FARM IN THE CITY

By: Astrid Metta

BOROUGH HALL GREEN MARKET

LOCATION: COLUMBUS PARK, BROOKLYN, NY 11201

Borough Hall
Green Market

FARM DIGITAL WALKTHROUGH EXPERIENCE
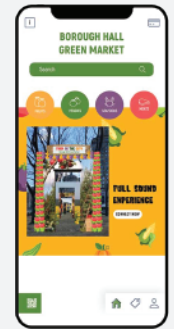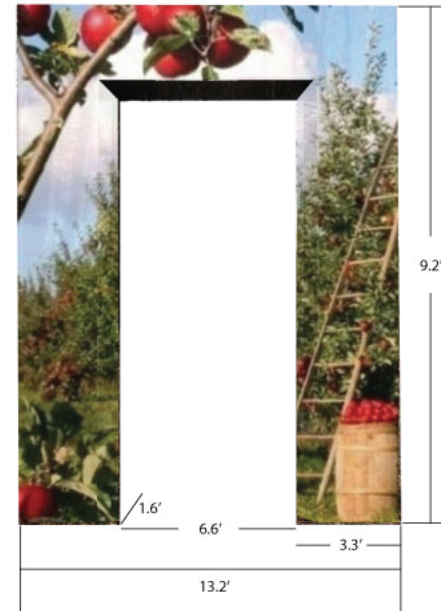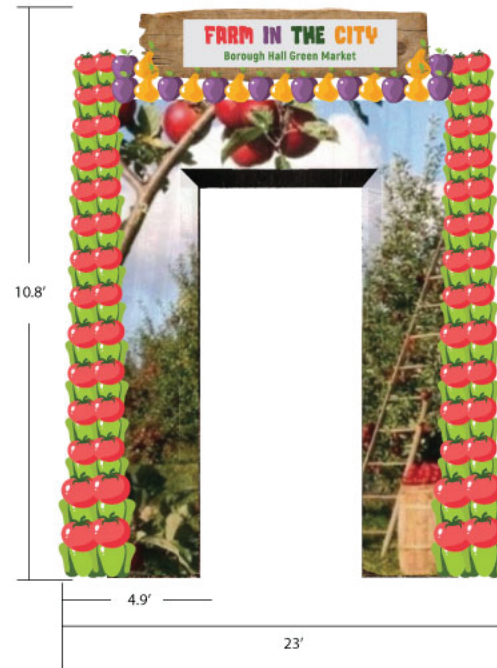

INTERACTIVE DIGITAL MONOLITH

"WHO ARE YOU?" INSTALLATION

Farm In The City is a campaign brought by Borough Hall Green Market to support local business participating in the market. There will be 3 installations on site; Digital Walkthrough Experience, Interactive Digital Monolith & "Who Are You?". To attract locals to buy the fresh produce, the market sets an interactive game on their app and link it to the monolith and gives a discount coupon by participating in the game.
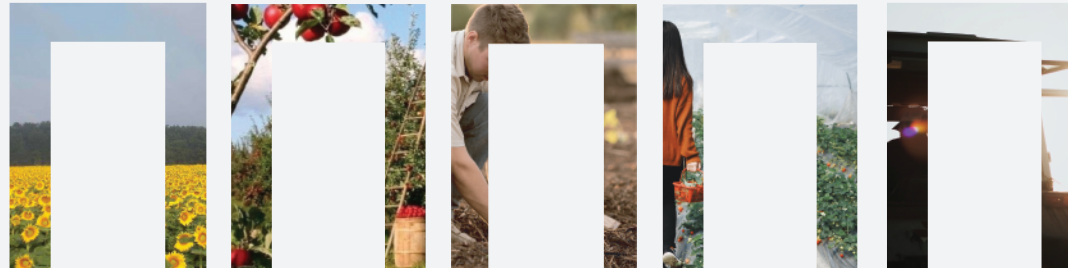
Dimension

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FARM DIGITAL WALKTHROUGH EXPERIENCE

Get Lost in an immersive digital walkthrough experience of an upstate NY farm. To enjoy the full experience of the audio, visitor will need to connect with the corresponding app Audio will only play the nature sound of the farm. There will be a cooking class event will be held on monolith.

Front View Screen Contents:

All the digital display will not be static, the contents will change alternately.

Side View Screen Contents:
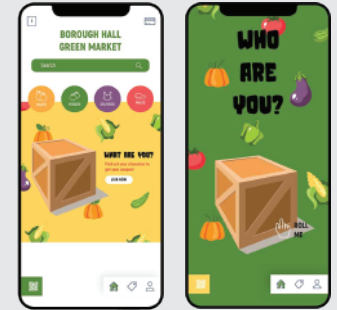

All the digital display will not be static, the contents will change alternately.

Front View

Side View

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INTERACTIVE DIGITAL MONOLITH

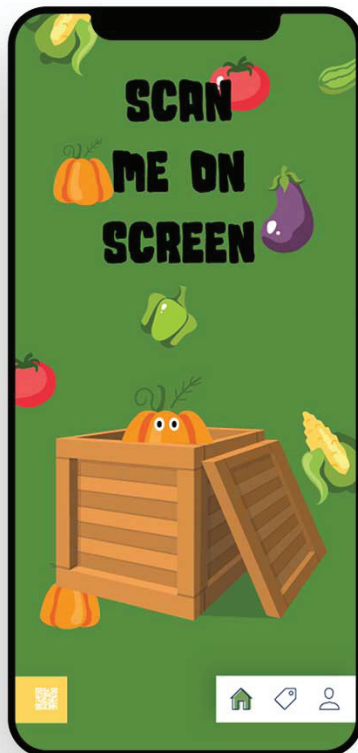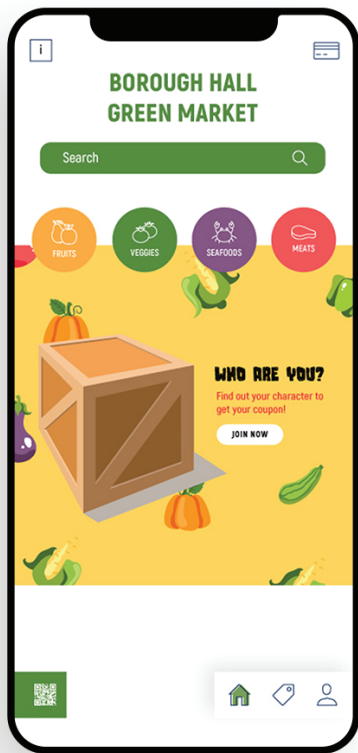Dimension: 2' L x 9.8' H x 0.7' W

Using the app, participants are able to win a coupon by playing a game in the apps which link to the monolith. There will be a cooking class event every Monday, Wednesday & Friday. To play or sign up for the event, simply by scanning the QR code displayed.

Screen Contents:
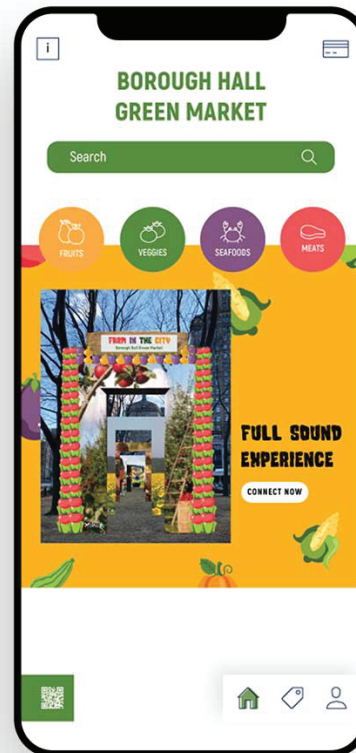
MOBILE APP

The farm in city app serves as a central hub that enable visitors to interact with the digital farm through game play, cooking event and audio for the walkthrough experience.

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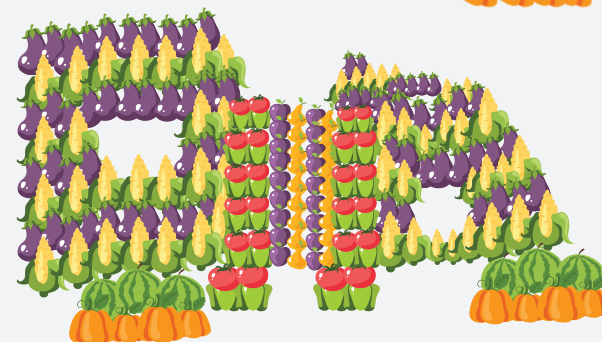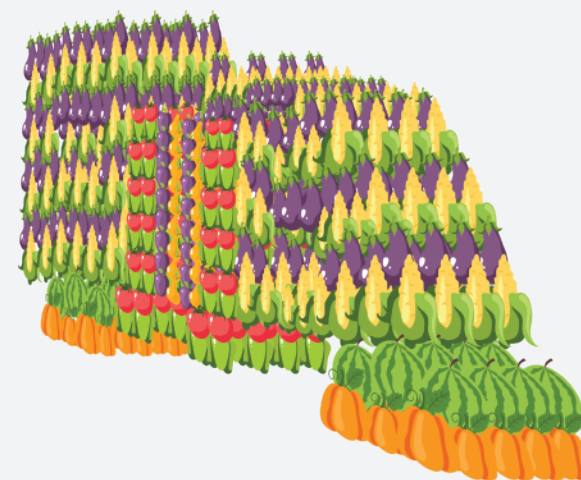
Dimension: 26.3' L x 16.4' H x 6.6' W

"Who Are You?" Installation

The art installation will situated by the end of the walkthrough tunnel experience. It serves as photo opportunity for community who visit the place.