

INTERACTIVITY

## HERITAGE QUARTER HOUSES MSHEIREB DOWNTOWN DOHA

Doha, **Qatar**

Msheireb Downtown Doha is the world's first sustainable downtown regeneration project, designed to regenerate and preserve the historical heart of Doha, capital city of Qatar.

CYAN has produced all interactive applications and has created architectural visualization for the presentation dossier and a photography report of the mock-up presentation, staged in Seville.

2015

ACCIONA PRODUCCIONES Y DISEÑO

**Cyān**



# HERITAGE HOUSES MSHEIREB DOWNTOWN DOHA

Doha, **Qatar**

- Historical Interviews (IOW)
- Freedom & Restrictions
- Qatar’s Response
- Commitment Room
- Pipeline (4 pieces)
- Company Courtyard
- Contemporary Voices
- Msheireb Timeline (4 pieces)
- Recording Msheireb Booth
- Share Your Story Video Booth
- Memories of Msheireb (3 pieces)
- Studio Table
  - Vision
  - Design
  - Sustainability
  - Community
- Building Msheireb
- Gateway Media Dish

■ This production includes description and images   ■ This production does not include description





# HERITAGE HOUSES MSHEIREB DOWNTOWN DOHA

Doha, Qatar



- MOTION GRAPHICS
- ART DIRECTION
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- CG ANIMATION / VFX
- DEVELOPMENT
- CONTENT MANAGEMENT SYSTEM
- GAMIFICATION
- SITE-SPECIFIC EXPERIENCE

## COMMITMENT ROOM

Complex instalation consisting of several photo stations where visitors can select a pledge to change slavery and human trafficking situation. The photographic pledge is then displayed in dynamic, real-time, animated projection – a mosaic made up of micro-portraits of visitors and their pledges.





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- ART DIRECTION
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- CG ANIMATION / VFX
- DEVELOPMENT

## PIPELINE

Interactive media selectors are integrated into the industrial “pipe line” timeline installation that recounts notable events in the first decades of Qatar’s petroleum industry. Aerial photographs, equipment inventories, video clips, oil exploration maps, and documents such as Qatar concession notes, and personal testimonies are displayed.

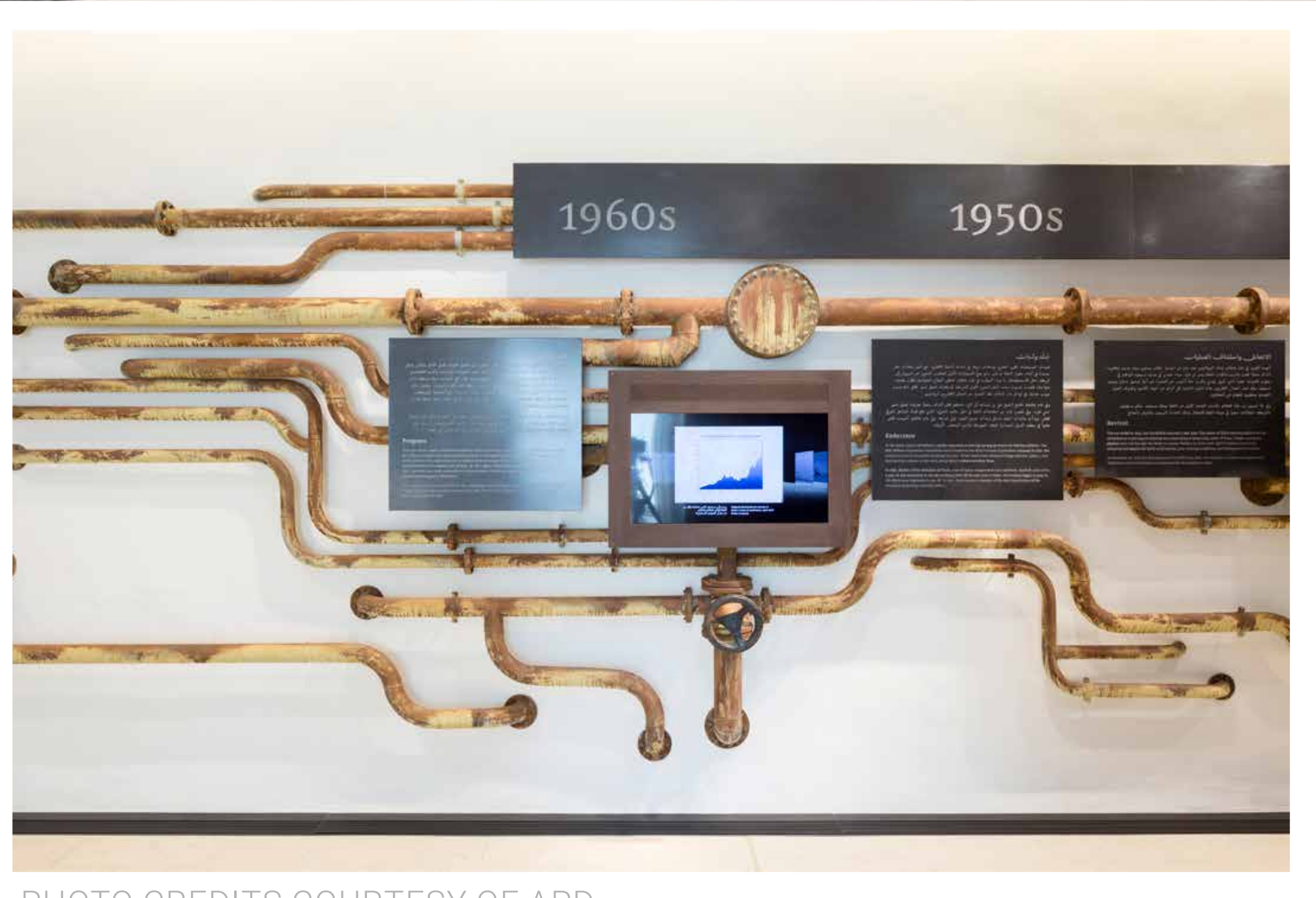
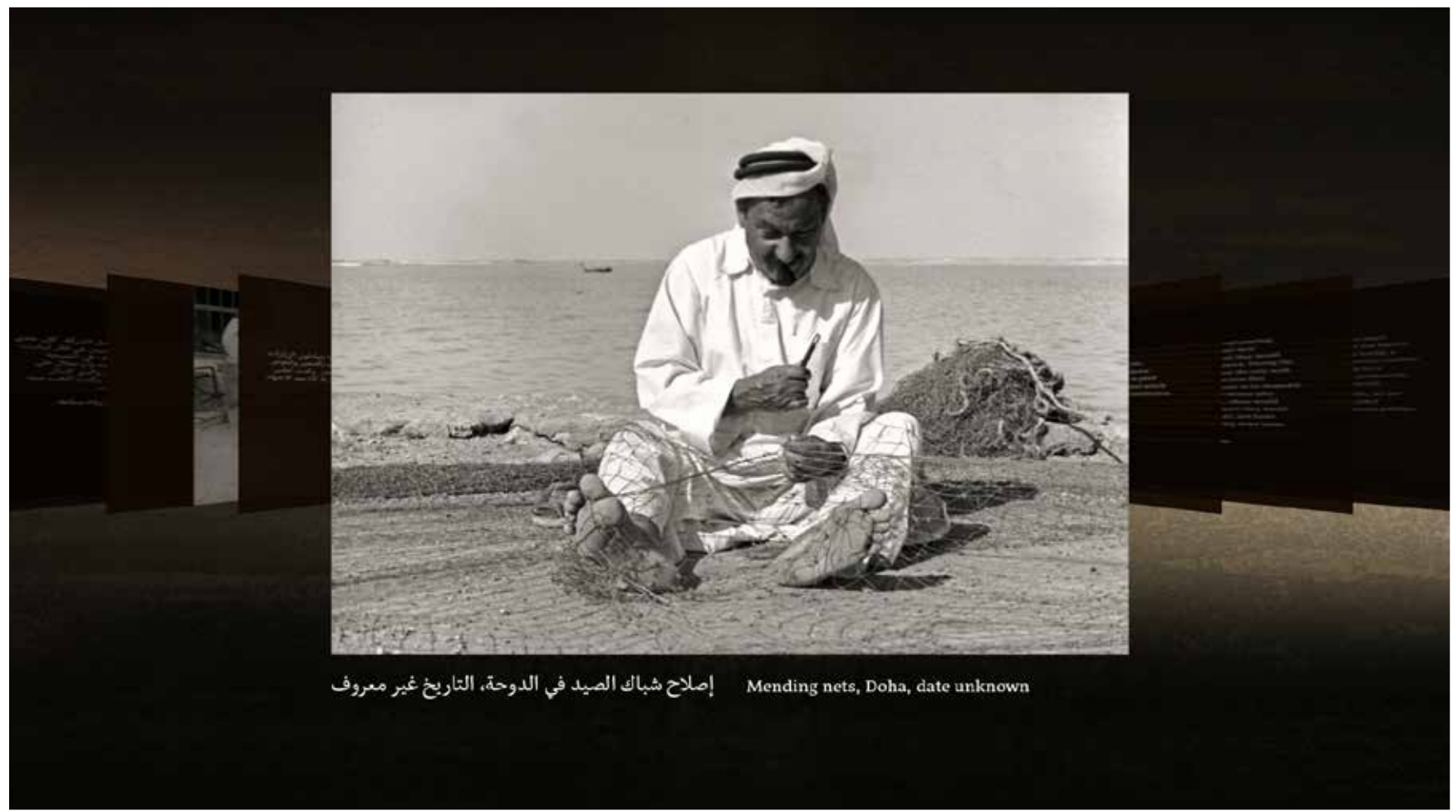


PHOTO CREDITS COURTESY OF APD





# HERITAGE HOUSES MSHEIREB DOWNTOWN DOHA

Doha, Qatar

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ART DIRECTION  
GRAPHICS DESIGN  
USER EXPERIENCE  
USER INTERFACE  
CG ANIMATION / VFX  
DEVELOPMENT

PHOTO CREDITS COURTESY OF APD

## COMPANY COURTYARD

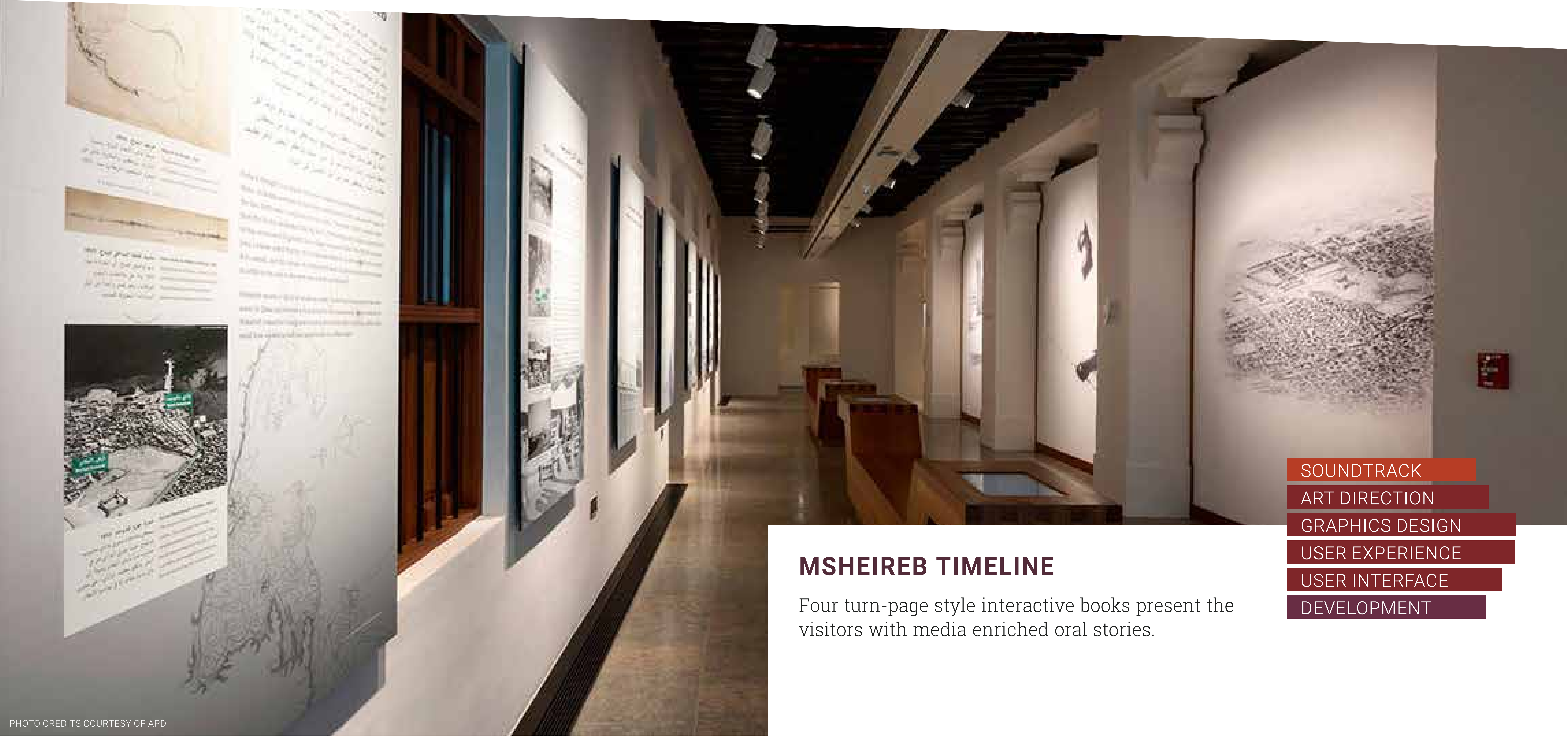
A large multi-user tabletop screen displays a set of tools used in the oil fields, each representing a different job. Dragging and touching a tool reveals more detailed information. Variety of media tells a story; from machine operators, to drivers, to geologists, to tea boys. Visitors learn about the men who sat in this canteen years ago.





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Doha, Qatar



## MSHEIREB TIMELINE

Four turn-page style interactive books present the visitors with media enriched oral stories.

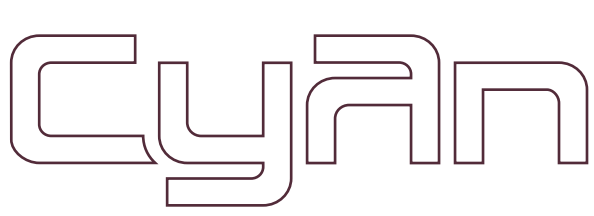
- SOUNDTRACK
- ART DIRECTION
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- DEVELOPMENT

PHOTO CREDITS COURTESY OF APD



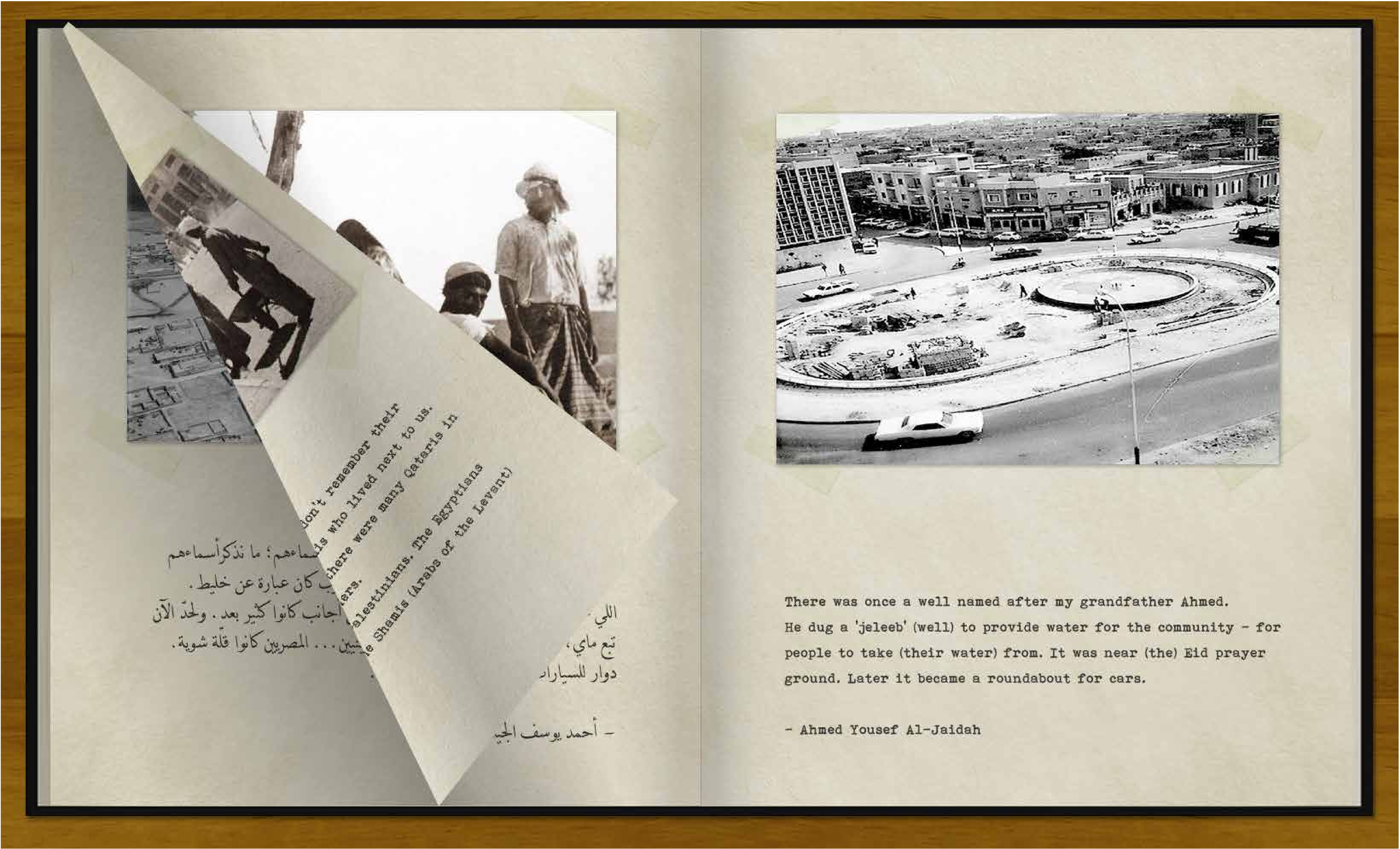
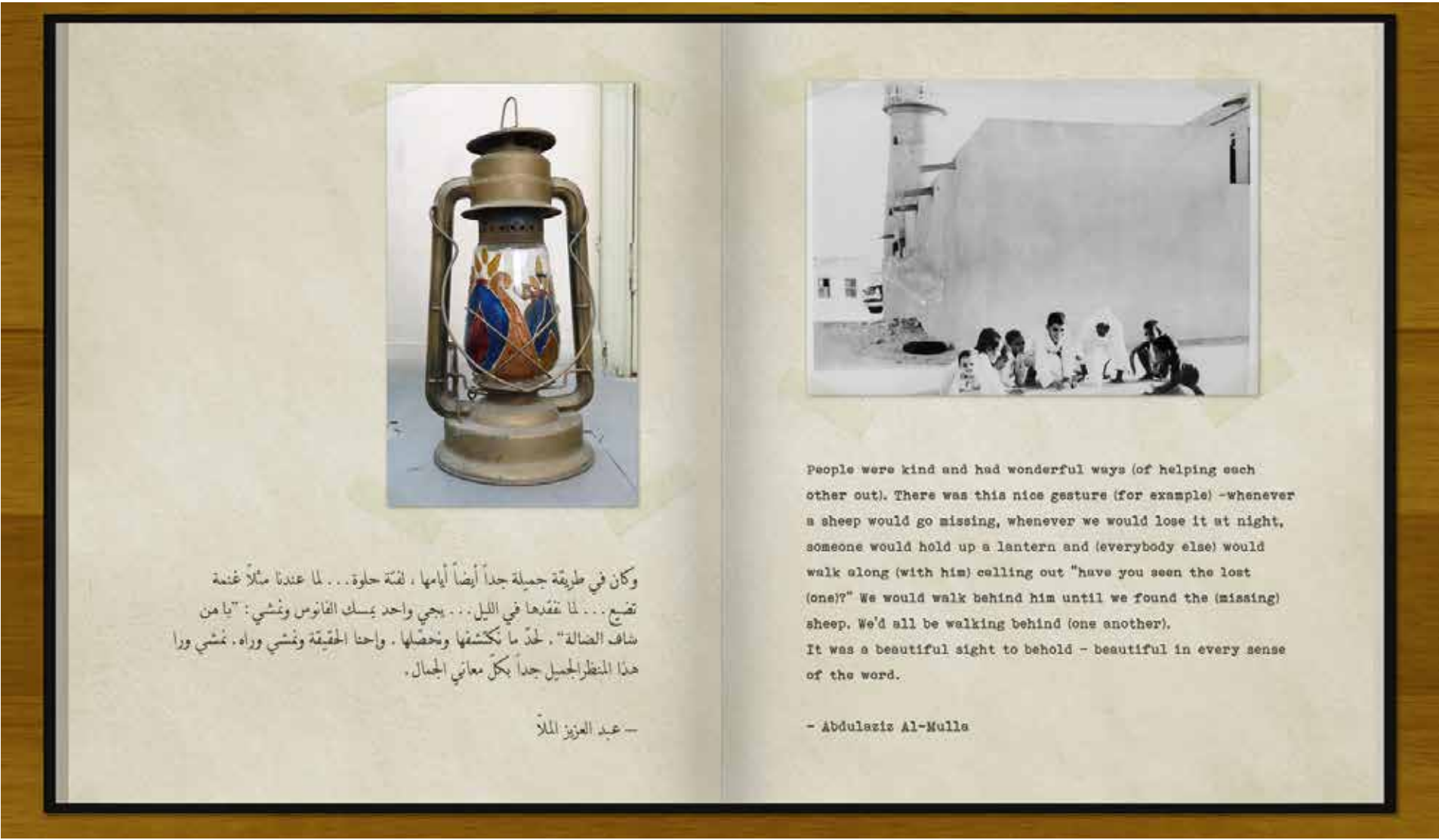
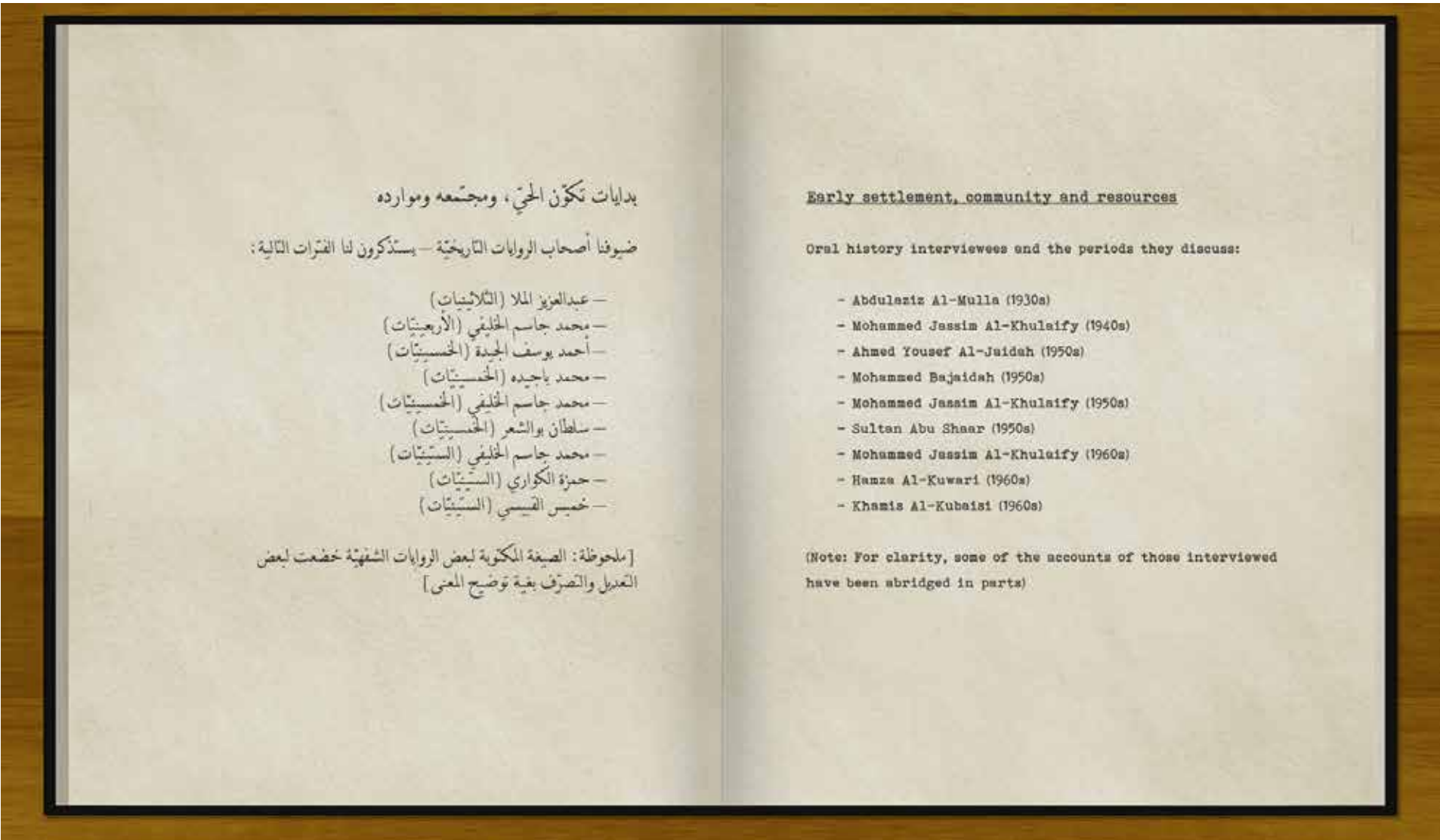
# HERITAGE HOUSES MSHEIREB DOWNTOWN DOHA

Doha, Qatar



## MSHEIREB TIMELINE

Interactive Books with audio and pictures





# HERITAGE HOUSES MSHEIREB DOWNTOWN DOHA

Doha, Qatar



- SOUNDTRACK
- ART DIRECTION
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- DEVELOPMENT
- CONTENT MANAGEMENT SYSTEM

## SHARE YOUR STORY VIDEO BOOTH

Visitors may choose to view stories others have recorded, or record their own stories. If they choose to record their own story, a self-guided program opens with a narrator who explains that the experience is one for visitors to offer their own human rights story. The narrator also explains that the Museum is asking a rolling set of themed questions as it builds a living archive of visitors' narratives and responses. The narrator prompts the visitors to choose from one of the questions.





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## MEMORIES OF MSHEIREB

Proximity sensor operated, large-scale screens presenting life-size video testimonials from eye witnesses to the development of the city.



POST PRODUCTION

SOUNDTRACK

ART DIRECTION

GRAPHICS DESIGN

USER EXPERIENCE

USER INTERFACE

DEVELOPMENT

I+D / SENSORS



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## STUDIO TABLE

(4 PIECES)

This interactive installation is composed of 4 large tables, as a continuation of the central model table. The table's content is primarily visual: photographs, sketches, extensive use of animation, video interviews and oral histories.

The interactive screens permit 'deep dive' that expands on the information presented on the graphic panels on the wall.

- **Vision**
- **Design**
- **Sustainability**
- **Community**

MOTION GRAPHICS

SOUNDTRACK

ART DIRECTION

ILLUSTRATION

GRAPHICS DESIGN

USER EXPERIENCE

USER INTERFACE

ARCHITECTURAL VISUALIZATION

CG ANIMATION / VFX

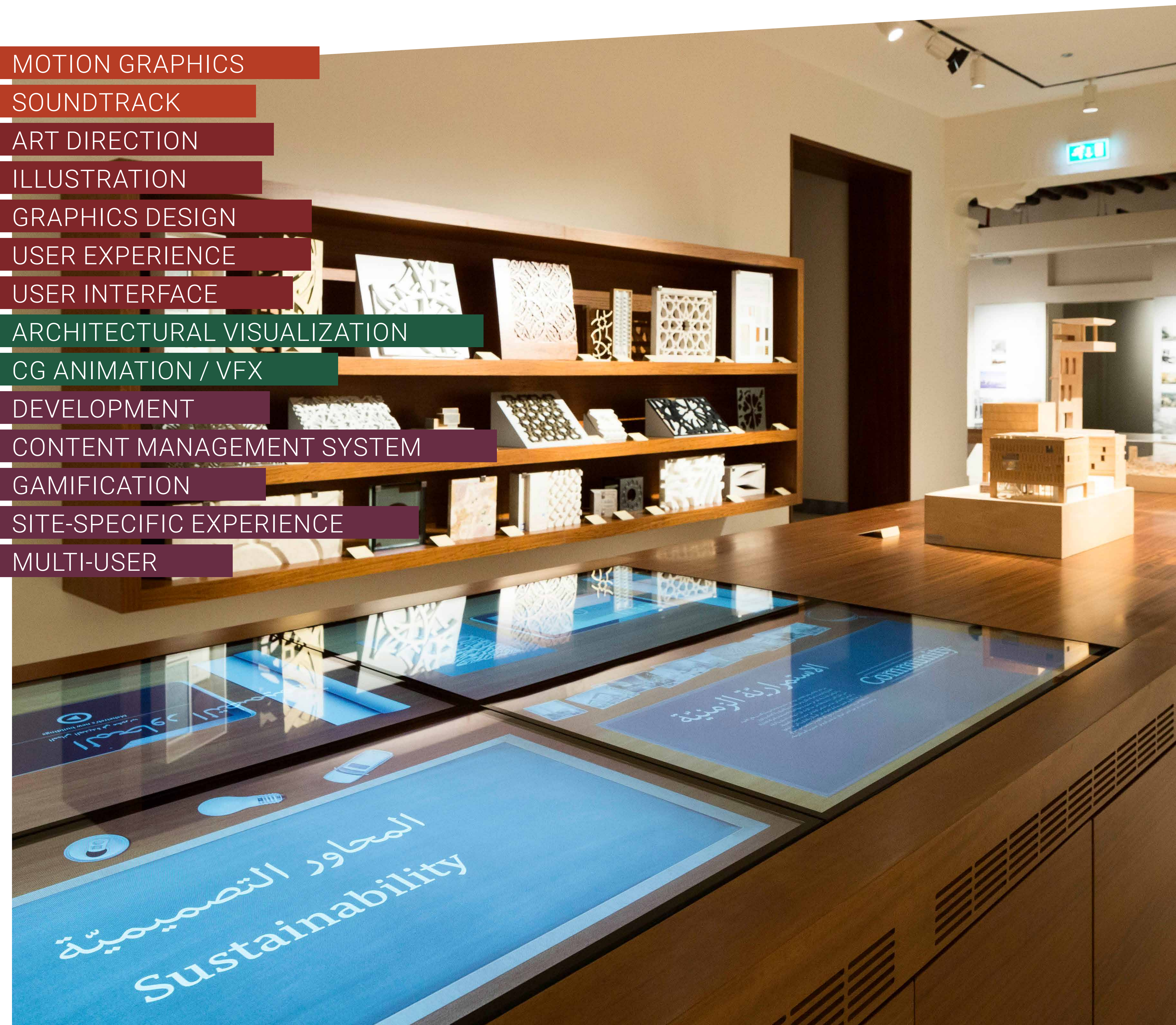
DEVELOPMENT

CONTENT MANAGEMENT SYSTEM

GAMIFICATION

SITE-SPECIFIC EXPERIENCE

MULTI-USER





# HERITAGE HOUSES MSHEIREB DOWNTOWN DOHA

Doha, Qatar



PRODUCTION

POST PRODUCTION

MOTION GRAPHICS

SOUNDTRACK

VIDEO MAPPING

ART DIRECTION

ILLUSTRATION

GRAPHICS DESIGN

USER EXPERIENCE

USER INTERFACE

STORYBOARDS

ARCHITECTURAL VISUALIZATION

CG ANIMATION / VFX

DEVELOPMENT

I+D / SENSORS

GAMIFICATION

SITE-SPECIFIC EXPERIENCE

MULTI-USER



## GATEWAY MEDIA DISH

Gateway is a large scale, 3 meter across, circular surface displaying a development and infrastructures of Doha. The multi-user installation permits up to eight visitors, additionally it provides a special, remote controlled docent mode for large groups. The content is presented in a series of stunning animations that judiciously accumulate as each user explores one of the 15 themes. The blended overhead projection combines with gesture based interface for a unique experience.



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GATEWAY  
MEDIA DISH

