

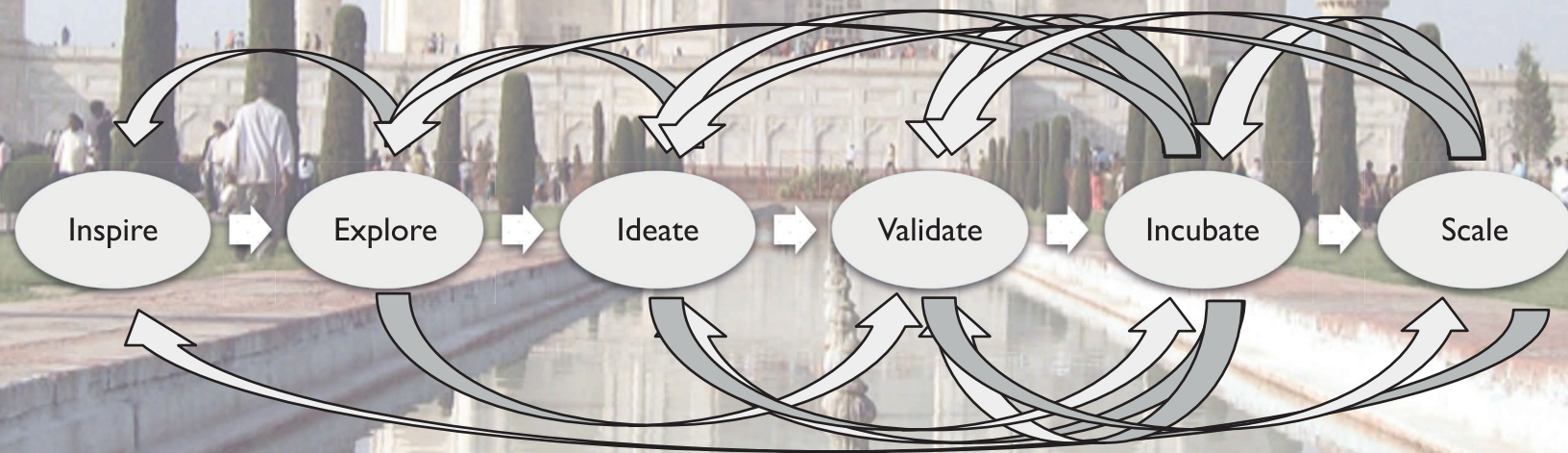


THE WORLD IS ON YOUR FINGERS

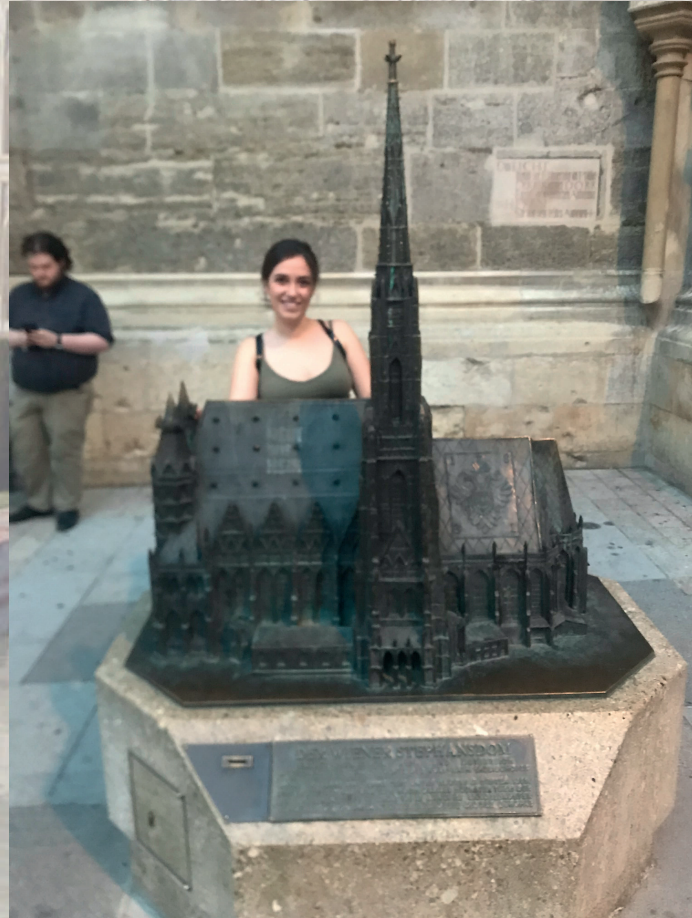
A mobile architectural exhibition for visually-disabled people

CANSU PERKER

DESIGN THINKING



INSPIRE



The image shows the Fontana del Gallo in St. Peter's Square, Rome, featuring a central figure of a bearded man (St. Peter) and four horses. The fountain is set against a grand classical building facade with columns and arches. A black oval highlights the word 'PROBLEM' in the upper center of the image.

PROBLEM

- World is full of beauty, but, what about people who can not see?

EXPLORE



TARGET GROUP

30 million

Total number of blind people in Europe

[EXPLORE](#)



SOLUTION

- By touching and listening the 3D replicas of the World's top architectural heritage, visually-disabled people will have the chance to see these buildings.

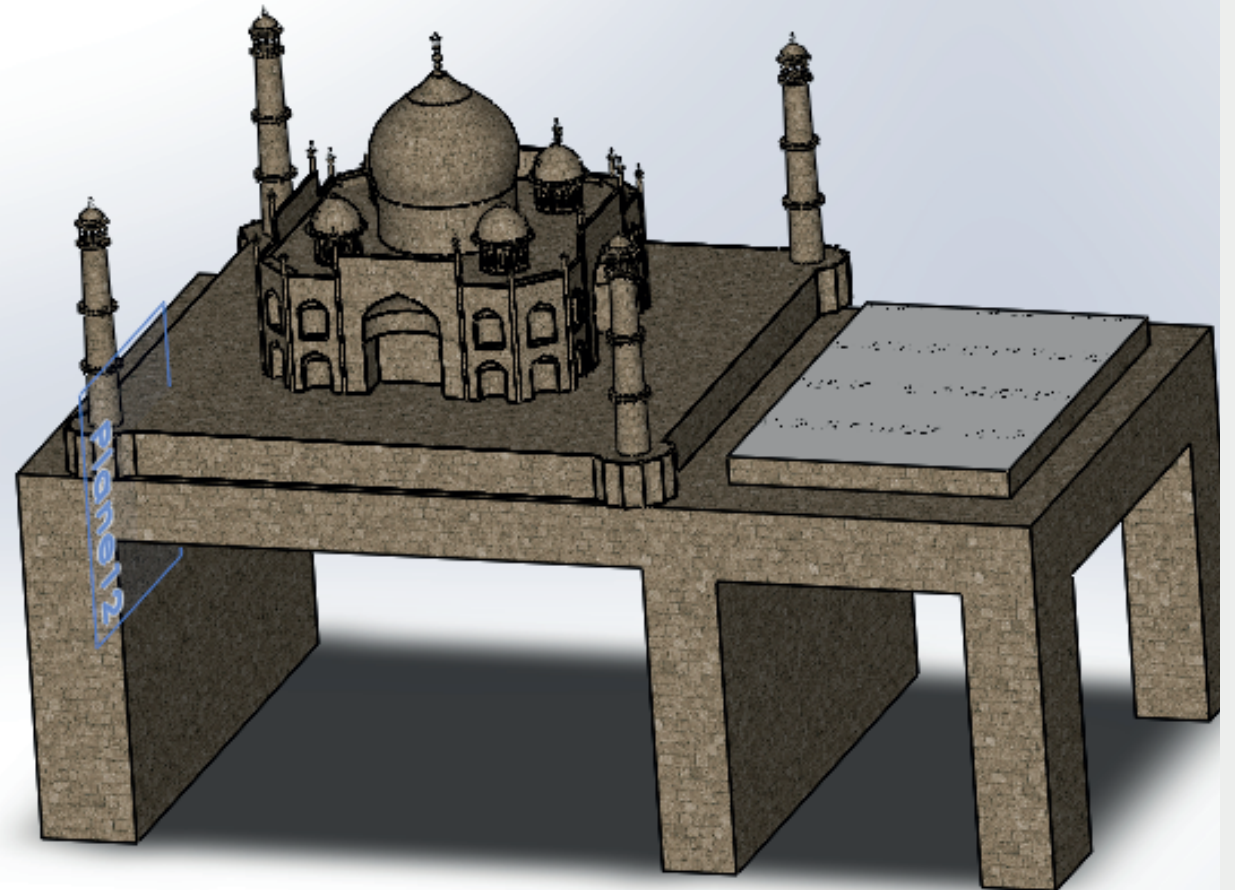
HOW WILL
WE MAKE IT?

20 replicas

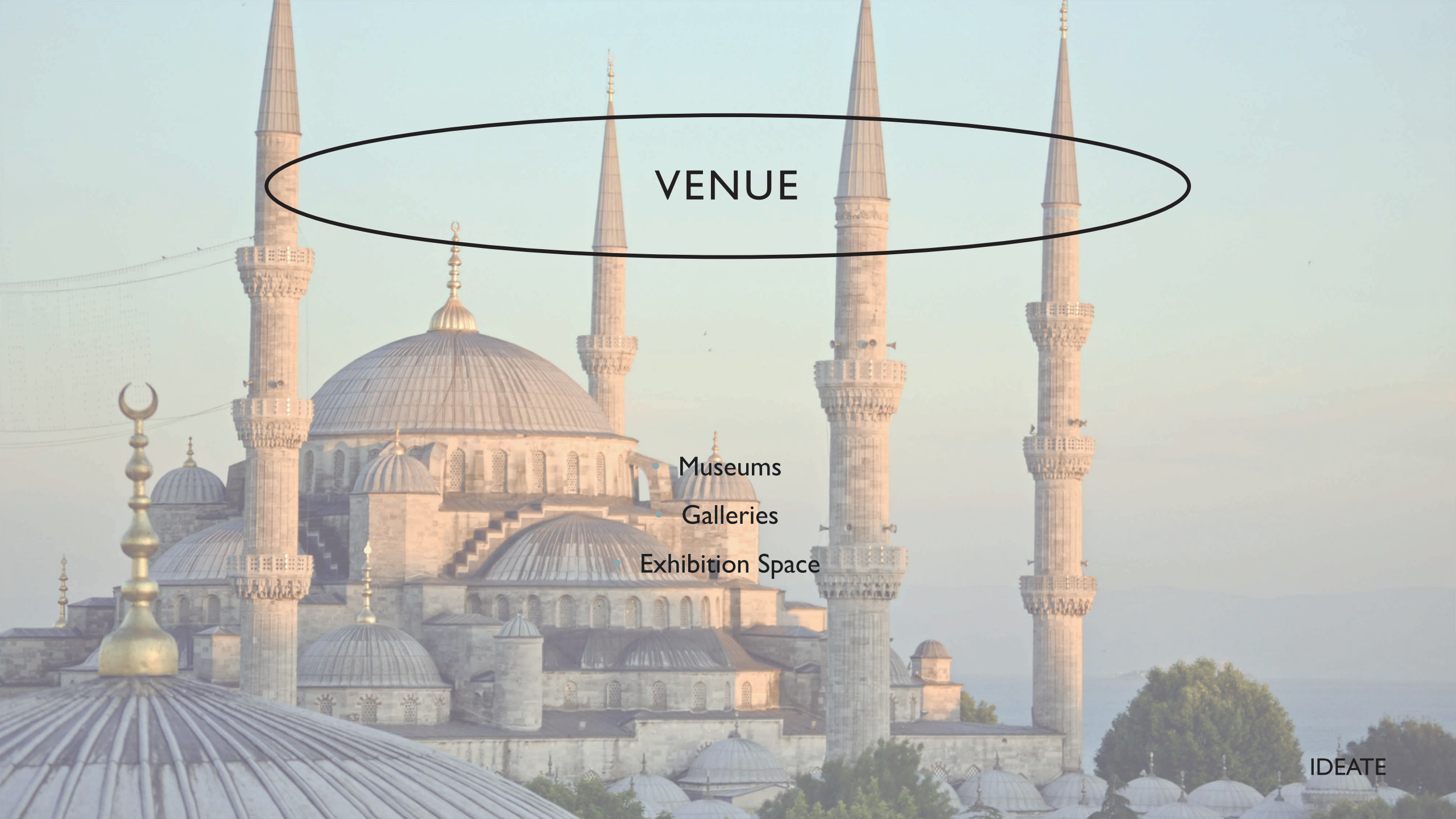
60x60x60

Laser cut /3D print

WHAT IS IT
LOOK LIKE?



IDEATE



VENUE

- Museums
- Galleries
- Exhibition Space

ROADMAP



5 BIGGEST
GERMAN CITIES

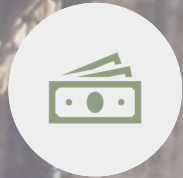


MAJOR EUROPEAN
CAPITALS



OTHER
METROPOLIS

SOURCES FUNDING



1.CROWDFUNDING



2.COMPETITIONS



3.SPONSORSHIP



4.FOUNDATIONS



5.NGOS

VALIDATE

REVENUE MODEL



DONATIONS



TICKETS



MERCHANDISE

VALIDATE

MARKETING



COLORATION WITH NGOS
(EUROPEAN BLIND UNION)



POSTERS & FLYERS



SOCIAL MEDIA ADS



WEB SITE

VALIDATE



INCUBATE

- Focus Groups
- Brain Storming Team
- Friends, family, couch
- Feedbacks



THANK YOU