

The Twin's Secrets

The Back- ground

Original experience:

Story:

a diary of the effort climbing a mountain and the rewarding music at the end of the day

Adjectives:

exhausting, serene, perfectly imperfect

Poster:

Pain is temporary, quitting lasts forever

The “Why?”

Connection with the museum:

The brother's search/struggle for happiness: they never gave up their passion

The parallel interest of most visitors: the story of the brothers and their collection

The lack of experience for visitors when no guided tours are available

The Proposal

New experience proposal:

You carry a couple of «avatars» which represent the twins.

You can connect to them other people-avatars (Magnus, othe members of their band)

You can also put objects on top of them (guitars, records, car pieces, bikes, tv sets, interrail ticket, moustache, jeans, leather jackets, money notes, etc.)

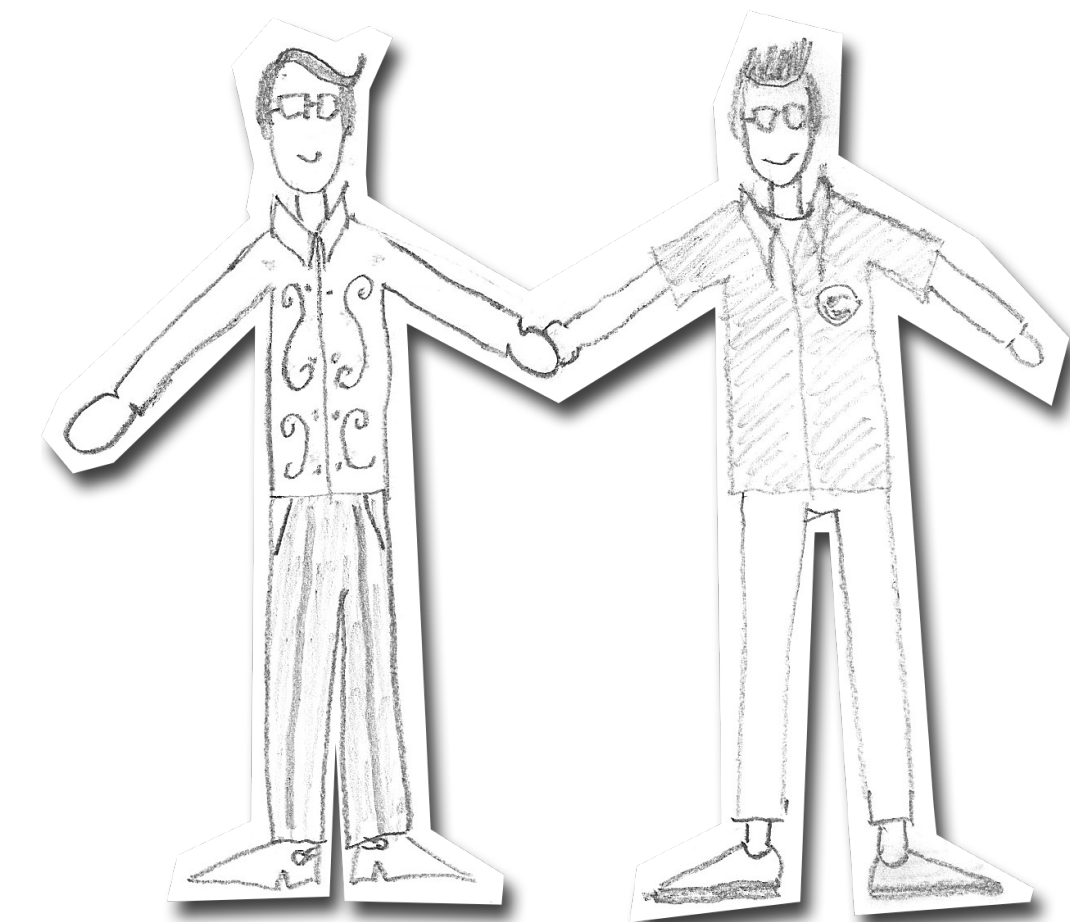
Depending on what you connect to them the twins tell you a story in a funny way

The other dolls and objects to connect are side by side the real objects. They are like miniatures.

The Example

New experience proposal:

You have the twins with you. They were given to you when you entered the museum.



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You are watching a guitar on a display cabinet. With it you see some other objects (record, case, etc.). Outside the cabinet you see miniatures of the guitar and the record that you can take and place over the dolls representing the twins.



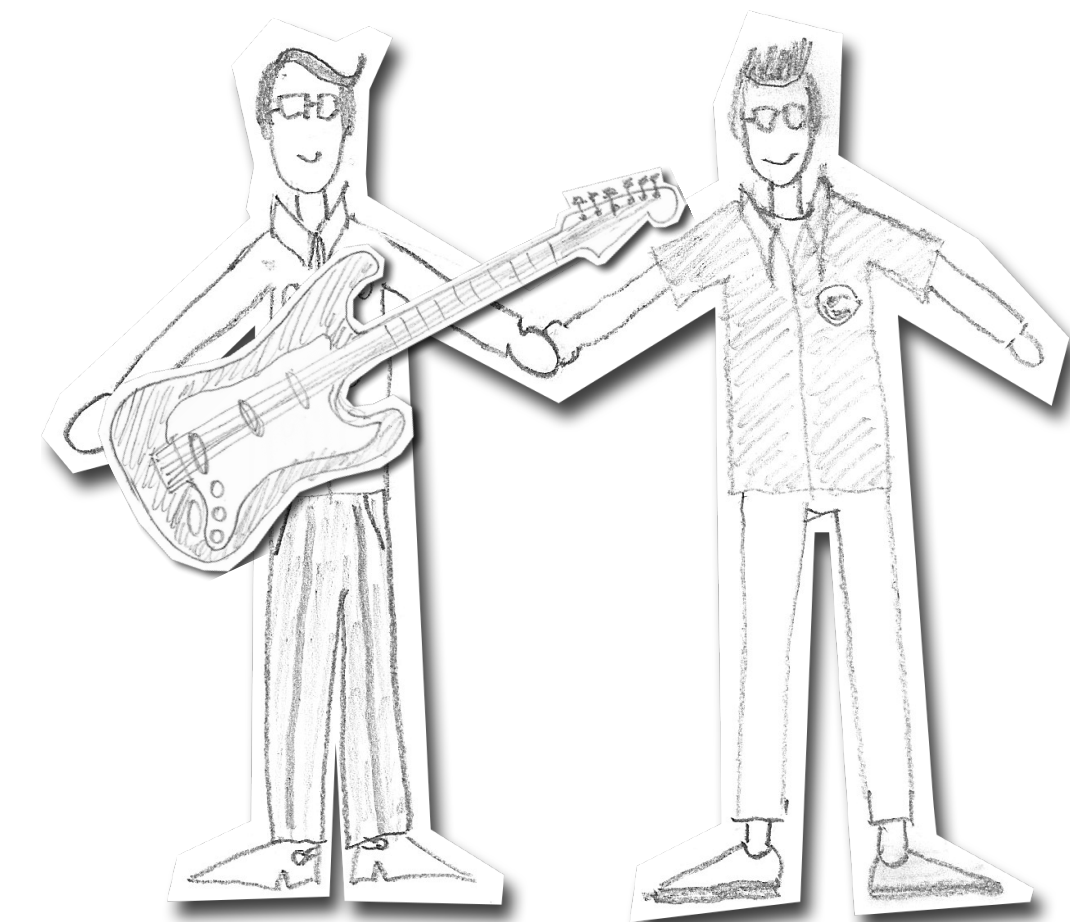
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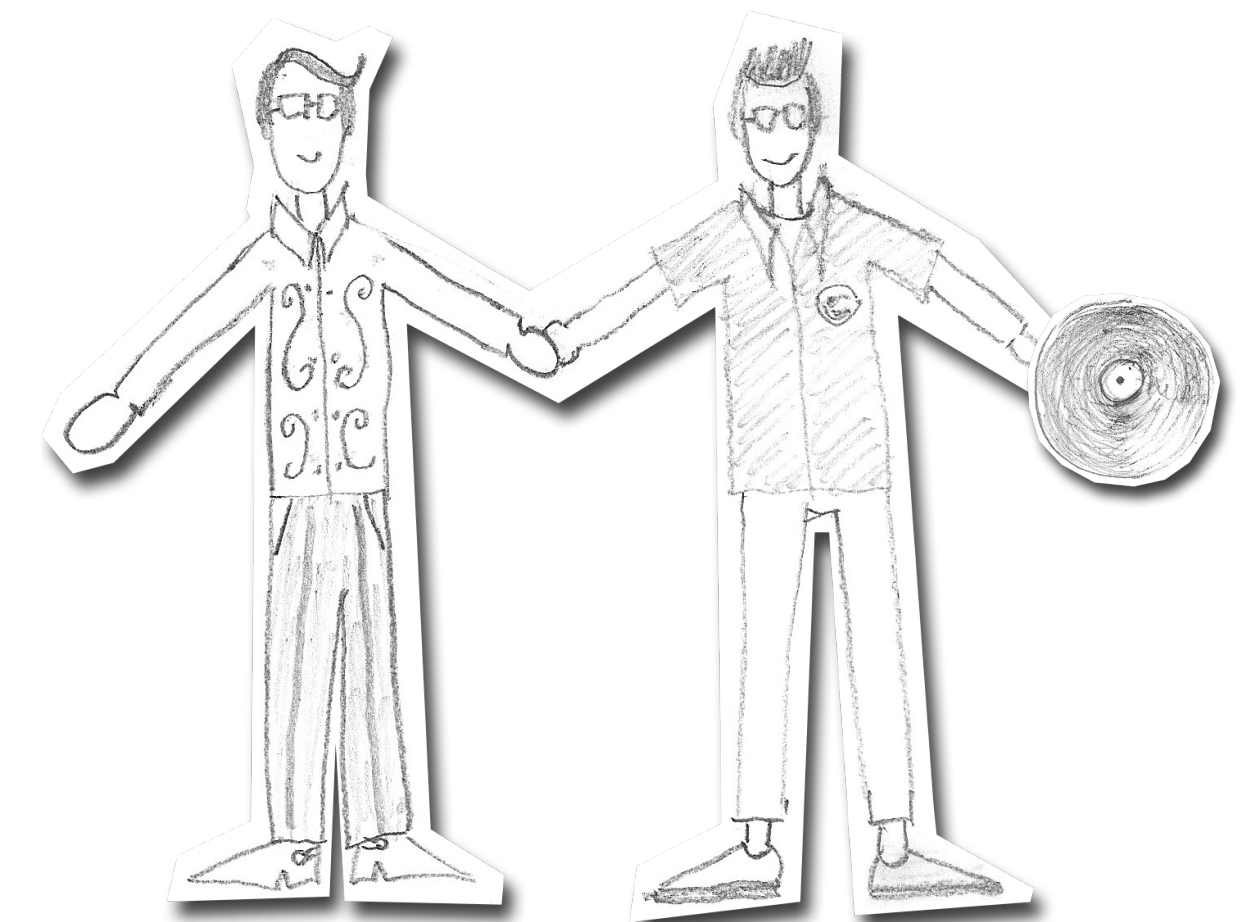
When you put the miniature of the guitar over one of the twins, you can hear them explaining the history of that guitar and their personal story getting it.



The Example

New experience proposal:

When you put the miniature of the record over one of the twins, you can hear the music of the original record and eventually comments of the twins on what was so cool about that record/song.



The Possibilities

Other ideas

When the visitor is in the “personal room” (where the car-couch is) they tell you more stories about their lives. If you put on a jeans jacket or a moustache they will tell you the story when they were young and had a moustache... If you put a money bill they tell you “let's buy a guitar” and that kind of stuff.

