

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

5. 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*

6. 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.

7. 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.

8. 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.