

Prototyping Teddy DT

A Public Space Project



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INTIMATE

ENGAGING

DESIGN

DEVELOPED FOR

PLAY

DISCOVERY AND

DELIGHT



Initial Questions:

- Can we assign a personality to Teddy DT to engage people to communicate with the bear?
- Can the target audience span different generations?
- Will people be active or passive in certain locations?
- Will the public engage with an inanimate object that makes harsh noises, aggressive noises, banter, and delightful sounds?



Timeline leading to Teddy DT

1902 Theodore (Teddy) Roosevelt gives the teddy bear his name.



Clifford Berryman's political cartoon of Teddy's hunting trip to Mississippi gave the Teddy Bear its name.

Published in 1902 in The Washington Post.

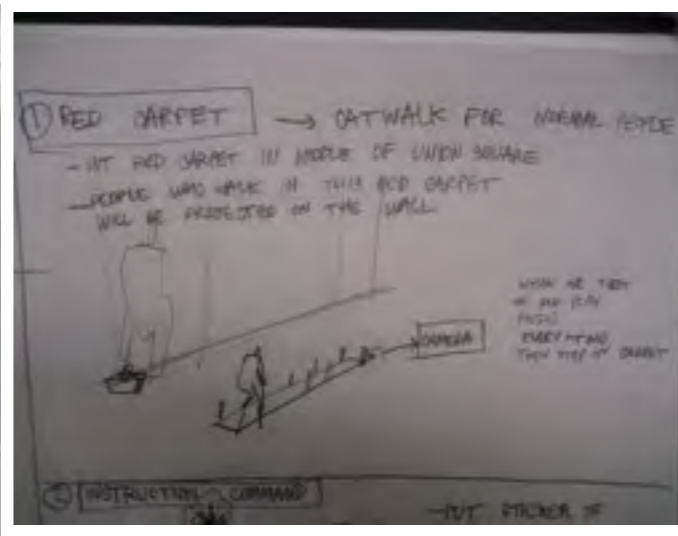
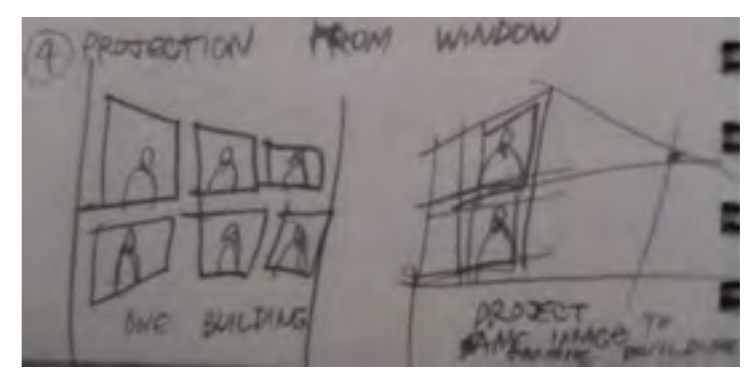
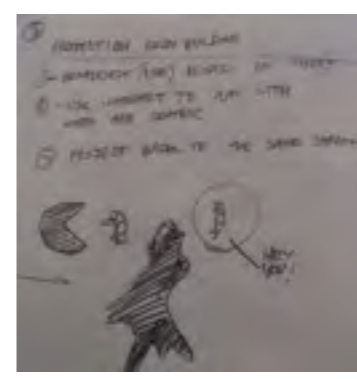
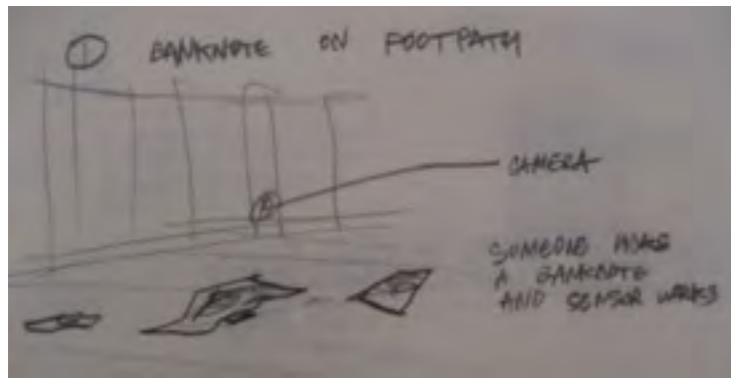
Timeline leading to Teddy DT

- 1834 Robert Southey writes Goldilocks and the Three Bears
- 1902 Morris Michtom sells the first 'Teddy's Bear' in his Brooklyn shop
- 1926 First Edition of Winnie-the-Pooh by A.A. Milne, published
- 1983 Kenner turned the Care Bears into plush teddy bears
- 1985 Teddy Ruxpin became the best-selling toy





Union Square



BRIGHTEN THEIR DAY

PROJECT 1: WITH YOU, WE CAN BE BETTER TOGETHER. | CONTACT US

Project Description
We are looking for a creative organization in Parkville who we want to partner to create an interactive display with our staff. We have a vision, inspired by many community health care workers, to offer staff of bereavement and development an "Brighten Their Day".

Message Statement
We hope families and friends who attend with patients to have more fun! They are loved by many family members. Our goal is to brighten the patient's twilight (and us too) with their loved ones. Our mission is to get people to write messages and create memories that will persist under each other's hands. Our goal is to bring smiles to the faces and the soul.

The messages will be projected onto the parking building.

Keywords:
Fun and joy!
We're looking for you!
Love them. Don't just think!



③ 'I'D LIKE TO KNOW YOU'



- PUT A DOLL ON THE BENCH
RANDOMLY
- ATTACH OLD PAGER
- TEXT COME OUT OF HIS MOUTH
IF YOU TEXT HIM

② IN



- AS' M
THEY











360 ^{Bluetooth} Speaker
Quick start guide




VSS-006-360BT

veho







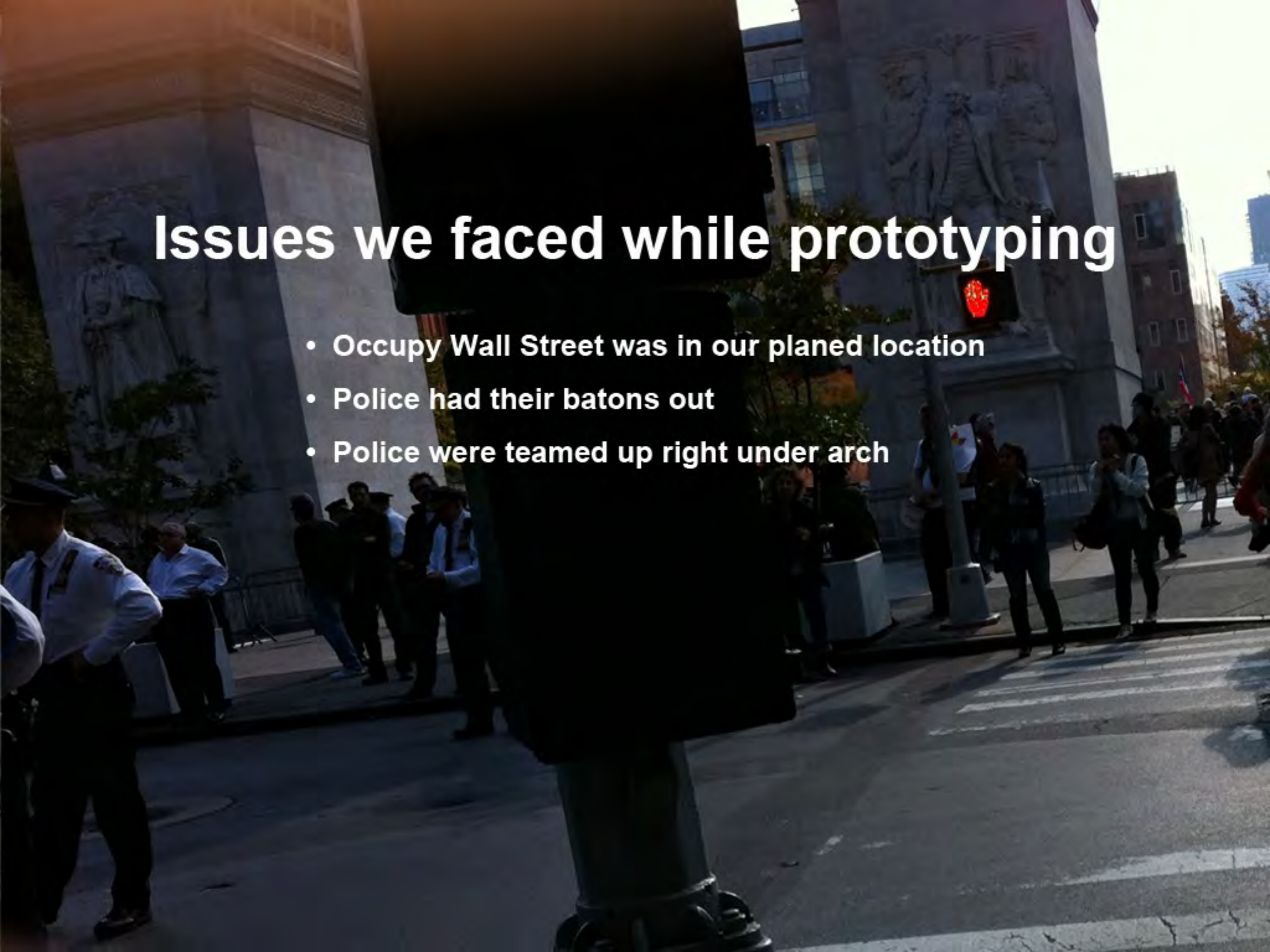


Issues to resolve

- **Audio**
- **Amplification**
- **Sound clips with theme? music?**
Specify what bear should say
- **Pedestal**

Issues we faced while prototyping

- Occupy Wall Street was in our planned location
- Police had their batons out
- Police were teamed up right under arch







WAIT FOR GREEN LIGHT

BROADWAY DOWNTOWN

SQUARE NORTH















Reactions Overheard in Union Square

- “Look at those legs crossed”- mother with child
- “Is this a social experiment?”- middle aged male
- “Whoa look at that bear!”- female college student
- “Look!”- mother with toddler
- “I want to see his [the dog’s] reaction” -older woman

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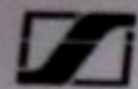
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Camera Set
• 1,440 tunable UHF frequencies
• All-metal rugged construction
• Automatic frequency scan feature

SENNHEISER

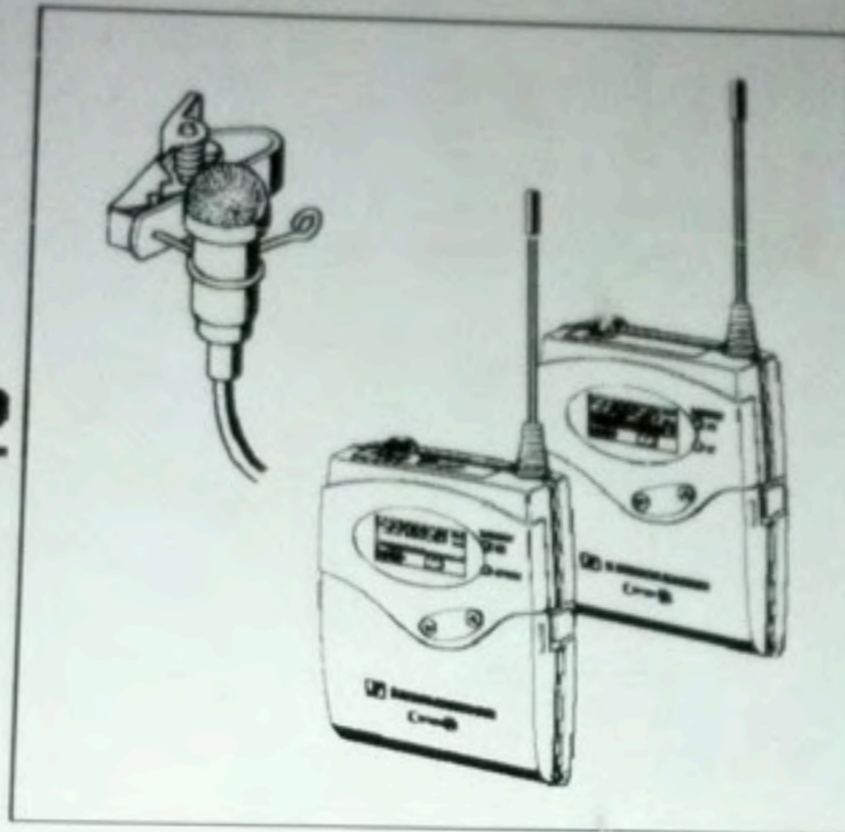


 **SENNHEISER**

Camera Set

ew112-p ©G2

Designed in Germany
Assembled in USA



EK 100 G2

Kompakter Empfänger
Compact receiver
Récepteur miniature
Receptor de petaca

ME 2

Ansteckmikrofon, Kondensator
Clip-on microphone, condenser
Micro cravate, statique, condensateur
Micro^{3/4}fono de corbata, condensador

Frequenzbereich / Frequency range









Our Competition at Washington Square Park



Hula-hooper

Mime artist

Guitar player

Piano player

Dancers

Congo line

Draw my outfit art project

Chalk artists

Sand artist

Army toy guy

Photo shoot with infant and

father in teddy bear hat

Occupy Wall Street barriers

around arch, fountain and

grass area.



“Hey there, are you MY dad?”



Overheard in Washington Square Park on October 22, 2011

“Is the bear singing?”

“It’s talking too!”

“Whats your name?”- woman in her 40s

“Did I get too close/too personal?”
- after rubbing the bear’s belly

“Don’t get too close. Don’t touch it.”
-mother to child

“That’s weird”, 20 year old male

“That thing is crying. He didn’t want us to leave”
- elderly couple

“Holy shit!!!! Did u hear that?!”- male to friends





Public Interference

Homeless man attempts to “kidnap” Teddy DT



Bear Audio: Teddy Roosevelt Quotes

“Speak softly and carry a big stick; you will go far”

“When you play, play hard; when you work don’t play at all”

“Believe you can and you’re halfway there”

“Keep your eyes on the stars, and your feet on the ground”

“No body cares how much you know, until they know how much you care”

“Courtesy is as much a mark of a gentleman as courage”

“Far and away the best prize that life has to offer is a chance to work hard at work worth doing”

Bear Audio: Lighter Quotes

“Wazzzzuppp?!”

“You remind me of my mother”

“Check out that hottie”

“Should’nt have eaten that farm raised salmon. I should have gone organic”

“Don’t forget your umbrella”

“Nice shirt. Love your sneakers!”

“Does this stuffing make me look fat?”

“Thank god it’s friday!!”

Go to <http://vimeo.com/32636046>



What we learned:

- **Humor/comedy/lightness allows gap for critical thinking**
- **Philosophical quotes make people think**
- **People respond well and question technology that is introduced to society**
- **Objects can bring random strangers to connect with each other**
- **Despite teddy bears being symbols of innocence, people are apprehensive and curious**
- **Teddy DT engages humans across different generations**

QUESTIONS?

THANK YOU!

