
ONE PLANET ON TOUR
WANDERLUST



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Preface

Sustainability

The goal of the exhibition is to inspire, activate and make people care about sustainability. This is done by creating an interactive immersive experience. The choice to design an interactive immersive experience is made to stimulate education by experience.

Inspiring people to live more sustainable should not be a hard task as we live on a wonderful planet with so many interesting species, communities, and natural phenomena. The problem is that sustainability is a complex topic, Wanderlust solves this by making it more concrete. The focus of the exhibition is on showing positive/negative sustainable behaviours and the effects on the direct environment.

Choices

One returning aspect throughout the exhibition are choices. visitors are asked what they would do in specific sustainable scenarios. Would they eat a burger made of crickets to reduce their food consumption footprint? They are triggered to think of what they can do to live more sustainable and how far they would go. Later they are showed the consequences of their sustainable choices. The choices cause the visitors to learn by experiencing. The choices make the visitors realize that it is not always easy to choose the positive sustainable option. But also show the consequences that those hard choices come with.



WANDERLUST

Theme

During the project research was done to select a theme. The theme should be relevant for visitors to get them invested in the exhibition. During a museum visit a little girl was seen playing inside a camper exhibit. The camper was not to be interactive but that was no limitation for the little girl, as she commanded her mom to close the door to begin the adventure. Inspiration was found and the theme was born.

The van life is a movement of nomads travel around the world. They use smart solutions to never run out of resources; this makes their life a very sustainable life. These nomads are close to nature and see the negative consequences of sustainability. Visitors can experience their own traveling adventure, learn from inspiring examples, and see the consequences sustainable behaviour can have on the environment.

Experiencing such an adventure can educate visitors. They learn by discovering information on their own. Visitors are inspired by traveling and smart sustainable solutions because they can experience it themselves. The format creates the perfect breeding ground to inspire people but also the theme. Everyone can relate to suddenly wanting to do everything different because you have experienced something inspirational on a trip.



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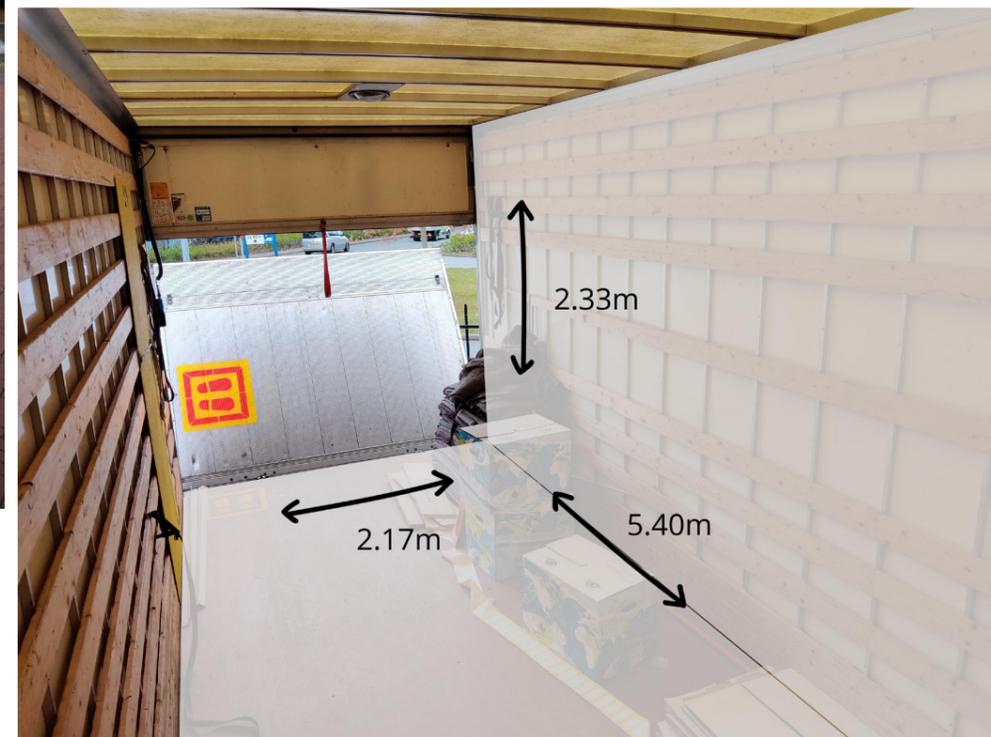
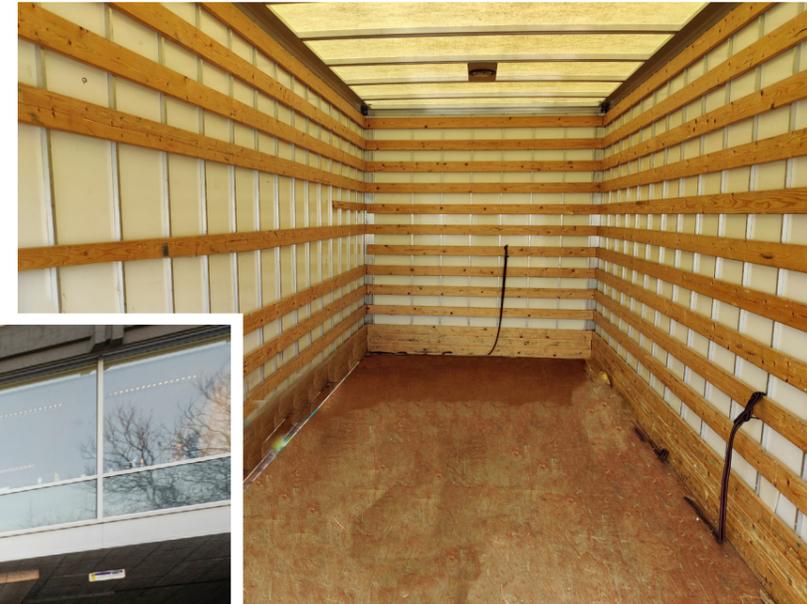
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COOLDOWN

CURRENT TRUCK



FUTURE TRUCK

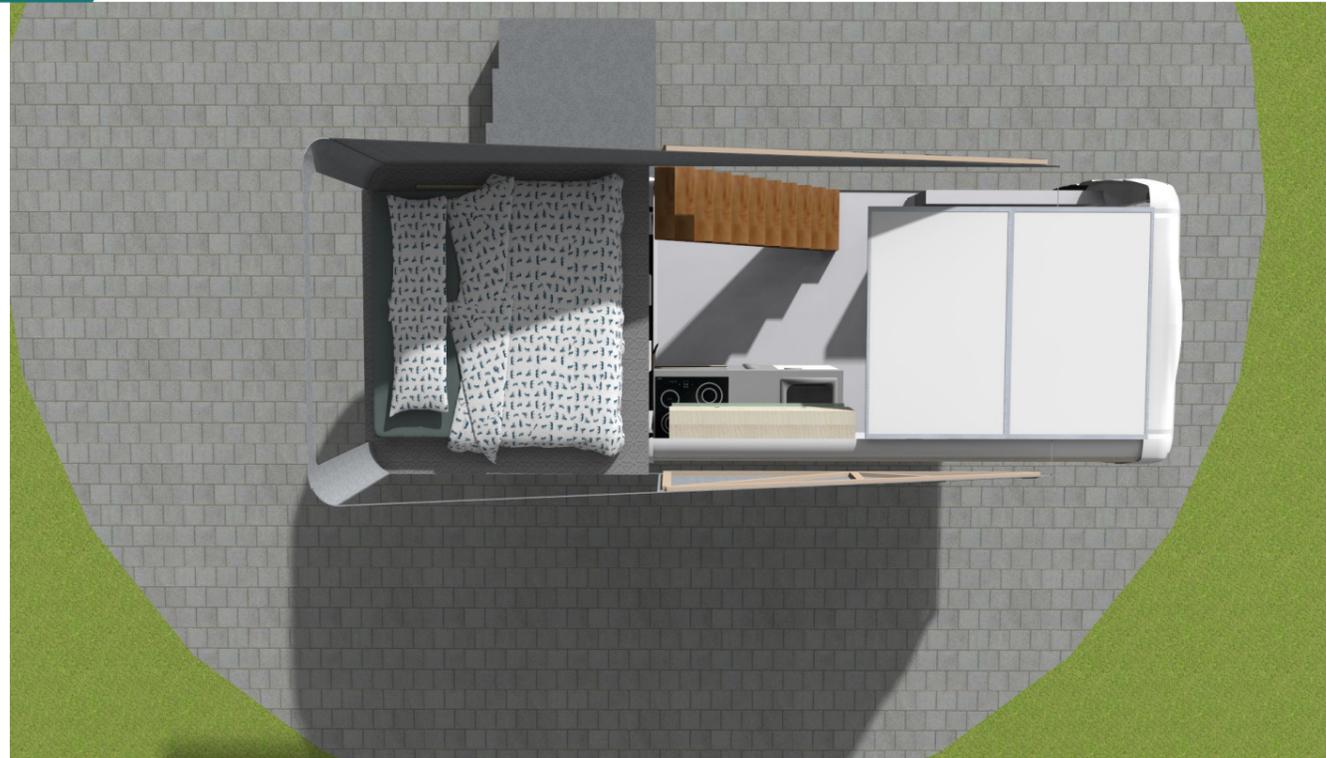


The aim of the exhibition is to provide an educational midday for children 8-12 years old. The truck will drive to schools to offer an educational midday. The educational midday consists of an introduction in the classroom, an immersive interactive experience inside the truck, and a lesson afterwards to reflect on the experience.

Floor plan



Ground floor



Floor 1

STORY

Welcome onboard the interactive immersive experience Wanderlust! Our destination is the beautiful scenery of the Rhine landscape, and our vehicle is the futuristic sustainable camper: Wanderlust 1.0.

The Wanderlust 1.0 is well equipped to make a journey up to 4 children to educate them all about sustainability. There are wonderful exhibits that show sparkling examples on what travellers do to live a sustainable life such as:

Solar powered backup engine: in case the camper runs out of electricity it can continue the trip on nature's biggest power source: the sun. But make sure there is enough sun otherwise you will not reach your destination.

Omni multipurpose water reservoir: Water is essential to all life, the rainwater is caught and used to provide drinking water, aquarium, and many other useful purposes, or is it?



But beware, traveling is not easy. There are always hard choices to make on the road. Visitors will have to make choices that impact the things they hear, see, and feel on their trip. And some choices might even impact their destination environment. See how sustainable choices could lead to a difference to the environment.

Let's get going!

INTRODUCTION

Stimulating imagination

This is the first stop of the trip and maybe the most important one. The first few steps are all about stimulating the imagination of the little travellers to increase the immersion. There are 3 moments during the introduction that increases the immersion for visitors: receiving the travel brochure, arriving at the campsite of the truck, and receiving the choice introduction inside the camper.



Campsite

After the children receive their brochure, they are asked to make groups and go outside to visit the truck. The environment of the truck is designed to increase immersion as it triggers the imagination of visiting a campsite. This is the moment where practicalities can be explained, and children can wait on their turn to enter.

The waiting is turned into a trigger moment to increase their imagination and immersion. The goal of the campsite is to induce a holiday feeling.



Tools

The visitors receive their travel tools at the campsite. These tools are an NFC compass and an explorer's hat.

The NFC compass is used at every exhibit to start the exhibit and save their choices. Guiding visitors so they can't wander off from their group.

The hat adds to the imagination, stimulating the feeling of being an explorer.



Truck introduction

This is the start of the experience inside the truck. You enter through the side of the truck and enter a camper cabin. You are greeted by an introduction screen and are asked to make choices. Follow the arrows to do the introduction yourself.

The introduction is designed after the feeling of traveling. To camper nomads the feeling of traveling means to have the ultimate feeling of freedom. Having the freedom to decide what you want to do on your trip. Also, music question activates music and the window question activates a fan blowing wind inside as if the windows are open. Activating multiple senses stimulate immersion.



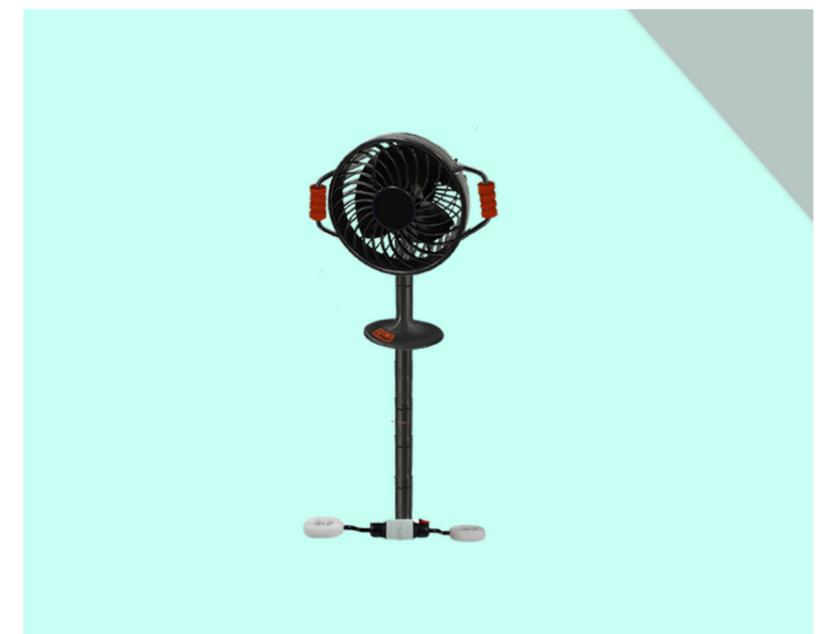
Exhibits

There are 3 different sustainable themed exhibits inside Wanderlust. The first solar powered engine exhibit. Alternative food exhibit, and water usage exhibit. The solar powered engine is introduced right after the introduction and the order of other exhibits can be done at free will.

Solar powered backup engine

The solar powered backup engine exhibit is a fast-paced game that educates the children about alternative energy. Solar powered vehicles are a futuristic concept that are getting closer and closer to the general public.

You can drive the vehicle only using the power of the sun. This exhibit teaches the children about the existence of this inspiring sustainable example but also the possible downsides of relying on unpredictable resources.



Exhibits

Alternative food kitchen

The alternative food exhibit is a task-based game that educates children about the emission of different ingredients. While making different recipes the children see the emission every ingredient causes. This makes it easier to compare the impact of each ingredient.

Creating concrete measurements helps visitors understand how bad meat is to the environment compared to sustainable alternatives.



Exhibits

Omni multipurpose water reservoir

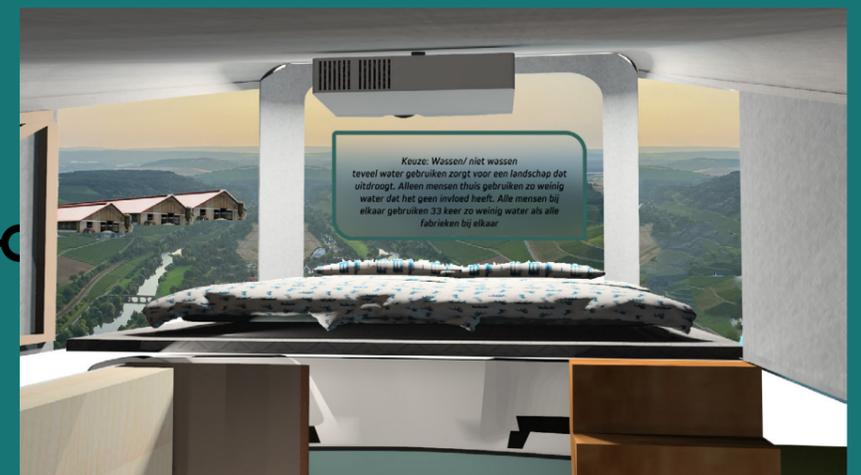
The omni multipurpose water reservoir is an exhibit about water usage. It is a puzzle-based game and educates people about how much water different household objects use.

When discovering objects such as a toilet or a shower they can read more about it to understand how many liters of water each object uses.



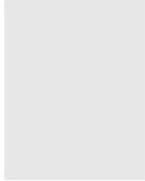
Grand finale

All the sustainable questions have been built up to this moment. The camper comes to a stop once the children are done with the other exhibits. They walk upstairs and they can see the beautiful scenery of the final campsite. They scan the NFC compass, and a personalized video about the consequences of their choices will play. Normally you don't see any effects on what would happen if you use too much water or eat meat. But the final exhibit shows clear examples to educate children what could happen.



Cooldown

Once the video ends the children are asked to go downstairs to hand in the compass again. Here they can write a postcard with a personalized image based on their choices. They can use this postcard to bring back home and tell their family and friends about their experience. It helps to spread awareness about sustainability, but it is also an invitation to Museon.



ONEPLANET WANDERLUST

Bezoek Museon om nog meer te weten te komen over duurzaamheid en onze planeet!





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