

PROJECT NYX

# THE NAKED TRUTH

# ABOUT

There are 4 states:

1. Lobby
2. Room
3. Convenience Store
4. Downtown

In your answers:

1. You can use feelings or things that indicate a situation (e.g. security) simply like that
2. You can add more than one colors, materials or sounds.
3. You can use smells or whatever you need to describe the scene, just use your imagination
4. You can reuse things you mentioned in the first questions on the following ones

You can always skip any question you can't or you don't know how to answer, although imagination, movie quotation and a google images search to get an idea is always welcome.

You can always contact us or submit any extra material at any time via email on [projectnyx@outlook.com](mailto:projectnyx@outlook.com)

The test will take approximately 20 minutes

LOBBY

Provide 5 or more things (verbs, nouns, feelings etc.) that best describe, indicate you are in a XXXX lobby.

What is the primary color?

What is the primary material?

What is the primary sound?

STATES OF MIND

- 02 anticipation
- 06 relaxation
- 04 excitement
- 02 anxiety
- 02 tired
- 02 observe



- 12 happy feelings
- 04 sad feelings
- 02 neutral feelings

the majority was reported happy feelings

COLOR

- 05 beige
- 01 red
- 03 grey
- 02 wooden brown
- 01 black
- 03 white
- 03 yellow
- 01 gold
- 01 soft peach
- 01 purple



- 13 warm colors
- 04 cold colors
- 04 BW

the majority was light warm colors with primary color the beige

MATERIAL

- 01 polished stone
- 01 metal
- 02 glass
- 07 marble
- 01 wall
- 01 granite
- 03 wood
- 01 velut fabric
- 01 leather
- 01 concrete
- 01 textile
- 01 patterned



- 17 hard materials
- 04 soft materials
- 10 non-reflective
- 11 reflective\*
- 19 opaque
- 02 transparent

\*polished stone, metal, glass, mardble

the majority described hard materials with marble and wood at the top

although the nonreflective materials were more diverse the reflective ones were more commonly described (the marble scored the highest points)

SOUND

- 05 chatter
- 03 elevator music
- 03 soft music
- 01 whispering
- 03 silence
- 02 music
- 02 white noise
- 01 bling
- 01 train



- 06 human
- 10 non-human
- 00 loud
- 16 soft
- 05 null

the majority described distant sounds with indistinctive chatters being the main

although the top one was human generated sounds we see that the non-human ones scored more points in general

from the descriptions all people gave the impression of a busy, not crowded though, place

one third (1/3) acknowledged the elevators in the lobby

SPATIAL ELEMENTS

almost everyone described sofas and half of them mentioned armchairs and carpets on the floor

one fourth 1/4 described formally dressed in suits people

just one mentioned tourists, a bar, round doors and a reception desk with a receptionist

and the one fourth 1/4 described the lobby having a tallceiling

STATES OF MIND

06	anxiety	
02	scared and uncertainty	
03	pain	
01	injured	
01	dull	
01	weak	
01	depressed	>>
02	alert*	00 happy feelings
04	waiting to be called**	18 sad feelings
01	don't want to be there	07 neutral feelings
01	mixed emotions	
01	unsafely	
02	rush	

Although rush could add to someone's anxiety, it is a seperate category as whathas been described was "running", "panic".

The uncertainty was expressed by numerous ways. One that stood out was someone's description as: "Why am

I here? What happened? Am I okay? Mom?". The mention of a family member, especially the mother, is significant. The mother figure almsot always comes in moments of uncertainty for an advise or some comfort. The confusion about the user's wellbeing is easily understood.

SPATIAL ELEMENTS

The lobby, with a few exceptions is fitting the description of a hospital corridor, not a waititng room. Based on the descriptions it is a crowded place (a few participants opted out of that description with one describing it as "quiet") with a downlifting sensation. A lot acknowledged the medical stuff ("nurses") and one the reception desk, multiple

doors and "chairs along the wall" and the medical equipment ("nurse hats", stretchers, metal).

There were multiple mentions to the germs and the sick people around the participants. One of them expressed some worries about the contagiousness of the patient's diseases and another one was curious about their condition,

what is their condition and how they're holding up. Three (3) out of four (4) people found the place clean, and two (2) with opposite opinions from the same group agreed tha that the place was "cold". Another one described it as "old place". Lastly, one mentioned the word "skin".

COLOR

02	green	
14	white*	
01	orange	
02	blue	
01	light blue	
01	gray	>>
		01 warm colors
		05 cold colors
		15 BW

\*someone mentioned "electric white as well"

The majority described cold colors and the white color was the main one

MATERIAL

08	plastic	
02	metal/steel	
01	wall	
01	marble	
01	fabric	
02	cement/concrete	>>
01	no primary	16 hard materials
01	polyester	03 soft materials
01	latex	
01	VCT	15 non-reflective
01	glass	04 reflective*
		18 opaque
		01 transparent

\*metal/steel, marble, glass

The majority described hard materials with plastic, steel and concrete at the top

SOUND

01	noise	
07	voices*	
01	white noise	
01	silence	
04	announcements**	>>
01	people complaining	13 human
01	screams	04 non-human
01	ambulance	
01	lamp	XX immidiate*
		XX background**
		XX null

\* voices, chatter, crowds  
\*\* intercoms, announcements, constant annoying beeps

Although chatter is some- things to be expected in every state, yet this time it is the most described but we can find one more common answer between the partic- ipants with more than half the points of the chatter, the announcements, which makes it a distinctive ele- ment of a hospital lobby for this research

One participant mentioned "metal sounds"

STATES OF MIND

- 08

fear, scared, terrified
- 09

surveillance\*
- 04

cautious, alert, suspicious
- 03

uneasy, uncomfortable, self conscious
- 04

anxiety, stress
- 02

angry, upset
- 04

unsafeness, insecurity, danger
- 03

boredom,sitting, waiting
- 01

hungry
- 04

violence
- 01

mysterious
- 01

bad vibes
- 01

serious
- 03

cold
- 01

awareness
- 01

sad
- 01

lonely
- 01

time for thinking and reading



- 00

positive
- 45

negative
- 07

neutral

At this state there were plenty of descriptions. One thing almost all agreed though is the sensation of surveillance expressed with multiple spatial elements we'll see below. There are a lot of fights and violence in general in the lobby and ultimately this makes the prisoner participant to feel "scared" and "alert". One went on and described how he would attack another inmate that "gives" him "the shits", by "making a knife out of that spoon they give out for food". That points to two directions; the not so good and safe food which seems to be in the mind of another participant as well, "hungry", and to the violence, mentioned from other participants as well, where it scores a point against it.

Lastly one mentions that they feel that "everyone has to be the same".

\*security, police, guards, cameras, identification

SPATIAL ELEMENTS

Regarding the space itself, a lot of the participants described it as dark, and one mentioned that there are "no windows" in the lobby. It was described as "cold", "dirty", "smelly", "small" and with "a lot of guys" by other participants which of course abets the sensation of uneasiness.

Iron bars, cuffs and generally iron and steel elements from visual to auditory, are always present. They establish a dominant role in the percep-

tion of a prison as long as the sensation of surveillance. People expressed the feeling of being watched through "camera", "identification" processes, "guards" and "security" in general. The guards are being described in "suits".

There is a significant lack of decoration inside the lobby, or at least is not enough to compensate with the steel elements mentioned above. Three decorative elements that is being mentioned is a

"table", "a big old and dusted desk with a jail door next to it" and "some chairs and a smooth white light".

There is violence going on around the place and one mentioned some "cliques" alongside that "everyone has to be the same".

Lastly one mentions a "basket ball" court.

COLOR

- 15

gray
- 02

black
- 01

yellow
- 01

blue
- 01

orange
- 02

warm colors
- 01

cold colors
- 17

BW



Almost everyone indicated the gray as the primary color. This makes a lot of sense as the primary material is concrete and after that the metal, both of them are naturally gray colored. The mentions of yellow and orange and blue probably have something to do with the prison clothing (especially based on how the TV presents it). Blue could also refer to the prison staff.

MATERIAL

- 10

concrete
- 07

metal
- 01

marble
- 01

graffities
- 01

stone
- 19

hard materials
- 00

soft materials
- 11

non-reflective
- 08

reflective\*
- 19

opaque
- 00

transparent



Concrete probably refers to the walls, metal to the iron bars, marble and stone to the floor. This shows us how noticeable the lack of decoration in such spaces can be. At least as being portrayed in the media and the television.

SOUND

- 01

clangs and bangs
- 03

silence
- 01

TV
- 03

bell, alarm
- 02

whistle, singing
- 02

yelling
- 02

chatter
- 01

complaining prisoners
- 01

white noise
- 03

metallic sounds, chains
- 01

closing doors
- 01

clanking noises
- 08

human
- 10

non-human
- XX

immediate\*
- XX

background\*\*
- 04

null



The majority describes a silent place. The only interruption are metallic sounds, alarms and human voices. One participant described the sounds as "echos" and another one mentioned that occasionally a TV might go on.

ROOM

Provide 5 or more things (verbs, nouns, feelings etc.) that best describe, indicate you are in a XXXX room.

What is the primary color?

What is the primary material?

What is the primary sound?



STATES OF MIND

- 14 rest, relaxing, calm, peaceful
- 02 hapiness, love
- 01 lazyness
- 03 safe
- 12 comfort, cozy
- 04 fresh, clean
- 04 wondering, thinking, cretivity
- 02 tired, sleepy
- 01 familiarity
- 04 warm
- 01 lonely
- 01 off guard
- 01 at ease
- 01 kind



- 42 positive
- 04 negative
- 06 neutral

Almost all the participants described a place that they go to relax, with one calling it a “nest”, think, wonder and find inspiration. This comes as no surprise as its the place where your day starts and finishes. You wake up thinking what you have to do and you get back at it in the night, thinking about your day and what you achieved or what should go for tomorrow, right before you fall asleep in your bed. You might study there and you might, try to isolate from the rest of the family members (“lonely”) especially if the participant are describing their childhood room, the one they

grew up into.

As we see, the feelings are overwhelmingly positive, and the four (4) points scored as negative it has only to do with the participants pick of words (“lonely”, “tired” instead of the other participant who used the word “sleepy” and scored a point aganist the positive side.

At last, we acknowledge the fact that your personal bedroom, that you can be your true

self; someone actually gave all the five elements with the word “my” in front of them, “my laptop, my wallpaper, my clothes”. Unfortunately we do not know if any of the participants was staying with a sibling in the same room but still we believe that this wouldn’t change the outcome significantly.

We love our room, we feel safe in it and as a participant wrote “I can live here all day”.

COLOR

- 05 white
- 02 brown
- 02 orange
- 01 green
- 02 blue
- 01 light blue
- 01 beige
- 02 red
- 02 pink
- 01 light colors
- 01 colorful



- 07 warm colors
- 06 cold colors
- 05 BW

What does that tells us? Not so much, warm and cold colors in that case have not a big difference. Most bedrooms you’ll see in your life will be painted in light colors as one participant mentions, and let’s not forget that a bedroom is supposed to have light and not so much colors (unless we fill it up with posters). In modern IKEA world, wooden furniture come up white. Wooden furnitures as we’ll see below is a standard for bedroom so it is very well understood why brown came up second.

A great mixture of answers with white being the most described color but warm colors being the strongest category, for just one extra point.

METERIAL

- 09 wood
- 01 glass
- 02 fabric, cloth
- 02 linen
- 01 textile
- 01 marble
- 01 concrete
- 01 paper
- 01 mutliple



- 12 hard materials
- 06 soft materials
- 14 non-reflective
- 04 reflective\*
- 17 opaque
- 01 transparent

No wonder why the primary material is the wood. Most of the people grew up with wooden beds and people who were describing their current bedroom with a metal bed, they reported wood as the primary material.

One clarification: hard - soft materials are 2 - 1. But we do have to acknowledge the mention of the word “soft” a couple of times, and the multiple mentions to the bedsheets.

SOUND

- 01 laughter
- 04 music
- 01 bedsheets rubbing against the bed
- 01 sounds from the street
- 03 birds
- 01 neighboor’s dog barking
- 01 kids playing
- 01 waves crushing by the bay
- 01 wind from the balcony
- 06 silence



- 03 human
- 13 non-human
- 06 immidiate inside
- 08 background outside
- 06 null

SPATIAL ELEMENTS

The bedroom is being described as bright, warm and big. We saw in previous examples with high negative scores in the feelings board, they were described as dark, cold and small. Although some people might love the cold weather or prefer to relax in a low lighted environment, or actually have a fairly small room, we see that these words

- cold and dark - in the cases of the hospital and especially the prison were used with a negative meaning, and although a prison lobby is bigger that your bedroom, you describe it as small and your bedroom as big.

The room also reportedly has a clean and fresh odor in the air (remember the previous

dirty and smelly discriptions in the prison state) and the participants kept mentioning their bedsheets, pillows, blankets and of course their bed. Some mentioned the word “soft” obviously refering to the bedsheets. The decoration described included mirrors, desks, bookshelves, books, DVDs and photos.



STATES OF MIND

10	rest, relaxed, calm, relief, peaceful	27	positive
04	excitement, amazed, hapiness, agitation	05	negative
03	privacy, anonymity	17	neutral
03	organized		
03	foreign		
03	temporarity		
03	comfort		
09	clean, fresh		
03	new		
03	simple, pretty standard		
01	expensive		
01	small		
01	uncomfortable		
02	curiosity		
01	sleepy		
01	restoring energy		

SPATIAL ELEMENTS

The decoration of the room is “simple” and “pretty stan-  
dard” with “everything being  
in place” and “very organized”.  
There are multiple mentions  
to the bed, the pillows and  
the - “white” and “tight” -  
bed sheets, with some using  
the terms such as “soft” and  
“clean”. Multiple participants  
mentined the TV in the room  
as well.

There are some more specif-  
ic descriptions of soaps and  
miniature personal care stuff,  
paintings on the walls, a desk,

a couch, curtains and carpet  
(mostly mentioned due to  
their colors) and the infamous  
mini fridge.

Some briefly mention the  
view outside of the window,  
the lugguge and... the WiFi.

**But even with all of these  
descriptions, it is called  
“empty”, it is being pictured  
as a place that is temporary  
with no personalization at  
all.**

COLOR

03	beige	08	warm colors
04	blue	06	cold colors
02	green	11	BW
09	white		
02	red		
01	orange		
01	brown		
02	grey		
01	yellow		

The room itself is being described with  
light colors with primary the white, as  
indicated referring to the bed sheets, fol-  
lowed by blue and beige. The references  
of brown is a reference to the furniture  
inside the room and red and grey most  
probably to the carpets and curtains in-  
side the room which were mentioned a  
couple of times as elements. One used the  
term “sea blue” as the primary color

METERIAL

01	ceramics	11	hard materials
05	fabric	09	soft materials
01	carpet		
07	wood	16	non-reflective
01	marble	11	reflective*
01	linen		
02	concrete	20	opaque
02	textile	00	transparent

As for the materials, wood and fab-  
ric seems to dominate the perception  
of a hotel room in the participants  
minds. Fabric, linen reportedly refers  
to the bed sheets and textile to the  
carpets and curtains. Wood obvious-  
ly refers to the furniture.

SOUND

08	silence	05	human
02	TV	07	non-human
02	air conditioning		
01	music	06	immediat inside
02	people outside of the room	08	background outside
02	ocean	08	null
01	breath		
01	cars		
01	train		

Some participants  
indicated the “ocean”  
or “waves” as the pri-  
mary sound of the  
room, meaning that  
the room was located  
at a seaside hotel. At  
the same place with

ocean sounds we find sounds from TV, air condi-  
tioning and voices people outside of the room. But  
what stands out is that almost all the sounds were  
non human and silent. Thus silence is the primary  
reported.

STATES OF MIND

- 07 anxiety, worry
- 04 in pain
- 04 uncomfortable
- 03 sick
- 03 immobilized, dependancy
- 03 cold
- 02 lonely
- 02 time is not passing, bored
- 02 fatigue
- 01 fear
- 01 stiffness
- 01 unsafety
- 01 narrowness
- 01 unfamiliarity
- 01 thinking
- 01 hungry

- >>
- 00 positive
  - 38 negative
  - 04 neutral

One feeling that stands out form almost all the participants is anxiety. They feel “in pain”, uncomfortable, (either because of the bed - “uncomfortable bed”, “small bed” - or because of the room itself - “one bed near the other”, a lot of “movement” - ) sick and immobilized. They describe being cold in there and some they let us know that they “want to go home” and that “time is not passing” and “long hours”.  
Lastly, there are a couple of mentions of “ill-ness”, “desease” that match a not so healthy space.

SPATIAL ELEMENTS

The room is depicted as “crowded” - “movements”, “old people” - with a couple of participants mentioning medical stuff - “doctors - and not in a very positive way - “unkind nurses” - that fits their general state of mind as we saw above.  
The beds are mentioned a lot giving the idea of a full room with “medical equipment”, “heart monitors”, “serums”, “medication” and beds “one near the other”. One described the bed as small and another one mentions the “guy in the

next bed”. A TV is also mentioned in the room, which is one of the main sounds of the hospital room as we will see in the sound section.  
The food is another reference among the participants with descriptions of a “moving eating table”, “rice” and the infamous hospital “gel”.  
Only one participant described a “dark” room and another one quiet enough that you could hear the sound of “old lamps”.  
Finally where the partici-

pants disagreed is on whether the room feel/is “(very) clean” or “not clean” or “dirty”.

COLOR

- 12 white
  - 03 blue, light blue, baby blue
  - 01 light green
  - 01 gray
  - 01 orange
- >>
- 01 warm colors
  - 04 cold colors
  - 13 BW

METERIAL

- 06 plastic
  - 03 metal
  - 01 painted surfaces
  - 01 quicklime
  - 01 floor
  - 01 marble
  - 01 concrete floor
  - 01 fabric
  - 01 drywall
  - 01 glass
- >>
- 16 hard materials
  - 01 soft materials
  - 10 non-reflective
  - 05 reflective
  - 16 opaque
  - 01 transparent

SOUND

- 04 small talk, patient conversastions, chatter
  - 03 TV
  - 02 heart monitor, bip bip
  - 02 silence
  - 01 screams
  - 01 elderly voices
  - 01 sound of the bed wheels in the corridor
  - 01 steps
  - 01 sounds of old lamps
- >>
- 10 human
  - 08 non-human

STATES OF MIND

- 04

cold
- 03

constrained, trapped, limited
- 03

frightened
- 03

anxiety, distress, worry
- 03

lonely
- 03

boredom, idleness
- 02

angry
- 02

unsafety
- 02

uncomfortable
- 02

skeptical
- 02

longing, agitation
- 01

enstranged
- 01

calm
- 01

regret
- 01

depression
- 01

claustrophobia
- 01

bad
- 01

delinquently
- 01

freaking out
- 01

feeling a weight
- 01

escaping



- 00

positive
- 38

negative
- 04

neutral

Participants describe being cold inside their cell. They are scared and “worry for their destiny”. They miss “being free” and have thoughts of escaping but feel trapped and constrained. They get bored and think that there is no progression in this state. They get angry and they feel guilty and regret, they get skeptical and they feel like longing for something, but they can’t define what exactly.

They express depression, a big lack of privacy - “roommate”, “toilet” being multiple times, “toilet next to” the beds - and they don’t find the other inmates “cool”. Even one brought up that they are “studying the other prisoners”.

There is a general perception that “people [inside the prison] are losing their lives” but one mentions that it is “time for reading and watching movies”.

SPATIAL ELEMENTS

The room is dark - “few light”, and dirty, cold and humid with “limited visibility to the outside of the room”.

There is one small bed or small bunk beds with hard mattresses. The toilet is described right next to them alongside a sink and the metal door. There is an extensive lack of decoration in their descriptions but one mentions a “magazine” without any further elaboration. The

metal and the iron dominate the room and metallic sounds were significantly brought up.

At last, the cell is occupied by emptiness with four walls surrounding the user with one “a small opening” somewhere on them.

COLOR

- 12

grey
- 02

black
- 01

gray-ish green
- 01

orange
- 01

warm colors
- 01

cold colors
- 14

BW



METERIAL

- 09

concrete (walls)
- 08

metal, steel, iron
- 01

marble
- 18

hard materials
- 00

soft materials
- 09

non-reflective
- 09

reflective
- 18

opaque
- 00

transparent



SOUND

- 06

yelling, screaming
- 03

talks, chatter
- 03

metal clang, chains
- 03

other prisoners
- 02

silence
- 01

keys
- 01

punches
- 01

inmates singing
- 14

human
- 04

non-human
- distant



# CONVENIENCE STORE

Provide 5 or more things (verbs, nouns, feelings etc.) that best describe, indicate you are in a convenience store in XXXX.

What is the primary color?

What is the primary material?

What is the primary sound?

STATES OF MIND

- 04 consideting money
- 03 wondering around
- 02 tired
- 02 hurry
- 01 conveniece
- 01 pleasant
- 01 buy something to eat on the road
- 01 hungry
- 01 dissapointment
- 01 annoyed
- 01 boredom
- 01 waiting
- 01 hot
- 01 dizzy
- 01 cautious

- >>
- 00 positive
  - 38 negative
  - 04 neutral

Participants find such a place expensive and they are considering about how much money they should spend.

The general perception of the space is pleasant, a break from being on the road and refresh your energy, drink someting, buy something for the road and wonder around, maybe engage in a random small talk.

But there are a few people who describe feeling tired (probably from driving), getting annoyed, impatient by the waiting (probably to be served) or in a hurry to get back on track driving - “got to get out of here” - and find the place dirty and small as we will see below.

SPATIAL ELEMENTS

The conveniece store at a petrol station is described first and foremost as colorful, with “colleges of ads” and a busy place, with lots of people, even kids wondering around and laughing. Some other opted out and reported it quiet, empty and dirty.

The place is defined by its products. Some find that there is a big variety of products and some the opposite. But nevertheless the main reported products are the snacks and generally the food sold there. Then we see mentions to sodas, lemonades buscuits and finally car products such as the refresheners.

Another thing people buy there, is water, and cigarettes.

Almost all agree that there is a gasoline smell in the air, some actually finding it “pleasurable”.

There are a few references of the cashier and the operation

of the cash register machine but the primary sound is car engines, distant, immidiate or passing by.

Lastly, we find magazines and newspapers with no expressed desire to buy them and seems that the fridges in the store are reportedly placed in a visible position. The alcohol has its one distinctive place in the store as well.

COLOR

- 04 multicolor
- 04 green
- 03 white
- 03 red
- 02 silver, grey
- 01 orange
- 01 yellow
- 01 blue

- >>
- 05 warm colors
  - 05 cold colors
  - 05 BW

multicolor refers mainly to the packaging

SOUND

- 06 cars, car engines
- 03 music
- 01 people picking stuff
- 01 kids yelling
- 01 cash register
- 01 cashier
- 01 metallic things banging
- 01 loud music from car speakers
- 01 fssss
- 01 beer falling to the ground
- 01 silence

- >>
- 03 human
  - 16 non-human

STATES OF MIND

- 03 shopping
- 02 relaxed, calm
- 01 in a hurry
- 01 tired
- 01 hunger (not their own)
- 01 poverty (not their own)
- 01 travelling
- 01 interested
- 01 confused

- >>
- 07 positive
  - 05 negative
  - 05 neutral

Participants were mostly descriptive of the place this time and they generally expressed their states of mind in that example. Some did not mention any feelings at all and spent the first section with spatial descriptions. Thus the points scored in this category, this time they are only a few.

But from that and the descriptions we get the idea that people have a desire to shop in that place. From “potato chips”, to “presents” as we will see below. Some even mentioned that they would shop a christmas presen there.

Most do give us though, the sensation that they go there in a relaxed and chill mood but they do get kinda more upset and unsettled

from the crowdnness existing in that place.

There was a notable description of the feeling of hunger and poverty of the people around (pressumably the area outside as well).

SPATIAL ELEMENTS

The descriptions of the participants indicate a mostly crowded multinational place. From the cashier reportedly being an immigrant to the clients being jews, african americans and generally “multinational”.

That crowd comes in contrast with the general chill mood of the people. So I suppose the people are chill, just a lot of them around.

It is described being packed not only from people but from products as well such as “potato chips”, “toilet paper”, “american donuts”, “chocolate”, “gums”, “milk, bread”, “alcohol” and “liquor”. The

fridges are also placed very visibly.

There are a few of garabage thrown down, probably not only inside the store. As mentioned before there is a notable description of general “hunger” and “poverty”. That and elements such as “smoking”, “not enough lights”, the word “thief”, multiple mentins of garbage and alcohol, plus the “small” and “narrow” description of the store, lead to a low life perception of the place in general. Combine that with the multicultural character of the place emphasized multiple times by the participants and you will get the classic, Brook-

lyn, New York City neighborhood.

One specified that it is night that fits the other participants’ descriptions without it being reported by them. And one would buy a christmas present from there indicating a holidays period. Moreover one gave an account of being warm while another one mentioned a light cold breeze.

Lastly, there was a big emphasis to the word “american” whether they wanted to describe food (like donuts), the flag (that was described being placed over the cashier), souvenirs or the people.

COLOR

- 05 muticolor
  - 03 yellow
  - 01 beige
  - 01 pink
  - 01 white
  - 01 blue
  - 01 black
  - 01 orange
  - 01 red
  - 01 silver
- >>
- 06 warm colors
  - 02 cold colors
  - 03 BW

SOUND

- 08 chatter, crowd, personel voices, small talk
  - 04 cash register
  - 03 cars, car tires, car horn
  - 02 bell above the door when someone enters
  - 02 music
  - 01 TV
  - 01 stuff dropped in baskets
  - 01 newspaper
- >>
- 11 human
  - 14 environmental



STATES OF MIND

- 03 uncomfortable
- 01 difficulty
- 01 anxiety
- 03 travelling
- 03 modernity, development
- 02 shopping
- 01 quick
- 01 curiosity



- 10 positive
- 05 negative
- 09 neutral

People, due to the place being packed of people and of products, get either uncomfortable or the exact opposite, amused by experiencing something new to them. New culture, new brands, unknown language etc.

They feel a modernity and some quickness around them and as we said curious to the point they want to explore the place, its products and want to try some food and smells. . Although some get dissapointed by the fact that they do not know the brands and can't read the labels.

SPATIAL ELEMENTS

The place is crowded, with lots of noise coming from the inside (voices, yelling, voice from the speakers and the outside, from the city and the cars (there was an exception where the place was quiet). It is bright with primary white color. One mentioned a “very 7eleven vibe”

They describe the place as modern and developed and in order, with lost of possibilities for living in Tokyo.

It is full of products and brands of “fancy candy”, unseen by foreigners, “awkward sticks”, “cats with moving arms”, “dragon scales”, “ninja”and “kurosawa ash”. A lot

reported food being sold in there (sushi, rice insant food and grill).

Food, space to eat inside, sodas, smells, faces, japanese talking, labels, music, commercials; neon lights and screens, colors plus the products, plus the tourists, plus its small and narrow size we are talking for a full house. A madness that doesn't neceserilt drives you crazy but intrigues you to engage with the acts unrolling around you. “Interesting shopping”.

COLOR

- 05 white, creme
- 04 red
- 02 green
- 02 blue
- 02 black
- 01 pink
- 01 gray



- 05 warm colors
- 06 cold colors
- 08 BW

SOUND

- 05 chatter, conversations, crowd
- 02 japanese
- 03 city noises, cars
- 03 cash register
- 02 products, packaging
- 02 asian music, music, karaoke
- 01 commercials
- 01 voice from speakers



- 11 human
- 11 environmental

DOWNTOWN

Provide 5 or more things (verbs, nouns, feelings etc.) that best describe, indicate you are in a downtown XXXX.

What is the primary color?

What is the primary material?

What is the primary sound?

STATES OF MIND

- 03
overwhelmness
- 02
travelling for work
- 01
irritation
- 01
stress
- 01
cold
- 01
wonder
- 01
admiration
- 01
hapiness



- 03
positive
- 05
negative
- 04
neutral

Suffocation, irritation, admiration, hapiness. That seems to be the rotation for the participants walking in the city center of Tokyo, Japan. They get stressed, irritated and feel suf-focated due to the excesive amount of people around them but at the same time they seem to understand that this place is somethings amazingly new for them so they feel admira-tion and hapiness for being there and want to wonder around to explore the city.

It seems also that some participants consider their presence there (probably the downtown part and not Tokyo in general) a business trip.

SPATIAL ELEMENTS

Skyscrappers, billboards, flashing signs, crowds, cars.

People are describing a very crowder experience, as we saw above they get frustruted but in the end the appreciate their chance of being there. One notes that “even though crowded, it’s walkable” and that the “people [are] very organized”.

The noise described is over-whelming and can vary from cars and people passing by to advertisements and pop mu-sic.

One things that pops out of the description, except the crowdness, are the LED signs,

billboards and flashing let-ters that are described by the participants. The cars play a major role in shaping the ex-perience and the soundscape of downtown Tokyo. Another thing that is remarkably com-mon among the participants are the skyscrappers and the tall building.

Participants mention suits and the word “business” and “travel” a lot. So expect to see a lot of non-Asian suited people walking down that street.

Lastly other things, the par-ticipants mentioned are sushi, greenery, tourists, gadgets, robots, asian languages, cross-walks, sushi sold in the street,

the beautiful views, the mo-dernity dominating in the place, concrete and metal.

One mentioned being cloudy and another two night and dark. Although most reported being bright (not indicating whether it was bright in day or night due to all the lights they have described - one things for sure though is that is not getting dark due to the skyscrapers).

COLOR

- 05
gray, light gray
- 04
blue, dark blue, electric blue
- 04
black
- 04
red
- 03
white
- 03
yellow
- 01
green



- 07
warm colors
- 05
cold colors
- 12
BW

black was mentioned in combinations with yellow, red and white.

SOUND

- 08
people speaking in the street, in a hurry, crowd chattering
- 05
cars passing by, revving up
- 01
pop music
- 01
advertising
- 01
loud city sounds
- 01
noise



- 10
human
- 09
environmental

STATES OF MIND

- 04 **rushy, hectic**
- 03 **snob, rudeness**
- 03 **happy, amused**
- 02 **uncomfortable**
- 02 **business**
- 02 **travel**
- 02 **stressful**
- 01 **lost**
- 01 **unsafe**
- 01 **shopping**

- >>
- 06 **positive**
  - 13 **negative**
  - 05 **neutral**

The participants describe getting anxious and nervous due to the big crowd but nevertheless they enjoy it and appreciate being there. They do scan a lot the space around them and they are descriptive about the surrounding as we will see below.

One thing that stands out from almost all of them is that people are being rude and snob. "People don't apologize for stepping on your foot or spilling your coffee" describes one or people are "nice but not friendly" mentions another one.

SPATIAL ELEMENTS

To address the elephant in the room, New York is full of skyscrapers so expect a whole lot of them in the descriptions. "Tall buildings", "skyscrapers", "glass facades", big "old buildings" are so commonly mentioned that fit perfectly the New York aesthetic. There is also a "building under construction" around the area.

Right after skyscrapers we find the "yellow cabs", the infamous taxis of New York City. These, accompanied by the rest of the "traffic", shape the soundscape of downtown Manhattan, NYC, with their horns and engines. These sounds and the talks of the

nearby passing people are successfully shaping the shape spectacularly noisy setting.

There is a presence of Americanism abetted by the "American flag" that you can spot on some buildings and the classic Time Square billboards and "screens on the buildings".

You can find a "variety of people" walking down the streets. Mostly "business" people in "suits", "rich" people, "walk street" people, the snob ones and the rude ones. Then we can find "policemen" and "homeless people" somewhere in the very crowded streets. So crowded and hectic that causes a discomfort. One

participant reported some "conflicts". Nevertheless, these people are wearing "cool clothes" and they are "cool". The area is considered "expensive".

Some participants reported being "smelly" and "cold".

You can find coffee shops and street food around the area and parks where you can sit. And no matter what most participants agree that is a great place to be.

COLOR

- 05 **gray, dark gray**
- 03 **yellow**
- 02 **brown, dark brown**
- 02 **black**
- 02 **red**
- 02 **blue**
- 01 **beige**
- 01 **colorful**

- >>
- 08 **warm colors**
  - 02 **cold colors**
  - 07 **BW**

blue & black  
gray & yellow  
blue & red

SOUND

- 06 **talks**
- 05 **cars**
- 04 **car horns**
- 02 **noise (and sirens)**
- 02 **crowd**
- 01 **jazz music**
- 01 **RnB music**

- >>
- 09 **human**
  - 12 **environmental**

STATES OF MIND

- 04 relaxation
- 03 traditional
- 02 happy
- 02 business
- 02 busy
- 01 explore
- 01 peacefulness
- 01 travel
- 01 shopping

- >>
- 09 positive
  - 02 negative
  - 06 neutral

Participants describe the place as a timeout from their daily lives. A place which they find “idyllic”, with a presence of history around them. They want to explore the area and they were very descriptive with the environment.

One describes it as a place where you are “connected to [the] nature”, “free from surveillance” and “free from social control”.

“People [around you are as] relaxed [as you are]”. “People [are] laughing”

SPATIAL ELEMENTS

A sunny, warm place, with lots of tradition and history present. Participants couldn’t stop mentioning the local people in the area.

They notice that there is an absence of cars and one describes “old people with donkeys”. Some of the participants report some tourists as well.

It is a blue white place with “narrow roads”, “small openings between the buldings”, “brick pavements”, and “pathways”.

The food was mentioned oftenely and strongly. Restaurants, fish taverns and their tables are in the “small streets”.

Products people mentioned are local “fresh produced fruits and veggies”, and “feta cheese”. “Alcohol” and “Ouzo” as well.

Around you, you see “churches”, “old” “tradtional (renovated) buildings” “white houses” , “trees: and “beaches” and you hear greek music, greek talking and the sound of waves and sea. Some described a more quiet place with only the sound of the waves and the wind present.

“Outfits aren’t very cosmopolitan, they seem more humble or traditional”.

Nevertheless it is a “peaceful”, “idyllic” place full of life. A place where you are “connected to [the] nature”, “free from surveillance” and “free from social control”.

COLOR

- 11 blue
- 08 white
- 02 beige
- 01 sandy yellow
- 01 turquoise
- 01 pink

- >>
- 04 warm colors
  - 13 cold colors
  - 08 BW

white & blue

SOUND

- 04 music, traditional greek music, zorba
- 04 chatter, markets people
- 01 greek talking
- 01 tavern sounds
- 02 sea
- 02 rustling
- 01 cicadas

- >>
- 05 human
  - 10 environmental

PROJECT NYX

# THE NAKED TRUTH