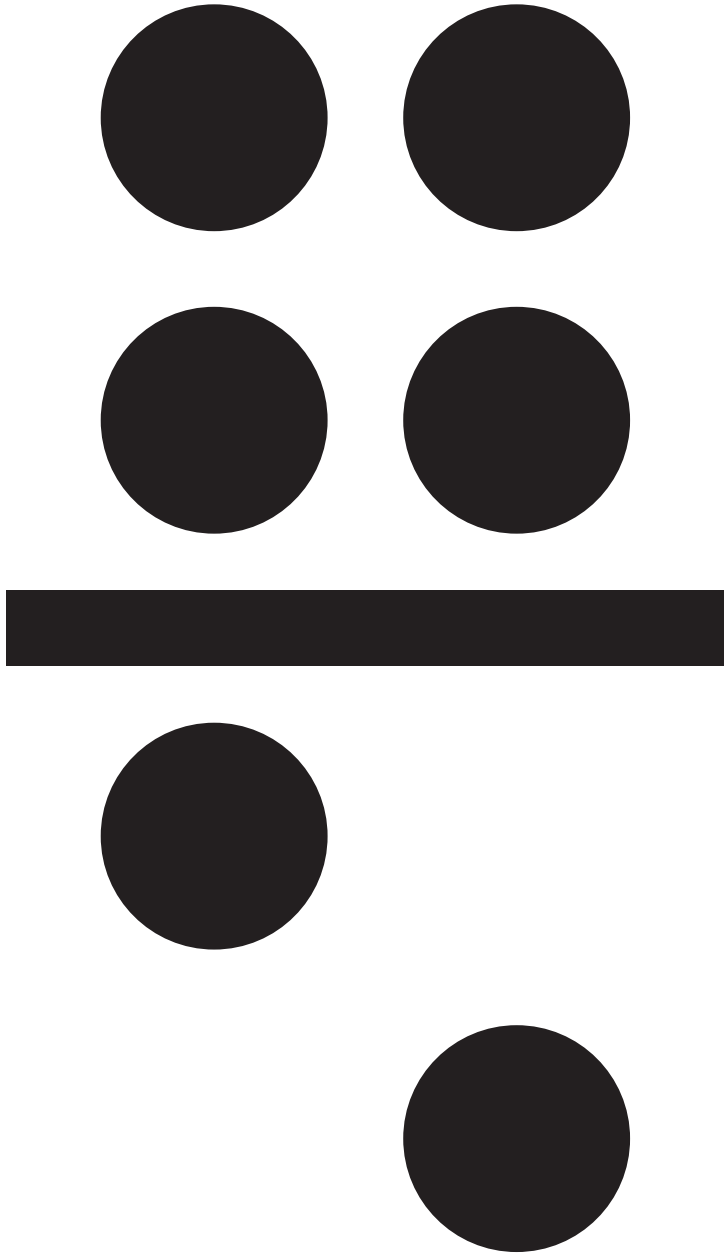


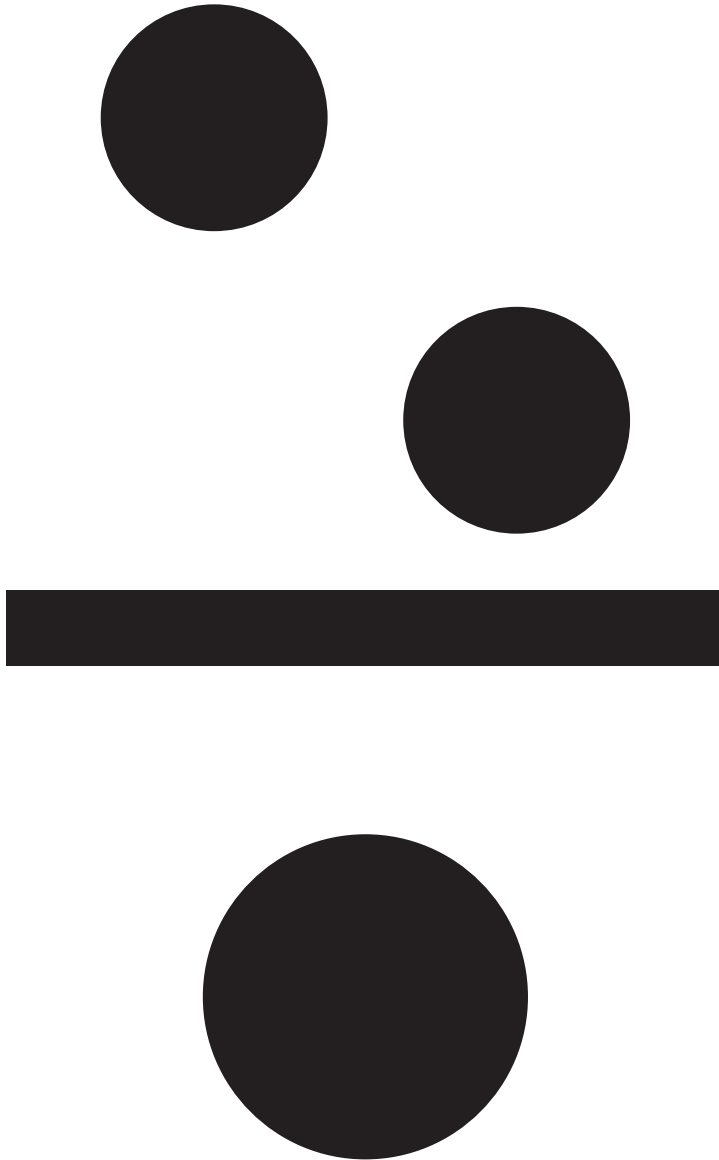
The Domino Effect

Jenna Bickhardt and Nasia Chan



Introduction

Our intention is to create an art piece which engages a specific space, being the OECD conference center, and a particular audience, being 1500 attendees, which will serve as the conference centerpiece and instigate bigger discussion and thought towards the designated platform. The artwork must also emanate the conference's theme message of #techfortrust. Our proposals conceptually portray the imagery of this trust, through their choices of medium, form, and mediation. They focus in a positive manner on both benefits and downfalls which come with the digital age in the globalized world. The following project proposals have been inspired from interactivity within installations, technological integration, structural minimalism, and faculty direction. They take into consideration time limitation, construction needs, budget, and political correctness. Our hope is that the right project, well-articulated, will translate an optimistic yet critical perspective on the subject of «technology for trust» on behalf of the OECD to its conference audience.



Description

The Domino Effect focuses on effects and causes in the context of trust within the realms of technology. The project is composed of eight dominoes which grow in ascending size upon viewer confrontation. The domino pieces are representative of choices and consequences, whether positive or negative, and their arrangement refers to the possible impact which occupies an exponential effect. Similar to the concept of a snowball effect, each choice causes a linked chain reaction which grows as it progresses.

Three options:

- A. Dominoes in minimalistic style using strong imagery open for interpretation.
- B. Dominoes with white text composed of reflective vinyl, which when viewed at a certain perspective is readable. Texts are repeating mixed positive and negative indicators. OR Dominoes with black text printed on paper/cardboard, which when viewed at a certain perspective is readable. Texts are repeating mixed positive and negative indicators.
- C. Dominoes built of acrylic blocks which have increasing opaqueness with ascension in size. This is representative of how within the concept of transparency, daily use of technology feels to have no consequence when in reality the use of technology has serious implications in corruption which is hidden from us.



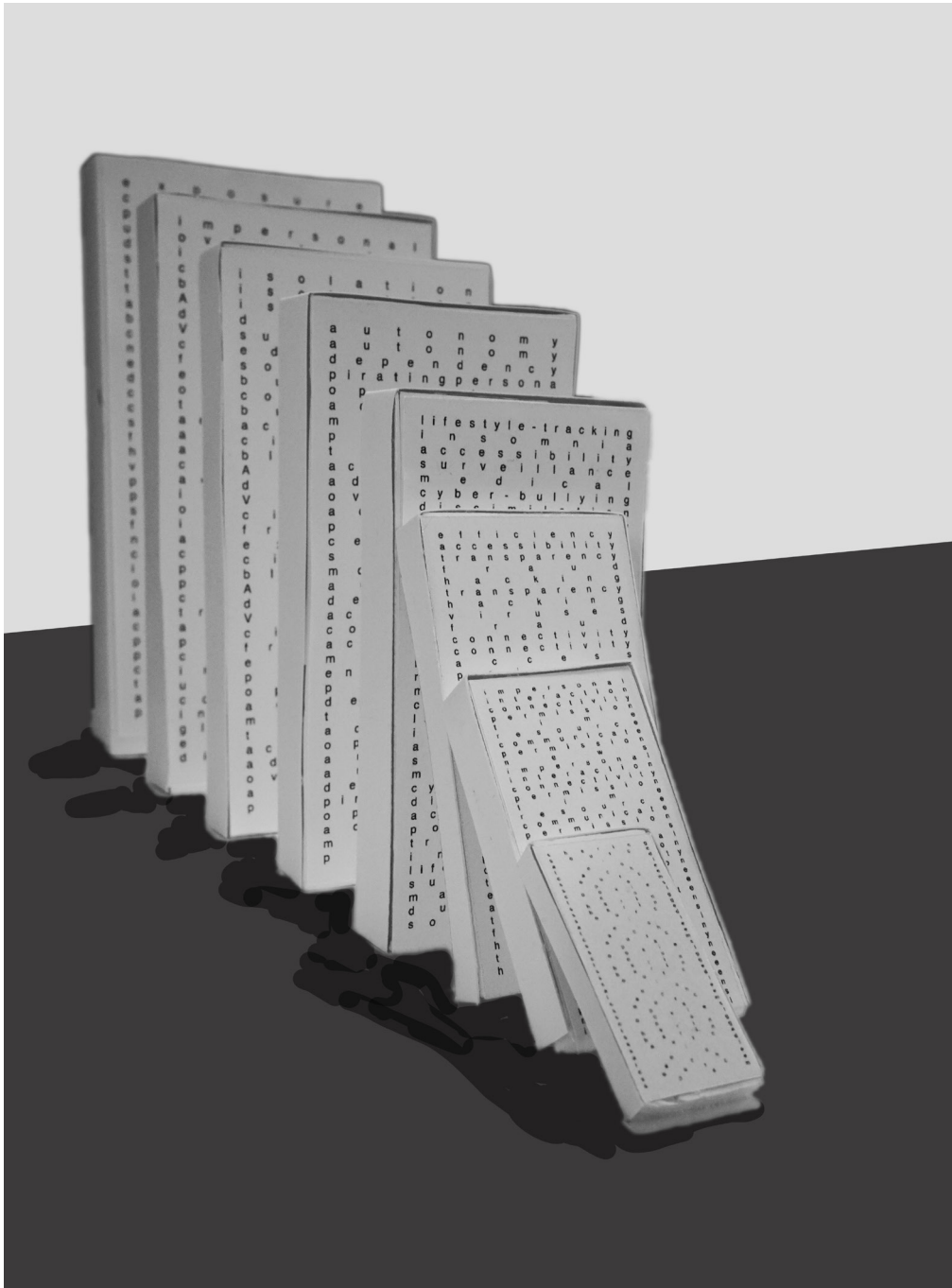
Option A

Dominoes in minimalistic style using strong imagery open for interpretation.

Material and Cost:

Cardboard	200 €
White (Spray) Paint	50 €
Glue/Double-sided tape	30 €
Weight plates	300 €

2A ESTIMATED TOTAL	580 €
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Option B

Dominoes with white text composed of reflective vinyl, which when viewed at a certain perspective is readable. Texts are repeating mixed positive and negative indicators.

OR

Dominoes with black text printed on paper/cardboard, which when viewed at a certain perspective is readable. Texts are repeating mixed positive and negative indicators.

Material and Cost:

Cardboard	200 €
White (Spray) Paint	50 €
Vinyl roll (20m)	30 €
Glue/Double-sided tape	30 €
Weight plates	300 €

2B ESTIMATED TOTAL 610 €



Option C

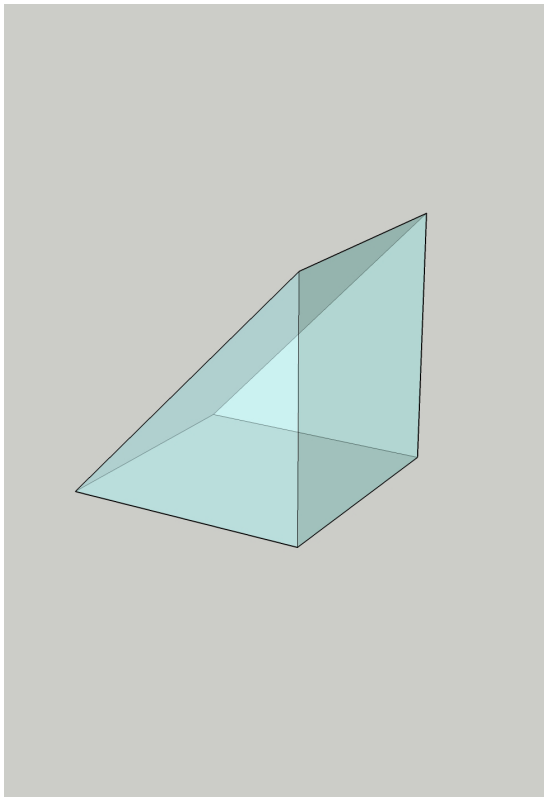
Dominoes built of acrylic blocks which have increasing opaqueness with ascension in size. This is representative of how within the concept of transparency, daily use of technology feels to have no consequence when in reality the use of technology has serious implications in corruption which is hidden from us.

Material and Cost:

Acrylic	1500 €
White (Spray) Paint	50 €
Production costs	500 € or more
Transportation safety measures and protection	100€

2C ESTIMATED TOTAL **2150 €**

Types of Support for Dominos



Acrylic Triangular Prisms and Cuboids

Prisms at front and back of Dominos 4 to 8. Cuboids in front of 1 and between 1 and 2, and 2 and 3.



Weight Plates

Two weight plates each inside Dominos 4 to 8. Weight Plates inside cardboard cuboids support for Dominos 1, 2, and 3.



Wood Triangular Prisms and Cuboids

Prisms at front and back of Dominos 4 to 8. Cuboids in front of 1 and between 1 and 2, and 2 and 3.

Material and Cost - Summary

Material and Cost

Dominos	
Paper or	200-800 €
<small>(depending on quality and thickness of paper)</small>	
Cardboard or	200 € or less
Foamboard	300-500 €
White (Spray) Paint	20-50 €
Glue/Double-sided tape	10-30 €
Vinyl roll (20m)	53 €
Support	
Acrylic or	2-3 €/kg
Wood or	100-200 €
Weight plates	16 €/10 kg
Production	
Production costs	100-1000 €
<small>(depending on materials and provider)</small>	
Transportation	
Small Truck <small>(including return)</small>	200 €

Material and Cost of A, B & C

Total Sum of A:	
Cardboard	200 €
White (Spray) Paint	50 €
Glue/Double-sided tape	30 €
Weight plates	300 €
2A ESTIMATED TOTAL	580 €

Total Sum of B:	
Cardboard	200 €
White (Spray) Paint	50 €
Vinyl roll (20m)	30 €
Glue/Double-sided tape	30 €
Weight plates	300 €
2B ESTIMATED TOTAL	610 €

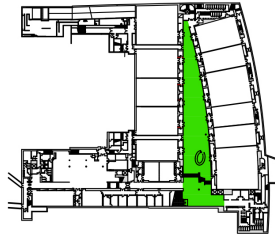
Total Sum of C:	
Acrylic	1500 €
White (Spray) Paint	50 €
Production costs	500 € or more
Transportation safety measures and protection	100€
2C ESTIMATED TOTAL	2150 €

APPENDIX
Floor Plan
Digital 3D Models



Acrylic triangular prisms and cuboids as support

Conference Centre Level 1-



Weight plates inside dominos as support

Conference Centre Level 1-

