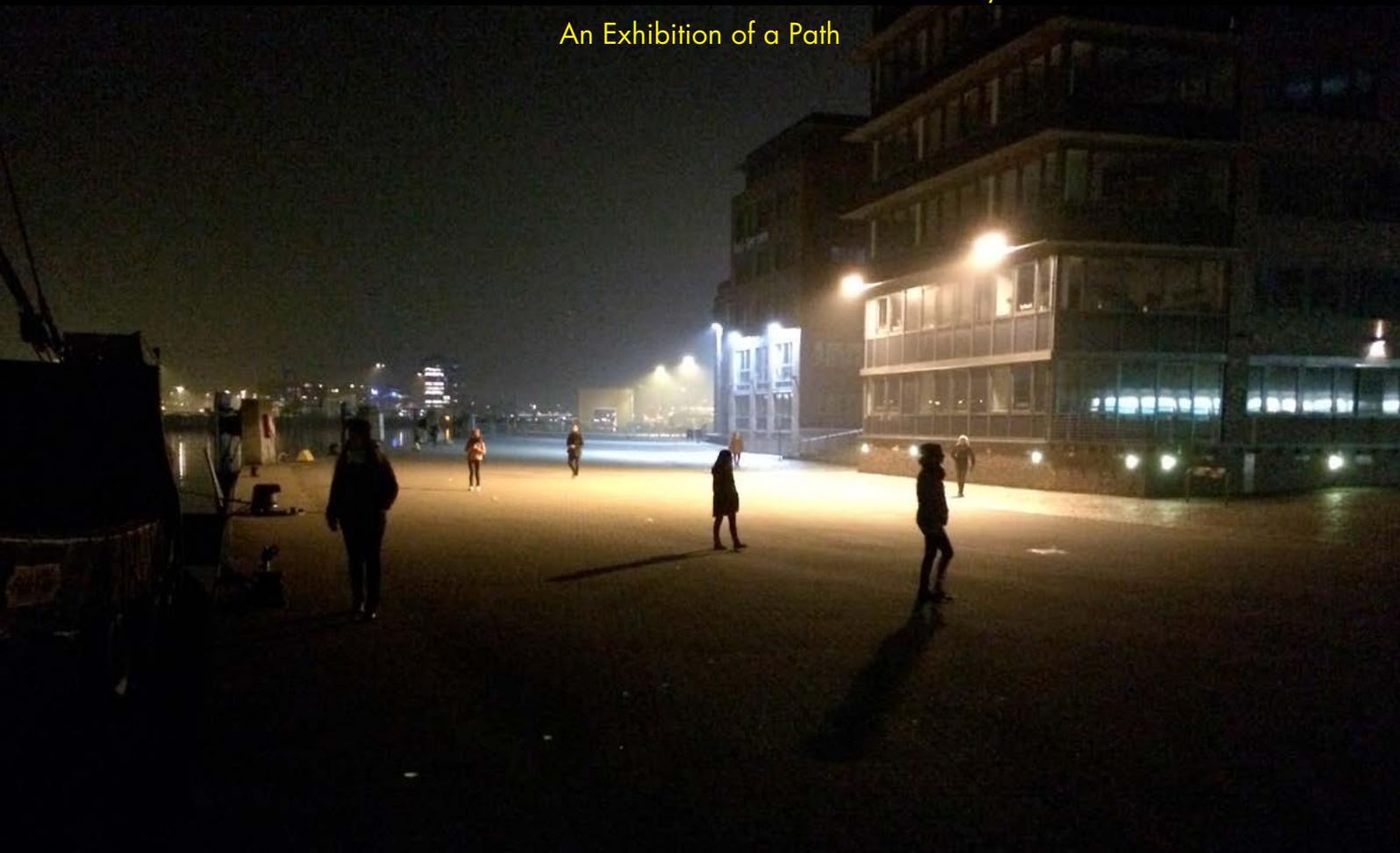


# Attention For The Ordinary

An Exhibition of a Path



# Attention For The Ordinary

## An Exhibition of a Path

Usually, you go to an exhibition which is fully rent.  
In this case the visitors bring the exhibits by themselves and tell a story about it.

## Process

During the walk the task is to concentrate on the moment with all your senses and investigate and collect the "here and now". The walk leads through urban spaces, for example over train rails, vast parking facilities, trough subways and backyards.

## Focus

To sharpen the perception there will be no talking during the walk (maybe some occasional laughs). However, there will be some initiated walking meditations.

## Exhibition

The walk ends in a darkened room. Adhesive tape draws a line onto several adjacent table – a line which represents a map of the walk. The shape of the walk was projected onto several tables. After a short introduction of the map each participant choses his most intense impression and locates it on the map in the form of objects, pictures, sounds or stories.





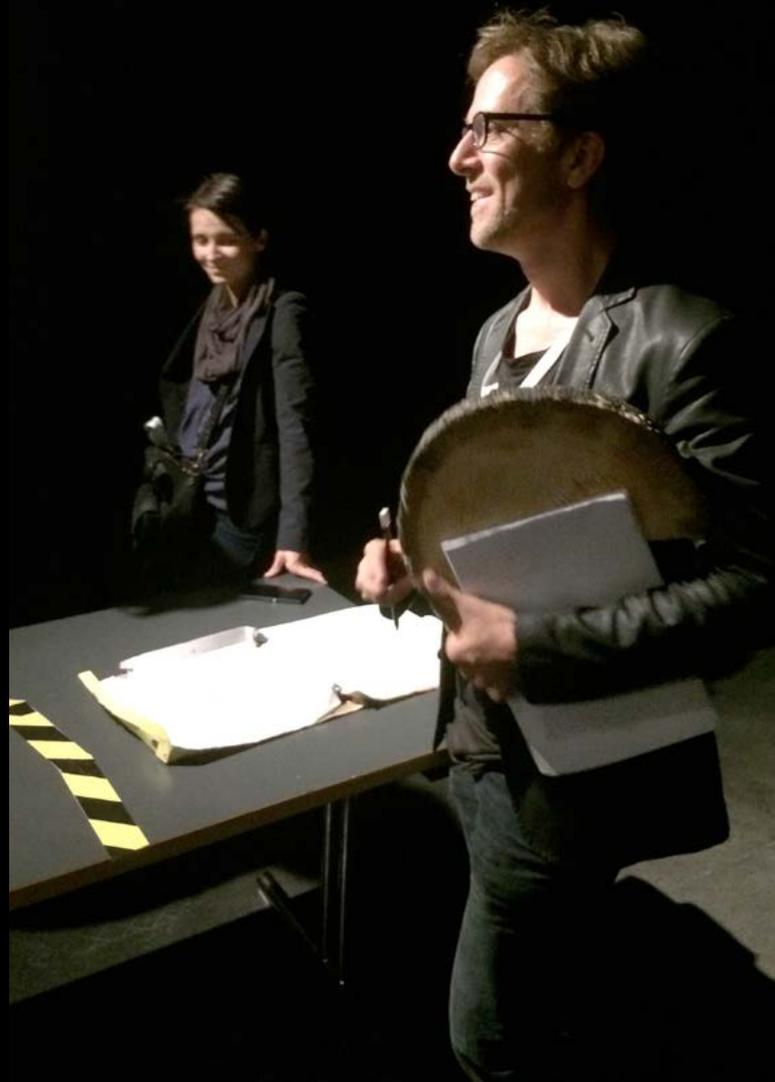
Walk



Focus



Collect



Presentation



## Statements

„A wonderful archaeology of daily life and Bregenz as a scene of research.“

Hans-Joachim Gögl, curator VLOW!14 Festival

„Each of these 90 minutes has sharpened my perception for the ordinary and therefore the usual was raised up to the unusual.“

Janina Poesch, publisher & editor-in-chief PLOT – Inszenierungen im Raum

„It was magnificent to put the ordinary behind, make new sensual experiences and focus the attention to the pretended unimpressive.“

Johannes Diller, student of interior architecture

## References

World Usability Day 2014 Hamburg, VLOW! Kongress, Festspielhaus Bregenz, Hochschule Hannover, Heilwig Gymnasium Hamburg, SCIderm GmbH, Muthesius Kunsthochschule Kiel, User Experience Roundtable Hamburg

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