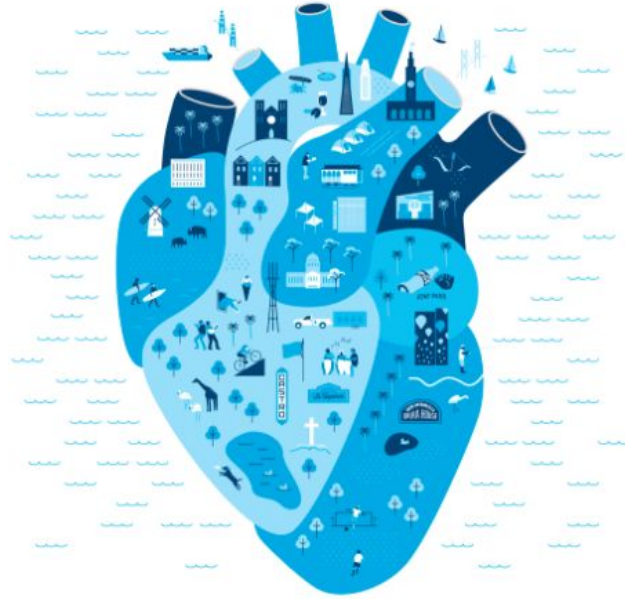


coming home



SFAC Visual Arts Committee | January 16, 2019

coming home

An immersive augmented reality + audio experience connecting San Franciscans across the housing divide.

Created by artists John Craig Freeman + SOUND
MADE PUBLIC

Installed at PROXY|Hayes Valley: Sept 7-16, 2018

Installed at Minnesota Street Project: Dec 2018

Proposed for UN Plaza from March - May 2019

iOS app: *Lava Mae coming home*

Produced by

lava mae 

ZERO



PROJECT DESCRIPTION

Most of us know little about our unhoused neighbors - those we see and the many more who are invisible. Using geolocated interactive technology and audio, **coming home** invites viewers to choose from eight life-size virtual SF neighborhoods where they meet people and hear their stories.

These stories range from living a life on the street to holding a job, they represent students to elders and reflect various points of view, including those who have successfully moved beyond what is frequently a temporary situation.

Through the experience of **coming home**, participants gain a new perspective and are reminded that despite our different circumstances we all share the desire to feel connected and understood.

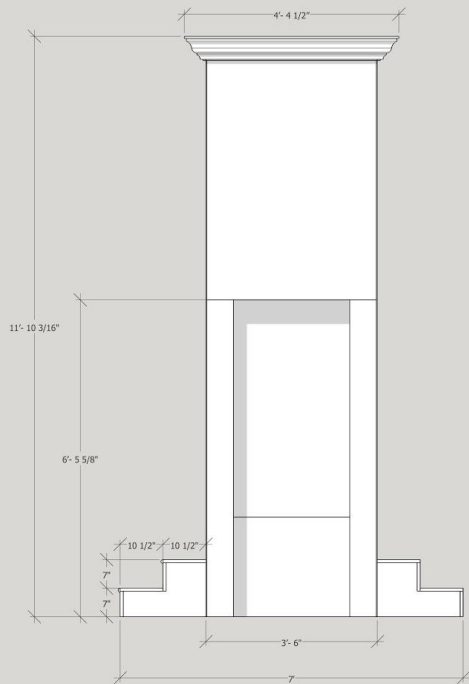
ELEMENTS

The project is comprised of:

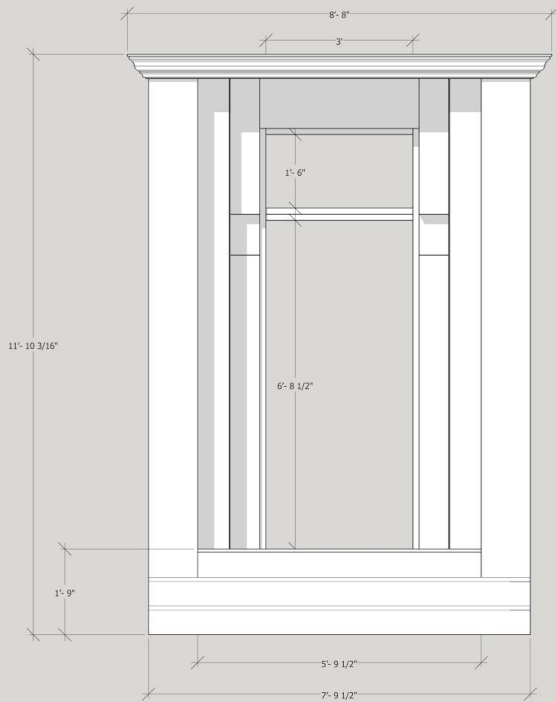
- A physical portico structure
- Augmented reality + audio piece
- Recording/feedback station
- Docents with iPads
- Signage



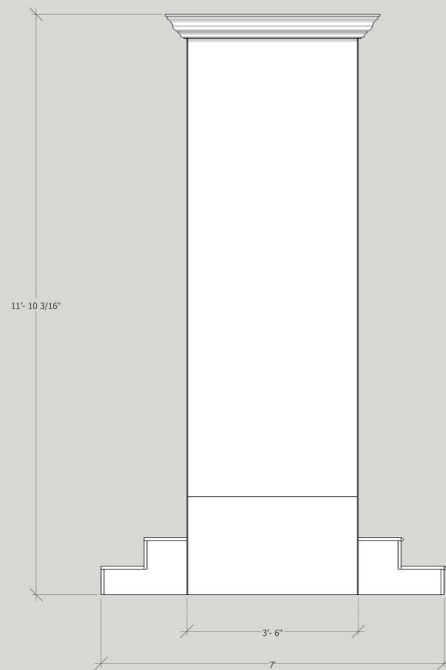
PORTICO STRUCTURE



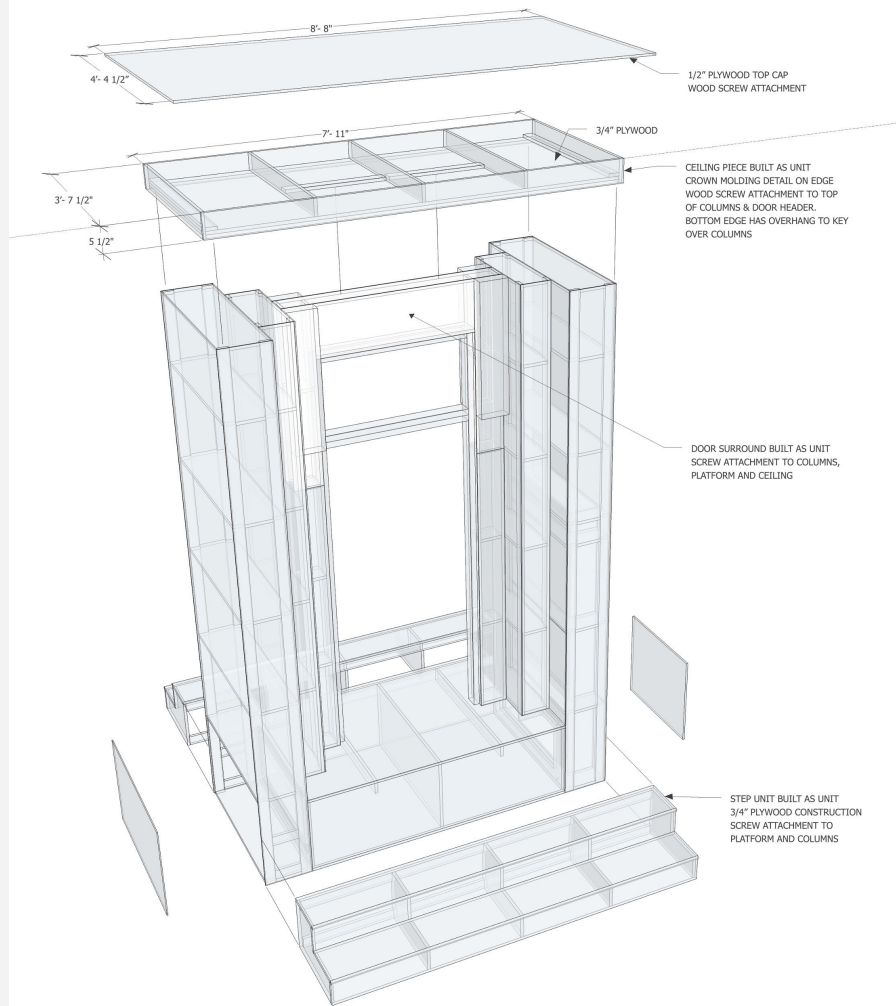
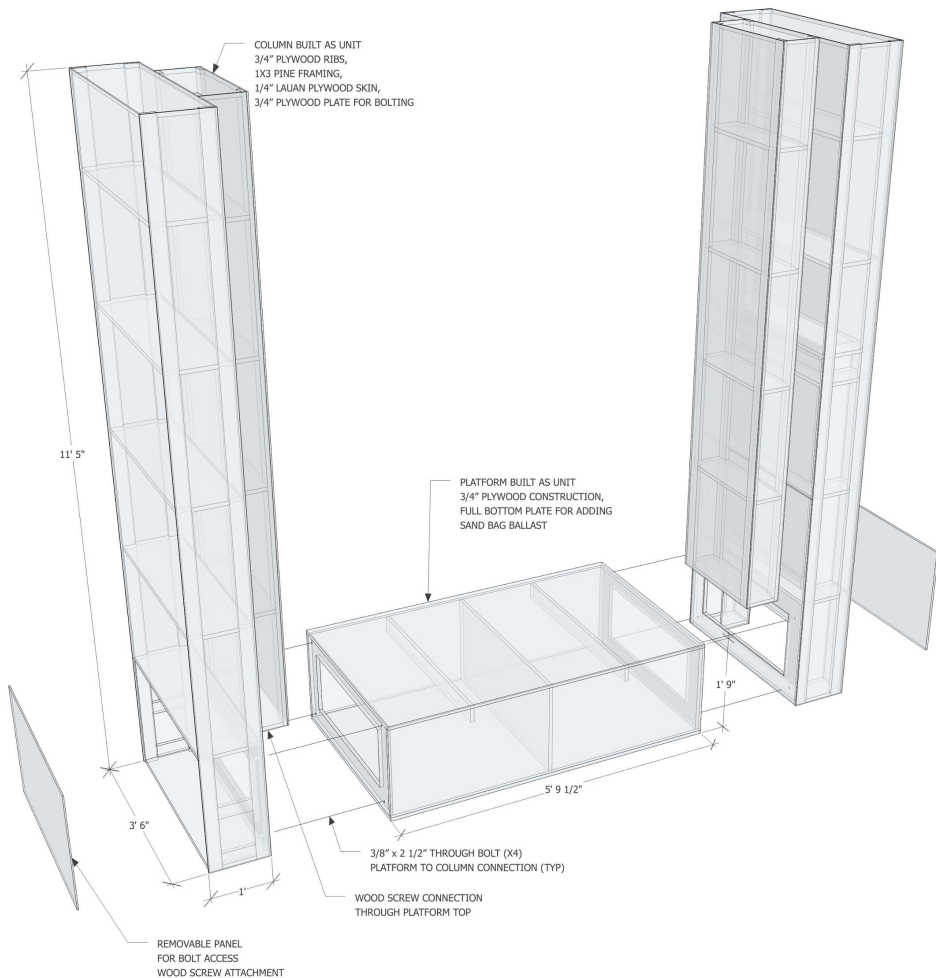
LEFT ELEVATION



FRONT ELEVATION



RIGHT ELEVATION



VISITOR EXPERIENCE AT INSTALLATION

SEE

The Portico is both a sign post attracting attention and a vehicle for feedback.

LISTEN + WATCH

Visitors view the scenes and listen to the stories on an iPad or mobile device.

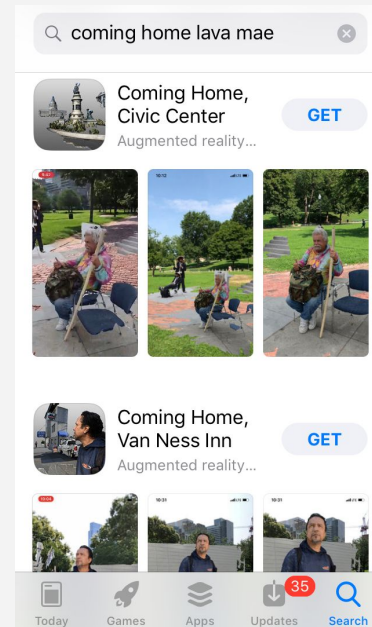
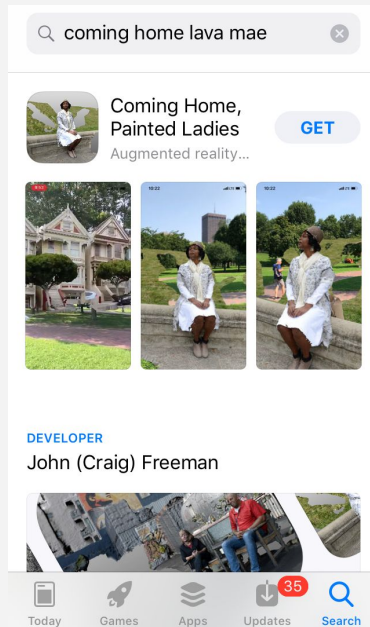
RESPOND

On the side of the Portico visitors can record an audio response about their reactions/changes in perceptions.



ONGOING EXPERIENCE VIA iOS APP

coming home piece is available on Apple devices no matter the user's location. The eight neighborhood scenes are available as individual apps through the Apple App store by searching *Lava Mae coming home*.



CASE STUDY: HAYES VALLEY

PROXY | Hayes Valley: Sept 7-16, 2018

Number of Visitors: 600

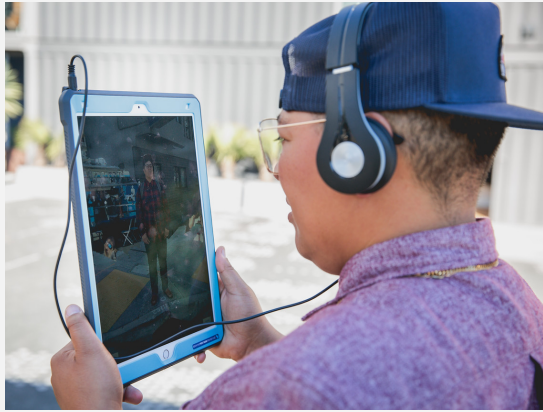
Sponsors:

- Lucia Choi Dalton
- Paul G. Allen Philanthropies
- Trevor TCR

Docents were available 6-9 pm on weekdays & 1-9 pm on weekends to assist visitors/provide iPads for the experience. Docents significantly enhanced user experience/engagement.



CASE STUDY: HAYES VALLEY



Tours: Interviewees included in the installation were invited to experience the piece on opening day. Tours were also provided to donors and influencers.



Opening party: ~50 Lava Mae and ZERO1 supporters attended the opening to experience the installation and participate in an artist Q&A.



Community Day: This event provided the broader community with opportunities to engage through Lava Mae bus tours, silent meditation, hygiene-kit making and more.

MEDIA COVERAGE

Outlets:

- KTVU Fox 2
- KRON 4
- KPIX CBS 5
- KCBS Radio
- San Francisco Chronicle
- SF Weekly
- Hoodline

Hayes Valley augmented reality project aims to build empathy for homeless locals

SF art installation tells untold stories of the homeless through augmented reality

Check Out PROXY's Augmented-Reality Exhibit on Homelessness

Augmented reality tells stories of homeless in San Francisco

Augmented Reality Art Project Sparks Compassion For The Homeless

FEEDBACK

“Just really appreciate Lava Mae bringing visibility to this issue”

“I realize that homeless humans are humans and circumstances and fate can be very unpredictable.”

“I’m brought to tears. This is an incredible art installation and opportunity to hear stories that I wouldn’t have heard. These stories were super intimate and gave a window into people’s experiences that were just profound and filled with wisdom...I walk away from this with deeper and deeper compassion and eyes wide open and a renewed commitment to make more connections with houseless neighbors.”

“The interviews were better than the augmented reality, although it was kind of cool to see the perspective and how things were moving.”

“It was particularly emotion to hear people talk about their experiences while also getting to be with them in their environment.”

“I was recently homeless. I’m so grateful for what you’re doing and I hope it spreads more awareness.”

IMPACT

Mounting coming home in a public space allowed access to a **wide variety** of the broader community (both locals and visitors), a more **human 'experience'** and the opportunity for **juxtaposition of diverse experiences/perspectives**.

The artistic and human experience of coming home was **described as a 'living documentary'** that you are standing in the middle of - a result of the **high level of artistic production**, the multi-sensory elements, and the placement in a vibrant public space.

At least **one third of coming home participants used the feedback device** at the Portico; these recordings captured the essence of how the installation **brought communities together**. Across a range of ages and accents, the message back was **thank you for doing this**, for making the invisible visible, for giving us a way to gently **place judgement and fear aside**, to learn what we are afraid to ask, to provoke thought, and inspire action.

IMPACT

coming home provides a culturally relevant platform to uniquely amplify the voices and stories of our unhoused neighbors. And in so doing, taps into the hearts and minds of the broader community who are open to see, listen, and reconsider their perspectives.



NEXT STOP: UN PLAZA

Proposed for March - May 2019

Civic Center Commons Initiative Partnership:

- Support with funding
- Permitting coordination/assistance
- Staffing: Hunters Point Family Stewards will act as docents 7 days/week to encourage people to interact with the installation. Stewards will be trained by the LavaMae team.
- Coordination to help leverage ongoing programming (ex: Heart of the City Farmers Market, Off the Grid, etc.)



Through a partnership with SF Public Works, CCC Stewards from Hunters Point Family act as docents to attractions throughout the Commons, including existing installations in UN Plaza and at the Asian Art Museum's mural wall on Fulton Street (above).

NEXT STEPS

Collaboration with RPD on structural engineering assessment and permitting

Outreach to stakeholders (ex: Heart of the City Farmers Market, Off the Grid, etc.)

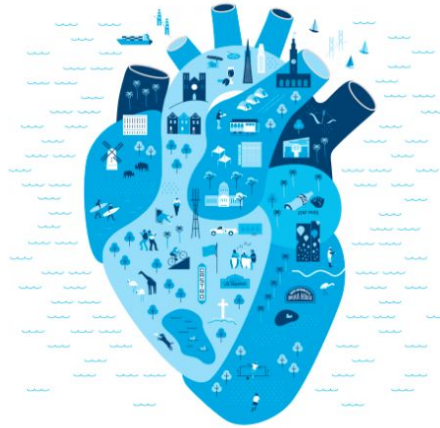
Detailed site plan (will be informed by stakeholder input)

Location-specific signage plan

Tour/visitor Partnerships (ex: school groups)



coming home



THANK YOU!

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