



Ira Zeng — Interaction Design  
Ming Li Chang — Product Design  
Phoebe Hsu — Graphic Design

Sponsors:  
NYC & Company  
Visit Berlin

Testlab Berlin: Travelism  
ArtCenter College of Design  
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Util

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## our challenge

To reinvent and reframe tourism through the lens of architecture.

To change the way that travelers interact with architecture.

[01]

# LABYRINTH

labyrinth:

a maze with  
no dead ends

it is not meant  
to be solved,  
but rather  
to be explored.



Travelers help drive local economies. But, the problem is, many just end up visiting the same tourist attractions as every other visitor. There are many undiscovered places that are much more meaningful than the new brunch place that is currently trending on Instagram.

Our mission is to reinvent tourism through architecture and to change the way that people interact with architecture. Just like our team name, Labyrinth, we want travelers to realize that these cities are like mazes without dead ends—there's always something to see, no matter which corner you turn. We also want to help travelers realize that a trip is something that isn't meant to be finished, just to check things off of a list, or to be solved. Rather, the labyrinth of a city is meant to be explored and to get lost in.

[02]

THE

OF  
NEW  
YORK

AND

OPEN  
MAZES

BERLIN

# TRAVELERS IN

[01]  
Almost everything in New York City is vertical. It seems as if there's always a new skyscraper being built that has a special quality that the others don't. Everytime one steps into New York, it is like experiencing a specific chapter of the continually-modernizing metropolis.

[02]  
Despite being in a buzzing city surrounded by so many things, it's easy to feel alone since everyone is staring at screens. But maybe, that's just because everyone is minding their own business in New York City.

[03]  
There's something for everyone and everything in New York. There is still calm among all the chaos and crowd of the city, for those who want it.

# NEW YORK



[01]



[02]



[03]





[LEFT]  
**AGAINST THE CURRENT**  
West 36<sup>th</sup> St.  
New York, NY  
10018



[BELOW]  
**SCARS OF THE PAST**  
Memorial to the Murdered  
Jews of Europe  
Cora-Berliner-Straße 1, Berlin  
10117



[01]



# RESIDENTS IN

[01] Berlin doesn't hide its history and there are so many layers to unravel. On the historical side of the spectrum, one can still see the bullet holes in Mitte. And regarding the present, the creatives just continue to paste posters and stickers on top of each other, despite how many layers there may be below it.



[02]



[02] The city is gritty and filled with art and abandoned spaces. Berlin is filled with streams of graffiti that cover the doors and walls of buildings.

[03]



[03] The people of Berlin seem to be more aware of their surroundings. In this modern age, a lot of cities are filled with multitaskers look at their phones while eating or even while talking to others. Locals in this city live more in the moment.

# BERLIN

## opportunities

After experiencing both cities, we defined what architecture means to us, and we did further research on travel and memory. This led us to interview a select group of individuals regarding their memories.

# [03] SENSE OF PLACE

## defining architecture not just a building

<sup>1</sup>Basso, K.H. (1996). *Senses of Place* (pp. 53-90). Santa Fe, New Mexico: School of American Research Press.

<sup>2</sup>Kudryavtsev, A., Krasny, M.E. and Stedman, R.C. (2012). *Ecosphere*, 3(4), 29.

<sup>3</sup>Adams, J.D. (2013). Theorizing a sense of place in transnational community. *Children, youth and environments*, 23(3), 43-65.

<sup>4</sup>Russ, A., Peters, S.J., Krasny, M.E. and Stedman, R.C. (2015). *Journal of Environmental Education*, 46(2), 73-93.

After exploring both New York and Berlin, our team realized that architecture is not limited to the external shell of a place. Often times, architecture is only represented by the external structure, but what we want to make known is that architecture is about people and space and everything in between.

There are three factors that make up one's sense of place—environment, activity, and meaning. A sense of place is defined when these three factors intersect. A sense of place is not fixed and is redefined each time one of those factors changes.

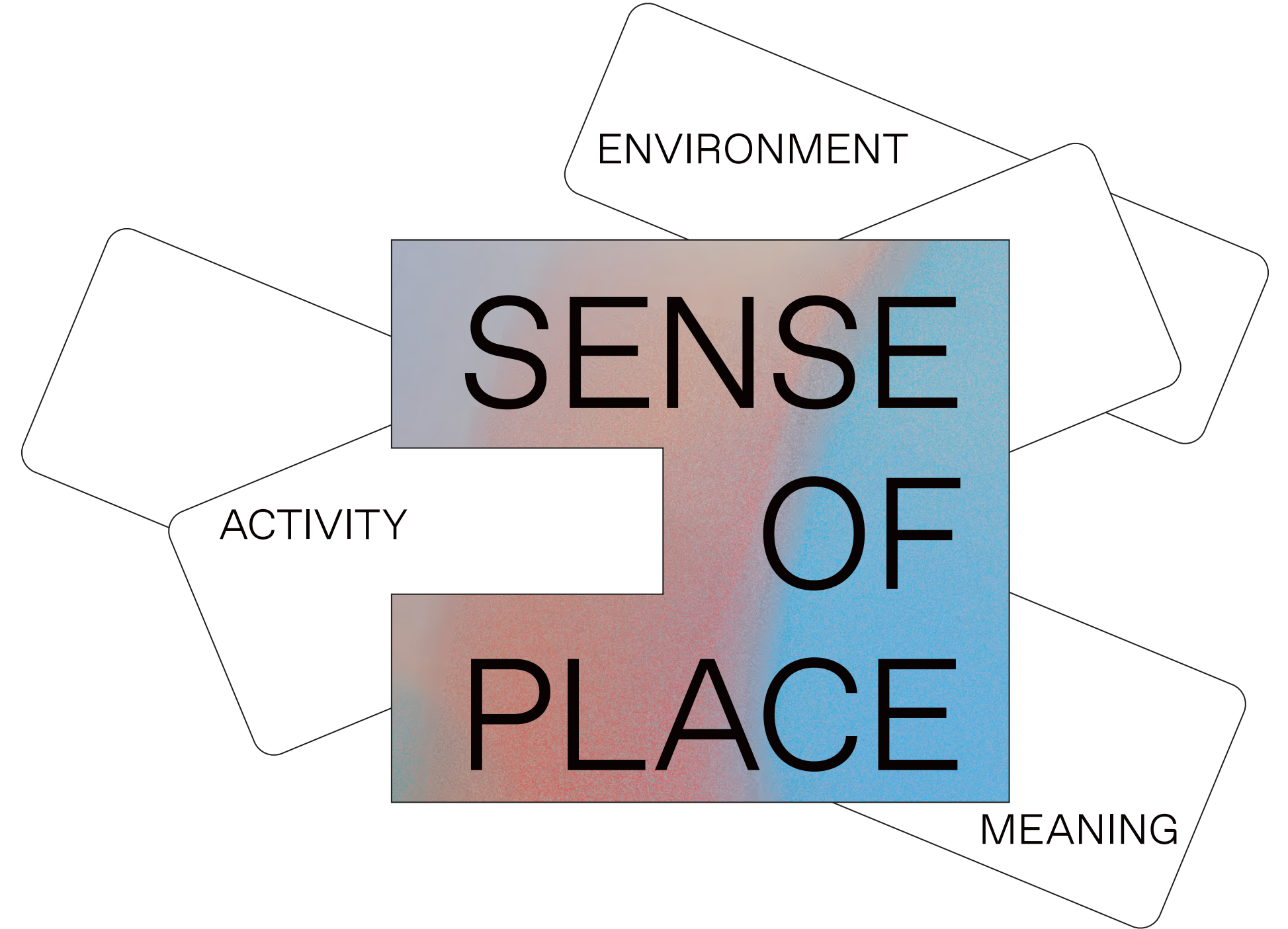
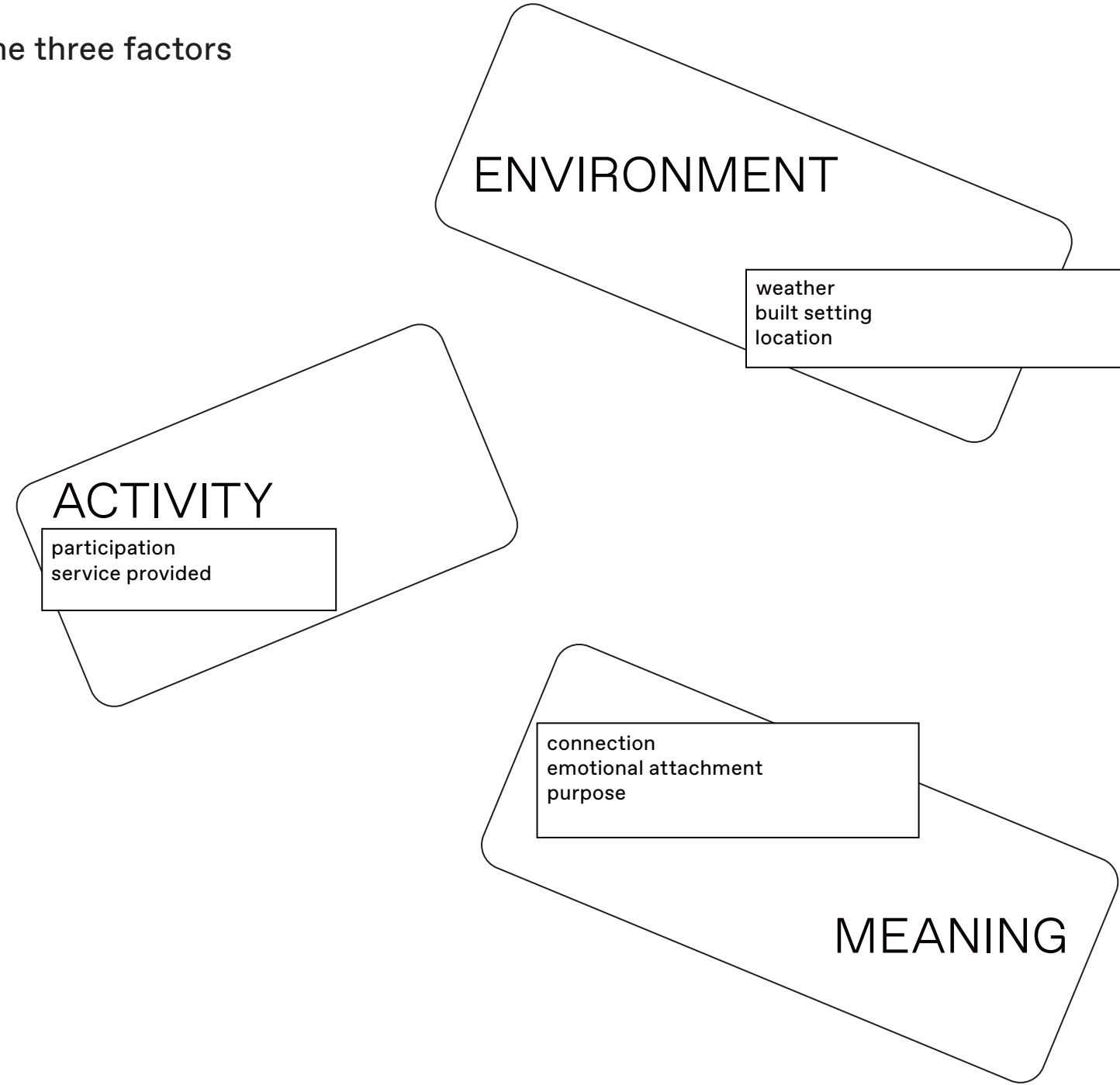
## a sense of place

[JENNIFER ADAMS, DAVID GREENWOOD, MITCHELL THOMASHOW, ALEX RUSS]

In general, sense of place describes our relationship with places, expressed in different dimensions of human life: emotions, biographies, imagination, stories, and personal experiences.<sup>1</sup> In environmental psychology, sense of place—how we perceive a place—includes place attachment and place meaning.<sup>2</sup> Place attachment reflects a bond between people and places, and place meaning reflects symbolic meanings people ascribe to places. In short, “sense of place is the lens through which people experience and make meaning of their experiences in and with place”.<sup>3</sup>

Sense of place varies among people, in history, and over the course of one's lifetime. People may attribute various meanings to the same place in relation to its ecological, social, economic, cultural, aesthetic, historical, or other aspects. Sense of place evolves through personal experiences, and defines how people view, interpret and interact with their world.<sup>4</sup>

the three factors



## further research

Statistics on the millennial age group and travel. 2020. <https://www.condorferries.co.uk/millennials-travel-statistics-trends>

### state-dependent memory

[WHAT IS PSYCHOLOGY?,  
ANDREW M. COLMAN]

The tendency for information learnt in a particular mental or physical state to be most easily remembered in a similar state. It has since been established that many classes of drugs produce the effect, that the effect is dose-dependent, that it affects recall but not recognition, and that non-pharmacological states can also elicit the effect demonstrated: in a frequently cited British experiment on context-dependent memory, lists of words that were learned by divers while they were underwater were best recalled when they were again underwater, and conversely words learned on land were best recalled on land.

Emotional states can also produce the effect—mood-dependent memory—and this helps to explain why pleasant experiences are more likely to be remembered by a person who is happy, and unpleasant experiences by someone who is unhappy and is likely to become even more unhappy as a result.

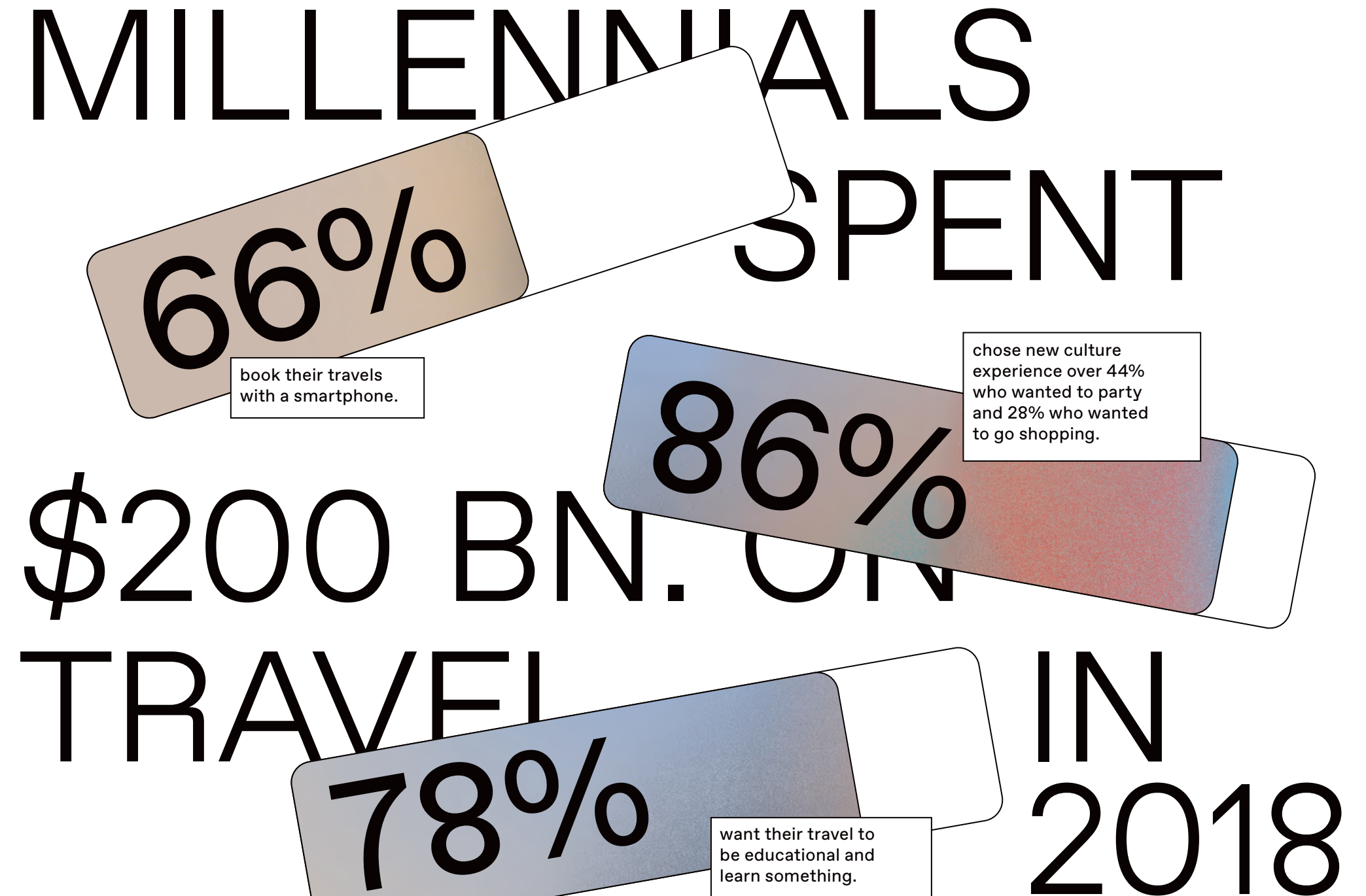
### sensory memory

[HOW AMNESIA WORKS,  
CRISTEN CONGER]

We make and store memories by forging new neural pathways to the brain from things we take in through our five senses. The stimuli that our nerve cells detect, such as hearing a gunshot or tasting a raspberry, are called sensory memories. That sensory information flows along the nerve cells as an electrical impulse. As that impulse reaches the end of a nerve, it activates neurotransmitters, or chemical messengers. Those neurotransmitters send the message across the spaces between nerve cells called synapses and move it along to the neurons, or brain cells. If we need to immediately use that sensory information, it moves to the short-term memory, for example, when we hear a phone number and have to remember it to dial.

To turn short-term memories into long-term ones, our brains must encode, or define, the information. Remember that raspberry? Encoding it would likely include cataloging the fruit's size, tartness and color. From there, the brain cells would consolidate the information for storage by linking it to related memories. During this process, that neural pathway strengthens because of the brain's plasticity. Plasticity allows the brain to change shape to take in new information and, thus, new pathways.

Long-term memory retrieval requires revisiting the nerve pathways the brain formed. The strength of those pathways determines how quickly you recall the memory. To reinforce that initial memory, it must move multiple times across the nerve cells, retracing its steps.



## interviews



[01]

**Cathy X.**

*With family in China, celebrating the Lunar New Year.*

“My whole family is surrounding me. We are watching TV together, while eating delicious food. I see the saturated, bright color of the red envelopes. We also worship our ancestors. Oh! And also the fireworks and firecrackers. I just love the feeling of being with my family members during this happy time.”

[02]

**Noah L.**

*In Alaska, walking next to a river while it's snowing.*

“To be honest, in bed sleeping. But if you mean a specific place, I want to be walking next to a river while it's snowing. Maybe it's because I'm a hopeless romantic. But, this is referring to the time when I was in Alaska, and my parents and their friends were baking salmon. I got bored of watching old people cook salmon, so I went out to explore. It was freedom.”

[03]

**Jennifer S.**

*The temples in Kyoto.*

“My deepest memory is of Kyoto, Japan, where I visited the temples. I had learned flower arrangement, and due to this, I understood the atmospheric ambience. I didn't really feel like a tourist. It was traditional but relaxed.”

[03]

**Kenneth K.**

*Feeling the grass of the field of grass at the Mapo Oil Tank Culture Park in Korea.*

“I want to be in Korea. I was at the Mapo Oil Tank Culture Park. It was after my friend and I had explored the galleries. There was a field in between, and we just sat there. It was cold, but seeing parents and their young children running around made me feel warm. I felt as if I didn't have a care in the world. Watching the sunset at 5PM in the winter and feeling the grass between my fingers. Emptiness.”

[05]

**Kyle L.**

*At the cafe near home.*

“I think more than anything, I am longing for a moment to breathe. There's something about the cafe that feels so comfortable and so relaxing to me. Maybe it's the aroma of the coffee brewing, or the sound of the espresso machine, or the sweet smell of the desserts. Maybe I just want to escape temporarily from what's going on in my life right now. Haha.”



Image by interviewee Kenneth K. at Mapo Oil Tank Culture Park.

## insights

[01]

**INFO → CURIOSITY**

[02]

**CULTURAL DIFFERENCE**

[03]

**FEAR OF WASTING TIME**

[04]

**FEAR OF GETTING LOST**

[05]

**EFFORT → RESPECT**

[01]

The way information is presented can stimulate curiosity. People are drawn more by fragmented information, instead of seeing the whole picture right from the beginning.

[02]

Due to cultural differences and language barriers, travelers from other countries may misunderstand or misinterpret signage or certain actions.

[03]

Because travelers have a time limit in the destination, there is a fear of wasting time at places they may not have a positive experience with.

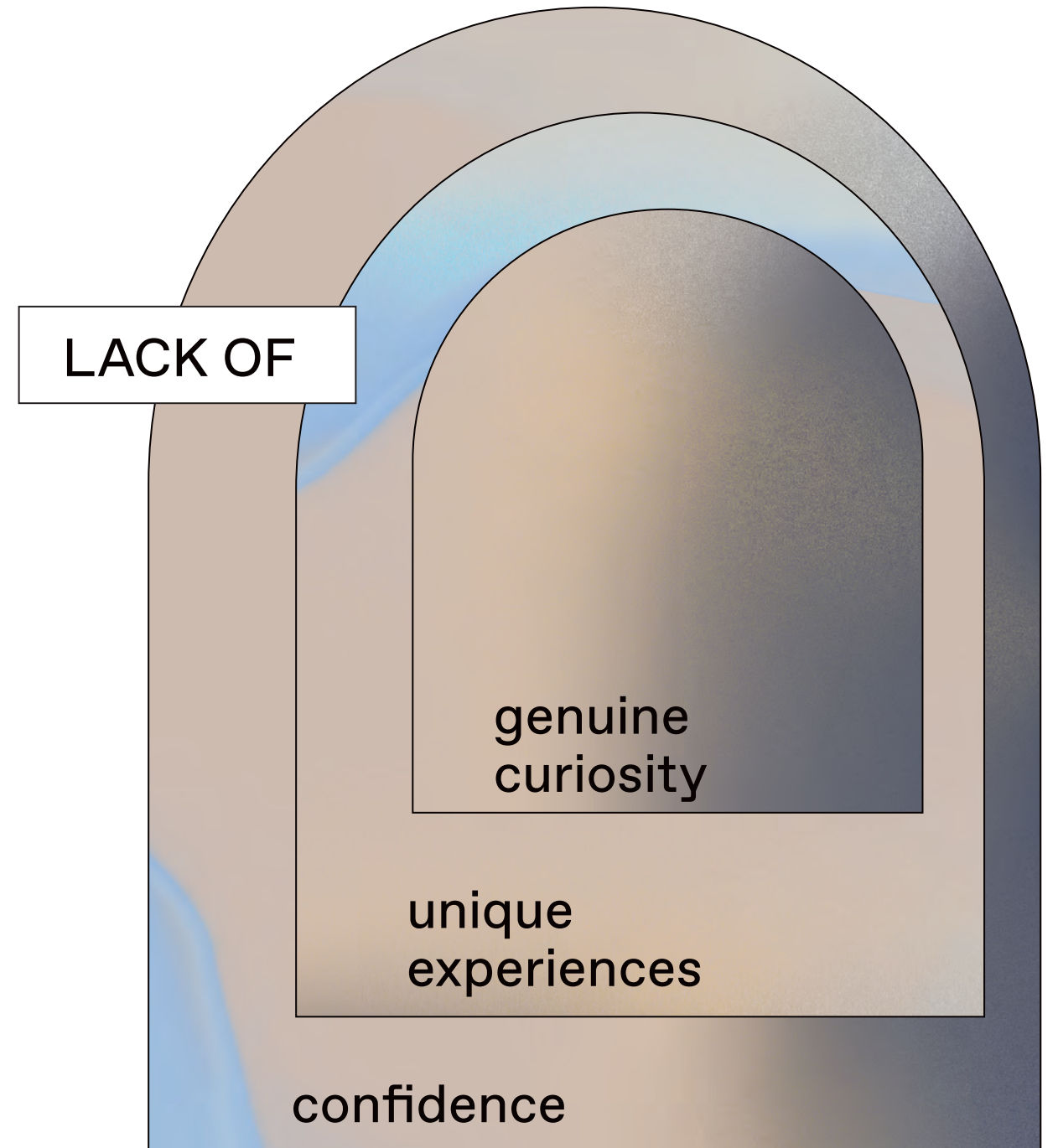
[04]

Travelers are in a brand new location, immersed in a different culture, so they have a fear of getting lost.

[05]

The more effort that a traveler puts into understanding or researching a place, there more respect there is for the location and locals upon arrival at the destination.

## pain points



## definition

To define the scope of our project and address these pain points, we organized our thoughts and ideas and split them into three themes.

# [04] THEMES

How might we help travelers become curious about something that they haven't seen?



To help build sustainable relationships. To help the travelers fall in love with the city and stay connected.

What is the equivalent to staring into someone's eyes when visiting a destination?



Paying attention to sensorial nuances, and getting lost in the city with confidence.

How might we help travelers long for far-off places?



Help travelers long to see a place with fresh eyes and cause them to be farsick, not homesick.

[RIGHT]  
**ABSORB YOUR SURROUNDINGS**  
Chiesa di Sant'Agnese  
Alexandrinstraße 118-121, Berlin  
10969

[BELOW]  
**FEEL THE SPACE**  
Jewish Museum  
Lindenstraße 9-14, Berlin  
10969

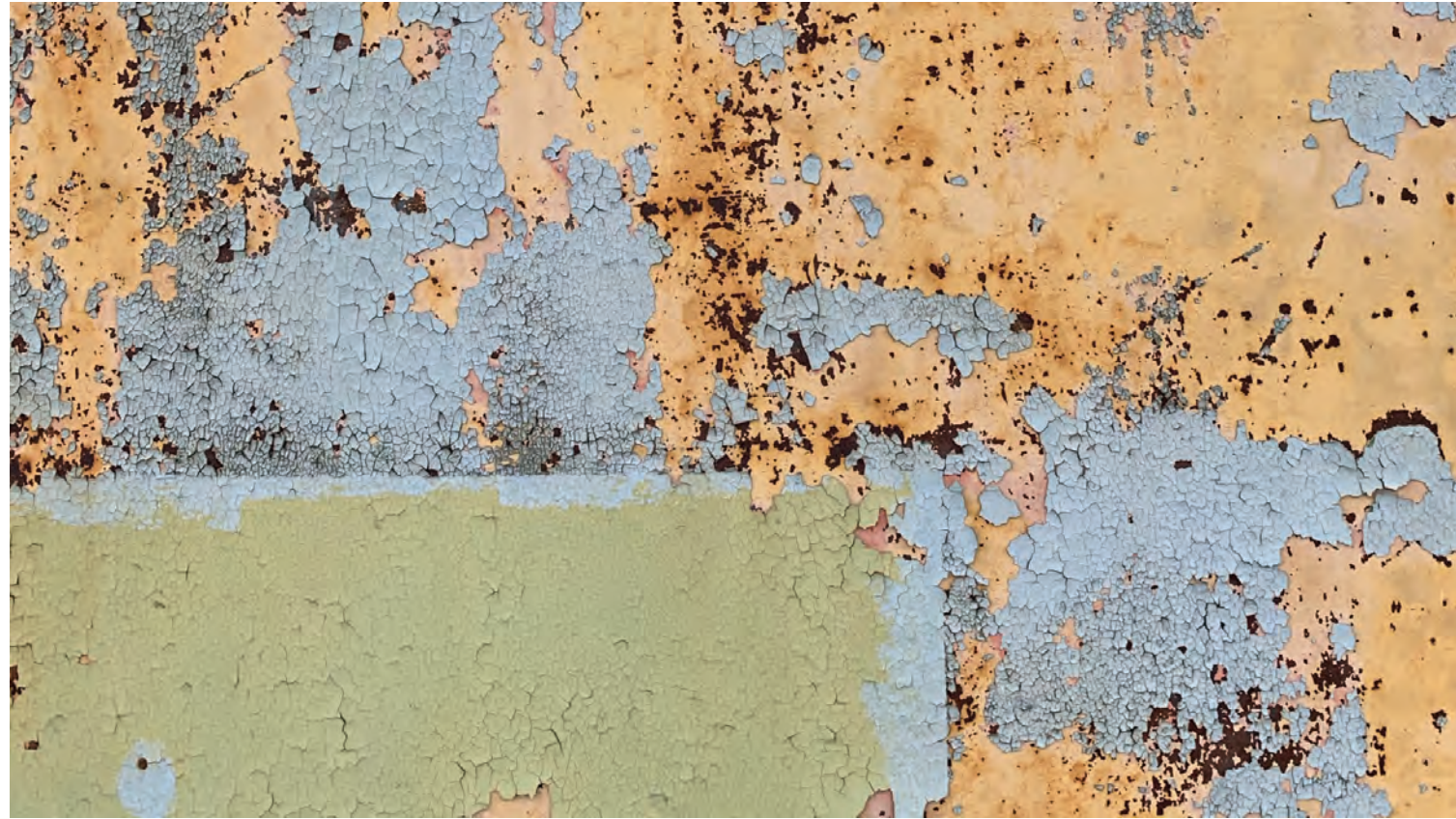






[LEFT]  
**TO REMINISCE**  
Kindl — Centre for the  
Contemporary Arts  
Am Sudhaus 3, Berlin  
12053

[BELOW]  
DISCOVER LAYERS OF MEANING  
Tempelhof Airport  
Platz der Luftbrücke 5, Berlin  
12101



[RIGHT]  
SEE FROM A RAW POINT OF VIEW  
Blub — Berliner Luft  
und Badeparadies  
Buschkrugallee 64, Berlin  
12359





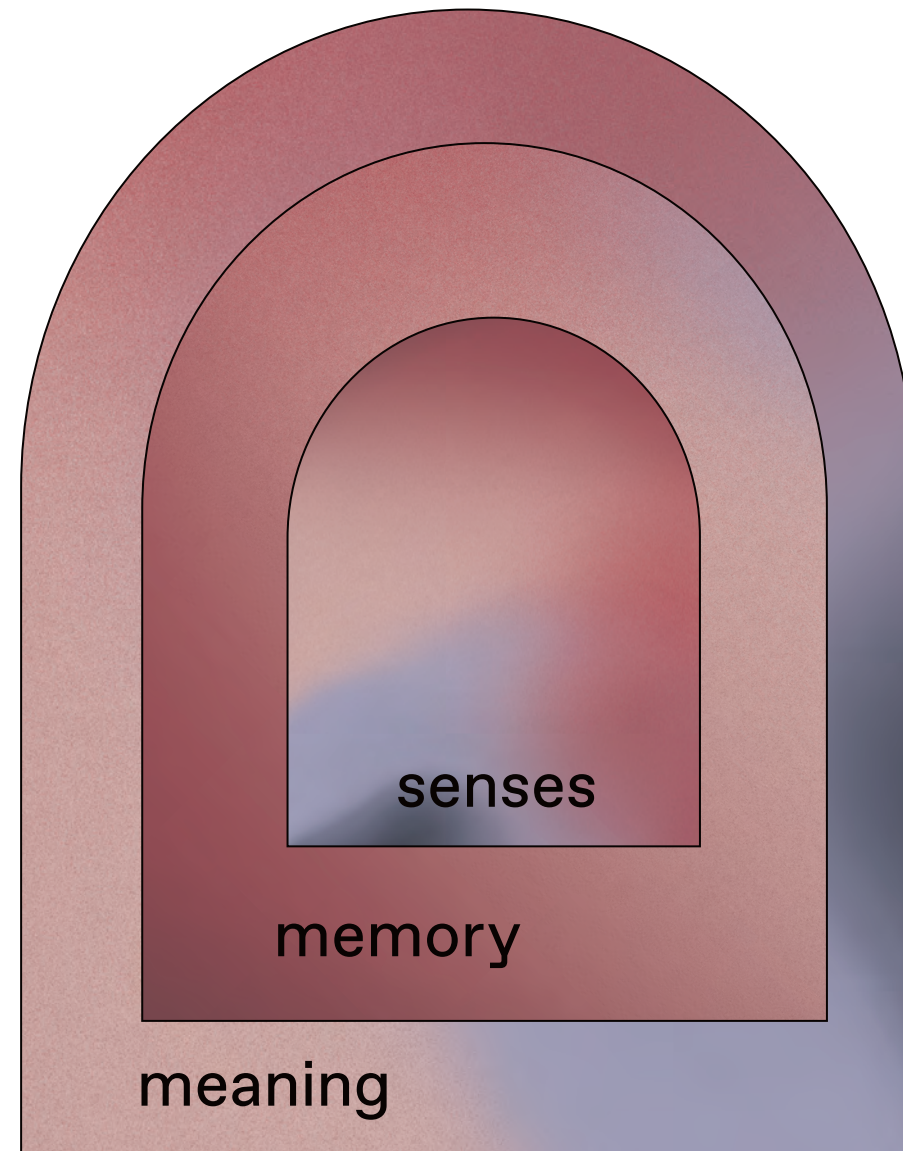
[LEFT]  
**BE IN THE MOMENT**  
Hamburger Bahnhof  
Invalidenstraße 50-51, Berlin  
10557

[RIGHT]  
**BEGIN AGAIN**  
Fifth Avenue  
New York, NY  
10153



our focus

Now with a clear goal, we have defined our focus on sense, memory, and meaning to redefine the behavior around travel and architecture.



FORGET  
THE MUNDANE.  
FORGET

FEAR.

[05]

# Util

Util is an interactive travel kit that alters the meaning and extends the emotional length of a journey. It uses sensorial-based triggers to stimulate curiosity that builds respect and appreciation through a personal relationship between the traveler and the city—altering the traveler's meaning to a sense of place.

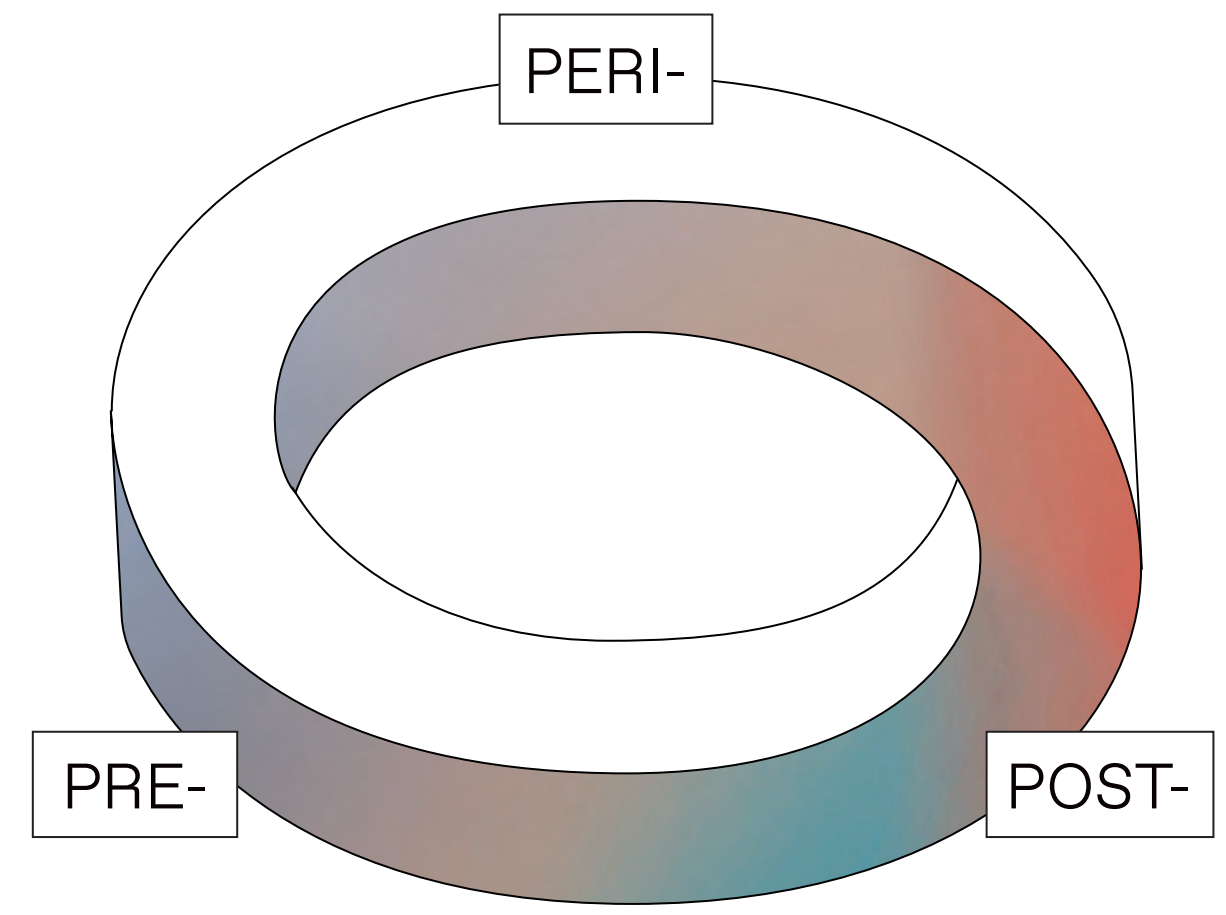
the Util guide to travel

Guide yourself.  
discover and unlock  
new places. venture  
into the unknown.  
seek the common  
immerse yourself in  
a new culture. leave  
your trip unfinished.  
become farsick for

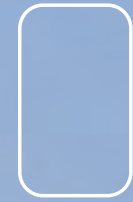
changing meaning

an infinite journey

Going back to our definition of a sense of place, *Until* seeks to change the meaning factor by introducing an infinite journey with three stages: pre-, peri-, and post-. The user interacts with *Until* in different ways during these stages.



## elements of UNTIL



activation card



phone application



memory cards



scent holder



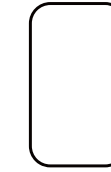
paper scents



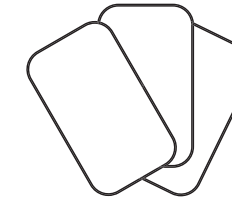
your senses

## elements used in each stage

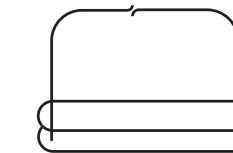
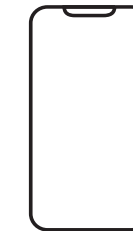
pre-



peri-



post-



**pre-**



**[01]**  
Use the activation card to unlock the *Until* app.

There are two ways that users find this card. The first way is to find activation cards placed around different international cities at partnering restaurants that feature a taste of another culture. The second way is to simply order the activation card from online.

**[02]**  
Build your placelist.

VisitBerlin and NYC & Company currently already have many suggestions of places for travelers to visit, along with deals and ticket information. Utilizing these resources that the DMO's offer, the *Until* app allows the users to compile their own placelist. Through the app, the users can also book tickets and make reservations.

**[03]**  
Order and receive your *Until* kit.

- In the kit:
- Example of a finished Memory Card
  - Example scent paper
  - Blank Memory Cards
  - Scent holder

The user can activate the incense base with the example scent paper to get a preview of how they will be able to create a unique memory.

**peri-**



**[04]**  
Follow the prompts given by the card to explore the location.

From the placelist they built, the users can use these locations as a starting point. They follow the prompts given by the card to remember this place, or to explore nearby areas. The prompts help travelers to be more aware of their surroundings.

**[05]**  
Describe the place and take meaningful photos.

After finding a meaningful place, the user fills out the blank memory cards with details (sight, smell, touch, taste) and take photos of anything they find interesting. Through these cards, *Until* can see the place through the traveler's eyes and what this place means to them.

**[06]**  
Pick your colors.

After taking photos, the user can review the photos they took and choose a color profile that will be used in the post- stage for the incense base. From the colors of the photos they took using the app, the user can choose colors that best represents their memory.

**[07]**  
Make an impression in the empty space.

The empty space on the card is for the user to show *Until* how they want the paper scent to be represented. It can be a rubbing of a texture, a sketch, or anything the traveler can think of.

**post-**



**[08]**  
Choose your lights.

The color profiles that they created during the trip can be chosen to light the base of the incense holder.

**[09]**  
The paper scents

Using the descriptions provided by the memory cards, *Until* creates paper scents in the shape of the impressions in the empty space.



[01]

[02]

[04]

[05]

[06]

[03]

[07]

[08]

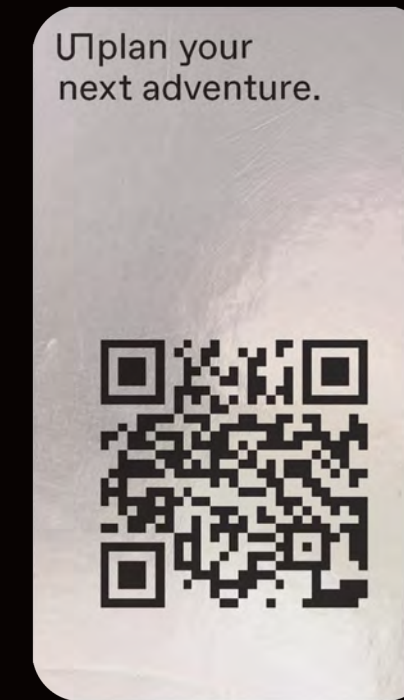
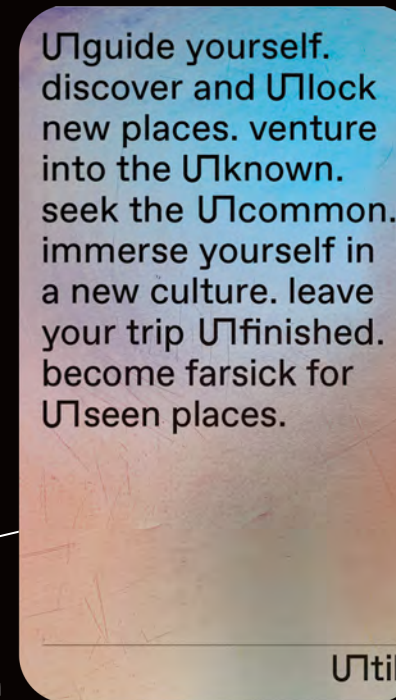
[09]



# CAPTURE MOMENTS

SENSORIALLY.

activation card



[8.9 cm]

[5.1 cm]

activate  
the  
app



[01]



[02]



[03]



[04]



[05]

**[01]**  
Unlock Page

After the user downloads the app, this is the first page they will see. They hold up the activation card to the square in order to unlock the app.

**[02]**  
Choosing Places

The gradient in the back features a gradient of all the colors. When the user chooses a certain color, places in that city that feature this color will show up. A gradient strip unique to that location shows up, and a preview including the name and a photo of the location show up.

**[03]**  
Adding to your Placelist

If the user wants to add this location to their placelist, they can click the "+" button. The user can click "book trip" to view ticket information and reserve tickets.

**[04]**  
Booking Tickets

The user can rotate the wheel to choose the appropriate tickets needed.

**[05]**  
Creating your Color Profile

Based on the colors of the photos the users have taken onsite, the users will build a unique color profile that will show up as a gradient at the top. They can then click "upload" on the top right corner to send this gradient to the scent holder.

cards as a medium

call to action  
analog and physical  
freedom and  
flexibility  
mindfulness  
through making



SEE

FEEL

ABSORB

AND

RECORD

YOUR  
SURROUNDINGS.

Find the corner  
that makes  
you feel empathy.



## memory cards

### hand-crafted collections

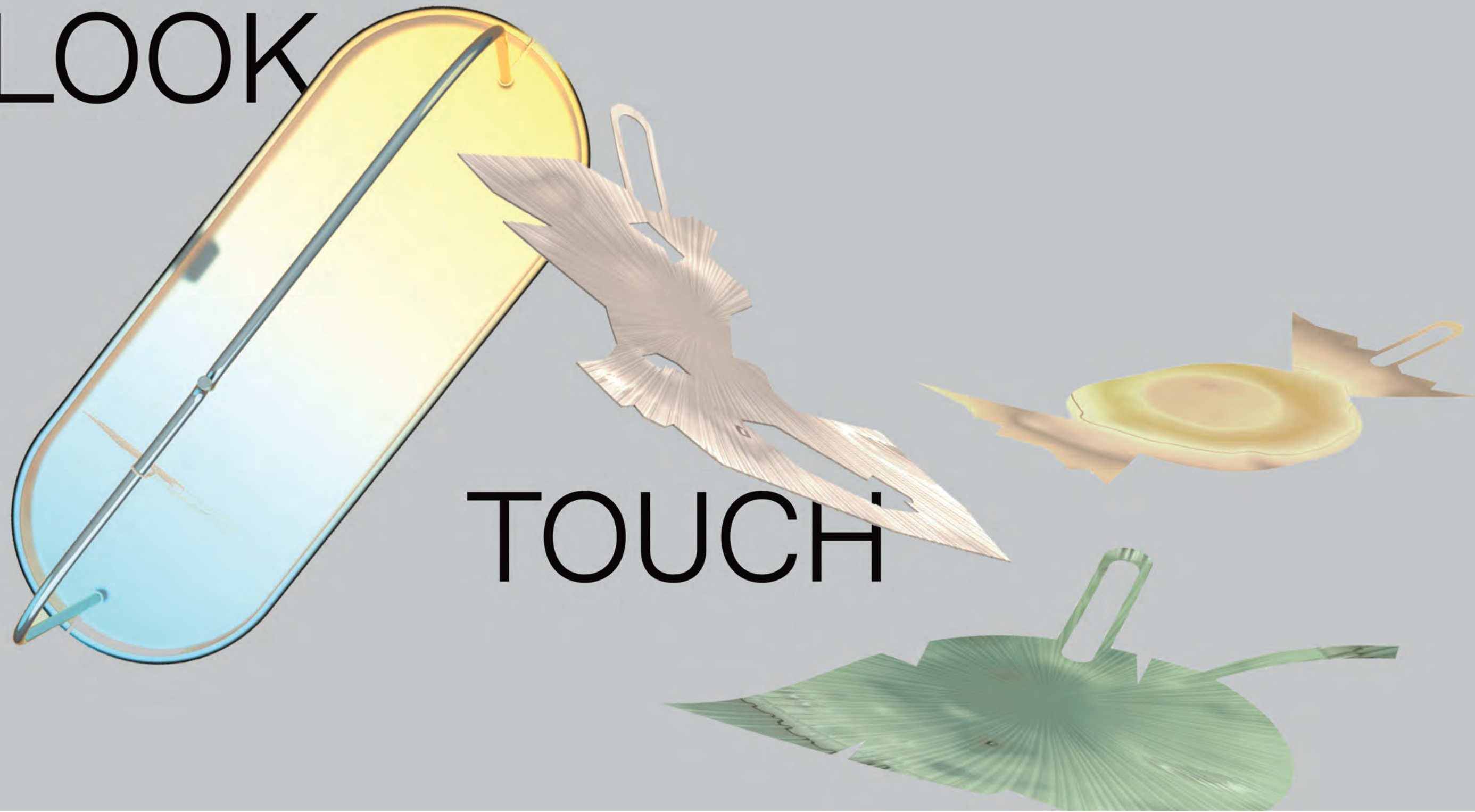
The purpose of the cards is for the travelers to retain and look back upon memories and to tell *Until* what makes this place so meaningful to them. It engages the senses and recollection much more so than something digital. There is also a certain amount of freedom and flexibility that comes with the analog nature of these cards.

The prompts on these cards are meant to help them become more aware of their sense of place—which locations make them feel this way and which locations are meaningful to them.

### sustainable material

The cards are made of different materials to promote different methods of documentation and expression. Some cards are printed with soy-based inks on heavy-weight rice paper for drawings and rubbings. Others are made of biodegradable plastics made of seafood shells for engravings or scratch art. The textures of these materials are also meant to activate and inspire the traveler's senses, specifically touch.

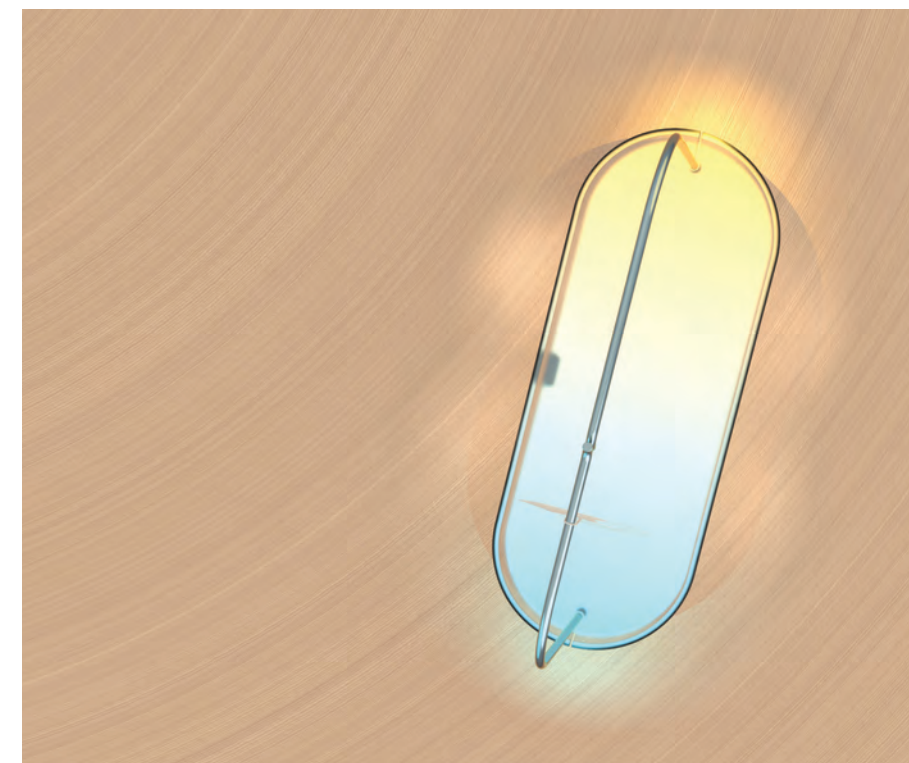
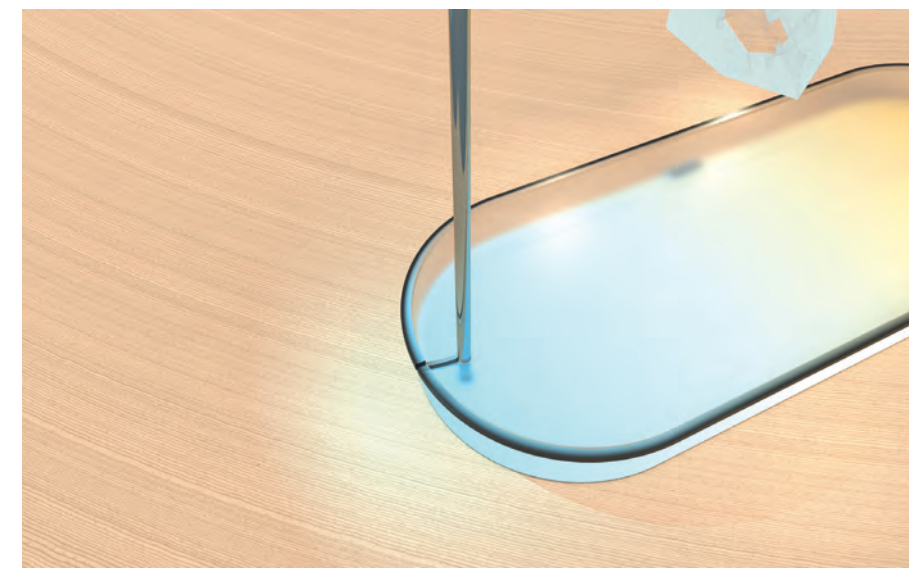
LOOK



TOUCH

SMELL





## the brand

### logotype concept

A traveler's journey is about turning the corner just to see what lies on the other side. Each destination has much more to offer than what meets the eye.

The joining of the "u" and the "n" represents the continuous journey of a traveler and the unexpected turns that travelers will take on their trip. The rounded "u" and the geometric "n" represent nuances of those places that affect a traveler's sense of place.

### clear zone



x = [ UNTIL

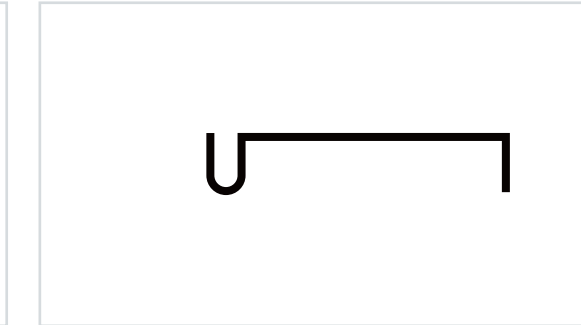
cap height of logotype

## logo reveal frames

[01]



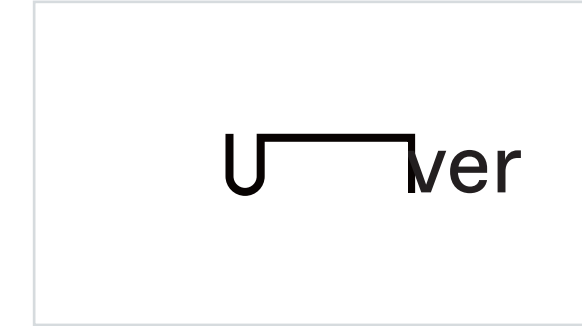
[02]



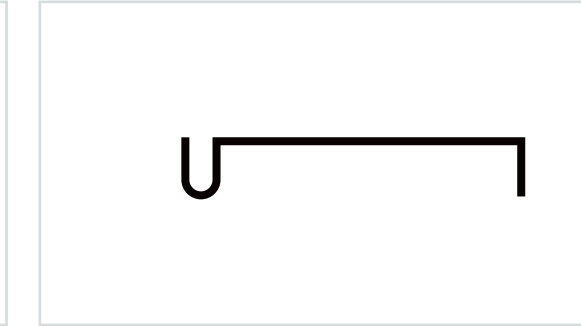
[03]



[04]



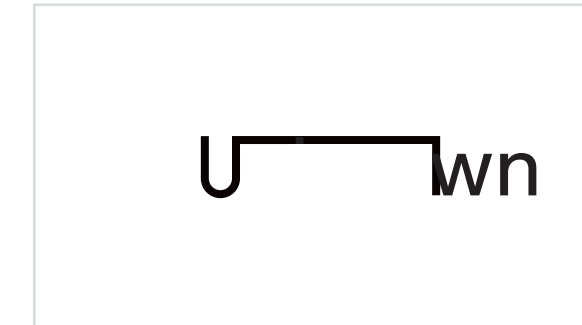
[05]



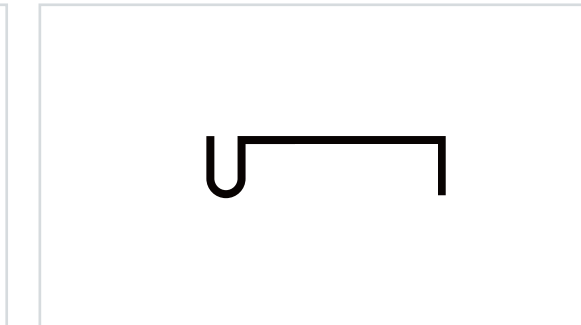
[06]



[07]



[08]



[09]



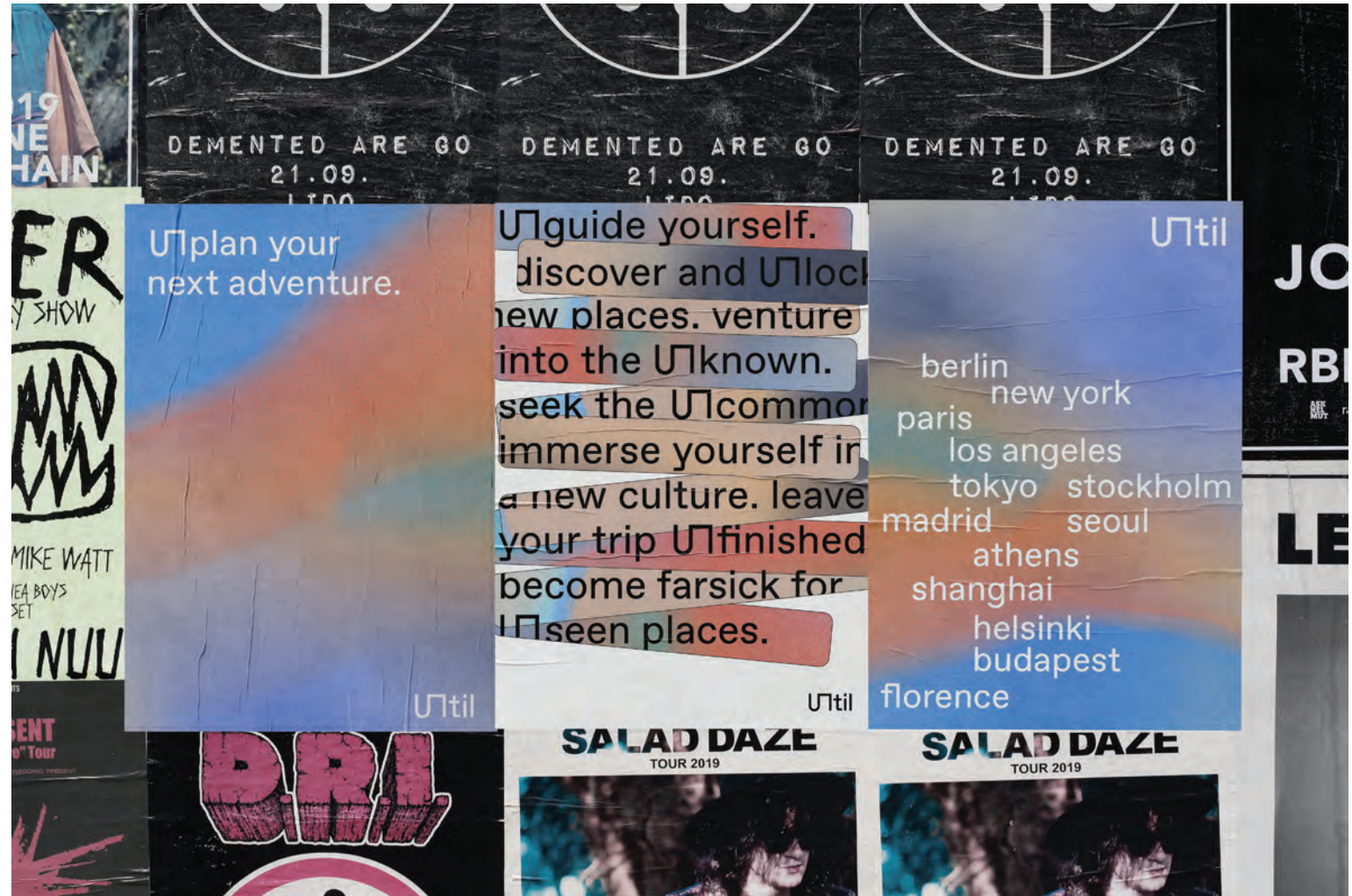
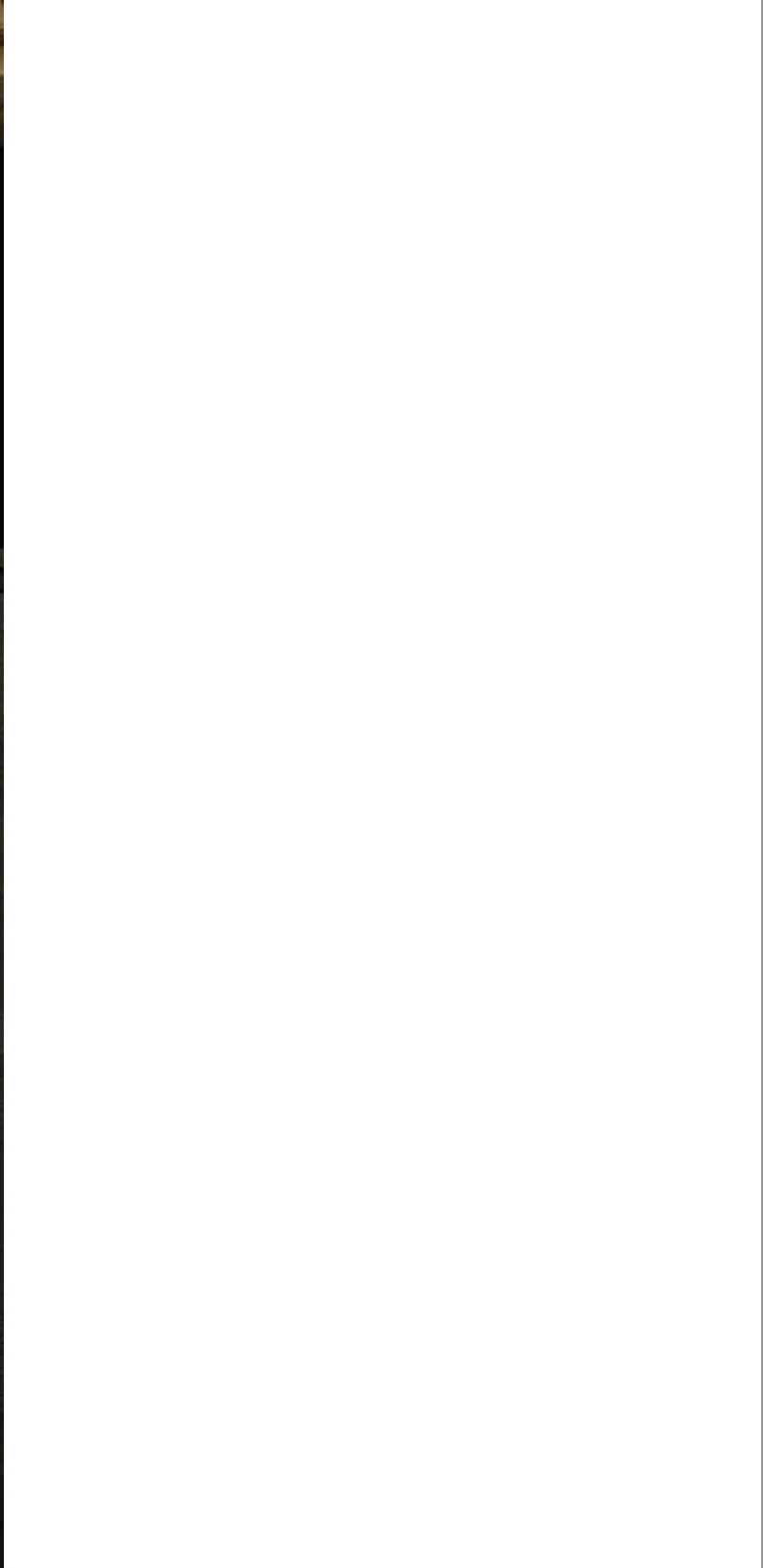


packaging and promotional applications





Until guide yourself.  
discover and Until lock  
new places. venture  
into the Until known.  
seek the Until common  
immerse yourself in  
a new culture. leave  
your trip Until finished  
become farsick for  
Until seen places.  
Until



## purpose

### curious travelers

*Until* attracts travelers that are already more aware and sensible. By using the sense cards provided by the kit, the users are forced to become more aware of their surroundings. The sensory cortices store information specific to emotional meaning of sound, sight, and smell. Smell is one of the is closely linked with memory. Smell can evoke particular memories, which we are accomplishing through the paper scents.

This goes back to our concept of the infinite journey. The pre- stage stimulates the curiosity of these travelers. The peri- stage allows travelers to collect memories. The post- stage helps them to reminisce and become farsick. During all of these stages, their sense of place is continually redefined based on their interactions with the place and with *Until*.

### respectful travelers

*Until* forces travelers to change their behavior. *Until* presents another goal that is not taking the best photo that will get the most likes on Instagram; it is about being in the moment, taking note of what the traveler wants to remember, and therefore, building a personal relationship with the place. When travelers take in and analyze their surroundings, they are more likely to have respect and care for the place.



# SOCIAL-DISTANCING IS THE NEW NORMAL.

63%

Agree or strongly agree that they can't want to travel again after this situation.

58%

Americans are planning to travel between May and September of 2020.

## projections

<sup>1</sup> Frias, L., Kaplan, J., and McFall-Johnsen, M. (2020). <https://www.businessinsider.com/countries-on-lockdown-coronavirus-italy-2020-3>

<sup>2</sup> Elliott, Chris (2020). *What Will Travel Be Like After The Coronavirus?*. <https://www.forbes.com/sites/christopherelliott/2020/03/18/what-will-travel-be-like-after-the-coronavirus/#396c91b53329>

<sup>3</sup> PR Newswire (2020). *Americans Will Change How They Travel After Coronavirus*. <https://finance.yahoo.com/news/americans-change-travel-coronavirus-110100560.html>

<sup>4</sup> Rackl, L. (2020). *How coronavirus is changing the way we travel — and when*. <https://www.chicagotribune.com/coronavirus/ct-trav-coronavirus-changes-travel-plans-0319-20200319-og-7siretrzeopeisvbrdej3oma-story.html>

## COVID-19 and travel

As many countries have gone into some form of a lockdown, they have restricted travel in an attempt to slow the spread of the coronavirus. India, China, France, Italy, New Zealand, Poland, and the UK have set the world's largest and most restrictive mass quarantines.<sup>1</sup>

What does this mean for travel? Among the growing financial fear and social-distancing efforts, surveys suggest that 58% of americans are planning to travel between May and September of 2020.<sup>2</sup> In a survey by Desintation Analysis, 63% agree or strongly agree that they cannot wait to get out and travel again after the pandemic.<sup>3</sup> Travel Leaders Group CEO, John Lovell, suggests that the travel industry will bounce back quickly, as travel had rebounding quickly after other pandemics and disasters, including 9/11.<sup>2</sup>

## post-pandemic travelers

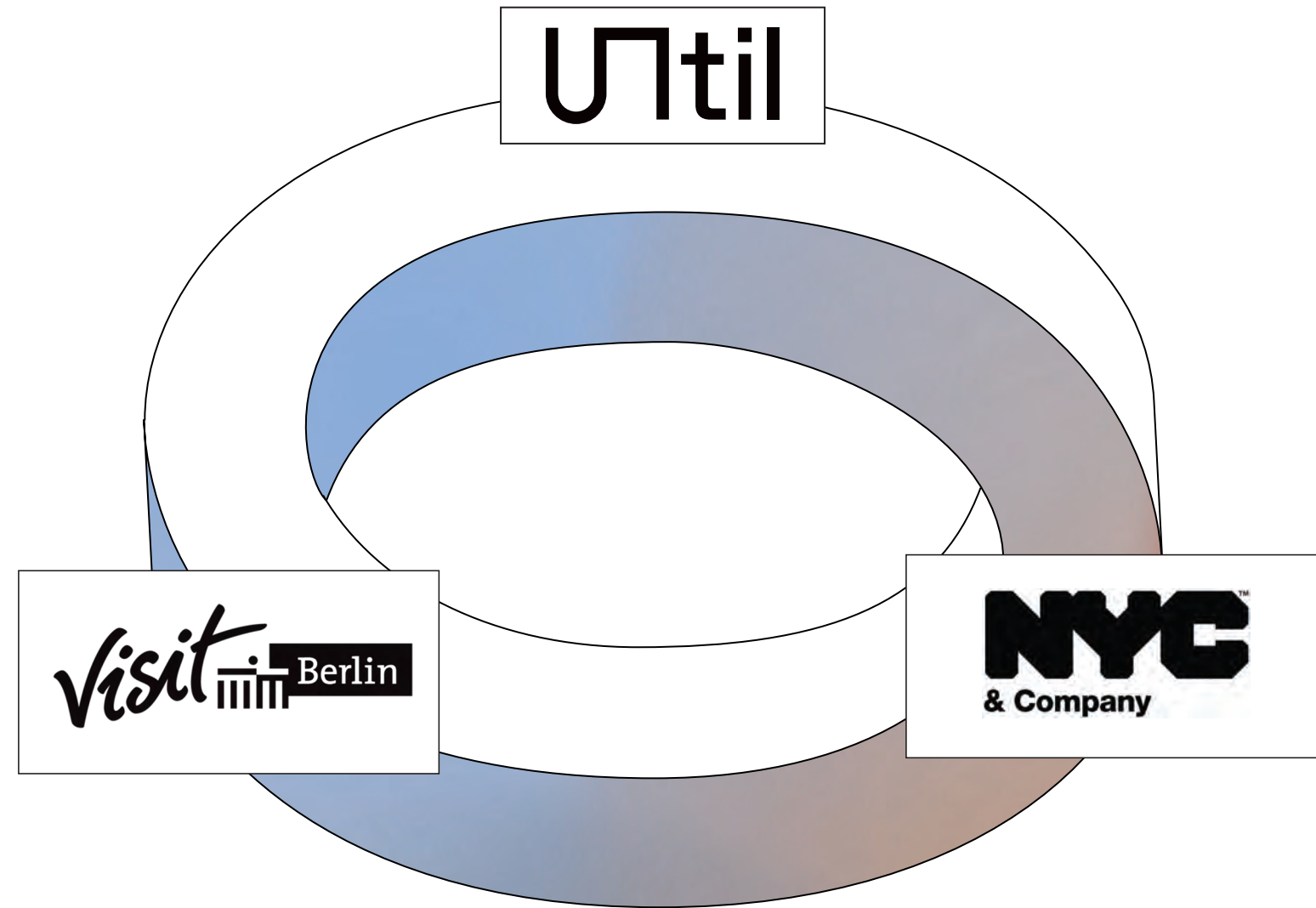
The lockdown of countries will leave people feeling more farsick than ever. Travelers will reflect on their past travels and may want to take trips to make more meaningful memories.

According to the Chicago Tribune, more people will take roadtrips and choose to be surrounded by nature and visit less-crowded locations, as opposed to going to the popular metropolitan cities.<sup>4</sup> As social distancing became the new normal, travelers are more likely to explore the places they go to and discover new places for themselves.

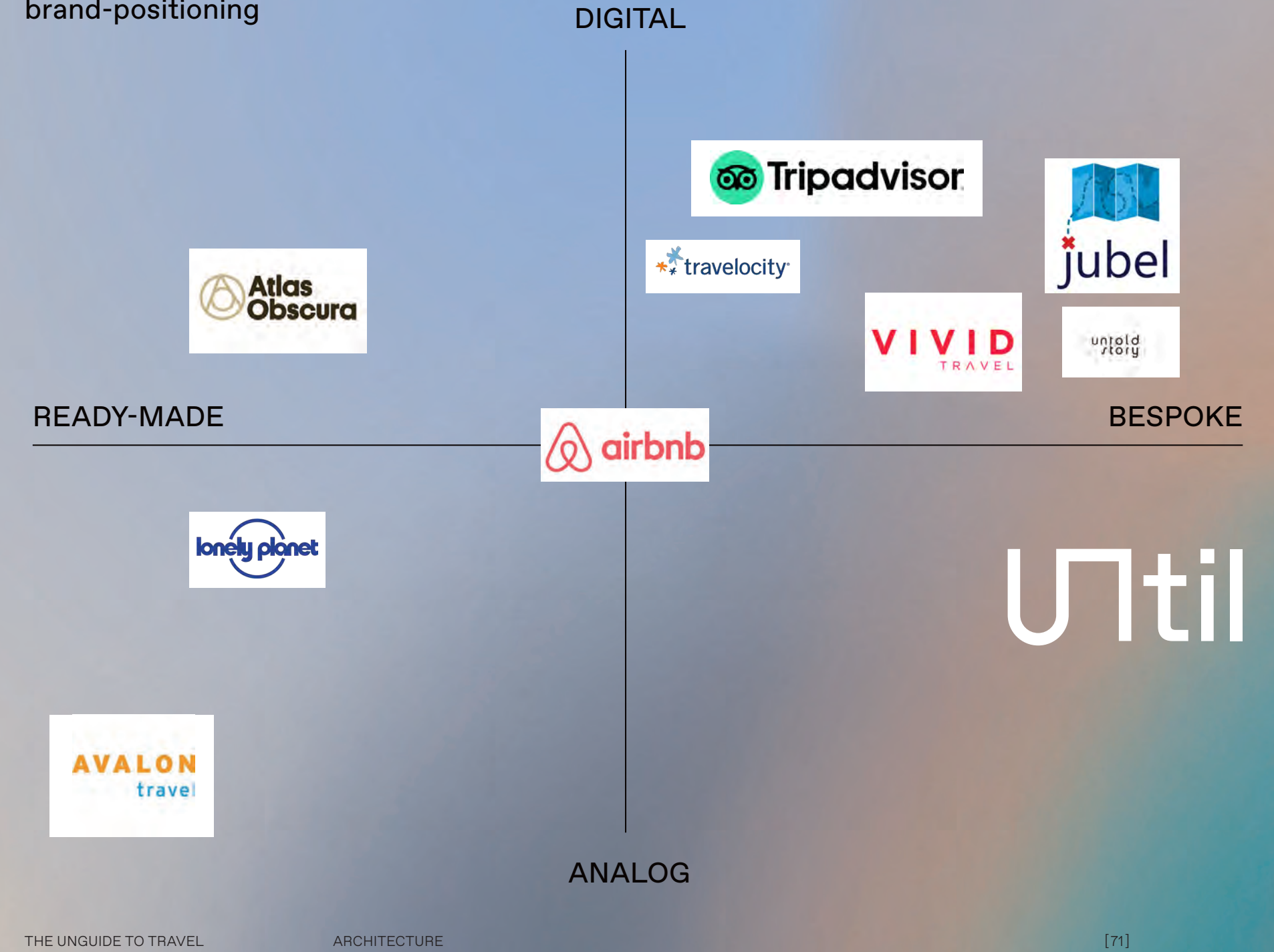
*Until* will help them to maintain a degree of social distancing while also prompting the travelers to embark into the unknown and undiscovered that cities have to offer.

## stakeholders

Until is a membership based start up company that would utilize the databases of DMOs around the world once they join as members.



## brand-positioning



[06]

# SCENARIO

[01]



[02]



[03]



[01]

Charles and Lucy are a young couple from the UK. Charles recently ventured into his own startup and Lucy works in finance.

[02]

28-year-old Charles is a curious and patient person, while Lucy is a very passionate person and at times short-tempered and hotheaded.

[03]

During their previous trips, Charles had attempted to convince Lucy to dive deeper into the history and heritage of the city. However, Lucy never seemed to gain interest. The destinations suggested by many common internet publications often left the couple disappointed.

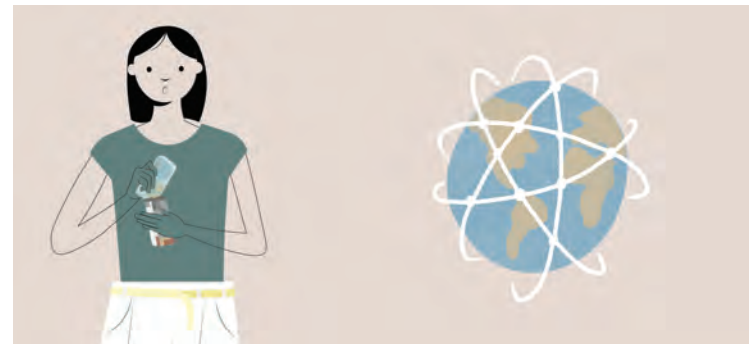
[04]



[05]



[06]



[07]



[08]



[04]

This time, Charles and Lucy have the *Until* travel kit for their Berlin trip. Charles and Lucy enjoyed dinner at a fusion German restaurant in London and found an activation card at the waiting area. Curious as to what this activation card was, Charles and Lucy scanned the QR code and downloaded and unlocked the *Until* app. Prior to setting foot at the destination, the *Until* kit provided Charles and Lucy with a way to plan their journey.

[05]

With the *Until* app, Lucy built a unique placelist by choosing colors she likes and the fragments of information regarding the destinations.

[06]

Lucy, who was never interested by architecture, became curious and excited by her placelist.

[07]

The *Until* app also made it easy for her to book the tickets for destinations that needed it.

[08]

Two days later, she received the *Until* package. In the package, there was the *Until* scent holder, a deck of memory cards, and a paper scent in the shape of a leaf. The first card in the deck informed Charles and Lucy about the sample paper scent. The paper scents that they receive after the trip are unique to their own journey and their own impressions.

[09]



[11]



[12]



[10]



[09]

When Lucy looked through the prompts on the deck of memory cards for her to take with her, she could not wait to take these with her on her trip to Berlin.

[10]

Early the following day, Lucy woke up and made sure to put the blank memory cards that she can personalize in her bag. She was eager to arrive in Berlin and start exploring the city.

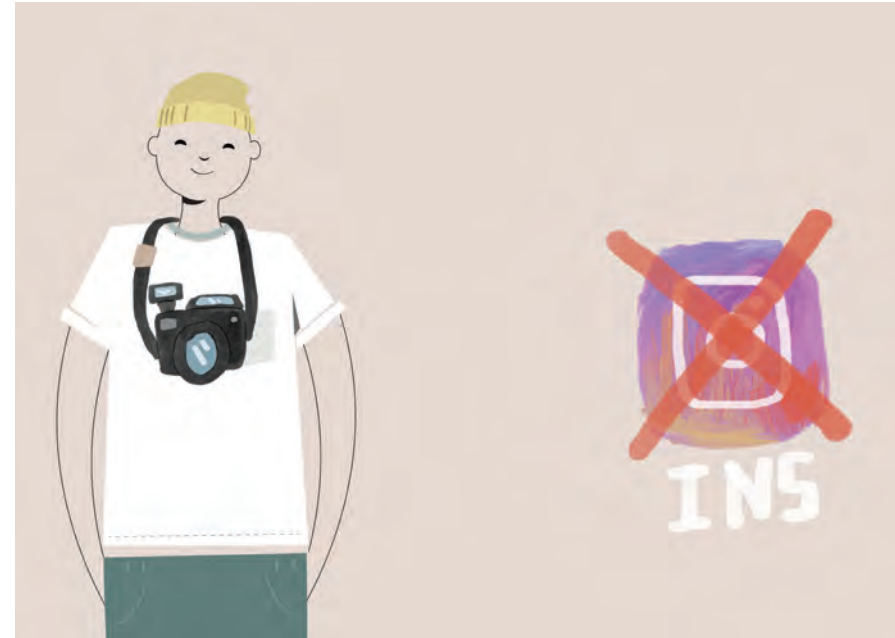
[11]

One of the locations on her placelist was the Tempelhof Airport, an old abandoned airfield. Charles was at first worried that Lucy wouldn't enjoy the tour, but the worries soon went away. With the memory cards, Lucy could find places that were meaningful to her. The prompt on one of the cards read "Find the space where you feel hopeful."

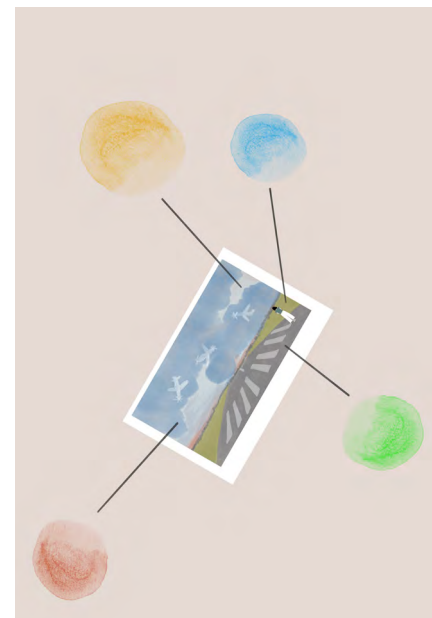
[12]

When she heard the story about the story of the candy bomber while standing on the runway, she couldn't help but picture crowds of little children waiting for the sweets to drop from the sky. She quickly jotted down a few notes about what she felt, smelled, saw, and heard on the memory card, and drew a piece of candy on the empty space at the bottom.

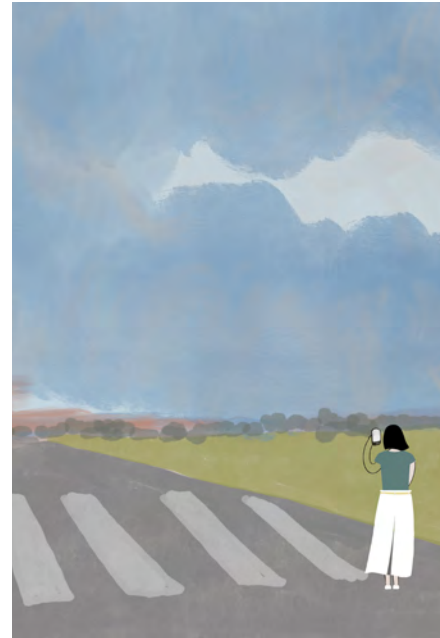
[13]



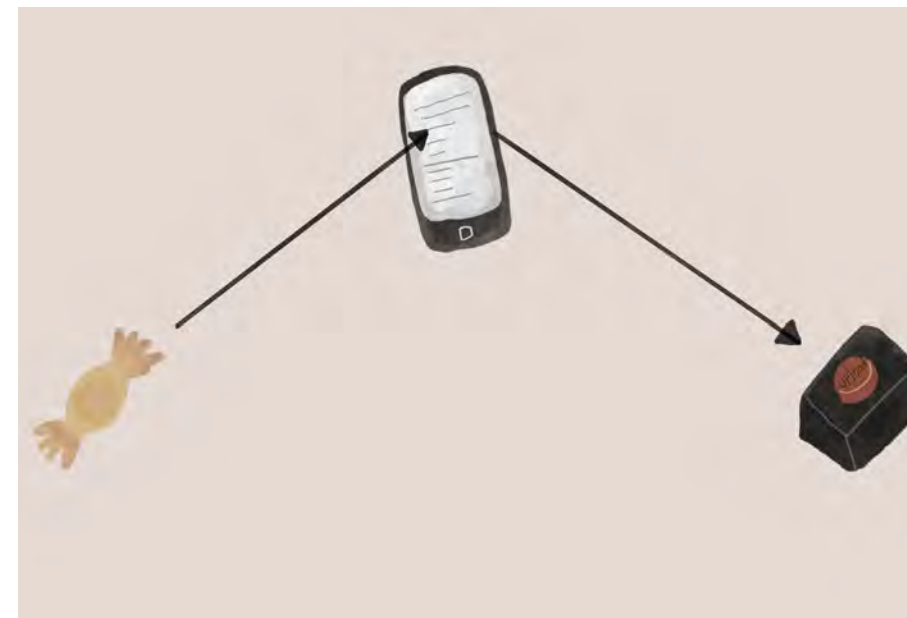
[15]



[14]



[16]



[13]

Charles wasn't worried about getting the perfect Instagram photo because the Until kit allowed them to make memories that are turned into something far more meaningful.

[14]

They both used their phone to take a few photos of the scenery and the textures of the Tempelhof airport and listened attentively to the tour.

[15]

At the end of that day, Charles and Lucy opened the Until app and found that the app had already picked ten colors from the photos they took during the day. From what she could recall, Lucy added a few more details to the memory card she made during the day. From those ten colors, Charles and Lucy picked 4 colors to build their own color profile for that day.

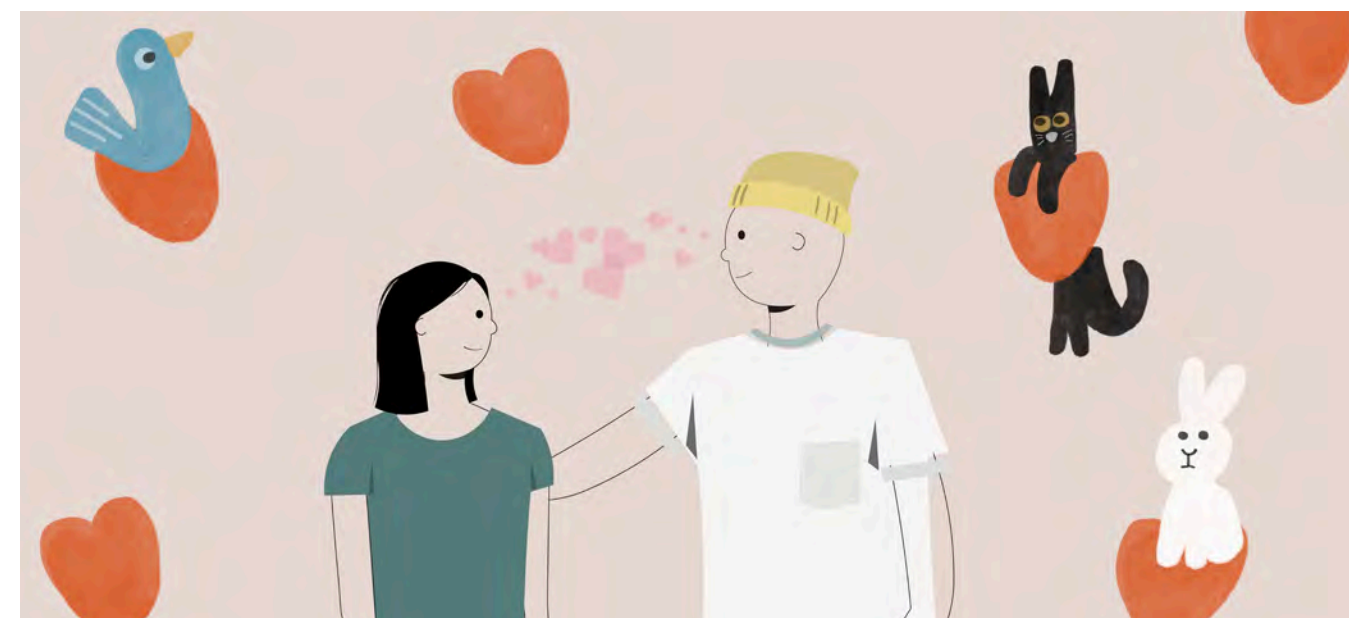
[16]

After that, they uploaded a photo of the memory card that Lucy filled out during the day. After the happy couple's Berlin trip came to an end, Lucy selected the 5 of the 7 memory cards she uploaded of the places that were most meaningful to her.

[17]



[18]



[17]

A few days later, they received another *Until* package. Charles selected a color profile from one of their trip days and Lucy lit the paper scent.

[18]

The forest green, sunset yellow, and patina hues of the Tempelhof Airport combined with the sweet smell of candy made Charles and Lucy farsick for the city. They made a promise to revisit the city again in two years.



# THE FUTURE OF

Travelers develop a personal relationship with the location by uncovering what is more meaningful to them.

PERSONAL

MINDFUL

Travelers have more respect for the locations and are more self-aware.

# TRAVEL

INFINITE

Travelers experience a seamless journey that goes through three stages of pre-, peri-, and post-.

SENSORIAL

Travelers enjoy a trip that is multi-sensorial and allows them to make more meaningful memories.

Travelers feel farsick more easily because of the meaningful memories they have created.

FEELING  
FARSICK



FAST-FACED  
NYC & CO.  
SPREADING THE WORD ABOUT CERTAIN EVENTS TO OFFER TO OFFER IN FRONT OF PEOPLE

PRESSURE  
NYC & CO.  
KEEP THE BRAND CONSISTENT

TWA  
NOT POPULAR AMONG YOUNGER + INTL DEMO.  
HAWAIIAN  
PROMOTING RIGHT MESSAGE

TWA  
GETTING MORE TO SPEND THE NIGHT  
OFFER HALL  
GETTING THE RIGHT PEOPLE TO VISIT.

TWA  
LOCATION CONVENIENCE  
ONE WORLD  
COMPETITION W/ OTHER OBSERVATION DECKS

NYC & CO.  
GET PEOPLE INTO ALL FIVE BOROUGHS CONGESTION  
ONE WORLD  
KEEPING RELEVANCE

NYC & CO.  
HELP NYC STAY RELEVANT  
NYC & CO.  
HELP NYC STAY RELEVANT

NYC & CO.  
ATTRACTING "RIGHT-KIND" OF TRAVELERS TO DIFFERENT TRAVELERS  
NYC & CO.  
HOW TO GET PEOPLE TO SUPPORT SMALL BUSINESSES

2018 Tourism Impact on NYC

Special Visitor	\$46.4B	\$69.8B
Local Tax Revenue	\$6.7B	
Local Tax Revenue	396,000	
Local Tax Revenue	37.9M	3.9%
Local Tax Revenue	118,900	88.2%
Local Tax Revenue	19,000	

2018 Hotel Highlights

Local Tax Revenue	37.9M	3.9%
Local Tax Revenue	118,900	88.2%
Local Tax Revenue	19,000	

NEW 235 BOWERY NEW YORK NY 10002 USA MUSEUM

FALL WINTER 2019-20

Welcome  
Bienvenue  
Benvenuto  
Bienvenido  
歡迎  
Willkommen  
환영합니다  
ようこそ  
Bem-vindo

OFFICIAL NEW YORK CITY GUIDE

JOIN! JOIN! JOIN! JOIN! JOIN!

NEW YORK RESTAURANT WEEK

NEU KOLLNER PREIS 2020

[08] OUR LAB

TOURIST NEVER TRULY KNOW WHAT THEY WANT

WHAT IF A CITY COULD TELL THE TOURISTS WHAT THEY WANT?

MAZE: ENJOYING GETTING LOST ON PURPOSE / try one route -> doesn't work, try another.

HOW TO NAVIGATE \* A CITY LIKE A VIDEOGAME

\* WHAT IF YOU COULD LIVE A DIFFERENT LIFE WHEN YOU'RE IN A DIFFERENT CITY?

WHAT IF WHEN I'M IN BERLIN I DON'T HAVE TO BE THE SAME PERSON I AM IN BERLIN?

A MAZE WITH NO DEAD ENDS"

FREEDOM AS A TOURIST / EMPOWERMENT(?)

INSTINCT + LIVING A DIFFERENT LIFE FEARLESSNESS / ANXIETY / EXCITEMENT WHAT IF WHO I TRAVELED WITH WAS NOT DECIDED BEFORE THE TRIP?

WHAT IF WE COULD MAKE EVERYONE FEEL LIKE TOURISTS? (LOCALS)

PEOPLE THAT COME TO BERLIN ARE COOL

LEVEL 1 PEOPLE WHO ARE CULTURALLY AWARE AND INTERESTED.

HOW TO USE THE URBAN LANDSCAPE TO MAKE TOURISTS COMFORTABLE WITH GETTING LOST: NAVIGATION FAMILIARITY [VISUAL]

DEVELOPING A ROUTINE BEFORE ARRIVAL ESTABLISHING CONNECTION / ATTACHMENT BEFORE GOING.

WHY? CREATIVES CHANGING THE VOCABULARY - GETTING LOST - TOURISTS

REFRAMING THE VOCABULARY CONNECTING HISTORICAL DOTS Berlin doesn't hide its history layers + depth.

A SYSTEM THAT WOULD ENHANCE AND EXTEND TRAVELING TO A DESTINATION

Being comfortable in the uncomfortableness Encouraging people to get by past purp



form ideation

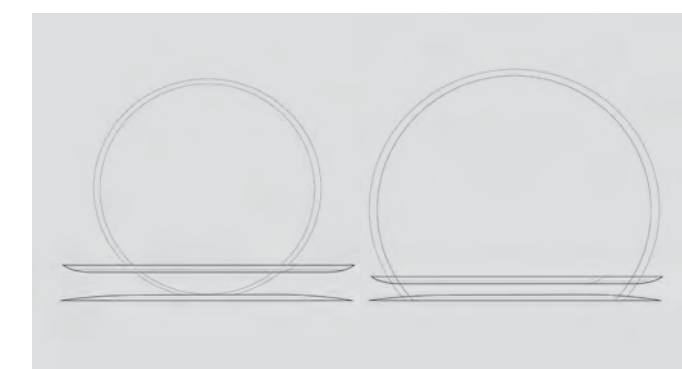
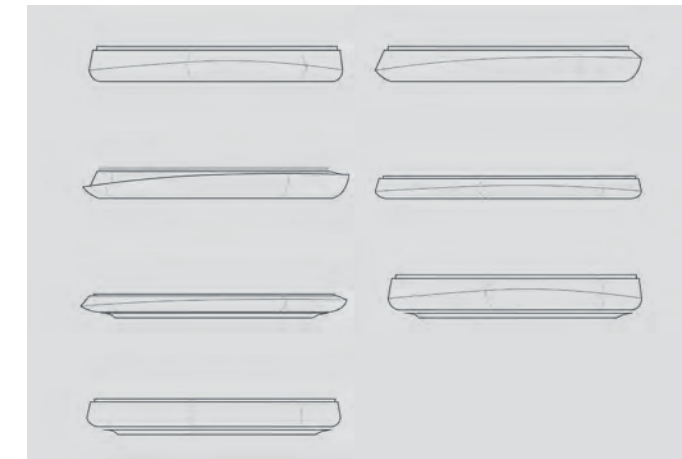
Exploring different concepts that will elevate a traveler's experience of how they interact with their memory of nuances before during and after the trip.

structure with nuances

Simple top rounded forms with parting lines and surface breaks that bring attention to nuances and lighting details.

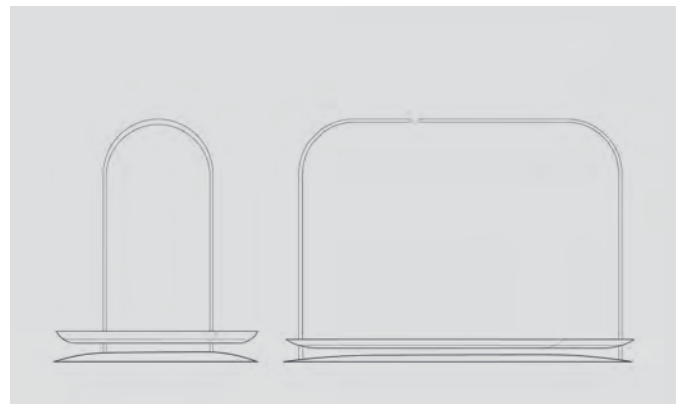
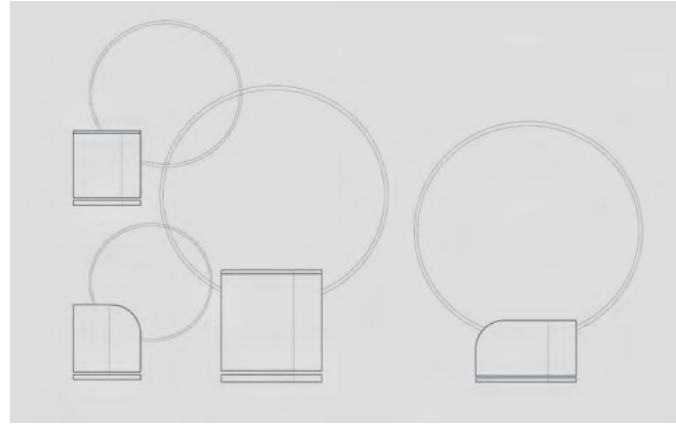
circular motion

Using the circular motion to provide structure to the intersecting pieces but also representing the idea of an infinite journey.



### simple geometric lines

Using different curvatures to manipulate the lighting and structure to allow for the user to hang more pieces of the paper scents.



### playful geometry

Rounded and hard edges intersecting to create a more dynamic structure for a rather simple product. Allows the light to bounce off of other flat surfaces.





[08] OUR LAB

[PREVIOUS PAGES]

**OUR LAB**

ArtCenter Berlin Studio  
Hardenbergplatz 2, Berlin  
10623

[LEFT]

**EXPLORER ESSENTIALS**

Unknown  
Berlin, Germany

ArtCenter College of Design  
Testlab Berlin: Travelism  
Faculty: Rob Ball, Nik Hafermaas, and Elan Cole  
Sponsors: VisitBerlin and NYC and Company  
Designers: Ira Zeng, Ming Li Chang, and Phoebe Hsu  
Typeface Used: Favorit

*Until* is a collaborative project between Ira Zeng, Ming Li Chang, and Phoebe Hsu for the Testlab Berlin: Travelism sponsored program. Through the lens of architecture, *Until* uses sensorial-based triggers to stimulate curiosity that builds respect and appreciation through a personal relationship between the traveler and the city—altering the traveler’s meaning to a sense of place.

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