



workshop 2_insight/inside out_murtal

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hotspots

our task this semester was to continue what the master students have started. our goal was to finalize the project of organizing an exhibition in Unzmarkt-Frauenburg.

they have explored and defined the main things to be presented during the exhibition and the place where they should be presented. Our assignment was to find a way to target the hotspots and make them visible.

They have classified the businesses in four categories: service, culinary, arts + handwork and industry, marking each one of them with a certain color, which we kept using during our work.



We have started our assignment by doing a lot of research on how we could target our hotspots.



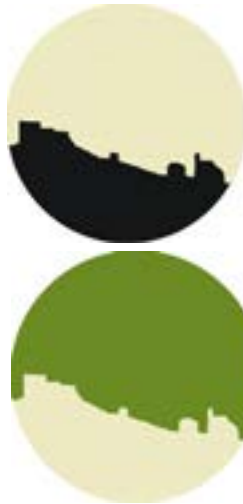
images as reference

the first idea we wanted to use, was the one with umbrellas. we thought we could use umbrellas to start from the main square, covering the street and give five or six umbrellas before every hotspot. the umbrellas would be colored with the same colors as the logos from the master students.

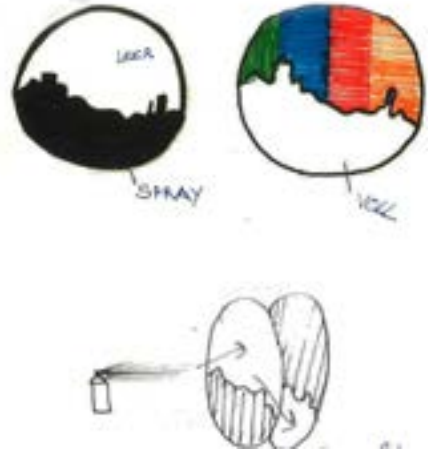


main square/ perspective

after researching, we realized that the costs for buying, coloring and fixing the umbrellas would be too high, so we decided to work on another project. we thought on buying cardboards and cutt them with the laser, hang the templates on the wall and spray the walls with the four colors.



cardboard



sketches



perspective

at the end of the workshop we moved to a totally new idea. we decided to draw lines with four different colors in the street starting from the main square. the lines would follow each-other in the same direction till they achieve the hotspots. as soon as a hotspot appears, the line with the exact color will turn to the hotspot direction and follow it till the mailbox.

we decided using mailboxes and put our logos on the front side. our idea was to buy some mailboxes, print our logos and stick them on the front side of the box. afterwards we would like to sell the mailboxes to everyone who has a business, and whose place is a hotspot. during the exhibition our logo will stay on the boxes showing the hotspot and when it is over, they could easily remove them and put their names on. this way we will achieve our goal by making the hotspot visible, and the people in there will have their own mailboxes after the exhibition.

mailbox



lighting color



service



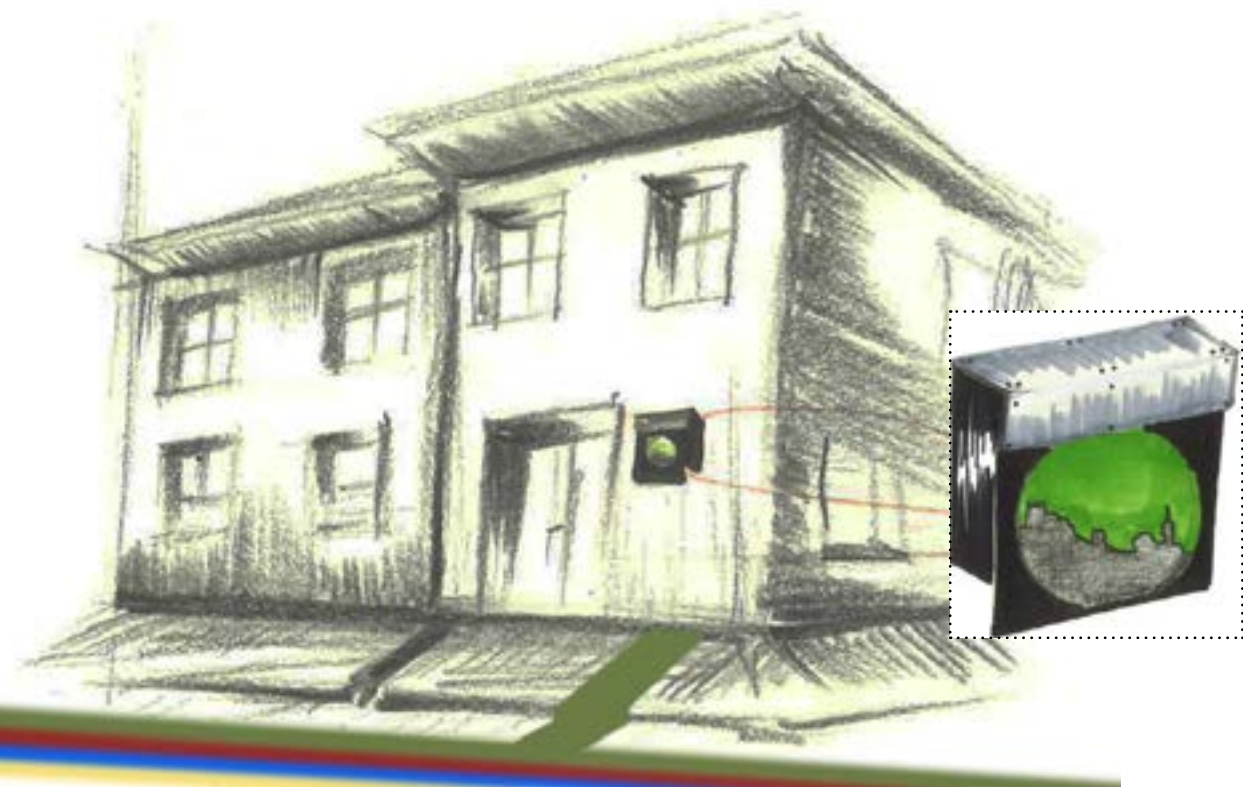
culinary



industry



art+handwork



mailbox / sketch



mailbox with the logo



lines on the street



main square / four different lines on the street



mailbox on the wall



perspective / night



main square in the night



model pic 1



model pic 2

FRAGENKATALOG_WORKSHOP

1) - Welche Art von Industrie/Dienstleistung/Kulinariik/Handel&Kunsth Handwerk betreiben Sie genau?

2) - Wie lange gibt es das Unternehmen schon?

3) - Wieso ist Ihr Unternehmen in diesem Ort angesiedelt?

• Was unterscheidet Ihr Unternehmen von anderen? Was sind die Besonderheiten?

• In welchem Umfeld verkaufen/vermarkten Sie ihr Produkt?

• Welche Produkte verkaufen Sie?

• Welche besonderen Produkte/Leistungen bieten Sie an?

4) • Werben Sie bereits für Ihr Produkt?

- Wenn ja, Wie?

- Wenn ja, mit welcher Art der Präsentation oder Werbung machen Sie am meisten auf sich aufmerksam?

- Wenn nicht, Wieso?

- Wenn nicht, gibt es bereits Ideen wie sie Ihr Produkt bewerben wollen?

- Welche speziellen Angebote führen Sie?

✓ In welchen Größen verkaufen Sie ihr Produkt?

✗ Wie sieht Ihr Produkt aus?

✗ Wieso sollten Konsumenten genau Ihr Produkt kaufen?

5) Ideen für Fest, was anbieten?

5) - Was sind Ihre Öffnungszeiten?

- Würden Sie ihre Öffnungszeiten an das Fest anpassen (15. Juli)? Extra öffnen?

- Werden Sie am Fest teilnehmen?

- Wenn ja, würden Sie etwas sponsern?

- Würden Sie für das Fest andere Preise (günstigere) anbieten als normal?

- Sind sie an einer Umfragen über Ihr Gewerbe während des Festes interessiert und würden Sie an dieser teilnehmen?

✗ Wann sind Sie morgen zuhause anzutreffen?

- Dürfen wir bei Ihnen vorbeikommen?

pictures



pictures

