

FAST DEMISE

Fast Demise is a virtual experience based on fast fashion that simulates the harsh effects of landfills on the environment, providing solutions for users to incorporate in their daily lives and to combat negative effects.

Cave Walkthrough



Most of the experience takes place within the maze. In order to ensure users can see the effects of their choices outside while encasing the words, the walls are structured with transparent cubes.

The maze consists of four consumption prompts in total, geared to encourage users to evaluate their own habits and learn alternatives that would be simple to implement in their own lives outside of the experience.



With type as our primary component, we utilize it as often as possible by incorporating it as trash in both the maze walls and the textile piles scattered across the entire terrain.

Responsible Consumption and Production

How can we reduce and minimize how much we consume from textile industries and the waste that it produces?

Solution

We applied simple solutions in a decision-based format to give users the opportunity to see the effects of their current choices and pick up on the better habits offered for immediate application in their real lives.

Ideation

We laid out the possibilities of how the experience could be set up by utilizing physical and digital materials to illustrate the layout and assets of the maze and the surrounding area.

Execution

Once we were satisfied with our final iteration of sketches, we applied multiple different collision-based interactions to bring our sketches to life and to gauge if our ideas accurately illustrated what we were trying to achieve.

Final Presentation

After running through our first few iterations, we were able to find ways to make improvements to both interactions and the environment design to create an experience that was fully immersive.