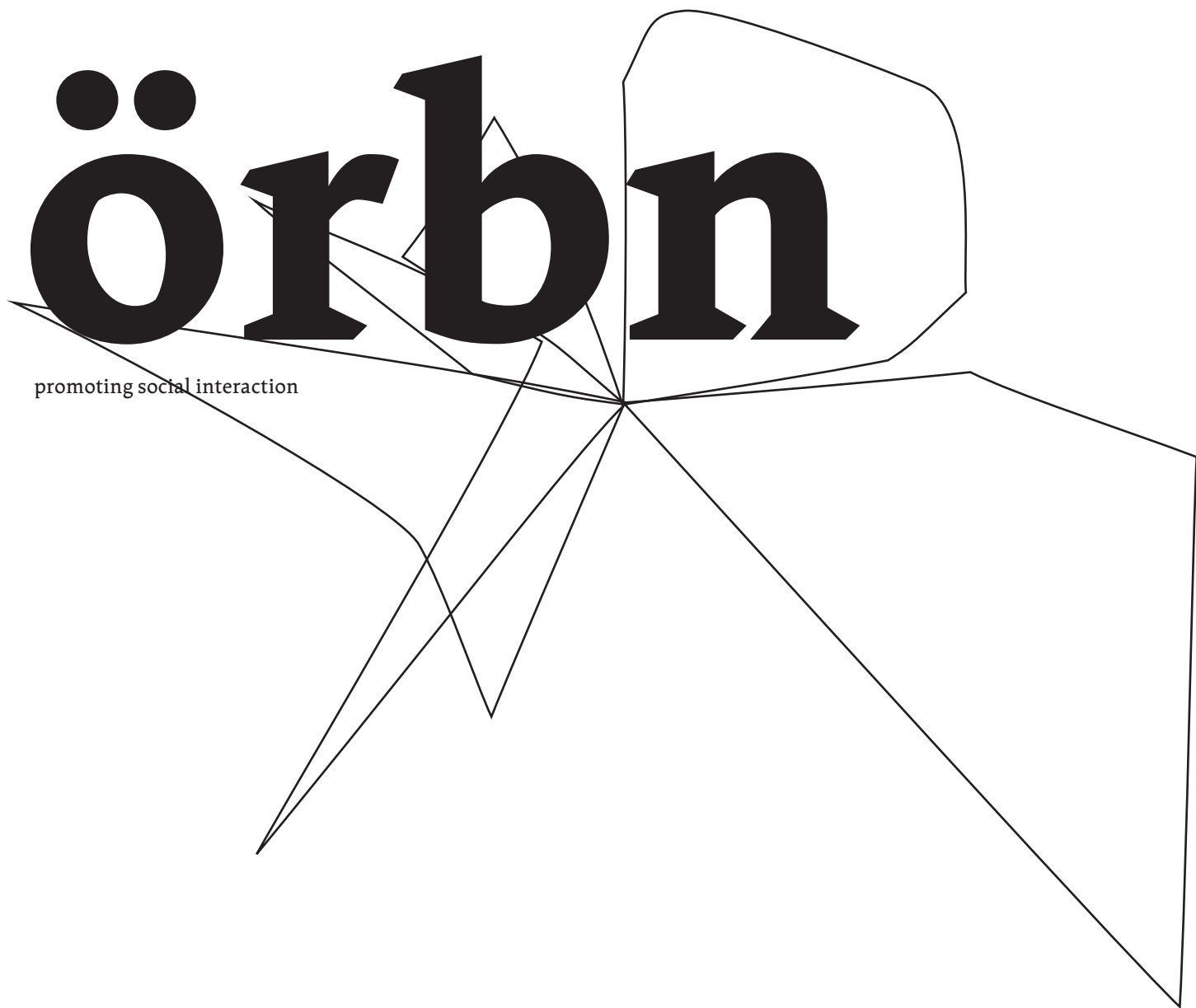


# örbn

promoting social interaction



# örbn

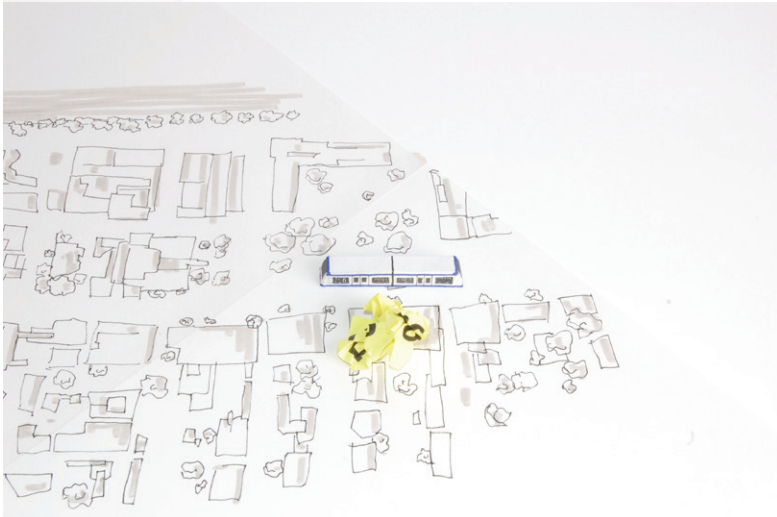
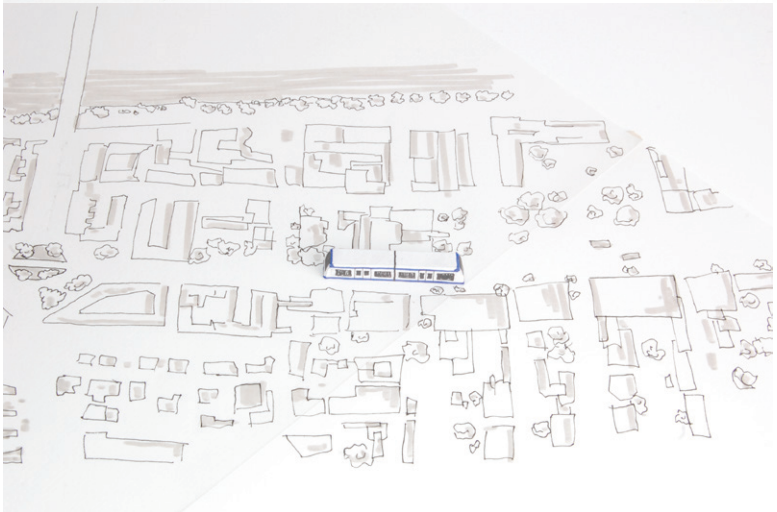
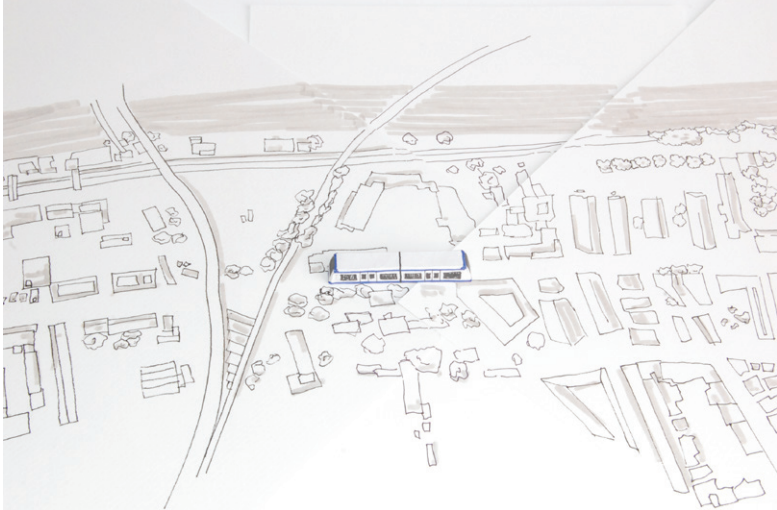
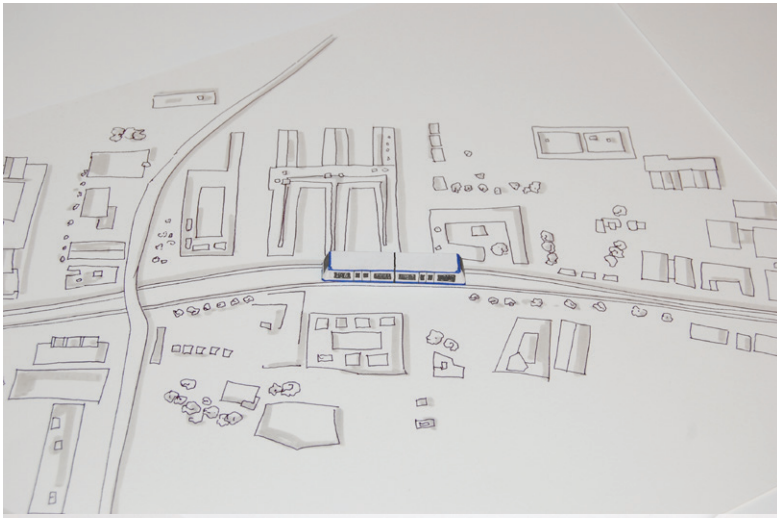
As an organization, örbn strives to promote social engagement between citizens. We accomplish this by thinking, designing, creating, and building, with the aspiration of inspiring others to do the same.

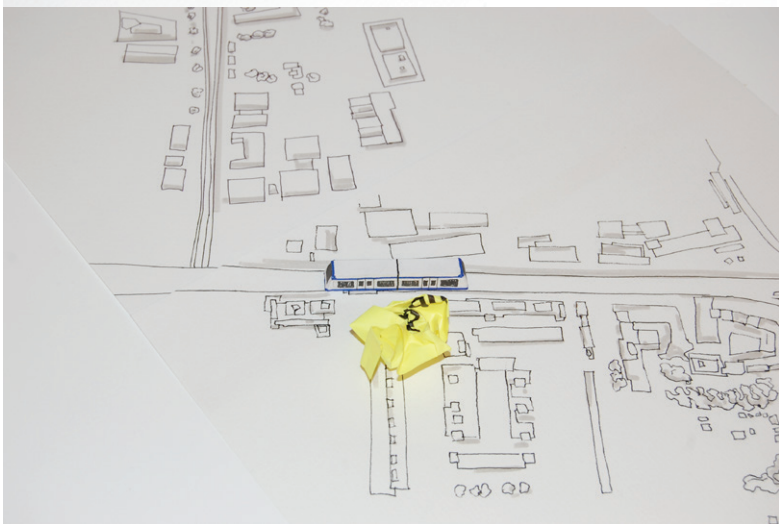
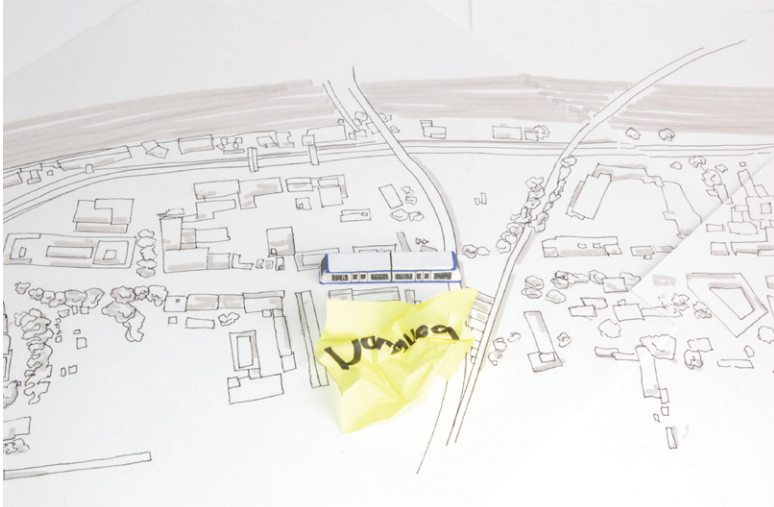
Realizing the common trend to replace our physical existence with a digital life, we created this organization with the goal of combating this action by inspiring people to think critically about the world around them.

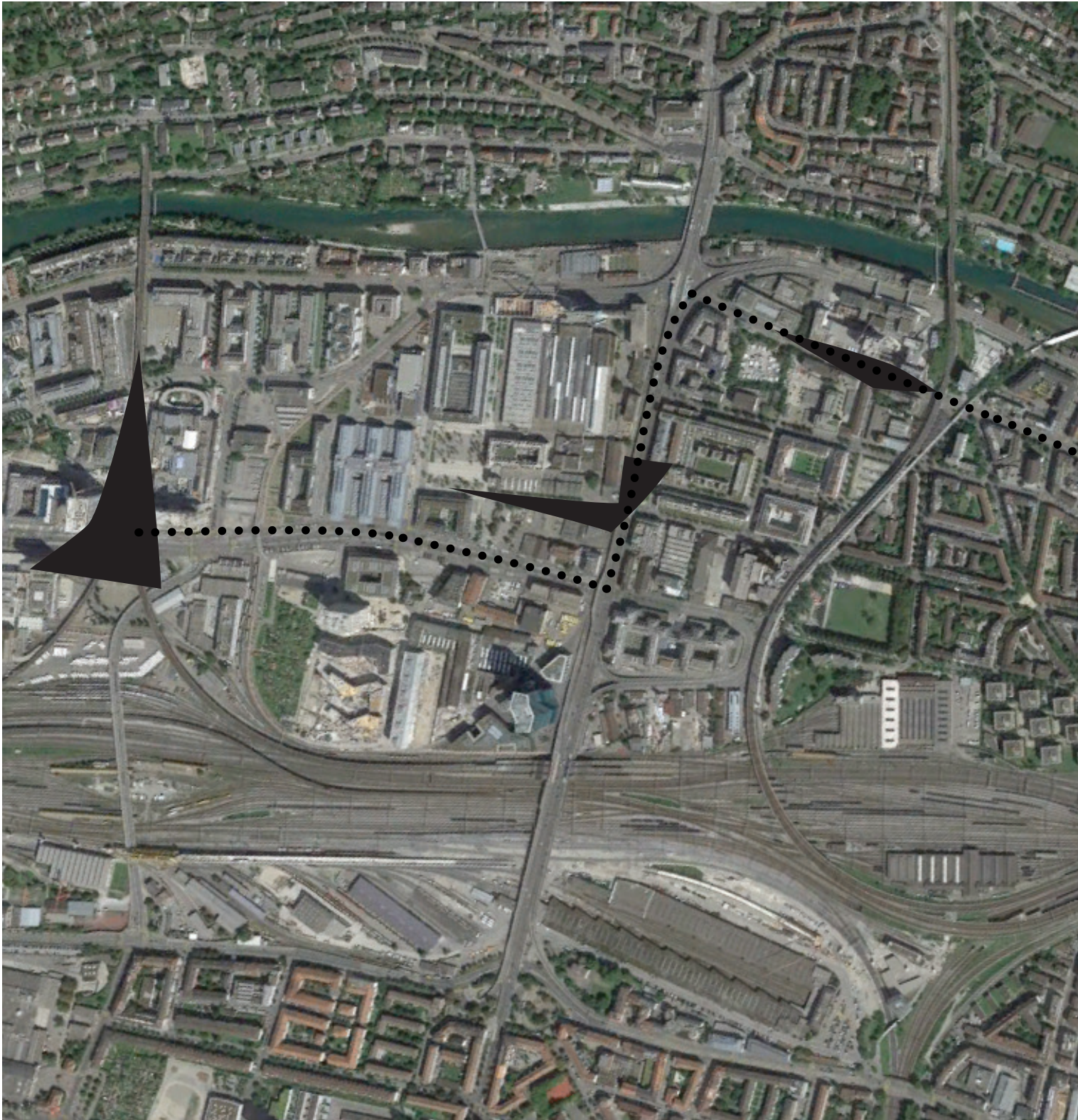
# Zwischenzeit

The project Zwischenzeit strives to separate individuals from their habits of social isolation in public spaces. It attempts to put them in situations where they have the opportunity to engage with others or to simply enjoy an aspect of their day that would otherwise be insignificant.

We chose public transportation stations due to the high frequency of this isolating behavior in this environment. In particular, the stations between the current location of Zhdk and its new location at the Toni-Areal would give us an opportunity to express our roots and provide our customers with an idea of where this project is coming from. With this line we will also have the opportunity to promote the arts within Zürich by offering discounted tickets to the galleries at the Toni-Areal and the Museum Für Gestaltung. Citizens and visitors can engage with the installations by embossing a card at each station and saving it for a discount at one of the galleries.

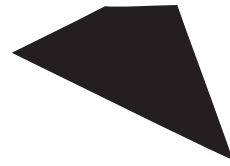








Museum für  
Gestaltung



Limmatplatz



Dammweg



Schiffbau



Toni-Areal



Limmatplatz   Schiffbau   Toni-Areal   Museum für Gestaltung   Dammweg

wischenzeit ist in Zusammenarbeit mit – ZVV/ ZHdK /Museum für Gestaltung/ Toni-Museum – entstanden.

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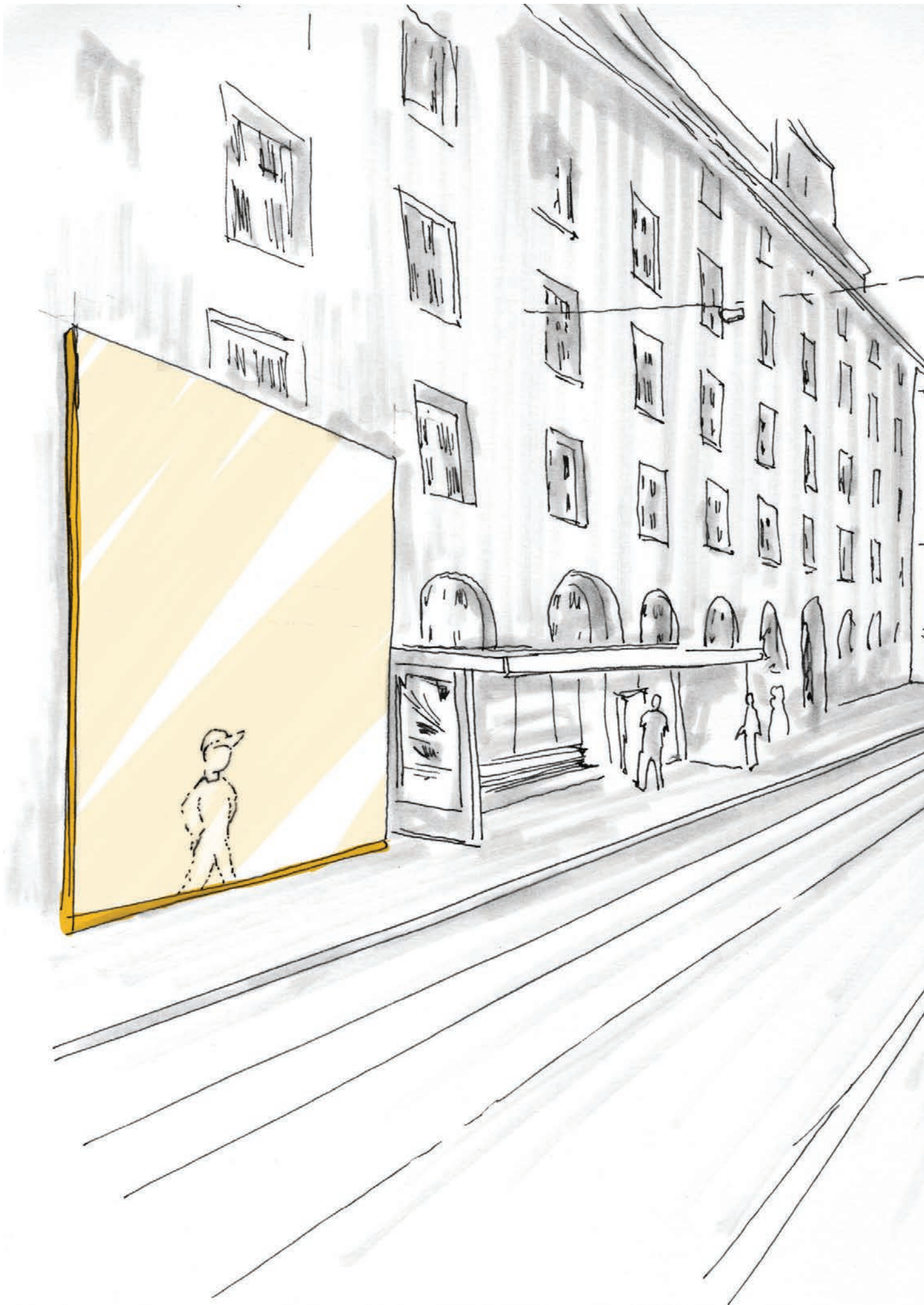
promoting social interaction

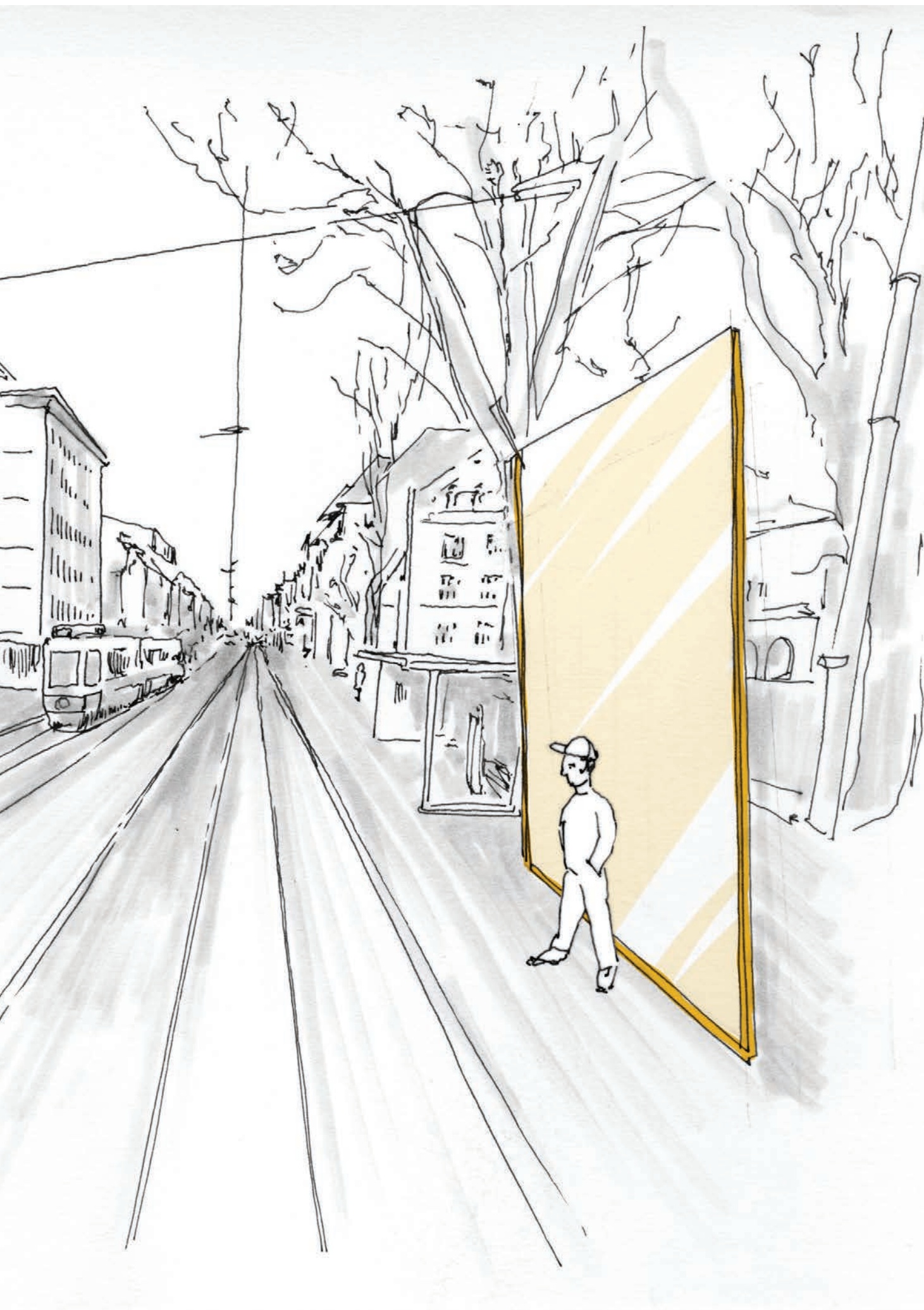
# Museum für Gestaltung

Two large mirrors have been placed on each side of the station directly across from each other. They are located between each covered sitting area creating a bridge between the two platforms. In doing this we have created a space where it is almost impossible to remain unaware of the other side, while at the same time adding an element of discovery.







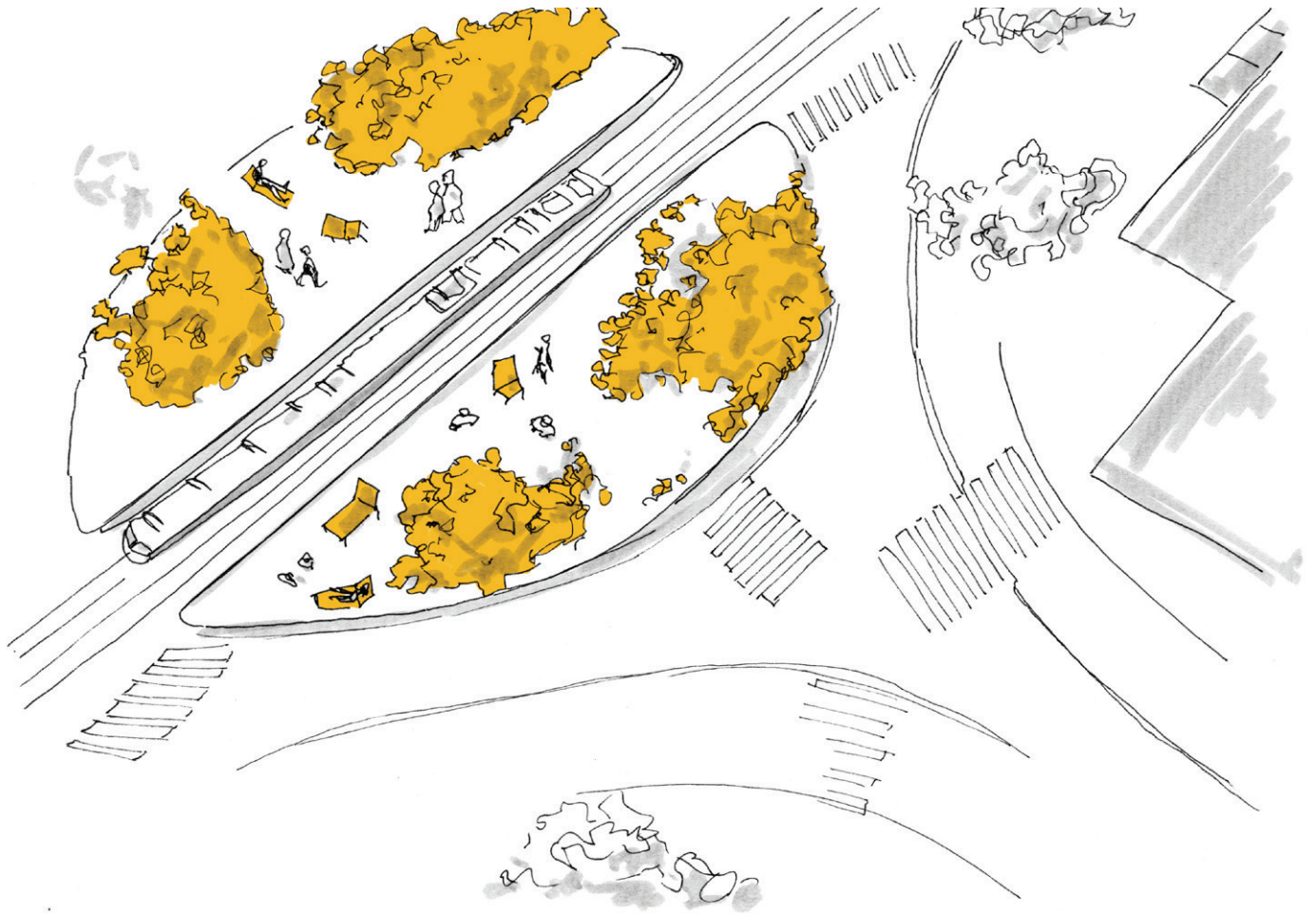


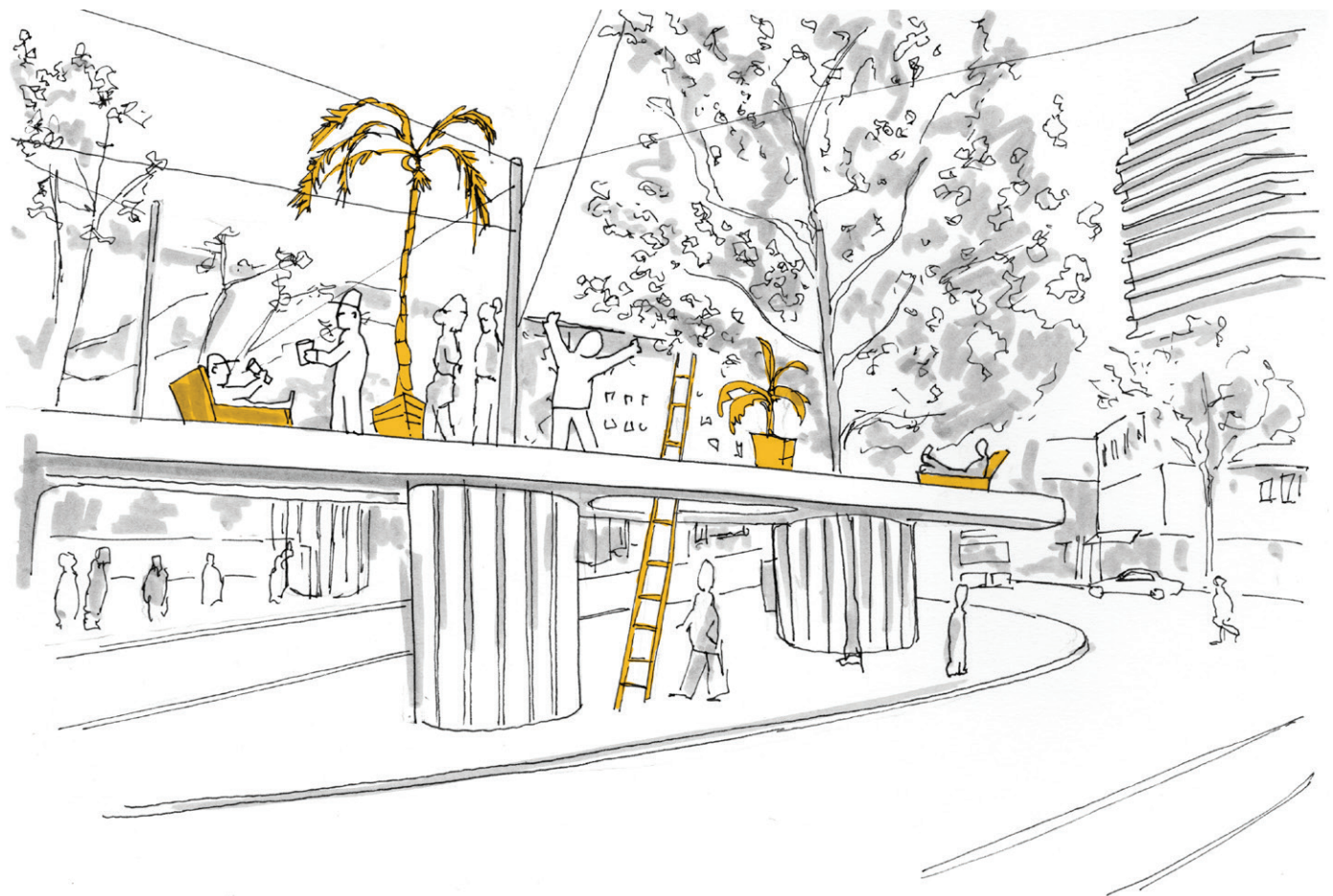
# Limmatplatz

By placing a ladder to a space that was previously off limits, we have enabled the public to discover a place of relaxation. This has the power to change the way people see public transit stations and how they interact with them.









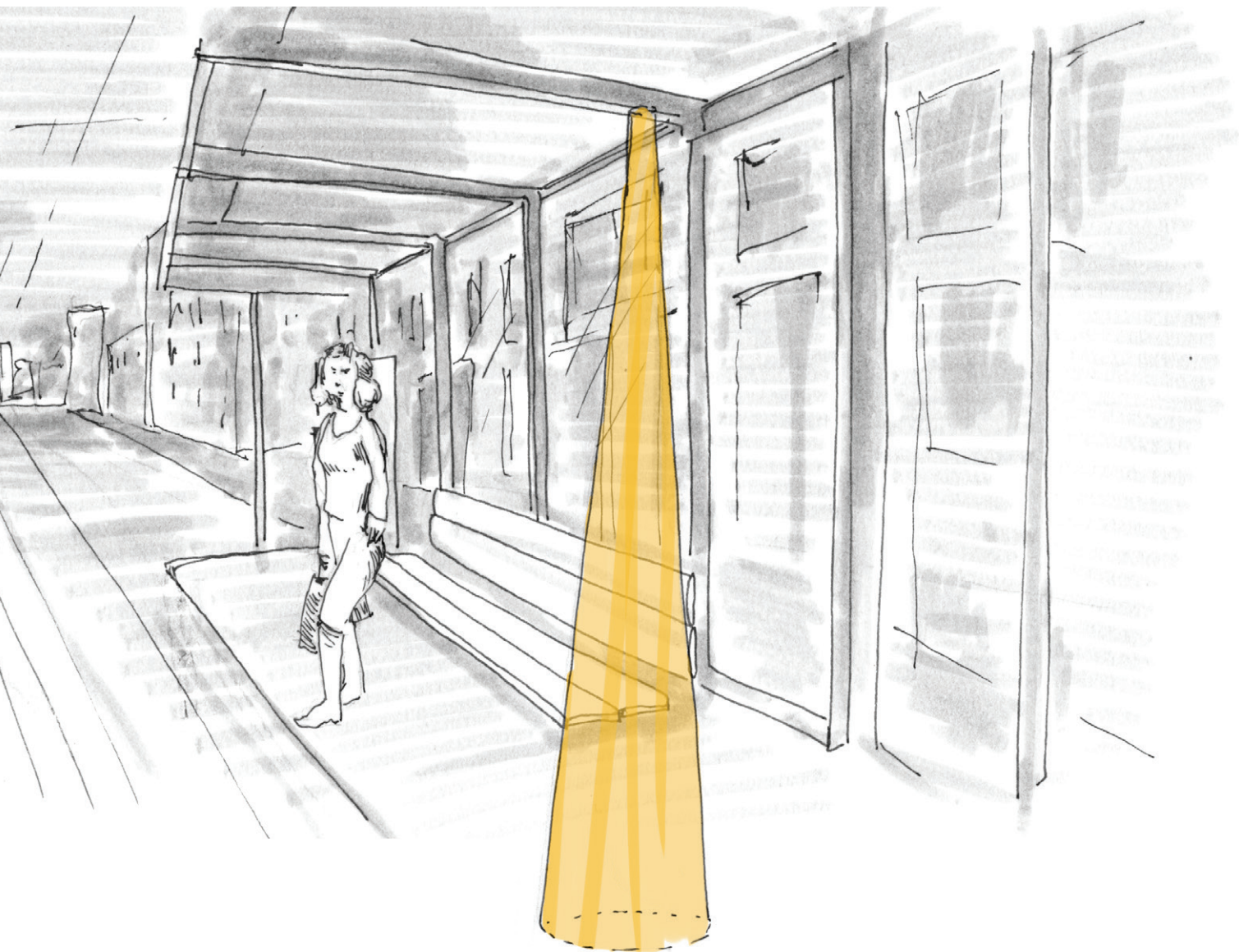
# Dammweg

This location's goal is to encourage simple interaction between people on opposite platforms. When a person stands under the covered platform on one side, they are then represented by a spot light on the opposite side. When the person moves, the spot light moves with them.







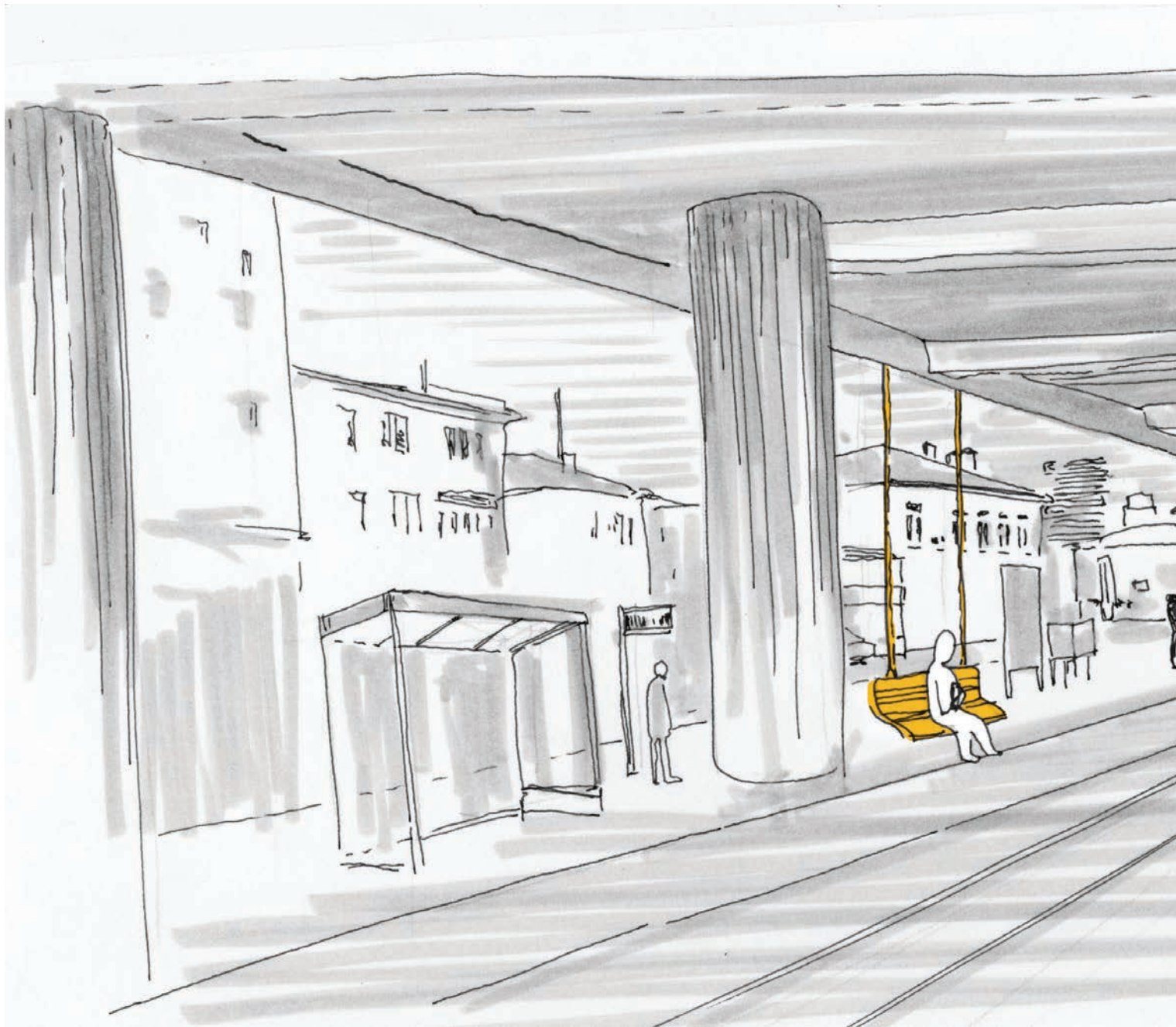


# Schiffbau

This station encourages team work to reach a mutual goal. On each side there is located a single swing. Each swing operates an action controlling a large disco ball that is hanging in the center above the platforms. When one swing is used, the ball is hit with light. When someone joins in on the other side, the disco ball begins to spin, creating an enjoyable space built by strangers.







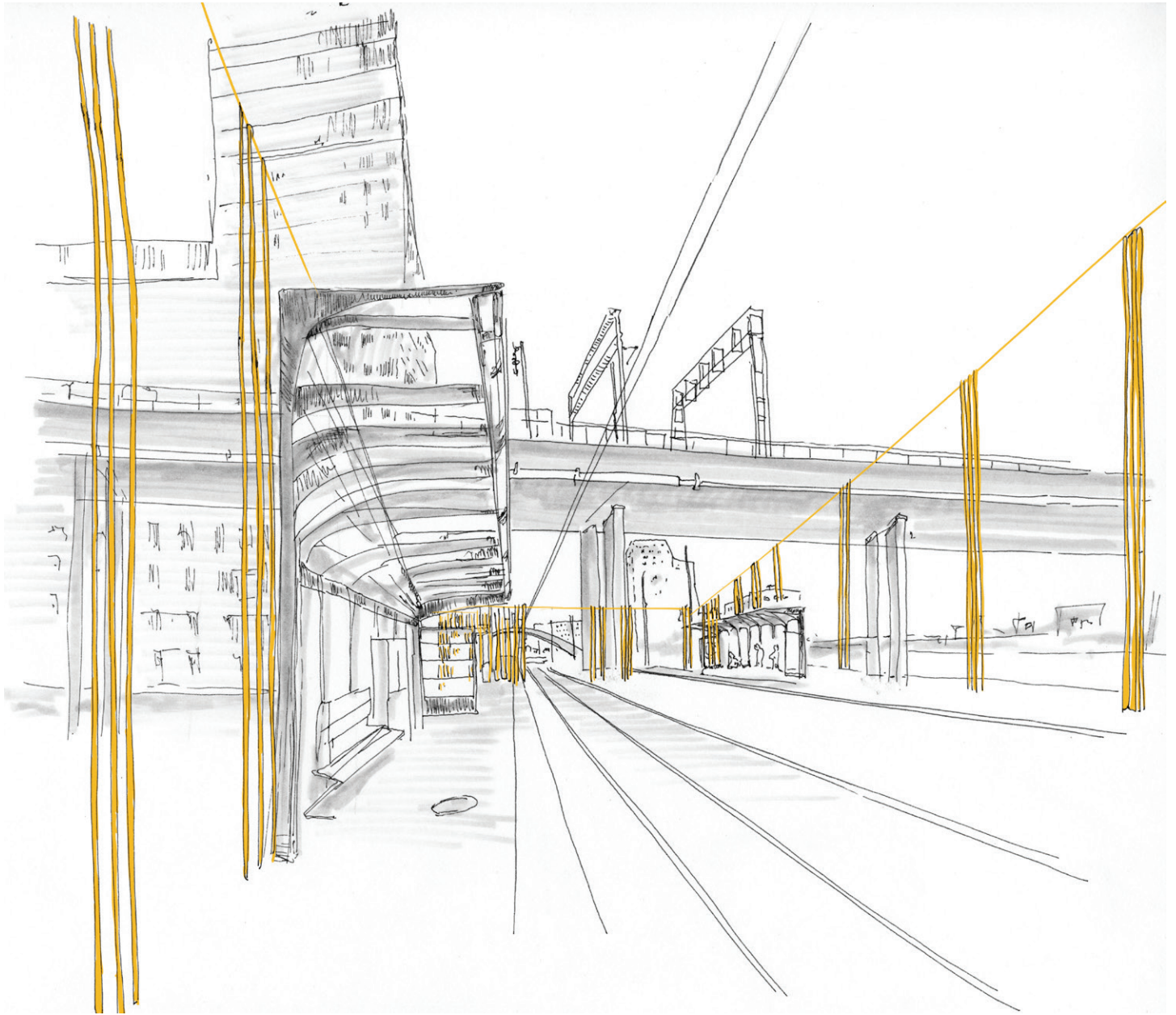


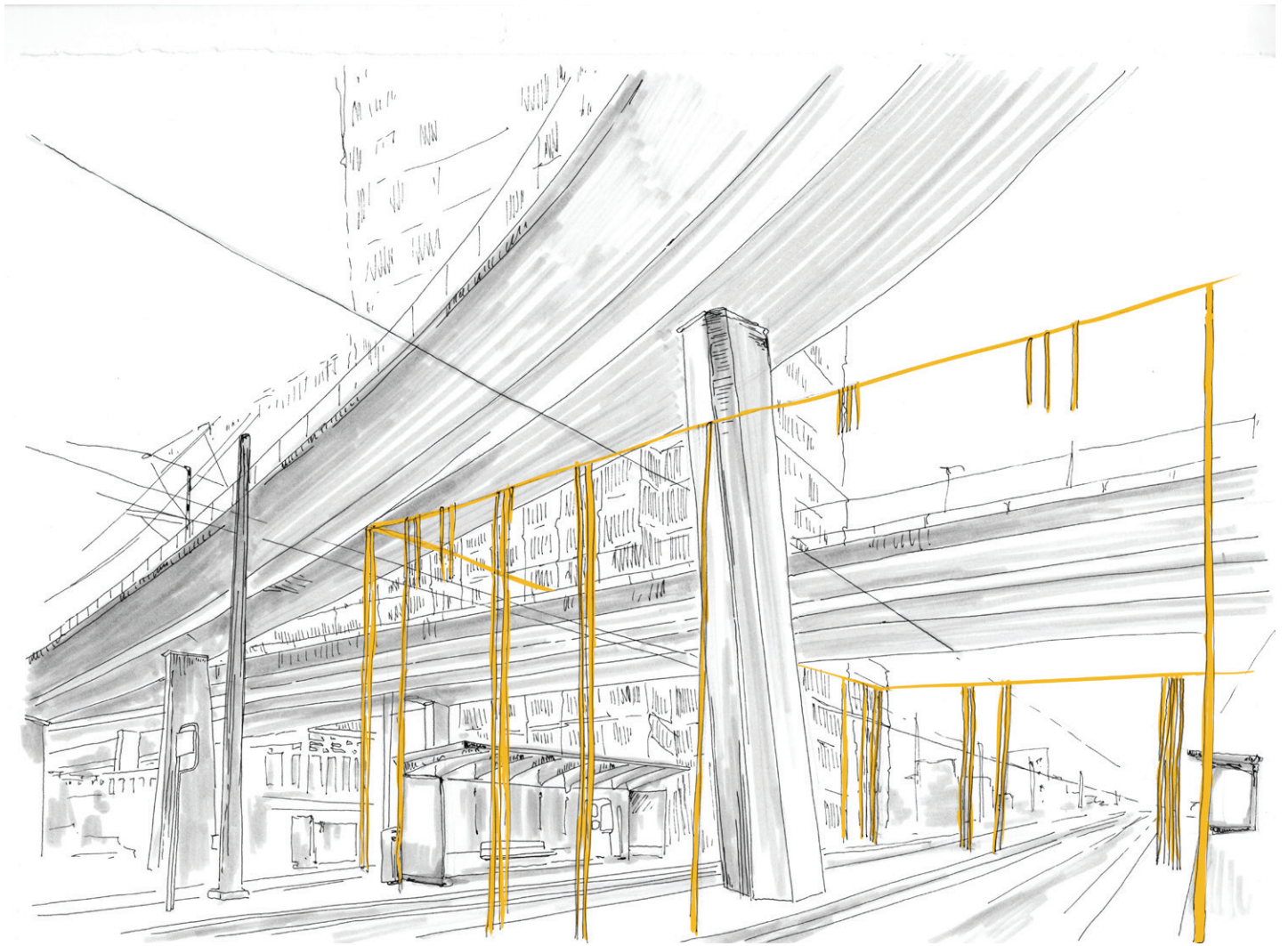
# Toni-Areal

Our goal with the Toni-Areal was to separate the station from the noisy industrial environment that surrounds it. This was accomplished by hanging a curtain of ropes that surrounds the station. The curtain creates a more playful environment that allows the user to realize and interact with the space.









|                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Organization</p> <p>Changing and promoting the daily thoughts and ponderances of the every-day citizen.</p>                                                                                                            |                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                           |
| <p>Key Partners</p>  <p>ZVV, Zürich<br/>Municipal,<br/>Government, SBB,<br/>Behavioral<br/>Researchers,<br/>Cultural<br/>Fountations</p> | <p>Key Activites</p>  <p>Idea Generation<br/>Public Study<br/>Communication<br/>Generation</p> <p>Key Resources</p>  <p>Municipal<br/>Relationship<br/>Prototyping Space</p> | <p>Value Proposition</p> <p>Provide cr<br/>ways to en<br/>the public<br/>each other<br/>the world<br/>them.<br/>Improve Z<br/>quality of<br/>as a result<br/>image of t<br/>Situational<br/>Consultat</p> |
| <p>Cost Structure</p> <p>Taxes<br/>Start up costs, Prototyping costs<br/>Rent, Bills, Salary</p>                                     |                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                           |

Encourage critical thought. Promote endearment of our natural landscapes. Explore the differences of genuine conversation and digital conversation.

|                                                                                                                                                                                             |                                                                                                                                                                                                                          |                                                                                                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>creative<br/>manage<br/>with<br/>r and<br/>around</p>                                                  | <p>Customer Relationships</p>  <p>Provide entertain-<br/>ing and thought<br/>provoking events</p>                                       | <p>Customer Segments</p>  <p>The citizens of Zu-<br/>rich</p> <p>The public of<br/>other cities in<br/>which projects are<br/>embarked upon.</p> |
| <p>Zürich's<br/>life and<br/>, the<br/>the city.<br/>al<br/>ions</p>                                                                                                                        | <p>Channels</p>  <p>Direct contact<br/>with citizens.<br/>Contact with the<br/>government Insti-<br/>tutions around the<br/>city.</p> |                                                                                                                                                                                                                                     |
| <p>Revenue Streams</p>  <p>Government Grants<br/>Consultation Fees<br/>Organizational Partnerships</p> |                                                                                                                                                                                                                          |                                                                                                                                                                                                                                     |

