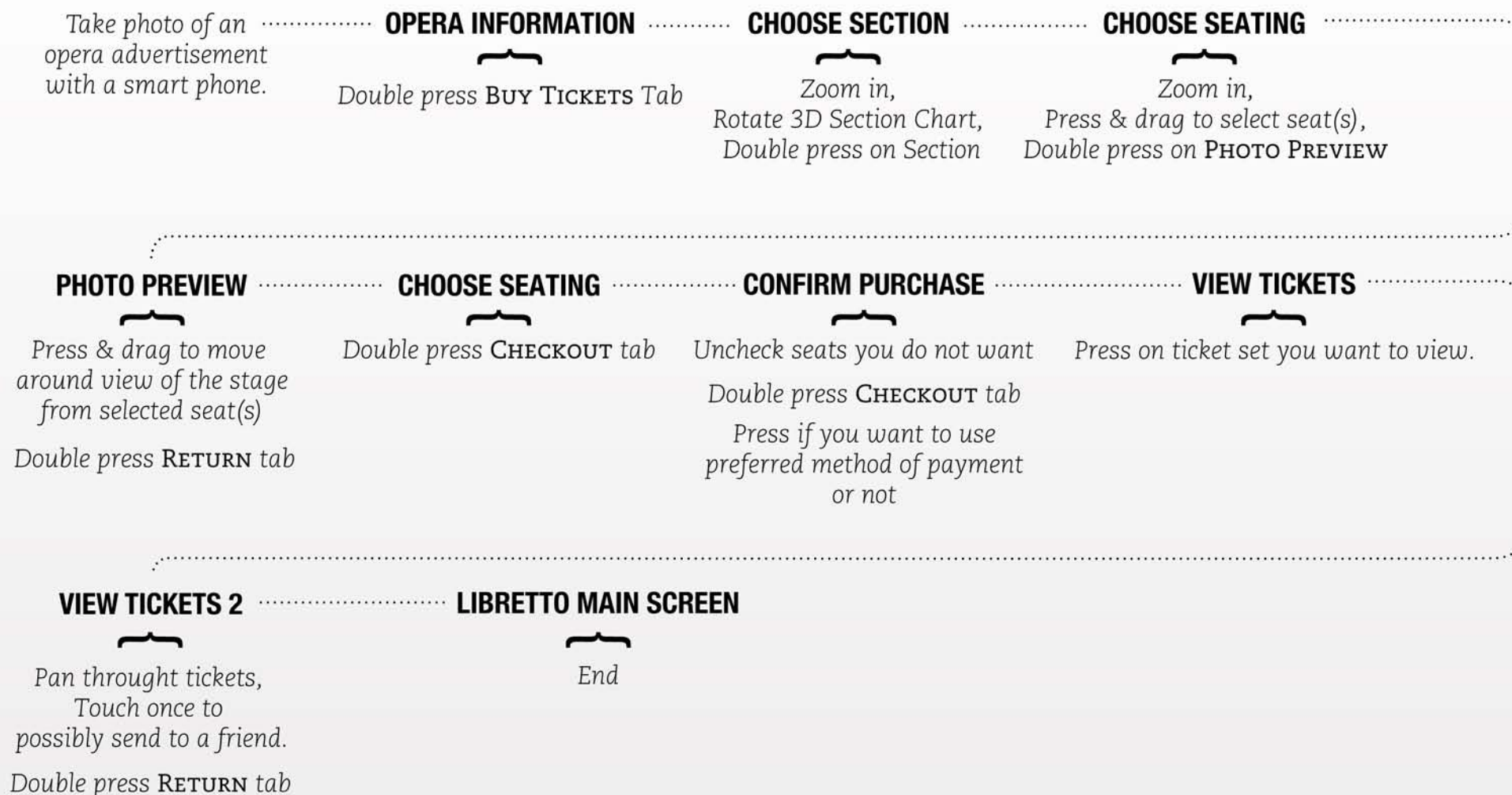


PROJECT DESCRIPTION

This project deals with the user experience connected to operas, symphonies and concerts. It utilizes scannable tags on posters and other advertisements to import information and perks directly onto a smart mobile device such as an iPhone. The goal is to make this type of retail experience more personalized.

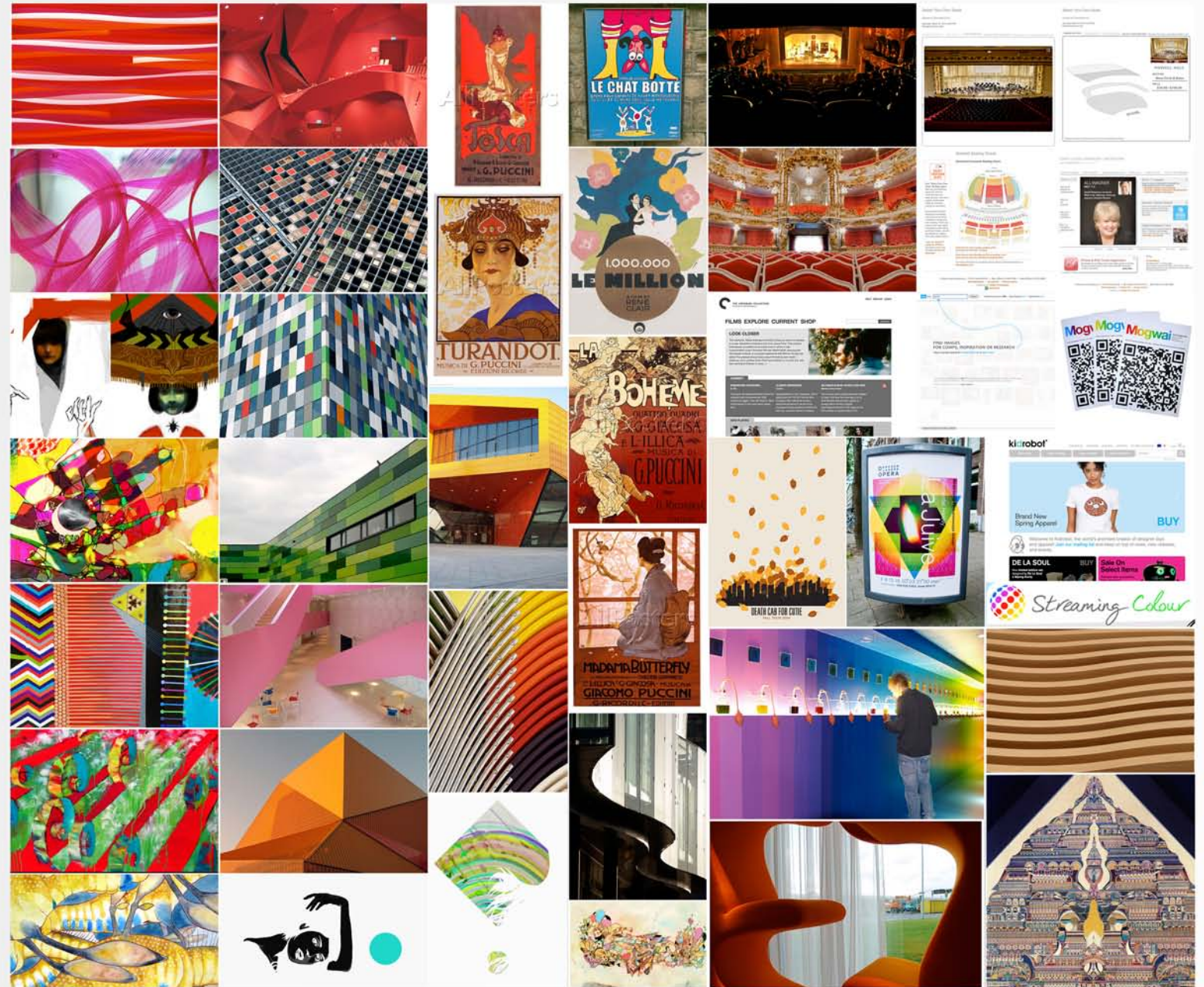
WHAT DOES THIS PROJECT STRIVE TO IMPROVE/CREATE?

1. personalized, direct to consumer service.
2. a straightforward, manageable, and customizable way to buy tickets.
3. a database accessible through AR tags and by the user.
4. streamline the process from purchasing a ticket to presenting it at the venue.

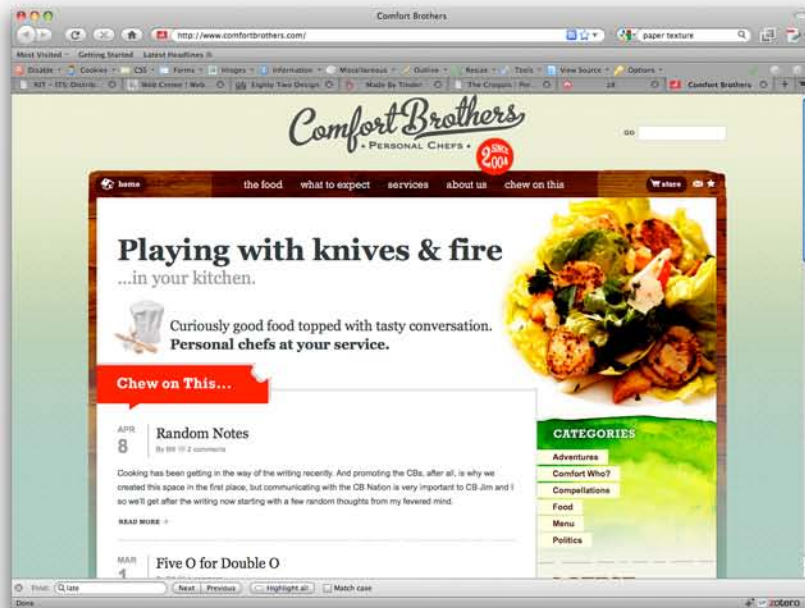
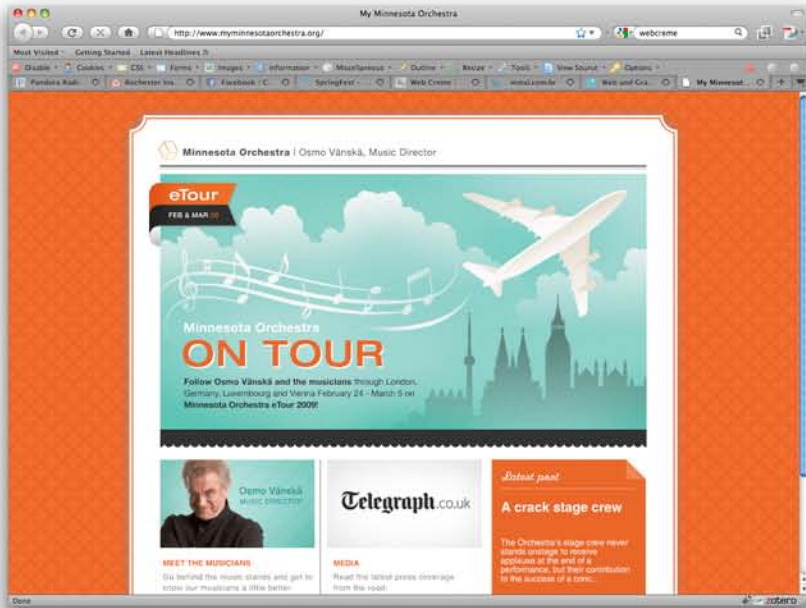


Caelin Cacciatore

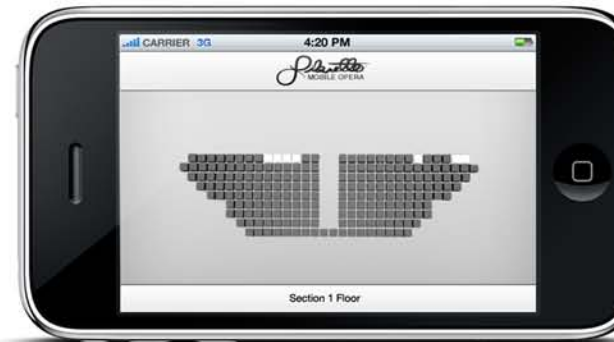
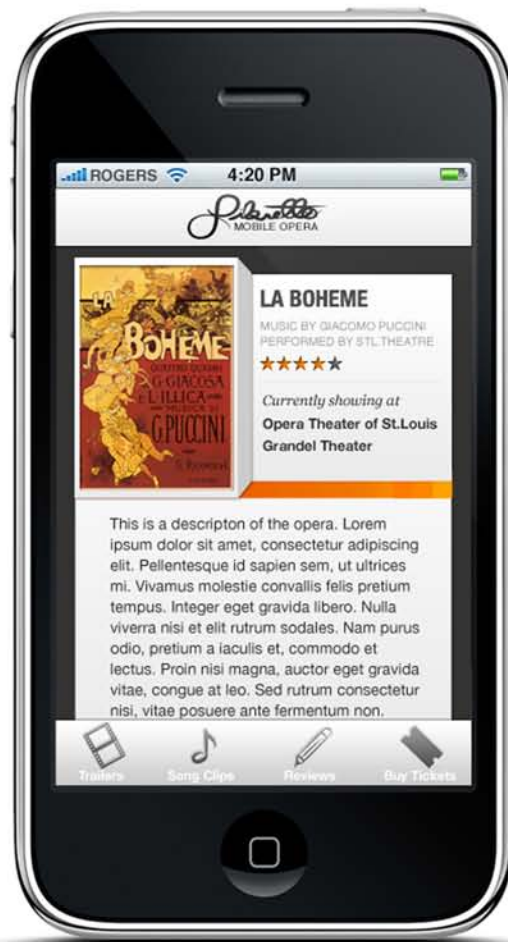
The style of the iPhone application will be clean and inspired by cubism, modern architecture and art. There will be a focus on the mixing of geometric forms with organic curves. Color-wise it will depend largely on white, with primary colors acting as accents. The goal is to give it a clean, modern look, while retaining the warmth and drama of vintage opera posters and the delicacy of fine art.



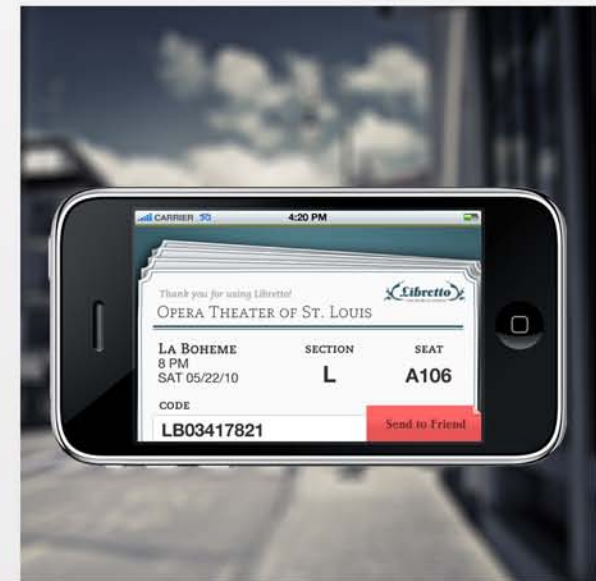
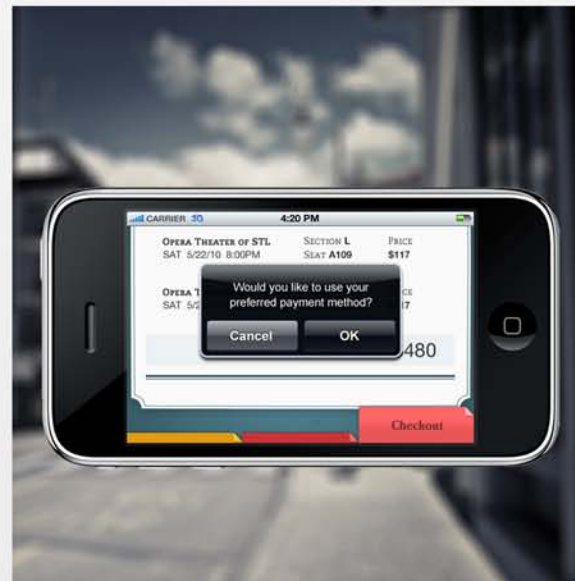
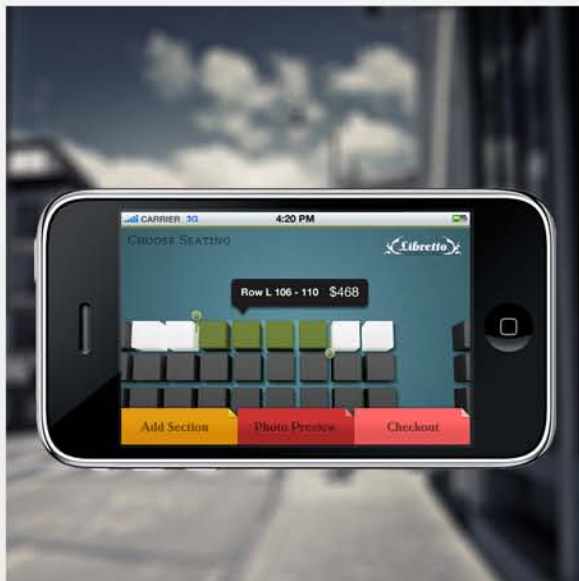
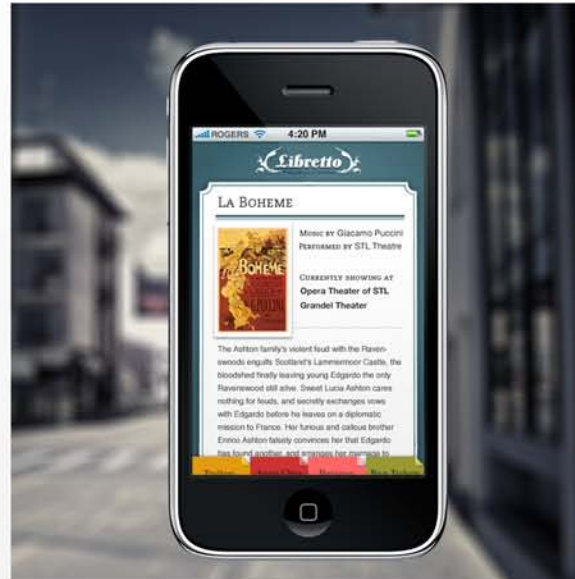


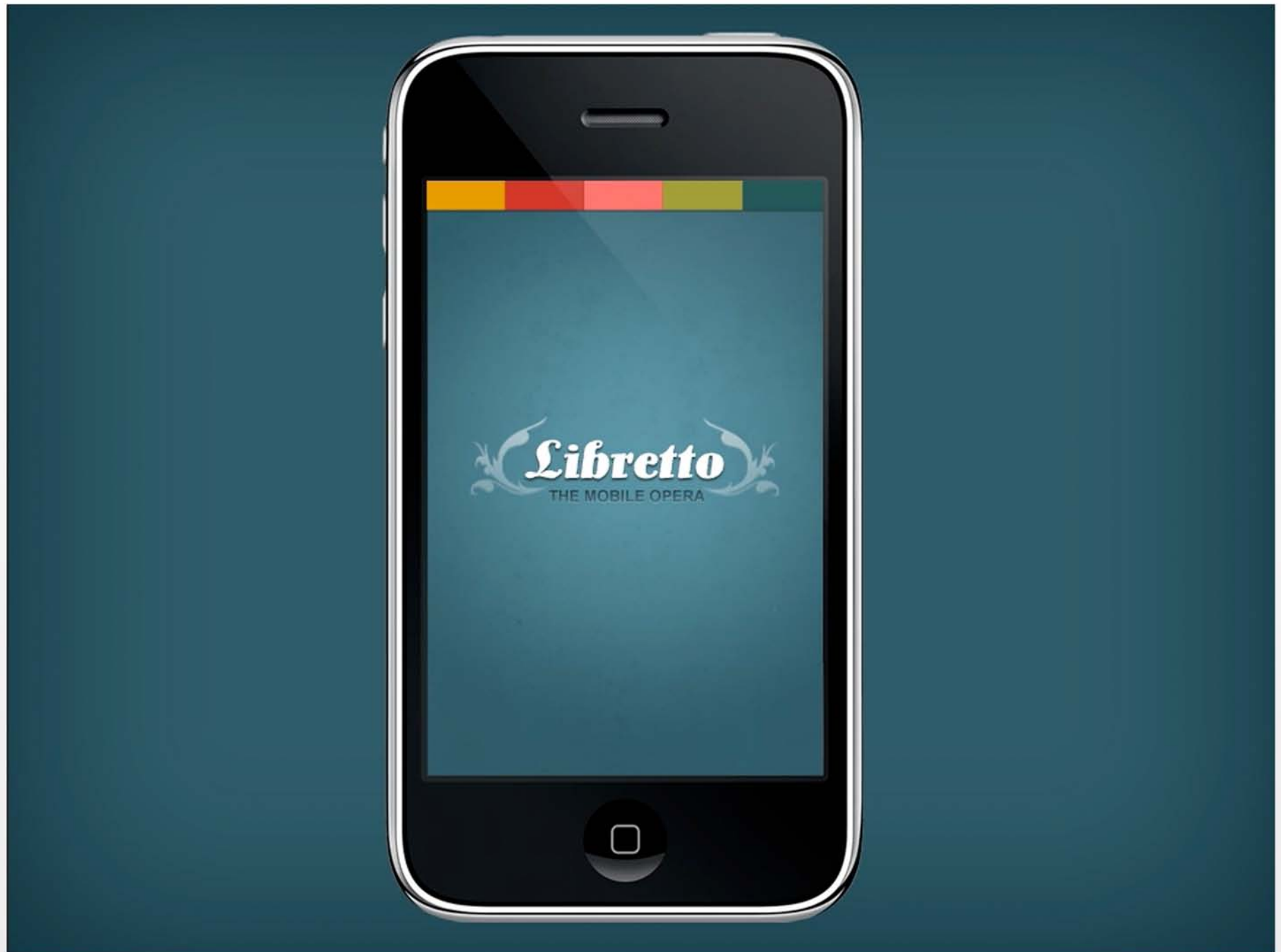


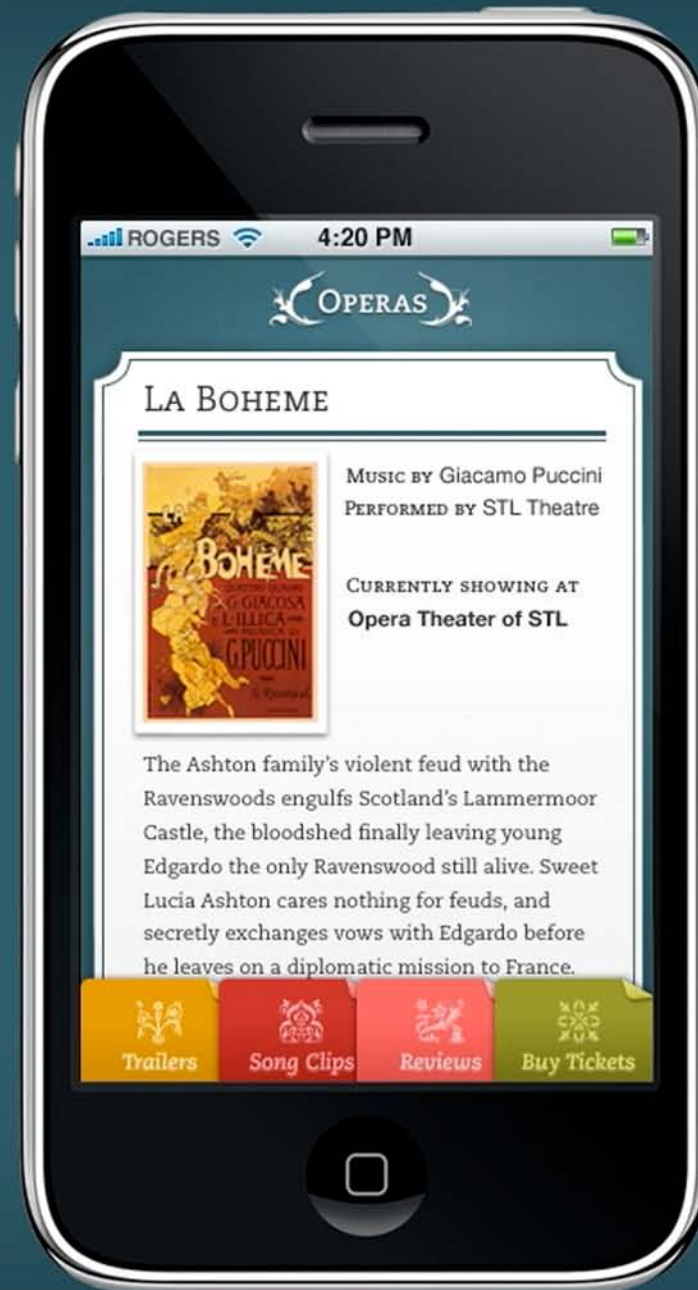
PROCESS COMPS

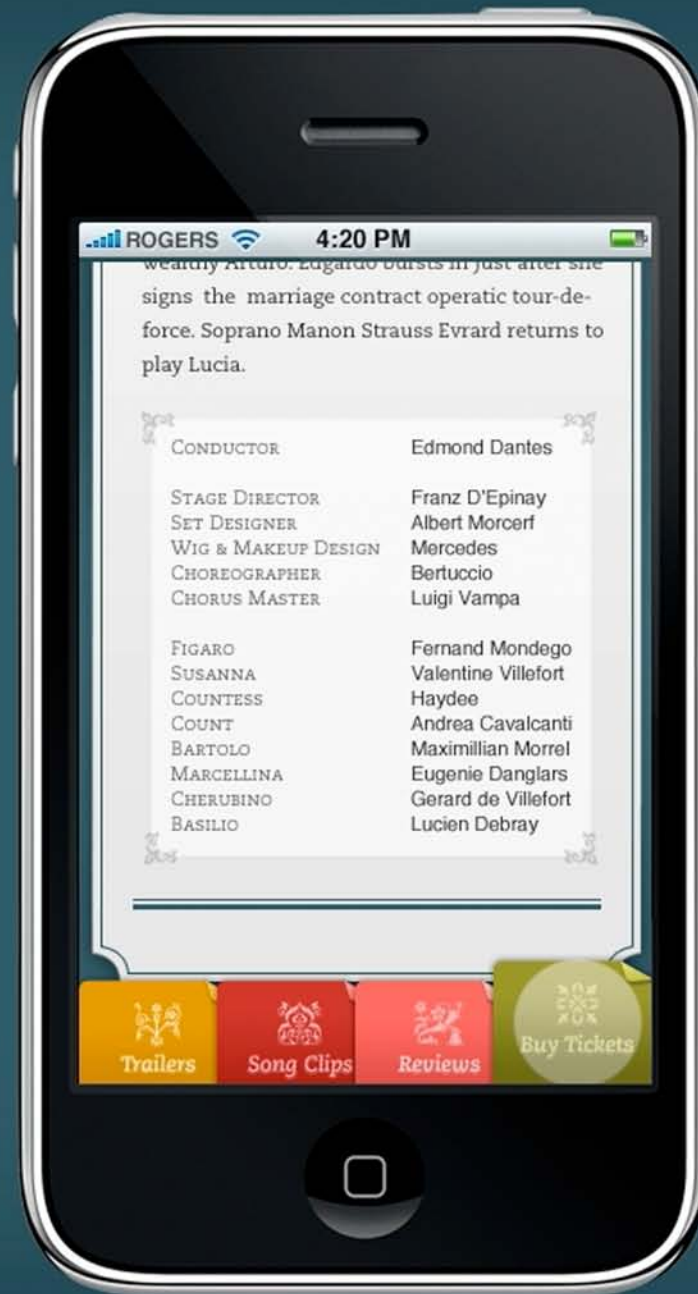


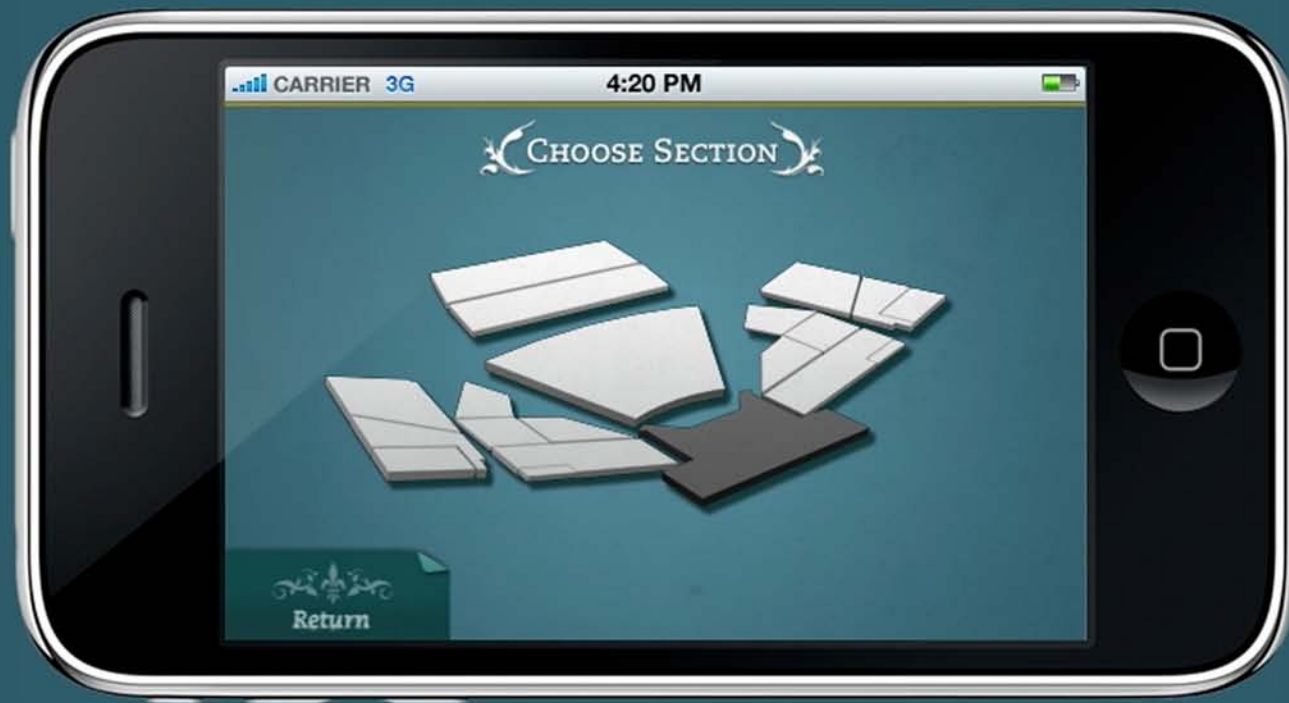
PROCESS COMPS

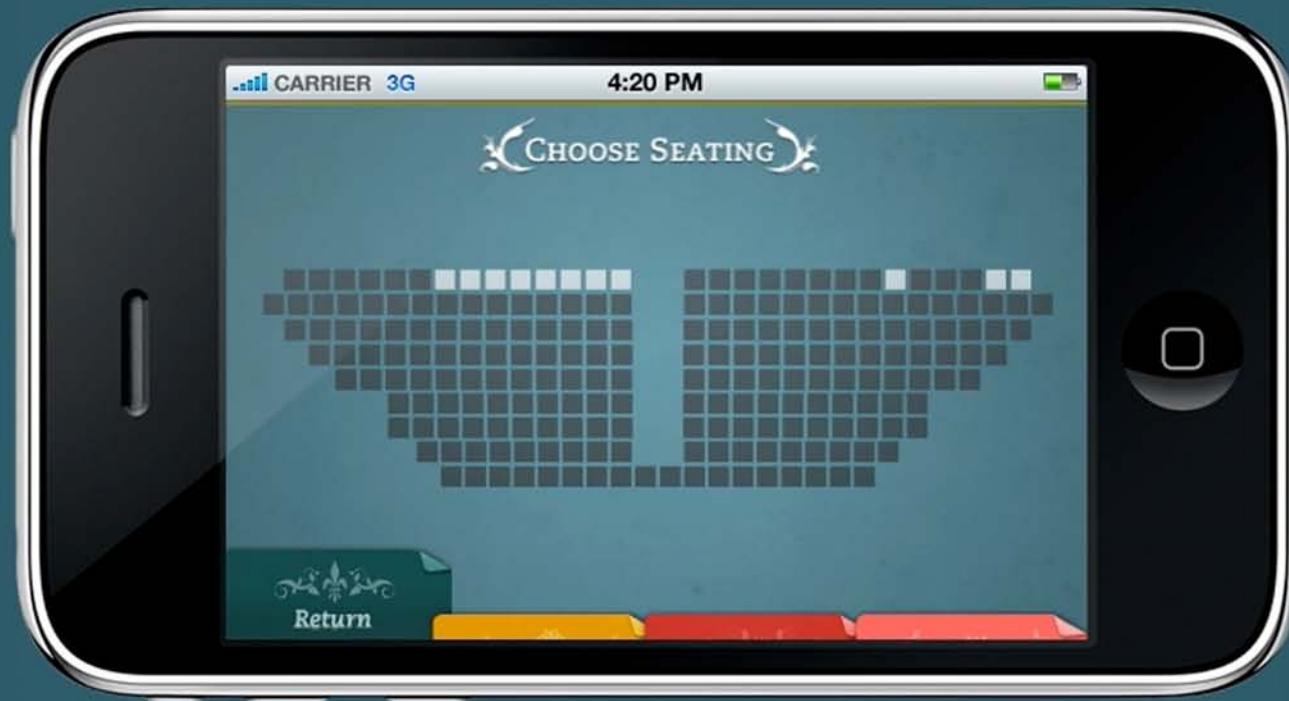


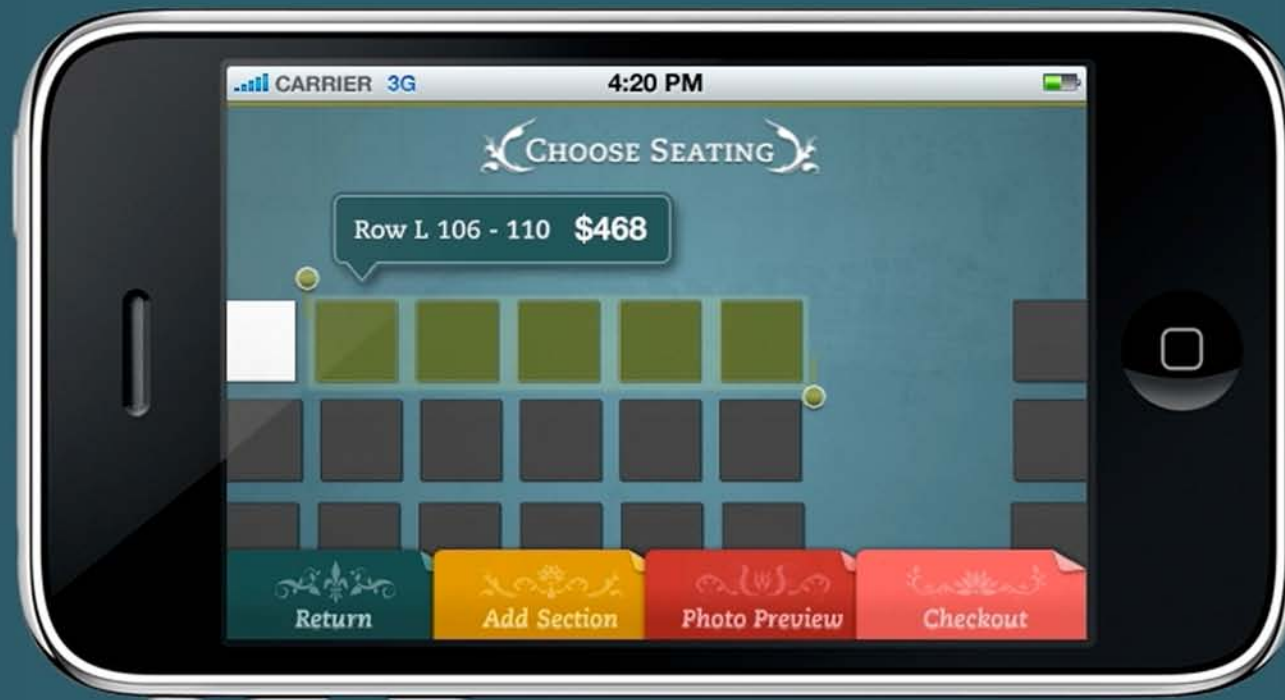


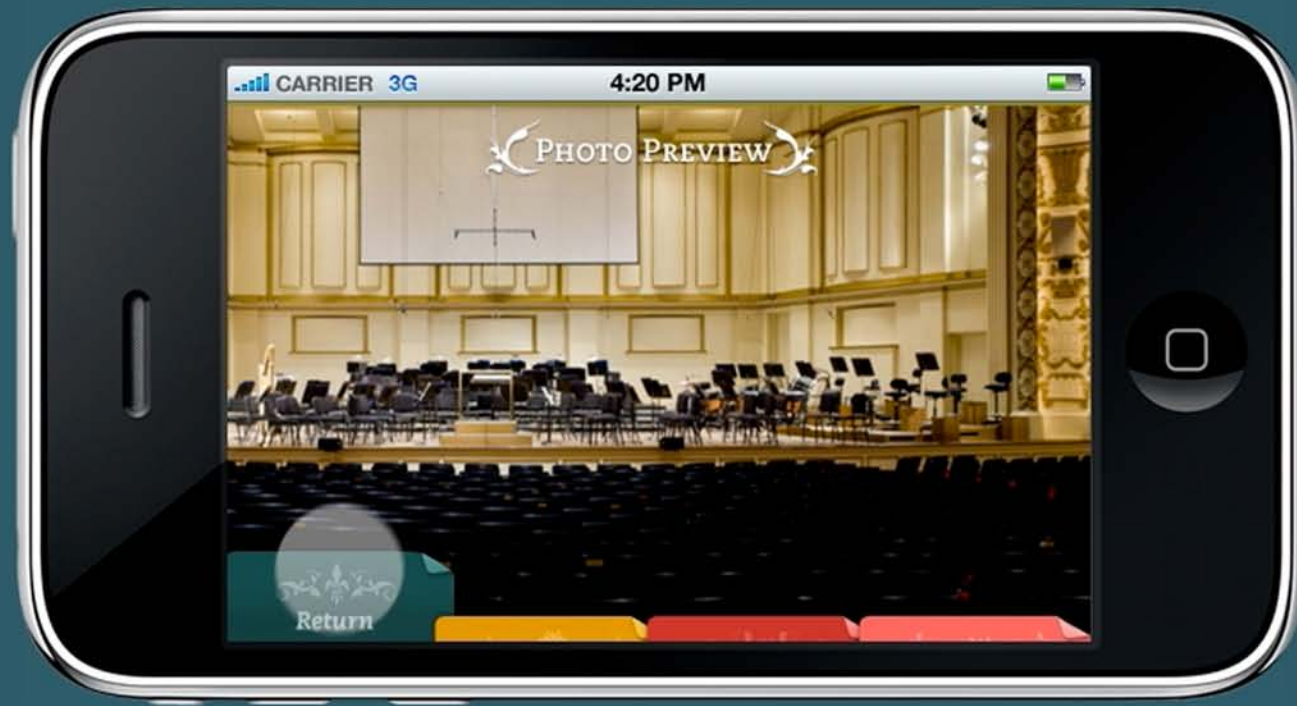


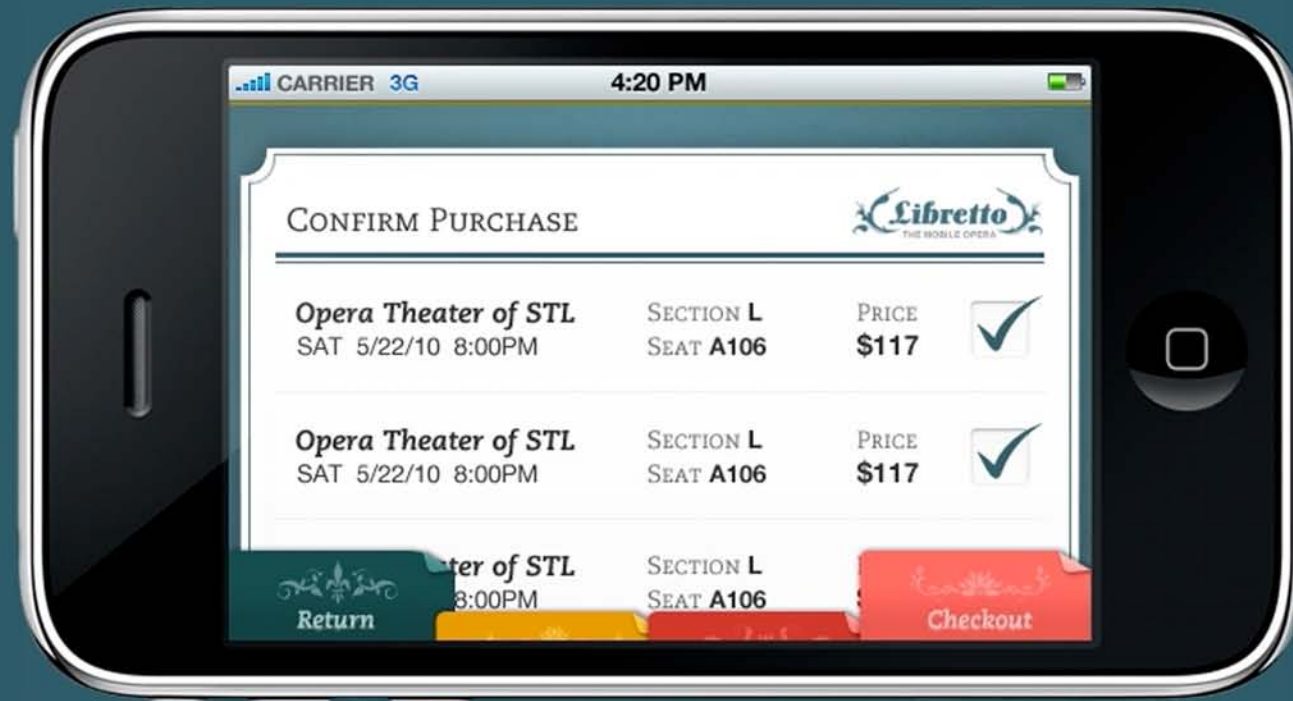


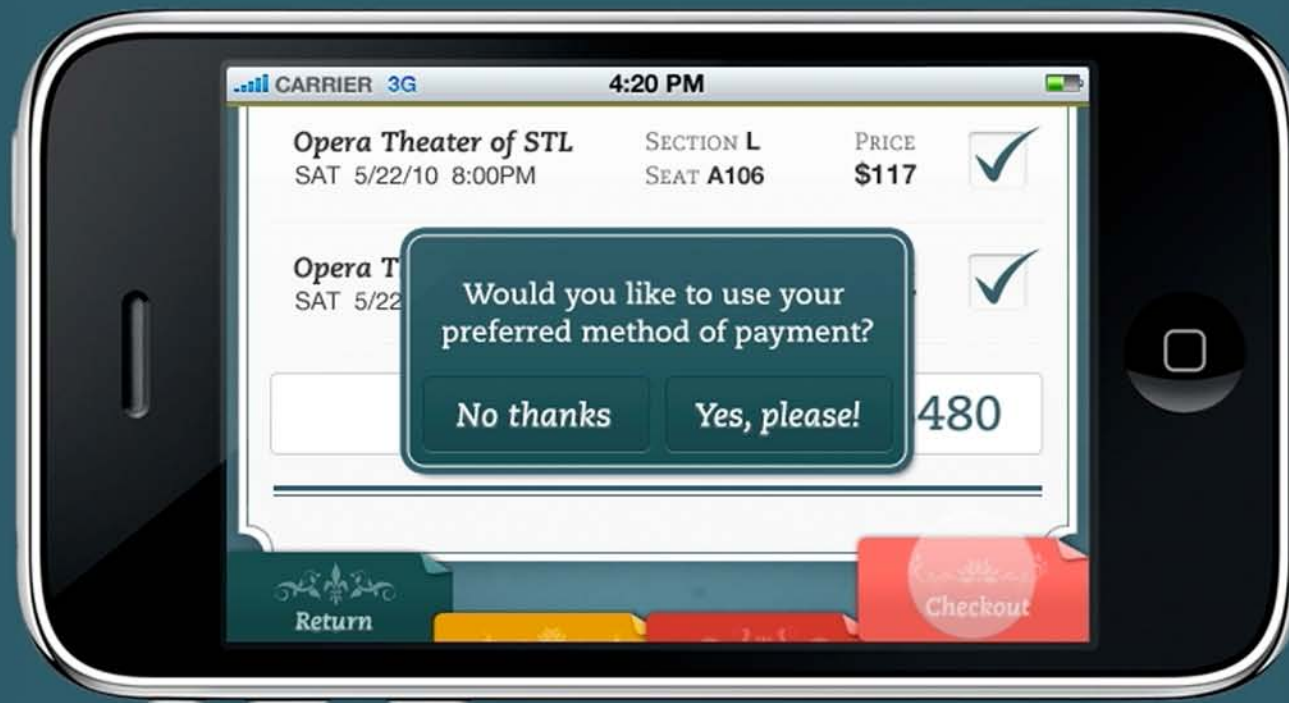




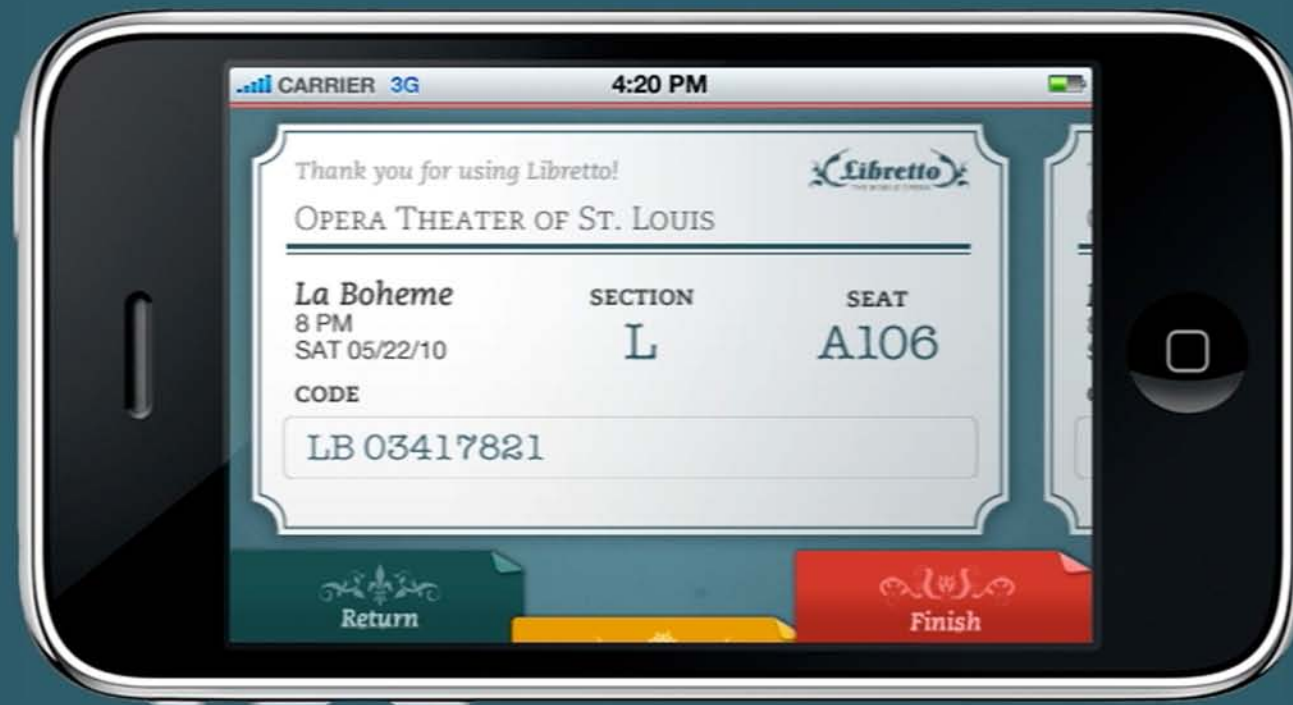


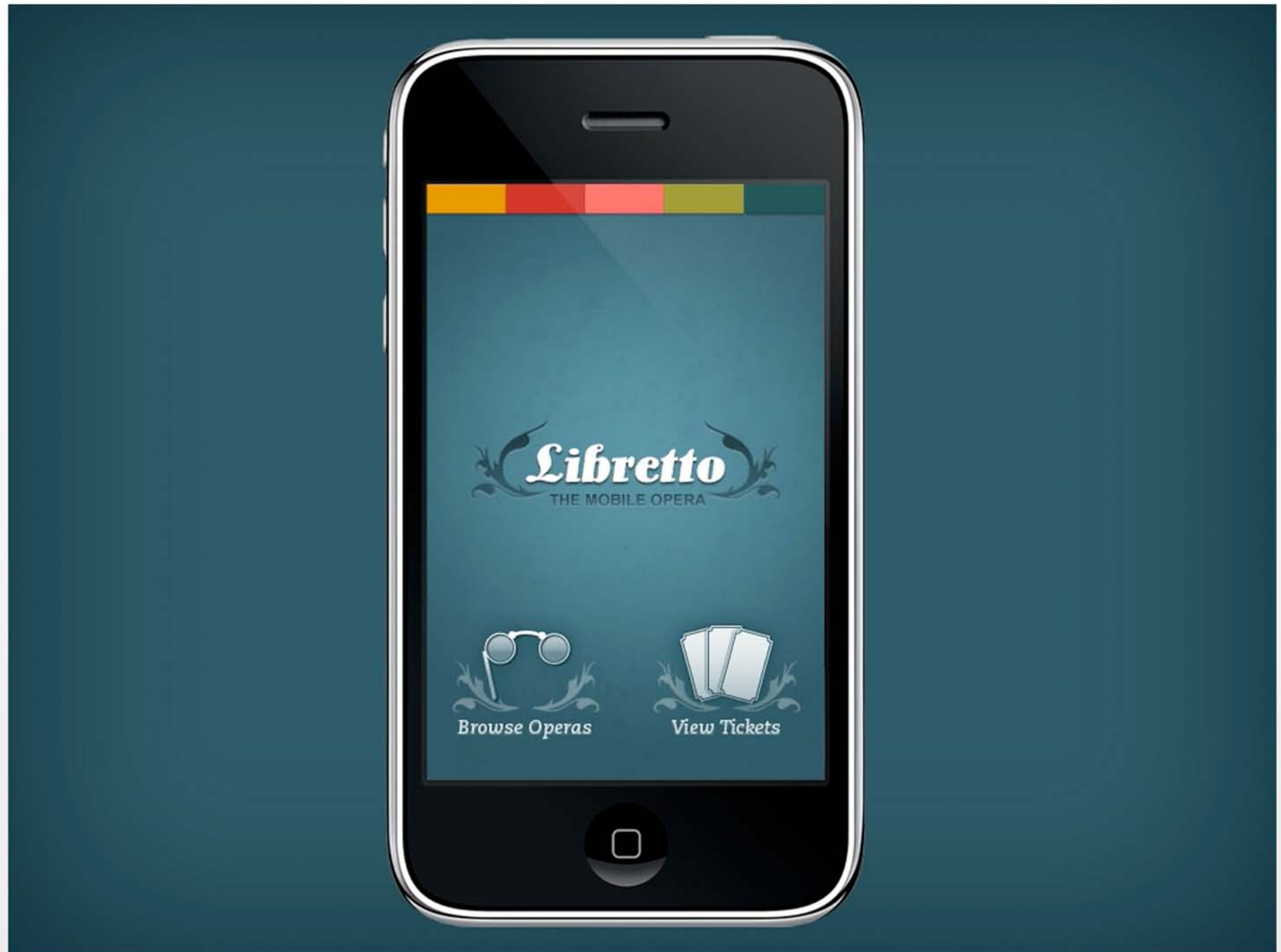












Designed & Animated by **Caelin Cacciatore**
Stage image of **Powell Symphony Hall** *from* **SLSO.org**
Featuring **Grand Valse Brillante by Chopin,**
performed by **Stanislav Bunin**
February through May 2010