

Use Your Head!

/// Final Concept



Corporations threaten the identity of Münster, use your head and protect the town center!



Pinball, but using your head as the ball

Premiss



Interaction

Windows of facade act as contested areas:

They are 'owned' and actively conquered by corporations (logos or billboards)

But when hit with a head it changes to the picture of this head

This picture remains there until another player, or corporation claims it

Crowd based: multiple people play at the same time, against the computer (corporations) but also against each other!

2 forms of interaction:

Interaction 1: Photo of face for 'ammunition'

Interaction 2: Fire your face to reclaim public space!

Interaction



Spreading consciousness:
use your head!

Narrative

Playful representation
of a serious problem



'GROWTH'



- **Coves on ground level: camera spots where foto is taken**
- **?Lampposts?: spots where heads can be fired**
- **Middle of the facade: Town center**
- **Far Left & Right: Corporations**

Façade

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Façade



END

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