

PORTFOLIO

THE TRAM
EXPERIENCES
THINKBELT

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Ruled by Joaquín Alvado and Javier Sanchez Merina

BEGINNING



Taking inspiration from a trip from Alicante to Benidorm, I created a new tram map of this road: based on individual perception and **visual experience**. Creating a map based on views, prompted the idea of expanding the concept to all other senses. And here they were created....c

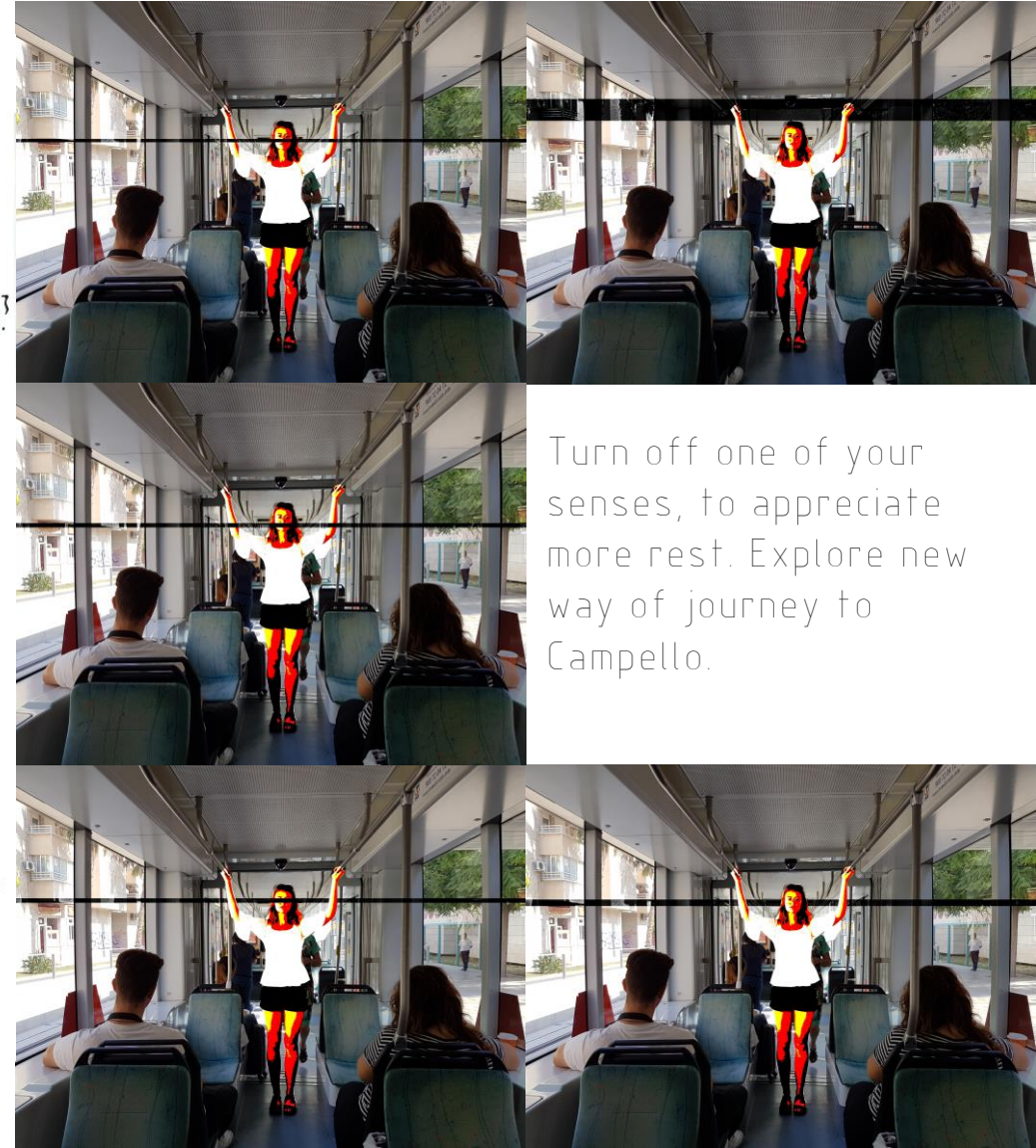
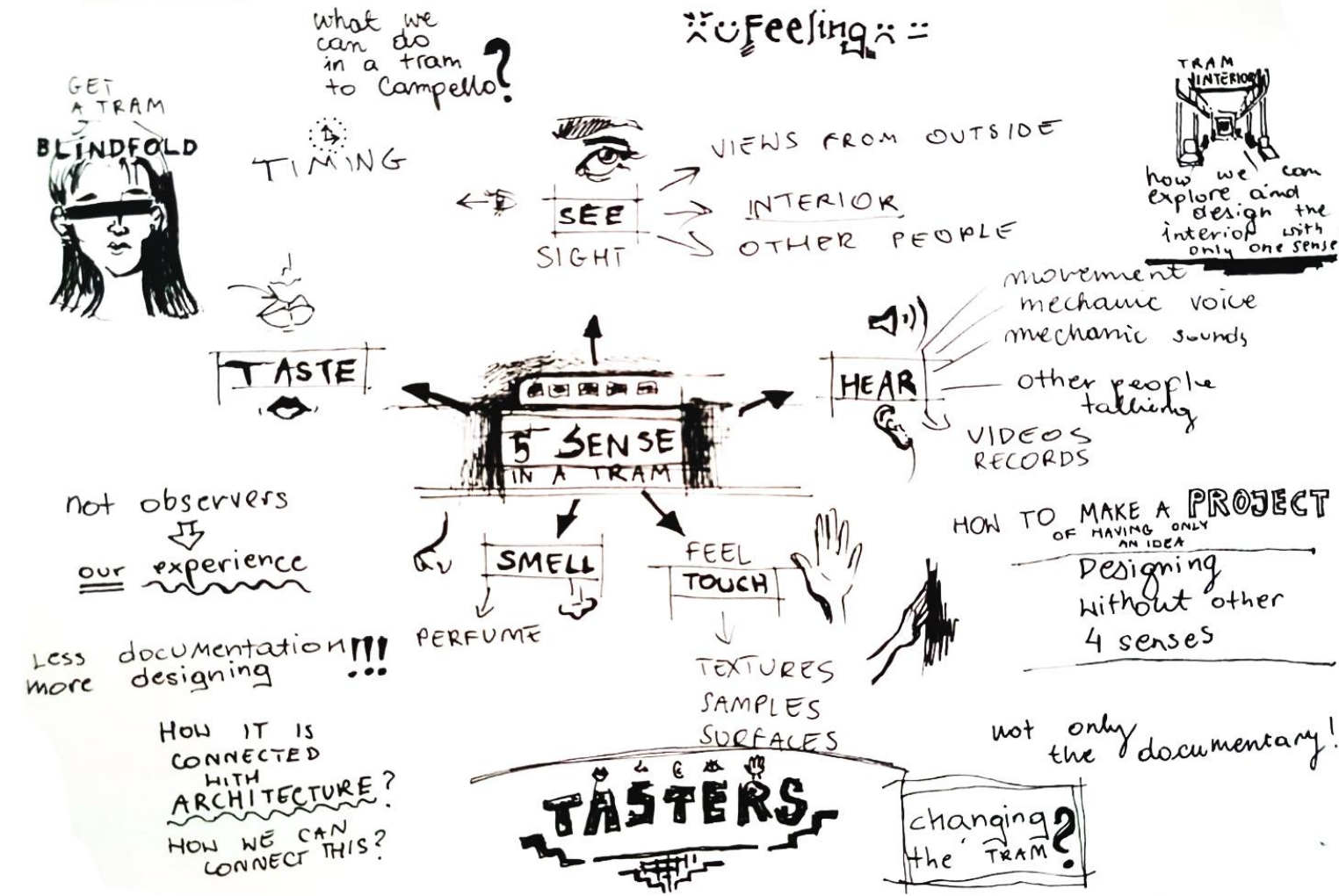


Every step, starting from this, brings me closer to the group's final project which evolves with us as a team and as an individualities.



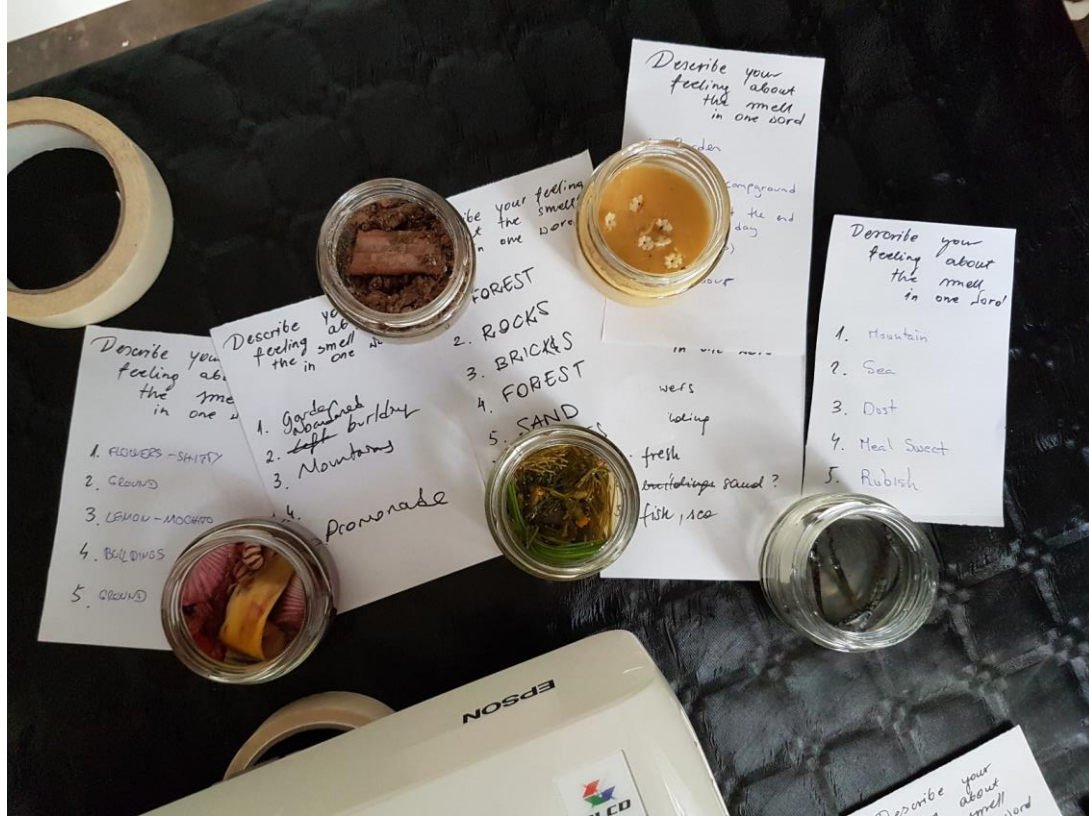
THE TASTERS: MAP concept

As a team, we all agreed: we want to give users the experience thanks to all the senses, not only the sight. The problem we were solving was: how to make a project when having only an idea?

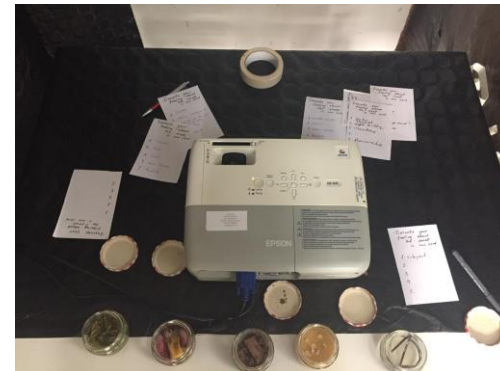


Turn off one of your senses, to appreciate more rest. Explore new way of journey to Campello.

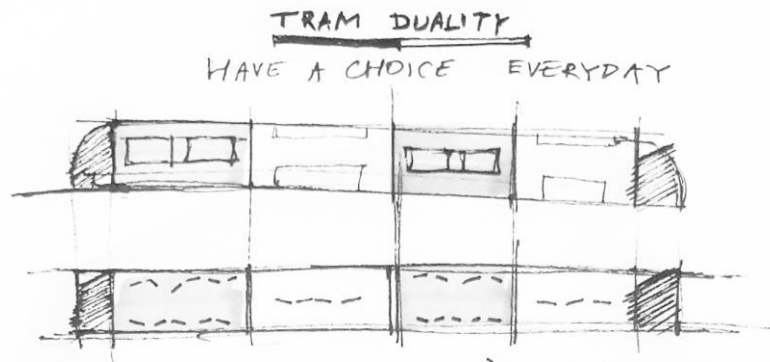
THE TASTERS MAP: A FRAGRANCE JOURNEY



the development of the map project has led to the smell map, when the sense of smell introduces an outdoor atmosphere to the inside of the tram and by developing this connection, a renewed journey of the map is created, which makes the journey more enjoyable and memorable. Our sense of smell has the strongest connection to our memory. The smallest fraction of a well-known smell can evoke lively pictures from our memories.

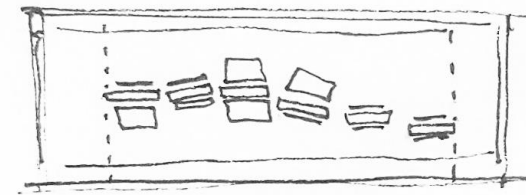


INDIVIDUAL APPROACH



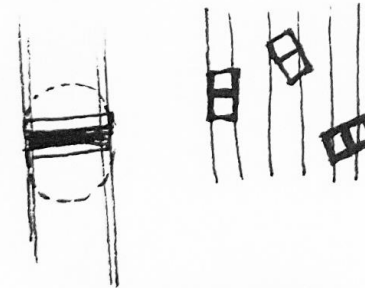
Our team work led us to similar conclusions about tram designing. People have different needs and ways of spending quality time. They choose different destinations and way of spending the road. Idea is to give people choice. Enjoy the unique views of the coast or relax in quiet zone? Rotate your seat to a friend or peacefully look out the window?

With our individual approaches, as a team, we indeed manage to create THE DESIRE TRAM and give people choice everyday. Individual idea was a first step into creating tram for users made by users.



* TO ENJOY THE VIEWS & SMELLS, RELAX

* RECOMMENDED FOR TOURISTS, KIDS, PEOPLE TAKING PHOTOS

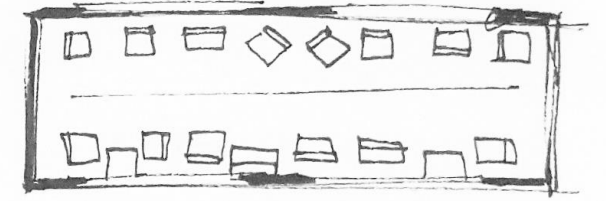


* SLIDING & ROTATING PANELS WITH SEATS

* FOLD-OUT SEATS FOR SPACE SAVING

* WINDOW ON THE WHOLE WALL

* SPREADING THE "OUTSIDE" FRAGRANCES TO STIMULATE HUMAN MEMORY *



* TO ENJOY YOUR COMPANY SMELLS, RELAX, STUDY

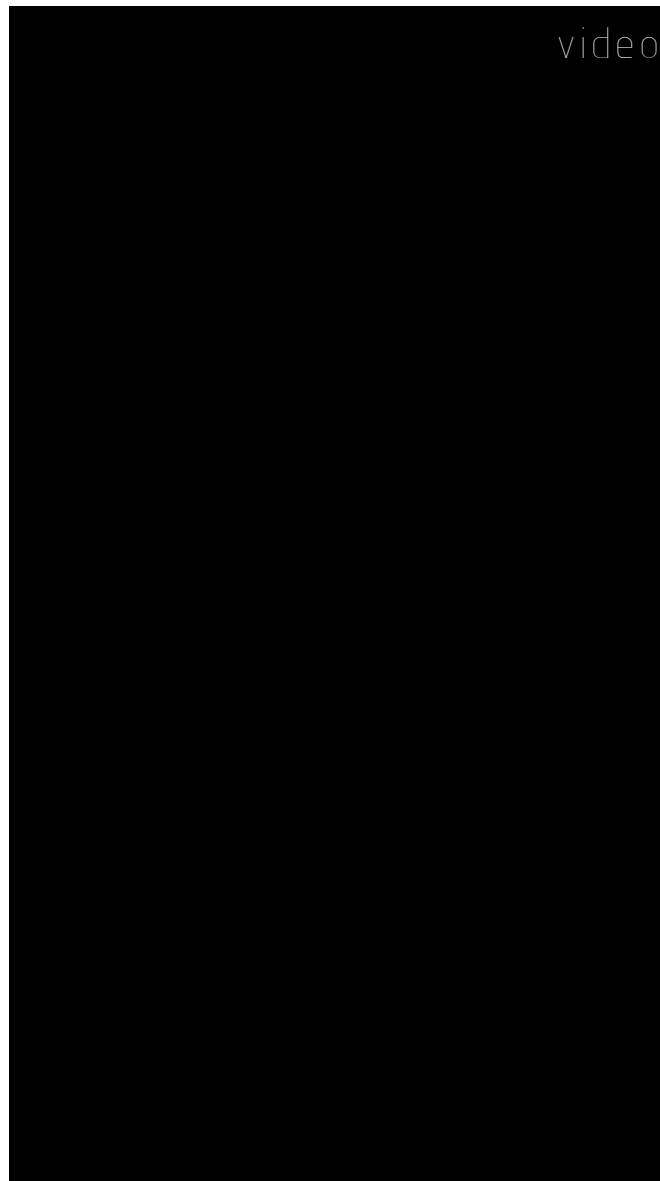
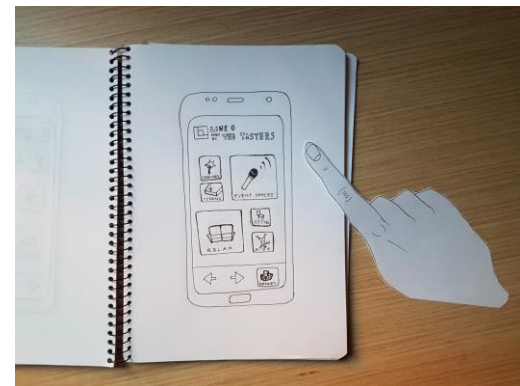
* RECOMMENDED TO STUDENTS, ABILITY TO READ, WRITE, USE COMPUTER



* ROTATING SEATS TO MAKE CONVERSATIONS EASIER

* OPPORTUNITY TO TURN TO THE TABLE AND WORK OR TO WINDOW AND HAVE PERSONAL SPACE

THE TASTERS: LINE 0 EXHIBITION



MANIFESTO

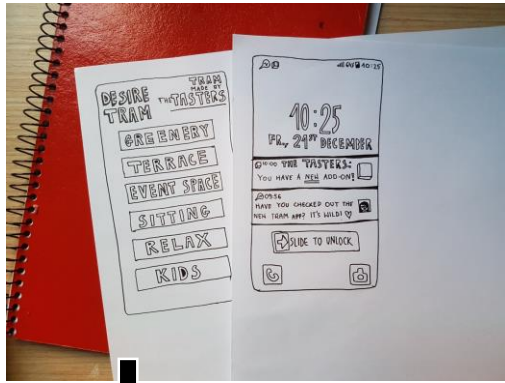
1. Architecture is for people. TRAM IS FOR PEOPLE
We consider it in design, scale and function. Tram need to respond to human needs, so why not allows them to interact with the project or even make them decide about the project.
2. Atmosphere inside can be the reflection of the outside.
Trough the use of specific senses, we provoke similarities in users' reception.
3. Tram can be a cultural space.
We develop interest unobtrusively of the cultural development of residents and tourists. Suggest it, as it will be available to everyone.
4. We give people diverse experience. Although the main function is transport, take care of human experience during the ride.
5. Nature should be taken into account. Local flora hides amazing richness, tram should awaken passenger curiosity and knowledge about it.
6. Seats gives different levels of interpersonal interaction. We give people choice and make it easier for them.
7. Everything is constantly changing. Also, the tram. We use the modular design to easily provoke the changes.
8. Run into the future. Don't let idea of this tram stale too fast.
9. Comfort is the key. It's important to take care of psychological and physical comfort of users: sense of security, spatiality, comfortable seating, daylight, neutral smells and proper level of the sounds.
10. Use of social networks is now closer than ever to the architecture. Bring people closer to the project and to each other.



FINAL PROJECT MADE BY THE TASTERS is everything that my manifesto talks about. We design for the future using social networks (mobile app) to connect people with architecture of a tram. Cube system allows changes and provides diverse experiences for all need. We take care of users comfort and gives them choice about their level of interpersonal interactions. Our tram is all about people, so we let them participate in the decision-making process

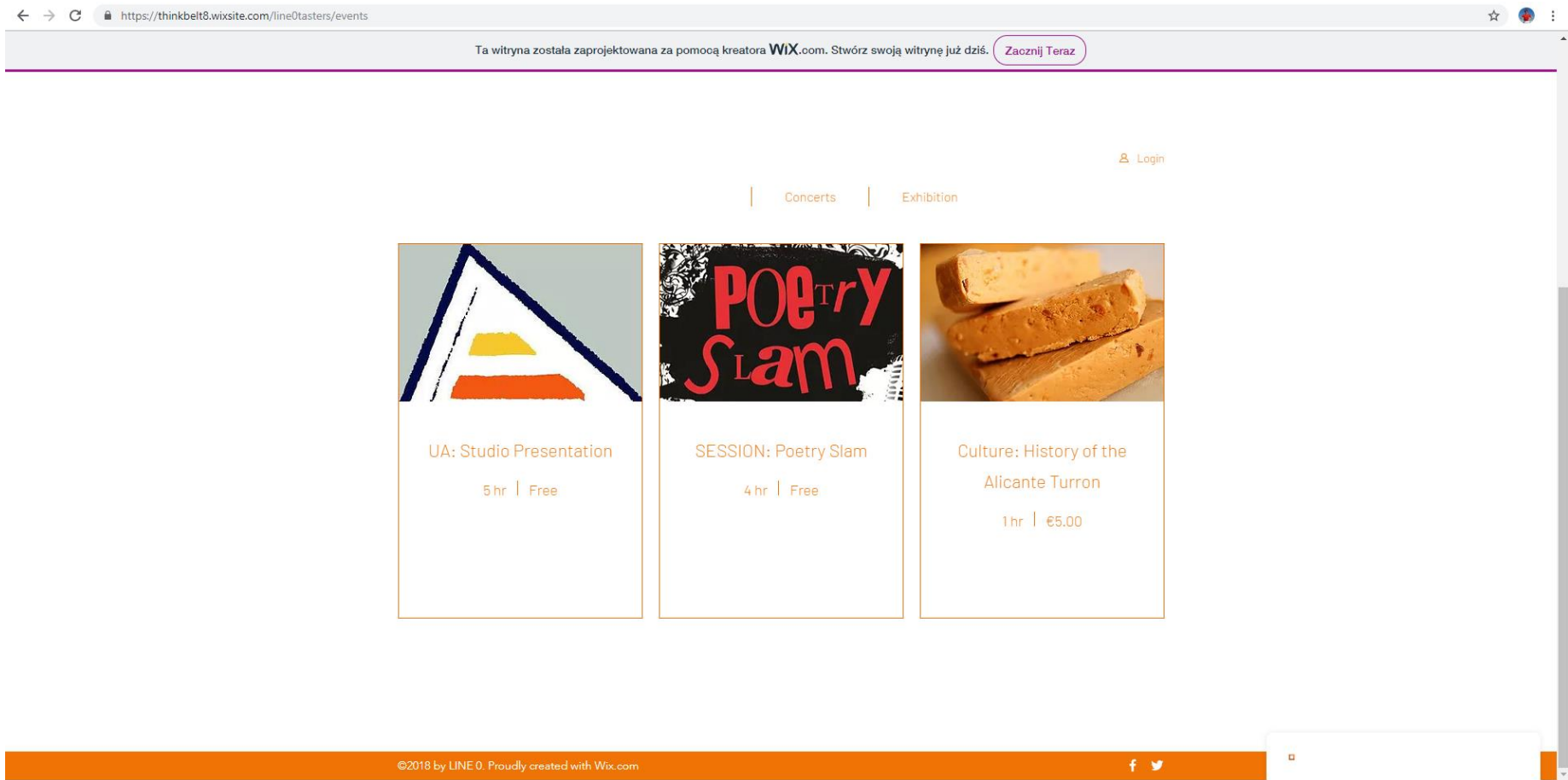
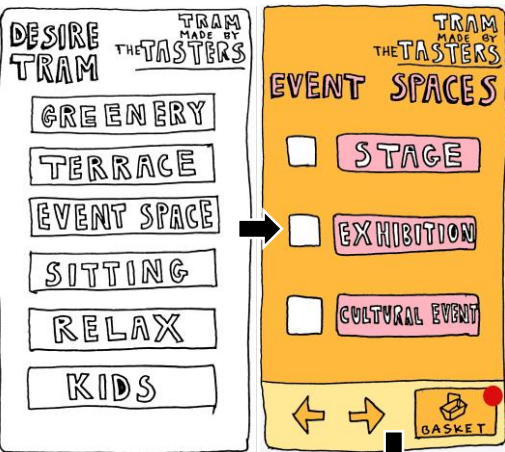
FINAL EXHIBITION

<https://thinkbelt8.wixsite.com/line0tasters>

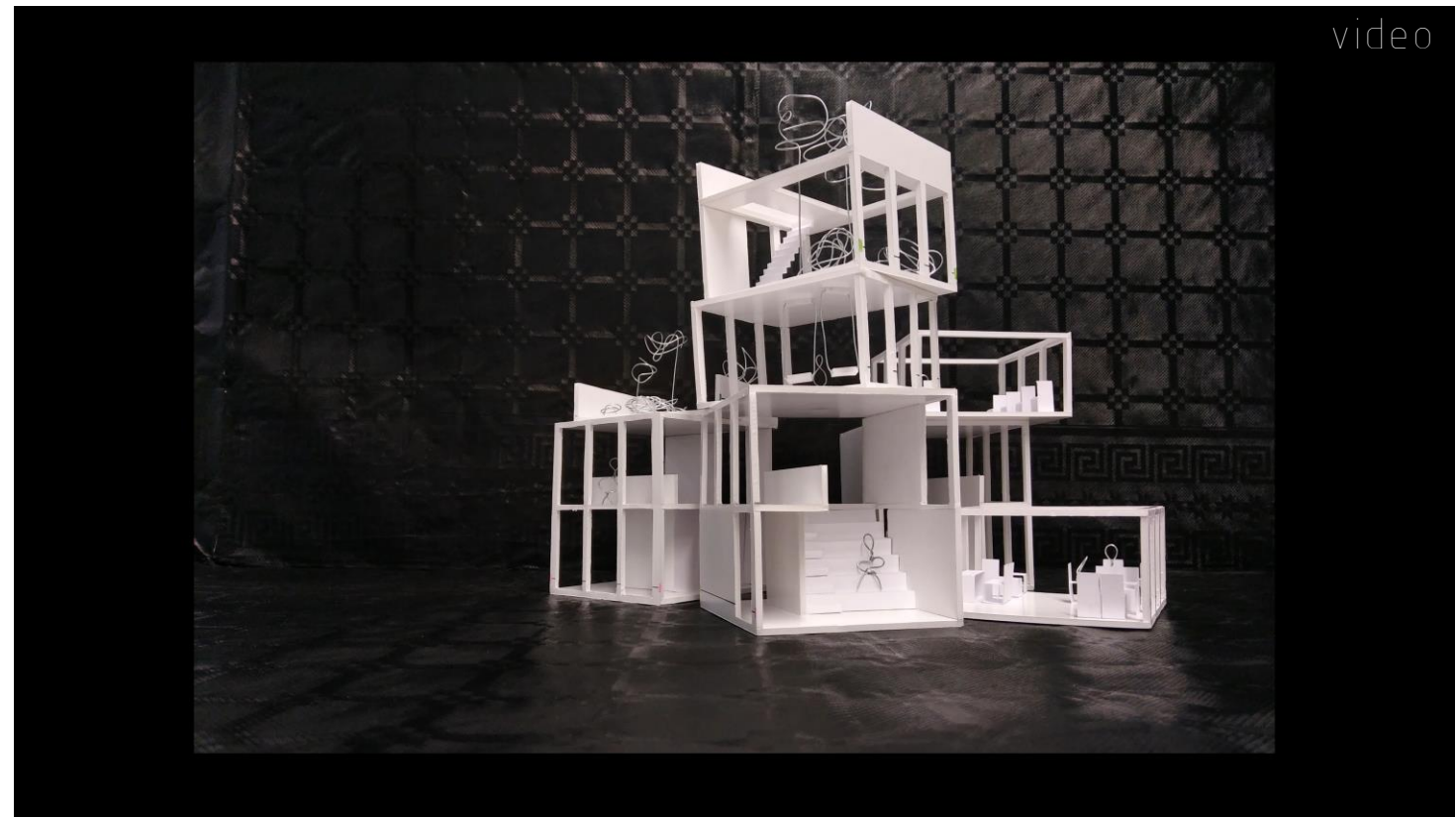


the process of changing idea into the real website

We imagine it as a mobile app/website, which allows everyone participate in proces of choosing tram activities and request their desires. Also it helps to learn more about the Mediterranean Coast and experience it more.



FINAL EXHIBITION



Final exhibition let viewers try to make their desire tram and use our website after watching instructional video.



at the end it was group project, which each of us as an individual managed to improve:

LINE 0

The development of this project has been a long one. It began by us trying to redraw the map of the tram, which passes along the Mediterranean coastline, by using the connection between scents and the visual surrounding environment. Because of this connection we were able to create a remarkable journey. It progressed into our final project which offers, as well as, diversity and participation by the user. We wanted the user to have a say in what type of experience they wished to live as they travelled along the coastline. Therefore we developed the cube system which enables the user to request for their desired tram and, hopefully one day, it will come true.

- THE TASTERS, text from our website
<https://thinkbelt8.wixsite.com/line0tasters>

The Tasters.

Behind this every genius idea, there hides a hard working team.

Creating LINE 0 was an intense journey filled with dedication, passion and talent that gives us students the ongoing chance to learning through the creation process. Take a look below to learn more about the team.



Sarah Pens



Gemma Pérez



Anna Marchaj



Nancy Sackey