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# WHERE MEMORIES SLEEP

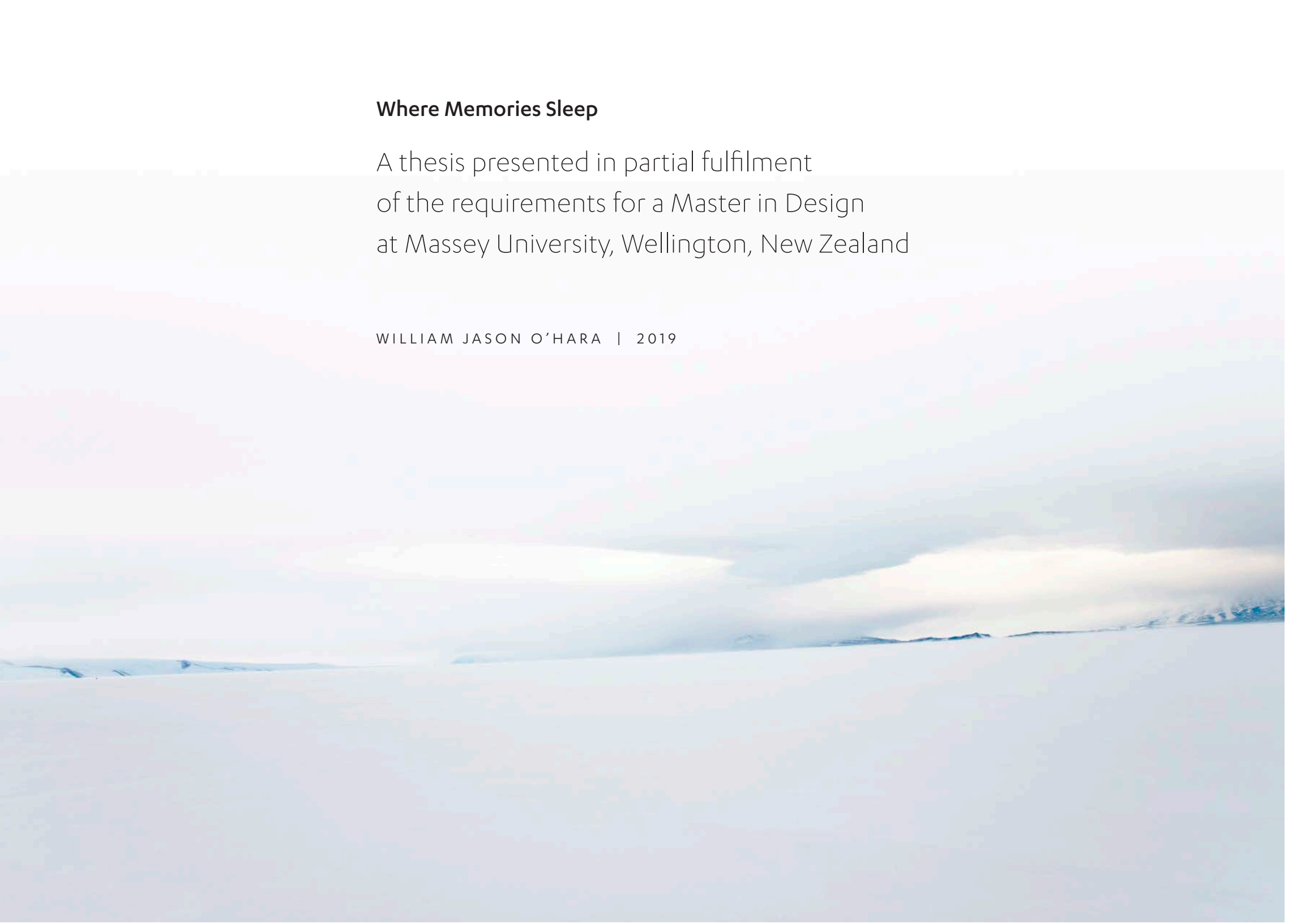
an exploration into human-centred design and  
visual storytelling to persuade and educate

JASON O'HARA  
2019

## **Where Memories Sleep**

A thesis presented in partial fulfilment  
of the requirements for a *Master in Design*  
at Massey University, Wellington, New Zealand

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## Project Abstract

Where Memories Sleep is an immersive cinedance installation designed to introduce new audiences to Antarctica and the science undertaken at Scott Base. The research explores using human-centred design methodologies to develop the communication strategy and visual narrative that inform the project's creative direction.

Tailored to appeal to millennials while remaining inclusive of all age groups, it primarily focuses on engaging and informing audiences about the existence and relevance of the science rather than expecting action toward Antarctica or climate change.

Sitting at the confluence of three narrative disciplines; documentary, persuasion, and entertainment, the research project investigates the interaction and integration of these worlds when combined into a single immersive experience.

Central to the project is a two-part narrative structure; a metaphoric imagined 'legend' that functions as a 'Trojan Horse' to engage the audience, and a supporting documentary making implicit the links to real science. The project narrative is inspired by the rich history of Antarctic exploration and draws on traditional and contemporary oral, visual and theatrical storytelling techniques. The storyline follows a familiar 'hero's journey' structure beneath which runs a non-fiction aspect representing the current scientific activity in Antarctica.

Where Memories Sleep is conceived as a long-term initiative and therefore adopts a flexible, modular approach to the narrative and scenographic elements. It is proposed to work across a variety of installation locations and media opportunities, such as a single-channel online video, to full live dance performance/installation.

### RESEARCH QUESTION:

*How might human-centred experience design and visual storytelling be used to create an immersive installation that introduces new audiences to Antarctic science?*

The dancers and crew from the developmental film shoot in the garage.

L-R Rachel Nesser, Jared Hemopo, Toa Paranihi, Phoebe Smith, Connor Masseur, Ruben O'Hara, Emilia Gribbin, Jason O'Hara, Renée McCarthy and Grace Potter (absent in photo Jasmine Grace).

The wider cast and crew includes Aroha Watene, Zaniah Bettany and Lauren O'Hara.



## Acknowledgements

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#### **Antarctica New Zealand**

esp. Jeanine Foster and Megan Nicholl

The team with the best job in the world at Scott Base

The New Zealand and US airforces

**MDes supervisors:** Wayne Barrar and Stu Foster

#### **My creative partners in the broader project:**

**Music:** Warren Maxwell

#### **Dancers:**

**Si:** Aroha Watene

**Kaia:** Zaniah Bettany

**Penguins:** Zaniah Bettany, Jared Hemopo,  
Connor Masseurs, Toa Paranihi.

**Hira:** Jared Hemopo

**Dance casting and advisor:** Phoebe Smith

**Makeup:** Renée McCarthy

#### **Production crew:**

Jasmine Grace, Emilia Gribbin, Rachel Nesser, Lauren O'Hara, Ruben O'Hara, Grace Potter.

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Dr James Renwick, Victoria University of Wellington

Peter Marriott, NIWA

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My students for their inspiration

And most of all my wife Jane and children Ruben, Lauren and Morgan for their continual support and putting up with my experiments, absences and general mess for all these years.

Scott Base Hagglund vehicles on the sea ice in front of the Barne Glacier in Antarctica.  
This glacier was a key inspiration for the *Where Memories Sleep* set design.



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