

The logo consists of the letters 'G', 'I', and 'G' in a bold, white, sans-serif font. The 'I' is a vertical bar with a solid white dot below it. The 'G's are large and rounded. To the right of the logo, the words 'GLOBAL', 'INTERACTION', and 'GAME' are stacked vertically in a white, sans-serif font.

# GLOBAL INTERACTION GAME

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Ankan Sengupta · Chaitanya Doke · Jiabei He · Lukas Nagler

IDSS 2013

How can we bring together particularities of different countries?

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How can we convince people with different cultures to interact with each other?

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# Memory-Game

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# Airport

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# Goal

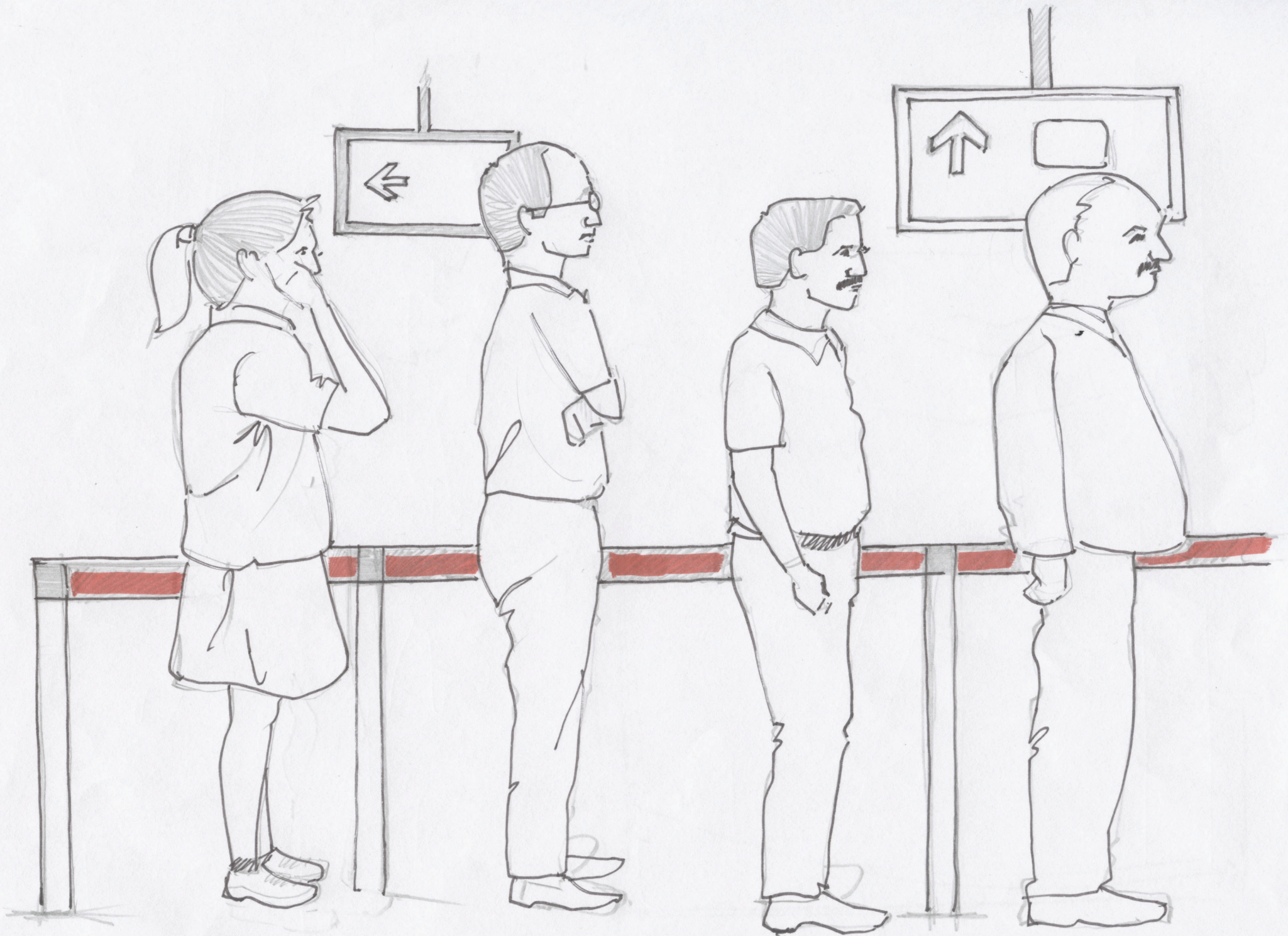
How can we innovate this traditional game  
in the context of the airport?

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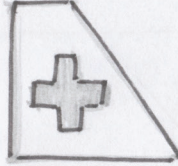
# Game-Process

Illustrations of the game process

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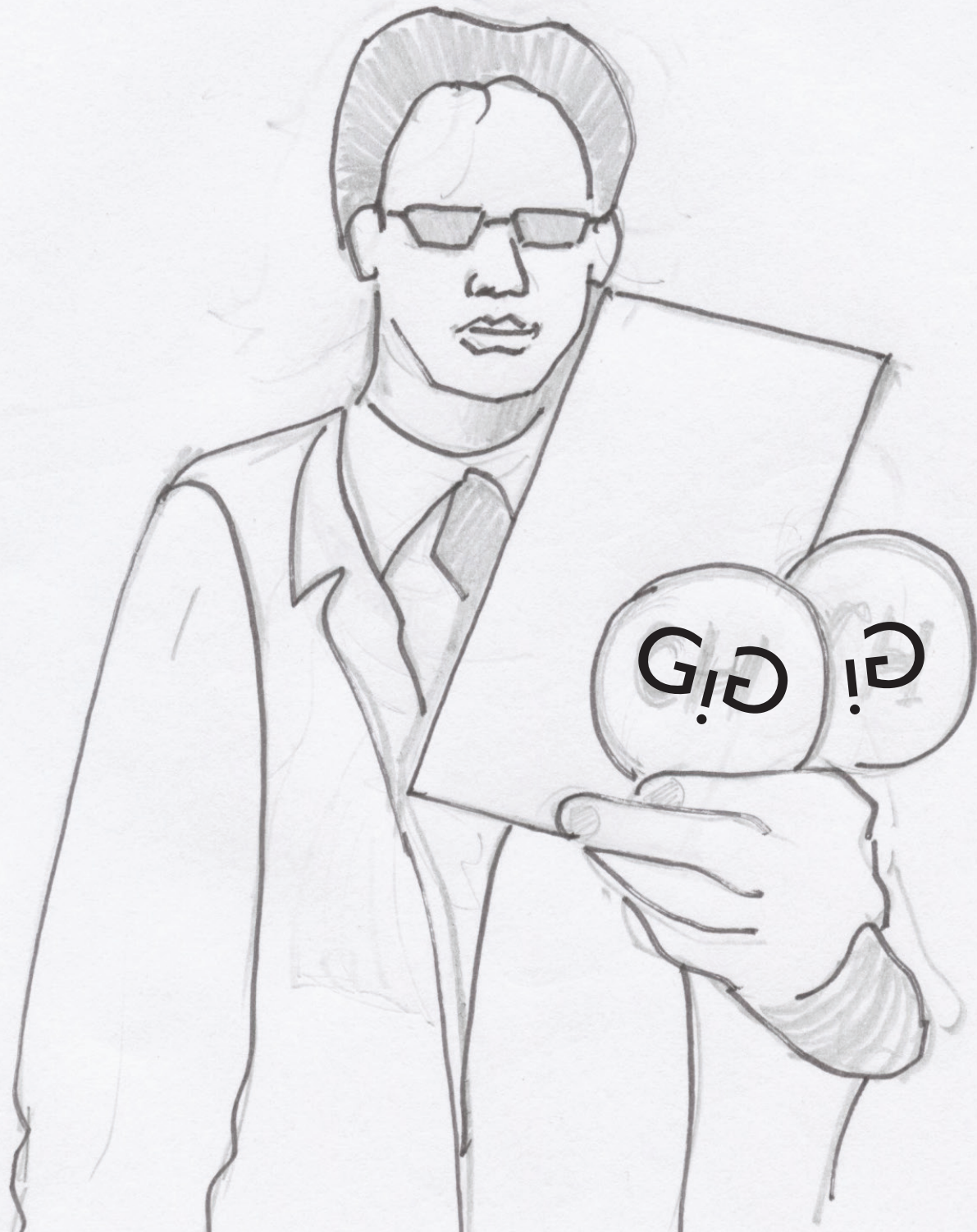


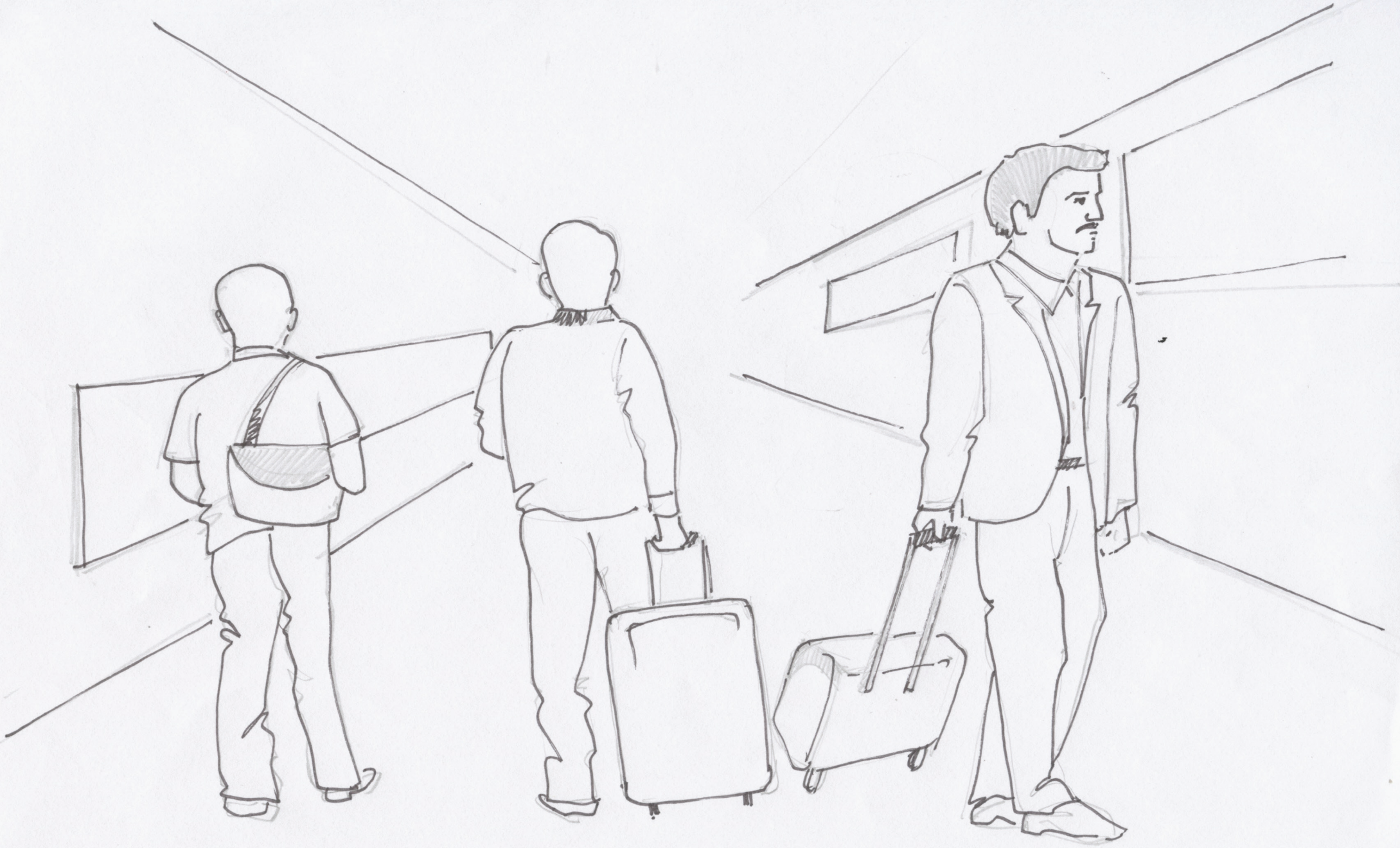
SWISS

AIRLINES

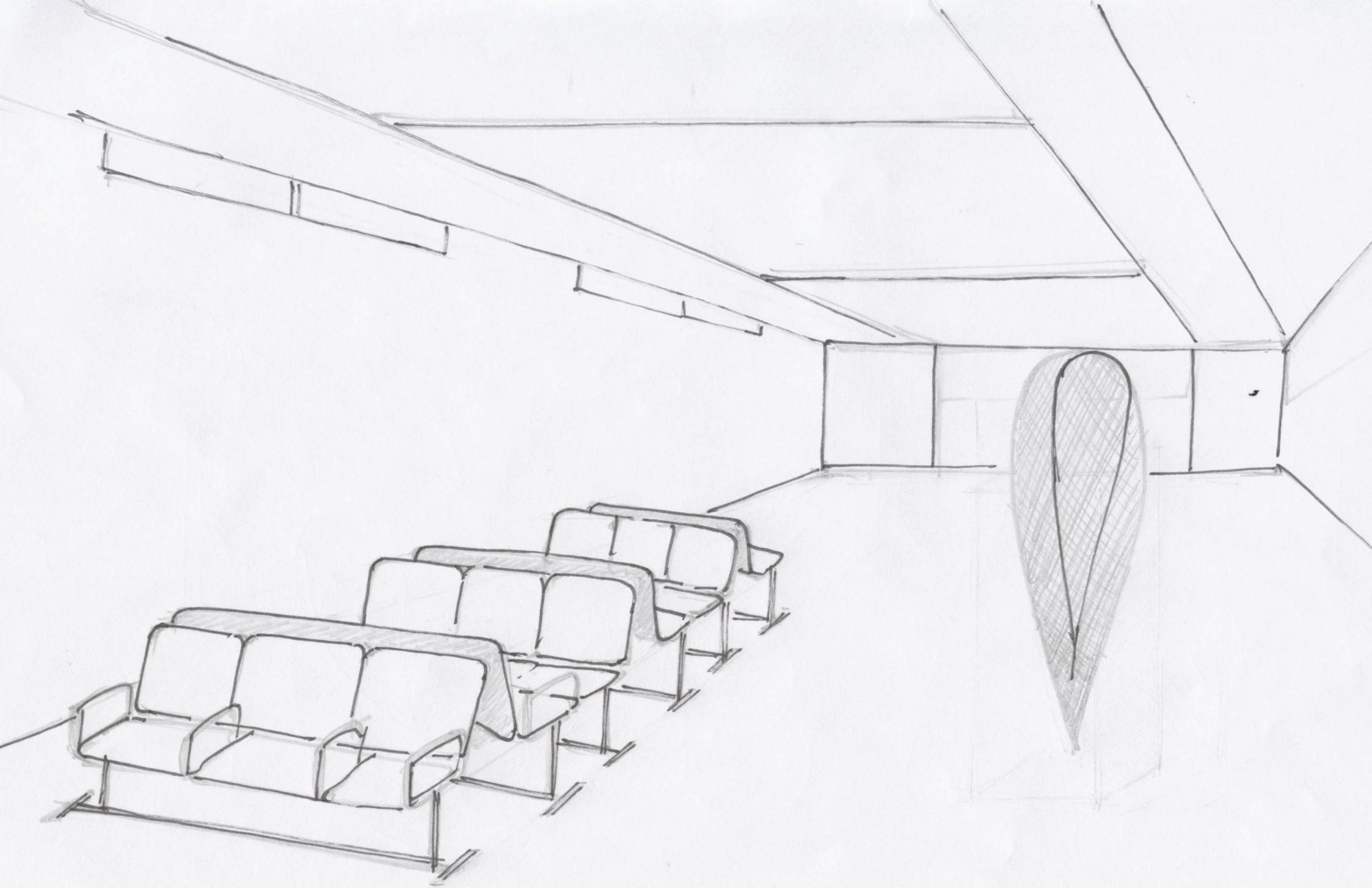
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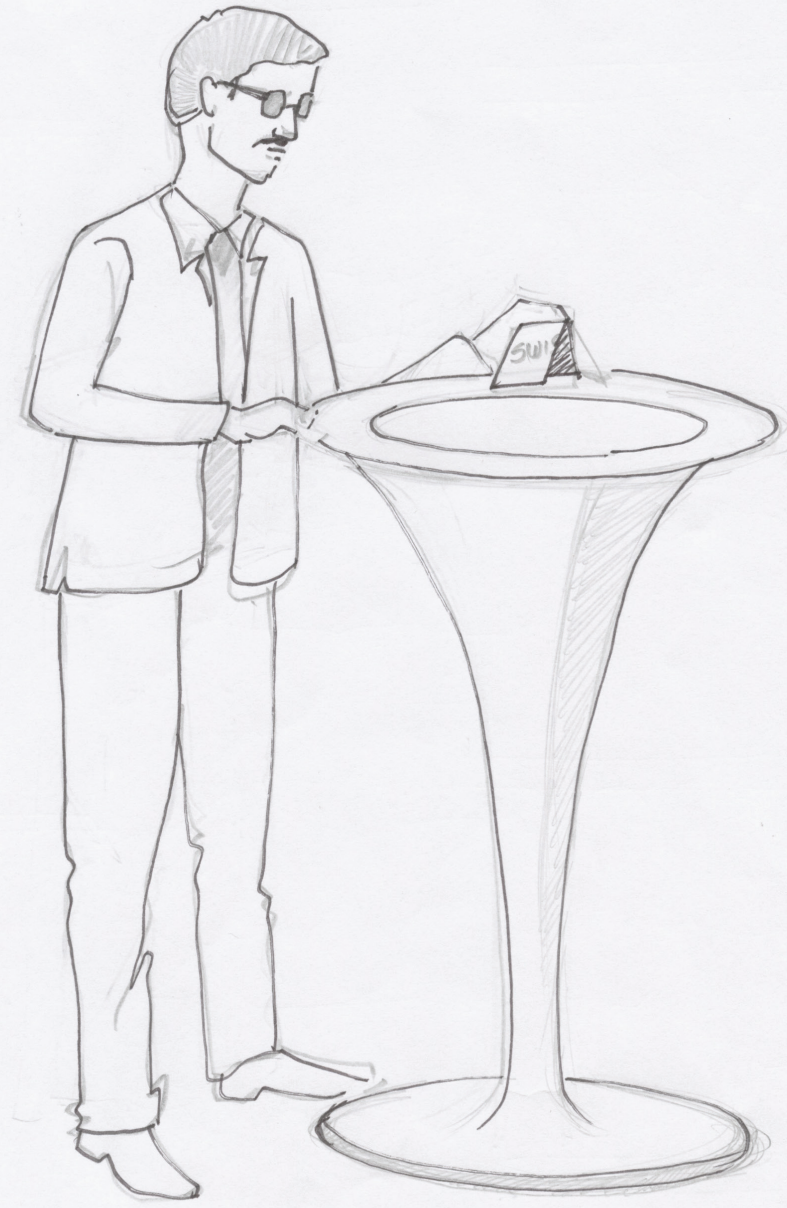






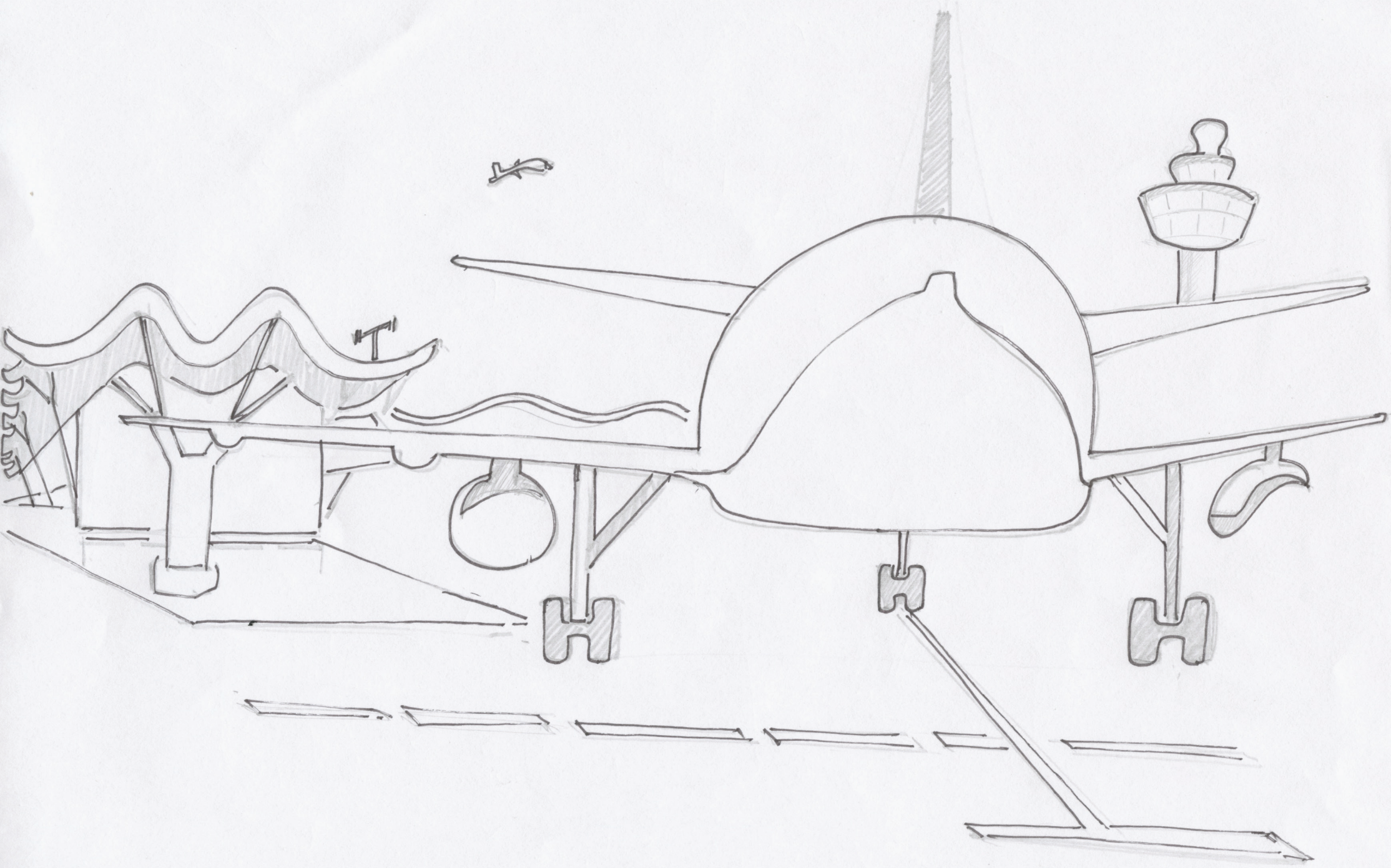






GiD







# Design-Process

discussing · experimenting · testing · improving

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- strong pictures
- interesting stories/groups
- helping, clear pictograms
- Technology (touching - sensitive projection integration of acoustics)

Vertical green sticky note with illegible text.

Small yellow sticky note with illegible text.

Small yellow sticky note with illegible text.

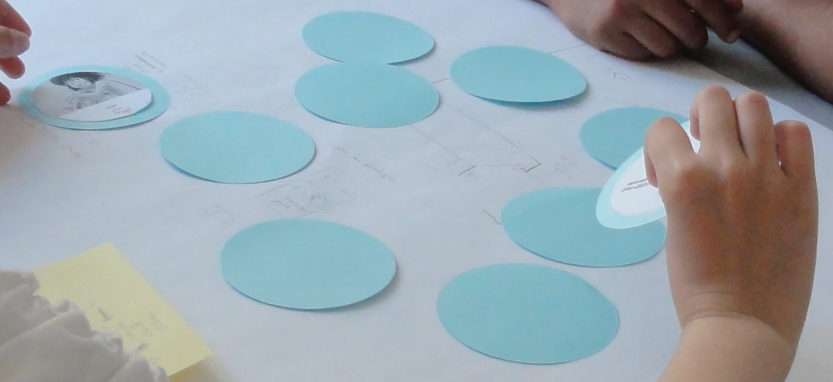
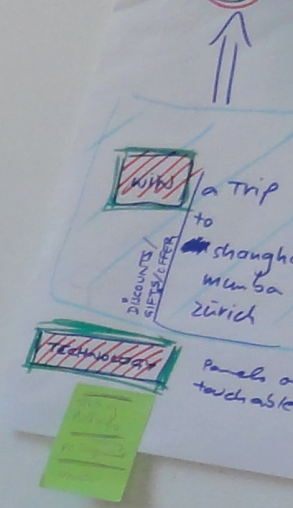


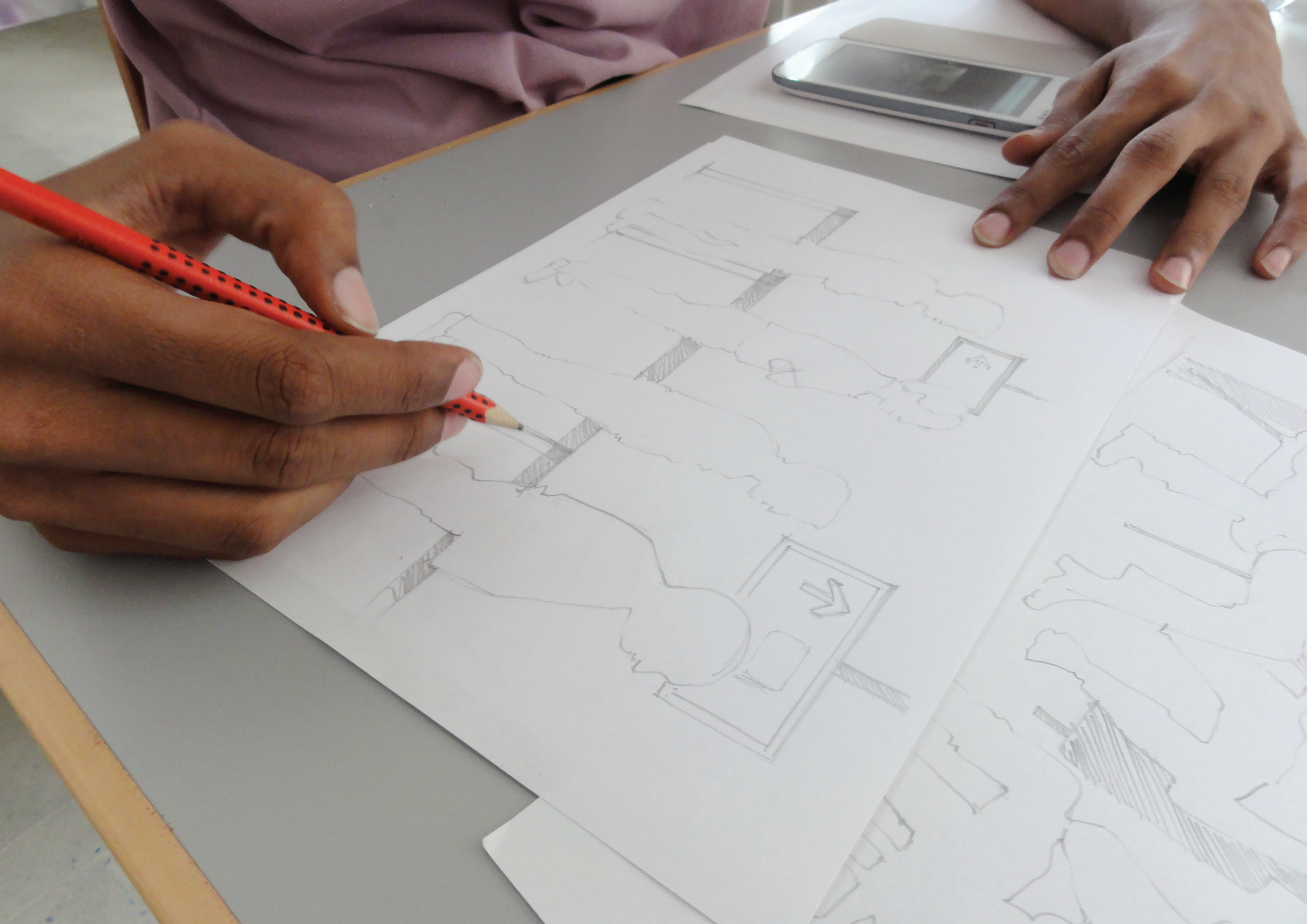
ONE WORD





Head Green spots  
Arches  
expensive  
Private (smaller)  
Foundations  
2018  
Public (smaller)  
Foundations  
Watches (smaller)

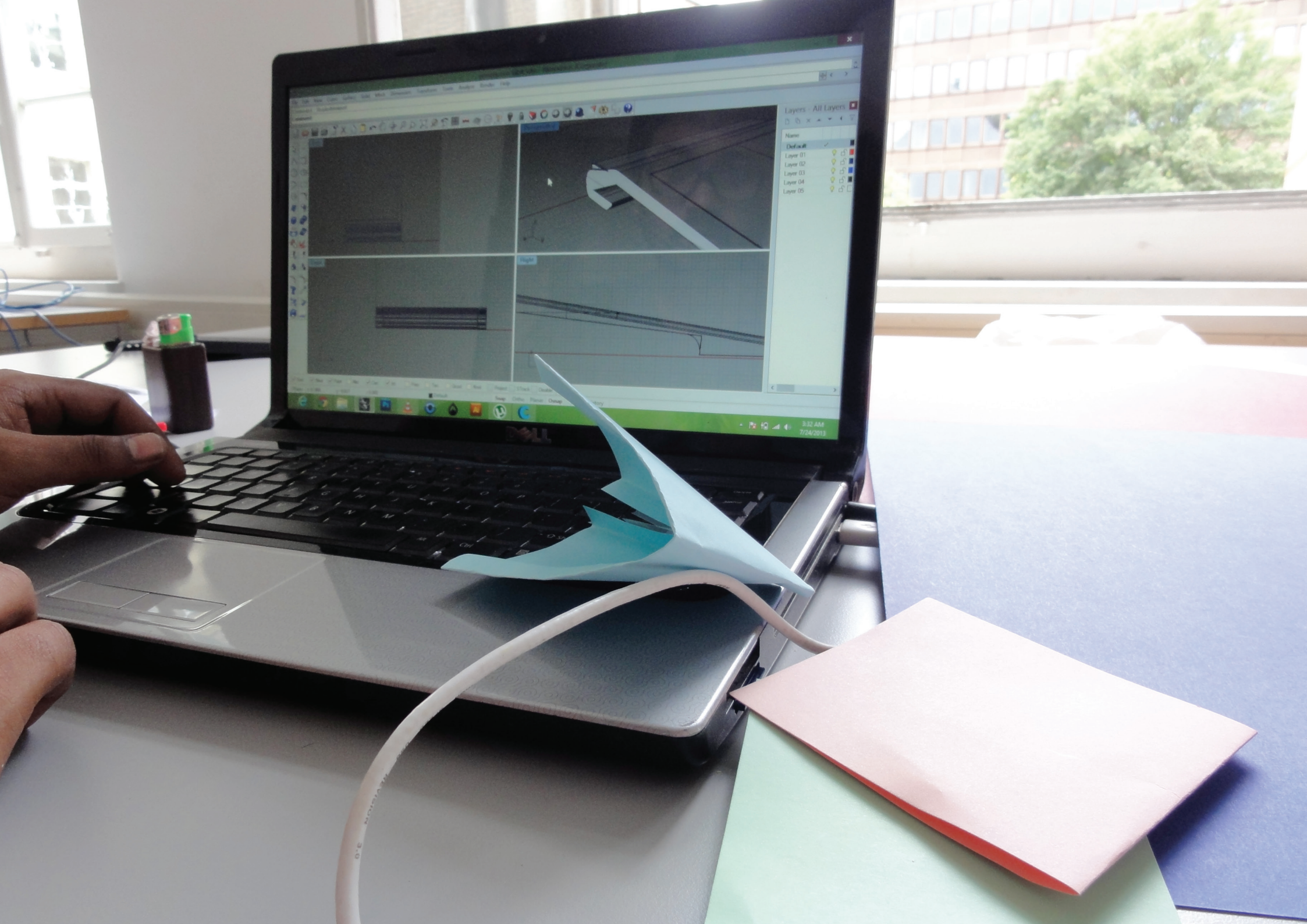






Cheese-Raclett  
Käsefondue

Cheese-R  
Käsestrudel



# Game couples

8 different categories

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# typical animals



**Capicorn**  
*Steinbock*



**Tiger**  
*Sher*



**Panda**  
*Daxiongmao*

# typical animals

Pictogram for the category



Color of the country

Picture with national particularities

English expression

Expression in the local language



**Panda**

*Daxiongmao*

# traditional dishes



# traditional ways to eat



# national flags

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# national flowers

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**Edelweiss**  
*Edelweiss*



**Lotus**  
*Kamal*



**Peony**  
*Mudan*

# traditional instruments



**Alphorn**  
*Alphorn*

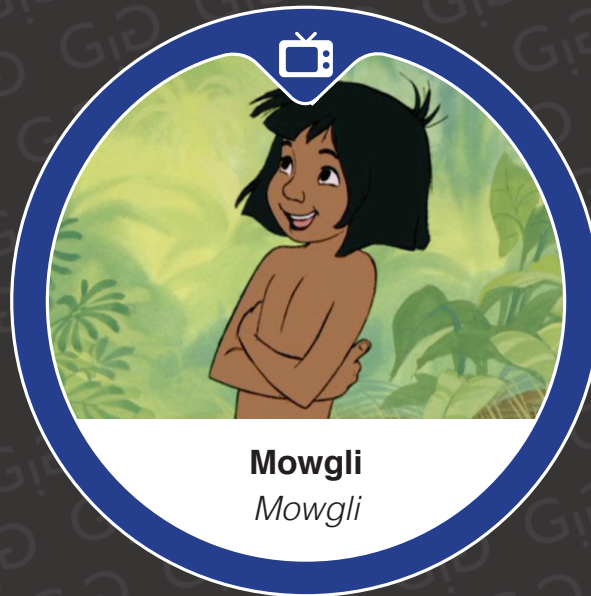


**Sitar**  
*Sitar*



**Reed pipe instrument**  
*Sheng*

## typical cartoons





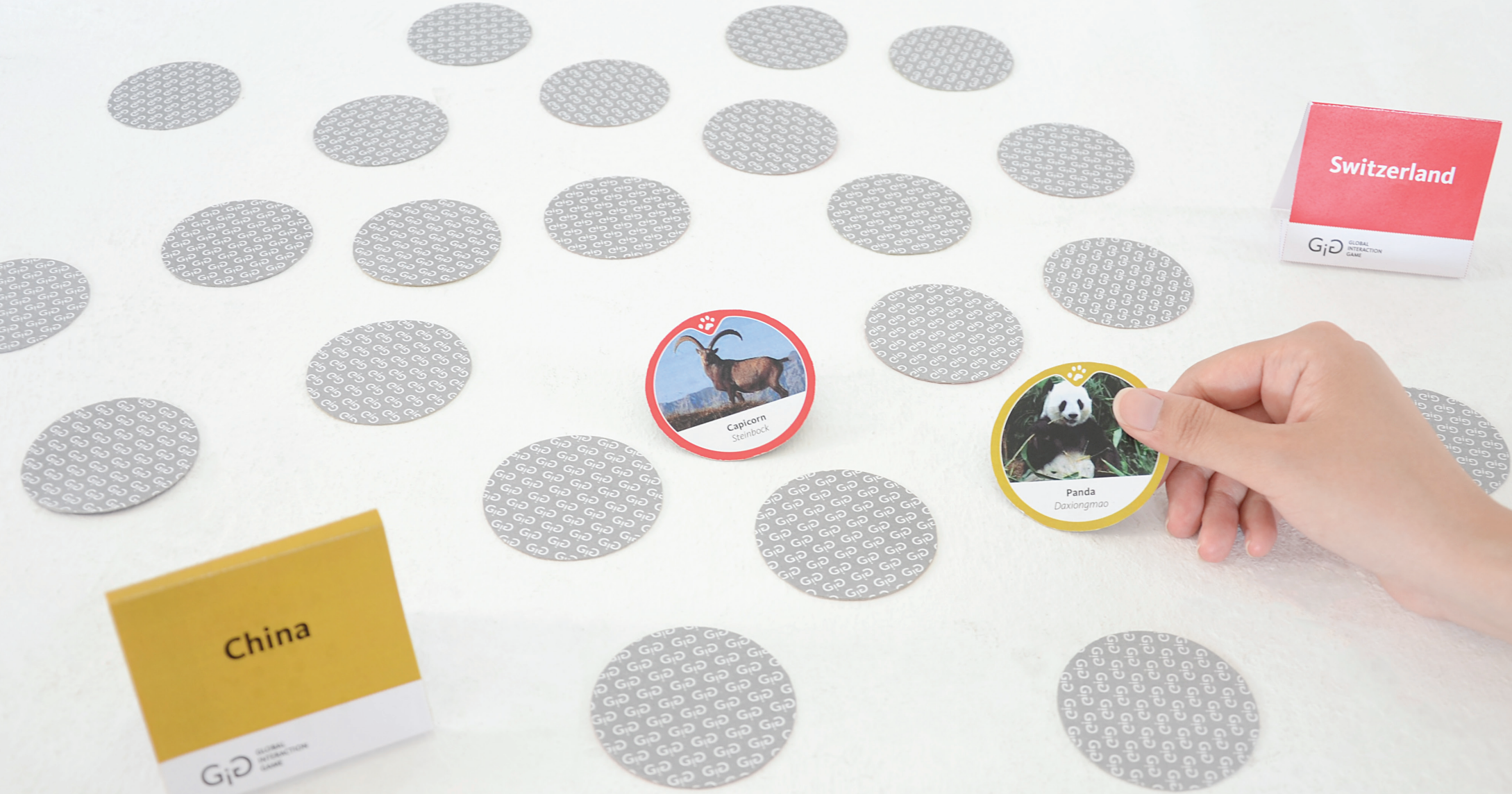
# national airlines



# Result

playing · learning · having fun

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China

GjD GLOBAL INTERACTION GAME



Switzerland





**2 winners**