

# THE PLAYGROUND

Today, as an adult, I am sometimes afraid of dialogue. Dialogue can make other people enter my intimacy, and it makes me able to enter theirs. I feel too proud for this, too shy maybe, but over all, I think too much.

As adults, we walk on the street as fast as we can to reach our destination, we look at the floor, trying to avoid eye contact with others. Everyday on the street I see people with poker faces, holding their bag like anybody could steal it from them. I've seen some people pretending to have phone calls to avoid having an actual conversation at a bus stop for example. How paradoxical is that? Some people are so afraid of what the others would think, that they just cut out the dialogue – by pretending a fake one – to feel comfortable.

Children have a completely different behaviour. They are not afraid of playing with kids they don't know. Their playground is the same for all the other kids. They all play together, sometimes they fight, sometime they ignore others on a selfish purpose, but they don't avoid contact. Some kids are self-centred and don't want to share with others, but even in this case, they don't avoid interaction. They just act, without asking anything, they take the ball from another kid for example. They don't mind about what others would think. We lose this spontaneity when we grow up, when we start to judge our peers and to be careful of our own image.

**The Playground** is an advertising campaign which aims to remind people how was this kind of dialogue they had when they were kids, to make them talk to each other again and stop being afraid of judgement. People can be impulsive, naive and innocent again, they just have to be pushed!

**The Playground** is set in three phases: two print installations that announce the main one, a big interactive game located in a public square.

The first installation is located on **zebra crossings**. In Europe, the crosswalks are white stripes painted on the road. When I was a child, I walked only on the white stripes because I pretended that there were crocodiles and monsters on the rest of the road. That is a game a lot of kids play, even nowadays. For this installation, I created sea monsters stickers stuck on the road between each white stripe of the crosswalk. On one side of the crosswalk, there is the advertising campaign's baseline: « Show us the child in you » and an invitation to join **The Playground**.

The second installation is located on the pavement. I created stickers representing a hopscotch game. When children play hopscotch, they start at the number 1 and the purpose is to reach the “safe” zone (or “home”). Here, people have to play the game alone (but in the public space, in front of everyone) or with others, to reach the safe zone. Those hopscotch stickers are located in front of shops, the safe zone just in the doorstep. Shops are not really “safe zones” when we talk about fear of dialogue, because we will be compulsorily brought face to face with it. That is why I find interesting to make people play the game and reach this zone where they will have to create dialogue. Like for the first installation, those stickers lead people to the main game, **The Playground**.

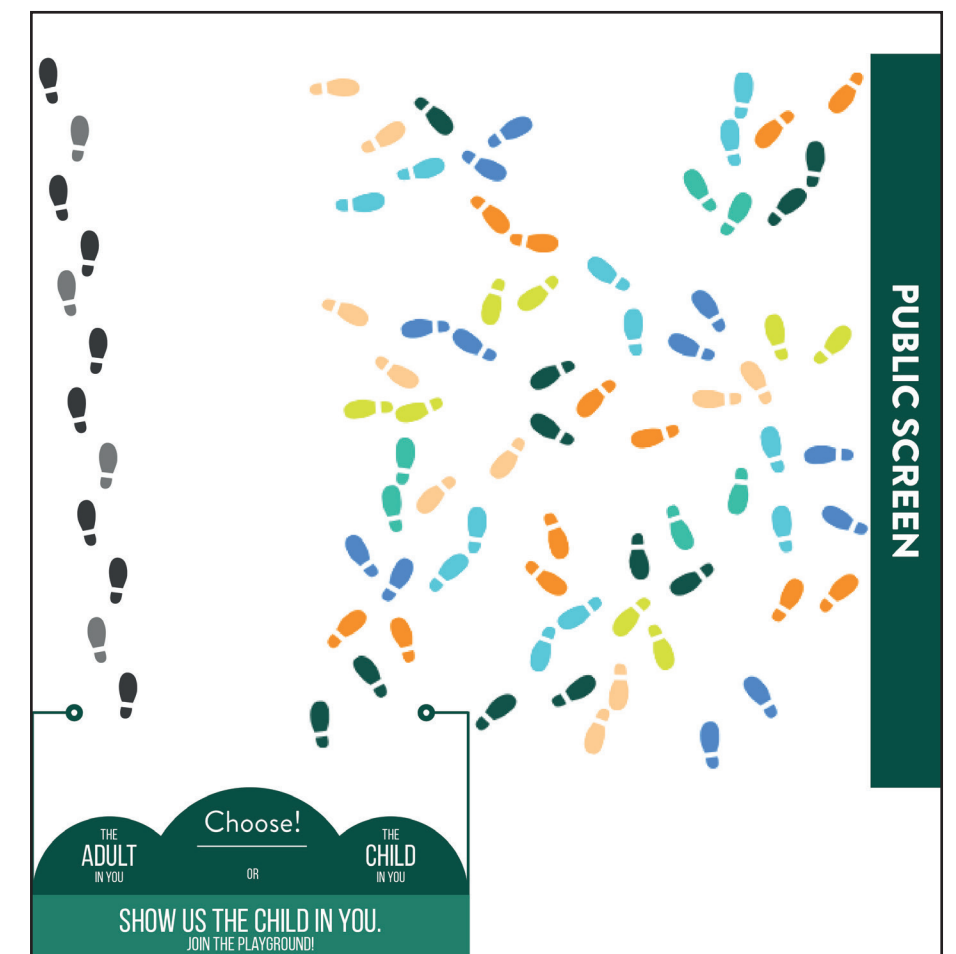
Charlotte Sferruzza

**The Playground** is located in a public square. Based on the game Twister, it is composed by footprint-shaped stickers connected to a huge public screen (Kinect Technology). There is two kinds of stickers: grey footprints that walk straight ahead (leaving the square), like the adults I described do. They don't mix, they don't cross, they just walk ahead. The other kind of stickers are colourful footprints (one colour for one pair of shoes) that are “dancing”, mixing up in the middle of the square. The purpose of the game is written on the public screen and on additional stickers on the ground: « Choose between the adult in you and the child in you ».

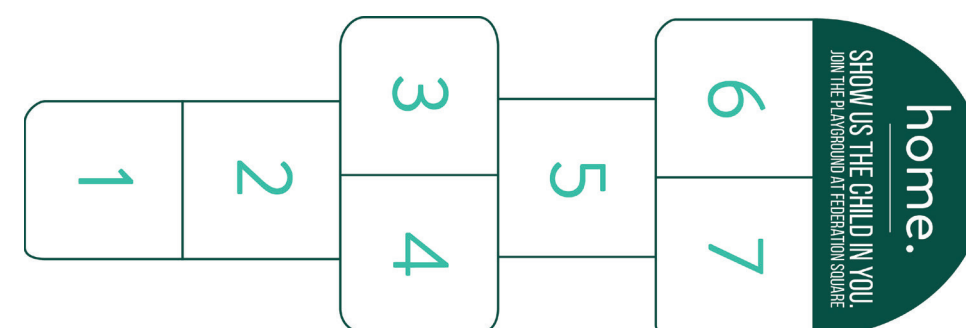
The purpose of the game is to stand on the colourful stickers (which will make people become physically closer than usual). On the screen, there is a gauge measuring the number of people standing there on stickers on this public square. When a specific number of people is reached, a spectacular fireworks animation occurs. People have to collaborate to see what happens when the gauge is full. They have to be patient, to stand really close to each other, to ask people that are walking on the street to join them. They have to collaborate all together.



1. Monsters Crosswalk (stickers)



3. The Playground (stickers and screen)



2. Hopscotch (sticker)



# THE PLAYGROUND



4. Monsters Crosswalk (stickers), Paris, France



5. Monsters Crosswalk (stickers), Paris, France



6. Hopscotch (sticker), Paris, France



7. The Playground (stickers and screen), Paris, France



8. The Playground (stickers and screen), Paris, France

The purpose of this advertising campaign is to bring back memories to people, and to make them feel like children again. By finding back those feelings, they will find back bases of dialogue. This campaign aims to enter people's intimacy (their relation to their own childhood) all together in the same time, so that they can be just spontaneous and impulsive without thinking what the others would think, because the other are in the same situation. Dialogue may have failed today, but we share some memories, some ideals that can bring us back together to find a kind of dialogue we all understand.