Sense of Place:  
Interactive installation for tourism and beyond

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1. INTRODUCTION
In 2022, the pandemic is still spreading over the world, and international travel and tourism are limited all around the world. Humans always crave new experiences, but when travel is prohibited, what new ways of experiencing places are available?

Color and Communication Design Laboratory in Shibaura Institute of Technology in Tokyo, Japan has collaborated with Montfort del Rosario School of Architecture and Design of Assumption University, Suvarnabhumi Campus in Thailand to host a series of collaborative workshops and international symposia since 2019. The first workshop was held in Tokyo, the second one in Bangkok, and the third was held remotely due to a pandemic.

This study will look at the co-production of the virtual tourism experience, utilising the current, remotely conducted the Fourth Color Digital Art x Lighting International Symposium & Workshop on as a case study. The immersive nature of interactive digital art will be examined during this workshop and international symposium.

2. PRIOR DIGITAL ART PRODUCTION
Art installations are fascinating and immersive experiences, and numerous world-leading digital art organizations in Japan, such as teamLab, Rhizomatiks, and 1 to 10, have drawn attention for the method they present and the places in which they show. Immersive experiences, such as VR and AR, are very popular. Designing that enhances these immersive experiences is in high demand. It converts an ordinary environment into a new world, inspiring the experiencer's imagination and curiosity and resulting in a more gratifying experience.

3. OVERALL THEME: SENSE OF PLACE
Either Assumption team or I choose an overall theme for the work in each workshop. After then, the students are divided into 4-6 groups, each working on a distinct sub-theme. The dates, themes, and venues of the prior workshops are listed in table 1. The theme for this year was Sense of Place.

<table>
<thead>
<tr>
<th>Workshop/Symposium Date</th>
<th>Theme</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Mar.2019</td>
<td>Colourful Playground for Children</td>
<td>Tokyo</td>
</tr>
<tr>
<td>2  Nov.2019</td>
<td>Illuminate</td>
<td>Bangkok</td>
</tr>
<tr>
<td>3  Nov.2020-Mar.2021</td>
<td>Ubiquitous lighting</td>
<td>Remote</td>
</tr>
<tr>
<td>4  Nov.2021-Mar.2022</td>
<td>Sense of Place</td>
<td>Remote</td>
</tr>
</tbody>
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3.1 What is tourism?
Tourism is a particular issue to consider under the wider theme of Sense of Place. “Tourism's contribution to mutual understanding and respect between peoples and communities”, writes the United Nations World Tourism Organisation (UNWTO) in Article 1 of its Global Code of Ethics for Tourism. Tourism is about more than just sensory stimulation; it's also about learning about the local culture and community.

3.2 What is immersion?
"The body is our general medium for having a world" — Maurice Merleau-Ponty

The body's sensations are, without a doubt, the doorway to immersion. The human body, according to French phenomenological philosopher Merleau-Ponty's book, is the medium through which we
experience the world. Emotion and the senses have been the subject of interdisciplinary debate in recent years, and we want to create work that appeals to the human senses and gives the impression of a real experience, even though it is virtual. There are a variety of devices that can be used to improve reality. We hope to produce an exhibit that provides an immersive experience without the need of virtual reality headsets.

4. THE INTERNATIONAL SYMPOSIUM ON 28 FEBRUARY 2022

The group has been divided into four groups and worked on their projects in preparation for the international symposium on 28 February 2022. Around 30 students and faculty members collaborated to program microcomputers and design installations. The participants who participated remotely from Bangkok, Tokyo, China, and other locations presented creative works in the Symposium. Group 1 recreated the Northern Lights with lighting, while Group 2 produced the Indian festival of Holi with interactive art. After that, Group 3 made a virtual 3D model of a Thai temple, while Group 4 prepared a virtual tour video of Assumption University.

5. CONCLUSION

Remote workshops and symposia for digital art production may merely be a crude, but still charming attempt to recreate a sense of place. However, the opportunity to feel the presence of places that cannot be visited in reality due to pandemics or war, such as the Northern Lights in the Arctic, the Holi Festival in India, and archaeological sites or universities in Thailand, was what we intended to explore with in this workshop.

We believe that interactive digital art workshops like those can continue to play an important role in disseminating real-world information about the world and its existence in space, as well as engaging and enjoyable communities.

6. REFERENCES


