

# Gagarin Interactive

*An experience design studio*

*Lemke Meijer - Concept & Interaction Designer*

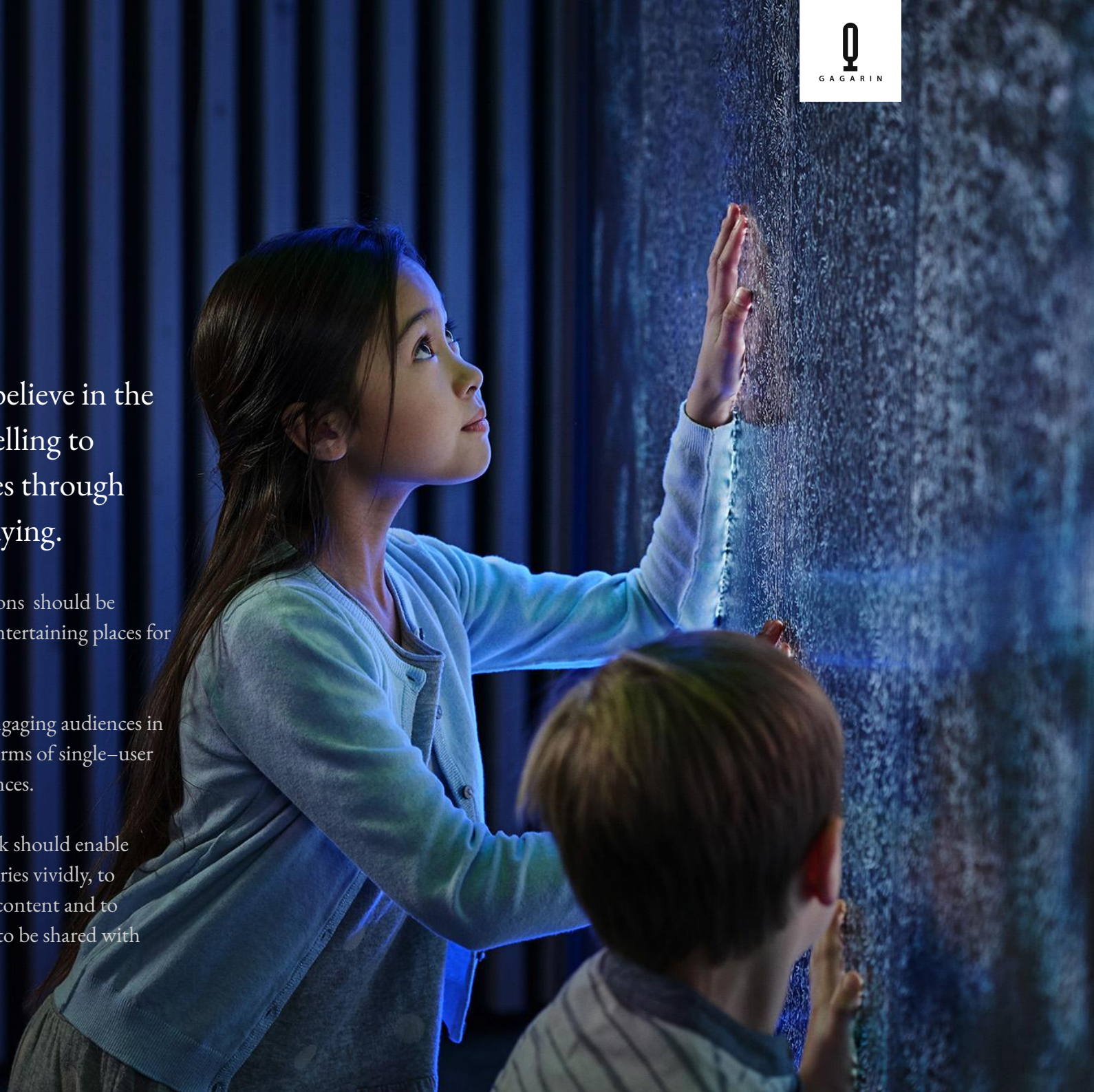


At Gagarin we believe in the power of storytelling to inspire audiences through learning and playing.

We believe that exhibitions should be vibrant, uplifting and entertaining places for everyone.

We believe in actively engaging audiences in participation, both in terms of single-user and multi-user experiences.

We believe that our work should enable people to experience stories vividly, to understand interesting content and to enable their discoveries to be shared with others.





# Team



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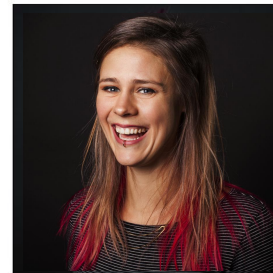
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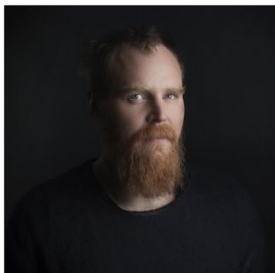
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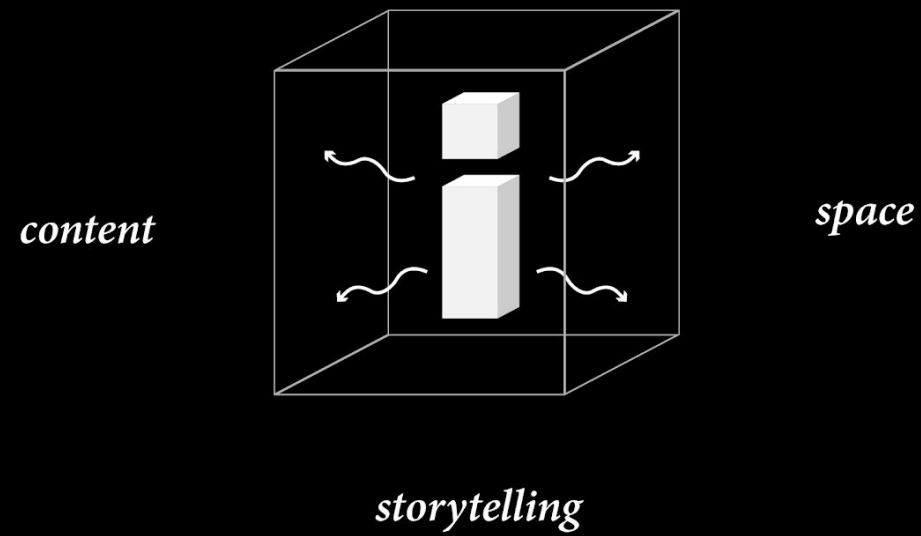
**Sunna Björk Mogensen**

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Our Work

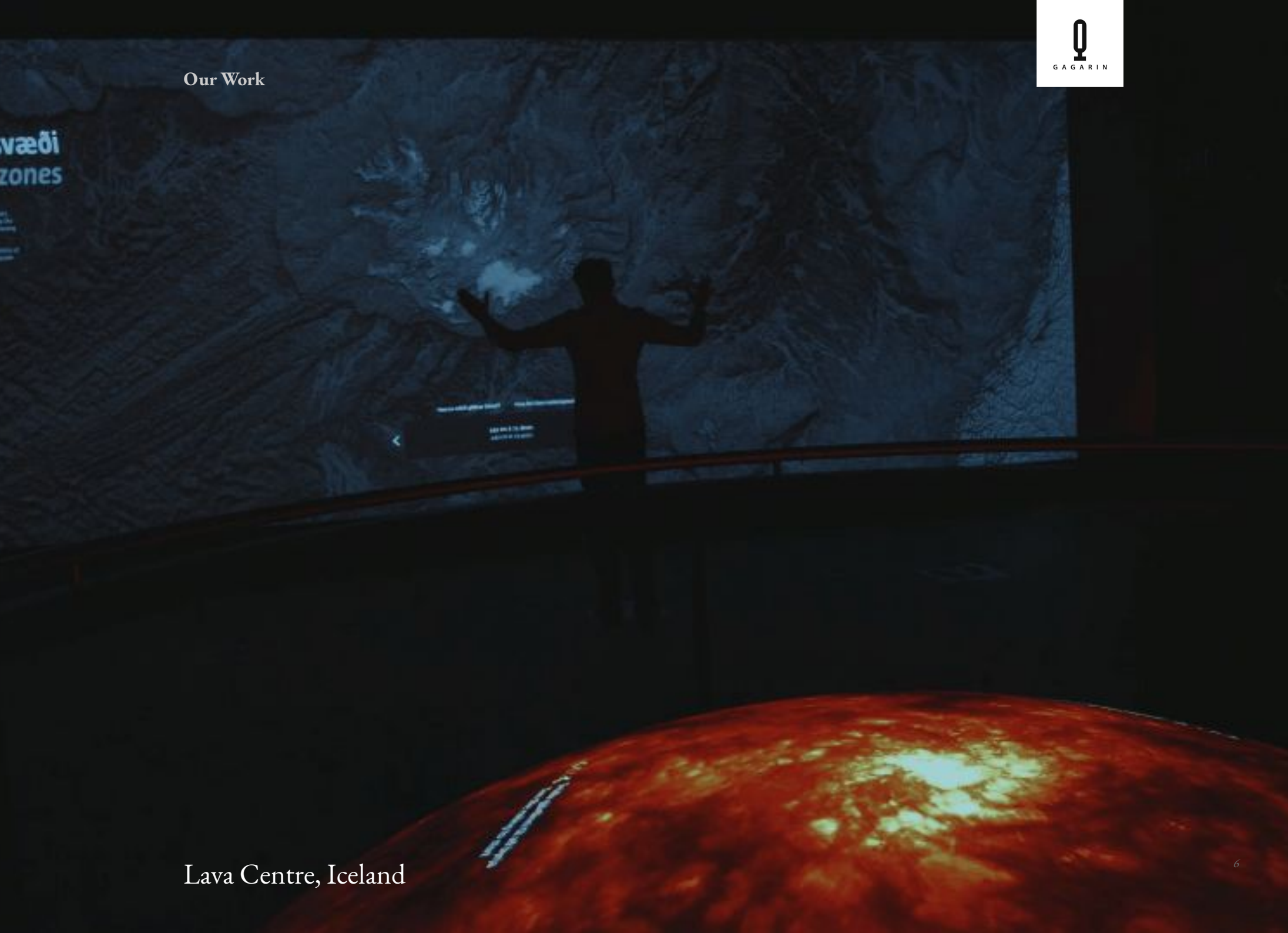


The Inca's, Treasures of Peru, PAC Montréal

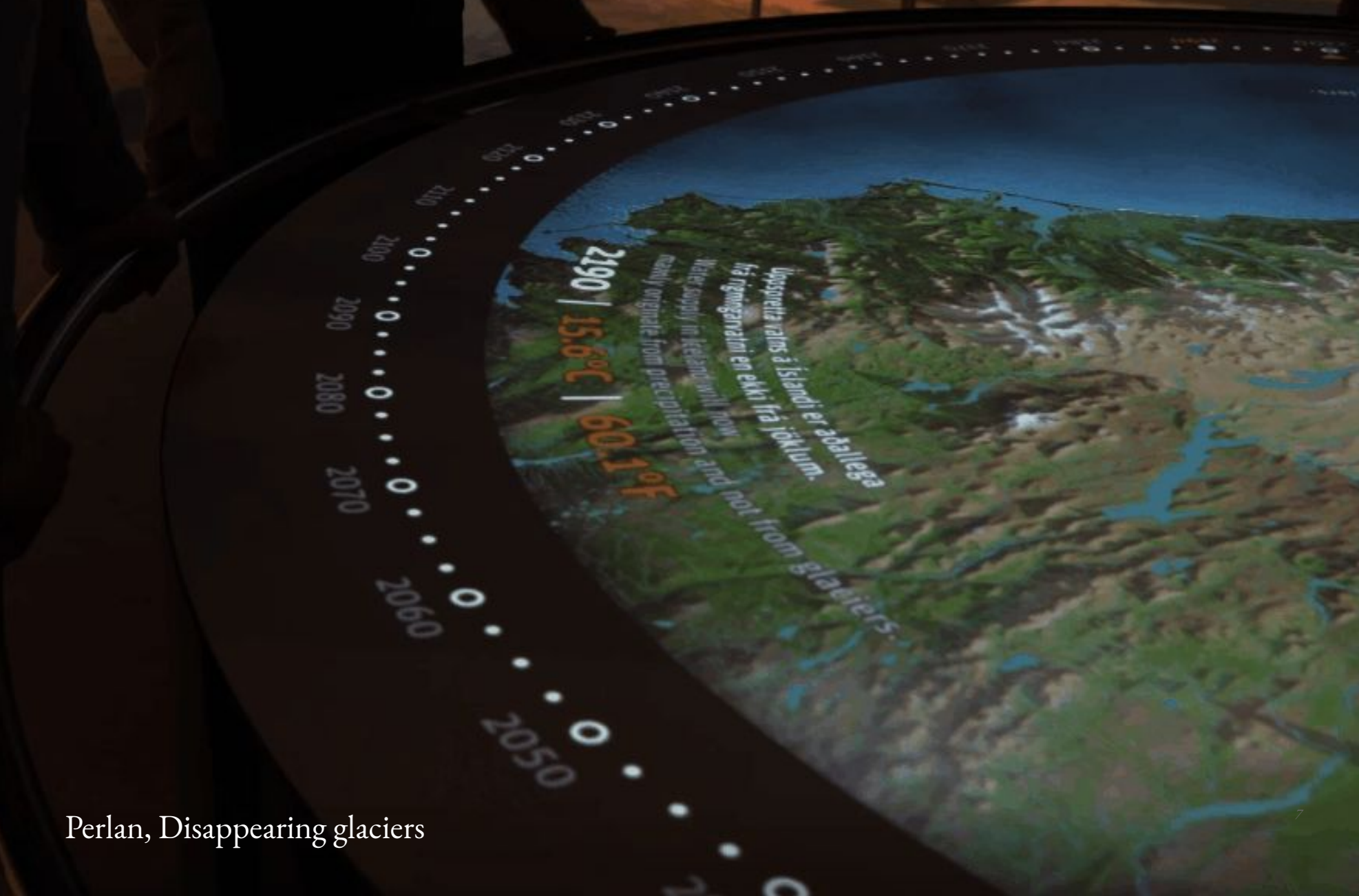


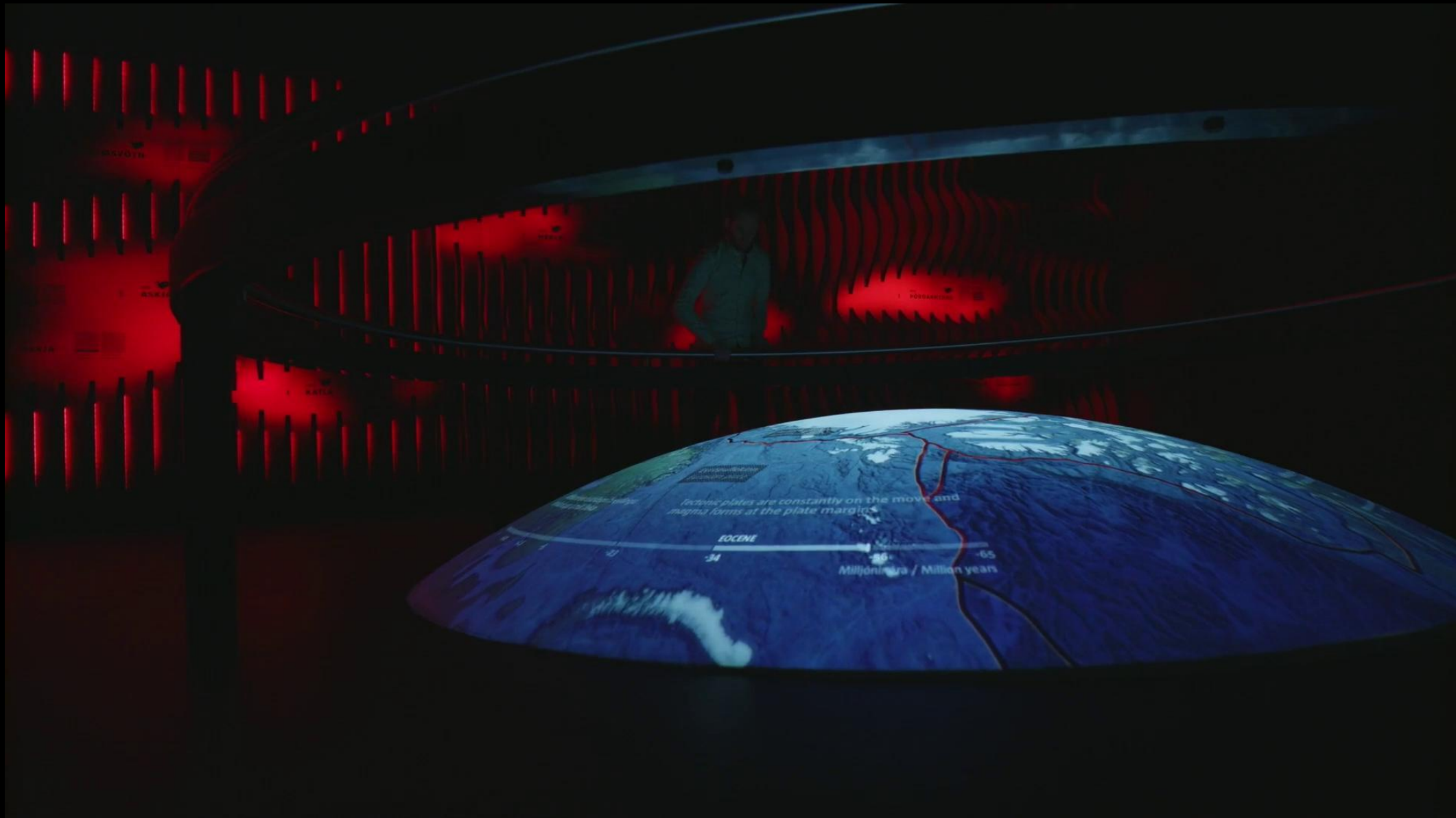
Our Work

væði  
zones



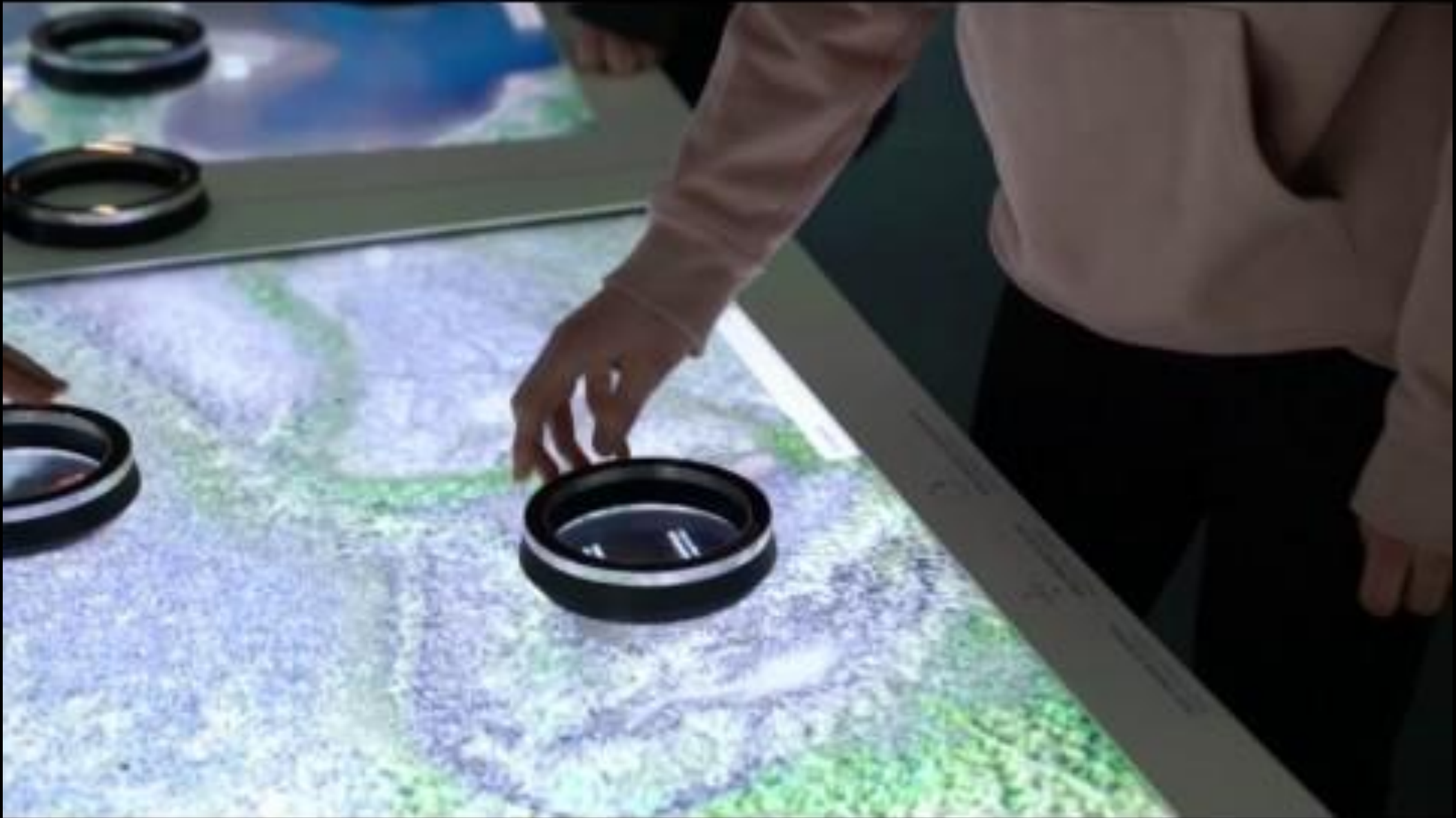
Lava Centre, Iceland





Lava Centre - Iceland





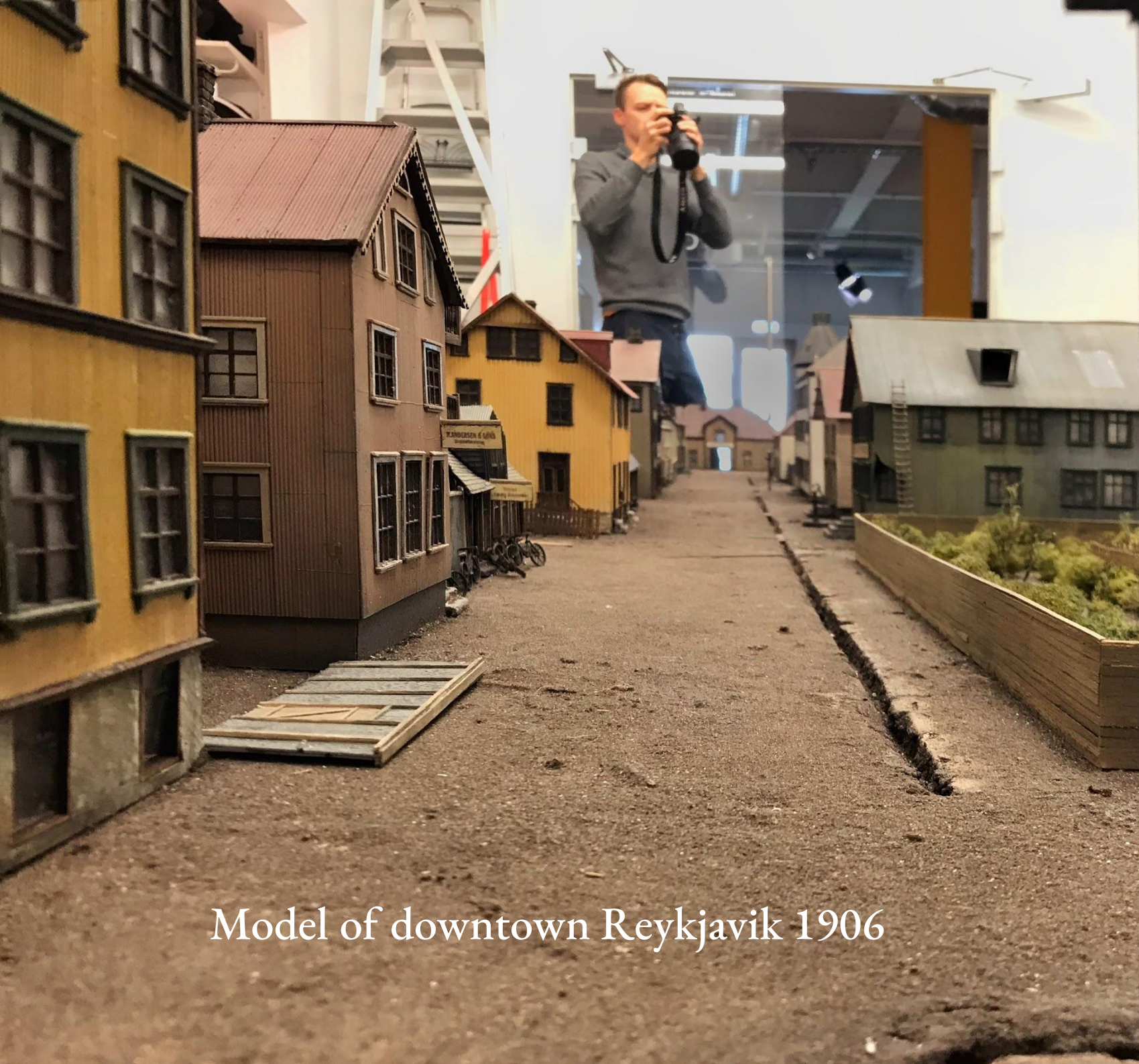
Water - Natural History Museum of Iceland

Augmented Reality

# Reykjavik 1906





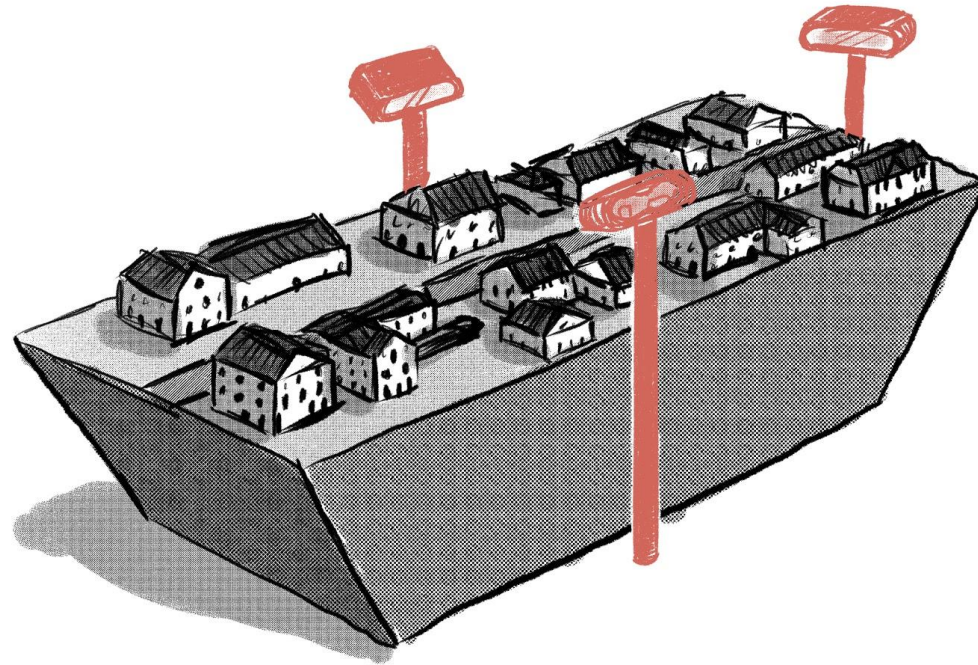


Model of downtown Reykjavik 1906



Our work

## Model of downtown Reykjavik 1906



Centerpiece

Bring to life

Eavesdropping

Context

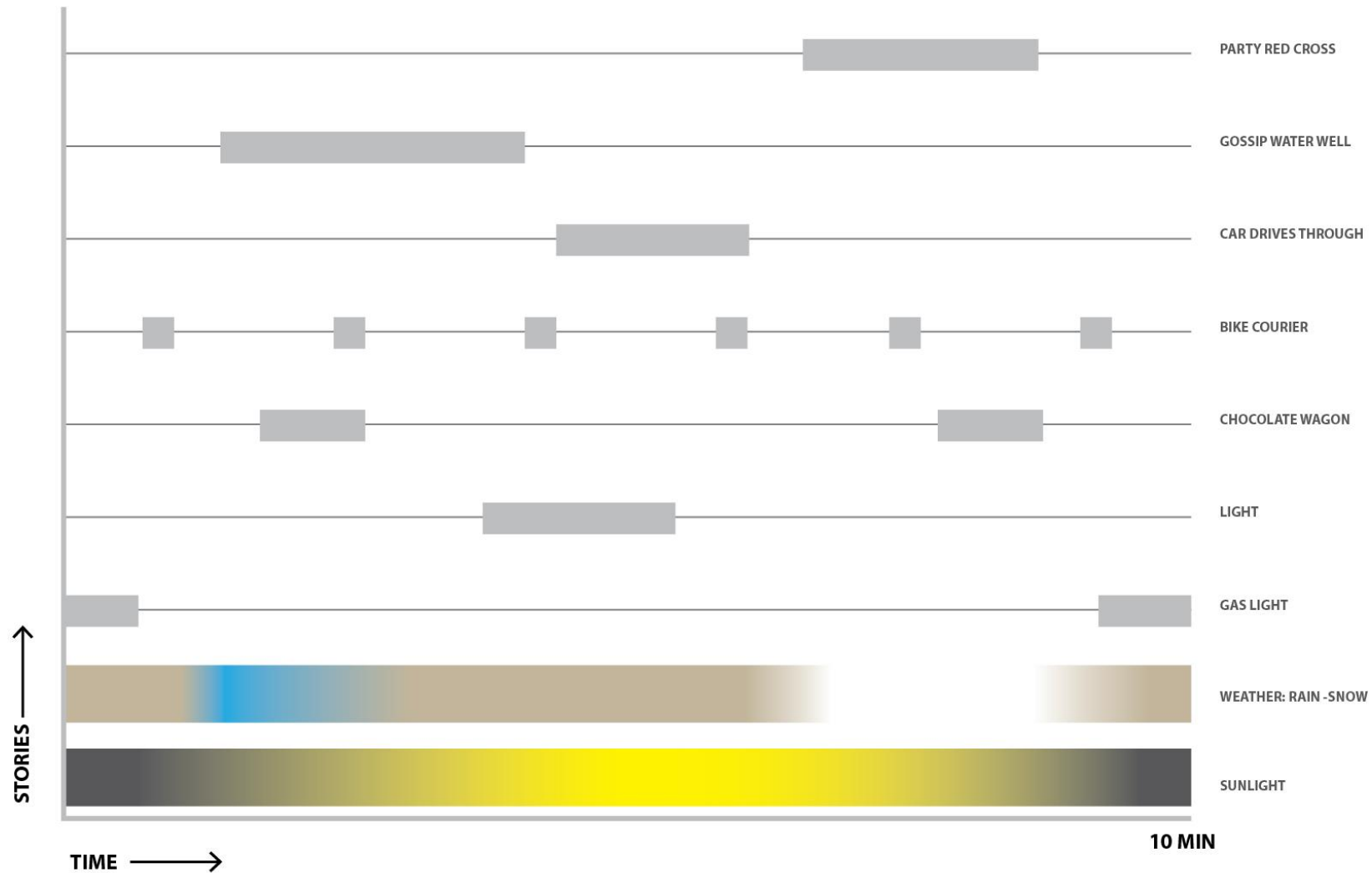
Explore

Different every time



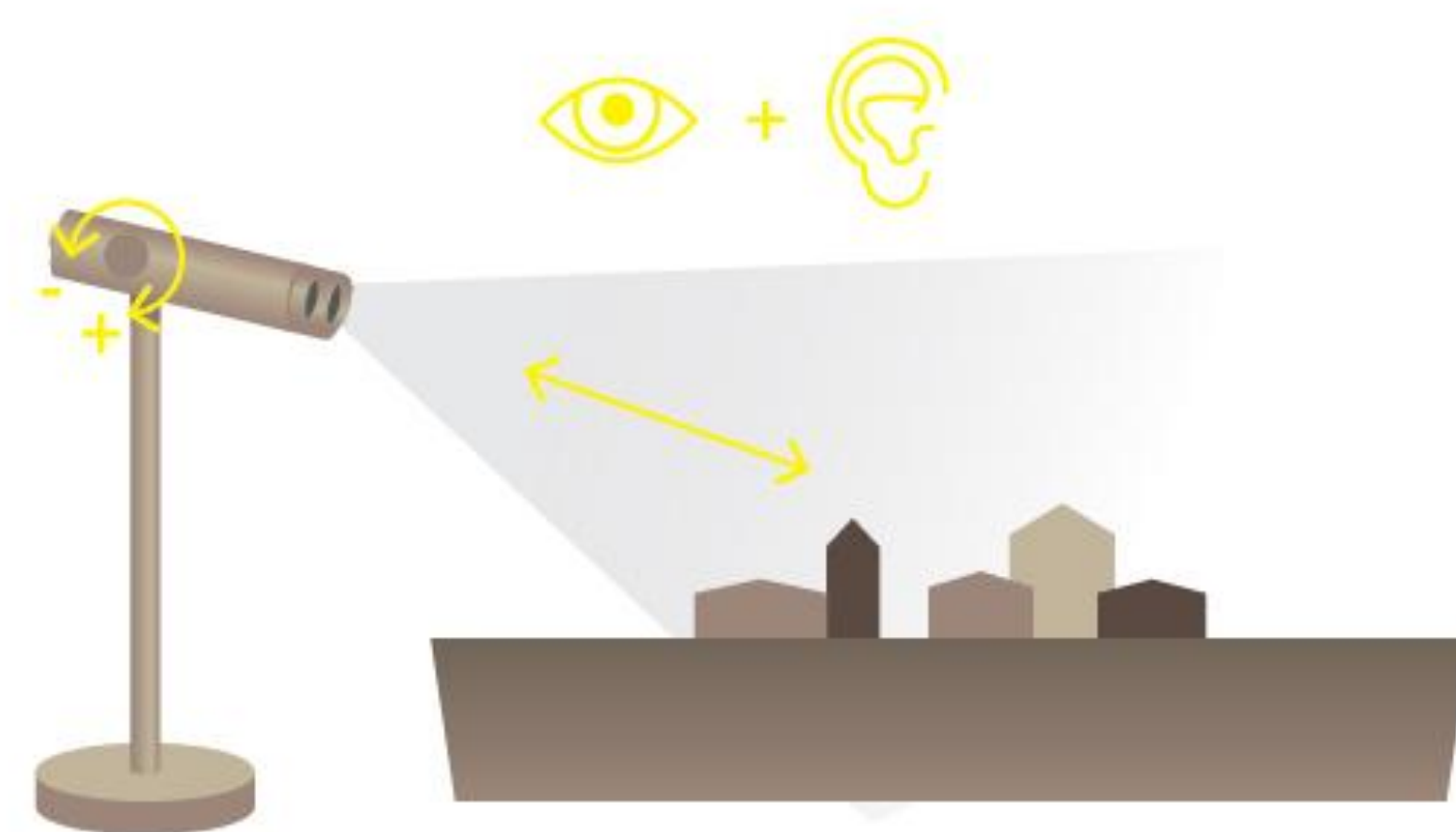
Our work

# Model of downtown Reykjavik 1906



Our work

## Model of downtown Reykjavik 1906



Pull in visual and sound



Our work

# Model of downtown Reykjavik 1906



Our work

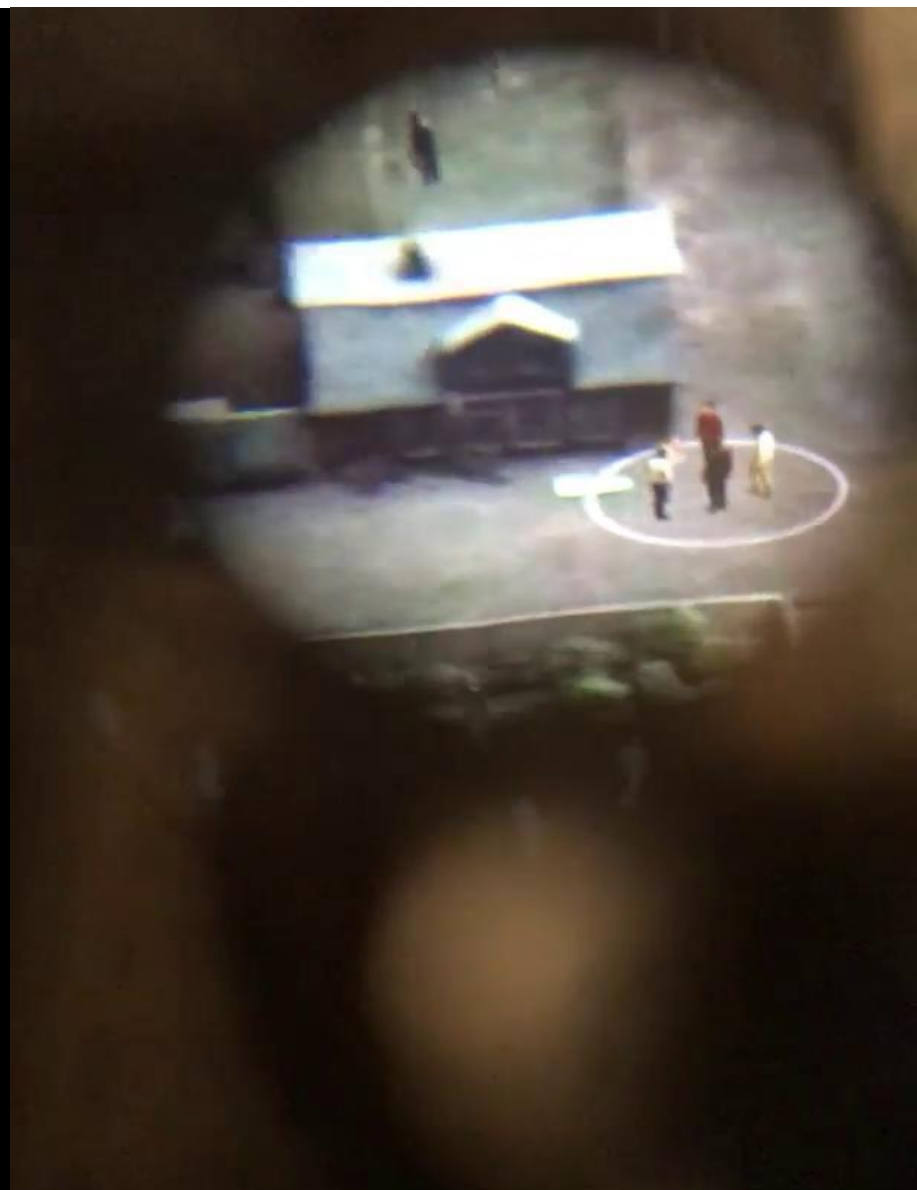
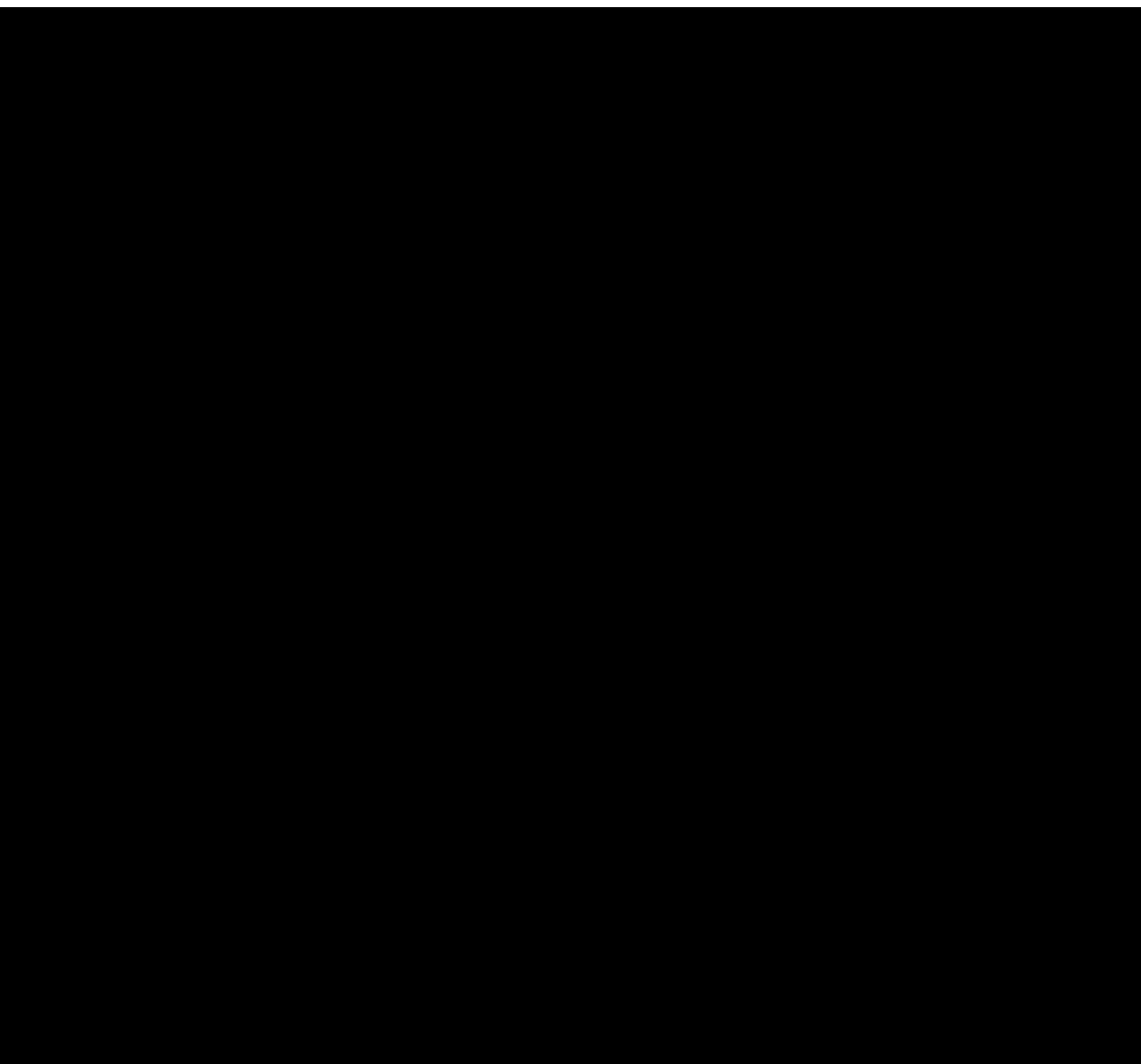
# Model of downtown Reykjavik 1906





Our work

## Model of downtown Reykjavik 1906



Our work

## Model of downtown Reykjavik 1906





# Augmenting Stories

## Some guiding principles:

- What is interesting to know for the visitor?
- How can we add to it and not add another thing?
- What is the most exciting way for the visitor to experience it?

# Augmenting Stories

## augment



*verb*

/ɔːg'mənt/

make (something) greater by adding to it; increase.

"he augmented his summer income by painting houses"

Similar:

increase

make larger

make bigger

make greater

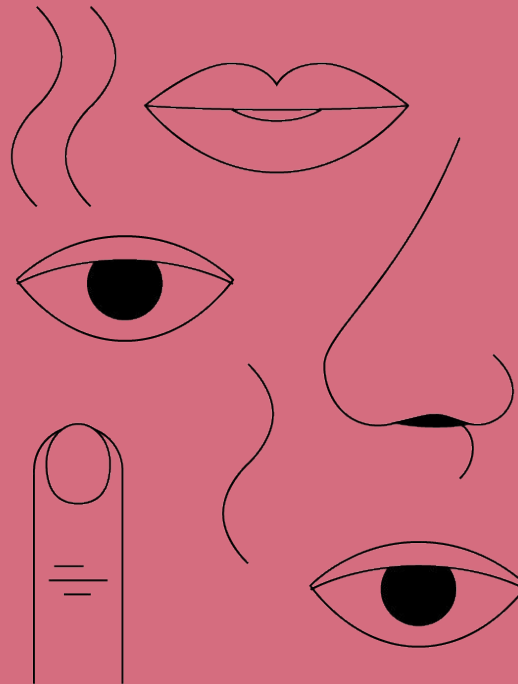
add to





## Augmenting Stories

**Augmenting stories is not only augmented reality through goggles, but can also just be audio, or visual, or smell or all of the above.**



# Augmenting Stories

## Goal

**Finding ingredients for what to think about when augmenting stories around objects.**



# Augmenting Stories

## 1. object

1 min

**Find a small object that's laying around and place on a blank sheet of paper**

Not too big, for example scissors, a small cup, trinkets, candle holder, mini cactus, pen, glasses, etc.



Workshop

# Augmenting Stories





# Augmenting Stories

## 2. Content - fictional

1 min

Pick one word of each of these and fill in:

### Emotion

Angry

Passive aggressive

Joyful

Surprised

afraid

### Texture

Fluffy

Wooden

Metallic

Hairy

Sticky

### Place

Kitchen

Bathroom

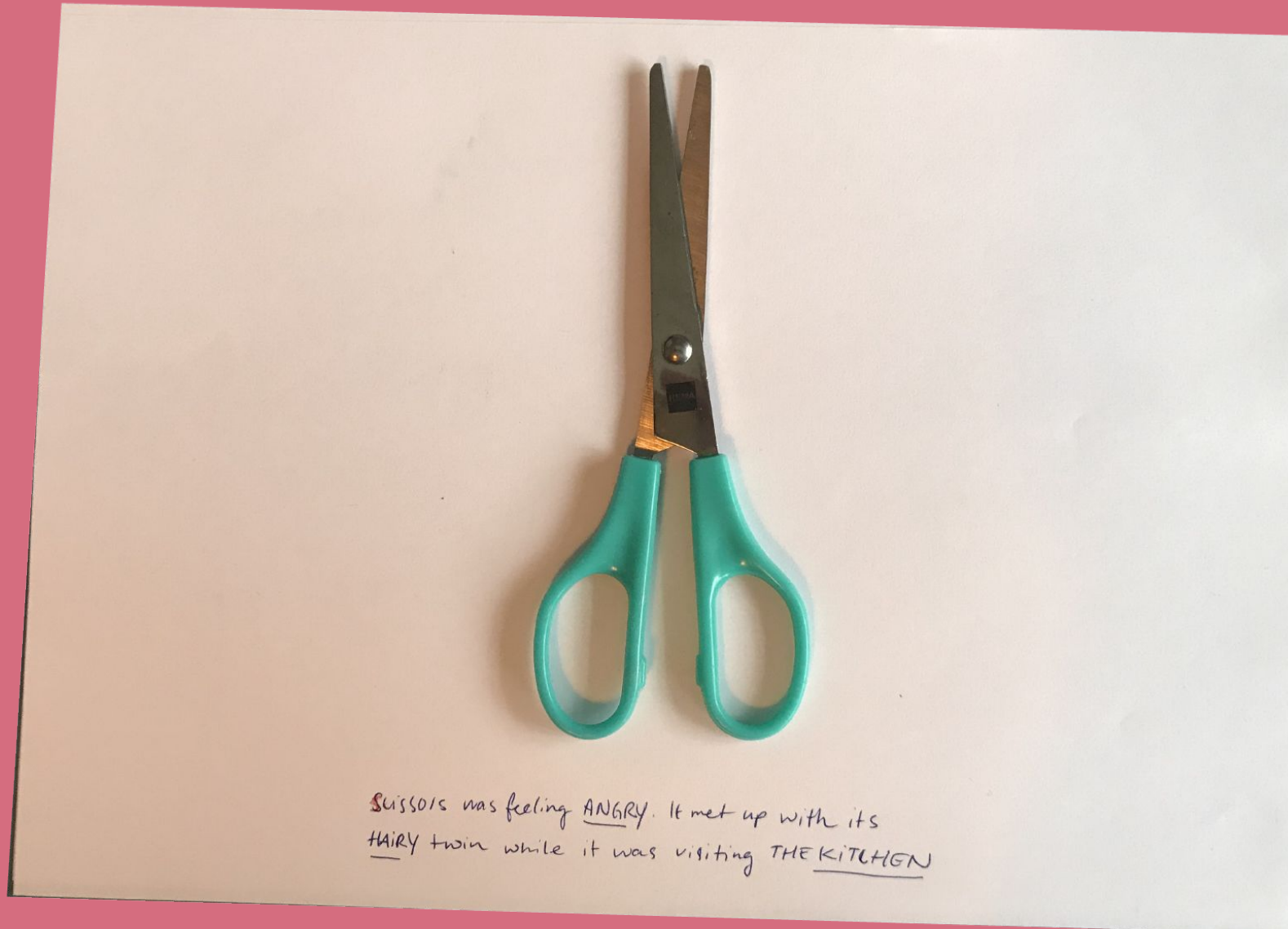
Garden

Ocean

Mars

**<your object>** was feeling **<your emotion>**. It met up with it's **<your texture>** twin while it was visiting **<your place>**.

# Augmenting Stories





# Augmenting Stories

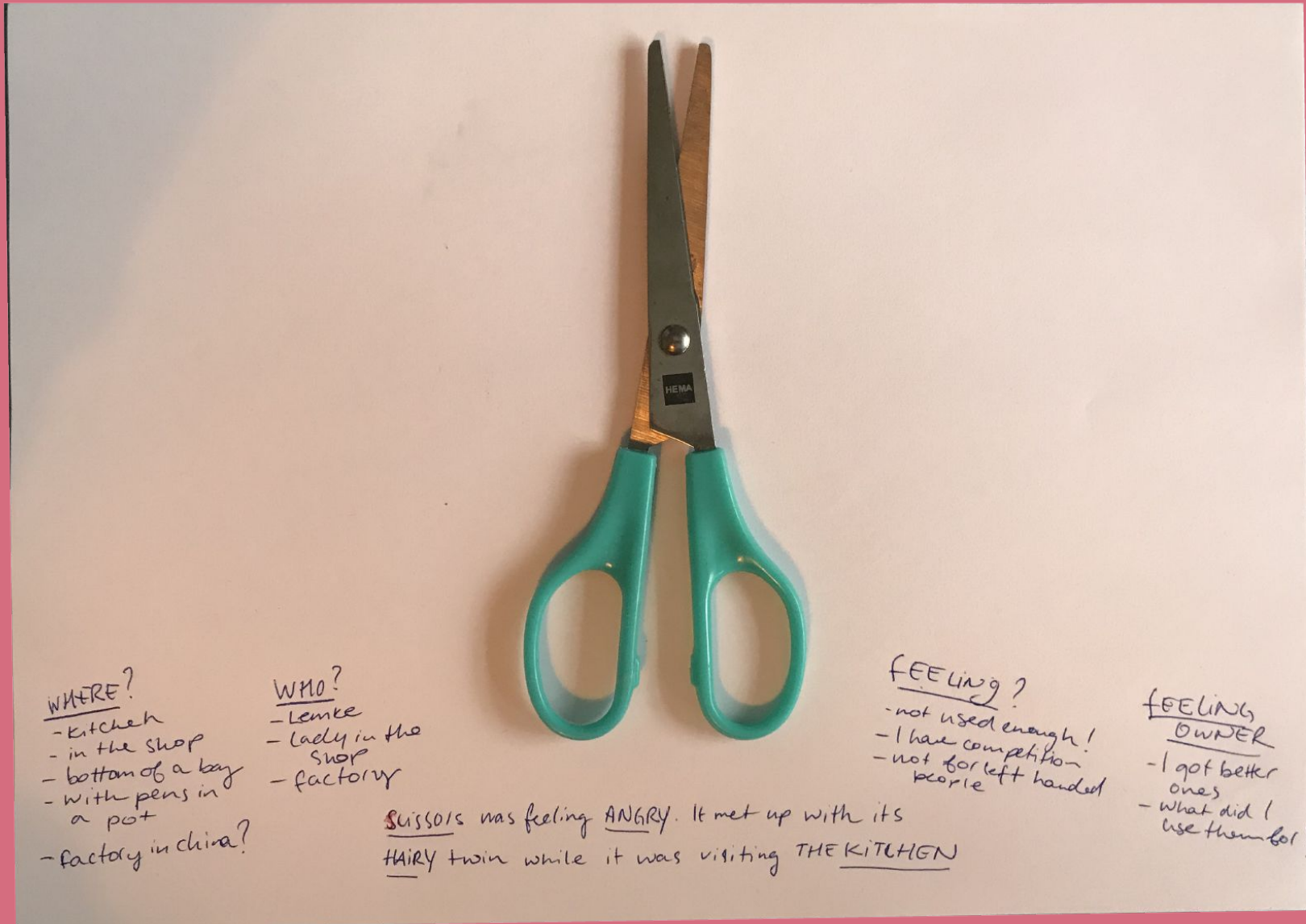
## 2. context - perspective

2 min

Answer some of these questions and write at the bottom of your paper:

- Where has it been?
- Who has it been with?
- What would this object be feeling? thinking?
- What would its owner feel or think, or say?

# Augmenting Stories





# Augmenting Stories

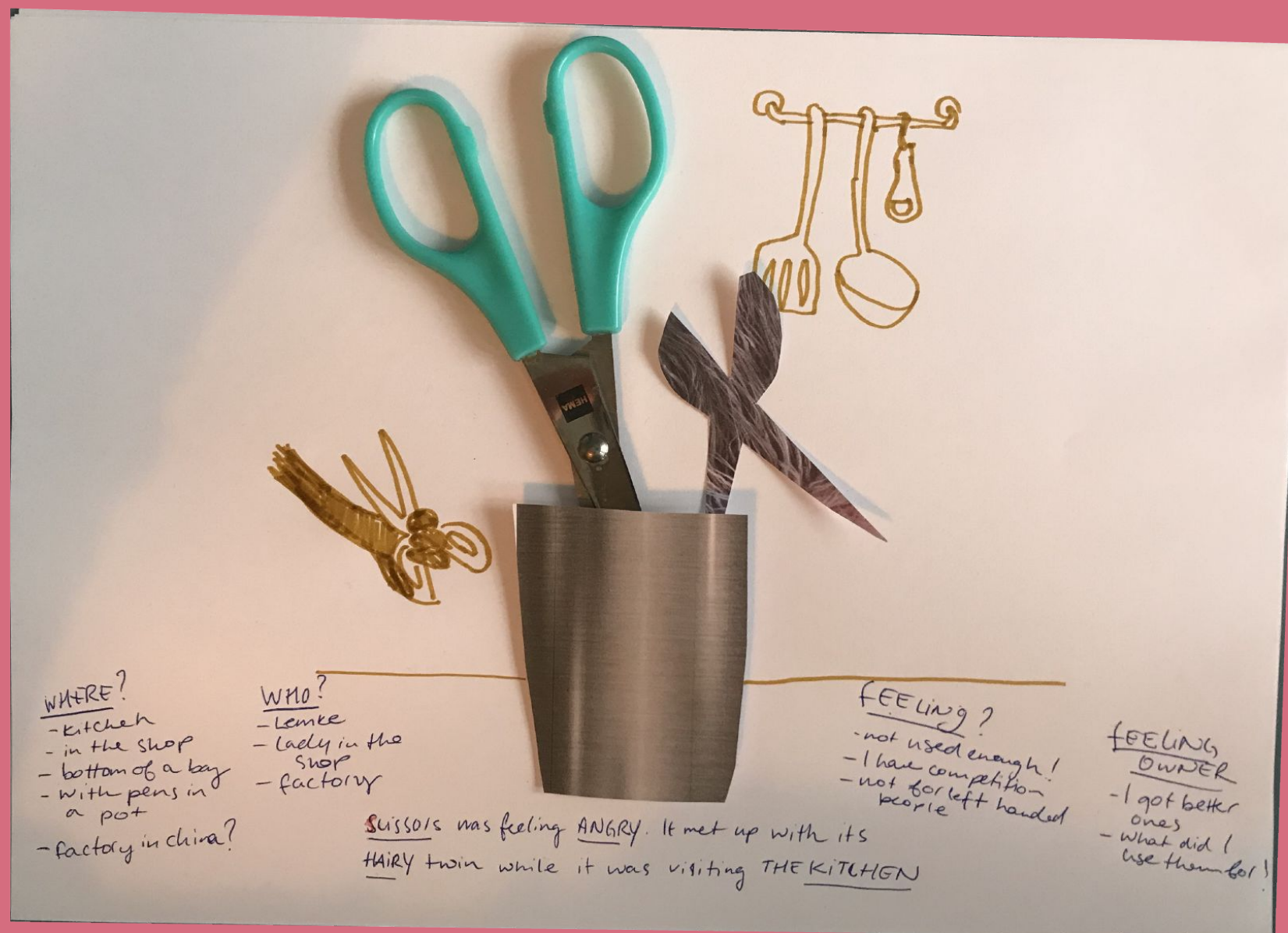
## 2. context - visual

4 min

**What could this look like?**

(Think for example about the environment, the weather, where it has been, how it would be grabbed... etc , you can use the sheet now!)

# Augmenting Stories



# Augmenting Stories

## 2. context - sound

3 min

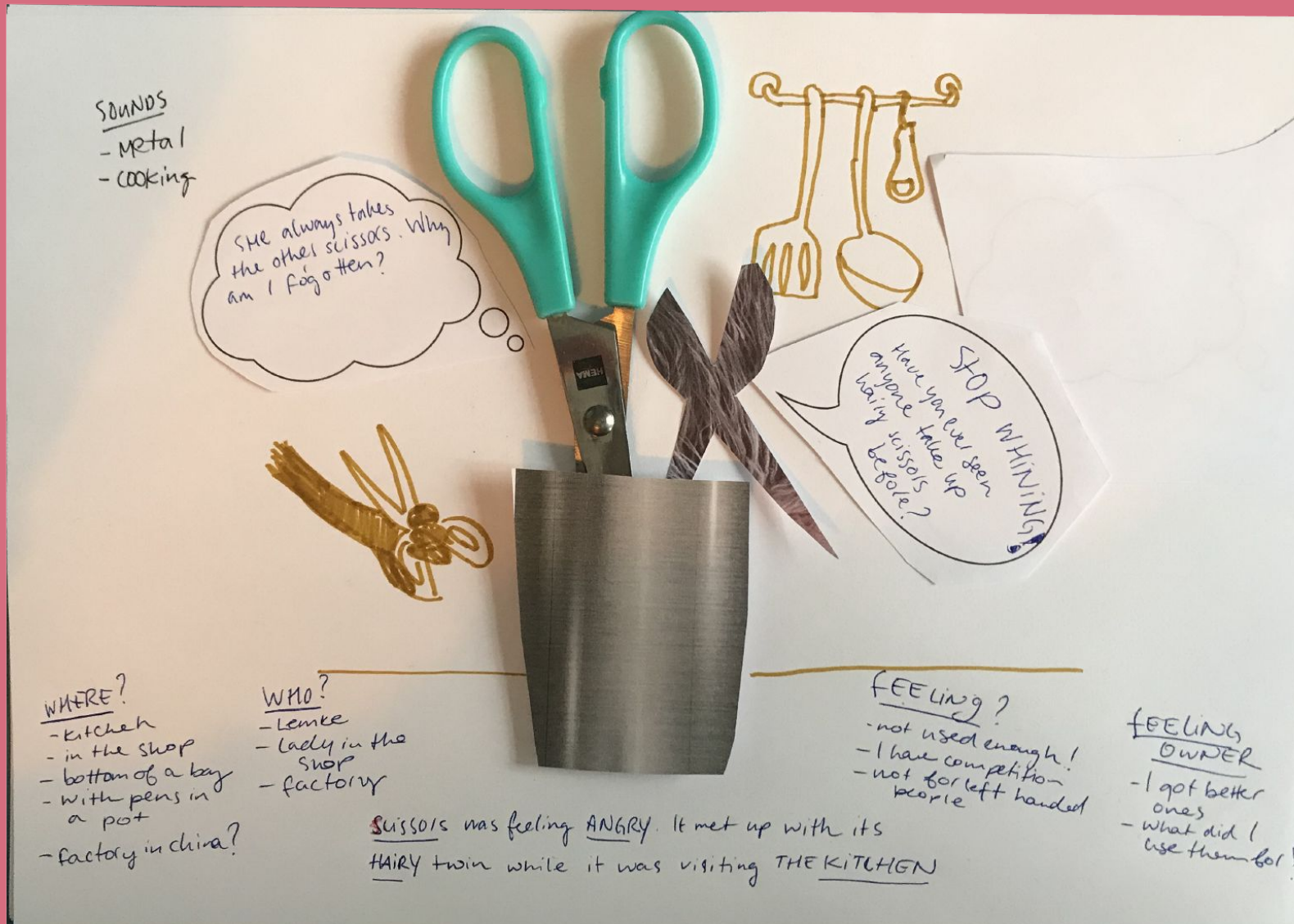
**What could this sound like?**

Think about the conversation it could have, what it could be thinking, where it has been, was it busy, or quiet?



## Workshop

# Augmenting Stories



# Augmenting Stories

## 2. context - smell

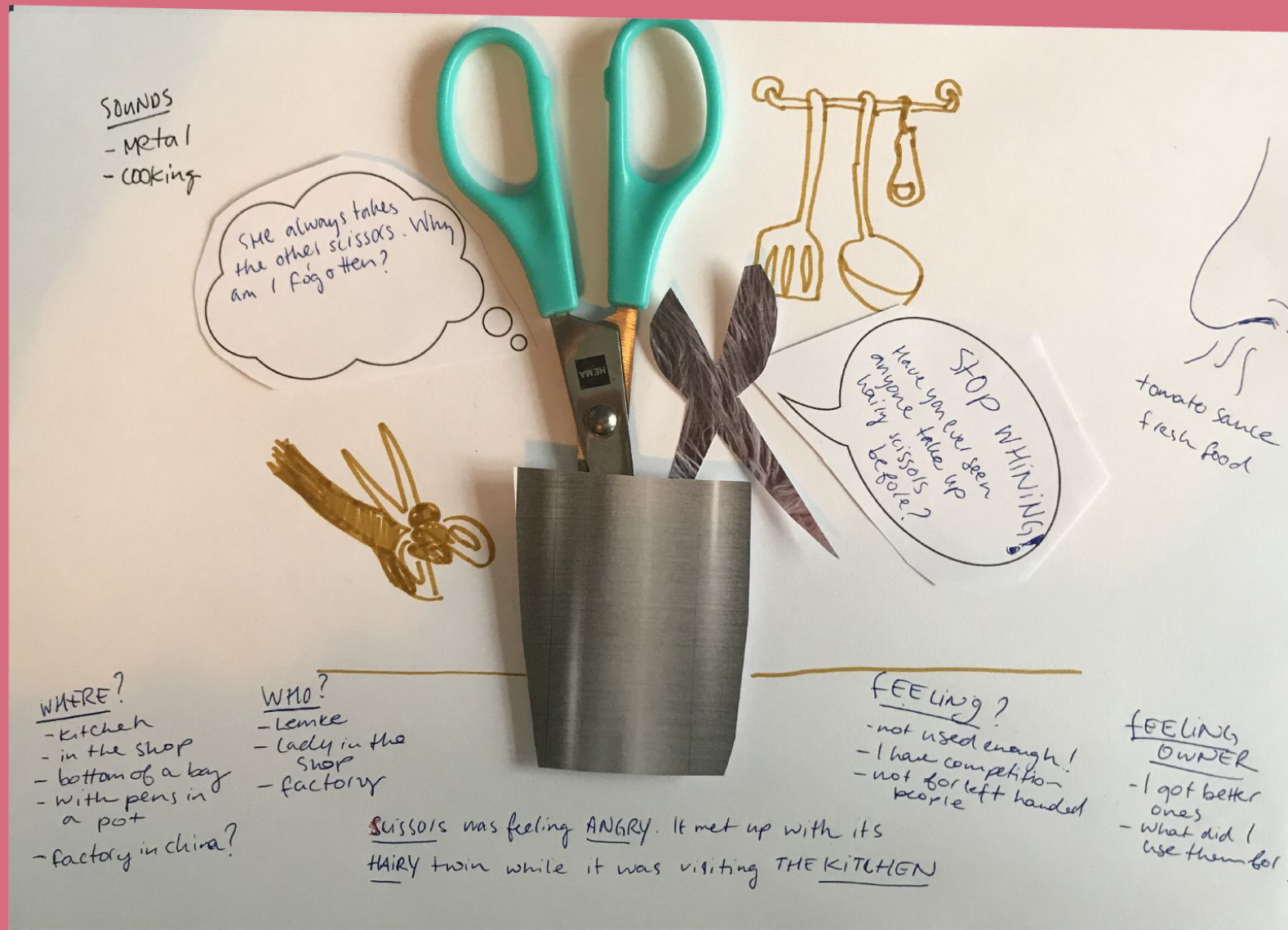
1 min

### What could it smell like?

Think about where it has been, are there specific smells that are characteristic? The people around it smelled specific? Sweaty, fresh, perfume, forest, spicy, etc.

## Workshop

# Augmenting Stories



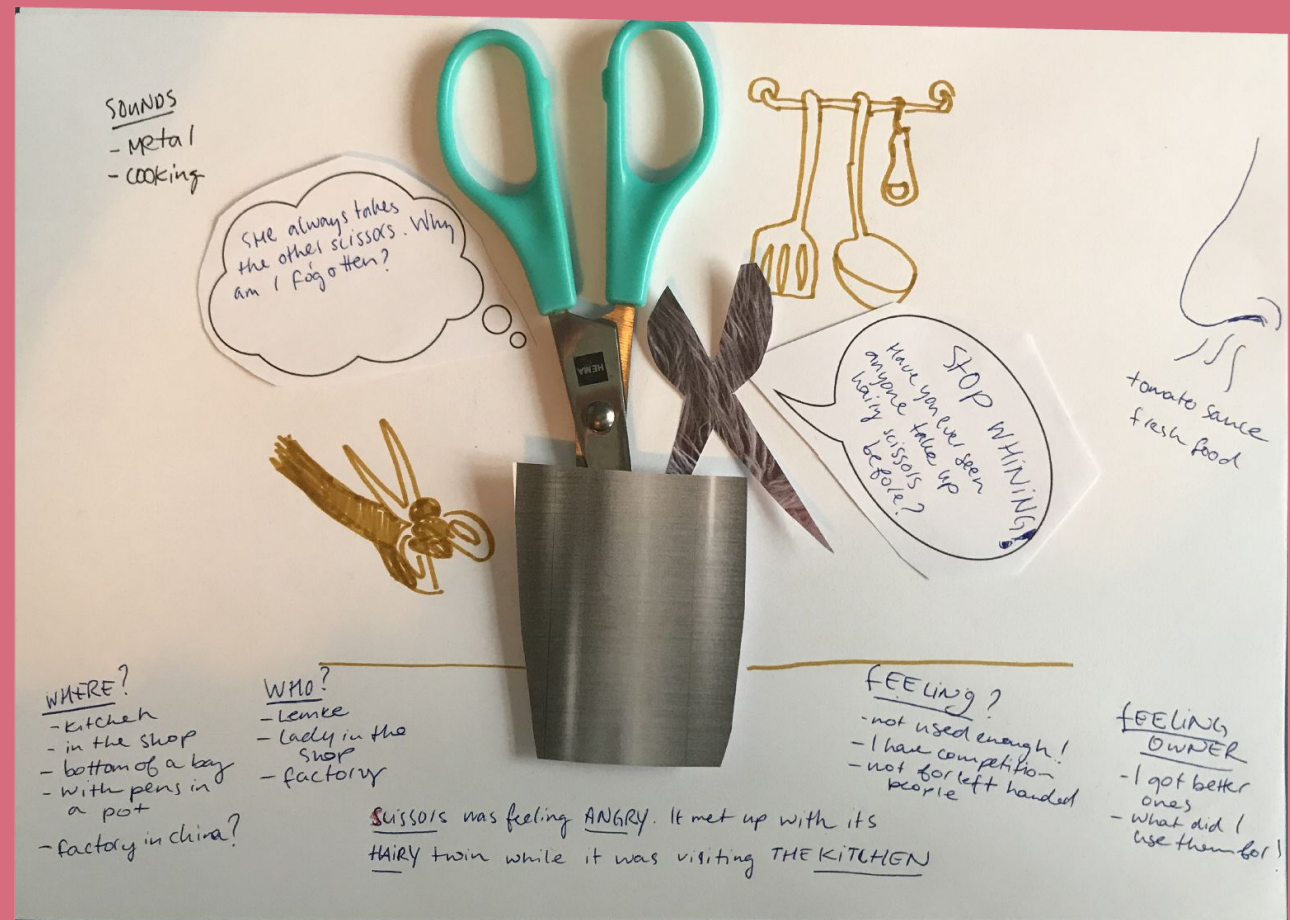


# Augmenting Stories

When you are done,  
Take a picture!

You can email it to me:  
[Lemke@gagarin.is](mailto:Lemke@gagarin.is)

I will show some of the  
works!



## Augmenting Stories

### Some guiding principles:

- What is interesting to know for the visitor?
- How can we add to it and not add another thing?
- What is the most exciting way for the visitor to experience it?
- What works for your object or environment?
- What level of complexity and thus budget?
- Where can you add the most interesting context?



# Thanks for joining!

Want to know more?

[www.gagarin.is](http://www.gagarin.is)

@gagarininteractive

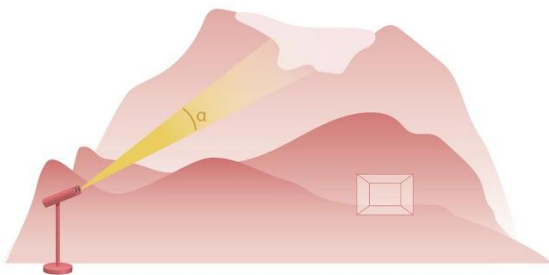


# Augmenting Stories

LESS COMPLEX

COMPLEXITY OF AUGMENTED REALITY:  
SOME PARAMETERS

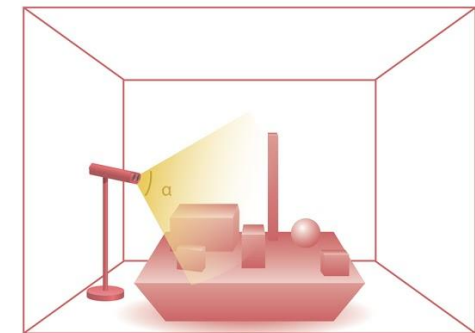
MORE COMPLEX



DISTANCE TO OBJECT IN REAL SPACE  
(VIEW ANGLE)

← FAR AWAY → CLOSEBY

(mapping of virtual with real)



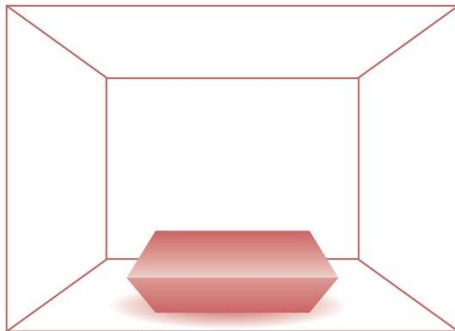
# Augmenting Stories

LESS COMPLEX

COMPLEXITY OF AUGMENTED REALITY:  
SOME PARAMETERS



MORE COMPLEX



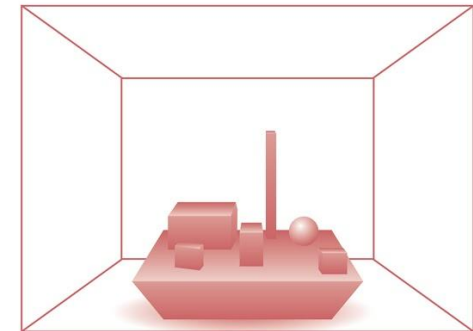
COMPLEXITY OF RELATED OBJECT IN REAL SPACE



SIMPLE OBJECT

COMPLEX PBJECT

(mapping virtual + real: occlusion)

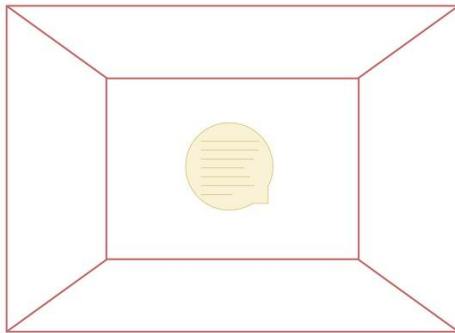


# Augmenting Stories

LESS COMPLEX

COMPLEXITY OF AUGMENTED REALITY:  
SOME PARAMETERS

MORE COMPLEX

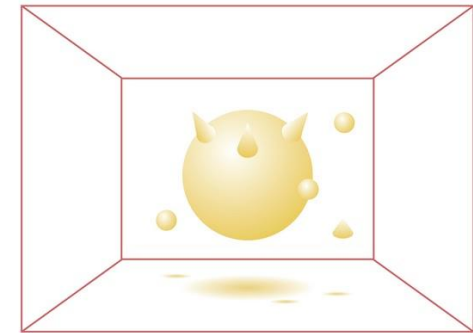


COMPLEXITY OF VIRTUAL OBJECT

SIMPLE 2D

(work in generating content)

COMPLEX 3D



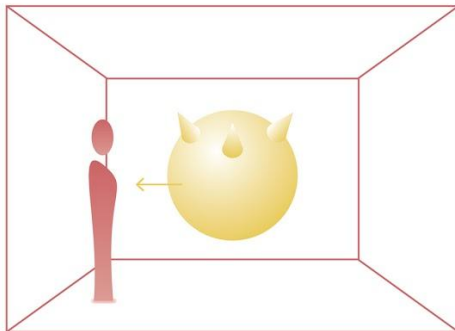


# Augmenting Stories

LESS COMPLEX

COMPLEXITY OF AUGMENTED REALITY:  
SOME PARAMETERS

MORE COMPLEX

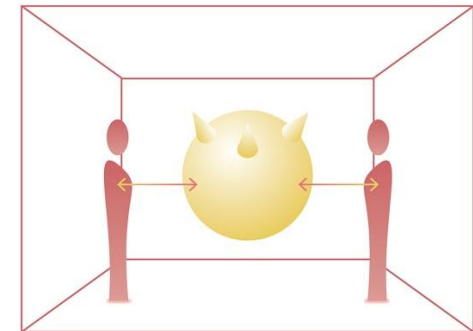


LEVEL OF INTERACTION

NONE

MULTIPLE PEOPLE

(shared live virtual scene computing power and matching world)

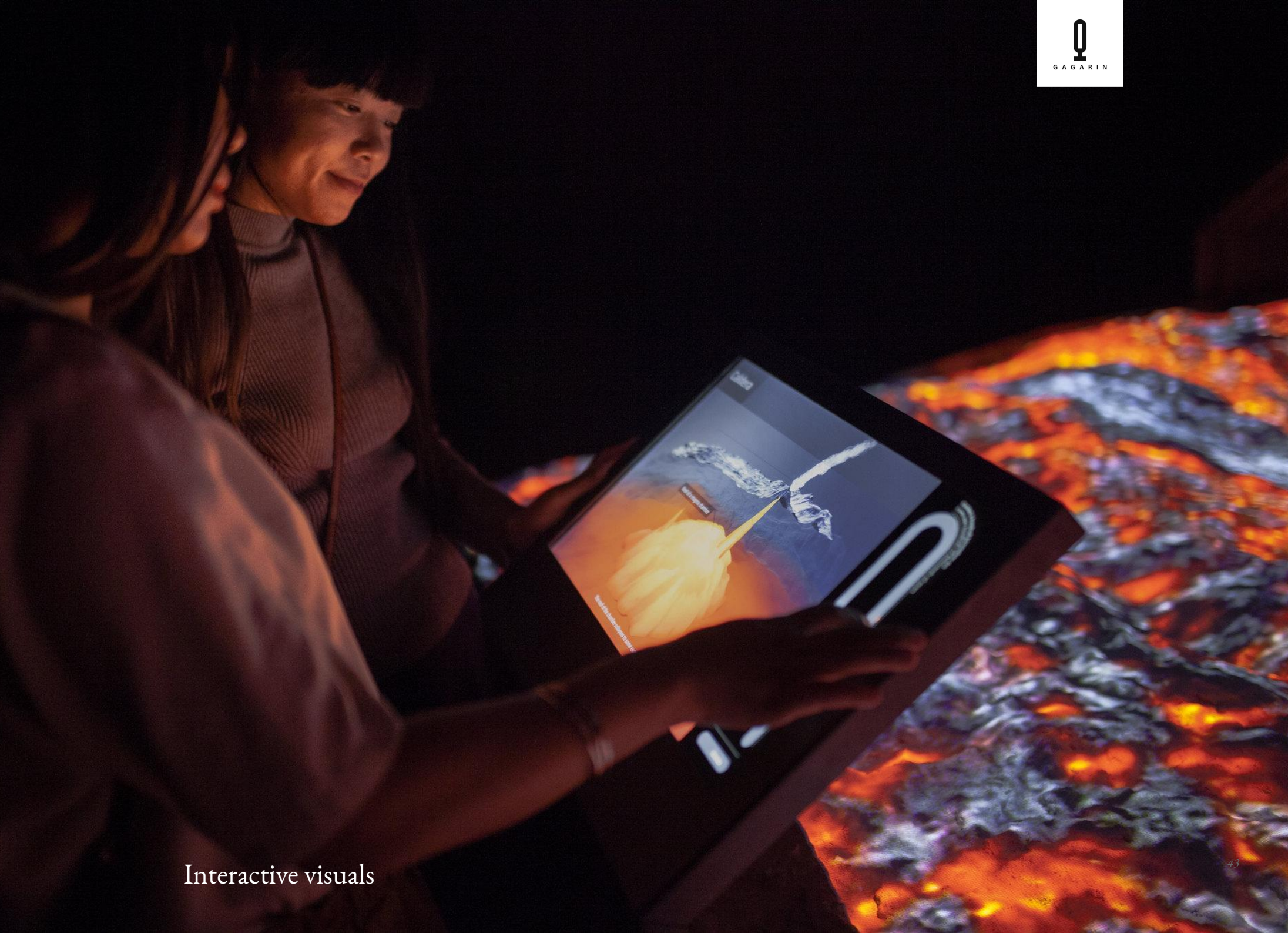






Tangible interaction





Interactive visuals





Gesture interaction





Eldgos frá landnámi  
Volcanic Activity

1004	1108	1206	1328	1309
1361	1370	1510	1587	1608
1603	1766	1863	1967	1974
1980	1981			

„Í gamla daga héldu margir að gígar mínir væru  
inngangur helvitis og að svartir fuglar sem flugu  
þangað væru sálir fordæmdra.“

“Early on, people who encountered my eruptions used  
to think that my craters were the entrance to Hell and  
flying black birds were the souls of the condemned.”

**HEKLA**

Vegur  
Distans  
33

„Það er orðið nokkuð langt síðan  
mínur slóðum og eldgosin voru  
vill læt ég ekki í mér heyra ofta“

“It has been a while since my last  
they were rather small. Perhaps  
from now on... or perhaps

**TINDFJ**

### Eldgos á Íslandi frá 1900

Eldgos á Íslandi eru algeng enda telst landið eini edvirkada næði í heimi.

Því lengra sem líðið er frá eldgosunum, þeim mun minna er vitað um marg þeirra. Helstu gósefni eru hraun og gísla í misstórum hlutfötum.

**N<sup>o</sup>** merkir norðan eða norðaustan við miðmeiðstóðina

**\*\*** merkir tvo eldgos á sama árt

**\*\*\*** merkir þrjú eldgos á sama árt

### Volcanic Eruptions in Iceland since 1900

Volcanic eruptions are frequent in Iceland and the country is one of the most active volcanic regions in the world.

Many eruptions, distant in time, are not well documented. The eruptions produce a variety of lava flows and tephra deposits.

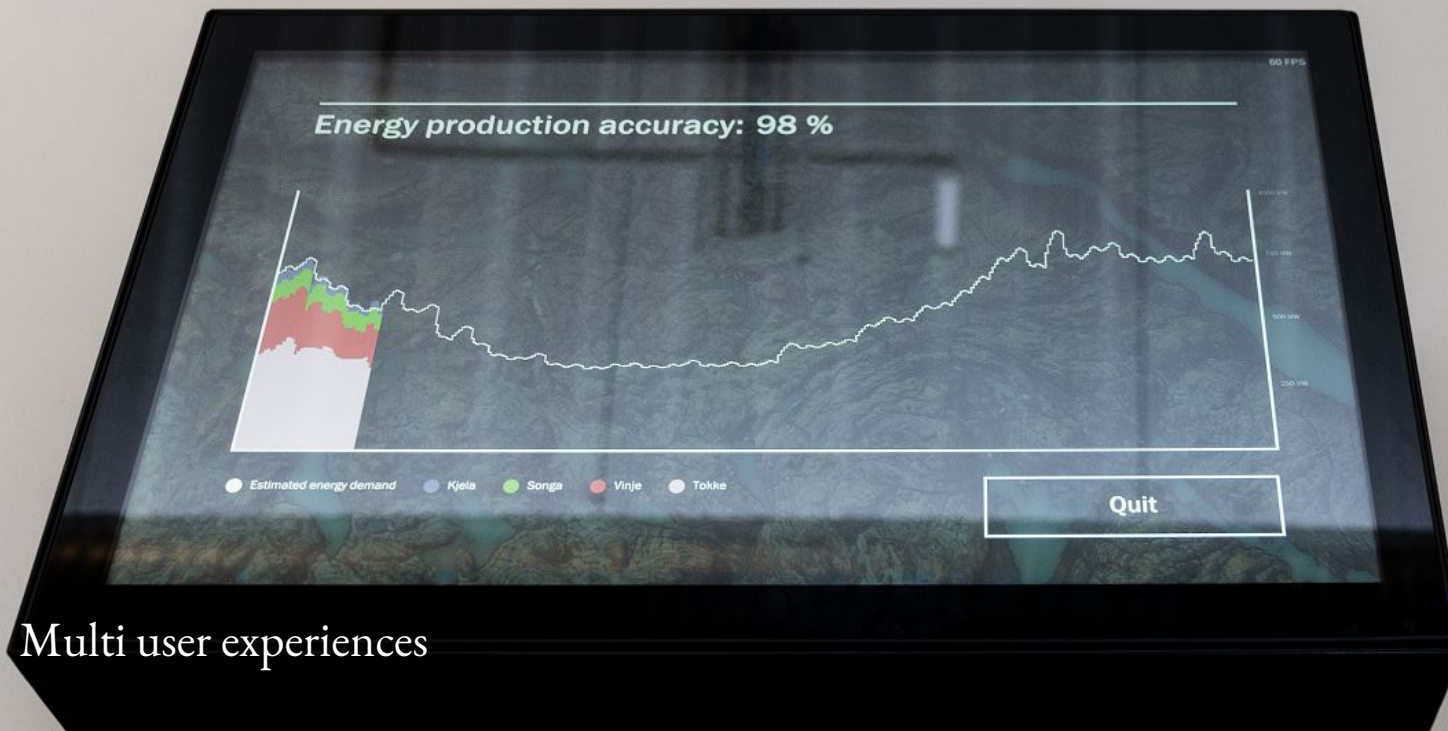
**N<sup>o</sup>** denotes north or northeast of the centre volcano

**\*\*** means two volcanic eruptions in the same year

**\*\*\*** means three volcanic eruptions in the same year







Multi user experiences



Þjóðgarðurinn á Þingvöllum  
Thingvellir National Park



Environmental graphics





Live data