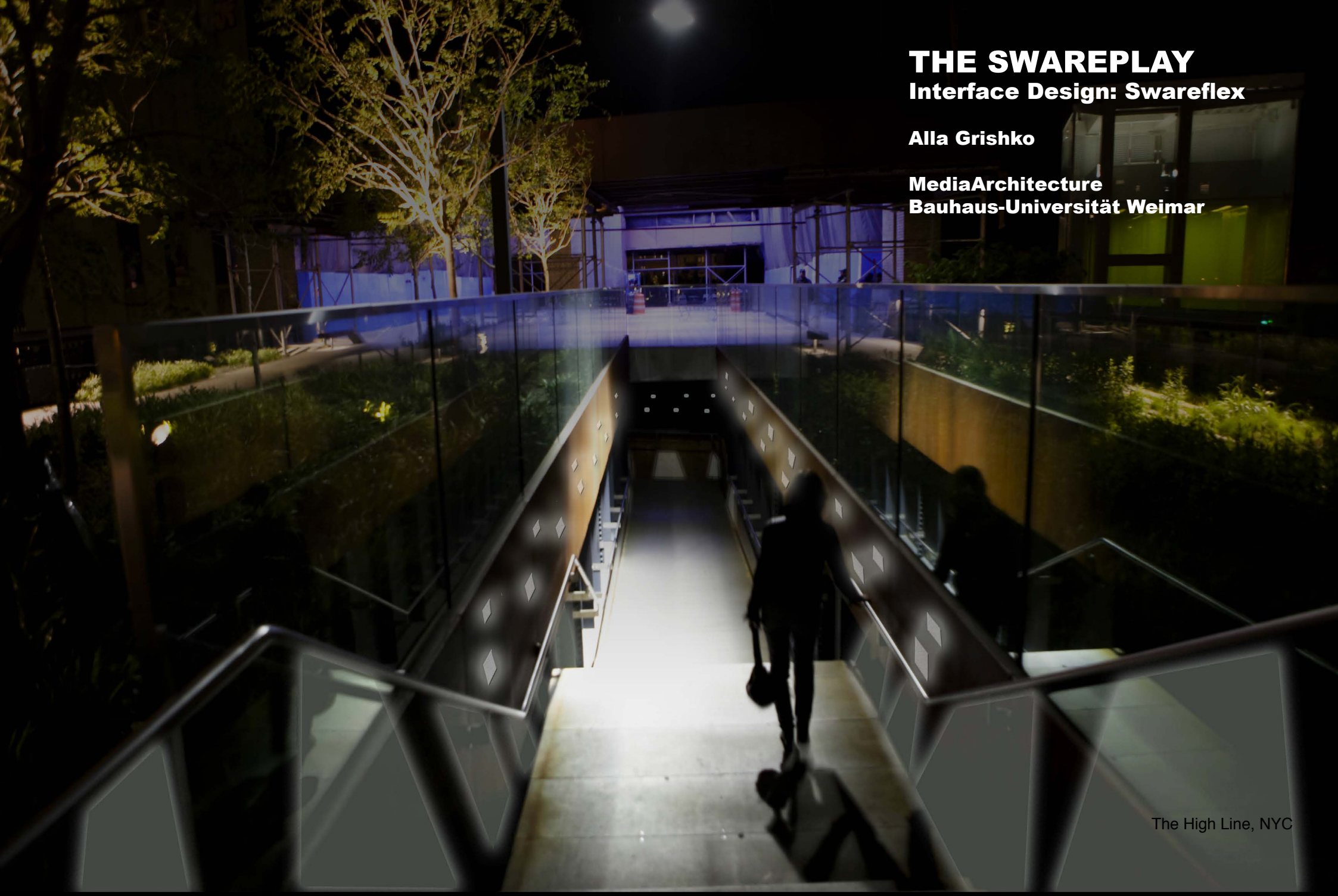

THE SWAREPLAY

Interface Design: Swareflex

Alla Grishko

MediaArchitecture
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The High Line, NYC

THE SWAREPLAY

Public place became a must in the life of every progressive city. It is the place, where people are meeting and spending their free time every day - therefore it's usually well lit and has a hi-end light design.

But what happens on the border of the public space and living area?

As a main reference was taken the project of **The High Line** - restructurised subway station in the Chelsea district in New York City, USA. The area of The High Line is lit and dense, but from the very moment visitor has to leave the place, he faces dark stairways leading into quite safe but very dark blocks of Chelsea harbor or Meatpacking district.

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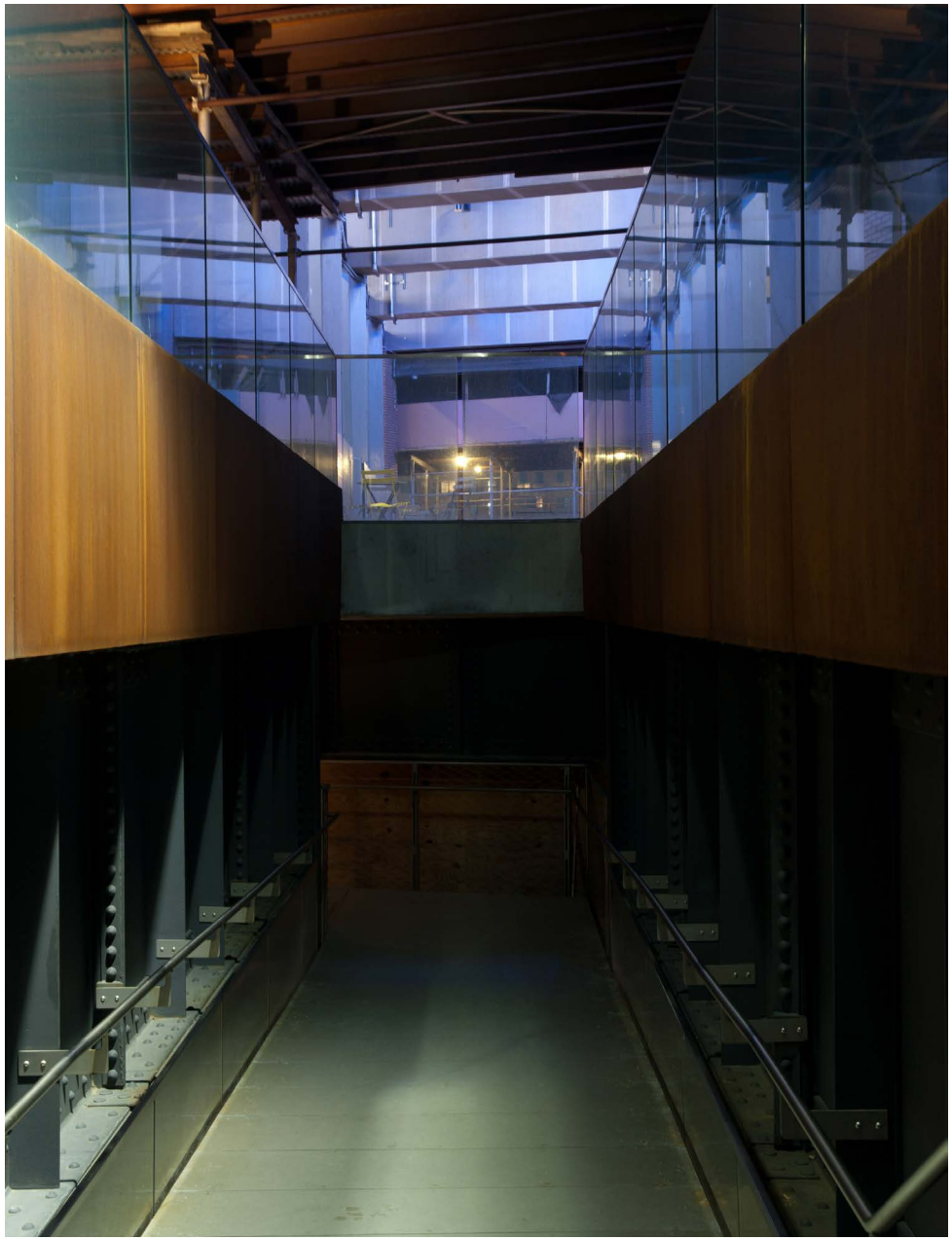
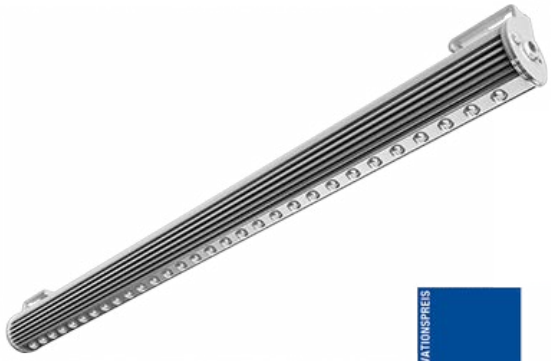


My suggestion is to **develop a system of smart light** with high efficiency and low energy consumption, which will **navigate people outside the main public area** and will lead them with a system of light through the certain street to their destination.
The aim is to lit these places using certain controlling system of placed LEDs and SWAREFLEX technilogies. The system basically can be used in every city in different countries, with a purpose to lit the „border areas“ during the dark time of the day.

SWAREFLEX

THE SWAREPLAY



For lighting it, will be used **SWAROTUBE, SWARORAIL** and **SWAROCUBE** technologies.
SWARORAIL are installed in rails, whilst SWAROTUBE in a suspended ceiling and SWAROCUBE are mounted to the walls and columns.
The system is **interactive** in a two ways: for users **with pre-installed smartphone application, and without**. For those who has not the App, the light is simply dimmed, recalling the **heartbeat** or a sleeping mode of a MacBook. Based on a built-in motion sensors in the entrance and exit areas, the light reacts on the presence and the amount of pedestrians: the more people is on the street, the brighter the light is, and vice versa.

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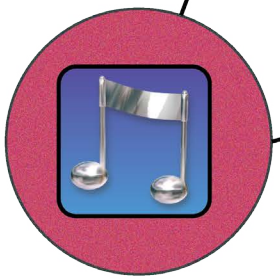
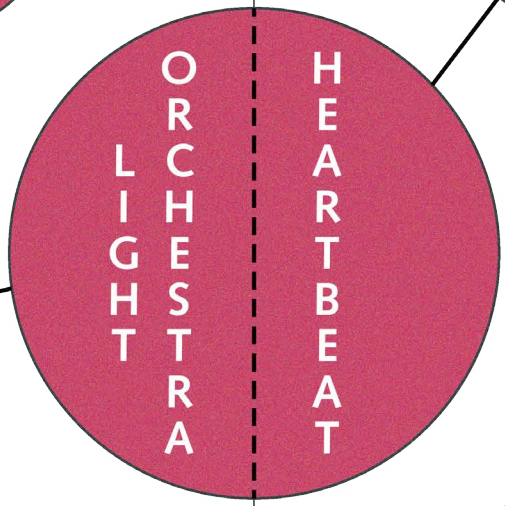
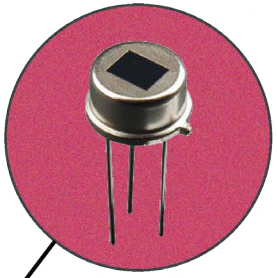
With pre-installed Application

WIthout pre-installed Application







Light is blinking in the same beat as the song, person listening to, or any song from the user's library.

When nobody with active application goes by, light "breathes" in a heartbeat, becoming more bright as the people walk along.

Provided Wi-Fi +
GPS tracking through App

Motion sensor at the entrance and exit of the border area

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THE SWAREPLAY

The other interaction is available through the smartphone or other mobile device: a special application is available through ITunes or Google store, „**Swareflex: light orchestra**“. This application has access to the music library of the user and his/her GPS location.
When the User enters the „border area“ with the active Swareplay application, the lights „**play**“ randomly one song of the music library, **blinking the certain rhythm of it**. Moreover, when a person listens to one song and enters the area, this song will be played.
When several people using application are on a spot, the Light orchestra will play simultaneously songs from each user every 30 sec.
The App is **context-aware;** it works with GPS location and can activate the lights only while being on these spots.

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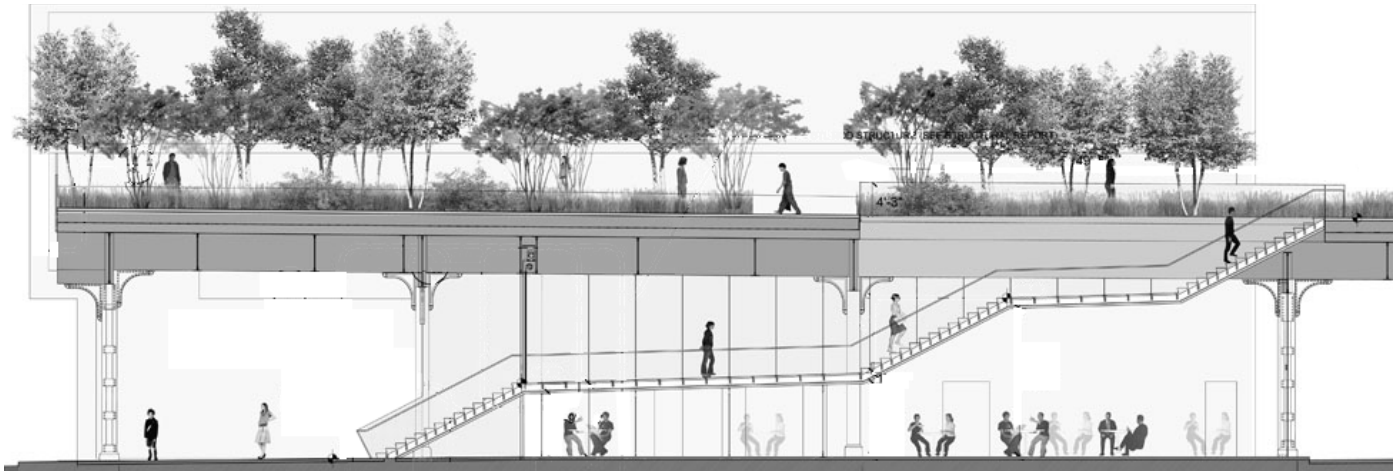
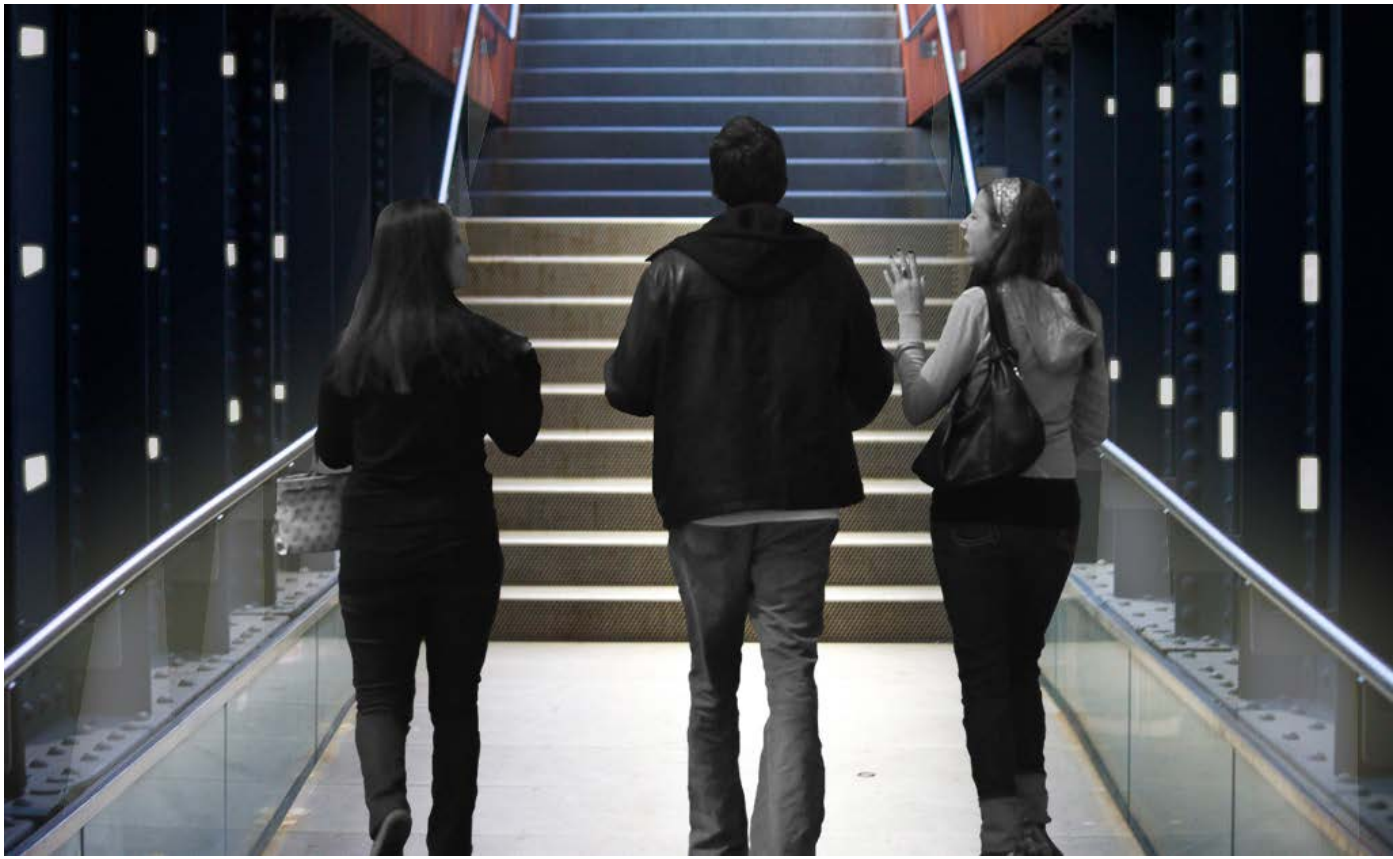
On a site will be installed **free WIFI** hotspots for public use.
Moreover, everywhere will be visual communication about existing **SWAREPLAY** app (signs, visual marketing in the social net and mass media). The user need to download it [free of charge] in order to take part in the SWAREPLAY action.





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Thank you!

Images credits:

(1) Dan Nguyen @ New York City

(2) Don Juan Tenorio

(3) http://friendsofthehighline.wordpress.com/2008/12/16/designing-the-high-line-part-2-gan-sevoort-plaza-and-stair/

(4) Shannon Sutherland, from http://www.pooppeepuke.com/2012/05/01/date-night-high-line-nyc/

(5) Johnnie Walker, http://www.flickr.com/photos/funkymuppet/