

## **Annex 1: About Hello Lamp Post**

### **Hello Lamp Post: Singapore**

*By PAN Studio*

10 – 18 October 2015, various locations (Free, open to public)

Have you ever wondered what stories your local bus stop could tell if it could speak? Could a chat with a lamp post whilst you wait for your friends tell you more about the place you are in? Welcome to Hello Lamp Post, a near-future interactive urban experiment where objects across the city come to life. To talk to street furniture, simply text the number and code attached to the object, and it will talk back with messages left by previous participants.

Hello Lamp Post encourages everyone to rediscover their local environment, share memories of their city and uncover the stories that other people leave behind. The types of street furniture used for Hello Lamp Post: Singapore include lamp posts, fire hydrants, bus stops, post office boxes and Aggregation Gateway (AG) boxes!

Every object in Hello Lamp Post has a name and number, in the form of identification codes. Players can talk to the objects by sending personal SMS\* messages to each code. To participate and find out more, the public can visit the Hello Lamp Post hub at The Cathay's internal atrium to start playing. Learn how to start talking to the objects, then work your way across the city to discover new conversations. Who knows what secrets you might uncover?

Hello Lamp Post encourages one to look at the city with fresh eyes and engage with systems we often take for granted – a chance for us to slow down, reflect and see the city as a playground.

Hello Lamp Post was initially conceived and played out on the streets of Bristol, UK between July and November 2013, and have recently had outings in Tokyo, Japan and Austin, US.

*\*Standard SMS charges apply.*

### **About PAN Studio**

PAN Studio is an experience-production studio that consists of a group of designers, developers and engineers with interests and skills in two overlapping fields: creating stimulating experience events and installations, and designing user-centric products, systems and services that are intuitive, effective and rewarding to interact with. The studio's leaning towards playful civic engagement came with the success of its collaborative Hello Lamp Post project, the winner of the inaugural Playable City Award, an initiative that aims to reward creative ideas for public space.

Check out this online video of a Hello Lamp Post project in Austin, Texas, United States. <https://www.youtube.com/watch?v=l8MqeZzpc4A>