

HELLO

**We are
Alessandro,
Carla,
Elisa.**

IGNRETIME

«Che cos'è dunque il tempo? Se nessuno me lo chiede, lo so;
se voglio spiegarlo a chi me lo chiede, non lo so più»

Sant'Agostino (Confessioni)



WHAT ABOUT TIME?

Il tempo è la dimensione nella quale si concepisce,
e si misura il trascorre degli eventi.

Time is the dimension in which events' flow has created and measured.

ETERNAL PRESENT



VALUE TIME CONSCIOUSNESS

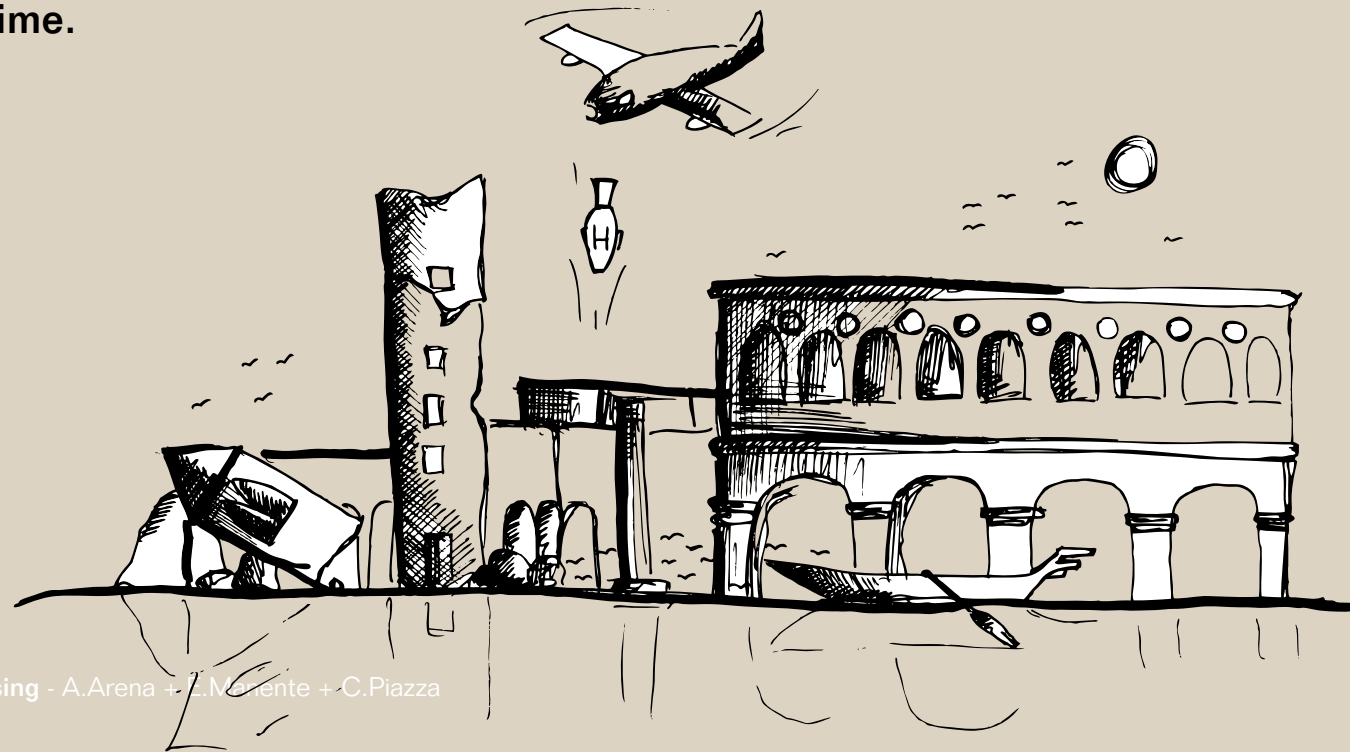


2009

VIRUS H1N1 failed

2025

**new mortal virus spreads through the world,
the virus has a faster diffusion in that places with high
stagnated water presence: **VENICE**.
to avoid a worldwide contaminaton, EU Commission decides
to destroy the city: a H-bomb drops down on Venice,
deleting every historical signs of the time.**

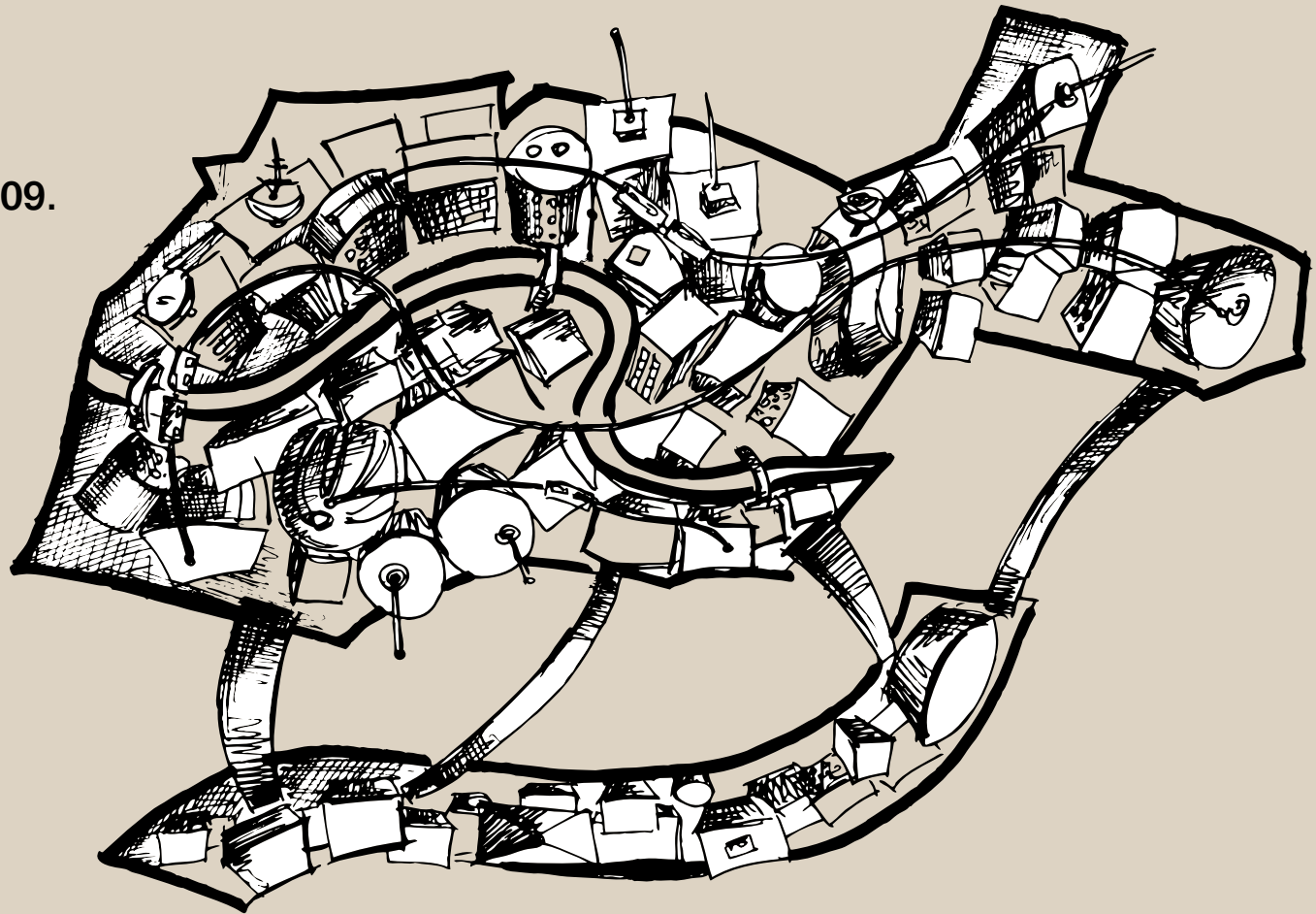


2074

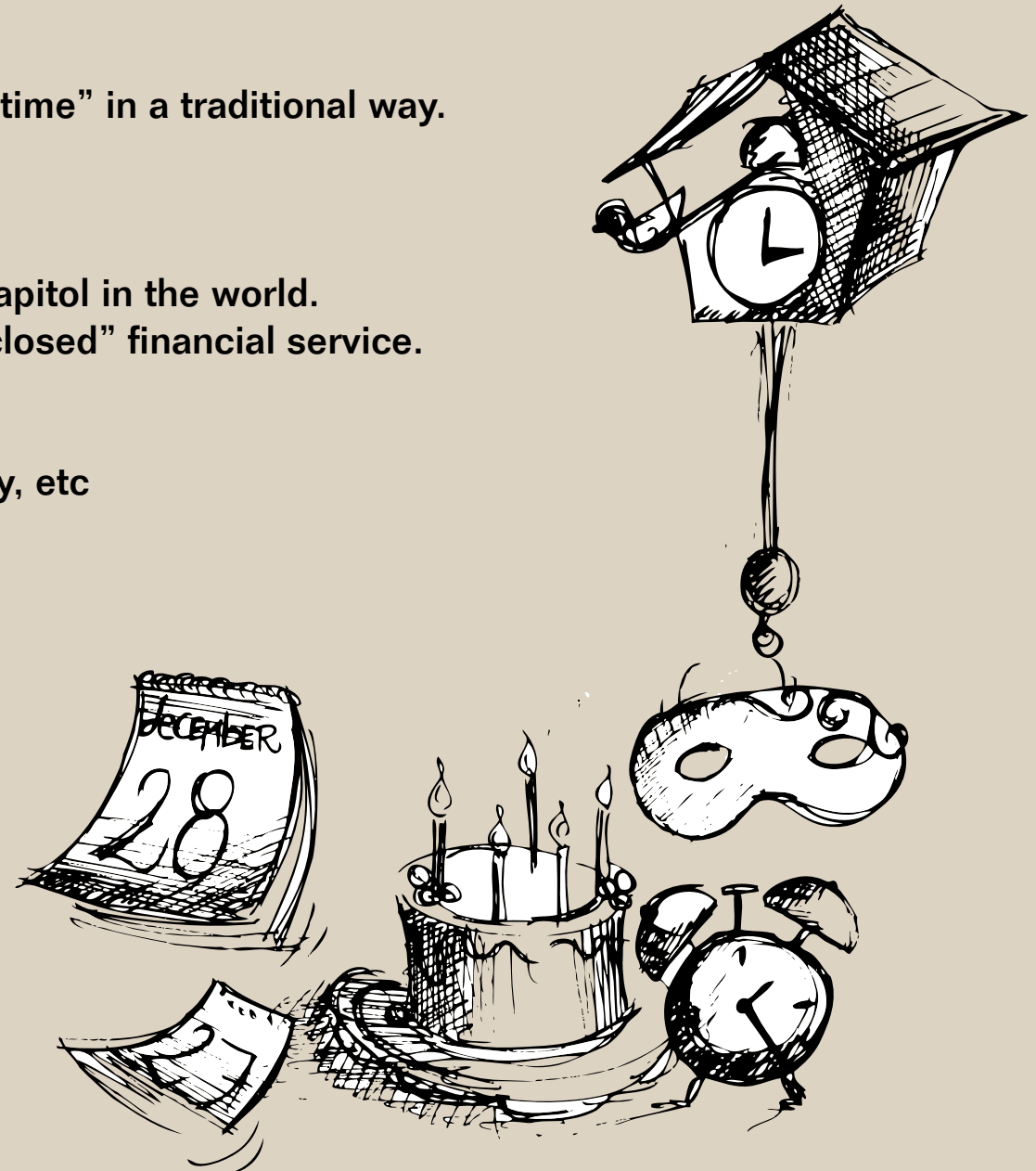
The EU rebuilt Venice as the new European financial capital.

No monuments,
no campi,
no fondamenta,
no public structures,
no coffee shops,
no restaurants,
no shopping centers,
no Venice as the one we knew on 2009.

The new Venice has:
skyscrapers,
schools,
“air-train” transports,
tapis roulant as pavements,
automatic dispensers,
shopping on-line.



That new Venice has a new concept of time.
don't exist calendars, watches: whatever means "time" in a traditional way.
Venice has a own measure of the time.
It works all the time because it has to improve
and increase European economy:
in this way It can makes itself the best financial capitol in the world.
Venecian work all the day to guarantee a "never-closed" financial service.
they don't care about the time.
they don't celebrate: they don't have birthday,
wedding anniversary, christmas, thanks-giving day, etc
because they have no hours, no days, no weeks,
no months,no years...
NO TIME.
a day never will come again in Venice.



USERS

The Venicians were replaced by people from all Europe:

_businessmen

_25/70 years old

_graduated

_high familiarity with technological devices and systems

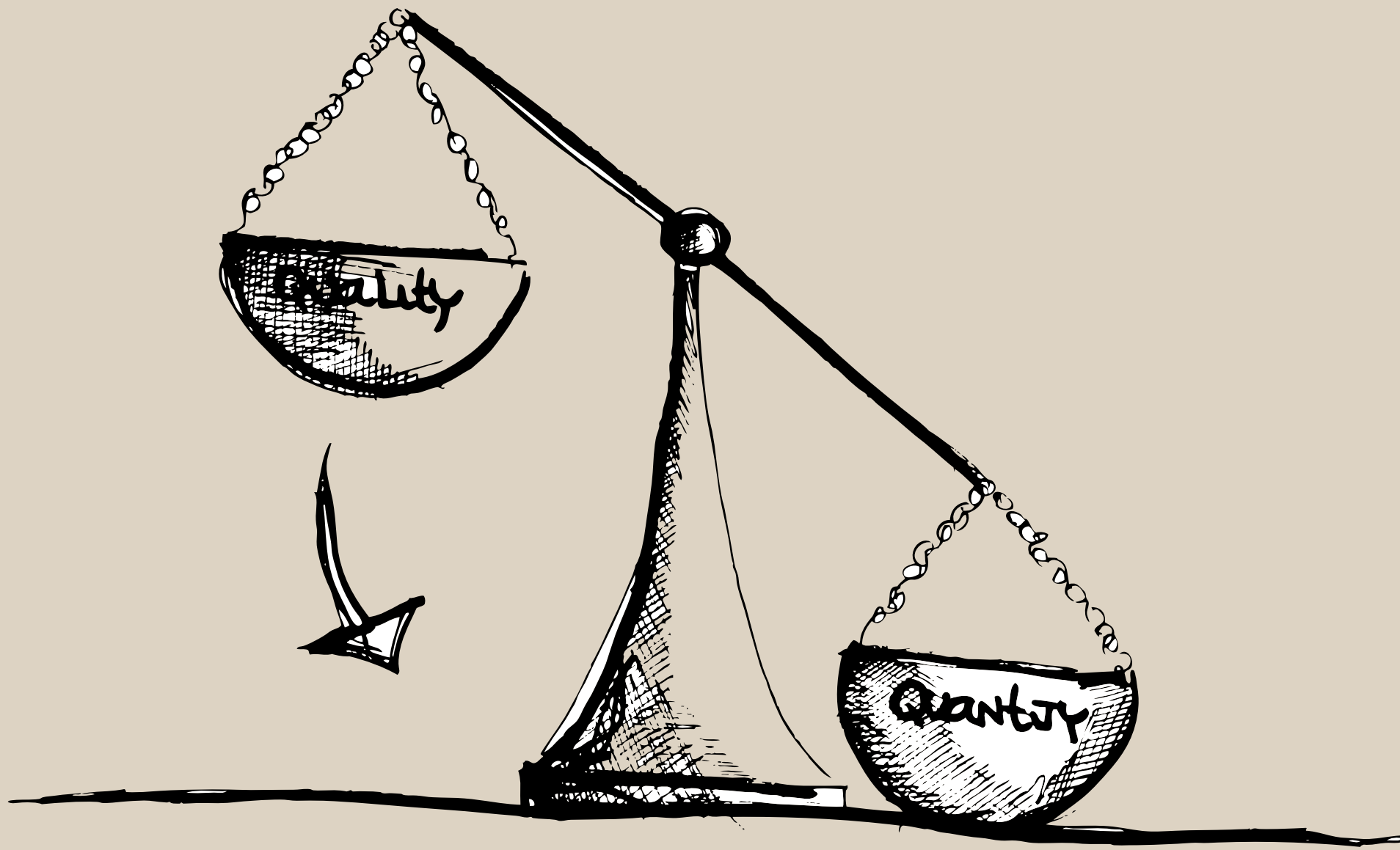
_different cultures but the same time idea

_they are curious and interested

into any new technological development and design innovation.



WHAT ARE WE TRYING TO DO?



AIMS

What the interactive service does is:

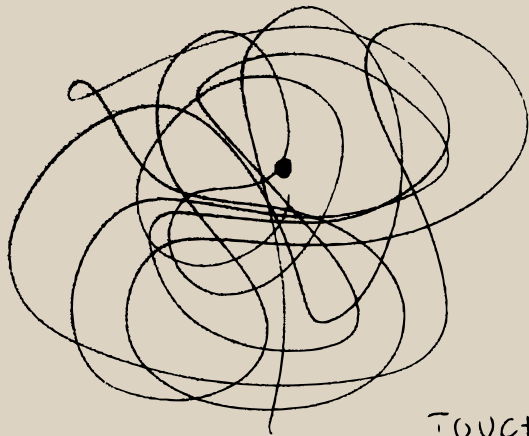
- _suggests simple actions** which can help the users to understand the time value by the everyday experiences;
- _tries to give consciousness** of the time value by comparing the quantity and the quality of the time spent;
- _creates connexions** between users;
- _stores comments** left by the users about the “time experience”;
- _shapes** the users’ past.

It would produce slowness, satisfaction, pleasantness, happiness in the users, while it would let “real” world people think about time value and it would produce interest and curiosity.

STAKEHOLDERS

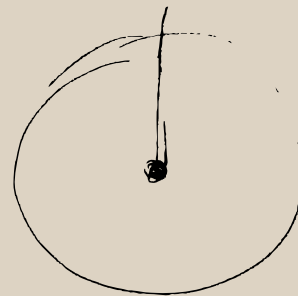
The other stakeholders are the users' children and relatives outside Venice. Their interests are affected by the service in an educational way, because children can learn from their parents how to enjoy the time and in an increase of the relatives relationship.

FAST

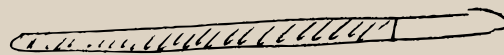


TOUCH

INIZIO/FINE DEL "1"

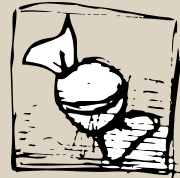
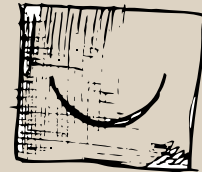
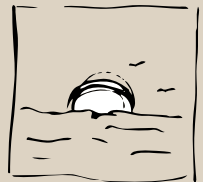
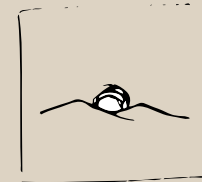


POSSIBILE
RAPPA DEL "1"



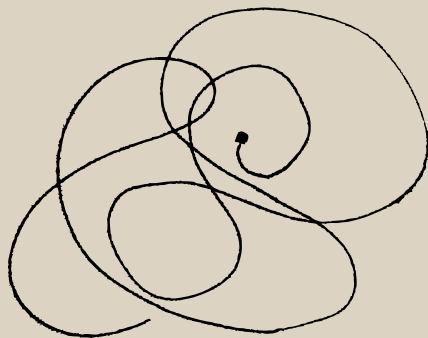
LAVORO

↓
RIPOSO

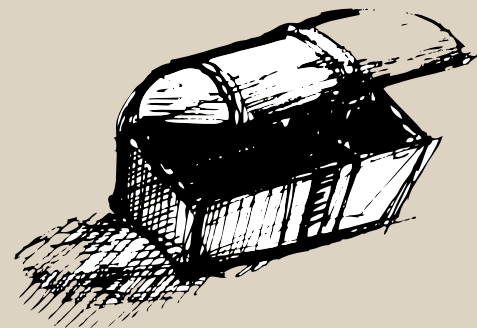
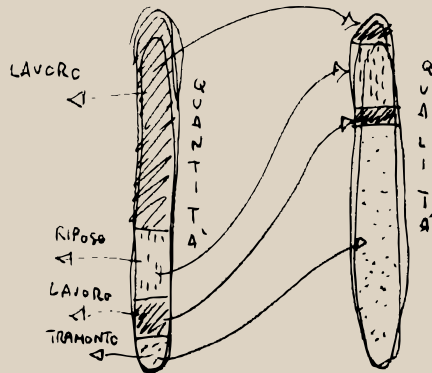


|| PAUSE / ► PLAY

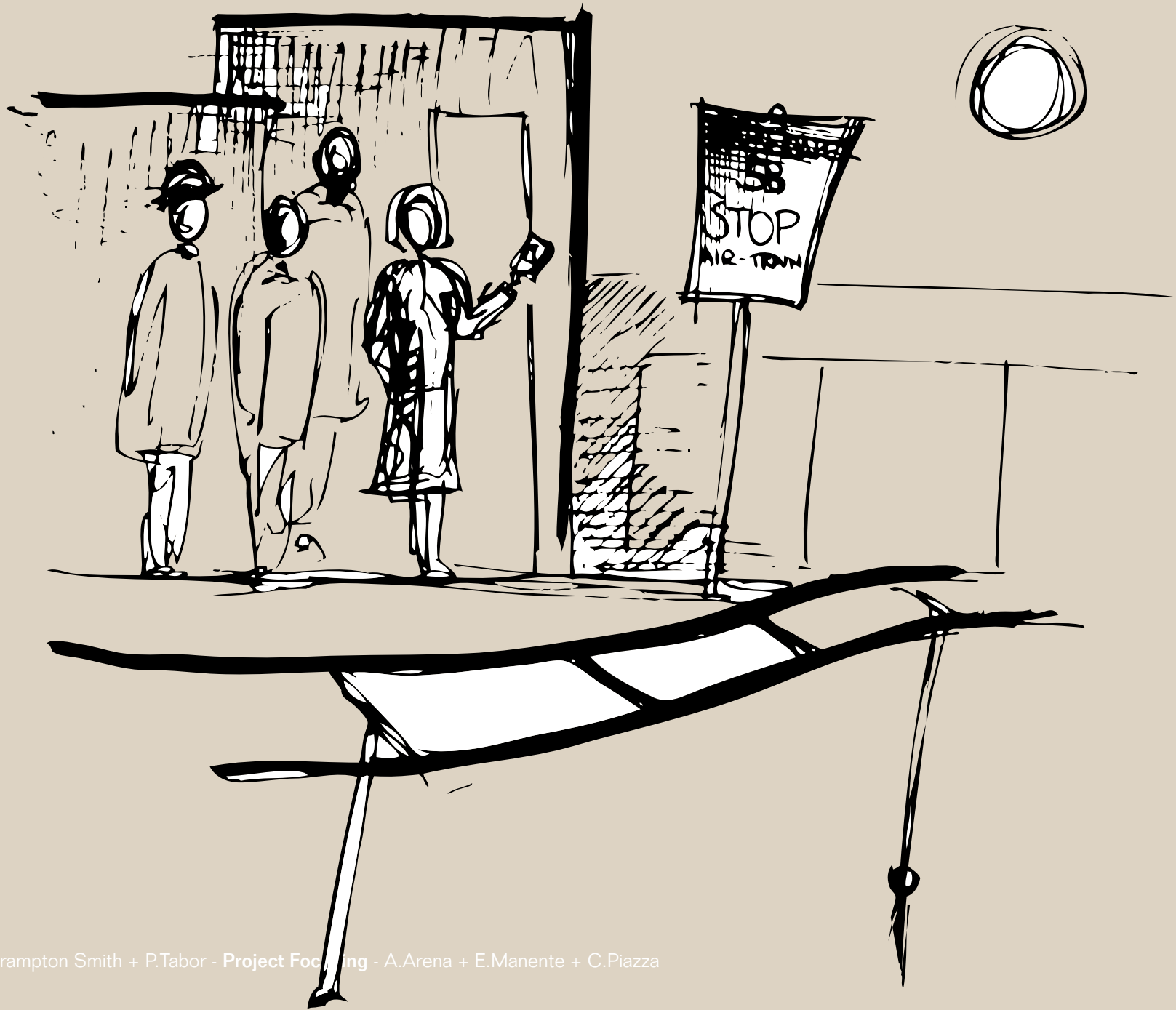
SLOW



RELA VISIVA DELLA
DIFFERENZA TRA QUALITÀ
E QUANTITÀ DEL TEMPO









THANK YOU

