UBC Social Ecological Economic Development Studies (SEEDS) Sustainability Program

Student Research Report

Trick Out the Trike
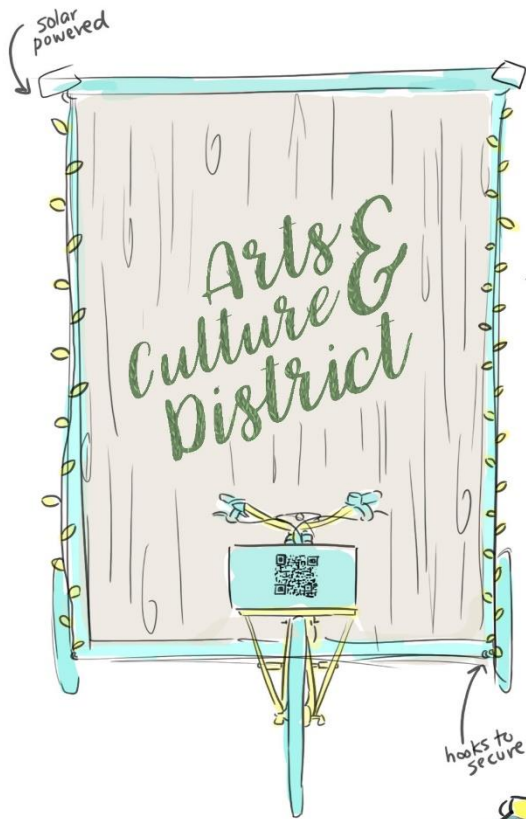
Shavonne Yu

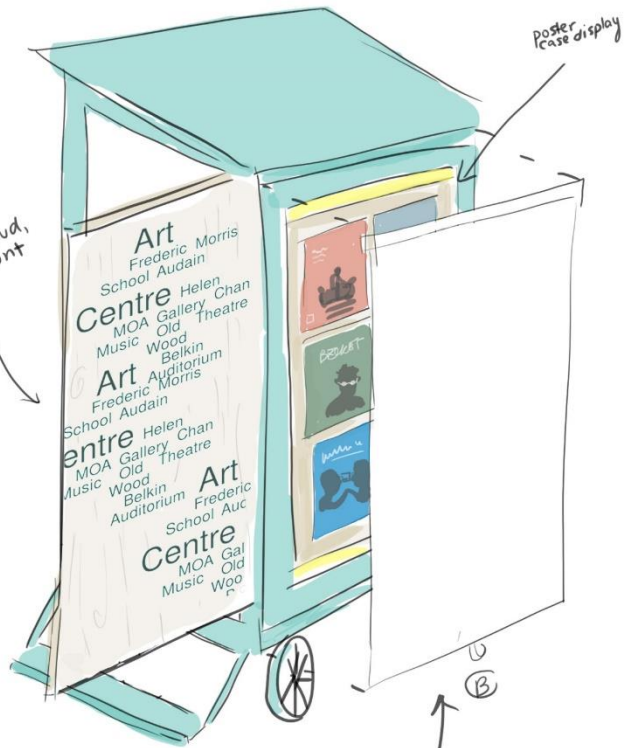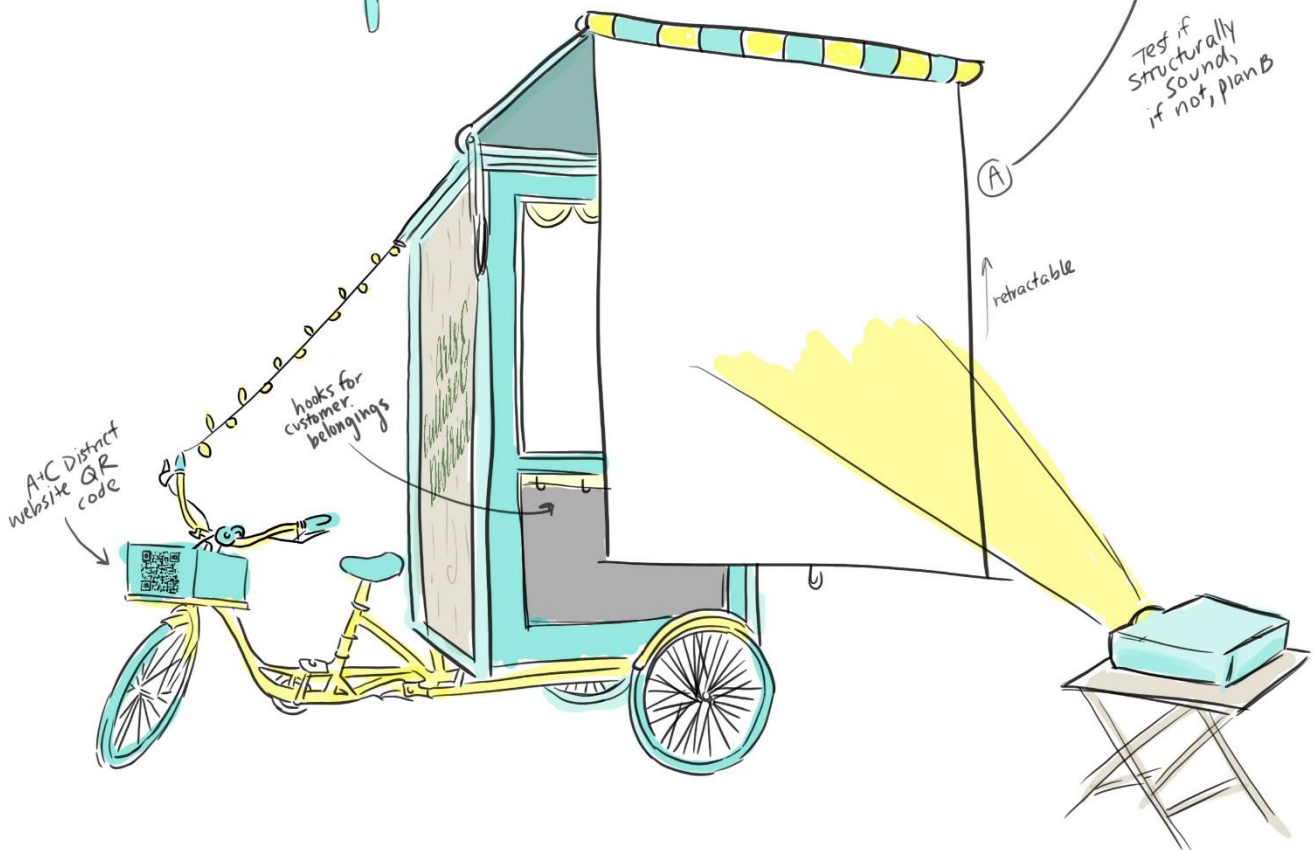**University of British Columbia**

THTR 448B

2017-05-31

solar powered

Arts & Culture & District

hooks to secure

poster case display

ex. word cloud, change font

Art
Frederic Morris
School Audain
Centre Helen
MOA Gallery Chan
Music Old Theatre
Wood
Belkin
Art Auditorium
Frederic Morris
School Audain
entre Helen
MOA Gallery Chan
Music Old Theatre
Wood
Belkin
Auditorium Art Frederic
School Aud
Centre MOA Gal
Music Old
Woo

B

A

Test if structurally sounds, if not, plan B

retractable

hooks for customer belongings

A+C District website QR code

TRICK OUT THE TRIKE

SHAVONNE YU – BA MEDIA STUDIES

I've often been compared to the inquisitive cat – leaving no leaf unturned, exploring everything in and out of sight. Upon coming to UBC, I realized I didn't have to travel downtown anymore to fulfil my thirst for creative media. In between classes and in my downtime on campus, I found it liberating to relax during a noon hour concert, or spend a night with a friend at Arabian Nights. Word of mouth was the only way I could tell my friends about what was happening on campus, and the Trike presented an exciting challenge to engage my peers in the world of UBC's arts and culture.

I wanted to convey the excitement that comes with being transported to a different time, a different place to experience a play, or an opera. Bright colours are integrated into the design, alike to simpler days with ice cream trucks and cotton candy snack carts. Too bright, however, and it might appear gaudy and childish, so a weathered look makes it look more organic, as well as being immune to age and batter. Commanding attention in a physical space is hard to achieve in an increasingly technological world; the use of a projector screen, or perhaps a green screen to pose in front of is a viable solution. Multimedia, such as performance clips or photo slide shows could be shown, as well as musical performances – portable speakers could be employed alongside the presentation. This particular feature provides another outlet for artists to have their art publicly presented, while attracting customers.

Affordable DIY alternatives include projector screens replaced with window blinds, and expensive poster display cases exchanged with a frame and a clear plastic desk pad. Scrap wood could be potentially sourced from UBC's wood processing centre. A partnership with the Bike Kitchen to deck out the bike is also a prospect – perhaps operators could also be trained by Bike Kitchen staff for maintenance, in exchange for advertisement space on the Trike. The main signage of the Trike will be accomplished in cut out moss letters – utilizing the Vancouver's rainy climate. A crate containing brochure information, or perhaps free goodies like buttons/candy/brochures will sit at the front of the bike, to attract passersby without pressuring them purchase a ticket. The QR code of the A&C District website will be painted on – which will be visible on all social media posts

with anyone posing on the bike. Solar powered fairy lights emit a warm and inviting glow – this can light up the inside of the booth as well as outside – small hooks will be installed to prevent entangling with machinery. The lights can also be detached to create a makeshift stage, much like how break-dancers create cypher circles use tape or a spare jump rope slung about in a circle on the street. Rather than having a pull out stage, providing a space that puts the student performer amongst the student audience is more effective and engaging than placing them on a podium. Storage space within the trike can be created with wall organizers. Small hooks below the window booth will be installed for convenience – allowing customers to temporarily relinquish extraneous belongings while completing a purchase.