



*** 2005 ***

MA Creative Practice for Narrative Environments
Central Saint Martins College of Art & Design
University of the Arts London

Preamble



View from the course studio on the 10th floor of the Red Lion Square Building at Southampton Row overlooking Holborn towards Covent Garden

MA Creative Practice for Narrative Environments was launched in 2003 and this catalogue features the first students to graduate. The 14 projects on show propose novel ways to tell stories as urban and architectural interventions, sound and light installations, retail experiences, exhibition experiences and alternative event designs.

The last two years have been an exhilarating journey for students and staff alike and led to numerous successful collaborations. The course has established itself as an open forum for debate among students, academics and practitioners. Enormous thanks are due to the course affiliates, leading figures from commercial and cultural industries, who have given lectures, attended crits, mentored students, provided placements and sponsored live projects.

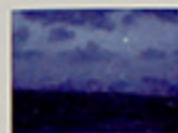
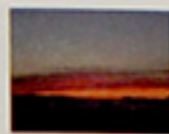
Tricia Austin, Course Director

**CRAZY BUT
TRUE: ALL
ENVIRONMENTS
TELL
STORIES!**



The Journey to the Middle of Everywhere

Coming from Iceland gives you the privilege to be in constant contact with nature, even within the city. Throughout my 5 years in London I've constantly tried to remind myself of the fact that I am a part of something greater than the sum of human achievement we are surrounded by and began reading up on ecological philosophy which made me want to create something based on how we humans are connected to nature. For my final project I wrote a children's book that highlights the magic of our environment and the power of imagination. The book unfolds into the child's space and physically immerses the reader and the listeners in the story.



Collaborators
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The "Science Everywhere" Programme
 is an outreach project designed for The National Science Museum (NSM) in Thailand. The NSM has a remit to serve 50,000 schools in 76 provinces throughout the country, but with no local branches and a poor public transport system to the museum near Bangkok it is not reaching its audience effectively.

The "Science Everywhere" Programme takes a learning and discovery experience directly to rural schools and communities. The programme offers events, exhibitions and live shows, which can all be unpacked and set up easily in school playgrounds, town halls or public parks. The goal of the programme is to make a fun and relevant experience for everyone, demonstrating how science and technology shape our immediate surroundings and our future.

The programme will also promote the NSM brand and support the museum's objectives: to increase visitor numbers; to establish business partnerships with for example, local universities, city councils and scientists; and to attract sponsors. This proposal will be implemented in Thailand in 2006-7.



Collaborators

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