

**IDEAS BRIEF 5: Arrow
Signs; Climbing Up; Dude
Guide Dogs; Monster
Dreams BBQ; Um and
Friends; Inside a Robot's
Brain**



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IDEAS BRIEF 5: Arrow Signs; Climbing Up; Dude Guide Dogs; Monster Dreams BBQ; Um and Friends; Inside a Robot's Brain

Idea Brief 1: Arrow Signs

Title

Arrow signs

Is there a special function for this design?

Story - This is Ethan's, 7 yrs old, response to Sue's challenge to design a cool arrow that will help people get from the knowledge walk to The Edge.

Story line:

... arrows journaling by Ethan

Function:

Feature/sign

Design challenge:

- Choose one or some of Ethan's arrows to make into a free standing 3D feature, for placement between the Knowledge Walk and the Edge to help people realize something 'wonderful' is going on at The Edge.

Considerations:

- Check with GGR team for all requirements around this.
- Allow for secondary signage on the arrow that says - 'The Great and Grand Rumpus' plus details. Is that hand written on blackboard or formally printed and attached?
- Plan for outdoor and moving inside at night requirements.

Keywords for the design:

Monster dream collector, childlike, naïve, scary but friendly

Location:

Outdoors between The Knowledge Walk and The Edge

Multiples:

3-4

Idea Brief 2: Climbing Up

Title

Climbing up - set

Design Vision**Is there a special function for this design?**

Concept - Tim and Marley 8 yrs old

The movie explains this concept

Drawings

- Floyd 8 yrs old, Arrabella 7 yrs old

Story line:

...guide dog trainer making honey makes everything sticky - dudes help out by saying 'don't worry it'll be sweet'

Function:

Interactive feature /illusion

Design challenge:

- Create wall that wraps around the permanent sound desk in the auditorium.
- On the wall create a backdrop which is a sky
- In front of the wall create a set that consists of :
 - a giant tree on its side with a bee hive
 - connected to a branch is a rope
 - the tree has a ramp that can be walked on behind it, so that when you hold on to the rope and walk up it gives the illusion you are climbing up the tree on the rope.
 - At one end there will be two dude guide dog outfits that you can wear when creating the illusion.

- In front of the tree will be a cross or station where people stand with their phone to film the users of the set.

Considerations:

- When you film people using the set and you turn your phone sideways it looks like they are climbing a big tree to get honey.
- The backdrop will need to be high enough so that an adult can stand up and still be in front of sky

Keywords for the design:

Rope climb, strength, illusion, fun, filming, social media opportunity.

Location:

Auditorium/ front of sound desk

Does this idea connect with another idea?

Yes

Dude guide dogs outfits

Theming:

maybe

VISION

Colour Requirements

Raw or coloured

Texture and Finishes

open

Support Information

Digital recording

Yes

Marley climbing

Idea Brief 3: Dude Guide Dogs

Title

Dude guide dog costumes

Design Vision

Is there a special function for this design?

Concept - Tim and Marley 8 yrs old

The movie explains this concept

Drawings

- Floyd 8 yrs old, Arrabella 7 yrs old

Story line:

...guide dog trainer making honey makes everything sticky - dudes help out by saying 'don't worry it'll be sweet'

Function:

Costume

Design challenge:

- Create 2 dude guide dog outfits for wearing in the climbing up illusion. The dog's trainer collects honey so it's sending the dogs up the tree to get the honey. Everything is sticky. They say don't worry, it'll be sweet.

- Ears and sunnies

- Maybe a tail

Considerations:

- Quick on and off to use to create climbing illusion

Keywords for the design:

Dude, guide dogs, humour

Location:

Auditorium/ front of sound desk

Does this idea connect with another idea?

Yes

Climbing up honey tree illusion

VISION

Colour Requirements

Raw or coloured

Texture and Finishes

open

Digital recording

Yes

Marley climbing

Colour Requirements

Relate to main Great and Grand Rumpus sign

Texture and Finishes

Smooth - relate to main Great and Grand Rumpus sign

Support Information

Drawings

Yes

Ethan 7 yrs old

Idea Brief 4: Monster Dreams BBQ

Title

Monster dreams BBQ

Design Vision

Is there a special function for this design?

Concept and story

- Oscar 4 yrs old

Story line:

...'Um' is a girl. Has a blanket and a pillow. A duck. Likes to sleep a lot and collects dreams. Monster dreams. She eats them up and they taste yummy. She doesn't like getting up. One day Um woke up and ran down to the pavement where the turtles were playing and cooked all the monster dreams on a BBQ and had a huge monster dream feast. Yumm!

Function:

Furniture/interactive element

Design challenge:

- Create an oversized BBQ (Weber style?) where people can use paint pens or sharpies to draw or write about their bad/monster dreams, as a way of leaving them behind. Or coloured paper and glue?

Considerations:

- Create something that is table height with quite a bit of surface area and strong enough to be drawn on.
- Also determine exactly how the interaction works.

Keywords for the design:

Monster dream collector, childlike, naïve, scary but friendly

Location:

Booth number 1

Multiples:

1

Does this idea connect with another idea?

Monster dreams BBQ

Theming:

Small interaction required. Pens and paper to write bad dreams to be thrown into the BBQ.

Colour Requirements

Raw or coloured

Texture and Finishes

Whimsical, naïve, smooth and rough – shredded cardboard for hair?

Support Information

Drawings

Yes

Oscar 4 yrs old

Model

Digital recording

Yes

Oscar 4 yrs old

Idea Brief 5: Um and Friends

Title

Monster dreams BBQ – 'Um' and friends

Design Vision

Is there a special function for this design?

Concept and story – Oscar 4 yrs old

Story line:

...'Um' is a girl. Has a blanket and a pillow. A duck. Likes to sleep a lot and collects dreams. Monster dreams. She eats them up and they taste yummy. She doesn't like getting up. One day Um woke up and ran down to the pavement where the turtles were playing and cooked all the monster dreams on a BBQ and had a huge monster dream feast. Yumm!

Function:

Feature/ booth

Design challenge:

- Create a monster dreams entry, based on Oscars 3 character drawings, 'Um' and friends, that will be the front wall to booth number 1, to form an interactive space behind.

Considerations:

- Stay true to the naivety of the drawings and create something abstract and dreamlike.
- There should be enough room somewhere in the monster dreams entry for people to enter the space behind.

Keywords for the design:

Monster dream collector, childlike, naïve, scary but friendly

Location:

Booth number 1

Multiples:

1

Does this idea connect with another idea?

Monster dreams BBQ

Theming:

Small interaction required. Pens and paper to write bad dreams to be thrown into the BBQ.

Texture and Finishes

Whimsical, naïve, smooth and rough – shredded cardboard for hair?

Support Information

Drawings

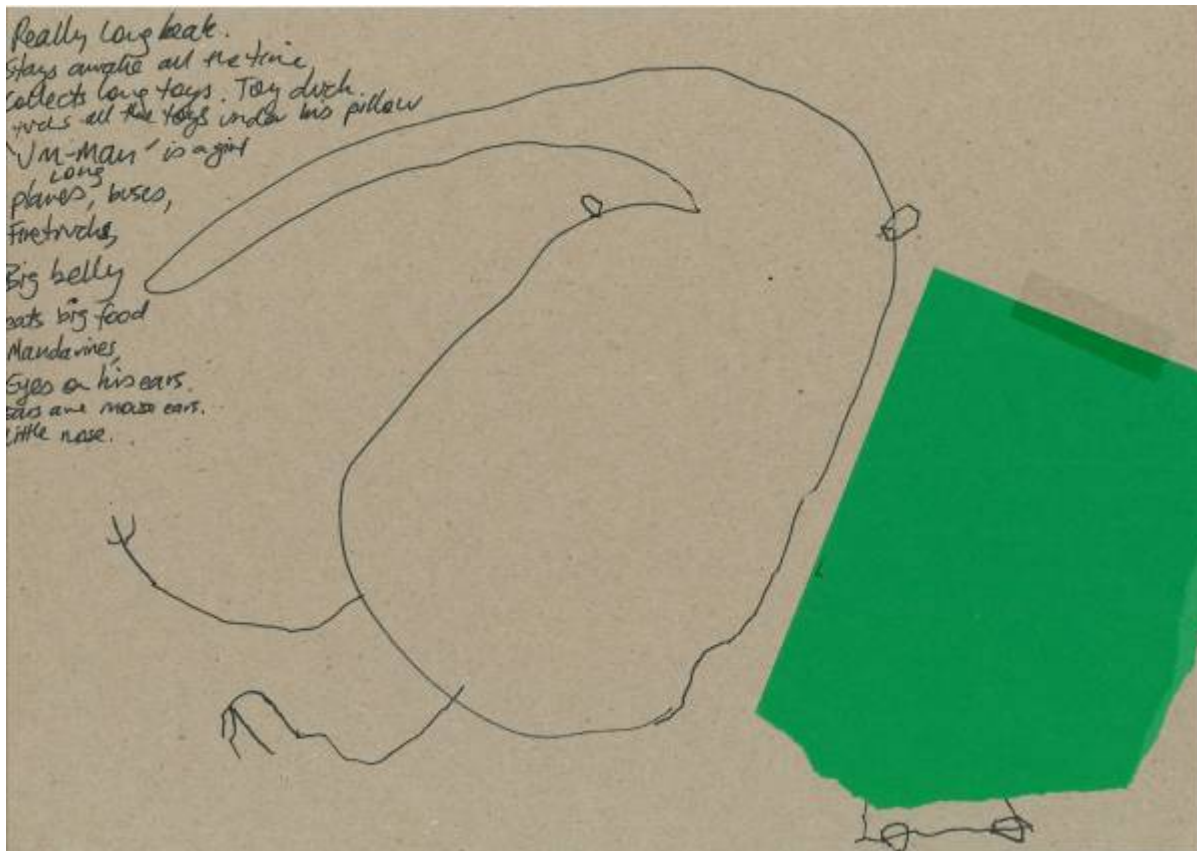
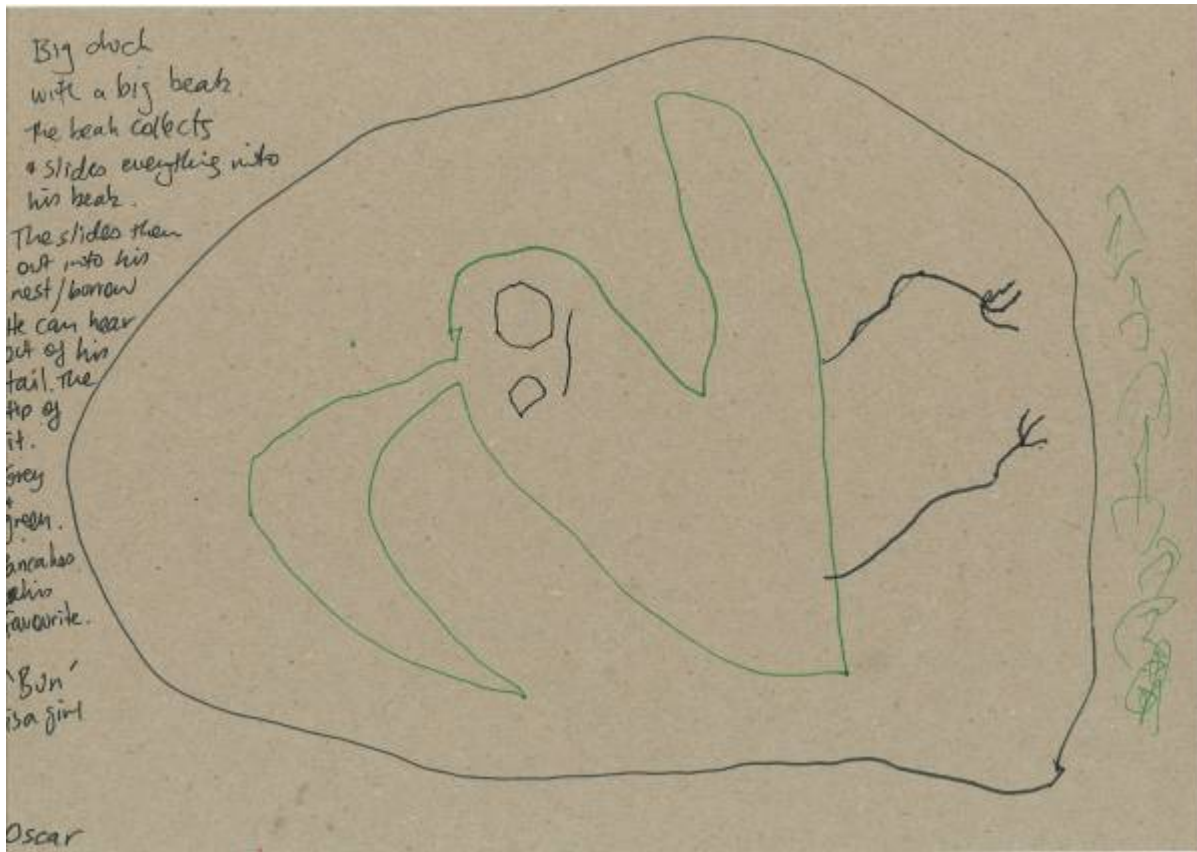
Yes

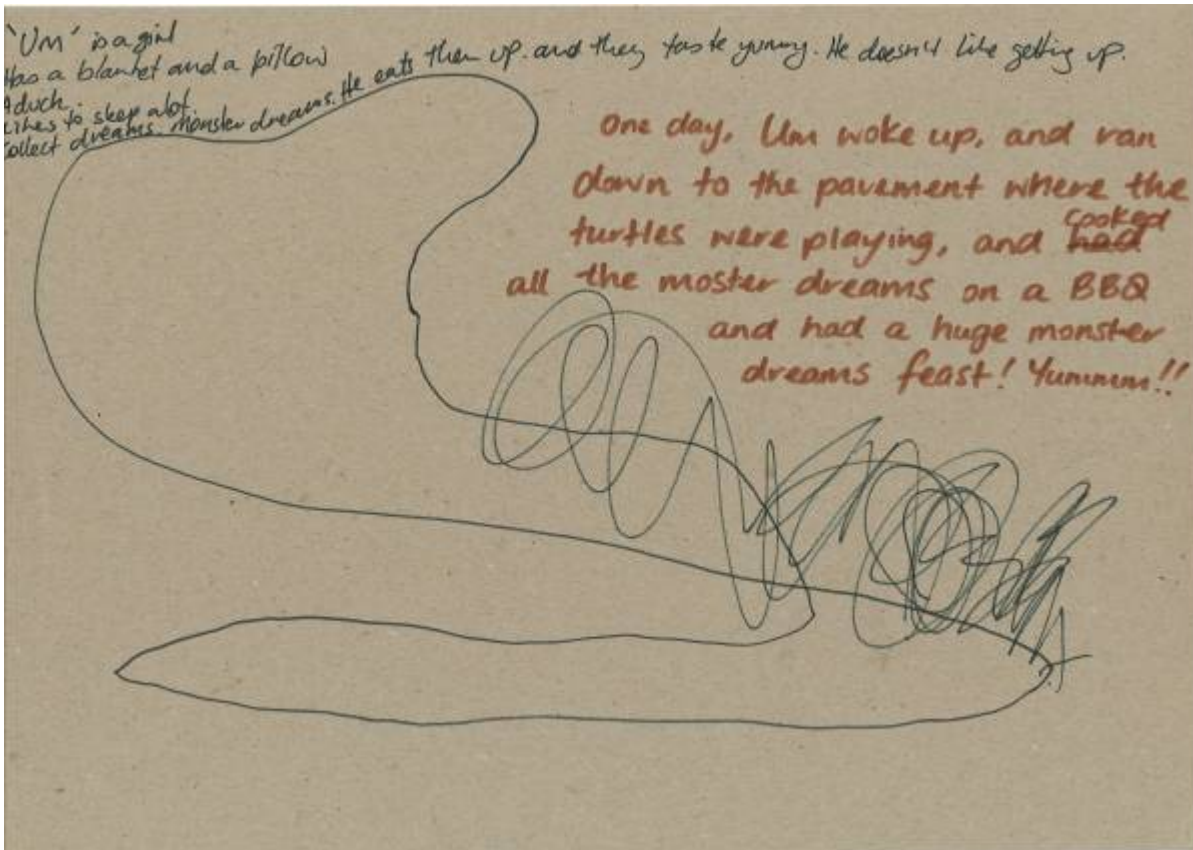
Oscar 4 yrs old

Digital recording

Yes

Oscar 4 yrs old





Idea Brief 6: Inside a Robot's Brain

Title

Inside a Robot's Brain

Is there a special function for this design?

Concept - Leo 6 yrs old

Drawing - Marley 8 yrs old

Story line:

This is an idea that came up in a story game about cool places

Function:

Character/interactive

Design challenge:

Create a robot's head that is enterable. It's like walking into little room that's another world. Inside

you hear the whispers that come from the whispering booth, and perhaps you see the performances for the stars on the bullfrog stage on screen and whatever else lines the walls of a robot brain.

Keywords for the design:

Robot, brain, unicorn, what's in it? You create it.

Considerations:

- This idea could be custom made for a space in The Edge.

The hallway to the toilets and the space outside innovation lab doors.

Or Bay 1

Or the area in front of the sound desk

- Walk in through its ear into robot wonder

Location:

- As above Reference

Does this idea connect with another idea?

Yes

Whispering ants from Pluto

Star making Bullfrog"

Theming:

Tech link up – sound from whispering booth and vision from bullfrog stage

Colour Requirements

raw outside, random inside

Texture and Finishes

Note the cogs and buttons on Marley's drawings

Support Information

Drawing by Marley 8 yrs old

