

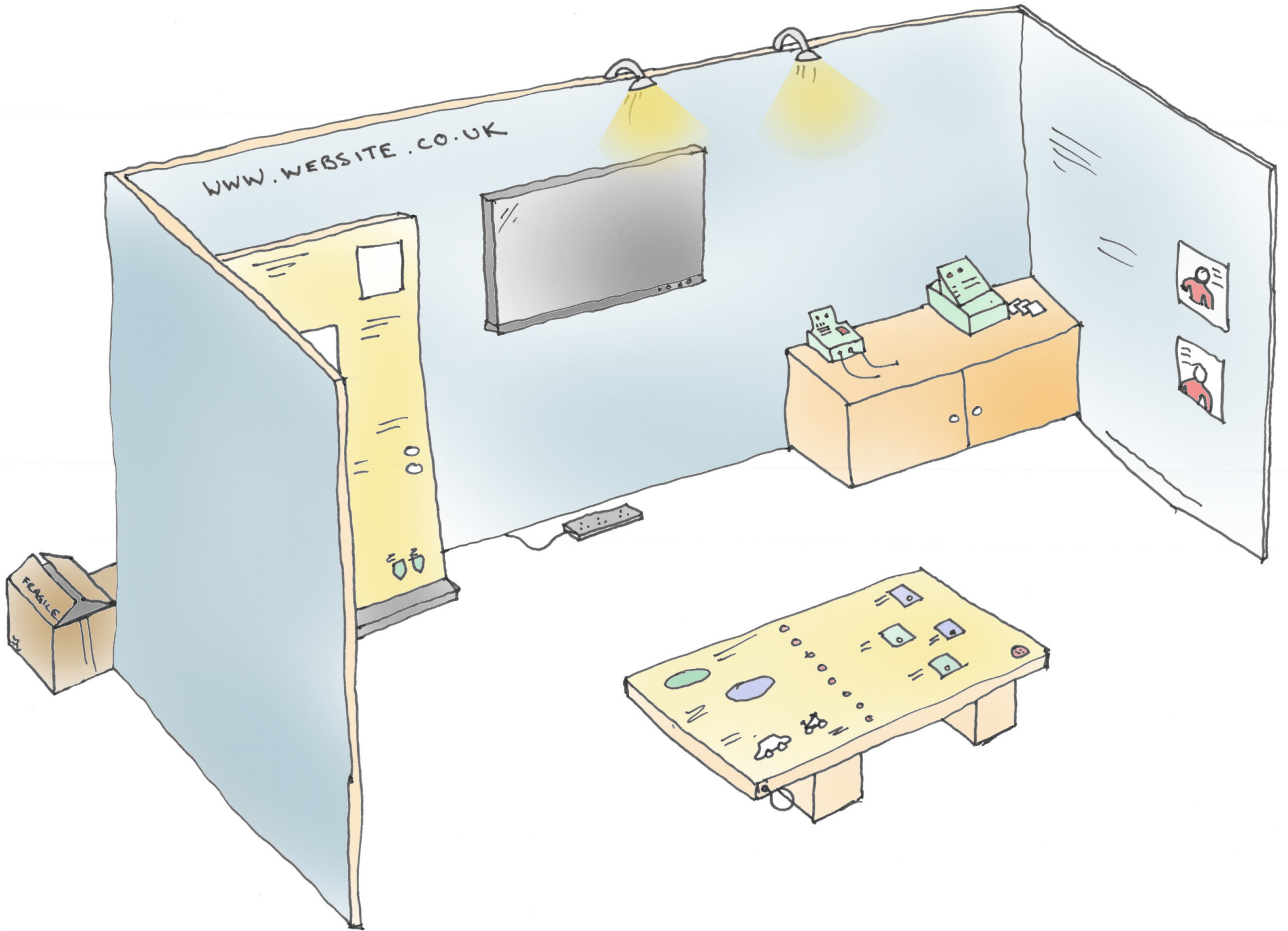
MAKING INTERACTIVES ON A BUDGET

Kenneth Boyd

FifeX Ltd
www.fifex.co.uk



**1 - GETTING THE MOST
OUT OF YOUR BUDGET**

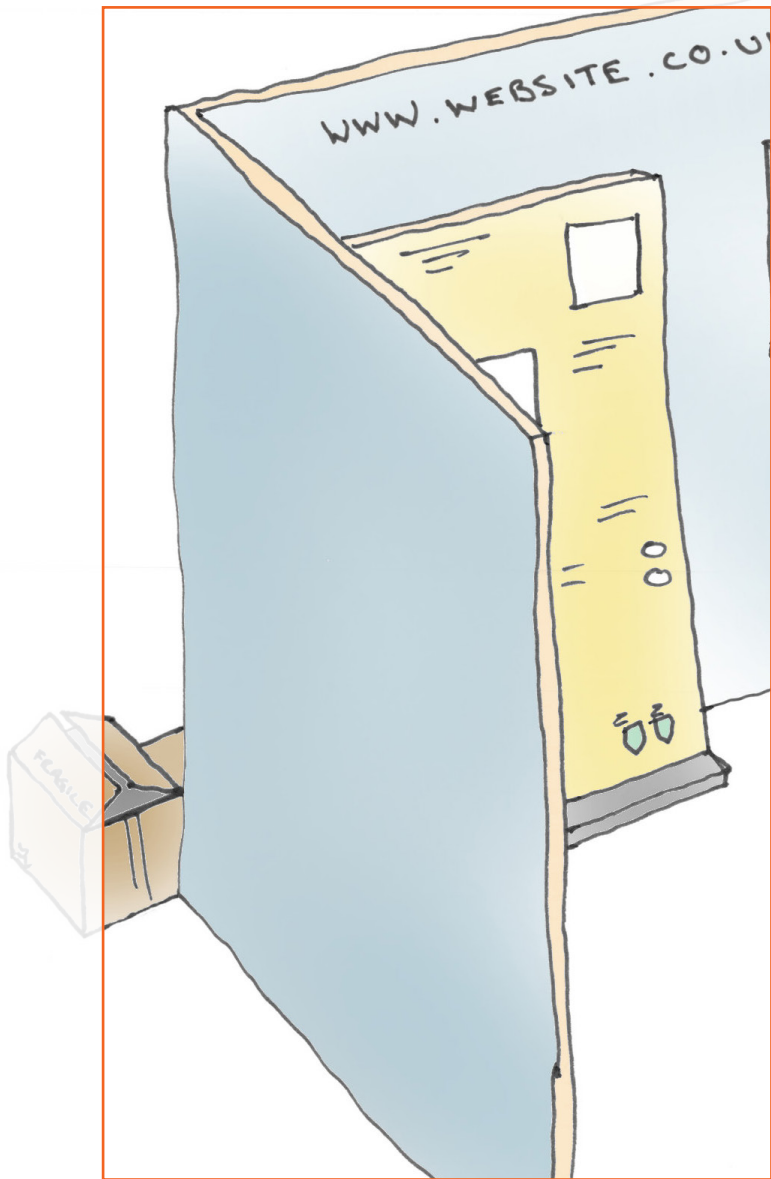


THE STAND

- Pop-up banners / stand (or both)
- Solid structure (timber / aluminium) + panels
- Set-dressing
- Temporary structure: trussing
- No stand

Think about:

transportation, the set-up, future use, lighting, double-sided?, changing graphics, mounting TVs and other objects, storage after the event...

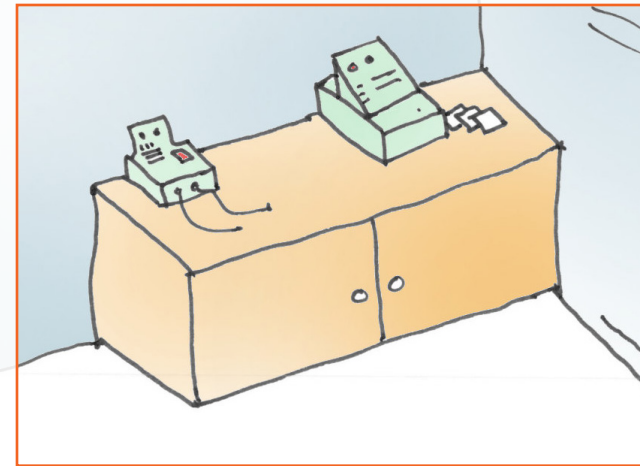


THE TABLES

- Borrowed
- Bespoke
- IKEA

Think about:

transportation, the set-up, future use, locks during the day, storing your jackets etc., cable access, heights, depth to maximise space, storage after the event...



BIOMASS

Tullis Russell is switching from generating its power from coal and gas to biomass fuel. This fuel comes from chipping down thrown away wood that's collected and burned in the new power station you can see from the T.R.E.E. Centre car park.

The new biomass plant, which can generate up to 65 megawatts (MW) of electricity, will supply all the power and steam required at Tullis Russell to make its paper. There will also be enough extra power to supply more than 47,500 homes!

The new power station will reduce Tullis Russell's fossil-fuel carbon dioxide emissions by 72%. That's the same amount of carbon that would be produced by 13,000 homes over a year. The wood used for the biomass fuel can come from old buildings being demolished and furniture that's thrown away or it can be grown as a crop, like fast growing willow trees.



...AND BEYOND

1 megawatt = the power required to boil 300 kettles!

FUEL RECEPTION

WOODCHIPS ARE DELIVERED TO THE MARKINCH BIOMASS PLANT

BIOMASS FUEL STORAGE TANKS

THE BIOMASS IS CARRIED ON CONVEYER BELTS UP INTO THE BOILER

BOILER

BIOMASS IS BURNED AT 850 DEGREES TO HEAT WATER AND CREATE HIGH-PRESSURE STEAM

STEAM TURBINE

STEAM UNDER PRESSURE TURNS THE TURBINES TO PRODUCE ELECTRICITY

TULLIS RUSSELL'S OLD COAL AND GAS POWER STATION

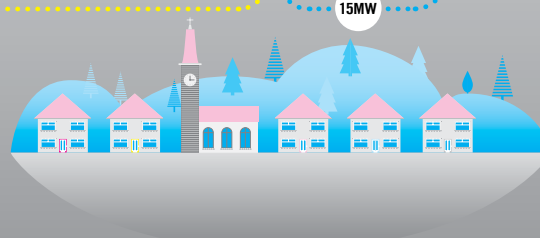
TULLIS RUSSELL

15MW

Biomass is kind to our planet because it's a sustainable fuel and produces no fossil-fuel carbon dioxide.

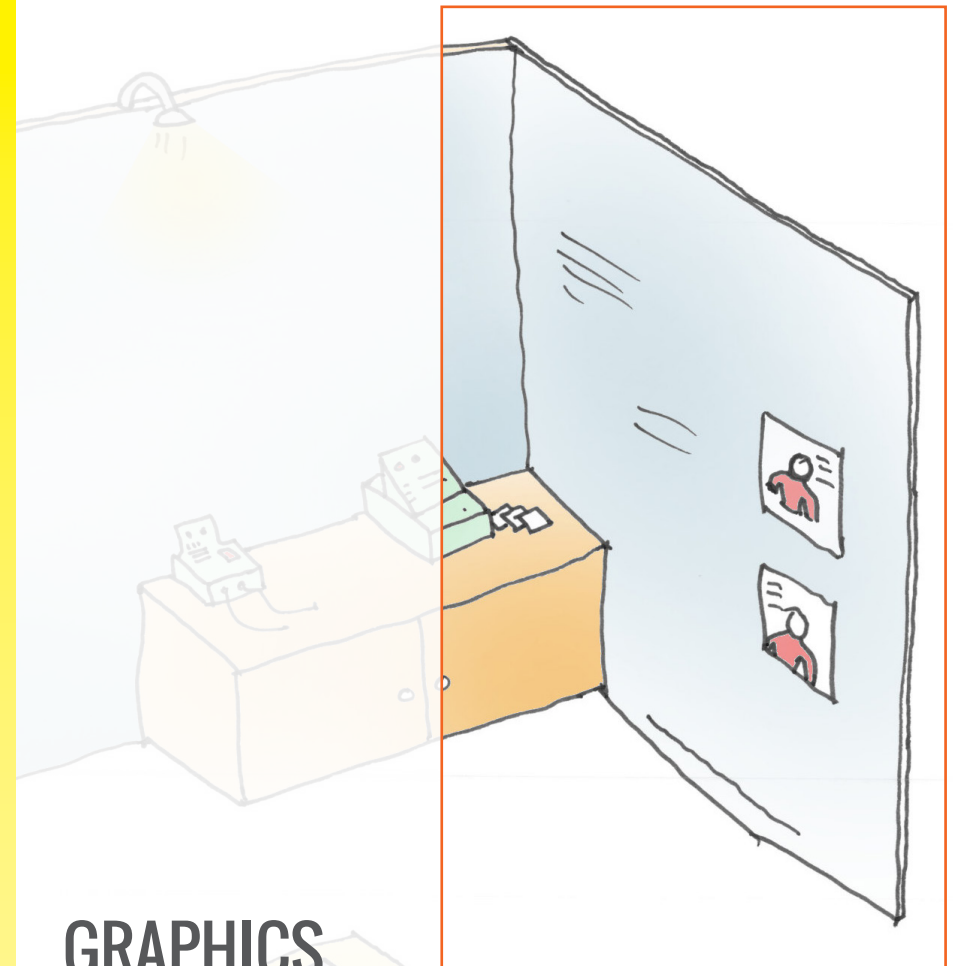
The waste wood if not used for biomass is often put into landfill rubbish sites. There it can decompose to produce harmful methane gas that causes more damage to the atmosphere than carbon dioxide.

The steam produced by combined heat and power plants (CHP) like this one is often used to provide additional heating to homes and businesses close to the plant. At Tullis Russell the steam is used to dry the paper it makes.



GLENROTHES

30MW



GRAPHICS

- Do you need Illustration or layout?
- In-house?
- In-Design monthly subscription...
- Make use of stock images
- Do you need a designer?



IT STUFF

- What do you actually need rather than the newest / best / biggest?
- Can you borrow?
- Can you rent?
- If you need to buy, buy carefully - try and grab a deal
- Keep your eyes on websites with good deals like Ebuyer etc.

A hand-drawn illustration of a room, possibly a workshop or office. On the left wall, a sign reads 'WWW.WEBSITE.CO.UK'. In the center, a whiteboard is mounted on the wall. To the right, a desk holds a computer monitor, a printer, and other office equipment. A table with various items on it is in the foreground. A box labeled 'FEASIBLE' is on the floor to the left. Two spotlights hang from the ceiling, casting light on the whiteboard and desk.

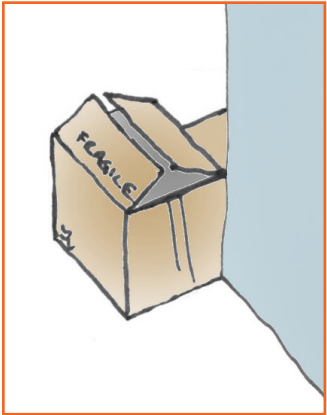
WWW.WEBSITE.CO.UK

WEBSITE

- Do you need a website?
- What will it be used for - does it have a life after London?
- Can you use your current group site or a uni template?
- Can someone in the group put one together for you?
- Can you use wordpress or a free resource?

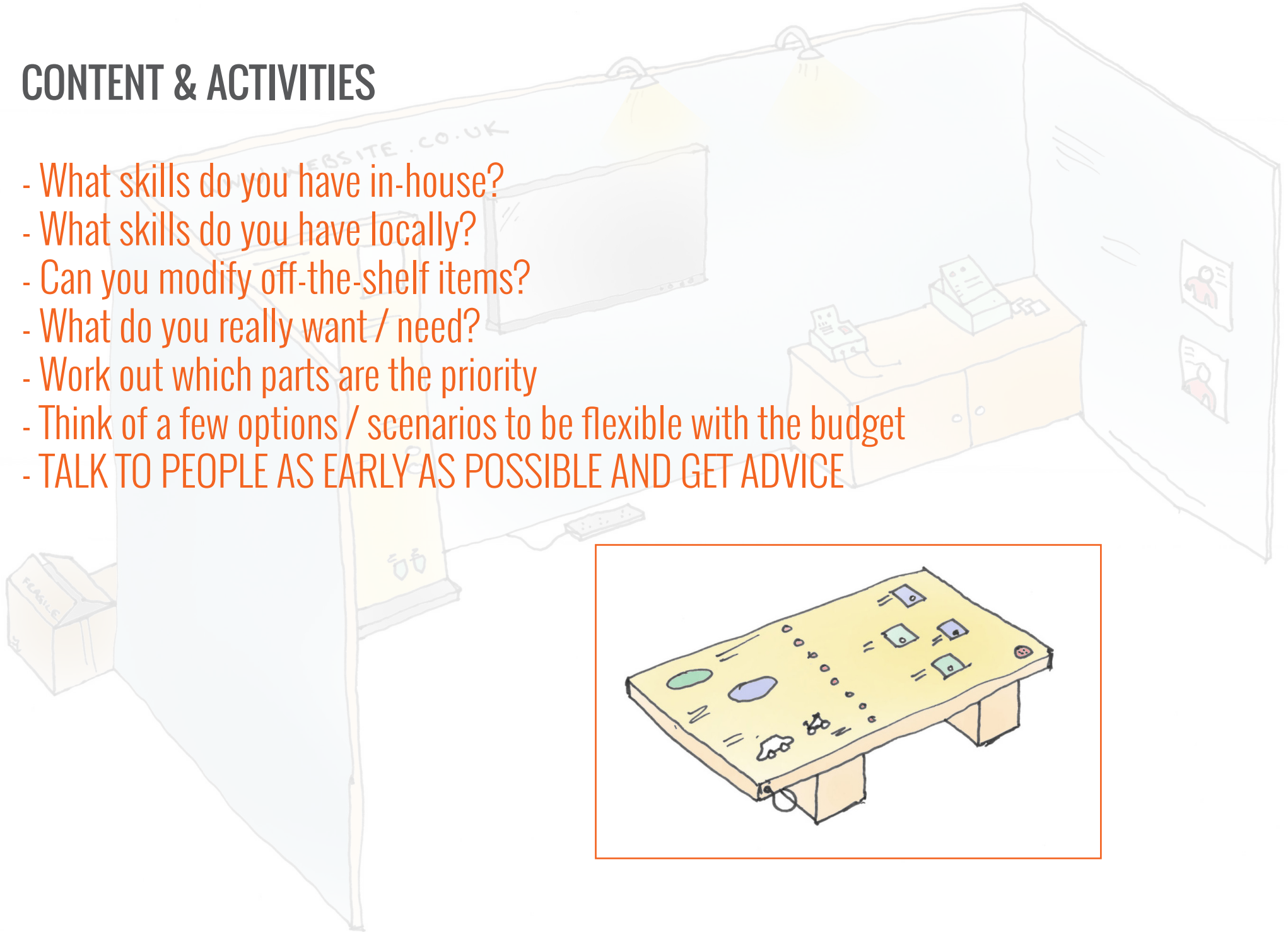


GETTING THERE, INSTALLATION & STORAGE

- 
- Think about this well in advance
 - Do you need a van / courier to get things to London?
 - Can you or someone in your group / team drive it?
 - Can you strike a deal with someone moving house?!
 - Where will you store your things?

CONTENT & ACTIVITIES

- What skills do you have in-house?
- What skills do you have locally?
- Can you modify off-the-shelf items?
- What do you really want / need?
- Work out which parts are the priority
- Think of a few options / scenarios to be flexible with the budget
- TALK TO PEOPLE AS EARLY AS POSSIBLE AND GET ADVICE



2 - INTERACTIVE EXHIBITS



LARGE POP-UP STAND (4m x 2m)
£4k + graphics (£2k in 2014)

ACTIVITY FOR YOUNG KIDS - £2k

CENTREPIECE EXHIBIT - £4k

COMPUTER SOFTWARE GAME - £1k

OTHER THINGS

£1k - Desks / boxes etc.

£2k - FifeX onsite for two days + travel

£2k - IT equipment

£2k - meetings / misc.



BESPOKE A2 JIGSAW

Known methods

Cost: £200ish

(Always make spare parts!)



MULTIMEDIA BOOTH

Completely bespoke cabinet

Computer + touchscreen

Button interface and headphones

Cost: £3 - £4k

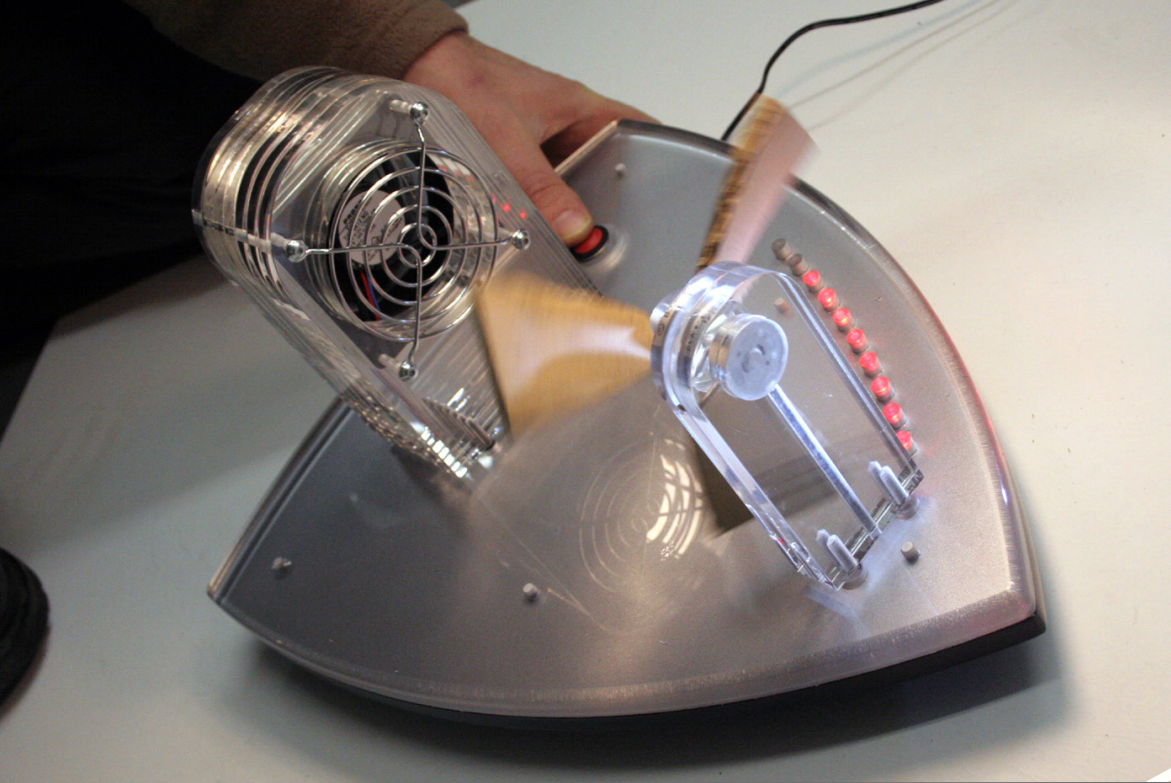


TABLE-TOP WIND POWER

Working with known technology

Keeping design simple

Cost: £1.2k



FERROFLUIDS

University glass-blower

ferrofluids bought by client

Cost: £400ish



TEAM TRAVEL

Panel-based activity

Android tablet + electronics

No computer

Heavy-weight sliders (£1.5k)

Graphics and print

Cost: £5k



FOOD CHAIN

Panel-based activity

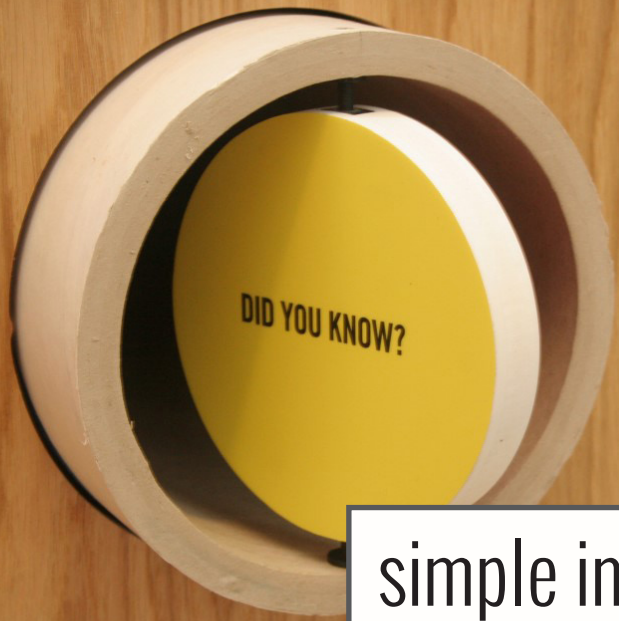
No electronics

No computer

Foam cogs

Graphics and print

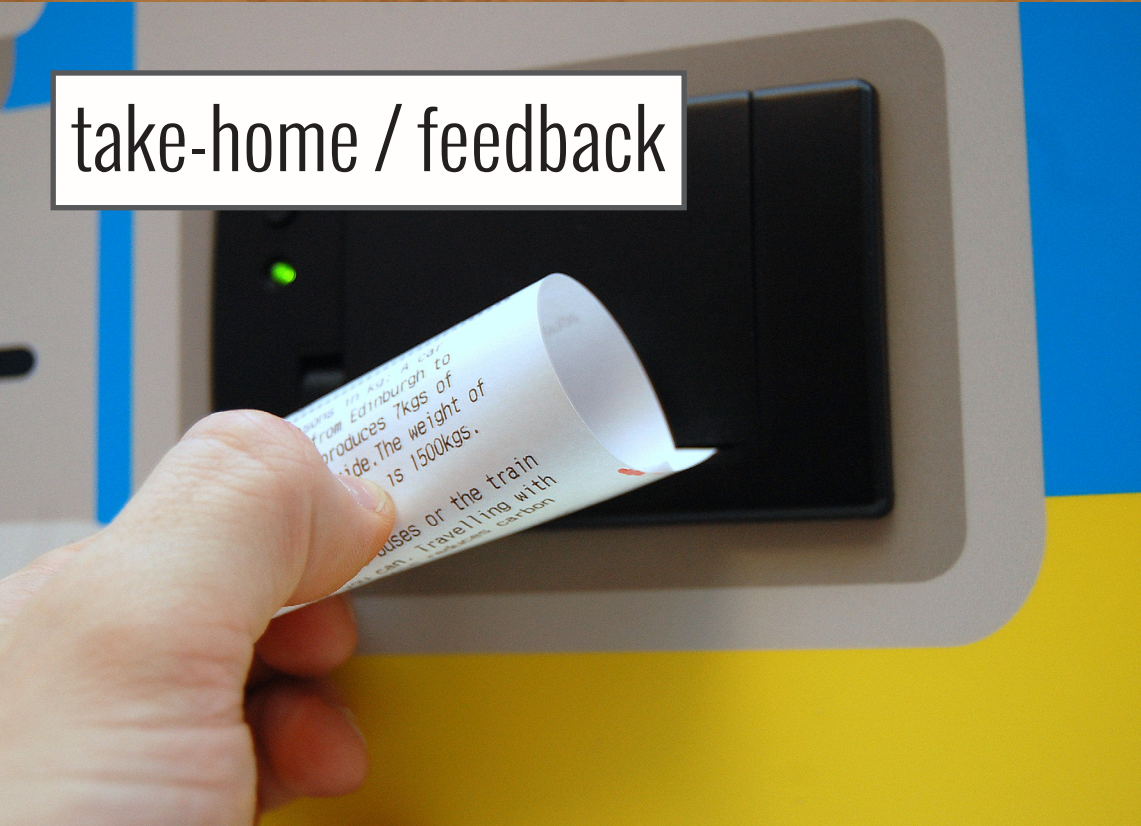
Cost: £2k



simple interaction



challenge users to think rather than just press



take-home / feedback



open-ended exploration?

TIPS FOR INTERACTIVES

TEST your ideas out on people that don't know your topic - do they do what you expected?

SOFTWARE - think carefully about computer / tablet software. Remember the quality of what people can download for free - if you're going to build something, it must be that good!

IPADS - Kids will not be impressed simply by the fact you have ipads.

GROUPS - Try to make your interactives useable by more than one person

EXCITEMENT - Where possible, try to make new, exciting things, incorporating new technology

TIME - Give yourself as much time as you can

TIPS - GENERAL

BUDGET - have a budget in mind before starting the process and if you trust your suppliers, tell them what it is - this can save HUGE amounts of time.

IT - do you really need the 109283" plasma screen?

SPACE - keep room and surfaces on the stand for you and your visitors to interact.

MEETINGS - do you really need to meet in person?

REUSE - this is the key - plan to get the best value out of your exhibition

STYLE - get a style and stick to it. It's 2015 and people expect the stand to look 'planned'

CONTINGENCY - have some!

THANK YOU!

www.fifex.co.uk
interactive@fifex.co.uk
01382 554400

