BRAINSTORMING GUIDE: PUTTING THE PIECES TOGETHER

# Phase 1: Space Evaluation & Concept Development (independent work)

1. **Observe the surroundings:**
   * Look carefully at the existing artwork, architecture, and fixtures.
   * Consider how light, shadows, and sound interact in the space.
   * Think about how people use or move through the space.
2. **Reflect on the Space’s history:**
   * If available, research or think about the historical context of the location. What has the space been used for in the past?
   * Consider any cultural or social significance the space might hold.
3. **Needs of the Space:**
   * Think about what the space might need to improve its atmosphere or communicate something meaningful.
   * Consider practical needs, such as traffic flow, accessibility, or interaction with existing features.
4. **Develop your concept:**
   * Based on your observations, brainstorm an idea for an installation that could enhance, transform, or respond to the space.

**Phase 2: Group Collaboration and Idea Refinement**

1. **Share your idea:**
   * After everyone has evaluated the space and developed individual ideas, gather as a group.
   * Each person will present their concept to the group, explaining:
     + *How their idea interacts with the space*
     + *What they aim to achieve with their installation (emotion, message, impact)*
     + *Any challenges they foresee*
2. **Identify Similarities:**
   * As a group, listen carefully to each presentation.
   * After everyone has shared, discuss any overlapping themes, similar approaches, or shared goals.
   * Identify ideas that complement or enhance each other.
3. **Narrow Down the ideas:**
   * As a team, choose a direction for your group installation. You can combine aspects of different ideas or develop a completely new concept based on your discussion.
4. **Create a General Plan:**
   * Draft a one-page document summarizing the general concept of the installation. This should include:
     + *The main theme or purpose of the installation.*
     + *How it relates to the space.*
     + *What materials or elements you plan to use.*
     + *Any important logical considerations (size, placement, interaction with viewers.)*
   * Draw a rough sketch of the installation concept to visually represent the group’s idea.