Ethan Lacy
Chris Guignon
Ian Kaminski-Coughlin

Video?

Momentary Disruption of Space

Cool spaces that screwing with people
Yeah... yeah.

Detour
OF COGNIZANCE AND DISRUPTION:
Obstruction in the Infinite Corridor

Concept:
To make people more cognizant by disrupting them through obstruction

Assumption:
People lose part of their day to autopilot/”ritual of destination”

Initial intervention ideas:

Reorient spaces that are autopilot superhighways

Highlight the unfamiliar or uncanny in a familiar space

Break up or disrupt circulation – i.e. Infinite Corridor

Force people to negotiate passage/interact with others

Detouring in circles with signs
Implementation

First iteration:
Detour signs
Results of experiment

DETOUR signs alone were largely ineffective and ignored in the infinite corridor

People were influenced by others’ choices (herd effect).

Places where a clear alternative to intended path (outside, beautiful day) was suggested, some people were swayed.

Criticism

Directional signs encourage autopilot

Signs only engage the subject at one point
Theoretical influences

Mary McLeod
Gustavo Artigas
Doris Sommer
Next:

Use people to obstruct forces engagement of both parties
Blur line of obstructor and obstructee
Create a spectacle
Create a continuous disruption of a daily routine
Introduce a familiar behavior in an unfamiliar place