

reach out and map someone

annatina caprez \_ haruka horiuchi \_ marika kobel \_ steve preston

image | text | sound

# method

- nature of space through individual perspectives
- direct human contact (rejecting digital media)
- mapping social interactions
- project in continuum

# “Critique of Everyday Life”

## Henri Lefebvre

- micro and macro
  - direct relationships versus cultural conditions
  - interdependency
- alienation
  - relativity to social framework
  - analysis as implement to understand world
- social space and time
  - distinct from biological, geographic or economic scales

# project influence

- method
  - change nature of rules and conditions of participation
  - integration of material methods
- analysis considerations
  - microsociological conditions as determinants
  - data as representation of micro/macro interactions
  - allowing macrosociological assumptions
  - social space as distinct entity

# mapping

- literal mapping of object's path
  - social circles within which objects move
  - microsociological level
- analytical mapping
  - what are commonalities and outliers?
  - macrosociological level

# analysis/results

- how space was created
  - connection of social groups
  - conception of space
- commonalities
- time frame
- representation of people

# challenges

- time constraints and travel of items
- rules without constraining results
- willing random participants
- general spatial awareness of individuals





Dear receiver

This is a message in a bottle. We wrote this letter on November 1st 2006 in Boston Massachusetts and we are waiting to hear from you who found the bottle.

Please write a postcard from where you found this bottle to:

Visual Arts Program  
265 Massachusetts Avenue  
N51-315  
Cambridge MA 02139  
USA

All the best,

Steve, Haruka, Marika, Annatina



reach out and map someone

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# Project Goals

- Connecting people and spaces
- Mapping human interactions
- Provoking new interactions, imagination, and an awareness of space

# MIT VISUAL ARTS PROJECT

reach\_out\_and\_map\_someone

Follow these easy steps:

- 1) Please take a photograph of a place you feel most at home in your everyday life. Then take a second photograph of a place you feel most uncomfortable in your everyday life.
- 2) Please take your photos and complete the following steps within one day:
- 3) Complete the information on the back of this form.
- 4) Find someone to give this camera to. Take a photograph of that individual and ask them to be a part of this project.

Note: If you are the last person to take a photograph, please mail this form and the camera back to MIT in the self-addressed stamped envelope. If you would like to learn more about the project, "reach\_out\_and\_map\_someone," please email: [mapsomeone@gmail.com](mailto:mapsomeone@gmail.com)

Thank you for your participation.







# MIT VISUAL ARTS PROJECT

reach\_out\_and\_map\_someone

Follow these easy steps:

- 1) Please complete the following steps within one day:
- 2) Write about your favorite public place that you experience on a (somewhat) daily basis. Write about your favorite private place that you experience on a daily basis. Why are these places your favorites? What qualities define them and make them special?
- 3) Complete the information on the back of this form.
- 4) Find someone to give this notebook to and ask them to be a part of this project.

Note: If you use the last page in the book or if it past December 1, please mail this form and the notebook back to MIT in the self-addressed stamped envelope. If you would like to learn more about the project, "reach\_out\_and\_map\_someone," please email: [mapsomeone@gmail.com](mailto:mapsomeone@gmail.com)

Thank you for your participation.

## MIT VI

Follow these easy

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Note: If you u

Thank you

# MIT VISUAL ARTS PROJECT

reach\_out\_and\_map\_someone

Follow these easy steps:

- 1) Please complete the following steps within one day:
- 2) Write about a place you feel most at home in your everyday life. Then write about a place you feel most uncomfortable in your everyday life. What is it about those spaces that make you feel comfortable or uncomfortable? Feel free to include drawings or sketches if you would like.
- 3) Complete the information on the back of this form.
- 4) Find someone to give this notebook to and ask them to be a part of this project.

Note: If you use the last page in the book or if it past December 1, please mail this form and the notebook back to MIT in the self-addressed stamped envelope. If you would like to learn more about the project, "reach\_out\_and\_map\_someone," please email: [mapsomeone@gmail.com](mailto:mapsomeone@gmail.com)

Thank you for your participation.



# SUAL ARTS PROJECT

reach\_out\_and\_map\_someone

Take the following steps within one day:  
1. Place you feel most at home in your everyday life. Then  
2. Place you feel most uncomfortable in your everyday life.  
3. Place those spaces that make you feel comfortable or  
4. Feel free to include drawings or sketches if you would like.  
5. Information on the back of this form.  
6. To give this notebook to and ask them to be a part of this  
7. Put page in the book or if it past December 1, please mail this  
8. back to MIT in the self-addressed stamped envelope. If you  
9. are about the project, "reach\_out\_and\_map\_someone," please  
10. mail.com  
11. Participation.

Danielle Heck  
to A Elit SA.  
Waterbury, MA 02472

Massachusetts Institute of Technology  
Department of Architecture  
Room: MARIKA KOBEL  
7-337  
77 Massachusetts Avenue  
Cambridge, MA 02139







**BROOKS**

CAUTION: High voltage inside. Do not disassemble this camera.

**TO TAKE PICTURES:**

1. Turn the flash switch ON by sliding it in the direction of the arrow.
2. When the pilot lamp lights up, the camera is ready to take a picture.
3. Advance the film before taking each picture by turning the thumb-wheel until it stops.
4. Turn the flash switch OFF when the camera is not in use. Otherwise, the batteries will wear out.
5. After taking the last picture, turn the thumb-wheel until the "E" mark shows in the window.

Bring the entire camera back to **BROOKS** for film processing.

[mapsomeone@gmail.com](mailto:mapsomeone@gmail.com)

**TO TAKE PICTURES INSIDERS WITH THE FLASH:** Stand at a distance of not more than 9 feet from the subject.

**TO TAKE PICTURES OUTDOORS WITHOUT THE FLASH:** Stand no closer than 3 feet from the subject.

TURN THUMB-WHEEL



**BROOKS**

ISO 400

27 EXPOSURES

PILOT LAMP

Be sure to turn the flash switch OFF after taking a picture or when the camera is not in use.

TURN THUMB-WHEEL

Bring the entire camera back to **BROOKS** for film processing.

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TURN THUMB-WHEEL





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MIT  
Depart  
Attn: I  
77 M  
7-3  
Cam

# MIT VISUAL ARTS PROJECT

*reach\_out\_and\_map\_someone*

Follow these easy steps:

- 1) Please take a photograph of your favorite public place that you experience on a (somewhat) daily basis. Also, take a picture of your favorite private place that you experience on a daily basis.
- 2) Please take your photos and complete the following steps within one day:
- 3) Complete the information on the back of this form.
- 4) Find someone to give this camera to. Take a photograph of that individual and ask them to be a part of this project.

Note: If you are the last person to take a photograph, please mail this form and the camera back to MIT in the self-addressed stamped envelope. If you would like to learn more about the project, "reach\_out\_and\_map\_someone," please email:

**MIT VISUAL ARTS PROJECT**  
 Visual Arts and Design  
 77 Massachusetts Avenue, Room 34-000  
 Cambridge, MA 02139  
 Tel: 617-495-6200  
 Fax: 617-495-6201  
 www.mit.edu

**Task:**

1. Take a photograph of a Kodak FunSaver film pack and place it on a white background.
2. Take a photograph of the same film pack from a different angle.
3. Take a photograph of the same film pack from a third angle.
4. Take a photograph of the same film pack from a fourth angle.

**Notes:**

Make sure the film pack is centered in the frame and that the background is plain white. Use a tripod to keep the camera steady and avoid blurry photos. Use a flash to ensure the film pack is well-lit.

**Task:**

Take a photograph of the film pack from a fifth angle.



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Take a photograph of the film pack from a fifth angle.



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**Task:**

1. Place the film pack on a white background and take a photograph of it from the top.
2. Place the film pack on a white background and take a photograph of it from the bottom.
3. Place the film pack on a white background and take a photograph of it from the left side.
4. Place the film pack on a white background and take a photograph of it from the right side.

**Notes:**

Make sure the film pack is centered in the frame and that the background is plain white. Use a tripod to keep the camera steady and avoid blurry photos. Use a flash to ensure the film pack is well-lit.

**Task:**

Take a photograph of the film pack from a sixth angle.



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4. Place the film pack on a white background and take a photograph of it from the right side.

**Notes:**

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**Task:**

Take a photograph of the film pack from a sixth angle.







From:

Photograph, please mail this form and the original envelope. If you would like to

you do not  
in a place  
on the far  
back of this  
and ask it



ITV

ReadyPost

Cushion Mailer

Ready

Cushion Mailer

To: Mr. Visual Arts Program  
Department of Architecture  
245 Massachusetts Ave. 8th Fl  
Cambridge, MA 02139  
USA

# “Critique of Everyday Life”

by: Henri Lefebvre

Social space / time scales

Macro / micro

Alienation / disalienation

# Preliminary budget

<u>Item</u>	<u>Quantity</u>	<u>Price</u>	<u>Total</u>
Cameras	10	\$6	\$60
Notebooks	15	\$3	\$45
Audio Recorder	1	\$30	\$30
Photo Development	10	\$6	\$60
Postage/Shipping	25	\$3	\$75
Miscellaneous	-	-	\$25
TOTAL			\$295

# Updated budget

<u>Item</u>	<u>Quantity</u>	<u>Price</u>	<u>Total</u>
Cameras	16	\$6	\$96
Notebooks	16	make	-
Audio Recorder	1	rent	-
Photo Development	16	\$6	\$96
Postage/Shipping	32	\$1.50	\$48
Miscellaneous	-	-	\$25
TOTAL			\$265

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PERSON-TO-PERSON



MAIL



RANDOM PLACING





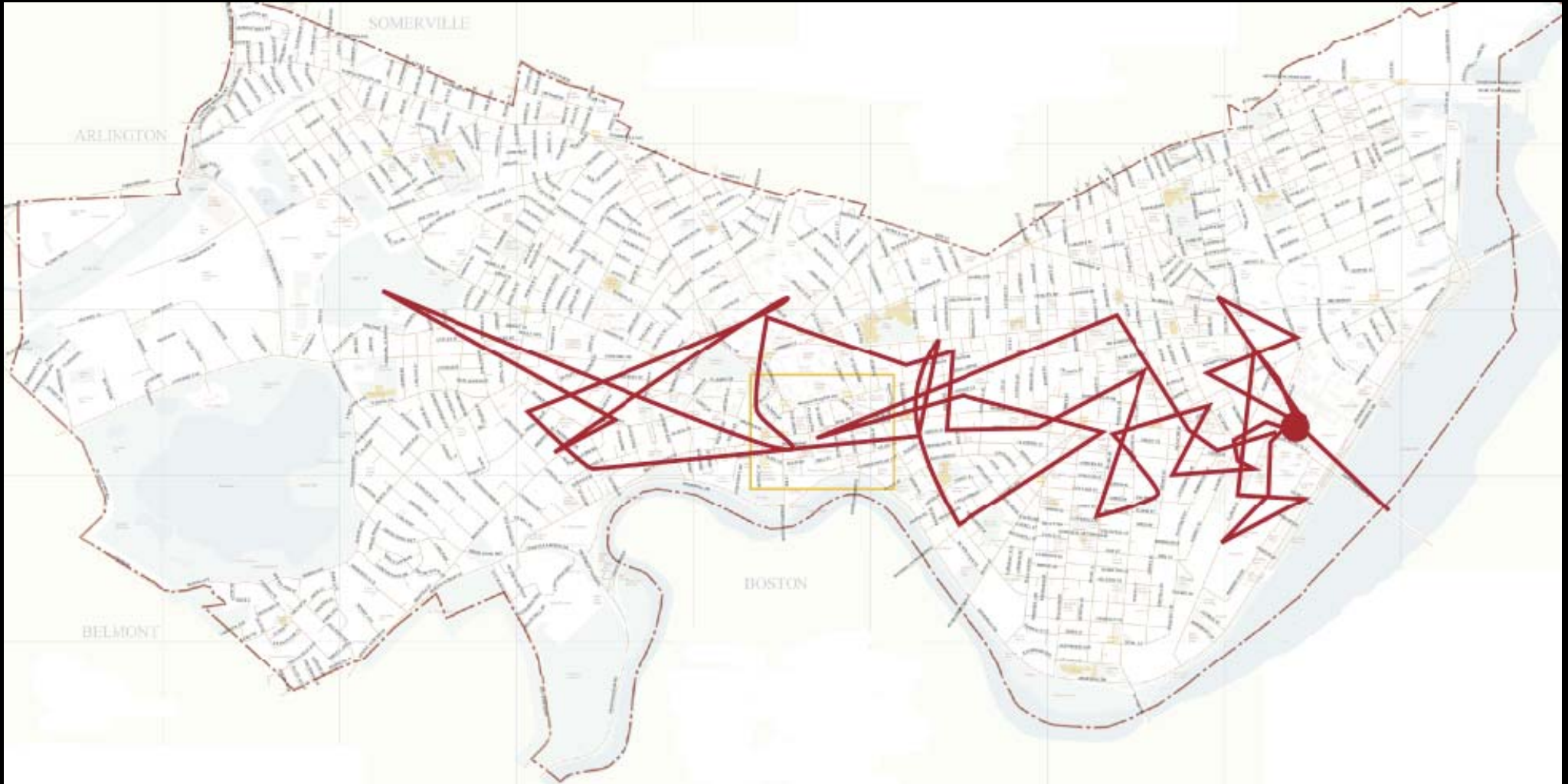






image test

MIT Visual Arts Project  
Please Participate

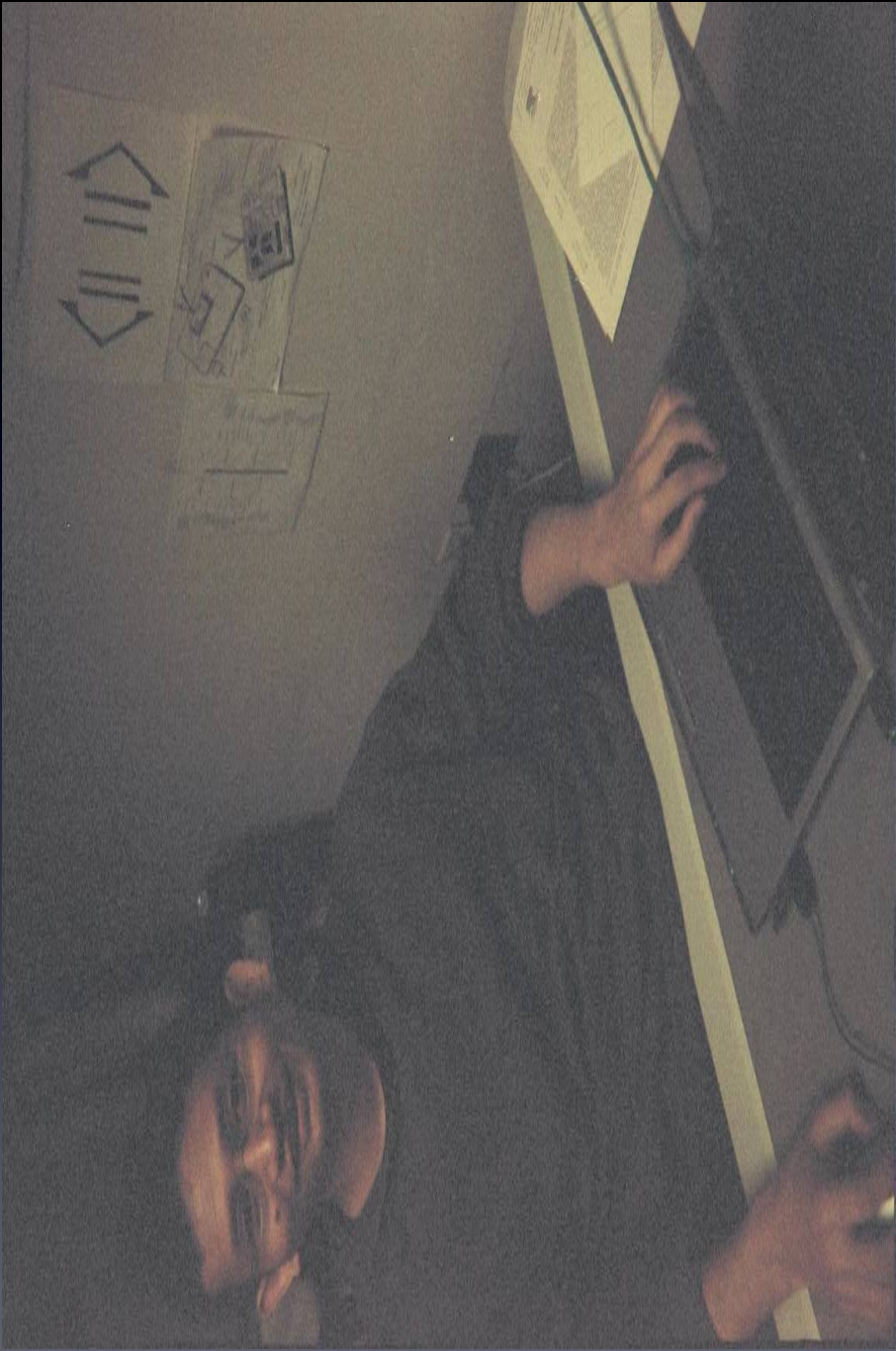
Follow these easy steps:

- 1) Please take a photograph with this camera of a space where you spend a lot of time.
- 2) Complete the information on the back of this form.
- 3) Find someone to give this camera to. Take a photograph of that individual.
- 4) Give them the camera.







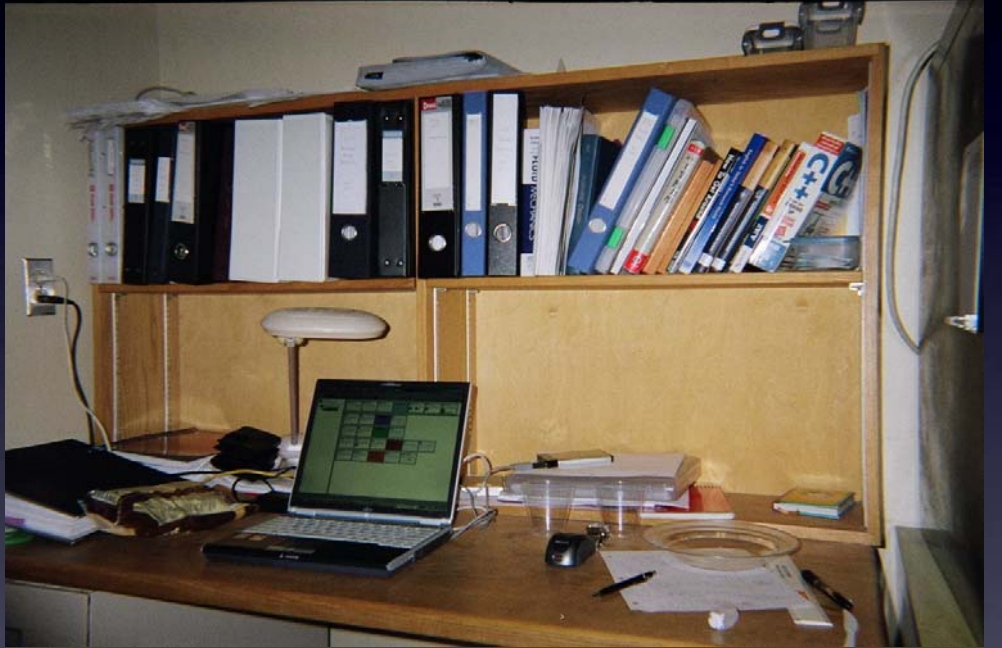




















text test

# PLEASE HELP US! ☺

In 2 sentences or less, write what space you would rather be in.

1. Cathedral space (eg Notre Damedes Paris).
2. Deep in the woods - mountains & lakes
3. I'd rather be at home.
4. East-facing bathroom
- 5) ~~IN~~ IN TOKYO WITH MY WIFE
- 6.) A place you can see a lot of nature
- 7) BEACH FRONT VILLA IN THE TROPICS
8. In the ocean in late August.
- 9) - The home I left in NYC.
10. I'D RATHER BE IN NICE CLOTHES IN A SWANKY LOUNGE SURROUNDED BY FRIENDS AND GOOD MUSIC WITH A GIN TONIC IN MY HAND
11. On the dock in ~~Paris~~ <sup>Cass Pond</sup> with the sun shining, relaxing with my friends.
12. "All it takes to bring a smile to my face is some bright sunshine, some cool shade under a tree and a clear, blue sky"  
~~the perfect weather~~ → in Cancun.
13. Sleeping in the sun, with the ocean breeze cooling me and sound of the waves lulling me to rest.

14. ON A FRIENDLY COUCH IN A FRIENDLY APARTMENT <sup>→ drink</sup>
15. HOT TUB.
16. a quiet narrative
17. @ Miracle of Science having a drink w/ my b.f.
18. Top of a mountain in Utah w/ a fresh snow in front of me.
19. The beach somewhere warm.
20. on the beach
21. FAST ASLEEP ON A PATCH OF WARM GRASS W/ MY DOG.
22. My hometown with my friends.
23. MY BATHROOM. NOT STUDIO



## CLASS QUESTIONNAIRE

In two sentences or less, write what space you would rather be in

at Mirale of Science  
having a drink with my friend

mountain in Utah with fresh snow in front of me

cathedral space (Paris)

in Tokyo with my wife

my bathroom

deep in the woods

beach front villa in the tropics

the home I left in New York

my hometown with my friends

all it take to put a smile on my face is some bright sunshine, some cool shade under a tree and a clear, blue sky

?



Dear receiver

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All the best,

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# Initial Findings

- Rules and duration are critical
- Traditional mapping methods may not apply
- People are willing to participate
- Mapping human interaction is possible



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