

# SCENARIO BUILDING BY MOVIE DESIGN: SIMULATION AND COMMUNICATION OF SERVICE DESIGN FOR NEW SUSTAINABLE LIFESTYLES

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## ABSTRACT

This paper is to investigate the scenario building by movie design, in particularly in simulation and communication of service design for sustainable lifestyle. The research project informed by the paper is based on experimental movies as a stage of workshop Chita 08 which is a researching and didactical collaboration in service design and design for social innovation between School of Design, Jiangnan University (JU) and INDACO department, Politecnico di Milano (Polimi). During the workshop some experimented movies were generated in the last stage. Six groups of 27 students simulated their service design proposals into movie scenarios.

The outcomes of project reports that: 1) Movie scenario building is a proficient way to explicit visions, motivations and proposes (Manzini, Jegou 2000) to people in different senses and dimensions of perceptions such as: music, dialogue, movement, color etc. 2) Movie scenario is a favorite Design-oriented scenario (DOS) for service design to visualize and communicate the service ideas and concepts which are intangible as usual; 3) Movie is a strong tool to promote and communicate the new ideas of sustainable lifestyles in the social learning process towards sustainable society.

The research project is designed to explore the facilities of movie in ability of simulation and communication ideas for social support to sustainable life-style. Movies have been considered as the potential media to link with art, communication and social value by an approach of a long-term social learning process with scenario building of sustainable lifestyle.

*Keywords: Scenario building, Movie, Design-oriented Scenario, Service design, Simulation, Sustainable lifestyles*

## 1 COMMUNICATION AND SUSTAINABLE SOCIETY

It's possible that movie facilitates design activities and processes for sustainability. Since the commercial ideas have been communicated successfully in markets such as Hollywood, how creative designers can communicate the ideas of sustainable lifestyles to people. Digital technologies are facilitating the production of movie media. On the one hand the movie industry or the home-user's productions have been intersected, on another hand; the process of movie production from ideas to presentations has been simplified.

The innovative design-oriented scenarios and storytelling give a new type of content in movies, that decrease the boundary between and movies and everyday life. Designing is the actor that creates and develops the new ideas toward sustainability. However, to reach the sustainable society, it's not enough to improve the ecological footprint of products and processes, we do need a radical change; the new ways of living, being and doing. Given that, design and designers will interpret this change with new knowledge, methods and tools to adapt the complex design process and results. Therefore, the movie scenario building can be a facilitator in this design context.

## 2 SCENARIO BUILDING

Scenarios in movies can outline a series of visions to people that will enable them to understand the complexity of new sustainable life styles. To accept the design initiatives, the communication must be visualized and understandable with people's daily-life experiences.

Scenario building could be a tool that will enable designers to draw up a set of visions with a given local

context. In the case we are considering, possible alternatives such as reference scenario of sustainable lifestyle in city.

### **2.1 The scenarios and their architecture**

The three fundamental components in this scenario are:

-Vision: is the most specific component from scenario. Response to the question of base on “how is the world, if...?” is the supporter a detail what might be, if any data sequence of event has taken.

-Motivation: is the component of the scenario a response to the question “Why this scenario has to be considerable?” It provides meaning and legitimacy to the scenario existence.

-Purpose: is the component that suppose and consistence at a vision. Its concrete form to a vision, transforms answers to the question “what has to be done to implement that vision?”

### **2.2 The design-orienting scenarios characteristics**

The design-orienting scenario characteristics are:

Plurality: identify alternative solutions and contexts to assess their social and environmental implications.

Feasibility/acceptability: are based on some existing technological and/or socio-economical opportunities.

Micro-scale: refers to the scale of the contexts of life, i.e. to a physical and socio-cultural space in which actions (performed by individuals or groups of individuals) take place.

Visual expression: presented visual images of coherent contexts and proposals, with the aim of giving synthetic and concrete suggestions of how they could be like.

Participation: facilitate the convergence of different actors on a common vision that has to act as a catalyst in the network building and in the partnership generation processes.

### **2.3 Sustainable Everyday Project**

This case is the promotion of communication of new ideas of Sustainable lifestyle by movie. The Sustainable Everyday is a platform for knowledge collection between creative communities and innovative citizens.

## **3 MOVIE**

### **3.1 Movie is a kind of language**

Movie has two approaches which could represent experiences and be understood between designer and people. The first approach is scientific image that informs the data medium to the audiences. Another approach outside the scientific scope is an artistic approach that expresses the sense of human emotion and esthetic. With these 2 approaches make potential character of movie reflect the human life and also the proposed visions of new initiatives which never exist before. Then the model of the designer's experience is possibly communicated to the people via movie design.

### **3.2 Creating art**

Digital movie equipments today have developed from the traditional film mechanics. The movie producer is changed from the professional cinematographer, only in the past, to usual home video makers as well. The movie designer should study qualities and theories of film for apply to design in movie. Film theorist Rudolph Arnheim notified in 1933 the movie tool is the statement as art such as the sculpturing or painting. In order that the film artist may create a work of art it is important that he intentionally stress the habit of the medium. (Arnheim, 1933, p. 38) movie is not only produced from mechanics, but must be organized by design creativity.

### **3.3 Telling stories**

John Grierson, filmmaker, film critic and founder of the British documentary film movement, defined documentary film as “the creative treatment of actuality” (Grierson, 1932, p. 8). ‘Treatment’ here refers to dramatization, showing the wish to tell a story. Grierson saw dramatization as an approach to communicating the truth, following American ideas of seeing the news and journalism as stories instead of reports. He recalled his visit to Chicago in 1924 as a source of inspiration for the birth of his theory of documentary film in the early 1930s

The scientific and artistic approaches defined the type of movie as dramatization and documentary.

Designers can propose to reflect the analysis data and propose the perspective to be model of some experience. By this experience, designers communicate both of information and emotion to the people.

Then audience percept the model and interpret with their real life. They obviously understand structure of

scenario which designer construct in the movie.

#### 4 CHITA08 WORKSHOP

The CHITA08 workshop is a teaching and research collaboration between the School of Design, Jiangnan University(JU) and the INDACO department at the Politecnico di Milano(Polimi), focusing on how to promote the sustainable everyday life by service design approaches and how it can be empowered by mobile communication. Twenty-seven students have participated in this course of 6 groups. The course process has 4 stages: 1) Case study and field research, 2) Idea generation and concept definition, 3) Project development and simulation, 4) Project communication context conditions. After the service idea is complete, generated by local context, students begin to communicate all process through the storytelling by movie, and then try to construct the scenario into the structure of story.

The fourth stage of Chita08 is the project communication that students make simulations of design service through scenario building in their movies. With the structure of scenario is composed by 3 components; (totally 3 minutes)

Part A: Context (maximum 45 seconds): visualize the local content, 1) including the local context of field research issue like health-care and immigrant workers, 2) Problematic context to visualize the problems

Part B: reinforce the idea with storyboards simulation of Service in video versions (around 115 seconds):

Part C: Advertise of Service (maximum 20 seconds): promote and communicate

#### 5 MOVIE SCENARIOS OF NEW SERVICE IDEAS

The structures of scenario in movie are parallel to the design process. Students choose the case of study, find the solutions and simulate their service design concepts. The process can be visualized in the movie's structure. The objective of communication and simulation is to let people in the local area understand the initiative solutions and service ideas.

Designers and people have shared experiences in the social problematic background. They can possibly communicate by specific movie language which is generated in the same social values of their daily life. Finally, 6 solutions have been presented in the different perspectives of everyday life where movie is used as an enabling media. Here we choose 2 projects to discuss about their scenario's architecture and design-orienting scenarios characteristics. They are analyzed in how the movie scenario, as a tool, can communicate the value to people.

##### 5.1 Mom's talk "To be a happy mom"

Introduction: The service facilitates the connection between the pregnant women. New mothers and doctors are able to face the problems and share the experiences together. The service enables communities to participate in activities. This gives them greater confidence and happiness to be pregnant women.

Background: A number of couples in the city must live by themselves; husbands have to go to work every morning. The pregnant wives have to spend time alone, during working hours, everyday.

Story: Dora has been a pregnant woman for 6 months; Morning is her happiest time because she can stay with her husband. But after her husband goes to work, Dora does the same things day after day. She really feels boring...Until one day; Dora goes to the Mother and Children hospital...Dora makes a good friend there. And she found the service platform. Through the system, Dora knows Nini who lives in the same



Figure 1: "Mom's talk"

Production crew: Wang Zilin (Dora), Kang Yuan (Nini) Wong, Wang Ningning (Smile), Gao Yupeng (Epon Gao), Chen Jiayi (Oggy)

#### **Analysis by the architecture of scenario in this movie “Mom’s talk”**

- Vision: the story shows a situation of a pregnant woman (shown by character “Dora”) who is alone while her husband goes out to work. The movie shows a situation that asks the following questions: What’s the feeling of pregnant women? Are there any problems? Have these issues ever occurred to you? Dora is the representation of pregnant women who may have a few mental problems during their physical changing.
- Motivation: During the time 90-120 seconds, the movie demonstrates the sensitivity of a person who is going to be mother. This could make those who are around pregnant women, in real life, more aware of a woman’s delicate health care during pregnancy.
- Proposal: The last 60 seconds of the movie, when Dora uses the service, shows how the life of a pregnant woman can be changed for the better when she is no longer isolated.

#### **The design-orienting scenarios characteristics**

The design-orienting scenario in the story communicates the following characteristics to the audience:

- Plurality: the story is based on the urban life background. It is possible that this scenario could happen to any modern couple who begin their life in city contexts. The last part of the story provides an example of a solution that is possible in any modern society.
- Feasibility/acceptability: it is possible that the solution provided in this scenario would occur in background of Wuxi. The characteristics of the people enable the healthcare opportunity via the use of technology and the factor of social morale.
- Micro-scale: the story focuses on couples of the younger generation living in urban China. They have a good understanding of technology and, also, the cultural in China pays attention to the importance of a mother’s healthcare.
- Visual expression: Many scenes in this movie express the delicate feelings of pregnant woman through the use of music and real-life situations. The young generation will find the information in this movie close to their own experiences. Then they can imagine about their urban life that is facilitated by this service very clearly.
- Participation: the mother’s habit in the movie changes throughout. She participates in the same situation as another lady who is also pregnant. These participations can enable the characters to be happier than before.

#### **5.2 Pride House “A sustainable society with equality and harmony...”**

Introduction: Migrant workers in China are marginalized and therefore find it difficult to be part of the cities. The service enables them to become more involved in local communities and this provides them with a platform to share experiences.

Background: Sustainable life can be achieved when there is no boundary between groups. For migrant workers, spiritual life is almost blank. Story--Migrant workers; ‘Zhang’, ‘Liu’ meet a white collar working lady ‘Michelle’ on the road after work one day. She looks down at them while they sit down on a footpath. Zhang learns how to use a new service, on his mobile phone. This uploads data from his work life and social life onto a website that can be accessed by other citizens. Michelle accesses this and sees another side to Zhang. Then she changes her perception of them and responds in better way when they met again.

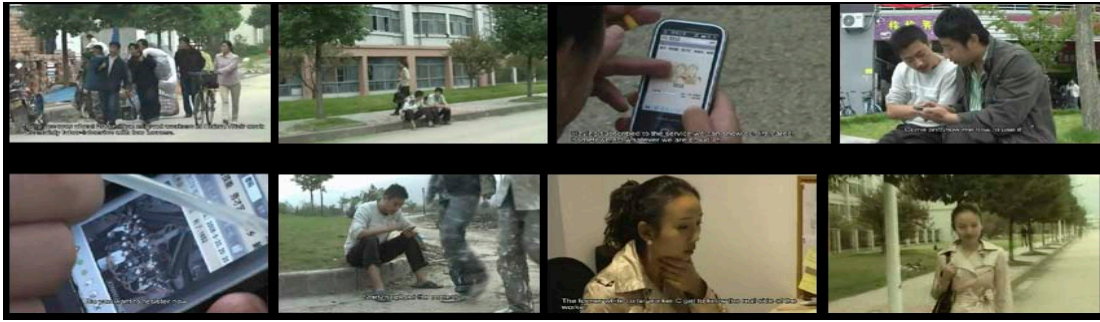


Figure2: "Pride House"

Production crew: Michelle Zhang, Zhang Huizhong, Liu Ying, John Xu

Analysis by the architecture of scenario in this movie "Pride House"

- Vision: The overlaps of people's status in social simply appear in many cities. The development of China is also one of them. Then social ethic and technology find the solution such as shown in this movie.
- Motivation: It is difficult to resolve financial difficulties in the cities. But Pride House is a story of the need for mental stimulation in society. This service can help people feel less separated within their society.
- Proposal: The Pride House service helps to reduce the problems of the migrant workers, who are increasing in numbers in the cities.

### The design-orienting scenarios characteristics

For what regard the design-orienting scenario characteristics, they are:

- Plurality: This service solves the situation about 2 level citizens possible to link together in the social. Their works are mainly labor-intensive with low income. However the life of human should be the same.
- Feasibility/acceptability: this idea shows the possible solution by 2 accesses of two technologies from mobile and computer, have functions as like the working equipment of 2 levels of citizen in urban in modern time.
- Micro-scale: The story scope at migrant workers, the second generation (from 18 to 35) wants to stay in the cities for good. These individuals are viewed by those citizens merely as laborer. However they still have digital equipment as the communication tool in their life.
- Visual expression: the situation of this story always happens in many urban societies. The solution of this event makes strongly motivation for people who have ever met experience. The solution of idea present very harmony and full with relax atmosphere for this direction should be understandable.
- Participation: By the natural of human want to be accepted, for migrant worker Zhang Huizhong, he is proud of his work. So he opens himself to society. Then they will have real sharing both of social moral and vision with people in same community. The concept of service will develop 2 sides of society. The first is social connection, from the character of Zhang. The second is a developed vision of a prejudicial woman. This allows audiences to understand more about people in the same surroundings.

## 1 CONCLUSIONS

After discussion of the movie projects, we found movie is an efficient tool to communicate the new initiative of sustainable lifestyle.

### 1.1 Scenario Building in Movie

Movie scenario facilitates the visualization of service ideas. Following the architecture of scenario, designers visualize the ideas of service in design process, which are more internal tools for themselves. Movie scenarios are proficient to explicit vision, motivation and propose to people by different senses and dimensions of perception such as: music, dialogue, movement, color etc.

### 1.2 DOS of service design and movie

By the objective to support the service design, DOS by movies is to be constructed and experimented

in this project communication. The movies have been designed in different styles and involve different topics, but still basis of the storytelling remains the same by following the characteristics of DOS that can make services more understandable. Movies make the results of design process more tangible, visible, understandable and attractive. This means to promote them as communication strategy. With movie tools, designers are able to reinforce the idea of service to be more concreted. If there is no movie, the initiative is still not visualized by people. When it appears in the form of movie, it can show concepts of service much better.

### 1.3 Promotion and Communication of new ideas of sustainable lifestyles by Movie

With movie tools, designers also imply the sustainable lifestyle as atmosphere in the movie. These movies in the project have their stories with solutions for the local context. Moreover they act as communication approaches to promote the sustainable lifestyle (which is indicated in the service concepts.) People can be informed and can understand content in the background of stories as their real daily-life. The idea of sustainable lifestyle in movies is being able to interpret the audience experiences in a believable way. After the workshop, those experimental movies to be shown in Design exhibition “WUXI EXPO 08, China”. Visitors watched the movies and realized the story of service concept in each group through their movie simulation. Then people continually follow more details of the service ideas from the printing boards in the exhibition. In Jiangnan University, 50<sup>th</sup> anniversary, experimental movies have been shown in an auditorium where there were crowds of students and professors of the university.



Figure\_3: People watch movies and follow information from Project CHITA08 in WUXI EXPO 2008, China



Figure\_4: Audiences are responding their emotions and experience in auditorium Jiangnan University, China

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