



living the life they have always imagined



Placebooks never have page numbers

acknowledgements

During a class discussion, in November 2017, was when I first told Jane Rendell about a pack of sticky notes that were not sticky, and that I wanted to do something involving advertising and she directed me to look into the marketing of housing. Looking at the works of Alberto Duman and Max Colson, I was inspired by the use of humor and always wanted my project to take this route; but was unsure as to how. I tried deconstruction, concealing, revealing, but never truly reached full satisfaction until the first test audio tour. Before David Roberts became my tutor in the summer of 2018, the project was only an audio file. He then directed me to thinking about guided walk books, setting up a website and using layering as a technique throughout my project.

Thank you David, for encouraging and guiding me through the project, when I was unsure myself as to where it was going. Thank you for all the tutorials, additional tutorials, reviews and feedback that you made time for, inspite of your schedule. I am sure the project would have never been complete without your guidance. Thank you Jane for inspiring me to do the project, for suggesting the title, *'Live the Life You Have Always Imagined'*, and for making time to discuss the books, the billboard, the video and the audio in all the detail that I needed. Thank you James, for suggesting that I study the Art of Manipulation in marketing, this was a turning point in the project and gave me the clarity and all the layers that I developed throughout. Thank you for all the input and always suggesting that the project had to be out in public for it to be successful. I would have never thought of the billboard otherwise. Thank you Henrietta for teaching me how to conceptualize videos, shoot, document and work with Premiere Pro. Thank you for all the input and references. Thank you Anastasia for spending a month with me when I was still trying to figure out my project. Thank you for encouraging me to place my subvertisements, inspite of getting scared that we might get deported.

living the life they have always imagined

I studied ¹the marketing ²of the built environment, ³through deconstructing computer-generated images of the Aylesbury Estate, ⁴and relating them to the present. ⁵ Areas of maximum development in London ⁶and in Hyderabad were then mapped.

I tried ⁷to understand the The Art of Manipulation in Marketing ⁸through a *mise en scene* box, and then ⁹thought of ways to address it through viewing boxes, ¹⁰placing subvertisements ¹¹and finally, audio tours. ¹²

Deciding on audio tours, ¹³I selected the best route to access most number of sites and people in London ¹⁴and in Hyderabad. ¹⁵The routes were then timed in London ¹⁶and in Hyderabad. ¹⁷

After collecting data and brochures, ¹⁸I decided to depict these as pictures, using PowerPoint as a quick tool. ¹⁹After which I changed the title of the project. ²⁰

I then scripted the audio tours ²¹in London ²²and in Hyderabad, ²³speech corrected and recorded them. ²⁴and thought of ways to make the audio tour accessible to people on site ²⁵and to people off site.

²⁶To further bring out the contrast in between the audio tour and the present, I decided on walk books.

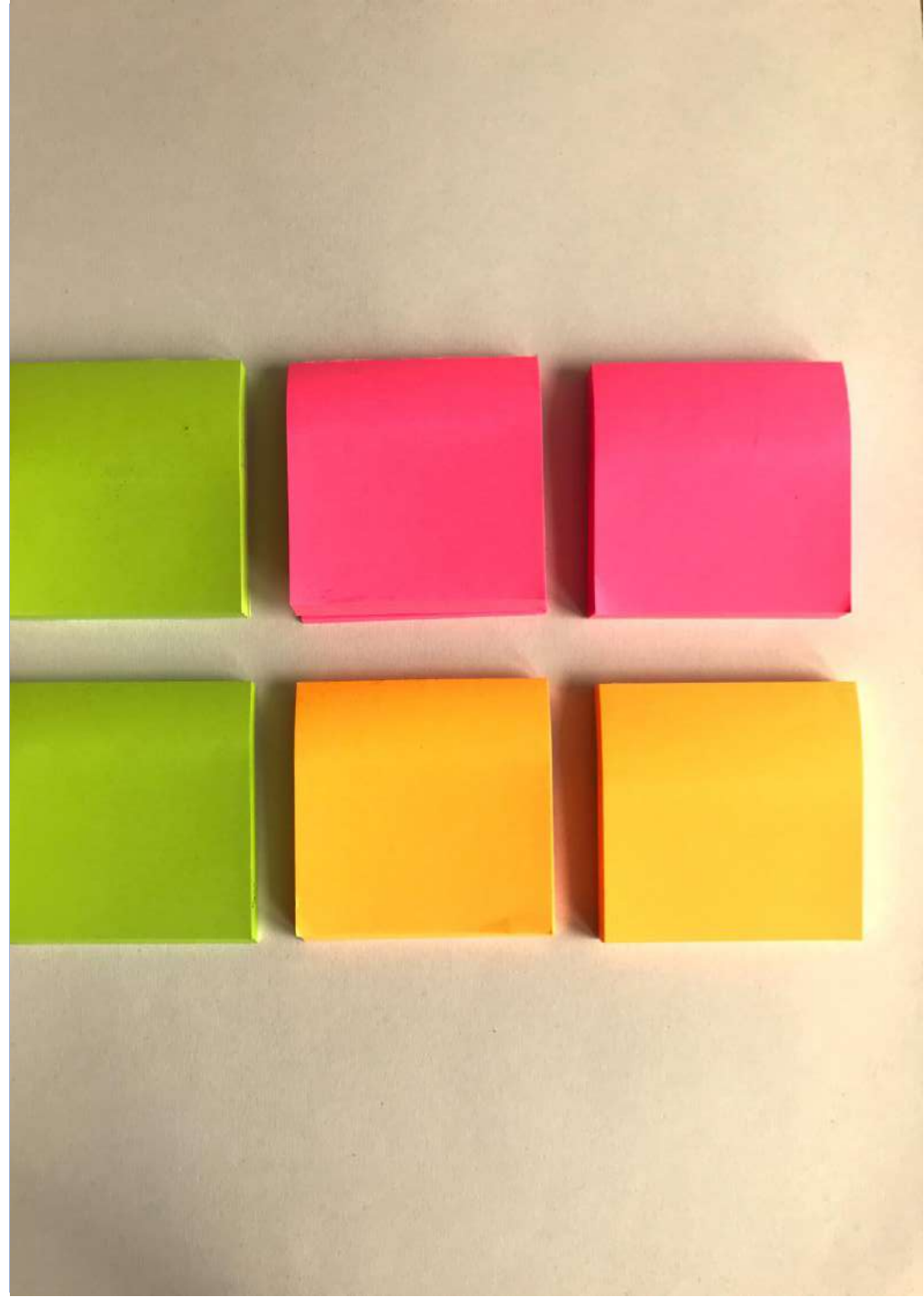
²⁷After finding walking routes in London ²⁸and in Hyderabad, ²⁹I started writing and composing the text ³⁰and was back on PowerPoint to make them. ³¹PowerPoint file was too complex to be flattened ³²and all the pages had to be converted into JPEGs.

³³Thinking of a way to draw attention to the project in addition to the QR code stickers, ³⁴I started looking for billboards that were affordable and along the bus route. ³⁵Finalizing a billboard, ³⁶I created a design before the deadline with David and Jane. ³⁷The billboard was then approved, printed and ³⁸installed on the 7th of December,2018

I studied

1the marketing

The sticky notes which were never sticky.



²of the built environment,

Everything we know, we know in two ways, either by first-hand experience, somatically or symbolically through an indirect medium or channel. Most of what we know is a result of the latter. Before mass media, people were the primary conduit of information. Since this passage was directly linked to the transportation of people, transmission of information from one place to another was slow and content was lost or altered. Mass media has a wide outreach and information can be communicated to a large number of people over different locations simultaneously. Critical media studies⁽¹⁾ deal with the social and cultural consequences of that capability.

While discussions on the repercussions of being misled by print and social media are common, marketing is regarded as something momentary – with no particularly evident physical or social consequences. This association between what we believe is temporary (advertisement) and the product, best manifests itself when it comes to the built environment. With cities all over the world developing and with the increasing competition for space, developers and town planners have been put in a spot to produce more and association between what we believe is temporary (advertisement) and the product, best manifests itself when it comes to the built environment. With cities all over the world developing and with the increasing competition for space,

developers and town planners have been put in a spot to produce more and rapidly. To get ahead of competitors in the field and in attempts to meet the exact demands of the people, has the space in between been compromised?

The success of many developers is determined by their ability to present a proposition to the public that is both relevant and timely.

In generating spatial realities, elements used may not be indigenous, or representative of the area, but more those that people would want to see. These elements when seen in isolation, are open books to underlying marketing strategies.

through deconstructing computer-generated images of the Aylesbury Estate,

The denotations and connotations of the marketing campaign of the Aylesbury estate were examined upon deconstructing a single image into its minute elements.

To develop an understanding of what to deconstruct, an understanding of Media Studies became relevant. To develop an understanding of how to interpret what is left upon deconstruction, an understanding of Critical Media Studies became relevant. While there are set paradigms for critically analyzing general forms of media, it became necessary to devise similar standards in relation to the marketing of architecture to develop a Critical Media Architecture practice. Critical media architecture practice deals with deconstruction of marketing campaigns at the outset, analyzing them within their own context, analyzing them in context to the site and ultimately producing a product that is reflective of the analysis. In the field of architecture, significant research has been done in terms of how to present and in the field of marketing, in terms of how to sell, lacking specificity to architecture. Tom Porter in the first part of his book, "Selling Architectural Ideas" [2] focuses on the position of certain elements in an Architectural 3D drawing and its effect on the perception of the image as a whole. A definite set of design principles that the book notes as tools were used as strategies for breaking down the image, in this context.



4and relating them to the present.

After the deconstruction, relating the Aylesbury estate computer generated images to the present, to bring out the stark contrast became important.

The archives of the development were dominated by news articles about crimes in the neighbourhood. A few articles however, had interviews with people who actually lived in the estate, describing their daily lives in much detail. These were collected and included in a book during the Site Writing module in order to give them the importance they deserved.

Almost all the blocks of the Aylesbury estate are named after places in Buckinghamshire. The book was conceptually laid out describing the blocks as on site, with each part revealing more about the estate. The collected articles were then placed in relation to the block where the person lived. This was to counteract the lack of information that the Council and Developers website had about the estate. [3]

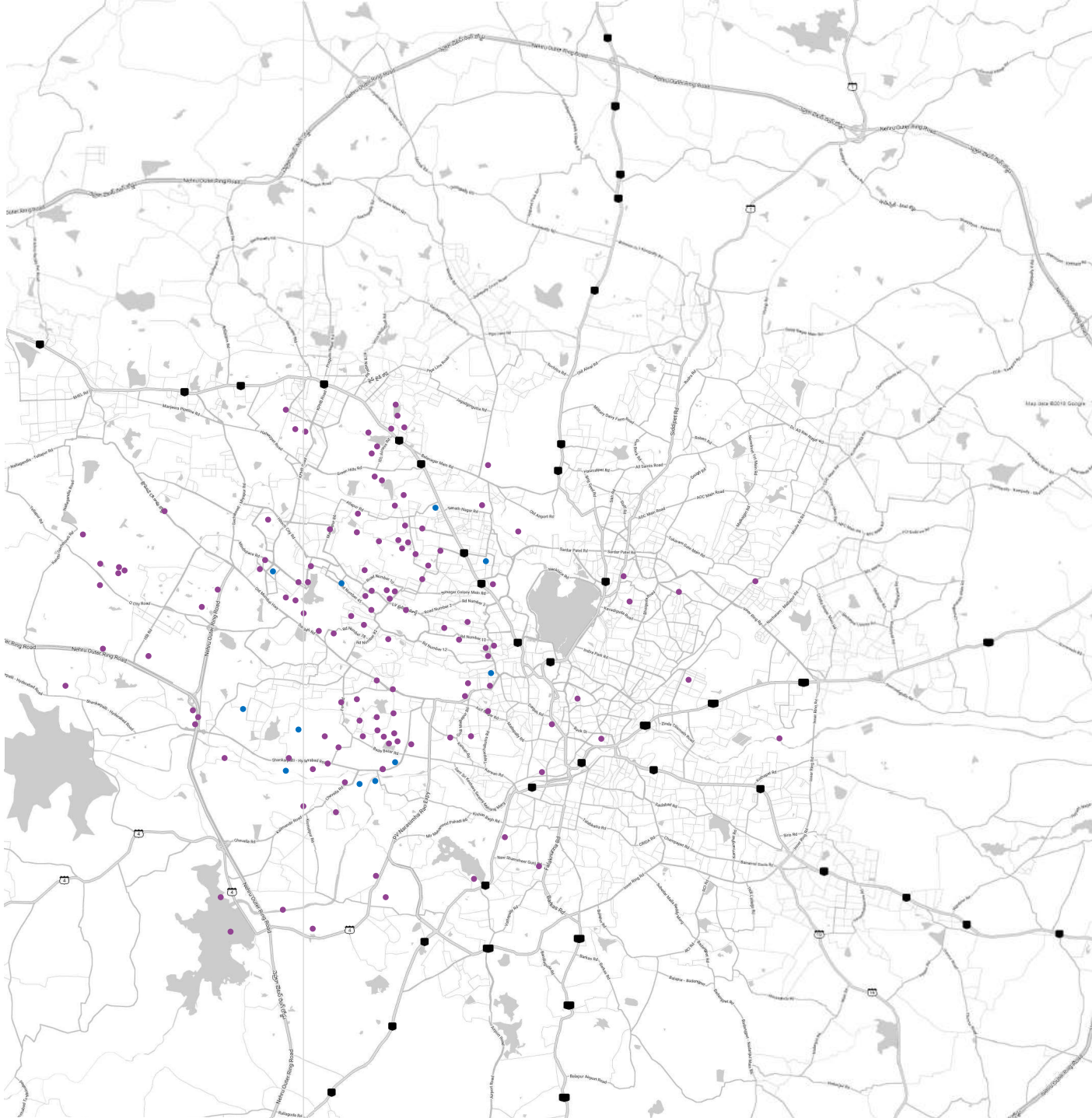
This book was the first time the real and the generated environments were compared, and hence set out a model for the rest of the project.



⁵Areas of maximum development in London



and in Hyderabad were then mapped.



7 I tried to understand the The Art of Manipulation in Marketing

In order to understand the space in between various elements of marketing (such as billboards, marketing suites, etc.) and the psychology of a person, on James' suggestion, I decided to study the Art of Manipulation in marketing.

Douglas Van Praet in his 2012 behavioral economics and neuromarketing book 'Unconscious Branding'^[4], outlines a seven step plan for creating behavior change.

1. Interrupt the pattern: Interrupting the pattern involves doing something unexpected to grab attention and works on research based on pattern recognition of the target audience.
2. Create comfort: After interrupting the pattern, comfort is created either through familiarity or repetition of elements within the environment.
3. Lead the imagination: This involves getting the audience to imagine the benefits of doing something differently. This is mostly accomplished through marketing slogans and catch phrases.
4. Shift the feeling: Emotions influence thoughts more than thoughts influence emotions. To bring about a change in thought, a change in feeling becomes necessary.
5. Satisfy the critical mind: To avoid rejecting an idea, that does not make sense based on experience the

mind then has to be satisfied that this is valid.

6. Change the associations: Memory works by association. To change perceptions, associations have to be changed.
7. Take action.

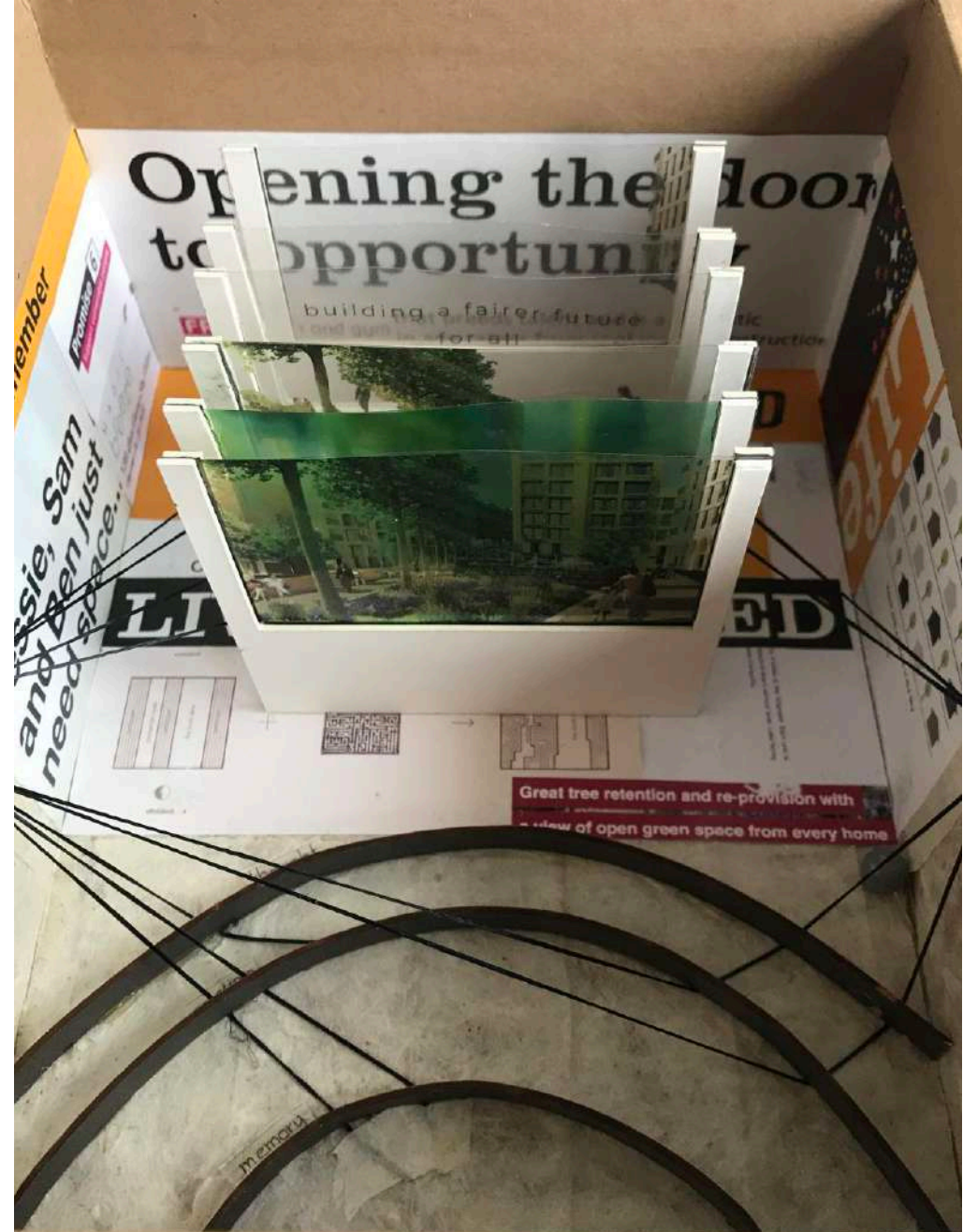
On close examination, it is seen that these seven steps work in between 'thought', 'memory' and 'emotion'. What starts as a thought, triggers a memory or an emotion, bringing about desired change.



through a *mise en scene* box,

To understand the seven stages of manipulation better, a *mise en scene* box was created.

The box had a single billboard image deconstructed into its various elements. A string representing the seven stages connected each element to thoughts, emotions and memories as triggered by it. The box also served as an understanding of the space in between a viewer and the billboard.



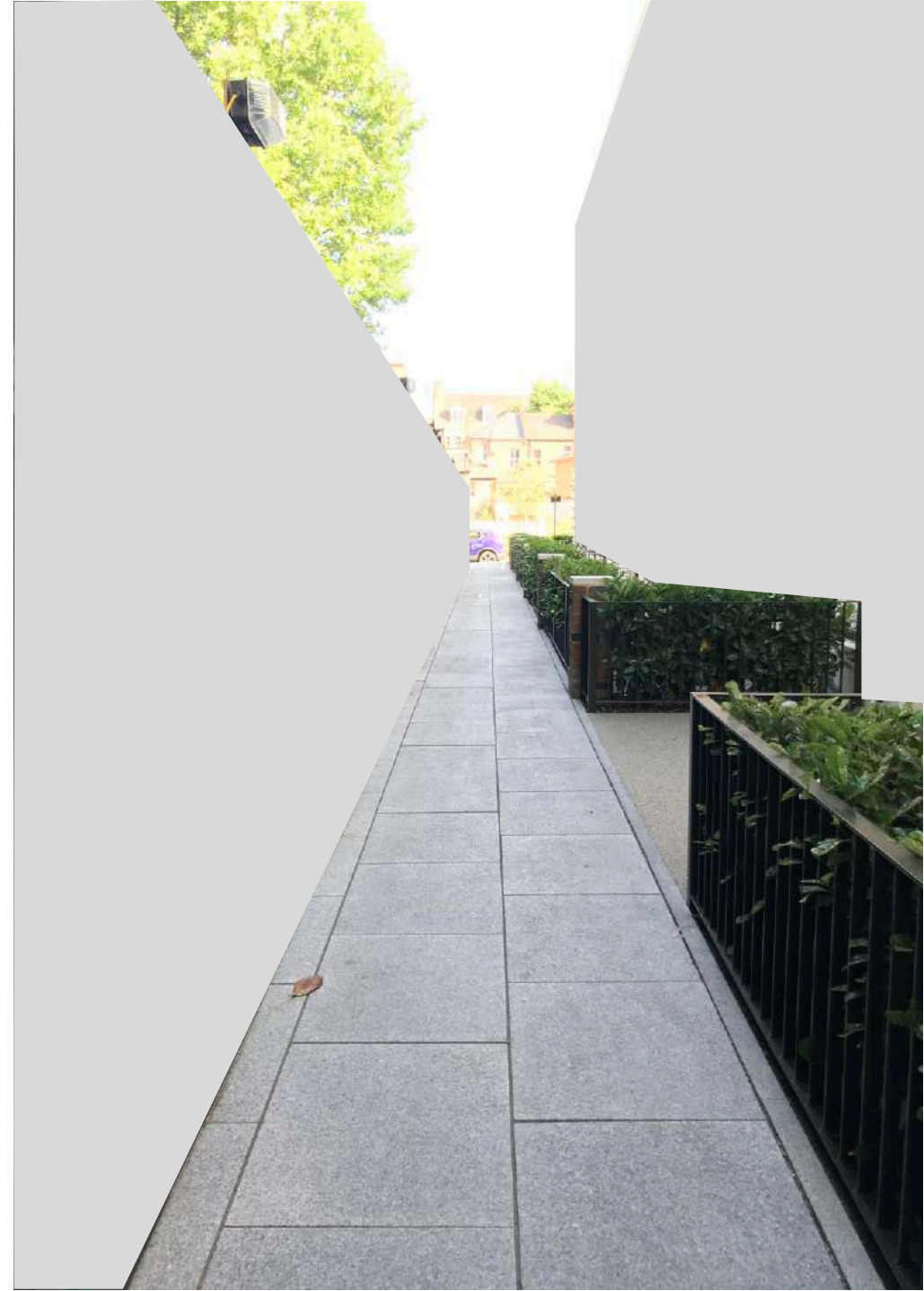
?and then thought of ways to address it through viewing boxes,

Viewing boxes were conceptualized to 'censor' all the marketing and to see the city through a different perspective. The box was to be made of wood and have screens to obscure whatever is being marketed.

Almost every development site has an 'advertising tunnel' – where pedestrians are taken off the public footpath and sent through the development – usually with combinations of completed structures and hoardings on one or both sides. These are zones of maximum advertising.

The first version of the viewing box was to be situated in one such tunnel in the Elephant Park housing project in Elephant and Castle– where the footpath at an intersection has been closed for over three months now – sending people through a constructed part of the development.

While the viewing boxes were successful in blocking out undesired billboard content, they fell inadequate, firstly, in terms of gathering an audience and secondly, in making them understand what the intention of the box was. The third limiting factor of the installation was the number of people it could reach at a single time – as these were designed for a single viewer.



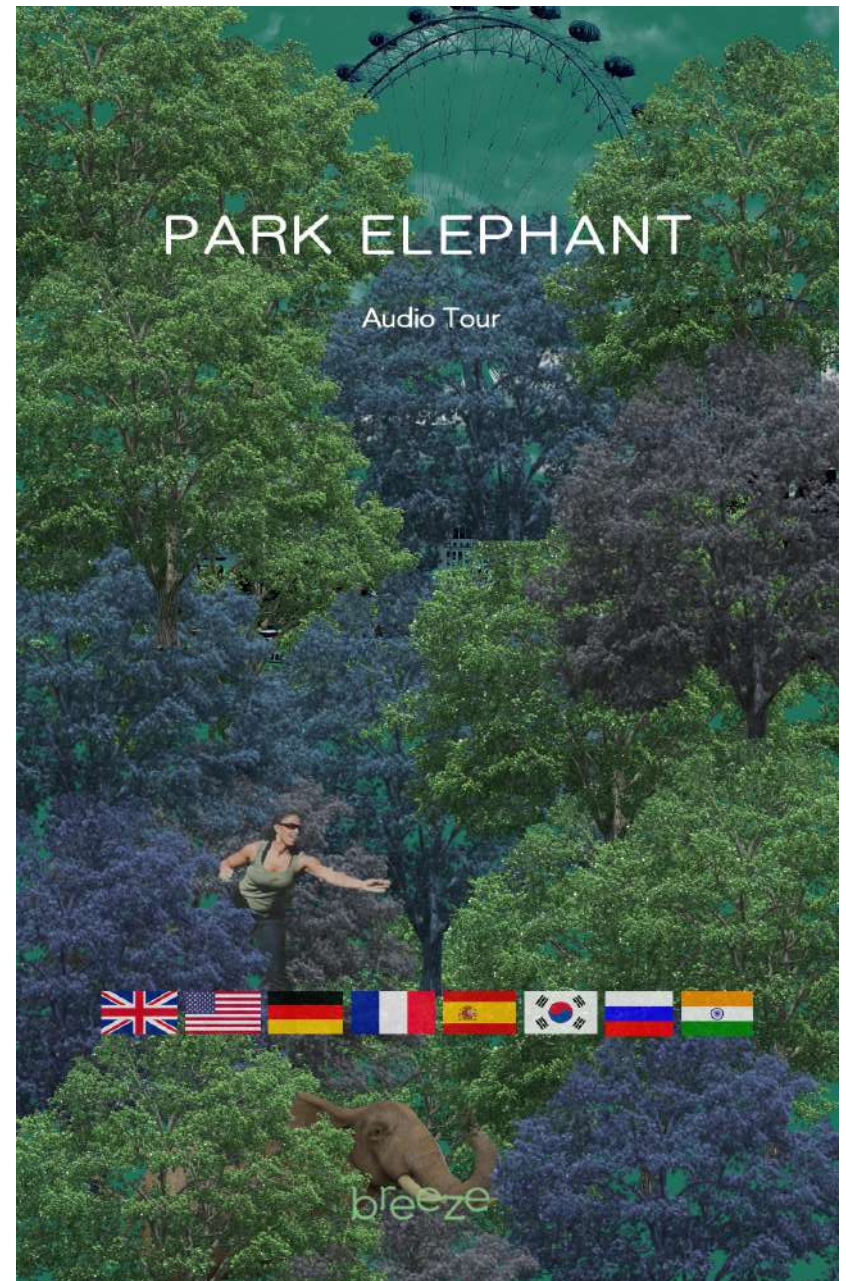
11and finally, through audio tours.

Through a tutorial, connecting all the pieces of my previous interventions, the idea of an audio tour was raised by Jane.

After which, I tested various methods of audio tours - on foot, on a bus, with earphones and pretending to be a live guide. Deciding on a bus to do the first test tour, I decided on the route between Newington Causeway and Heygate Street. (run by bus 136)

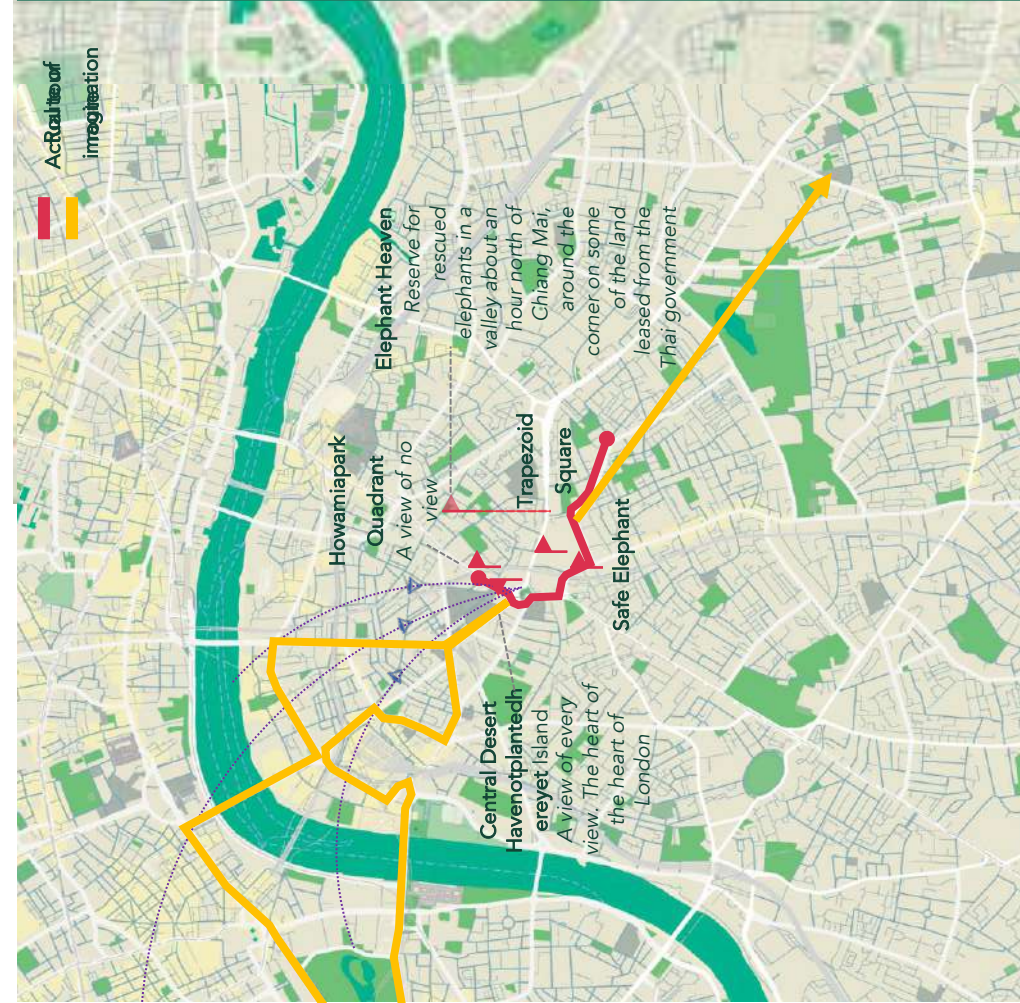
The script of the audio played a crucial part in determining the success of the tour. The content could either be serious and discuss the changes happening on site or it could be a satire, bringing out all the research in a humorous but effective way. I chose the latter. The script gave me the freedom to flip the names of developments, to exaggerate marketing content, to place inconsistencies together and to raise questions on the necessity of certain "important" aspects of the campaign. In order to make this narrative less dominant, parts of it were broken down by introducing somehow relevant or irrelevant bits to hold the attention of the participants.

Since most promotional videos have automated voiceovers, I decided an automated voice would be ideal for the tour. After scripting the audio tour, it became necessary to time it according to the bus ride. The bus



route between Newington Causeway and Heygate Street ranged from 5-8 minutes, over 12 bus rides, averaging at 6 minutes.

On the day of the tour, participants were given earphones, the audio file and a brochure. The first tour was called the Breeze Magic tour through Park Elephant.



¹²Deciding on audio tours,

The main motives of the project, were to understand and deconstruct marketing strategies and to make people aware of the way in which our cities are being shaped by a singular vision. Also, the intention was to deal with as much area as I possibly could research. Audio tours proved perfect for this purpose, in that, they gave me the freedom

- to address the issues with marketing in general,
- to question the less noticeable implications of campaigns
- to bring out lesser known facts about the development
- to display what was on the website more publically
- to compare and contrast this to other inconsistencies throughout the campaign
- to cover longer stretches of cities, in order to draw attention to differences in opinion among neighbouring developments, their understanding of the site and their future visualizations of it.

Further, audio files are easy to share, download and circulate – making the tour accessible to people getting onto the bus or from anywhere else in the world – giving the project a wide outreach.



13] selected the best route to access most number of sites and people in London

The ideal bus route in London was to run from Nine Elms to Elephant and Castle connecting the following sites:

Nine Elms, 62 Wandsworth Rd, London SW8 2LF

Embassy gardens, 95-109 Wandsworth Rd

Keybridge, 80 S Lambeth Rd, Vauxhall, London SW8 1RG

Aykon One, 71 bondway, Parry Street, London SW8 1SF

Elephant Park, Elephant Rd, London SE17 1UB

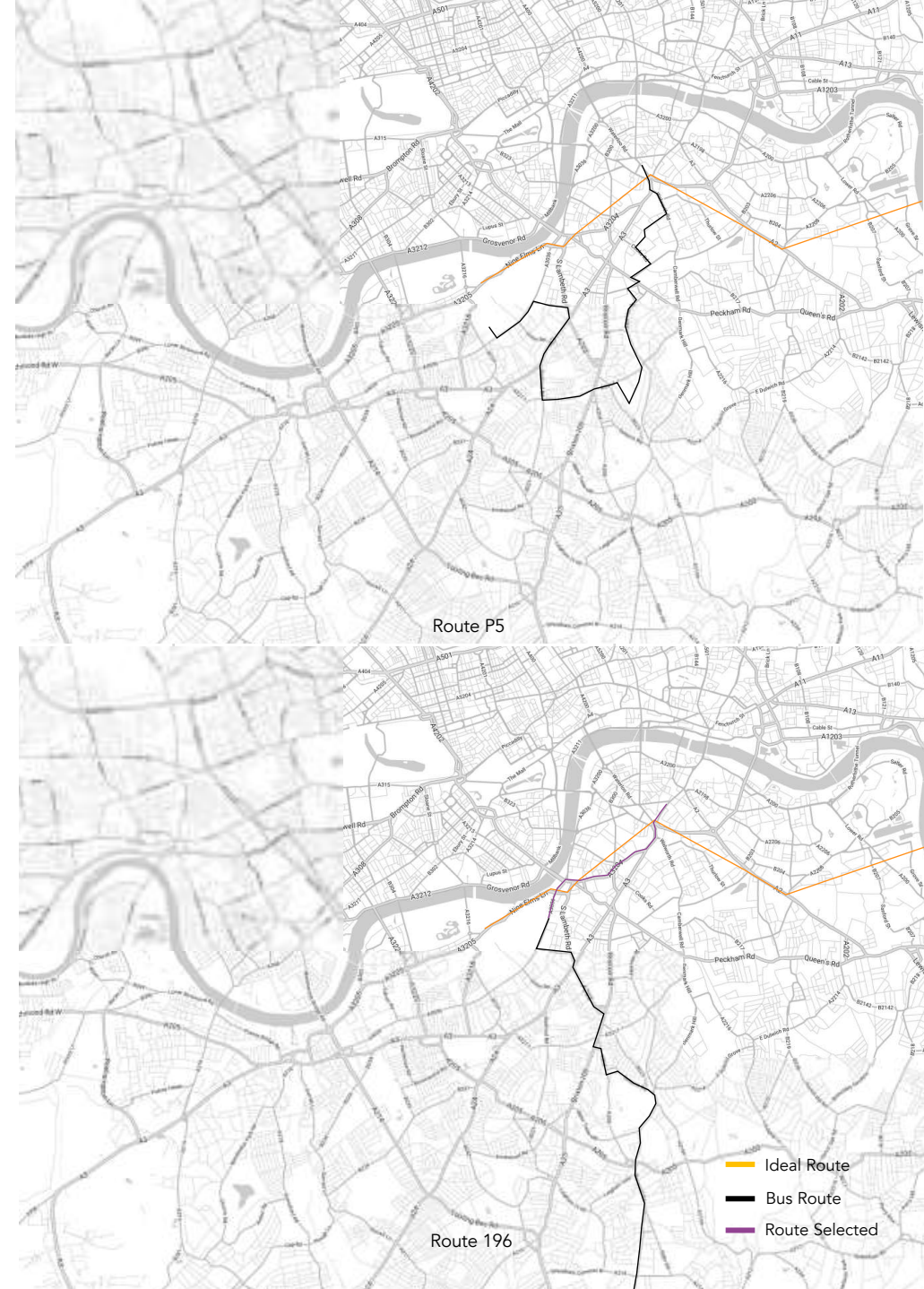
Two routes, bus route 196 and bus route P5 run every 10 minutes through these sites. The pros and cons of both were charted before deciding on bus route 196.

Route P5: Towards Elephant and Castle:

While this route connects two major sites at Nine Elms and Elephant and Castle, the sites at Vauxhall were not in the loop. One major advantage that this route had over bus route 196, was that it passed through the Walworth road in Elephant and Castle. The bus used for this route however, had no upper deck and one side had seats that have no view of the road.

Route 196: Towards Elephant and Castle:

Route 196, passes through Vauxhall and almost every site along the Nine Elms to Elephant and Castle stretch, within 13 – 18 minutes. Since it is a longer route and starts at West Norwood, it was decided more effective in gathering a larger audience.



14and in Hyderabad.

Public transport in Hyderabad is limited and tends to get crowded. Most people use their own vehicle or hire taxis to get around the city.

Route selection in this case was straightforward, as long as a map was provided along with the audio file.

The route starts from the service road exit towards Narsingi on the Outer Ring Road and runs along the following sites:

- Vessella Meadows, Cyber Meadows, Kondapur 500084
- Bay Hills, Narsingi - Langar Houz Road, 500075
- Apila, Dall Mill, Gandipet, 500089
- Vicinia, Narsingi, Hyderabad, 500075
- Magic Breeze, Nekhnampur Rd, 500075



15 The routes were then timed in London

Timing was crucial to scripting the audio tour. After doing multiple trips with a timer, I realized timing with videos was the best way to ensure that the audio matches location as close as possible.

The London tour ranged from 12 minutes to 18 minutes. Over 13 trips, weekends and weekdays included the final average was 15:36 minutes.

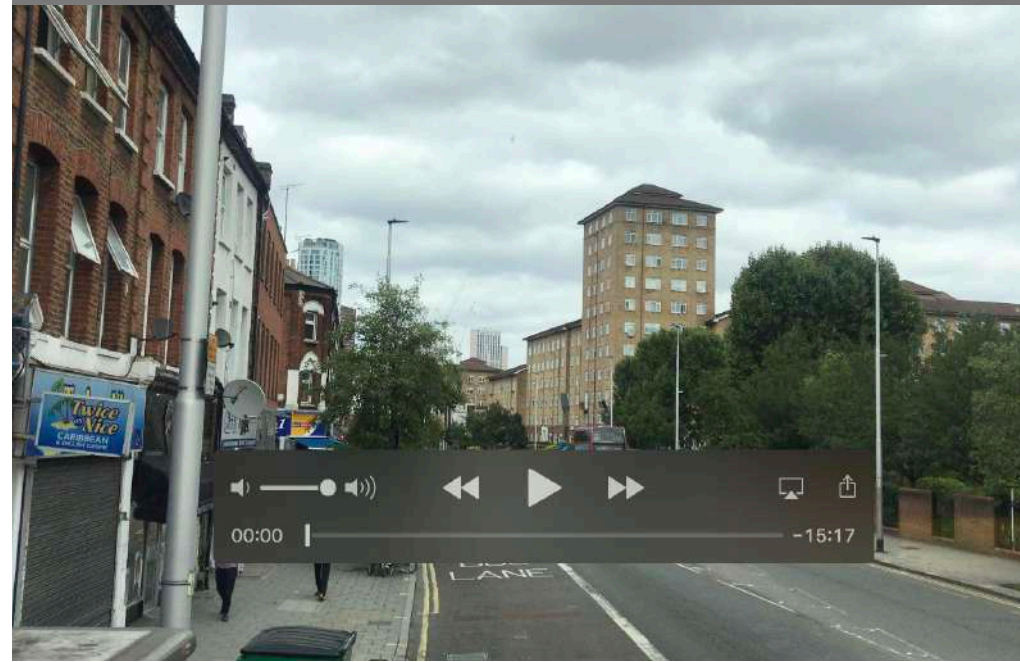
14:38.24 15:15.85 12:13.78 17:47.57



15:50.32 14:15.27 15:10.38 17:10.67

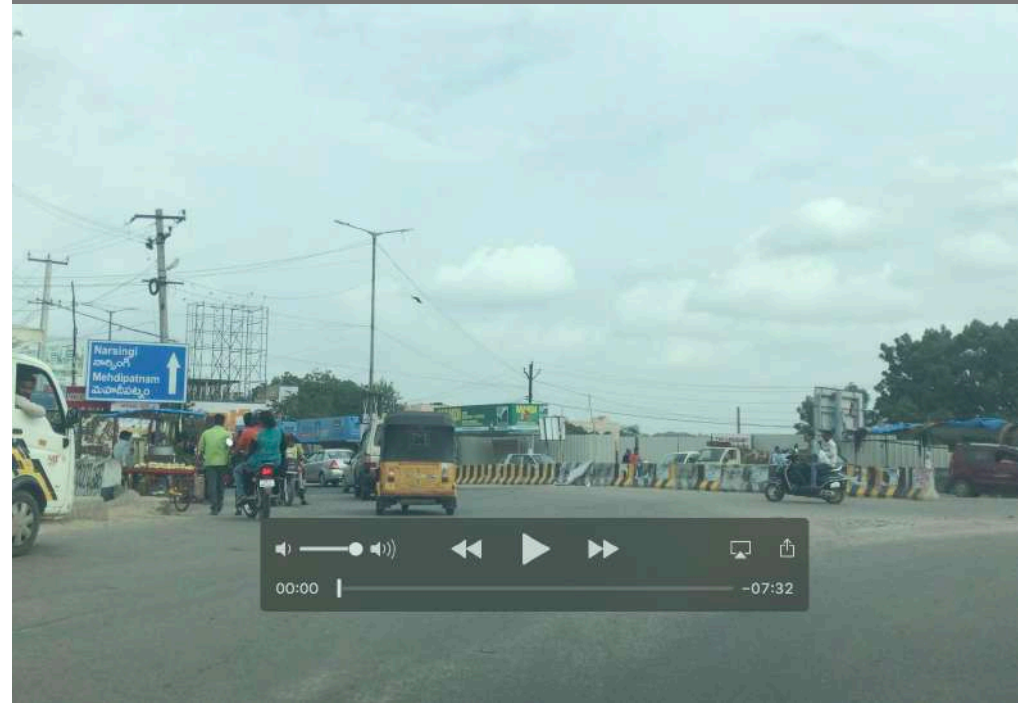
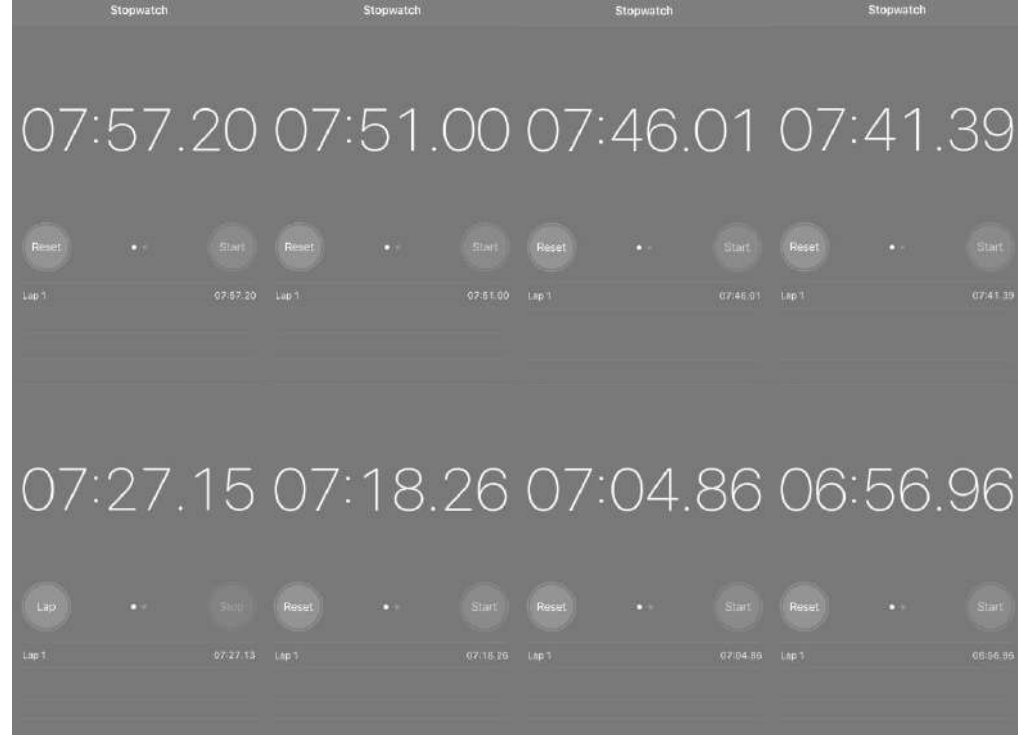


15:38.28 17:52.34 15:25.04 15:39.40



16and in Hyderabad.

Since the Hyderabad tour was recorded over a drive in a car, the times recorded were even over 8 trips and averaged at 7:29 seconds.

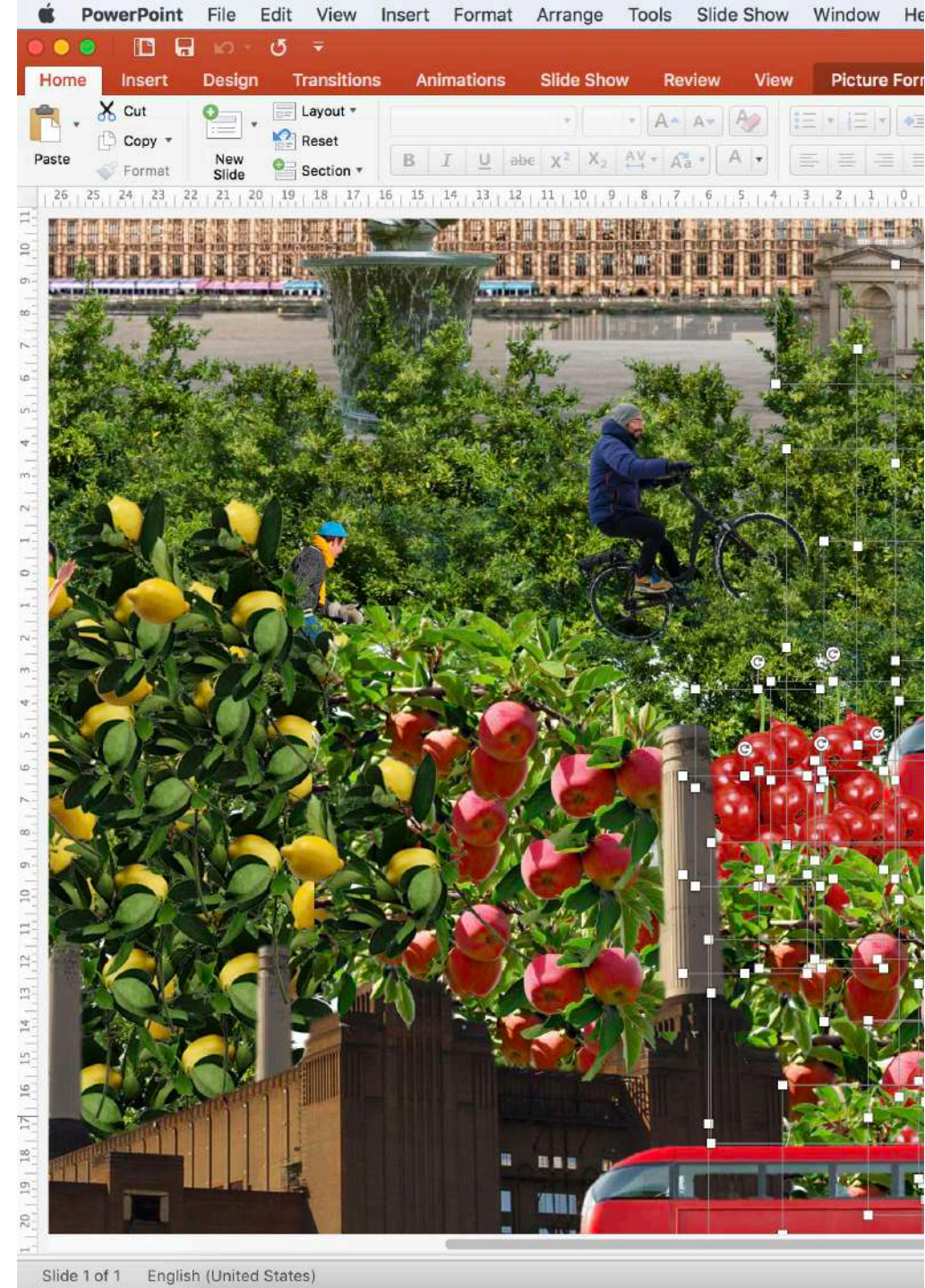


18| decided to depict them as pictures, using PowerPoint as a quick tool.

All the data gathered from all these sources, was combined to form a series of images - one for each development.

Each vector in each image represents a found quote, an image, a text or a video from the promotional material.

Since the initial motive was to test and see what forms when all the marketing of a development is combined, I resorted to using PowerPoint as a quick tool. This practice however continued throughout the project.











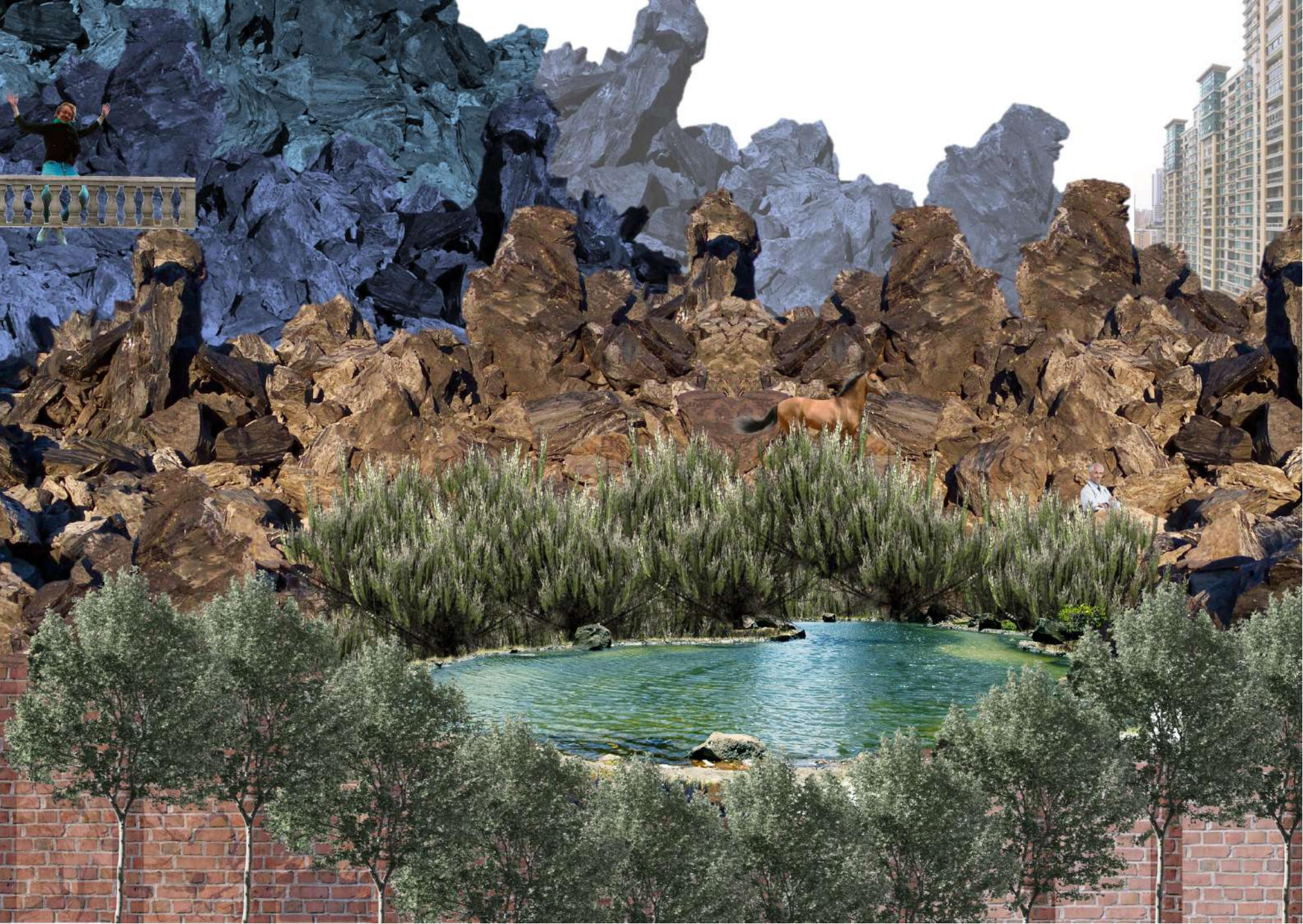
ELEPHANT AND CASTLE SE1
LONDON BOROUGH OF SOUTHWARK

**King's College
Hospital**











21 in London

The London audio tour was first scripted on the 24th of August, 2018 and went through various edits before reaching the stage as seen in the following pages on the 7th of November, 2018.

Hello and welcome aboard the Breeze Magic bus. Our final destination is Park Elephant, but we will also be touching upon a few developments along the way – which are also equally central and equally interesting.

The new ~~Elms Nine~~ ^{Vauxhall and Battersea} is our first changing piece, between ~~Halvaux and Seabatten~~.

The world class views, that we're previously enjoyed by the whole of South West London, will now be singly enjoyed by this development.

It is at a walking distance to the Houses of Parliament at 44 minutes, if you walk 5 kilometers an hour, 30 minutes to Sloane square, 27 minutes to Tate Britain, and 29 minutes to Kia Oval Cricket Ground, if you walk at 10 kilometers an hour.

It takes about 58 minutes to Covent Garden, so we created a new Covent Garden here on the right, called the New Covent Garden.

New means something produced, introduced, or discovered recently or now for the first time; not existing before, according to dictionary.com.

Suddenly, ~~Elms Nine~~ ^{The New} is also a business district, which is significant internationally.

Previously a power station, ^{and vacant land} it will now offer life changing opportunities, to the previous residents.

As you can see, the best links are to the river.

The Residence, ^{will be a} ~~is~~ a housing residence on the left, with views of the river.

Ahead is the One, which will have views of the river as well.

What will also have views of the river is ~~Bridgekey~~ ^{Brick Perspective,} which is a gateway between this project, and prime central London.

From here, you can see the Millennium bridge, and the Shard like from anywhere else ~~facig east~~ in London, – until Bridgekey is built atleast.

~~It is also within reach of every part in London and in the UK, and in the world.~~

~~Also Bridgekey,~~ ^{Living in Brick Perspective,} will feel like living in a Manhattan Loft, within Central London, and new London all at the same, making Bridgekey a new landmark gateway residential loft apartment building.

The toughest decisions we are having to make of late, is whether to
Since the decisions to make developments seem like central or west
Make developments feel like Central London, West London or New York.
London and New York is difficult.

With our next development, that you see on the left, if you look far,
which is next to an Embassy, and a ^{Park}Garden, and called ^{Park}Garden Embassy,
we have made a firm decision on New York.

Do you live in between many continents and feel like you
Our future residents will live in between many continents, and feel like
they belong to many cities— in ^{Park}Garden Embassy, ^{you}they will find another
home.

The weekend starts on Friday, London comes to life on Saturday, and
Sunday, is a life like no other.

On the left, you will see how this development, is set to become the
iconic New York jewel, in London's crown.

Another icon you see on the right, is the **London Icon**. ^{Luxury}
Here we focus in on High Net worth individuals, and we predict their
numbers will double by 2020.

Welcome to a branded living, Middle Eastern living experience right
next door to New York.

From ^{Luxury}**London Icon**, you can finally be the only one to have a view of the
city Skyline.

^{Luxury}**London Icon**, has dual existence, from London Icon you have a
panoramic view of ^{Luxury}**London Icon**.

London is the best city to invest in, Nine Elms is the best address in
London.

When you live in ^{Luxury}**London Icon**, you have the view of the London eye,
while being on the London eye.

Inside ^{Luxury}**London Icon** there are many opulent amenities, **all which will**
make you feel like you are in a Versace bag.

Your children can now experience the pleasure of building sand castles,
on the branded living playmats, in the play area.

Kick back, with your feet off the branded living detailed sofa, in the
cinema, or glide your hands against the branded living detailed pillars of
the swimming pool.

Sit back without leaning, on the branded living sofa, in the Resident's
Lounge; dine, drink, in the splendor of the branded living design,
surround yourself with the glamour of branded living, in your living
room, live the complete branded living lifestyle, or simply breathe in
the branded living air.

Speaking of the Middle East, The Dubai government's decision to
diversify, from a trade-based, but oil-reliant economy, to one that is
service- and tourism-oriented, has made real estate, and other
developments more valuable, resulting in the property boom from
2004–2006.

**Construction, on a large scale, has turned Dubai, into one of the fastest-
growing cities in the world.**

**There are a number of large-scale projects, which are currently under
construction, or will be constructed in the future.**

**Due to the heavy construction which is taking place in Dubai, 30,000
construction cranes, which are 25% of cranes worldwide, are operating
in Dubai.**

Due to the burst of construction, Dubai has acquired various building-
related records, which include: the world's tallest tower (Burj Khalifa),
the world's largest shopping mall (Dubai Mall), the world's largest
fountain (The Dubai Fountain) and the world's tallest hotel (Gevora
Hotel).

Also under construction is Dubailand, which will be almost twice the
size of the Walt Disney World Resort.

**In 2009, many construction real estate projects were suspended or
abandoned, due to the worsening financial crisis of 2007–2010. That has
also caused property prices to fall considerably throughout the United
Arab Emirates, but most notably in Dubai.**

**A Real Estate Regulatory Agency study found that over 200 projects had
been cancelled between 2009 and 2011.**

~~In 2013, Prime Minister Sheikh Mohammed bin Rashid Al Maktoum created a committee to consider liquidating stalled building projects to pay off investors.~~

→ Add Meadows Vessella - from Hyd script

As we continue towards Crafted Magic, please enjoy the view of the forest on the right while you can.

On the left, there is Apila, which has sister developments, that you may have come across – Rivera, Floatila, and Skyila.

While Apila is an apartment mixed with a villa, with the apartment having the dominant gene, Rivera, is a river mixed with a villa, Floatila, a float mixed with a villa and a Skyila, you guessed right, is the sky mixed with a villa.

You may celebrate the spaces at Apila, or choose to celebrate the stature of the project, but you will surely celebrate.

The brick structure on the left, is just the beginning, and it will take us another three years to make another.

As we do not continue on the main road, we are approaching Crafted Magic.

The potholes here are not potholes, but manholes which will remain a hump on the road for easy servicing, even after you move in.

Then again, they may become deeper if we decide to lay a road.

This is the single electricity pole caused too many cattle accidents island that we installed, also doubles up as an advertisement pole.

We are approaching Crafted Magic.

We are approaching Crafted Magic.

We are approaching Crafted Magic.

~~The construction market in North Africa, is on the rise due to several active high-value projects with approximately US dollars 473 billion investment, shows a recent market report by BNC Project Intelligence.~~

Construction gains momentum in North African countries, with mega projects for buildings, educational institutions, hospitality, healthcare etc.

According to the report, Egypt constitutes a majority of 71 per cent of the total project investments in North Africa, following the announcements of some major projects on urban construction and utilities sectors, which have a combined value of nearly US dollars 300 billion of all project investments in North Africa.

~~Some of the high-value projects in North Africa include, Capital Cairo in Egypt of US dollars 45 billion, and the Industrial Park in Morocco of US dollars 10 billion, that indicate a healthy pipeline of fresh other project investments in the country.~~

~~The construction market in North Africa has been making big advances, following a period of socio-economic instability in 2011.~~

~~The GDP of North Africa has been growing since 2011, with a six-year estimated growth rate of approximately 20 per cent.~~

As new investment opportunities are opening up, as geopolitical tensions gradually ease, and governments rebuild their economies to a large scale, the elephants are migrating.

Our next venture is Park Elephant.

We have similar ventures in Barnsley, Reading, Dublin, Barnbury, Ferndown, Dudley, Ramsgate, Shrewsbury and Southampton.

What you do not see is the Castle Centre, which is now behind the Playground, Churchyard and The Metropolitan Tabernacle.

Park Elephant is the green heart of London.

London Heart is run by leading London cardiologist Doctor Syed Ahsan.

An award-winning heart specialist with interest in heart rhythm disorders (arrhythmias), he has extensive experience treating patients with a wide range of conditions, including blackouts, collapse and syncope, chest pains, shortness of breath and high blood pressure.

What you see ahead, is the Central Desert have not planted here yet island.

The Central Desert have not planted here yet island, is close to completion with two trees.

From the Central Desert have not planted here yet island, you have the exact same perspective view of London as when on the London Eye. You can also see the London Overground, and Regent Street if you look properly!

and be on the DLR from here.

This is our first stop, the part of the development where we have not removed trees to replace them with new trees.

Looks like more potential investors are joining us on this tour.

Just how accessible it is to get onto a bus.

This bus is sooo easy to get onto.

We constructed this fence in the last two years to keep out humans, animals, plants and humans from that piece of land, which we proudly call the Trapezoid Square.

From here on, start imagining the park.

What you don't see is a tourist site and reserve for rescued elephants in a valley about an hour north of Chiang Mai, around the corner on some of the land leased from the Thai government.

There is an isolated section up one of the surrounding mountains that's called the "Elephant Heaven."

Before you start imagining let's talk about how we must all take care of it.

Dogs are welcome, but are restricted in most areas.

Bikes are welcome, but not in the park.

You are welcome as long as you're alone or with one other person.

You are allowed alcoholic drinks in plastic bottles, in moderation as decided by us.

Use existing shade.

Do not bring balloons or for that matter anything that you can play with – this park is for sitting.

Coming to sitting, do not sit on the grass.

If you're on the grass, walk or stand – but not for too long.

We believe that trees are parts of cities that are underappreciated.

Plane trees are the most common trees in London.

So most of them have been removed and we're sourcing exotic trees.

We are excited about the colour of these trees.

We're making the roots sustainable to last a minimum of two years and then we'll replace them with plane trees.

Please sit back and enjoy the view of the river on the left while we approach our final stop.

Hope this tour has given you all that you require, **before making your investment.**

22and in Hyderabad,

The script for the Hyderabad was first written only for the last development, that is Magic Breeze. After one test tour and finding more sites along the way, I decided to rewrite it - leaving very little time for people to experience this tour on my two week long visit to India.

Crafted Magic

~~Breeze Craft~~ is in the centre of Hyderabad, on the Outer Ring Road, which forms the outermost boundary of the city. Now that we are off the Ring Road, we should be there in half an hour or so.

Along the way to Crafted Magic, there are multiple ventures that can be invested in ~~and you can choose to leave the tour if interested in any.~~

First, ~~Vessella Meadows is a billboard for now,~~ ^{on the left is Meadows Vessella} but will be a gated community within a Meadow.

For Meadows Vessella, we have cleared forests to make way for the promised meadows ~~and cleared those for our villas.~~

We have fountains all over the community, which will run sparkling water throughout the year, which will then be taken care of, by your own utility bills.

The community at Meadows Vessella is so close knit, that your own private villa is never more than 60 centimeters away from your neighbours private villa.

All of our bathrooms will come fitted with onyx tiles and onyx countertops and onyx toiletry drawers.

In the home theatre, you can watch Frozen all you want, once your figure out a way to sit in the chairs right in front of the screen.

Within Meadows Vessella, there will be a mound, a sloped mound, a mound with a specimen tree and lawn.

~~Vessella Meadows are villas for generations to keep~~

Discover your own thoughts, with the freedom you have never had with them before, once you move into Meadows Vessella.

On the other side of the bay, there are hills and a development called Hills Bay.

The towers are imposing and gratifying, and your apartments will accommodate you, in addition to your dreams of any size.

If every aspect of your life revolves around your home, Hills bay is your place.

The Badminton court will help you flex all your muscles and strings of your reflexes, like no other court can.

The swimming pool infuses the freshness of water into you.

I'm sure you can imagine your new elevated life only within the community, and the cafeteria will agree with this feeling, and you can further interact with the community here.

Visit the website today and engage in a live chat – and you don't have to do much or anything at all for us to do all the typing.

Ahead is Wind Chimes, accurately doing the same service, by Accurate developers.

These houses are however child focused and come with a doctor's clinic.

Child focused homes have qualities which focus on children.

Sometimes you may not hear your own emotions, we listen to them, and develop them into a single architectural prototype, and then we repeat that for everyone's emotions at

Vicinia, that you now see ahead.

In Vicinia, water remains still, even as you fly, to get closer, faster to different parts of the city.

Vicinia is a home for those looking to live away from the grays and high-rises, to live in a gray high rise of their own.

Balconies in Vicinia make you feel like you're being suspended from air.

Vicinia is an all in one building, very similar to a Swiss knife.

As we continue towards Crafted Magic, please enjoy the view of the forest on the right, while you can.

On the left, there is Apila, which has sister developments that you may have come across – Rivera, Floatila, and Skyila.

You may celebrate the spaces at Apila, or choose to celebrate the stature of the project, but you will surely celebrate.

While Apila is an apartment mixed with a villa, with the apartment having the dominant gene, Rivera is a river mixed with a villa, Floatila, a float mixed with a villa, and Skyila, you guessed right, is the sky mixed with a villa.

The brick structure on the left, is just the beginning, and it will take us another three years to make another.

As we do not continue on the main road, we are approaching Crafted Magic.

The potholes here are not potholes, but manholes which will remain a hump on the road for easy servicing, even after you move in.

Then again, they may become deeper if we decide to lay a road.

This is the single electricity pole caused too many cattle accidents island that we installed, also doubles up as an advertisement pole.

We are approaching Crafted Magic.

We are approaching Crafted Magic.

We are approaching Crafted Magic.

Crafted Magic has been designed in China based on the stepwells of India.

Some of the landscape features as designed are bamboo covers, flower gardens and water displays and built in benches.

The vertical park is one of a kind.

This driveway will soon be cleared of houses and trees.

Hold on.

The road may look finished, but you know, cobble stones!

Welcome to Crafted breeze.

To the left imagine gardens and stepwells, to the right imagine the same.

Now imagine houses cover in foliage, then imagine living in these.

That's the end of the tour, find your way home, thank you.

23speech corrected and recorded them.

Since the script was to be recorded using an automated voice, it had to be speech corrected according to the pronunciation and speed of the voice.

I used *naturalreaders.com* and picked Graham. Speech correction for Graham involved inserting line breaks and full stops where a reader would normally breathe.

Graham pronounces the names of most buildings wrong, but this was intentionally left uncorrected, to evoke a sense of him not knowing what he is talking about.

The initial audio of the tours was recorded using an external voice recorder to avoid an unrealistically smooth voice with no disturbance. However, during tests on the bus in the later stages of the project, I began to realize that having a clear audio is crucial for understanding the script. The final audio files have been downloaded directly off the website.



The screenshot shows the NaturalReaders website interface. On the left, there is a cartoon illustration of a girl with dark hair, wearing a white shirt and pink pants, holding a book and looking up. The main content area is a text document with the following text:

The new is our first changing place,
between Vauxhall and Battersea.
The world class views,
that were previously enjoyed by the whole of South West London,
will now be singly enjoyed by this development.
It is at a walking distance to the Houses of Parliament at 44 minutes,
if you walk 5 kilometers an hour,
30 minutes to St James square,
27 minutes to Tate Britain,
and 29 minutes to Kia Oval Cricket Ground.
If you walk at 10 kilometers an hour,
It takes about 58 minutes to Covent Garden,
so we created a new Covent Garden here on the right,
called the New Covent Garden.
New means something produced,
introduced,
or discovered recently or now for the first time; not existing before,
according to dictionary.com.
Suddenly,
The New is also a business district,
which is significant internationally.
Previously a power station and vacant land,
it will now offer life changing opportunities,
to the previous residents.
The Residence,
will be a housing residence on the left,
with views of the river.
Ahead is the One,
which will have views of the river as well.
What will also have views of the river is Brick Perspective,
which is a gateway between this project,
and prime central London.
From here,
you can see the Millennium bridge.

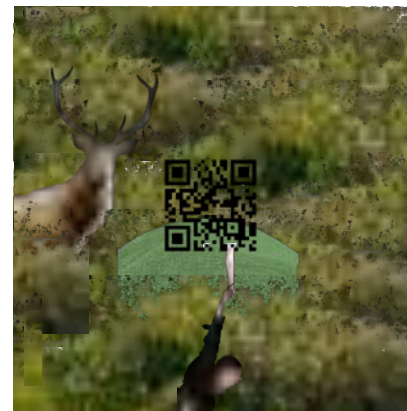
24Thought of ways to make the audio tour accessible to people on site with Jane and David,

During the first test at Elephant and Castle, the audio files were Airdropped onto phones. This was possible only because I knew the people taking the tour, was physically present on site, had the audio file saved on my phone and the receiving phones were both iPhones.

The audio is key to the project and thinking of ways to make it accessible and noticeable, Jane advised that I try using QR codes as stickers, that would lead to a website.

QR codes when they gained popularity in 2013 could be scanned only by smartphones using an installed QR code application. However, newer phones have an inbuilt QR scanner that works through the camera. Stickers were designed on PowerPoint with a QR and a link to the website and are to be placed on every bus stop along route 196.

The website was set up to have both the tours, in Hyderabad and in London – in downloadable and in online format. The website also became a crucial link in spreading the audio tour to people who cannot or have not been on site.



**are you
living the life
you have
always
imagined?**

25 and to people off-site

Working in between two places, I was discussing the London tour in Hyderabad and the Hyderabad tour in London. In both places people had no access to the site or the content of the audio, until the website was set up.

However, the website was initially conceptualized around the audio files and gave people no visual to picture the other site.

A video recording of the route, overlaid with the audio was the first straightforward option. While this did serve its purpose, it was not successful in delivering the actual experience of being on site and made the audio seem out of place.

During a tutorial with David, he suggested that I use the marketing images I had produced earlier on PowerPoint, layering each vector, in sync with the audio.

Since all the images were on PowerPoint, I used a screen recording software and manually made each element appear using the selection pane.

PowerPoint places each component vector on its own layer. Each image file therefore had a minimum of 100 layers, with some close to 200. These layers had to be numbered individually to make them appear in sequence

according to the script.

Each development along the route had one file, 50MB in size and layering files over each other was too heavy for my computer or for PowerPoint to handle. I started recording each image individually, and after it was complete, saved it as a PDF. The PDF was then sent to the last layer of the next development's PowerPoint file and the layers were made to overlap, while recording.

PowerPoint selectively displays a selection box for a few layers, at which points I had to stop recording, hide all the visible components and start recording from the beginning. The recording process took 16 hours for 5 files, which were then sequenced, sped up and slowed down on Premiere Pro.

Rearranging components
for the video



Renaming and sequencing individual components using the Selection Pane

The screenshot shows the Microsoft PowerPoint interface with the 'Picture Format' tab selected. The slide content is a 3D scene featuring a red tram with '70' on its front, several elephants, a woman, and a large archway. The background is a dense forest of colorful trees. In the foreground, there are signs for 'ELEPHANT AND CASTLE SE1' and 'King's College Hospital'. The Selection Pane on the right side of the screen lists 67 objects, with object 57 highlighted. The status bar at the bottom indicates 'Slide 1 of 1' and 'English (United States)'.

Height: 15.6 cm
Width: 15.6 cm
Format Pane
Animate as Background

Selection Pane
Show All Hide All

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Setting screen size to begin recording

QuickTime Player File Edit View Window Help

Elephant Park


Search in Presentation

Home Insert Design Transitions Animations Slide Show Review View

Cut Copy Paste Format New Slide Layout Reset Section

Convert to SmartArt Picture Shapes Text Box Arrange Quick Styles Shape Fill Shape Outline

33 32 31 30 29 28 27 26 25 24 23 22 21 20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33



Selection Pane

Show All Hide All

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Slide 1 of 1 English (United States)

Notes Comments

40%

Making individual components appear according to the script

The screenshot shows a Microsoft PowerPoint window titled "Elephant Park". The interface includes a ribbon with tabs for Home, Insert, Design, Transitions, Animations, Slide Show, Review, and View. The main slide area displays a composite image of a park scene. On the left, a Ferris wheel is visible. In the foreground, a red and blue train is moving towards the right. The background is filled with green trees, with several trees in the middle ground highlighted in a vibrant purple color. A Selection Pane on the right side of the window lists 21 objects, with object 67 at the top and object 21 at the bottom. The status bar at the bottom indicates "Slide 1 of 1" and "English (United States)".

Re-deconstructing video into each component according to the audio and speeding up or slowing down portions

The screenshot displays the Adobe Premiere Pro CC interface in the 'Editing' workspace. The top menu bar includes 'File', 'Edit', 'Clip', 'Sequence', 'Markers', 'Graphics', 'Window', and 'Help'. The system tray shows the date and time as 'Thu 29 Nov 1:53 pm' and a battery level of 44%.

The main interface is divided into several panels:

- Effect Controls Panel (Left):** Shows the 'Effect Controls' for the selected clip 'Bridgekey Final * Park Elephant.mov'. The 'Time Remapping' section is expanded, showing the 'Speed' property set to 100.00%.
- Program Monitor (Right):** Displays the video preview of the 'Bridgekey Final' sequence. The current timecode is 00:09:57:27. The preview shows a scene with elephants, a red bus, and a sign that reads 'ELEPHANT AND CASTLE' and 'King's College Hospital'.
- Project Panel (Bottom Left):** Shows the 'Project: Draft' containing 16 items, including 'Bridgekey Final...', 'Park Elephant.mov', 'London Heart.mov', 'Vessell London...', 'Africa 1.mov', and 'Magic Breeze.mov'.
- Timeline (Bottom Center):** Shows the 'Bridgekey Final' sequence with a timecode of 00:09:57:27. The timeline includes video tracks (V1, V2, V3) and audio tracks (A1, A2, A3, Master). The 'Park Elephant.mov' clip is visible on the V1 track, and its audio waveform is visible on the A1 track.

²⁶To further bring out the contrast in between the audio tour and the present, I decided on walk books.

The audio tours happen in a bus or a car for 7 to 15 minutes and discuss primarily the marketing of the area. While the content of the script has elements of it that compare the area at present to the future, because of the duration and nature of the tour, it does not give the audience time to dwell on it.

Initially, to bring out the contrast, I planned to have two audio files for each tour that could be played interchangeably as desired by the listener. However, if one were to take the tour only once, they would not listen to either track in its entirety.

During the test of the Park Elephant tour with Jane and David, after we got off at Balfour Street, walking back to the station, we walked through the newer developments and just the act of walking already felt different from when we were on the bus.

This was when guided walk books were conceptualized to succeed the audio tour and were designed to work in the direction opposite to that of the audio tour. They lead the audience through the same sites while describing them at this very moment.

The purpose of the walk, it to relate to the audio tour and see how different everything already feels. The walk books also draw attention to how much our surroundings are changing each day and try to capture the present, while working in between the past and the future.

Our attention is guided and modified by what we read and this influences what we expect to see, creating an experience that is both familiar and strange. The books try to immerse the reader in a world where, when something that has happened, unexpectedly coincides with something that is happening, instills a sense of lost time being regained.

For someone who cannot be on site, the walk books also instill a sense of the place, to compare to the utopia created by audio tour taken online.

27 After finding walking routes in London

Since most of the walkable routes in London, were inaccessible according to Google maps, recording the walk proved difficult.

Initially I resorted to using a tracking app called Mapmywalk, which however would trace back to Google maps and alter my route accordingly.

I finally started using sticky notes to write down directions and descriptions, which I then elaborated at the end of the day.

Since I also many options for routes along the stretch, there were instances where I would walk into a lane and realize that the parallel lane would have been better and than make alterations to the route. The decision of the route, however, was to limit contact with the main road and see how the interiors are affected by these developments.



Vauxhall park - Fire?
 Big tree - orange
 short houses
 - crows
 quiet street
 pretty!
 Vauxhall garden
 centre

Miles street
 Tunnel
 St. Anne's church
 Vauxhall main
 road

Pascal street
 silent on left
 St Nine Elms on
 right
 parking lot
 Covent garden signs
 Under the tunnel
 left openings.
 cross pedestrian.
 across street

6 Balchell - 1 block
 5 white
 NO median.
 Bus difficult
 to pass
 Park - 1st
 pond
 pigeon.
 lady from super.
 Royal mail

small offices
 small club
 small house?
 Green box - some line
 Victoria - no
 map?
 no path.
 pigeon
 squirrel, chalk

low trees - artificial
 no smell - no wax
 stuff around
 bark
 weird.
 red everywhere
 red planter
 red house?
 Big structure
 no windows
 narrow path

restricted access
 4 plastic trees
 Left stairs.
 Brick to wet?
 cube?
 paving
 change

Park - Basketball
 court
 Paula - red ho
 Filly curtains
 ted houses
 red plant
 red garage.

Centre stage - red trees.
 Down - see road
 women drag
 suitcase.
 cross road.
 street - school

Red brick wall
 Gas holders again!
 Oval cricket ground
 6-0
 Shrewsbury
 House
 Fork - right
 No opening
 Vauxhall
 community

Sambrook House
 Gaysley house
 courtyard
 Baltimore
 Ramp
 ETHELRED TMO(?)
 High Dollard House
 New construction
 Man. site.
 Kennington
 Tesco

Centre - nothing
 three men
 Emmanuel house
 moved
 brick
 parking lot small?
 Newborn house
 Old fence
 Gas Holders!

Perry Lib early
 E 3 main.

Peronnet house
 courtyard
 steps - street
 cycle superhighway
 Younger crowd
 VAL?


Dante road - DR 6
 Beware of dog
 Wood structures
 Nandine coffee.
 Princess street

opposite next to train
 under tunnel.
 Covent Garden
 market
 under train
 border
 opening in the
 under
 the
 bar

St Anne's church
 Tunnel - light
 PPE
 " This is Vauxhall"
 Black tunnel.
 Road - Luett
 Bus.

Men - park at
 school / apartment
 their new develo
 short door
 basketball
 court
 empty
 penny 66 + hang
 ie

paving change
 exact
 brick tower - weird
 stairs at
 an
 angle
 looks with
 the window?

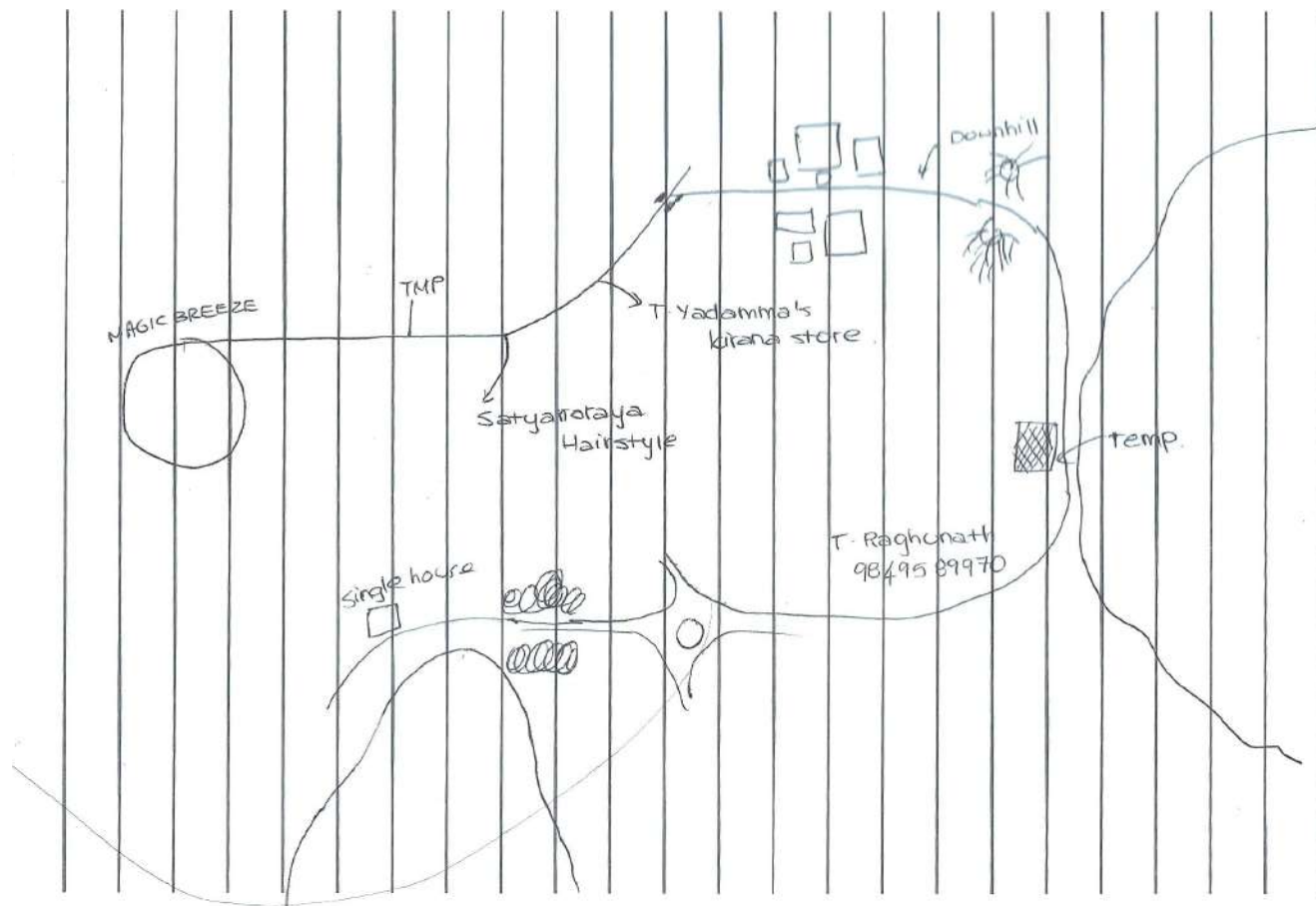


empty street
 wood structure?
 Beware of dog
 fence
 Dante road
 - clear sky
 empty
 few children
 one car

Two fifty one
 Men x 2 Perry Lib - Ap/
 imitate - single
 cycle superhighway
 Peronnet house
 barbed wire
 Nandine coff
 - pigeon

Empty area

Covent Garden
 Teen into
 Left park
 Right left
 Pascal street
 Nine elms table
 station



29] started writing and composing the text

The guided walk books were initially written with the directions, descriptions of places and my own personal thoughts in continuity, making them difficult to follow.

They were then broken down into three voices.

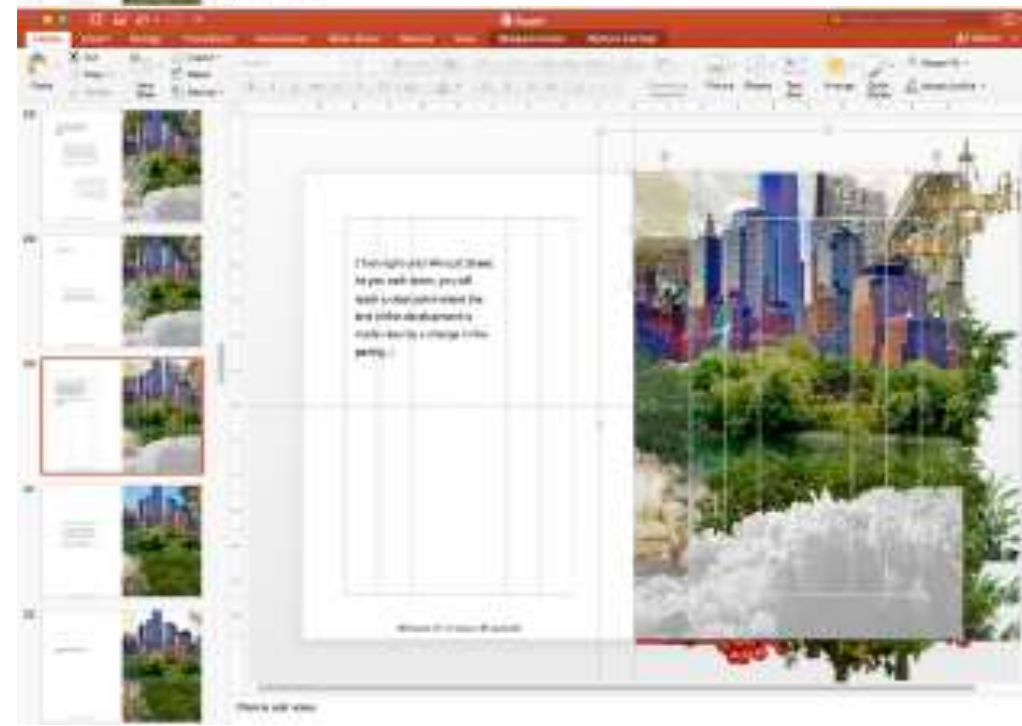
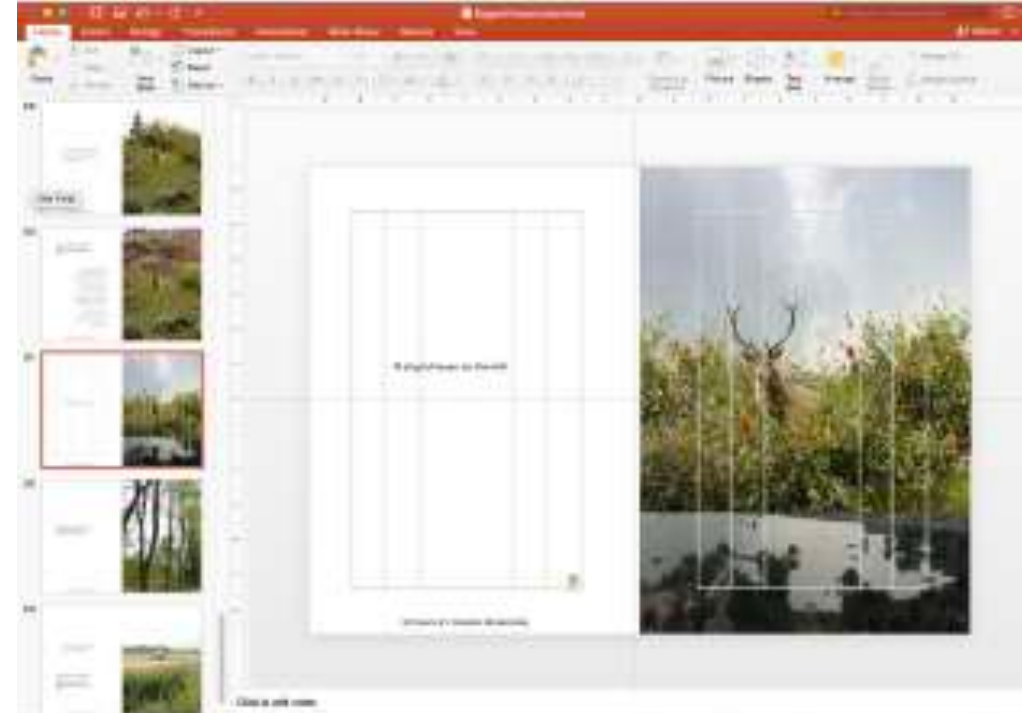
The directions are addressed to the reader. The second voice, is written in first person as these are my descriptions of places and the third voice is written in third person and it is sourced information and a critical understanding of what is happening on site.

as you do so. When you reach the centre of the park, you will notice a centre stage, where nothing has been planned. I wonder if it was used as a stage for a children's play of some sort or a dance performance. Stand in the middle for a second. Surely a few people will stare at you. Turn right, you will see a road sloping downwards, but towards a main road, walk down this road (how they come to the same spot) Cross the main road - this should be simple as the median of the road is being laid, or some people are just turn right after house 181 - which has a mosaic pond which I presume is cleaned but never filled in with water or used as it sparkles. As soon as you enter this lane, you will feel like you walked into school. Especially at midday, during lunch hour at the Archbishop school, on the left you will see a sign for the summer school, the name of the head teacher seems to be Ursula - I wonder if any of this generation still watches the little mermaid. Walking down further, the road falls silent until you get to a basketball court, where a few children are punished or spotted to not being late. Then again on your left you will see a new block of development, feeling funny in its surroundings. Cross this block or turn left, you will see at 5 bollusters, 1 of which has been replaced but not very efficiently. As you turn down this road, you will see a green post box at 10. At this very point, the northern line passes below. As you continue walking you will reach a wall with a square bushes. Then you will quickly realize that it is actually an office of some sort, pass it by on your right, you will notice that it in fact looks like a house. This is - Walk down the road and turn right, cross and turn right. At the end of - you will see a ^{group} of houses, all with red doors, red railings and red flowers and it makes you think brick and red combination, passing by the red houses, you will see a garage - one of which was possibly the fire and painted red - take a moment to note all the red and the possible reason for it. Cross the road and turn right on your left. As you walk down, on your left you will see a restricted access, which is actually public. Walk through and straight until you get to four plastic trees which have plastic bark. While touching the bark, look around and notice how well the tree belongs in its glossy surroundings. Walk straight and follow the path as it will lead you out with no directions required. You will then find yourself near a row of houses on a street. You will then - which actually have 10 instead of just mentioning the door number, which when I read, was less as doctor turn left and keep walking, cross at turn

30and was back on PowerPoint to make the books.

Since all my content was on PowerPoint, I decided to make the walk books on PowerPoint as well. Grids were drawn using shapes and text boxes were adjusted within the grids.

While the audio tours build up an image, the pictures in the walk books break it down to reveal the site, towards the end.



³¹PowerPoint file was too complex to be flattened

Since each image had over 100 layers, inspite of the dimensions of the book being small, the end file size of the London walk book was 503MB and the Hyderabad walk book was 235.7MB.

As a result it could not be flattened to print.

RE: Pranati b7 books

The Document Centre <info@document-centre.co.uk>

Fri 23/11/2018 11:58

To: Satti, Pranati <p.satti.17@ucl.ac.uk>;

Hello,

Thank you for waiting so long in store.

Unfortunately we cannot flatten your file due to an internal error.

Please can you try and locate the issue and send us the flattened pdf before 3.30pm today as we would like to have bound your books.

This means we can send you the cover dimensions for you to work on over the weekend rather than Monday morning.

Kind regards,
Eamon



92 Southwark Bridge Road
Southwark 1 London
SE1 0EX
+44 (0) 207 928 9738
www.document-centre.co.uk



www.urgentprinting.co.uk

From: Satti, Pranati <p.satti.17@ucl.ac.uk>

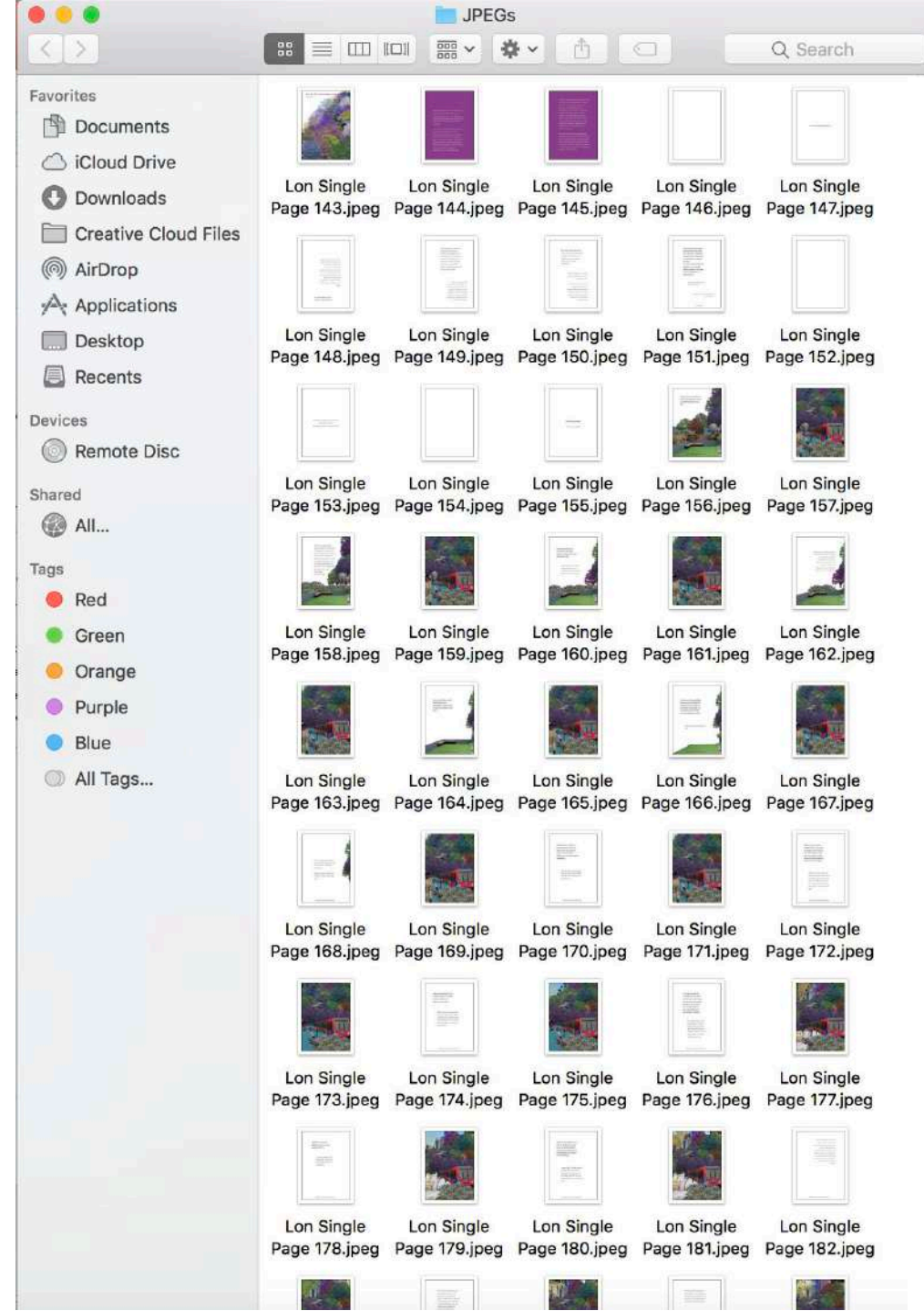
Sent: 23 November 2018 11:29

To: The Document Centre <info@document-centre.co.uk>

Subject: Pranati b7 books

³²and all the pages had to be converted into JPEGs.

I converted each page to a jpeg and then reconverted them into a PDF to flatten and reduce the file size to less than 50MB.



³³Thinking of a way to draw attention to the project in addition to the QR code stickers,

While the audio single handedly targeted all the marketing content, billboards, show houses, brochures and websites, it needed comparable “publicity” even if only for a short period. This was when I first considered a billboard

34] started looking for billboards that were affordable and along the bus route

Still unsure about the billboard, I started looking through the Bubble Outdoor Website to see if any were affordable and along the bus route.

I first decided on using three InkLink display stands which were priced at £50 each per day. When I was on site to take pictures, I noticed that each display did not last long enough for anyone to understand what the image was about. Also since I wanted them to be visible to people taking the audio tour, the chances of them passing an InkLink at that exact moment, on that exact day and noticing it were limited.

I was left with two options, a £649 (6m x 3m) billboard at Nine Elms opposite Sainsbury's and a £449 (2.5m x 3m) billboard at Elephant and Castle. While I was saving money on the billboard at Elephant and Castle, it was a smaller, a portrait panel, above eye level whether on foot or on the bus and was also not on the bus route. The billboard at Nine Elms being the first I thought of and perfect in all these aspects, became the final choice.



³⁵Finalizing on a billboard,

I had five extra days after booking, to decide if I wanted the billboard for a duration of two weeks.

I had to send in a rough draft of my artwork prior to receiving the invoice, for them to check if there was anything offensive.

Booking of campaign BOC57368 with Bubble Outdoor confirmed

Bubble Outdoor <support@bubbleoutdoor.com>

Mon 05/11/2018 12:49

To: Satti, Pranati <p.satti.17@ucl.ac.uk>;

Hi Pranati,

Thank you for booking your campaign with Bubble Outdoor. Your booking of campaign BOC57368 is now confirmed. You can download and print the invoice here: [Invoice #INV-0075](#)

PLEASE READ CAREFULLY: Any dates we mention are 'week commencing' dates and your poster(s) will be installed during the course of that week, the latest on Friday. We never guarantee a specific day. Your posters will remain on display for the full booked period from the day posted. So if you booked a 4 week period and your posters are posted on a Thursday, they will stay there until the Wednesday 4 weeks later.

We would like to take this opportunity to thank you for placing this business with us and please let us know if you have any questions or require more information.

Kind regards,
Team Bubble Outdoor

36| created a design before the deadline with David and Jane

After finalizing and paying for the billboard, I had until the 16th of November to send in the finished artwork.

The artwork had to be a minimum of 300dpi, CYMK, outlined vectors and designed for 1/10th of the actual size. At this point I had ten different images, from 10 developments and I wanted the billboard to be a combination of all.

Since the colour palette of each of these images was defined by the colour palette of their respective marketing material, it became difficult to combine them directly. I decided to make the image from the Nine elms development primary, due to the billboards obvious location on the site. While this formed the base, elements from other developments were layered over.

Artwork for your billboard on booking ref BOC57368

Bubble Outdoor <support@bubbleoutdoor.com>

Mon 12/11/2018 09:41

To: Satti, Pranati <p.satti.17@ucl.ac.uk>;

Hi Pranati,

Just a little reminder that your artwork is due this Friday please. Thank you!

Also, I found out that your poster is scheduled to be installed on Friday 7th December.

Kind regards,

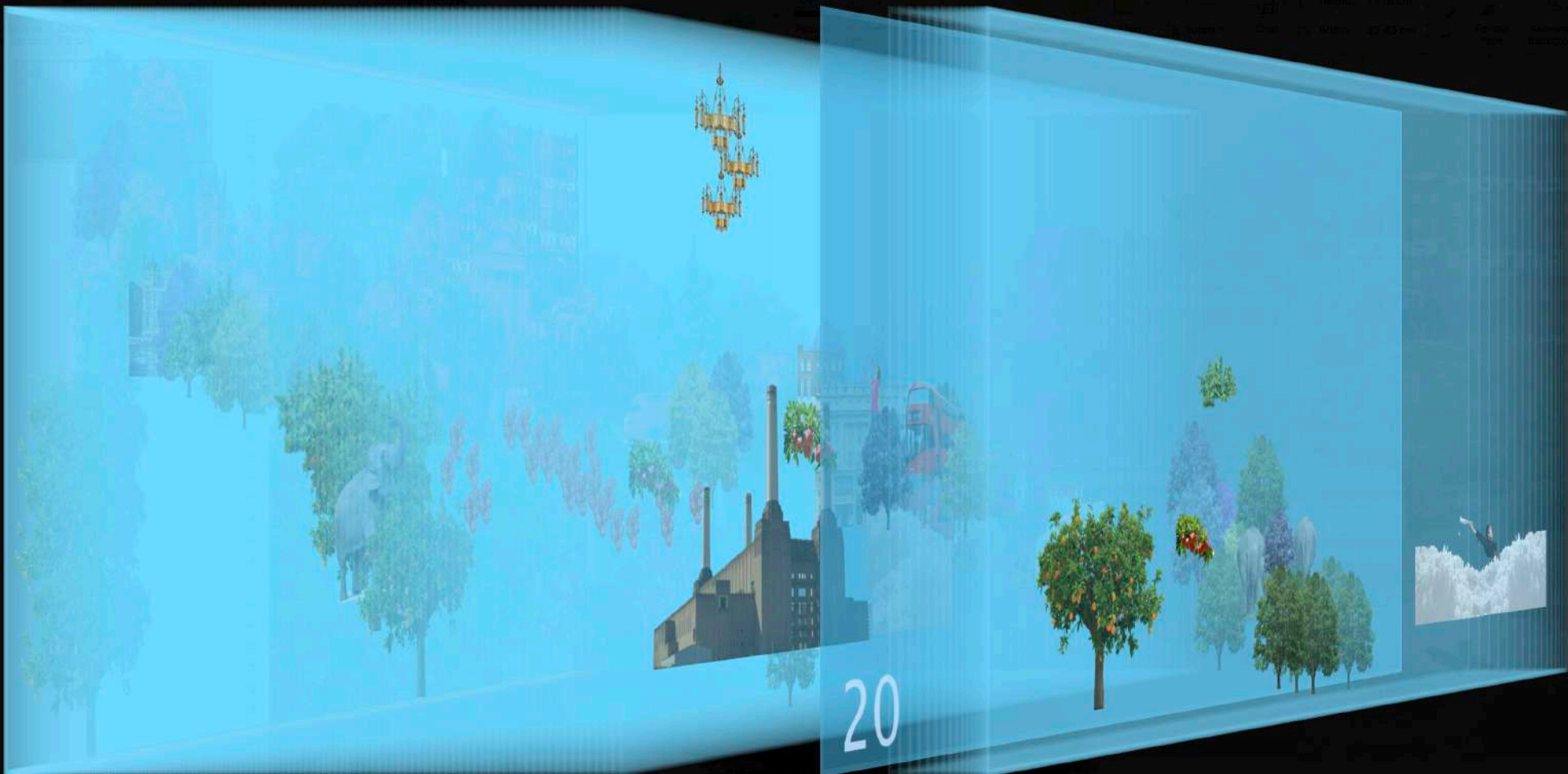
Louise

Louise Chick



Tel: 0117 3256 755
support@bubbleoutdoor.com
www.bubbleoutdoor.com





20



138



Draft 1

Following this pattern for a week, I realized it did not look as interesting as the other images and wrote to David and Jane asking for their input. After which I realized that I was scaling all the content down to its actual size.



Draft 2

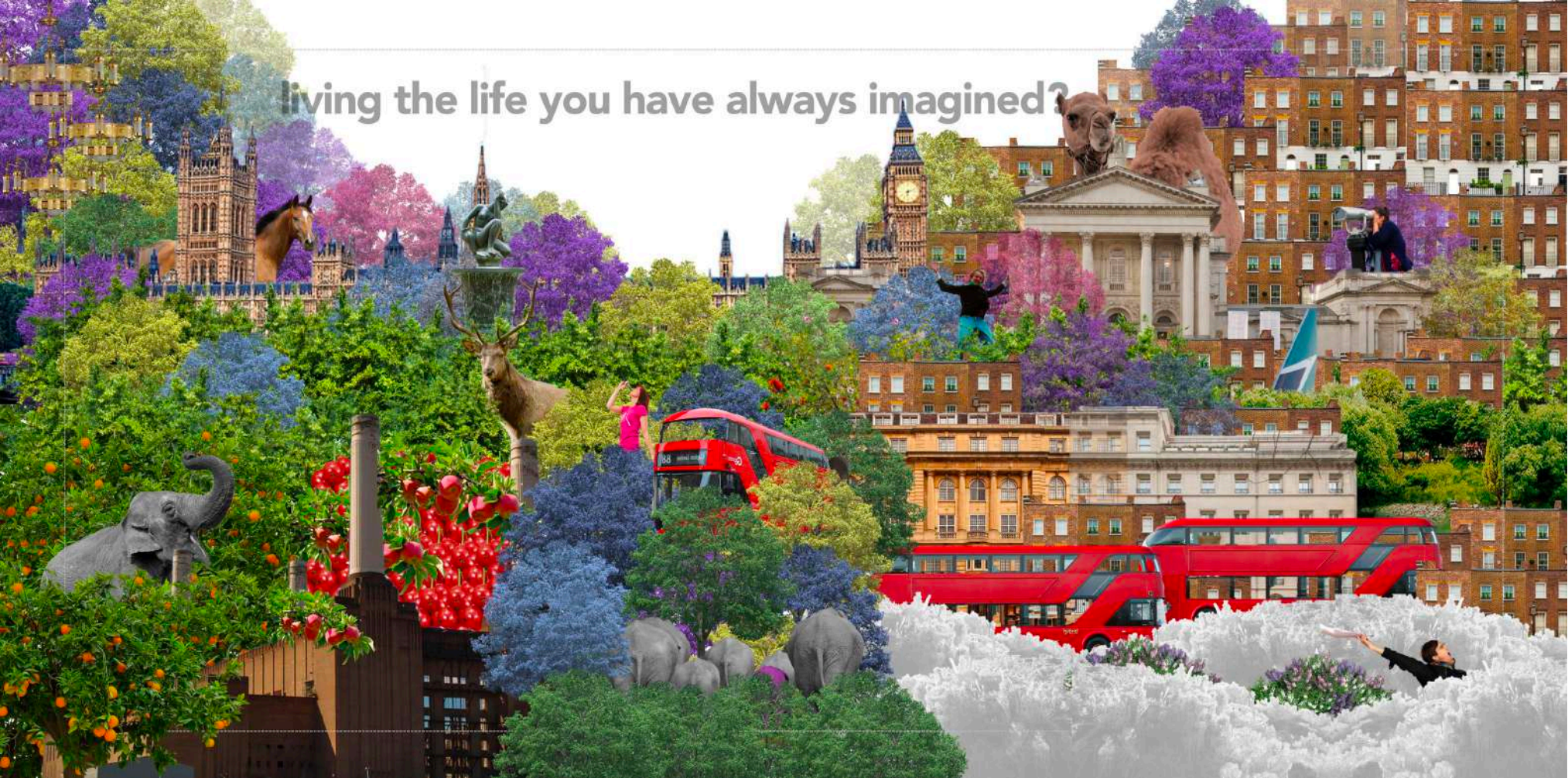
Being flexible with the scaling, was unsure about the text.



Draft 3

On David's suggestion, building up the right with buildings similar to trees on the left and trying different fonts and placements

living the life you have always imagined?



Draft 4

On David's suggestion, removing the skyline, adding more foliage in front of the Houses of Parliament, making the text transparent and moving the text to align with the top of the Elizabeth tower.

living the life you have always imagined



Final billboard

On Jane's suggestion, increasing the font size and color to make it more noticeable.

37The billboard was then approved, printed

After I sent in the artwork, it had to be checked for pixilation and offensive content. It successfully passed both processes and was printed to be installed on the 7th of December 2018.

Poster(s) printed (campaign BOC57368)

Bubble Outdoor <support@bubbleoutdoor.com>

Wed 21/11/2018 09:21

To: Satti, Pranati <p.satti.17@ucl.ac.uk>;

Hi Pranati,

We'd like to inform you that your poster(s) for your booking with nr. [BOC57368](#) have/has been printed and they will be dispatched to the installers shortly.

Kind regards,
Team Bubble Outdoor

³⁸and installed on the 7th of December.

references

of the built environment

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And relating them to the present

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<http://www.aylesburynow.london/>
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- [4] Douglas Van Praet, '*Unconscious Branding: How Neuroscience Can*

Empower (and Inspire) Marketing', (St. Martins Press, 2012)

I tried to understand the Art of Manipulation in Marketing

- [4] Douglas Van Praet, '*Unconscious Branding: How Neuroscience Can*

image credits and list of figures

the marketing

Sticky notes, Pranati Satti, Taken on: 23rd
November 2017, Edited on: 28th
November 2018.

through deconstructing computer generated
images of the Aylesbury estate

Aylesbury Estate CGI, Promotional
Computer Generated Image from
[https://www.buildingcentre.co.uk/project/
aylesbury-estate-regeneration-walworth](https://www.buildingcentre.co.uk/project/aylesbury-estate-regeneration-walworth).
Edited by: Pranati Satti in December 2017

And relating them to the present

First guided walk book, Pranati Satti,
Taken on: 28th November 2018, Edited
on: 28th November 2018.

Areas of maximum development in London and
Hyderabad

Maps from Snazzy maps,
[https://snazzymaps.com/style/242089/light-
grey-portfolio](https://snazzymaps.com/style/242089/light-grey-portfolio)

through a *mise en scene* box

Opening the doors to opportunity, Pranati
Satti, Taken on: 3rd June 2018, Edited on:
28th November 2018.

and then thought of ways to address it through
viewing boxes

Marketing tunnel, Pranati Satti, Taken on:
22nd June 2018, Edited on: 24th June
2018.

placing subvertisements

Poster, Anastasia Balykina, Taken on: 10th
June 2018

and finally, through audio tours

Park Elephant audio tour cover, Pranati
Satti, 3rd July 2018
Park Elephant audio tour brochure,
Pranati Satti, 3rd July 2018

Deciding on audio tours

Park Elephant audio tour, Pranati Satti,
Taken on: 5th July 2018, Edited on: 5th
July 2018.

I selected the best route to access most
number of sites and people in London and
Hyderabad

Maps from Snazzy maps,
[https://snazzymaps.com/style/242089/light-
grey-portfolio](https://snazzymaps.com/style/242089/light-grey-portfolio)

ht-grey-portfolio

The routes were then timed in London and in Hyderabad

Screenshots of the timer on an iPhone 7, Pranati Satti.

I decided to depict them as pictures, using PowerPoint as a quick tool.

All the images are Creative Commons and have been sourced from:

<https://www.freeiconspng.com/>,

<https://pngtree.com/>,

<http://www.pngmart.com/>,

<https://ru.kisspng.com/>

After which I changed the title of the project

Screenshot of the collected data draft of Embassy Gardens, Pranati Satti

Then I scripted the audio tours in London and in Hyderabad,

Scans of final correction of the script, Pranati Satti, 7th November, 2018

speech corrected and recorded them

Screenshot of the natural readers website, Pranati Satti, 23rd September, 2018

Thought of ways to make the audio tour accessible to people on site

Screenshot of 'Live the Life You Have Always Imagined'- the website, Pranati Satti, 27th November 2018

Sticker design, Pranati Satti, 23rd October 2018

and to people off- site

Screenshots of the Elephant Park PowerPoint, taken on: 29th November 2018

After finding walk routes in London and in Hyderabad

Maps from Snazzy maps,

<https://snazzymaps.com/style/242089/lig>

ht-grey-portfolio

Scan of sticky notes from the walking tour, Pranati Satti, Scanned on 29th November, 2018

I started writing and composing the text.

Scan of notebook with first walking instructions for London, Pranati Satti, 29th November 2018

And was back on PowerPoint to make the books

Screenshot of Walk Book PowerPoint Files, Pranati Satti, 29th November 2018

PowerPoint file was too complex to be printed.

Screenshot of email from the Document Center, Pranati Satti, 29th November 2018

And all the pages had to be converted into JPEGs

Screenshot of folder with JPEGs, Pranati Satti, 29th November 2018

I started looking for billboards that area affordable and along the bus route

*Maps from Snazzy maps,
<https://snazzymaps.com/style/242089/light-grey-portfolio>*

Finalizing on a billboard,

Screenshot of email from Bubble Outdoor, 29th November 2018

I created a design before the deadline with

David and Jane,

Drafts of the billboard, Pranati Satti, Dates as on page.

The billboard was then approved, printed

Screenshot of email from Bubble Outdoor, 29th November 2018

Website credits

Audio:

Natural Reader,

<https://www.naturalreaders.com/online/>

Images:

Free Icons,

<https://www.freeiconspng.com/>,

PNG Tree, <https://pngtree.com/>,

PNG mart, <http://www.pngmart.com/>,

Kiss PNG, <https://ru.kisspng.com/>

Maps:

Snazzy maps,

<https://snazzymaps.com/style/242089/light-grey-portfolio>

Billboard:

Bubble Outdoor,

<http://buy.bubbleoutdoor.com/>