



## Overgrow – AR Urban Forest

Overgrow is a location-based, multi-player collaborative AR game that focuses on highlighting the potential for improvement within a city, specifically locations to increase vegetation, Highlight.

Players can initiate improvements to their location by adding plants in the AR space and similarly support the improvements of others to earn points or mana. Over time, this creates a collaborative network of improved vegetation that can serve as a foundation for further engagement and activism.

Overgrow aims for a playful approach integrated into everyday life. Data such as temperature and pollution maps can be used to make a broad player base aware of their surroundings. AR elements are used to enhance the sense of immersion and connectedness to the user's location, while gameplay emphasizes the need for collaboration.

By searching for improvements that have already been initialized, the player learns where potentials for increasing vegetation can be found and implements them by initializing their own improvements. Ideally, this leads the player to walk through their everyday environment and become more aware of the potential for environmental improvements.

Presentation: <https://bit.ly/3vMoOAV>

Video: <https://vimeo.com/468879223>

### Contributions

- Conception and realization
- Screenplay and storyboarding
- video production
- Prototyping with clickdummy
- 3D models and animations

### Collaboration with

Fabian Frey

Andy Kirk

Jürgen Späth (Mentorship)

Florian Bruggisser (Mentorat)

Marcial Koch (Mentorat)

Year, Place

2020, Zurich

Context

BA Module

Mobile Interface Design

Zurich University of the Arts



## Recivise

Recivise is an interactive table that enables your sensory experience during grocery shopping to its full potential.

We all value the experience of shopping for the ingredients just as much as cooking our meals. Taking fresh produce into our hands, feeling them, testing a passion fruit for its ripeness, the smell of fresh herbs, a rich journey of our senses.

Presentation: <https://slides.com/mala23/recivise-final>

Video: <https://vimeo.com/340607904>

## Contributions

- Conception and realization
- service design
- UX/UI
- video production
- animations
- Prototyping with Clickdummy

Collaboration with  
Edna Hirsbrunner  
Randy Chen

Jürgen Späth (Mentorship)  
Florian Bruggisser (Mentorat)  
Marcial Koch (Mentorat)

Year, Place  
2019, Zurich

Context  
BA Service Design Module  
Zurich University of the Arts



## Olfactogram

Olfactogram allows you to record, store, collect and share scents. The kit enables people who have been forced to leave their home to revel in their dearest olfactory memories whenever they feel like.

Our group of three dealt with the subject of sustainability, which we further developed during the course to the subject of home. We focused on the issue of the loss of home and were interested in how to make home transportable, especially with the ulterior motive of helping people who are being forced to leave their home.

After a field trip to a Grisons mountain village and meeting the last person still alive of a whole village that was flooded there, we switched the matter to the much warmer, emphatic issue of people being forced to leave their homes.

Olfactory memories are very strong and lasting. Therefore, we developed through our findings the Olfactogram kit to create memories that can be smelled.

Presentation: <https://slides.com/mala23/iadp-progress3>

Video: <https://vimeo.com/malaclipse23/olfactogram>

### Contributions

- Conception and realization
- product design
- artistic research
- video production
- exhibition

### Collaboration with

Mara Weber

Edna Hirsbrunner

Dr. Joelle Bitton (Mentorat)

Nicole Foelsterl (Mentorat)

Lalya Gayer (Mentorat)

Year, Place

2018, Zurich

### Context

BA Module Interaction

Design Process

Zurich University of the Arts



### **COFFEE – Cascade of flip flops engagement engine**

COFFEE is an interactive kinetic installation that recreates the intimate moment of the encounter of two strangers in a lonely, but public place.

The installation COFFEE invites the passerby to play with a series of motors to play with. The raffia mesh attached to the motors follows the visitor as they make their way through the space. The installation consists of 24 motors installed along a corridor, and the sheer size of the installation is an immersive experience for the passerby. We carefully designed and developed both the visual and auditory experience to create a unique spatial effect. Its instant responsiveness and the warm sounds produced by the Raffiabast rotors are intended to provide a focal point during the often awkward encounters in the rather empty hallways of the Toni area. The name COFFEE came from the technology used to control the motors; we used H-bridges and shift registers. The latter are what we call a cascade of flip-flops. COFFEE = cascade of flip flops engagement engine.

Presentation: <https://slides.com/mala23/spatial-interaction-concept>

Video: <https://vimeo.com/337476721> and

<https://vimeo.com/337470143>

#### Contributions

- Conception and realization
- Installation, Laser Cutting
- electronics
- Sensor technology, computer vision
- video production

#### Collaboration with

Edna Hirsbrunner

Janina Tanner

Dr. Roman Kirschner (Mentorat)

Verena Ziegler (Mentorat)

Joël Gähwiler (Mentorat)

#### Year, Place

2019, Zurich

#### Context

BA Module Spatial Interaction

Zurich University of the Arts