A.R.ROW

THIS DEVELOPMENT BRIEF IS ADDRESSED TO A DEVELOPMENT TEAM CONSISTING OF DESIGNERS AND PROGRAMMERS.

WHAT WE NEED.

OBJECTIVES.

***1-THE DEVELOPMENT OF THE A.R. EXPERIENCE FOR THE A.R.ROW COLLECTION PRESENTATION.**
A. NAVIGATION
B. JOURNEY
C. INTERACTION
D. END SCENE COMPOSITION
E. APPLICATION

***2-THE IMPLEMENTATION OF EXISTING ASSETS.**
A. 3D GRAPHICS
B. 3D CLOTHING ITEMS
C. 3D CHARACTERS

BRAND.

ADERERROR.
Born from a passion for the creative industries, adererror is situated in Seoul, South-Korea and consists of a team of young creatives with an experimental mindset and the desire to spread their own eccentric view on the world. They believe in freedom of experimentation without any boundaries.

This progressive mindset is reflected in their unisex approach on clothing, their quirky online campaigns and their experimental in-store brand experiences.

SS.2019 ARROW.
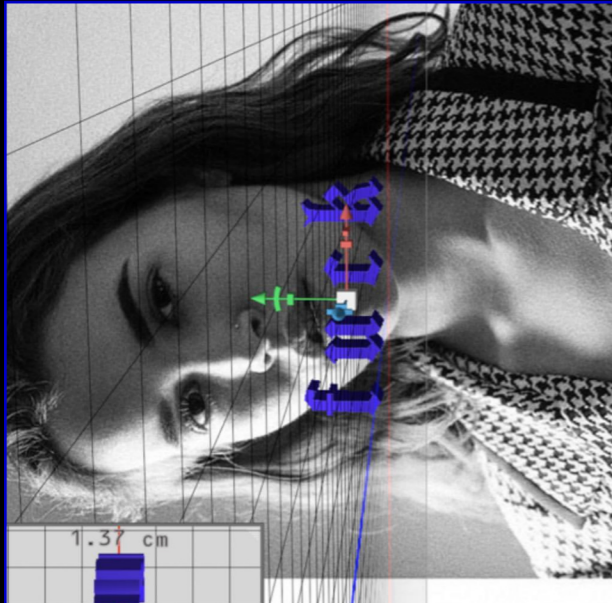Arrow SS.2019 focusses on the concept of defying direction with a childlike curiosity and a confident, yet quirky attitude.

KEY ELEMENT. ARROW.

QUIRKY CONFIDENCE

CHILDLIKE CURIOSITY
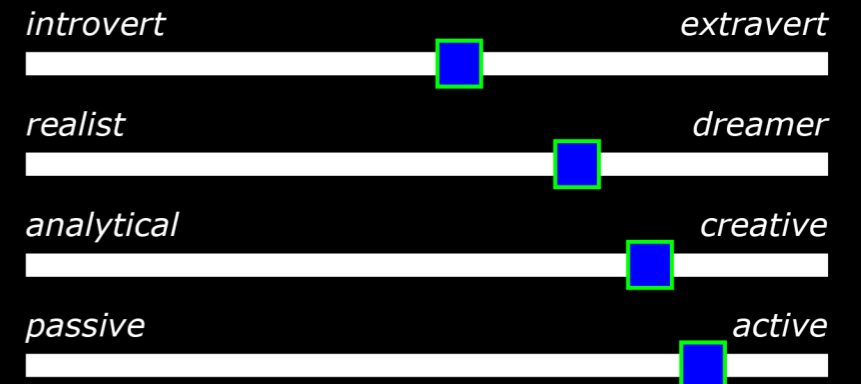
EXPERIMENTAL CREATIVITY

TARGET GROUP.

DIGITAL NON-REALISTS.

YOUNG (DIGITAL) CREATIVES
18 - 28 YEARS OLD
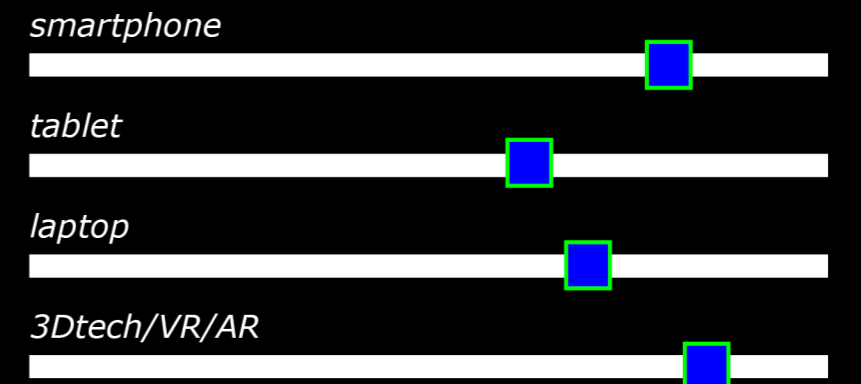**CREATIVE DISTRICTS IN EUROPE**
ACTIVE IN CREATIVE FIELD

EARLY ADOPTERS
TECH SAVVY
MOBILE SAVVY
IOS AND ANDROID USERS

"MIXED REALITY NEEDS TO BE INTERACTIVE, IMMERSIVE AND NEEDS TO CHALLENGE REALITY."

PERSONALITY

introvert		extravert
realist		dreamer
analytical		creative
passive		active

TECHNOLOGY

smartphone

tablet

laptop

3Dtech/VR/AR

INNOVATIVE CREATIVITY

YOUTHFUL CURIOSITY

EXPERIMENTAL AESTHETICS

A.R.ROW.

TO GO INTO A DIFFERENT DIRECTION.
TO GO AGAINST THE NORM.
THE NORM OF CREATIVITY.
THE NORM OF SPACE.
THE NORM OF HUMAN FORM.
THE NORM OF REALITY.

ADER PRESENTS A.R.ROW
A DIGITAL COLLECTION PRESENTATION IN WHICH YOU GET TO
EXPERIENCE ADER'S DIGITAL RE-EDIT OF REALITY THROUGH AN
INTERACTIVE AND IMMERSIVE AUGMENTED REALITY EXPERIENCE.

STEP INTO AN UNPREDICTABLE REALITY.
EXPLORE. GET INTERACTIVE.
GO INTO THE OPPOSITE DIRECTION.
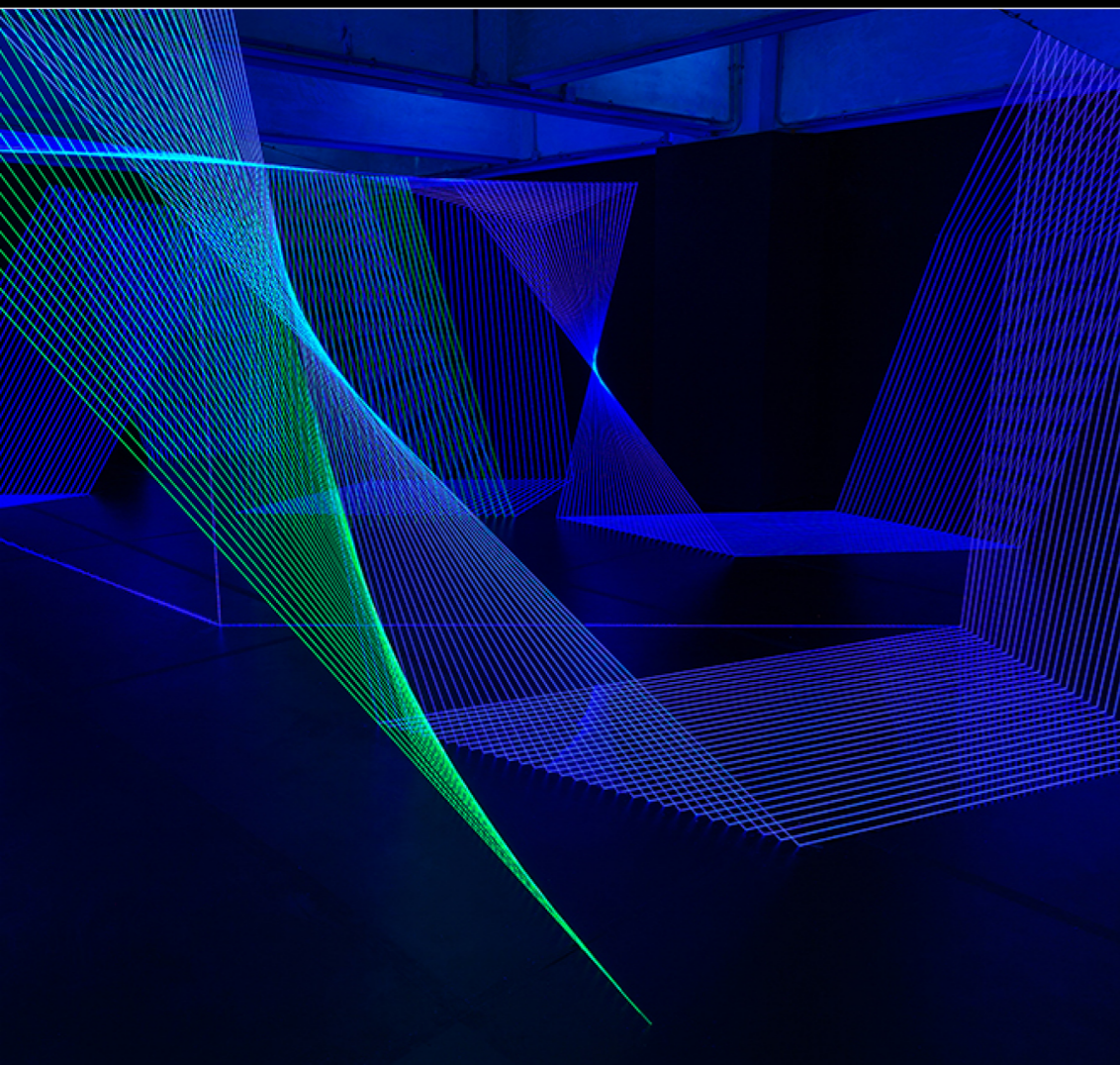DISCOVER INNOVATION THROUGH DIVERGENCE.

EXPERIMENTAL CREATIVITY   QUIRKY CONFIDENCE   CHILDLIKE CURIOSITY

T.O.V. -DIRECT, CONFIDENT, YOUNG

A.R. CONCEPT.

PLAYFUL DEFIANCE   DIGITAL IMMERSION   DYNAMIC EXPLORATION

HOW IT WORKS.

*1 -ACTIVATE THE A.R.ROW MAP
ON THE ADERERROR APPLICATION.*

*2 -COMPLETE THE PLAYFUL, DYNAMIC
JOURNEY THROUGH OPPOSITE NAVIGATION AND
MIRRORED INTERACTION WITH A.R.ROW CHARACTERS.*

*3 -UNLOCK THE IMMERSIVE, PLAYFUL
VIRTUAL WORLD OF ADERERROR'S A.R.ROW.*

A.R. SPECS.

#00. THE GOAL.

In order to unlock the playful, virtual world of Adererror's A.R.ROW, the user needs to complete a dynamic journey through opposite navigation and mirrored interaction with A.R.ROW characters.

#01. NAVIGATION.

OPPOSITE NAVIGATION.
The user accesses the map of the environment and their journey on the Adererror - A.R.ROW application.

The user is encouraged to complete the journey in *opposite direction.*
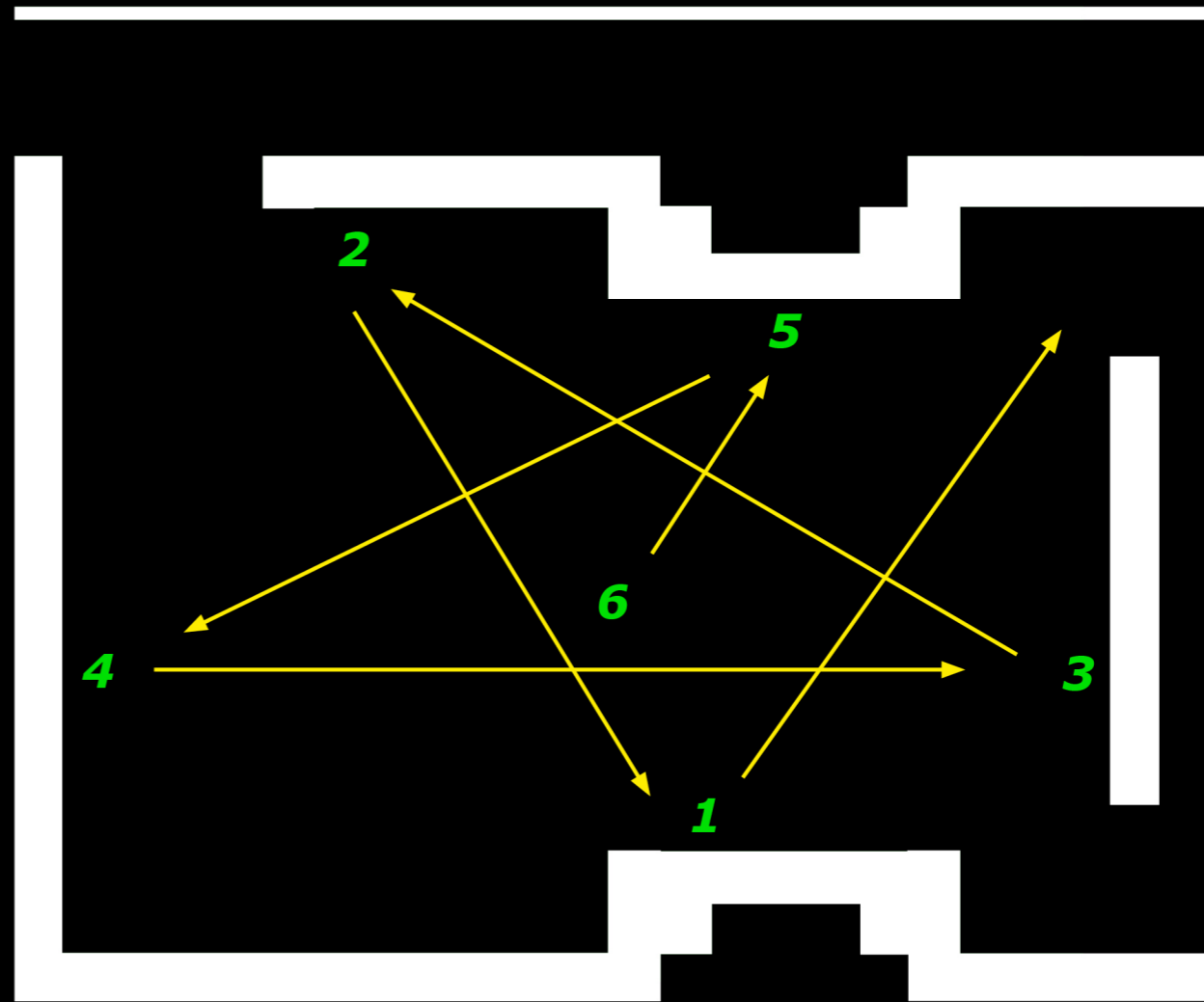
#02 THE JOURNEY.

DYNAMIC JOURNEY.
The AR journey is playful, dynamic and disorienting. It navigates the user from the first marker to the last marker in an unconventional way.

TRIGGER.
The user activates each AR layer throughout the journey by pointing at the specific marker and tapping the screen.

Vert.	1632	0	0
Edge.	3287	0	0
Face.	1661	0	0
Tris.	3252	0	0
UVs.	1987	0	0

1. – 5. These markers feature the points of interaction with the A.R.ROW collection characters.
6. This last marker unlocks the complete digital layer of the environment.

The experience has multiple different marker sequences.

top - V

#02 THE JOURNEY.

#03. INTERACTION.

MIRRORED INTERACTION.
The user interacts with characters at every marker with playful, mirrored interaction: opposite movements.

LEFT IS RIGHT
UP IS DOWN
ZOOM IN IS ZOOM OUT
TAP TO DISTORT

CONTENT CONTRIBUTION.
The user is able to distort the animation by touching the screen. The alterations are only visible for the indidual user.
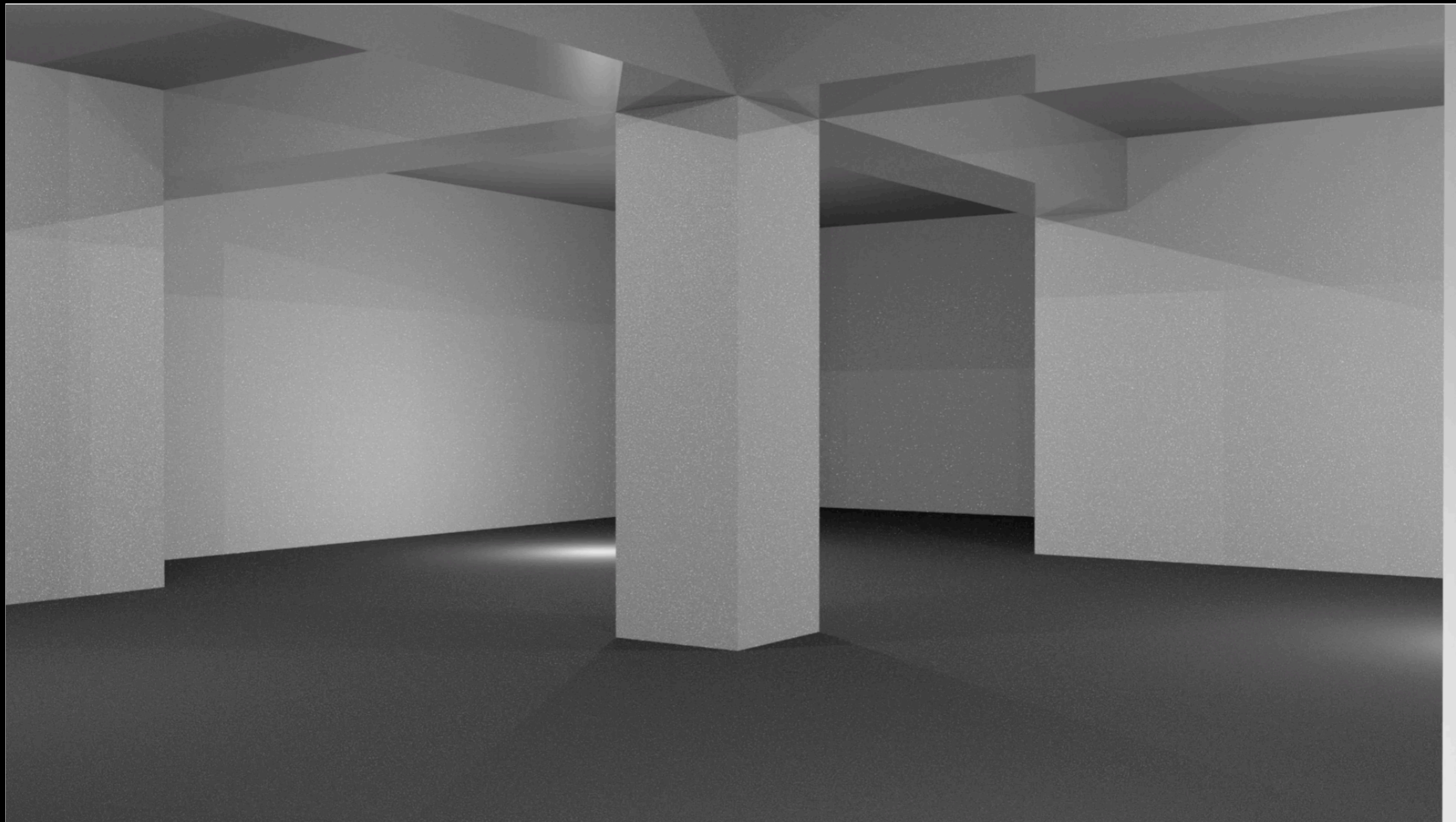
#04. END SCENE.

DYNAMIC COMPOSITION.
The end scene is hypersensory and immersive with a dynamic and playful composition of 3d motion graphics.

CONTEXT INTEGRATION.
The AR content is integrated into the reallife background of the experience.
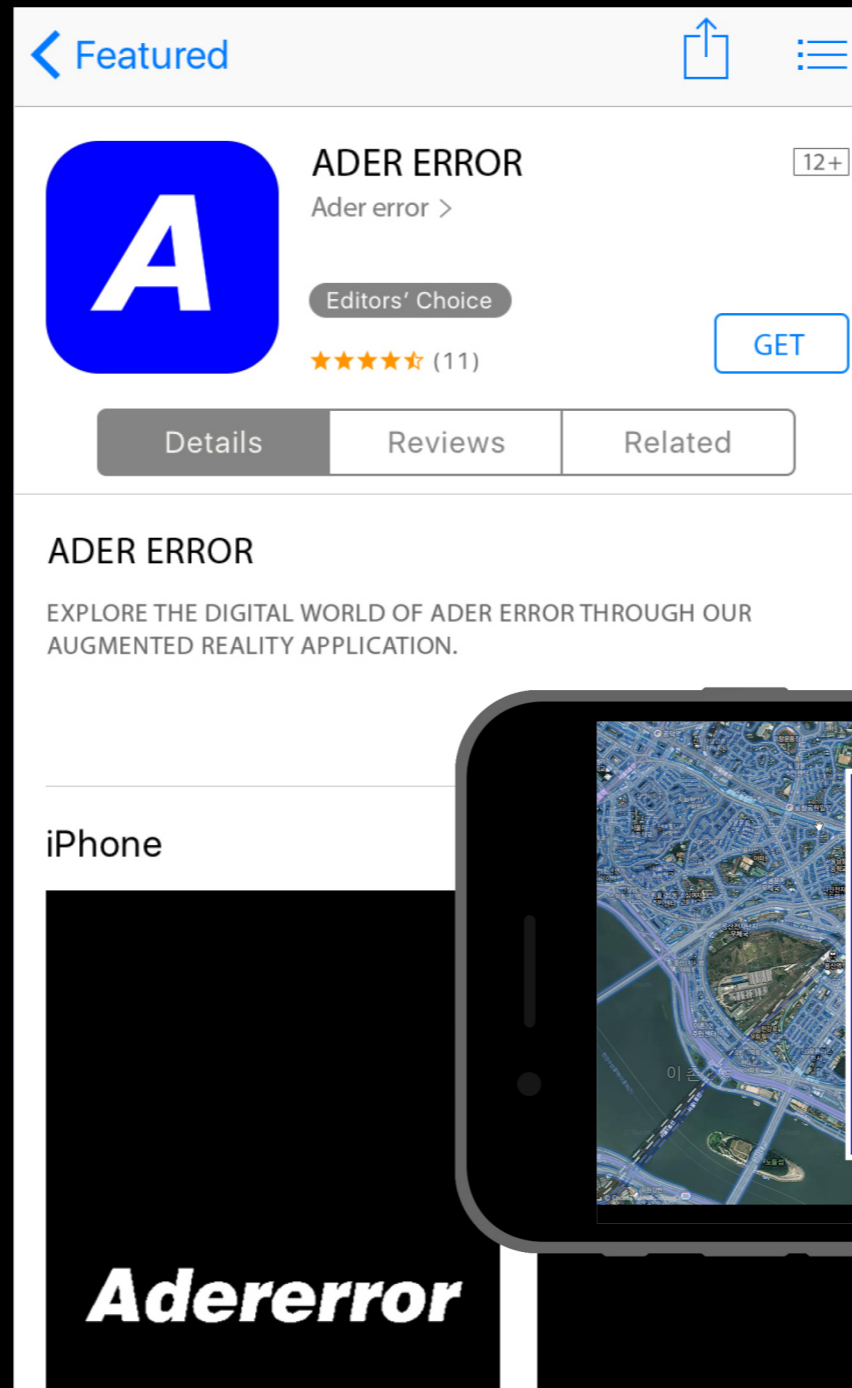
#04 END SCENE.

#05. HARDWARE

APPLICATION.
*The AR experience is part of a collective Adererror application
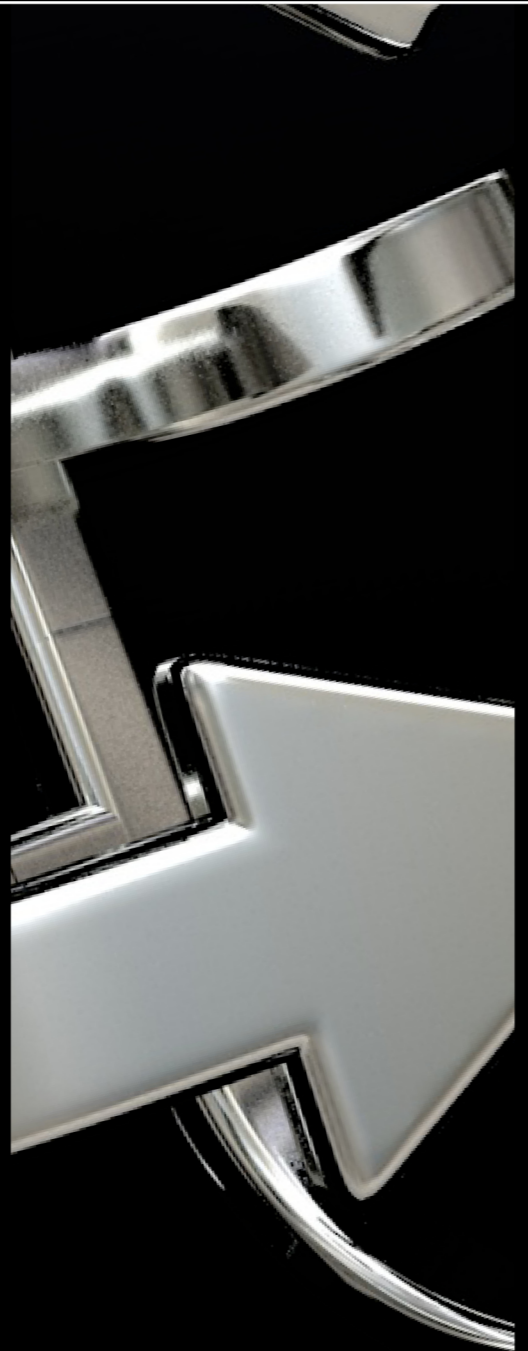The app keeps the target group up-to-date for future A.R. experiences.*

The application needs to be created for both iOS and Android devices.

GAME ENGINE.
Unity, Vuforia Engine.

LANGUAGE.
C#.

3D MOTION GRAPHICS.
The end scene is the A.R.ROW world: a virtual re-edit of the physical world characterized by neon saturation, playful geometry and quirky distortions and dynamics.

These 3d motion graphics are part of the external assets created in collaboration with a 3d visual motion designer.

QUIRKY DYNAMICS

NEON SATURATION

PLAYFUL GEOMETRY

A.R.ROW CHARACTERS.
The collection will be shown
through 3d clothing items
combined with 3d characters
with a bold, quirky and
playful visual language.

These 3d visuals are part of
existing assets and created
in collaboration with a
CLO3Ddesigner, a 3Dmodeler
and a 3Dmotion designer.

QUIRKY DYNAMICS

NEON SATURATION

PLAYFUL GEOMETRY

CREDITS

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