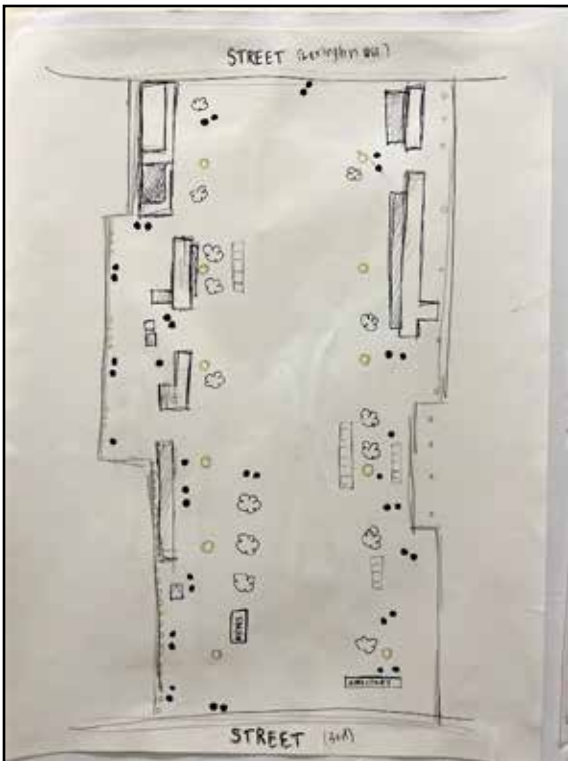
COLLAGE FIRST ATTEMPT

LAYOUT IDEATION FOR THE INFORMATIONAL COLLAGE, TO PRESENT THE FIRST-HAND RESEARCH COLLECTED AT THE SITE OVER THREE VISITS. ALL VISITS HAPPENED ON THE SAME DAY, AND THE SAME TYPE OF DATA WAS COLLECTED FOR EACH DIFFERENT TIME.



COLLAGE FINAL

OVERALL RESEARCH FOR BARUCH COLLEGE'S PLAZA. THIS INCLUDES FEATURES LIKE THE HAND-DRAWN MAP OF THE PLAZA ITSELF, ALONG WITH DATA FROM EACH VISIT. THIS INCLUDES CHARTS ABOUT THE TYPES OF PEOPLE VISITING, OBSERVATIONAL DRAWINGS, SOUNDS AND SMELLS FROM THE VISITS, AND PHOTOS TAKEN AT THE PLAZA. ADDITIONAL PIECES ON THE COLLAGE ARE THE LEAVES FROM THE TREES AND SIGNAGE.

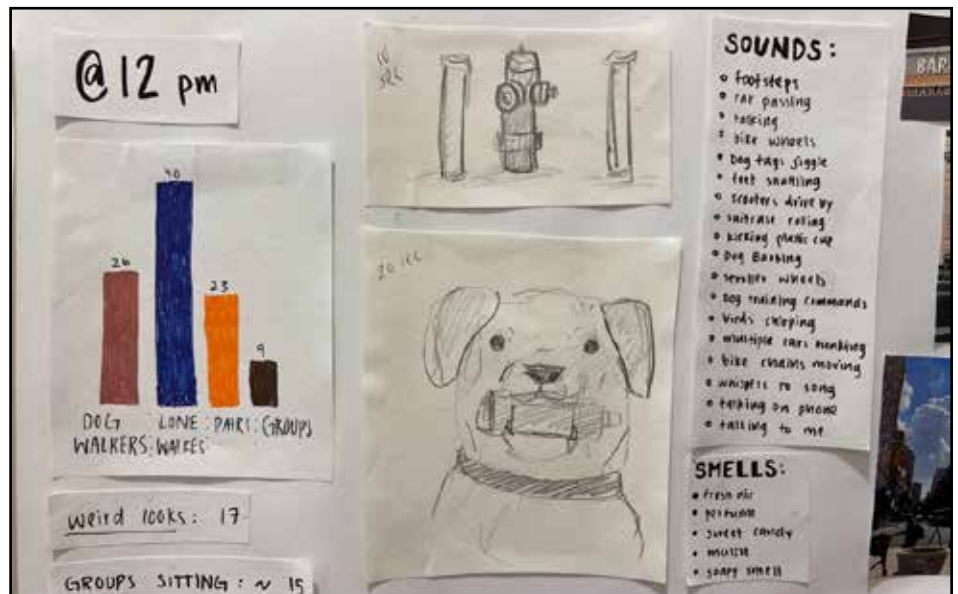


HAND-DRAWN MAP

THE MAP GAVE THE VIEWER OF THE COLLAGE A ROUGH IDEA OF WHERE EVERYTHING WAS PLACED AND HOW CLOSE THINGS ARE TO EACH OTHER. DESPITE NOT BEING 100% ACCURATE, IT GETS THE POINT ACROSS NICELY. SPECIFICALLY TO SHOW THE SPACES TO SIT AND THE REDUNDANCY OF ALL THE GARBAGE CANS PRESENT.

THE MAP ITSELF SHOWS CONCRETE BENCHES, METAL CHAIRS, TREES, ETC. MORE IMPORTANTLY, IT SHOWS GARBAGE/RECYCLING AS BLACK AND BLUE DOTS ON THE MAP, AS WELL AS LIMITED LIGHTING AS OPEN GOLD CIRCLES.

THE FIRST VISIT TO THE PLAZA ENDED UP WITH A LOT OF INFORMATION, MOST OF IT BEING UNUSABLE IN THE PROJECT, BUT IMPORTANT TO NOTE. THE LISTS INCLUDE SOUNDS AND SMELLS THAT WERE WITNESSED ONLY DURING THE NOON TIME FRAME.



FIVE IN THE AFTER-NOON WAS THE BUSIEST OF THE THREE VISITS, BUT EVEN THEN, THE STATS ARE LOW AND THE SURROUNDINGS MATCHED THOSE OF THE PREVIOUS AND FUTURE VISITS.

ANALYSIS OF OBSERVATIONS

WHO

THE PLAZA IS SOMEWHAT CROWDED DURING BARUCH COLLEGE'S IN-BETWEEN TIMES WHEN STUDENTS ARE OUT OF CLASS. OTHER THAN THOSE TIMES, IT ACTS AS A GIANT HALLWAY FOR PASSERSBY TO USE TO GET FROM 3RD AVE. TO LEXINGTON AVE. OR VICE VERSA. THE PLAZA ITSELF HAS PUBLIC ACCESS, BUT THE GENERAL PUBLIC DOES NOT SEEM TO USE IT, EVEN WHEN THE BARUCH STUDENTS ARE NOT THERE. THE SOLUTION IS TO ADD A SYMBOL FOR THE PLAZA TO MARK IT AS DIFFERENT THAN OTHERS WHILE ADDING COLOR AND WELCOMING VIBES WILL ATTRACT MORE NON-STUDENTS TO USE THE PLAZA WHEN THE STUDENTS DON'T USE IT.

WHAT

AT THE PLAZA, THERE ARE MANY SPACES TO SIT DOWN. THESE AREAS ARE EITHER CONCRETE RECTANGULAR BENCHES OR STEEL CHAIRS. THE AREAS ARE SOMETIMES HAVE TREES AND LAMPPOSTS. HOWEVER, THESE SPACES ARE NOT REALLY BEING USED. TO CHANGE THAT, THE PLAZA NEEDS A DEFINING FEATURE TO DIFFERENTIATE IT FROM OTHER CONCRETE PLAZAS. THAT FEATURE WOULD BE A KOI POOL IN THE CENTER, SURROUNDED BY MUCH-NEEDED GRASS. THE POOL INCLUDES REAL KOI AND SCULPTURES OF THE FISH. PEOPLE COULD GATHER AROUND THE POOL, WHERE THEY WOULD BE ABLE TO SIT ON THE EDGE AND ENJOY THEIR TIME THERE WITH AN ATTRACTION RATHER THAN JUST PLAIN SEATING ARRANGEMENTS.

WHERE

CLIVNER=FIELD PLAZA IS A PART OF THE BARUCH COLLEGE CAMPUS. IT TAKES UP A BLOCK SPACE, BEING ON 25TH STREET AND IN BETWEEN 3RD AVE. AND LEXINGTON AVE. OVERALL, A LOT OF SPACE IS DEDICATED TO SEATING ON THE EDGES OF THE PLAZA, LEAVING THE CENTER COMPLETELY EMPTY. THE KOI POOL WOULD BE IN THE CENTER OF THE PLAZA, SURROUNDED BY AN ORGANICALLY SHAPED PATCH OF GRASS REACHING OUT TO THE SIDES OF THE PLAZA.

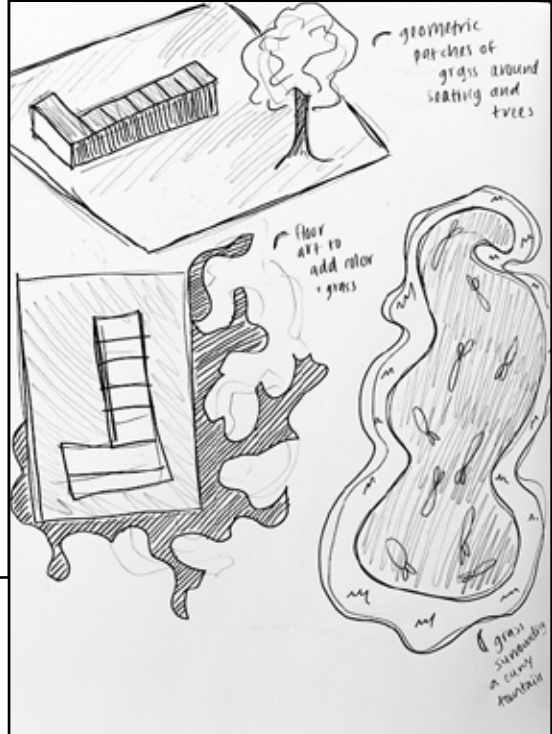
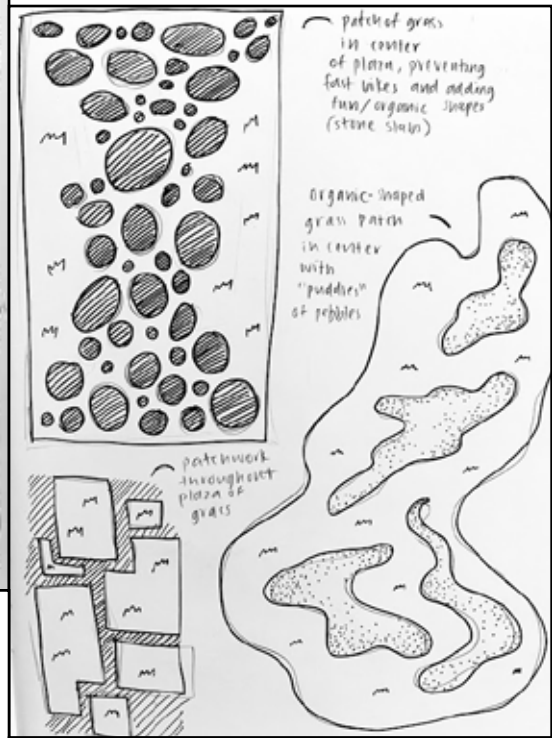
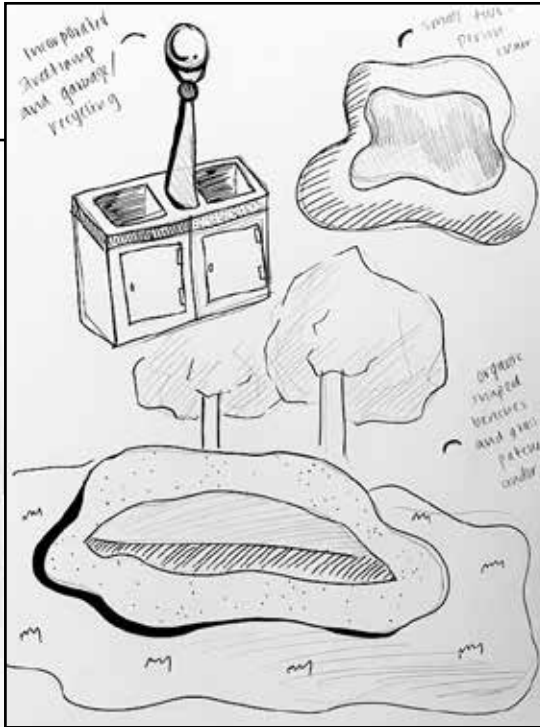
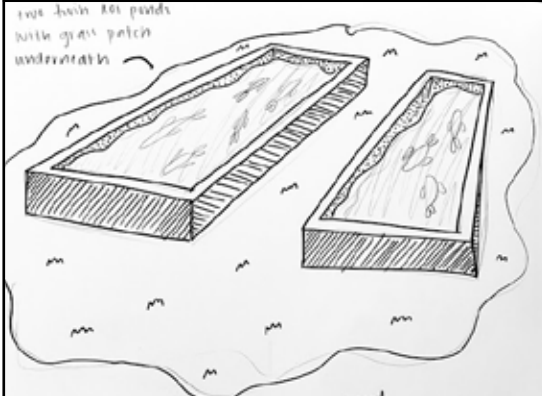
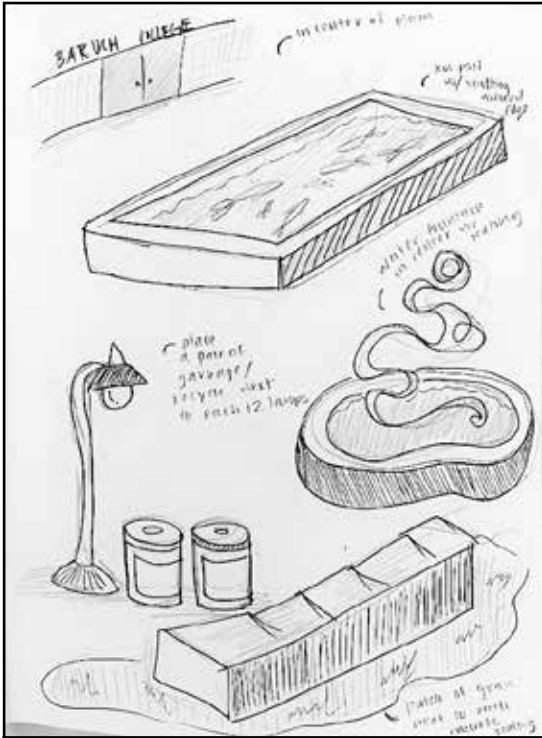
WHY

THE GENERAL PUBLIC HAS NO NEED TO STAY AT THE PLAZA, WHICH IS WHY IT STANDS NEARLY EMPTY MOST TIMES. TO ADD THAT INCENTIVE TO STAY AT THE PLAZA WITHOUT BEING A STUDENT WOULD BE TO MAKE THE PLAZA INTERESTING OVERALL. CURRENTLY, THE PLAZA IS VERY GRAY, GLOOMY, AND STILL. ADDING COLOR AND MOVEMENT TO IT WITH THE KOI POOL WILL BRING PEOPLE TO STAY. IT ADDS A DEFINING FEATURE TO THE PLAZA, WHILE NOT INTERRUPTING THE SCHOOL WHILE IT WORKS. ADDITIONALLY, THE KOI POOL WOULD BE SURROUNDED BY A PATCH OF GRASS TO ADD LIFE TO THE PLAZA, WHILE CREATING AN OBSTACLE FOR BICYCLES, FORCING THEM TO DISMOUNT THEIR BIKES.

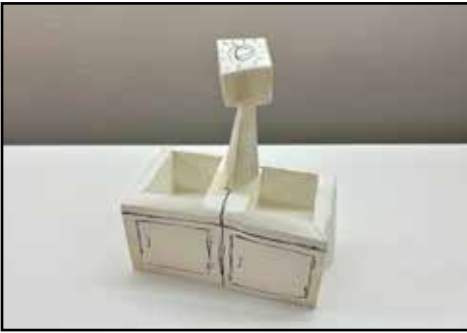
HOW

BY ADDING A KOI POOL TO THE PLAZA, ITS ENVIRONMENT BECOMES MORE INVITING TO PASSERSBY AND LOCALS TO SPEND MORE OF THEIR TIME THERE. A PATCH OF GRASS WOULD NEED TO BE ADDED, IN AN ORGANIC SHAPE, ALLOWING FOR MORE MOVEMENT IN THE MIDDLE OF THE CONCRETE BOX THAT IS THE PLAZA. IN THE GRASS PATCH, THE KOI POOL WOULD BE BUILT AND MADE TO BE SELF-SUSTAINING WITH MINIMAL WORK TO MAINTAIN IT. THE POOL WOULD BE TALL ENOUGH FOR PEOPLE TO SIT AT THE EDGE OF THE FRAME. INSIDE THE POOL, THERE WOULD BE THE KOI ALONG WITH STATUES OF THE KOI APPEARING TO FLOAT AT THE WATER LEVEL, WHILE BEING ATTACHED TO THE FLOOR OF THE POOL.

SKETCHES



SKETCH MODELS



THE FIRST ISSUE THAT WAS FOCUSED ON WAS THE EXCESSIVENESS OF GARBAGE AND RECYCLING IN THE PLAZA. POSITIONING ONE GARBAGE BIN AND ONE RECYCLING BIN IN A UNIT WITH THE STREETLAMPS WOULD LOWER THE REDUNDANCY AND MAKE THE PLAZA NICER TO BE IN, RATHER THAN BEING SURROUNDED BY TRASH.

THINKING ABOUT THE OBNOXIOUS SIGNS THAT WARN BICYCLE RIDERS TO DISMOUNT, A SOFTER REDESIGN OF THE SIGN WAS MADE. THIS WOULD ALSO IMPROVE THE PLACEMENT OF THE SIGNS, AT THE ENDS OF THE PLAZA RATHER THAN MULTIPLE SIGNS REPEATING THROUGHOUT THE LENGTH OF IT.



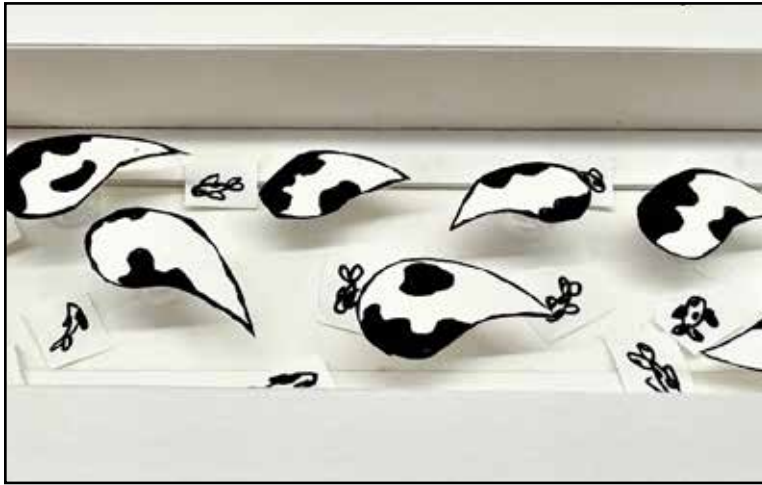
ANOTHER REDESIGN OF THE DISMOUNT BIKES SIGN THAT STOOD OUT A LOT DUE TO ITS YELLOW COLORING WITH THE PLAIN BACKGROUND OF THE PLAZA. THIS DESIGN WOULD BE SOFTER ON THE EYES AND MAKE THE PLAZA MORE PHOTOGRAPHABLE AND ENJOYABLE TO SPEND TIME IN.

FIRST IDEA OF A CENTRAL PIECE TO MAKE THE PLAZA MORE UNIQUE AND NOT JUST ANOTHER CONCRETE GARDEN. THIS ACTS AS PATCHES OF GRASS, WITH PEBBLES IN BETWEEN. THE GRASS WOULD NOT ONLY ADD COLOR AND LIFE TO THE PLAZA, BUT IT WOULD ALSO PREVENT BICYCLES FROM SPEEDING THROUGH.



SECOND IDEA OF A CENTER PIECE IN THE PLAZA, THIS TIME INCLUDING A SELF-SUSTAINING KOI FISH POOL, WHICH IS SURROUNDED BY AN ORGANICALLY SHAPED PATCH OF GRASS. THE KOI WOULD MAKE THE PLAZA MORE INVITING AND LIVELY, WHILE USING UP THE EMPTY SPACE IN THE CENTER MAKING IT A HALLWAY.

FINAL MODEL - MID FIDELITY

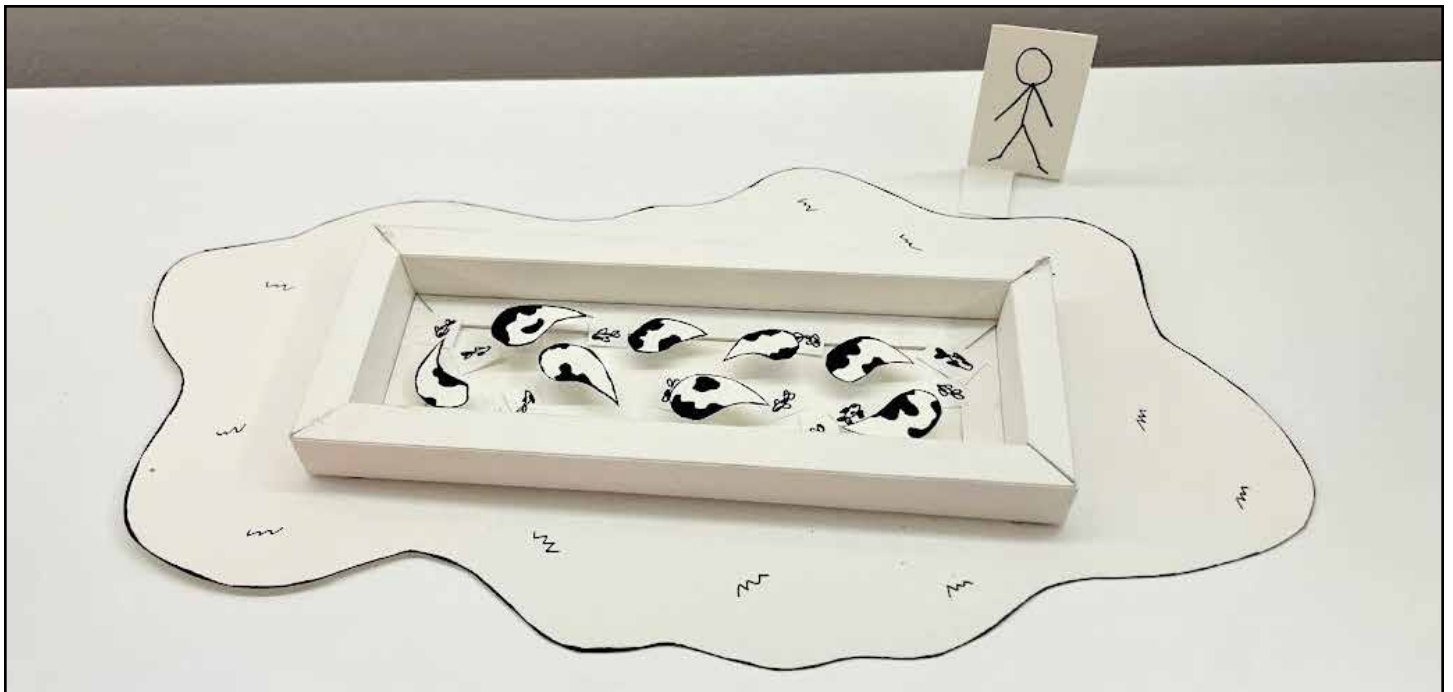


PROCESS/CLOSE-UP

EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION

PROCESS/CLOSE-UP

EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION
EXPLANATION EXPLANATION



REFLECTIONS

OVERALL, MY PROCESS WITH THIS PROJECT WAS VERY NATURAL. I OFTENTIMES FIND MYSELF PLANNING AHEAD AND FIGURING THINGS OUT FROM THE BEGINNING, BUT THIS PROJECT HAD A VERY ORGANIC PROGRESSION OF RESEARCH AND PROBLEM SOLVING. I WOULD TAKE AWAY FROM THIS PROJECT THE OBSERVATION PORTIONS, WHERE I WENT TO THE SPACE TO FIND OUT WHAT THE CULTURE WAS AND THE VIBES, WHILE JUST OBSERVING AND NOT BRINGING ANY ASSUMPTIONS I HAD FROM BEFORE. I REALIZED, WHILE LOOKING BACK AT MY FINAL COLLAGE, THAT WHILE ALL THE INFORMATION WAS THERE AND THE DETAIL WAS SUFFICIENT, IT COULD HAVE BETTER SHOWN THE FEELING THAT SOMEONE GETS WHEN SPENDING TIME AT THE PLAZA, RATHER THAN TELLING THEM HOW I FELT THROUGHOUT THE PROCESS. I DO NOT THINK I WOULD DO THIS PROCESS DIFFERENTLY IF I HAD THE CHANCE TO DO IT AGAIN. INSTEAD I WOULD LIKE TO CHOOSE A MORE PERSONAL LOCATION, RATHER THAN A COMPLETELY NEW ONE, AS I DID NOT FEEL CONNECTED TO THE IDEA THAT I HAVE TO FIX SOMETHING ABOUT THE SPACE I SAW FOR THE FIRST TIME HOURS BEFORE. IN GENERAL, I AM SATISFIED WITH HOW THIS PROJECT CAME OUT AND THE IDEAS THAT WERE GENERATED IN THE PROCESS.

