

[GAME] 2023

Weijia

Jingjing

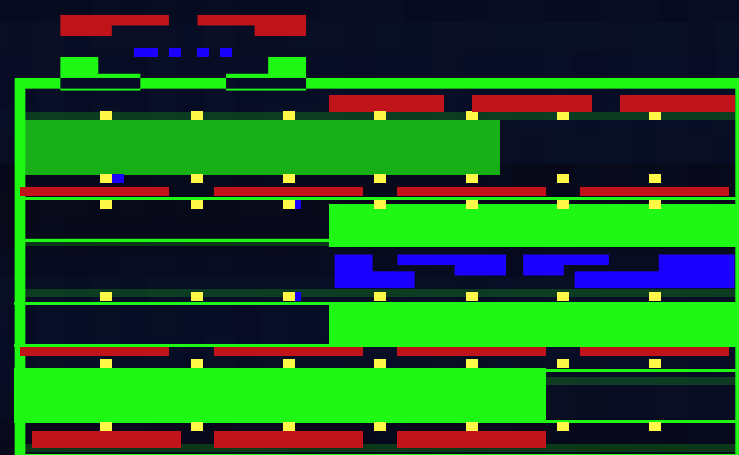
Ben

Ivan



WELCOME TO GROW DOWN

Let's assume our childlike spirit

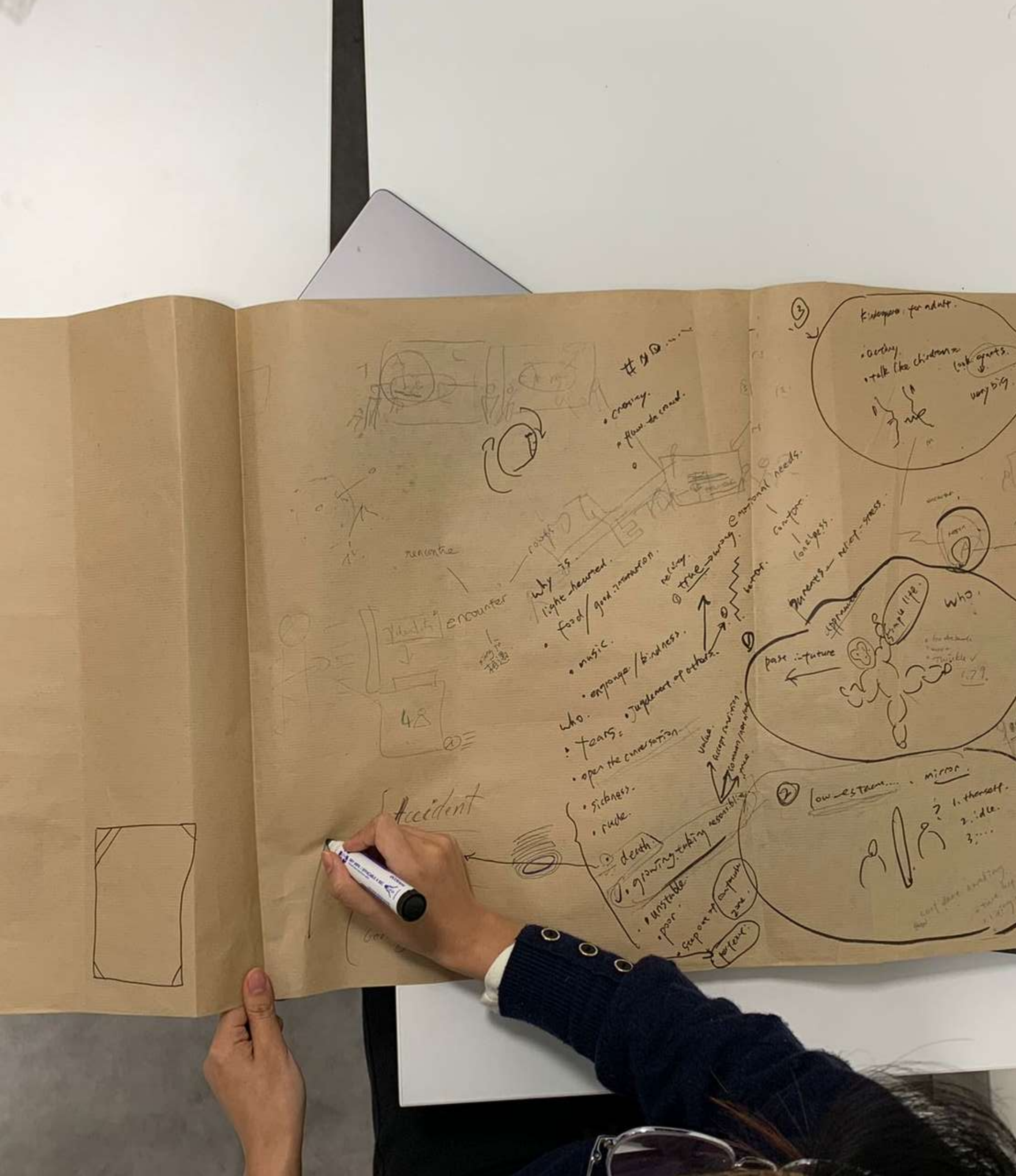


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Brainstorming

1. Death
2. Responsibility
3. Growing
4. Self esteem
5. I am running out of these
- ...



THE CONCEPT

CREATE A CLUB WHERE ADULTS LIVING
IN A NORMAL WORLD ENCOUNTER AND
ASSUME THEIR CHILDLIKE SPIRIT

CLUB TYPOGRAPHY

AUDIOWIDE

RETRO FUTIRISM -
FICTION - GAMING

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

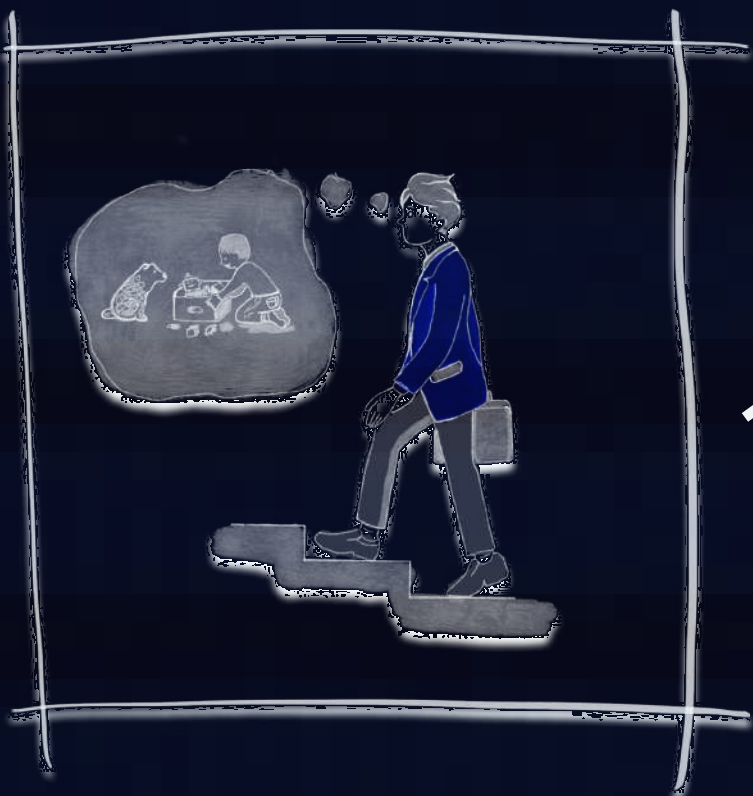
IDENTITY



INTERACTION

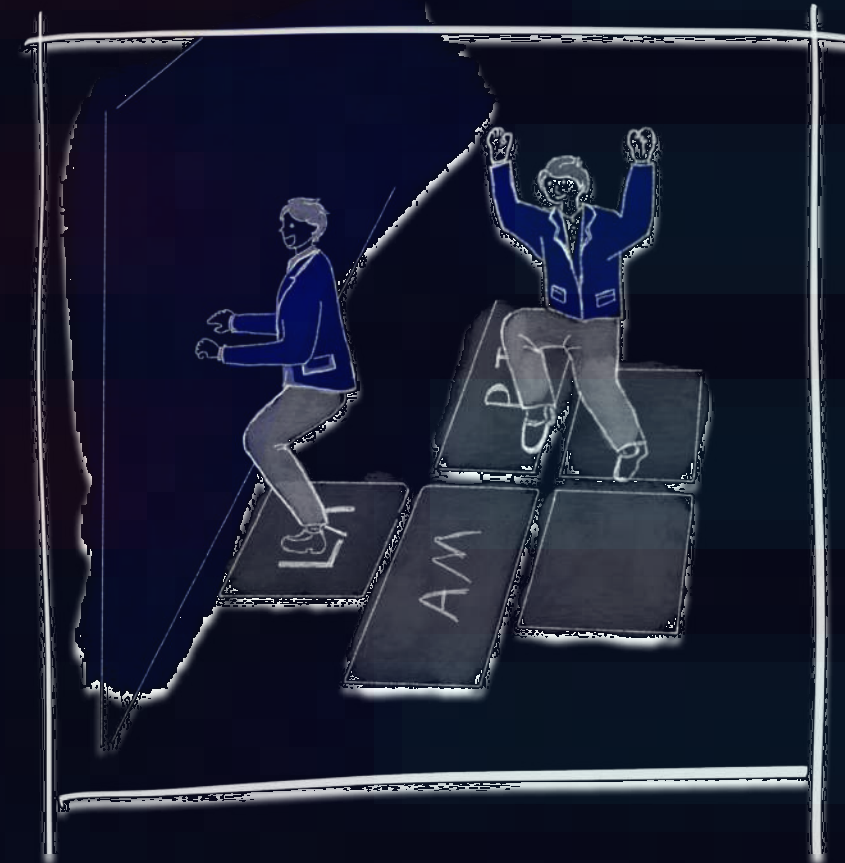


Sarah and John always overthink about adulthood and get nostalgic about for childhood

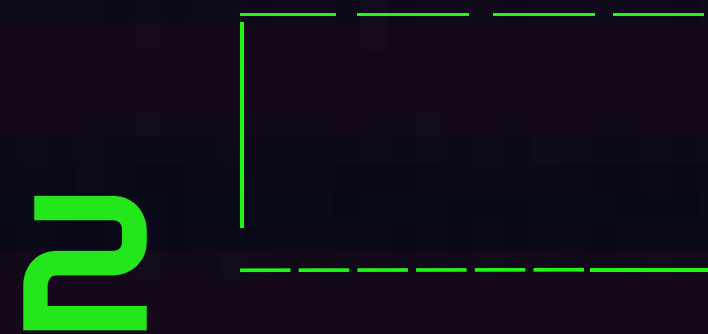


One day their discover Grow down club, the club where we can assume always being child and enjoy funny moments

One activities is about to jump on key words displayed on the floor, to help them express themselves



INTERACTION STEPS



1 person start
(Choose one case)

Display words
and sound

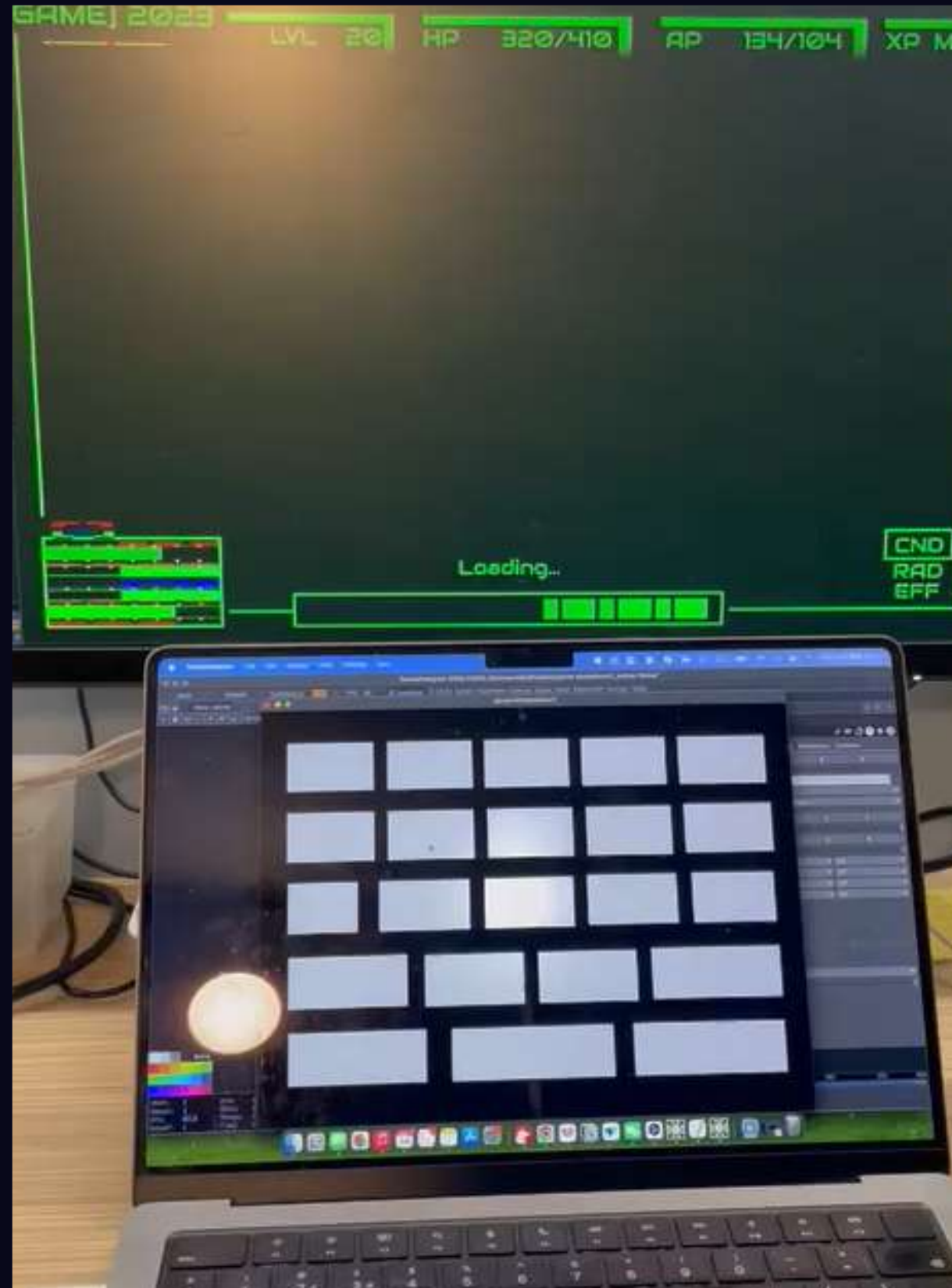
Choose another
case

Let's other
people join the
experience
(if possible)

INSPIRATION



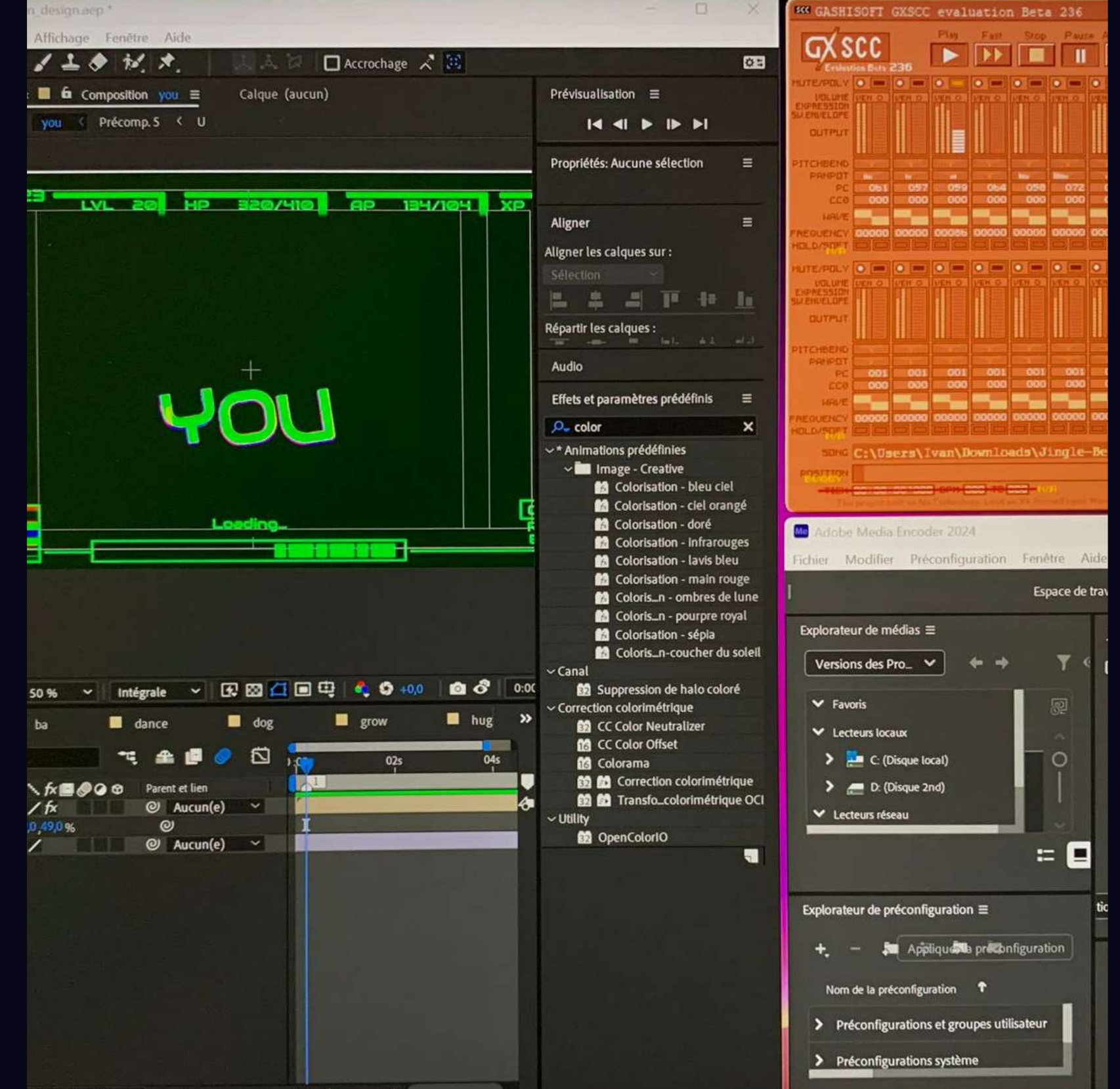
PROTOTYPE



TEST AND ITERATION

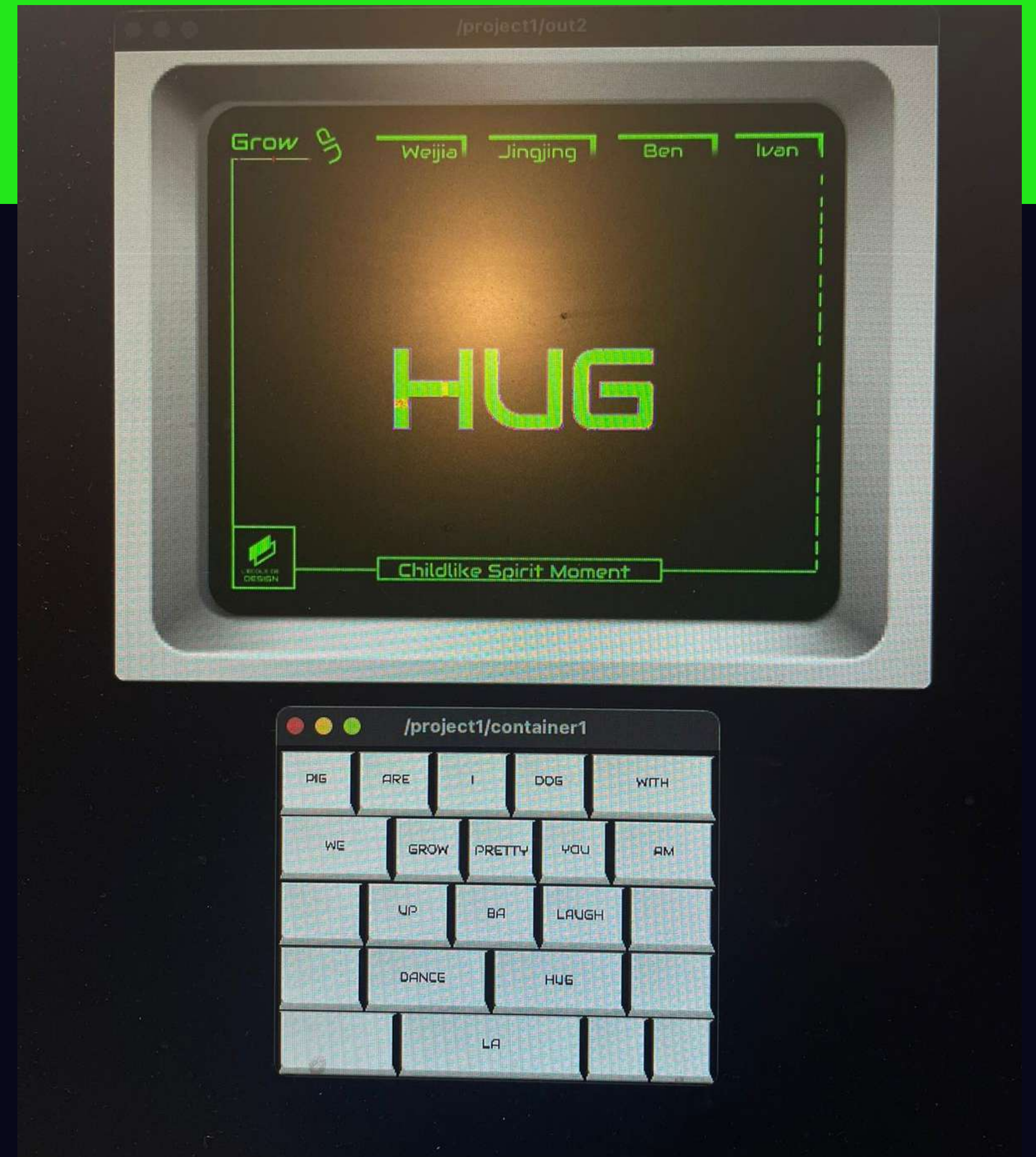
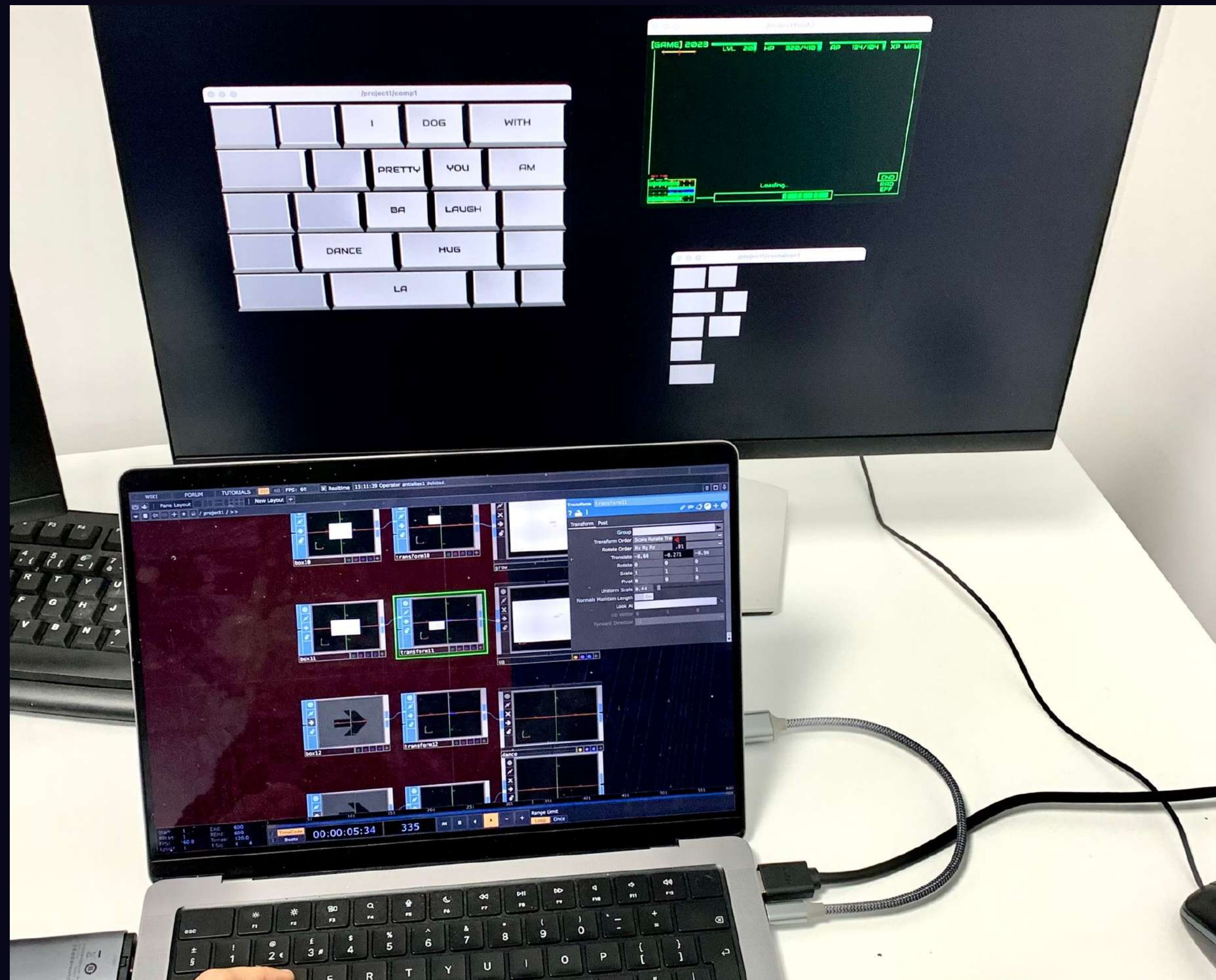


SOUND RECORDING



ANIMATION

PROTOTYPE



GROW UP

Weijia

Jingjing

Ben

Ivan

START NOW

JUST ENJOY IT

