MEMEFEST

RADICAL INTIMACIES: DIALOGUE IN OUR TIMES

DIALOGUE can be built up by VISION

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For anyone who is the first time travel to a foreign country, the first impression means a lot, especially when everything there is so different. Communication becomes a serious problem, how to start a dialogue? And how to build up a dialogue, where the language and culture are so different? The answer will be given by our design team in next.
The Problem

As we claimed before, how to start a dialogue where you are in a foreign country in your first time will be a serious problem. Imagine these, you just arrived to the airport with signs in a language you cannot understand, and you try to speak someone but they cannot understand. Then you feel hungry, but you cannot name any food in their language, and so on. How these problems can be avoided? Maybe start learning a foreign language half year before you travel to there? It dose not sounds good. So, we are introducing you an easier way to start your first dialogue.

The Concept

Firstly, our design solution has to be suitable for the topic, which is start a dialogue between the first time traveller and the local resident. Secondly, we have researched about every problem that may pop out in that situation. Thirdly, we clarified them into four main topics. The four main topics we developed are the basic information of the country, the food to try, the places to go, and features of the country. How to send the information clearly with no misunderstanding is the biggest issue of all. Therefore, we concluded that use visual presentation of the information would be better than involved with language. We collected the most popular information clues by images and combined them within a 280mm wide double sides printed square, and fold it into a normal size brochure. However, we still have the key words about the image in English and another language (if it is not the first language spoke in that country) in case. We hope with this little thing, the tourist can enjoy starting their communication within a foreign country with less pain. For example, they can show the local people what they want to achieve by using the visual example, or they can have the visual clues about what they may experience with.
HERE'S HOW IS WORK
CHINA
HERE IS DESIGN PROCESS
THANKS