

STOP



STOƆP is an attempt to create better connectiveness in our communities to improve the quality of life for everyone. It's made for both tourists and locals. The goal of tourism today must be a fairer, more humane, diverse and lively urban life.

STOP

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the tourist's explorative spirit & the deeply personal insight of a local

STOP combines the best of both worlds

As a tourist you move and think in an explorative way. **STOP** invites locals to be as curious and sensitive as a traveller. The concept promotes openness to perception in everydaylife. It is an invitation to get to know your city in a new way. Maybe it makes you fall in love again. Tourists on the other hand have the chance to have easy and broad access to perspectives of locals.



The concept **STO:P** involves QR codes placed all over an area, for example the city of Budapest.

It could work anywhere and be applied all over the world. What is hidden behind the QR codes corresponds to where it is located.

STOP as a contactless way of connecting

The QR Code usage has exploded in the last few years, but the whole pandemic situation definitely took it to a whole new level. The main reason for this is that they provide faster and easier experiences while less touching and more distancing is involved. Everyone can access the info from a distance simply by scanning it from their phone. There are a lot of QR Types used in **STOP**.

The big upside here is that you can track the scans and usage to see which ones perform better.



The type of media and content behind the **STOP** QR Codes vary

I. media

II. content

I. medias which **STOP** presents

image (photo, drawing, collage, painting, 3D vizualisation)/
video (animation, musicvideo)/ sound (voice recording, music,
sounds of another time of the year)/ text (informational text,
poem, personal memories or observations of locals related to
the place) / weblinks..

II. content which **STOP** presents

historical information/ music/ love story/ fun fact/ nature/
urban planning/ poem/ old photographs of the site/ illustrati-
ons by Hungarian artists/ lost and found/ promotions/ sugge-
stions to highlight small businesses/... questions/ tasks (play-
fully participative!) /...







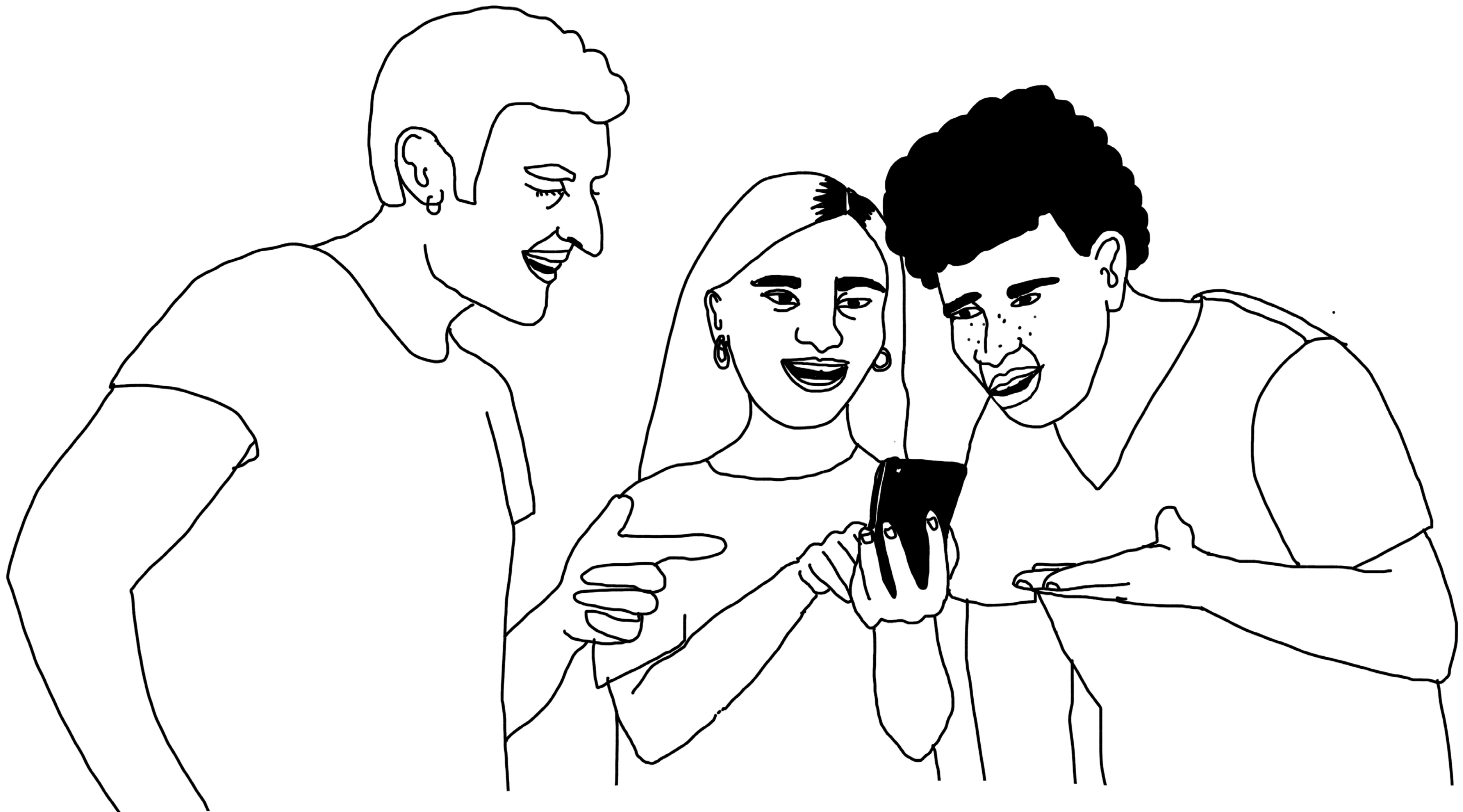






STOP







STOP - Imagine, you wake up early, Budapest is still sleeping. You open the tent you pitched on the bridge and you see dolphins jumping in front of the castle, softly kissed by the peach colored morning sun.

The content as an occasion to think, to discuss, to exchange visions, to talk about fears and desires – the image as an invitation to see your own imagination as a powerful tool.



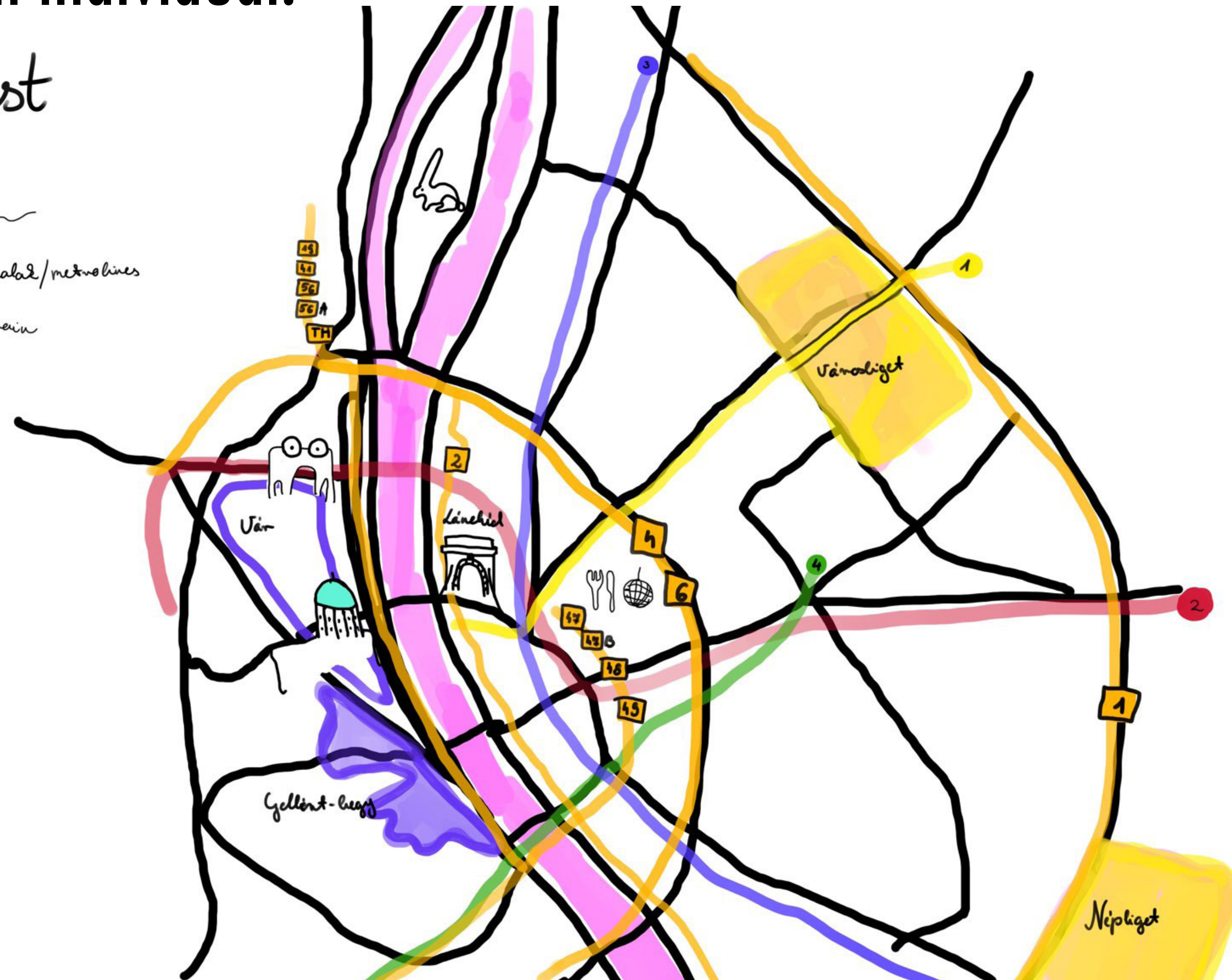
We see participation in our QR treasure hunt as a way to connect and be involved in the community. The idea is inclusive of everyone, all ages, families, groups, or an individual.

Budapest



1 2 3 4 metróvonalak/metro lines

vilamos/tramvay



community work as the basis of the content of **STOP**

meet

communicate

social interaction

talk about visions

listen

exchange ideas

be heard

get closer

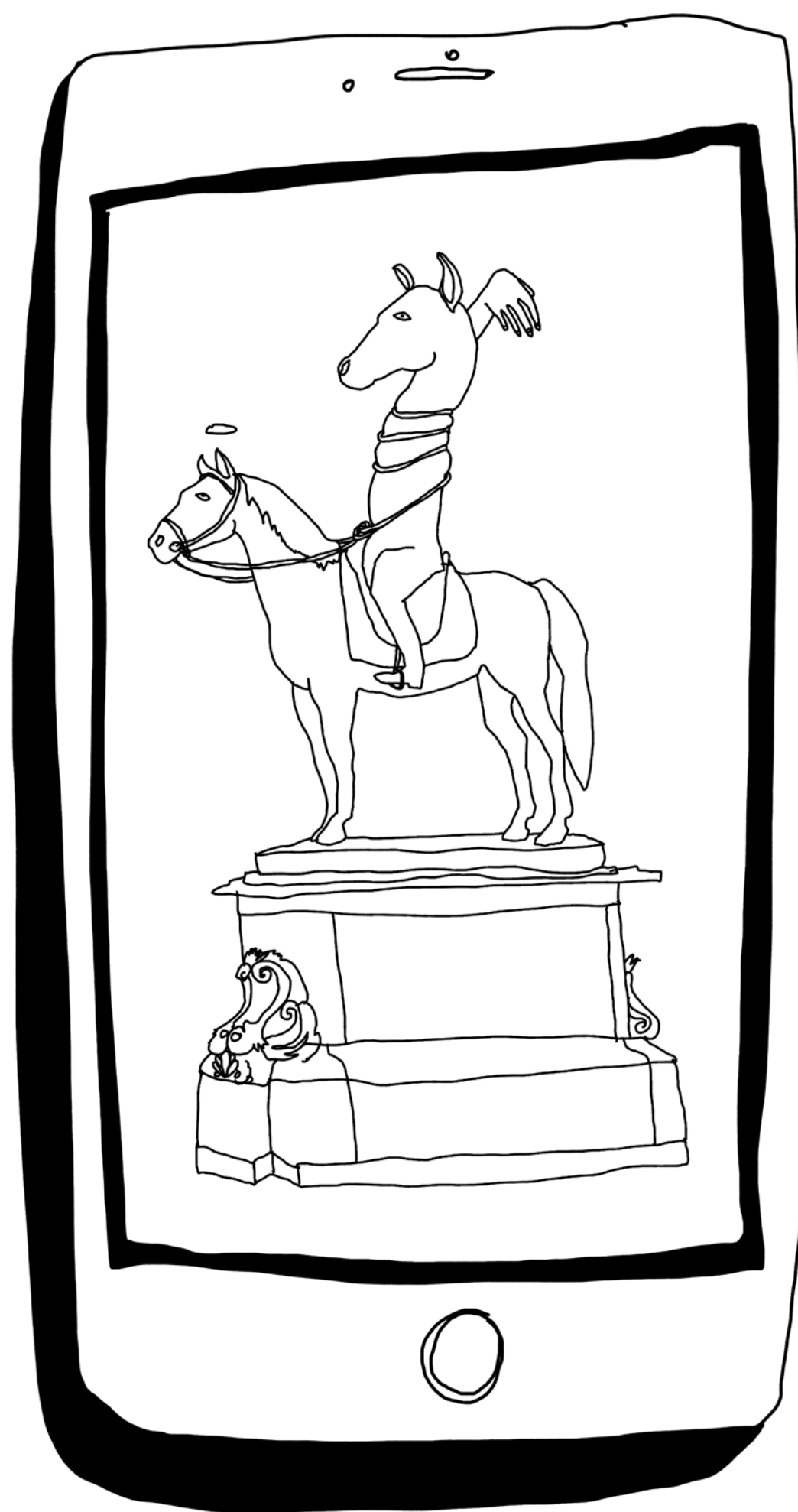
deep connections

be in solidarity

STOP is non commercial, democratic and strictly inclusive. Locals, especially marginalized and vulnerable groups are invited to share their perspective, their knowledge, their dreams and visions, which then are made visible on the spot in the city.

Any money generated from our project (for example through the sale of souvenir maps, digital postcards,...) would go towards helping the local community.

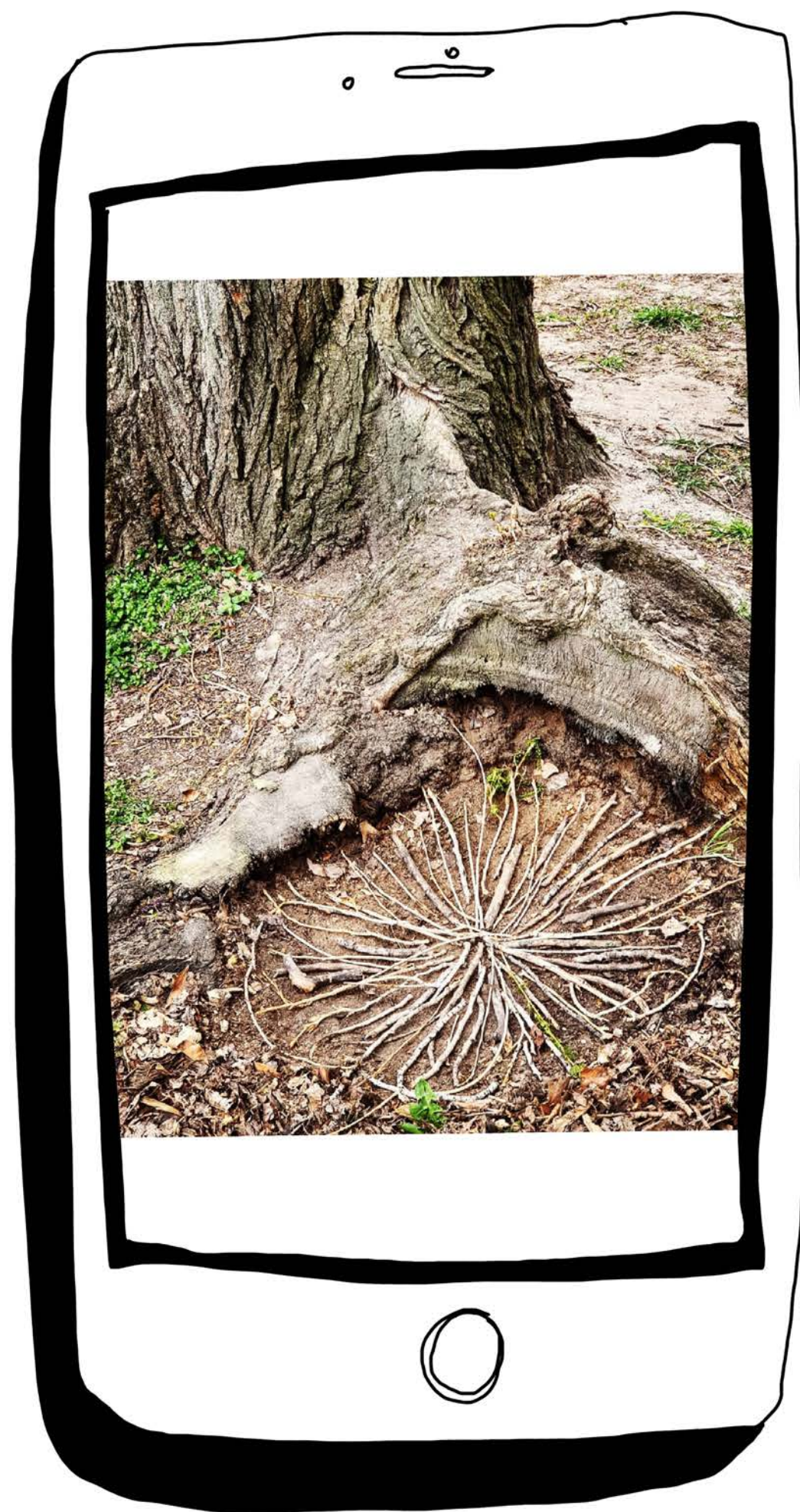
drafts for **STOP** content



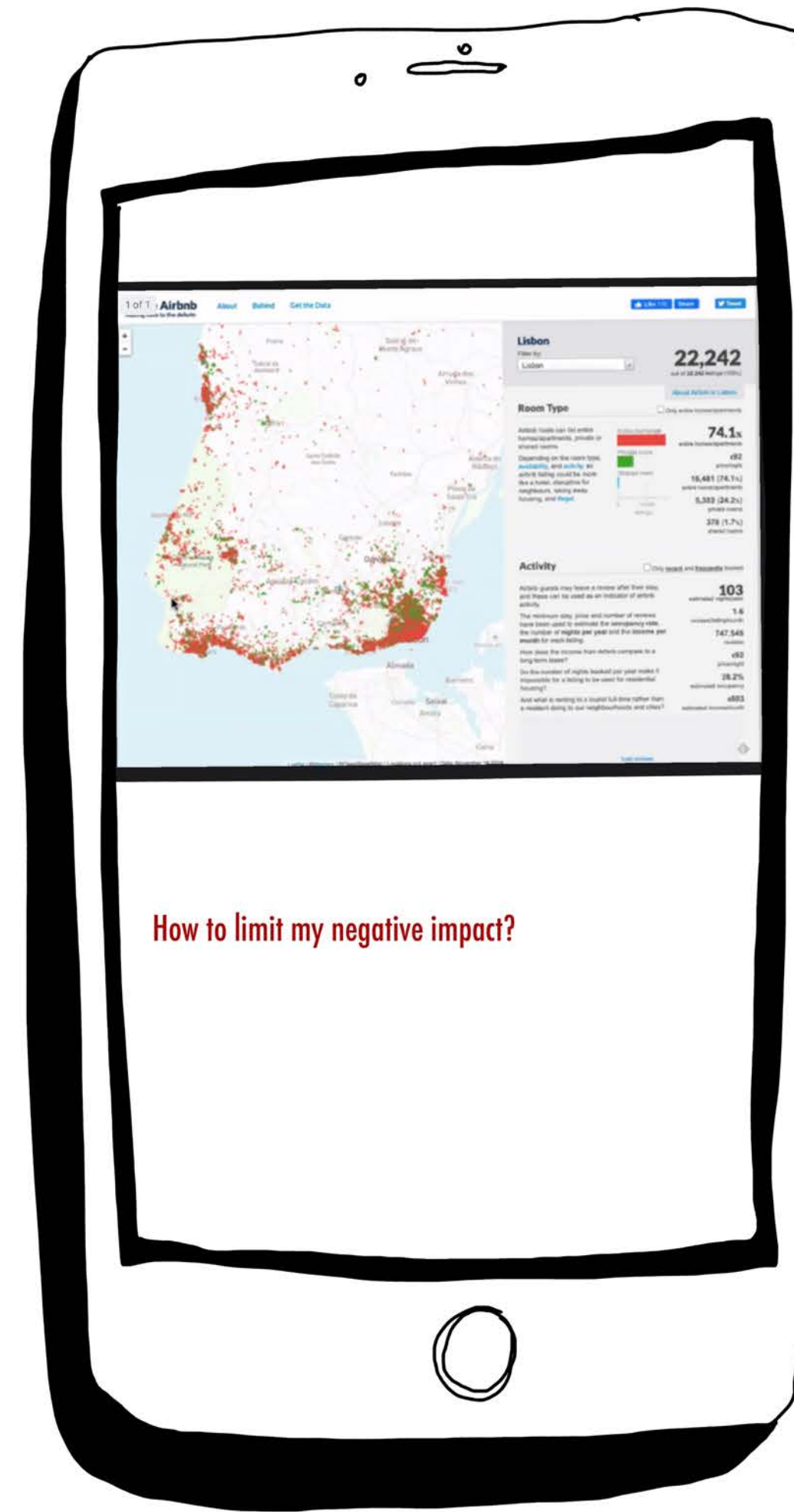




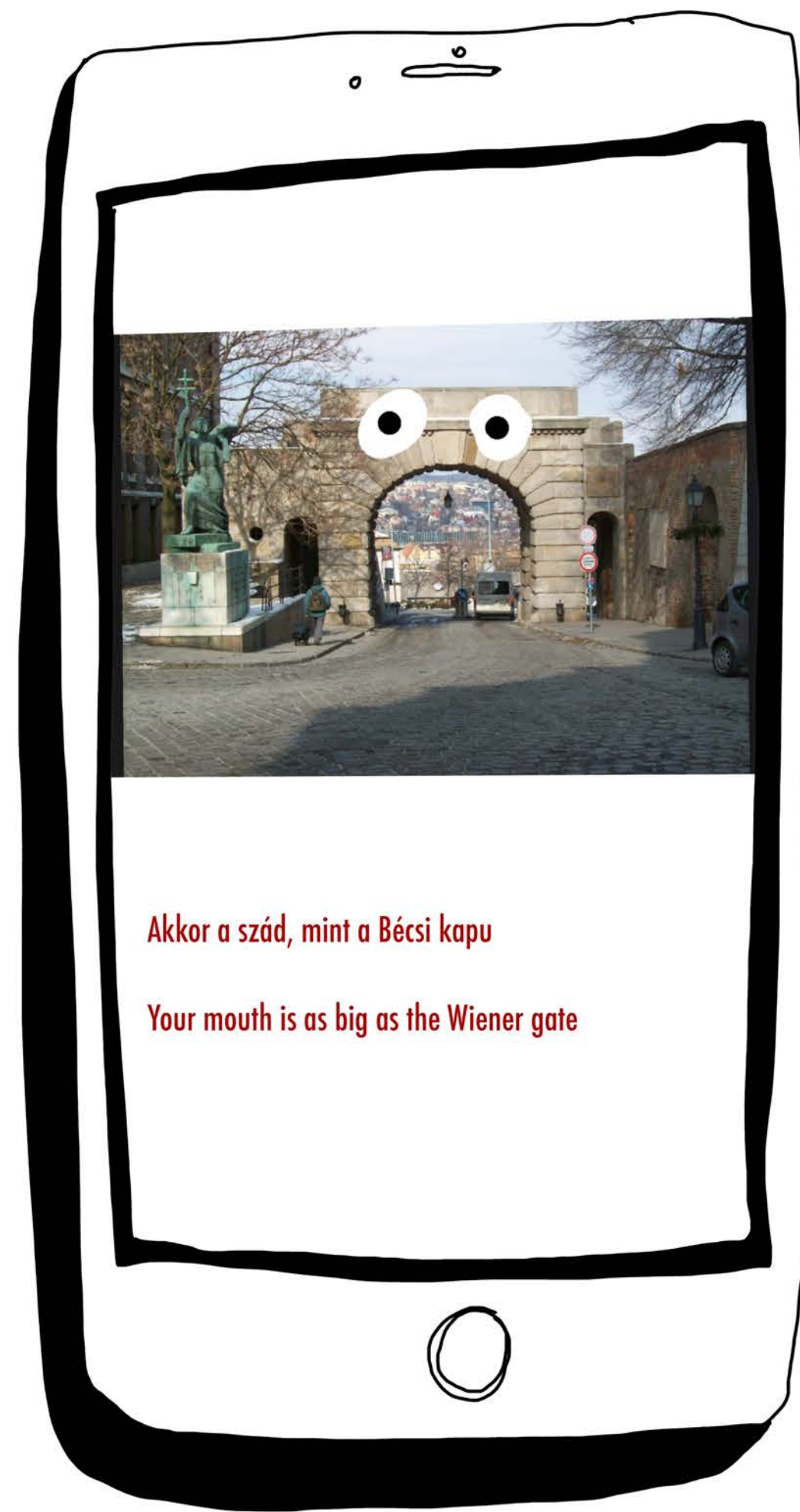
There are a few platforms for building out AR experiences (<https://sparkar.facebook.com/ar-studio/> - <https://lensstudio.snapchat.com/> - <https://artivive.com/>)





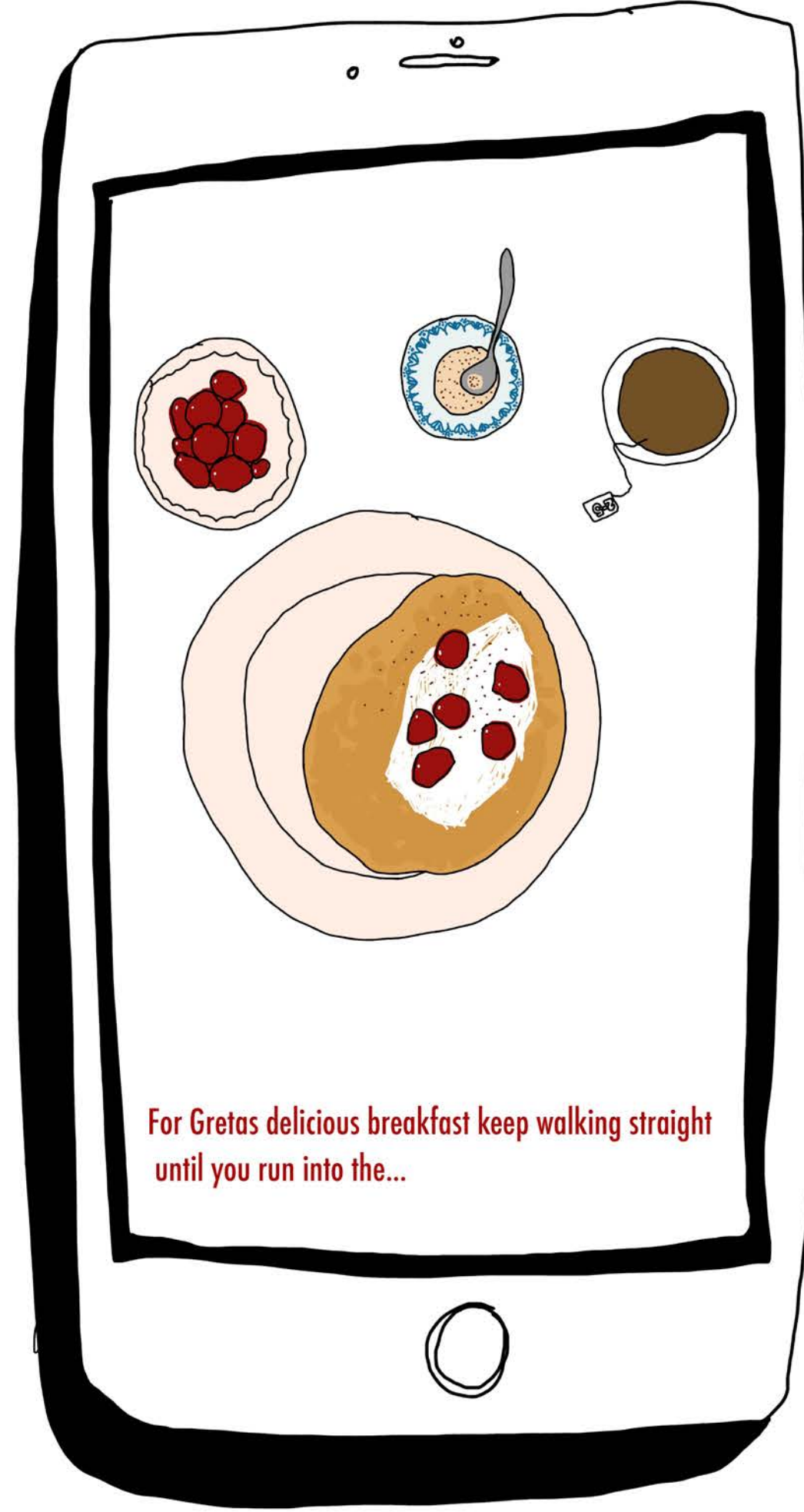






Akkor a szád, mint a Bécsi kapu

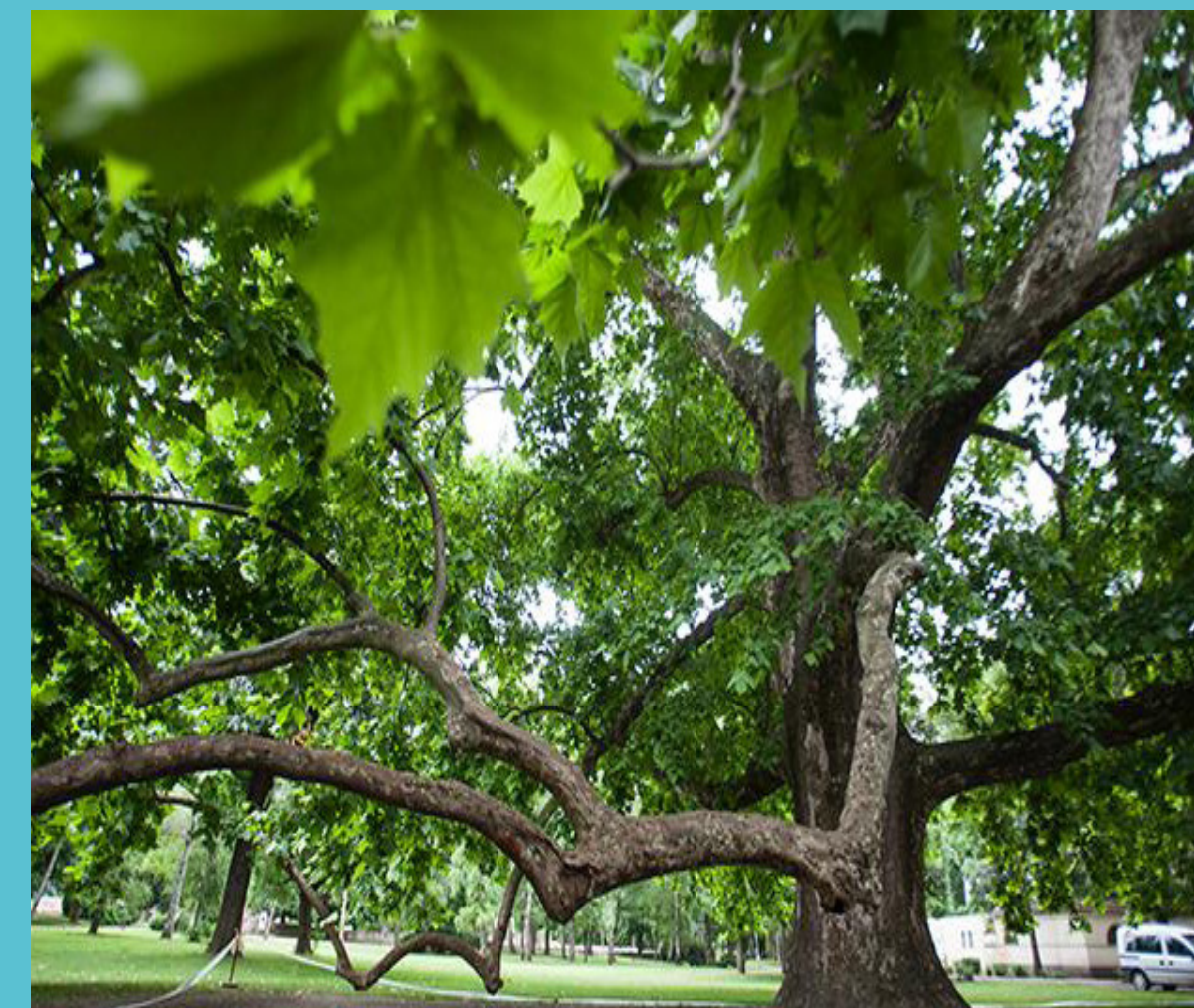
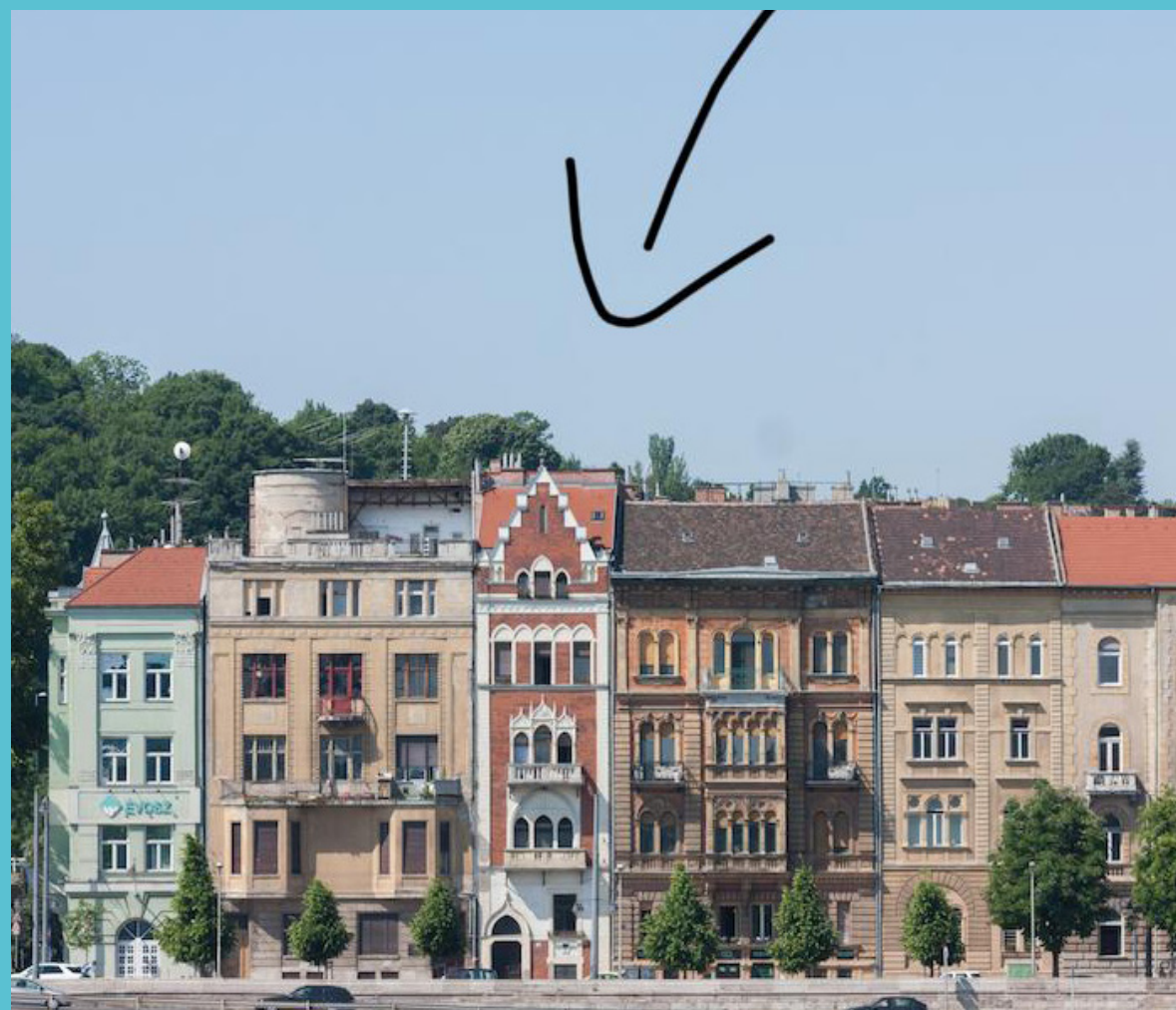
Your mouth is as big as the Wiener gate



For Gretas delicious breakfast keep walking straight
until you run into the...

How to develop this project further? Focus on the participative character of **STOP** and create more playful gamelike content such as tasks. Some examples:

- Find the thinnest house and take measures
- Find fossils in the floors of Buda Castle
- Find this tree on Margaret Island and take a photo sitting on it



...there are no limits to what could appear. The idea of **STOP can be developed further and expanded.**

STOP is an open concept on the basis of imagination and creativity, connection and community involvement, exploration and collaboration and of course positivity and enjoyment.



MAPPING THE LOCAL
Hungarian Academy of Fine Arts
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