

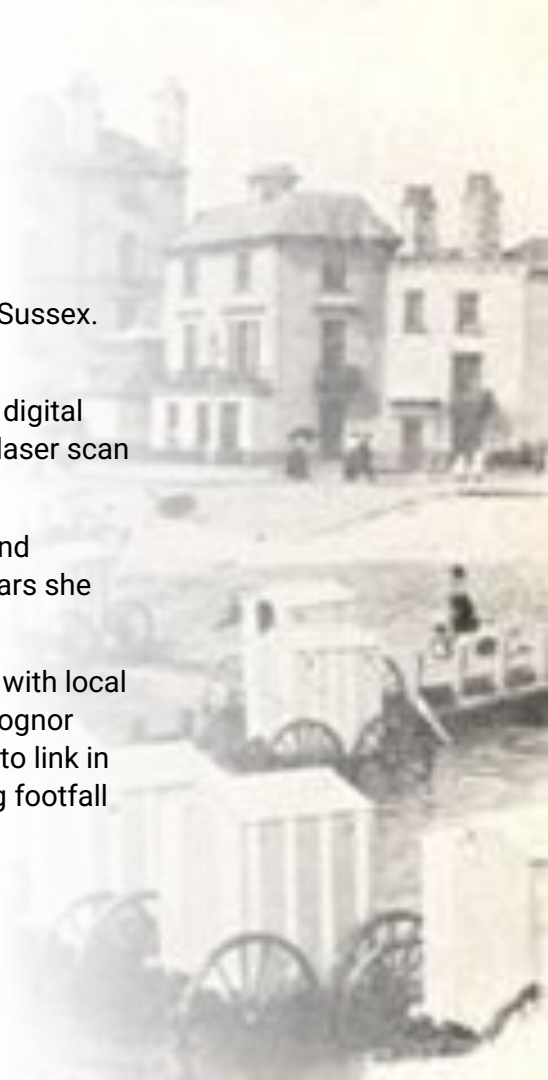


**Peep into the Past - Bognor Regis Time Portal**

**September 2023**

# About this Project

- The project will be a free-to-use public art installation on the beach in Bognor Regis, West Sussex. We plan to launch in late March 2024, and it will be in place for 18 months.
- Using WebAR (so no app to download) we will bring Bognor's heritage back to life with 3D digital twins of wooden bathing machines that once lined the beaches of the UK, created from a laser scan of an original example found in a Sussex museum.
- In addition, we will have a volumetric video hologram of famous bathing machine owner and Bognor resident Mary Wheatland who saved over thirty people from drowning in the 60 years she worked on the beach.
- The project is underpinned by extensive research and has been developed in consultation with local heritage experts, with input invited from the Bognor Regis Museum and members of the Bognor Regis Heritage Partnership. As the main feature of a wider, four-stop trail, the intention is to link in to and promote existing Heritage Trails showcasing Bognor Regis's rich history, increasing footfall across the town and surrounding areas of cultural interest.



## About the Artist

- The installation is the work of Bognor Regis based inter-media artist and designer, Matt Reed. [www.mattreedartist.com](http://www.mattreedartist.com)
- Matt has a B.A. (Hons) in fine-art intermedia from Kingston University and a postgraduate degree in architectural glass from Central Saint Martins School of Art and Design.
- He has worked in various creative fields, including the film and TV industry, architectural glass design, wallpaper design, music video direction, and augmented reality art.
- He has shown his work in prestigious venues such as the Institute of Contemporary Art and the National Portrait Gallery.
- Matt is currently studying for an M.A. in architectural and urban design at the University of Brighton, where he is exploring new ways of working with technology such as augmented reality and 3D scanning.



# Progress to Date

- Niantic, the global tech company behind Pokemon Go, have shown support by waiving commercial license fee valued at over £60,000.
- Niantic have also offered to share the web application on their website to an international audience.
- Full size, original example of bathing machine laser scanned.
- Designs specs produced for portal, submitted for Planning Permission

## Technical

- Local actor Vicky Edwards identified to play Mary Wheatland
- Commitment to recreate historically accurate outfit being made by member of Glyndebourne Costume dept.
- Script developed with support of Bognor Regis historian

## Artistic

- The total cost of the project: £107,280
- £79,564 has been committed through in-kind support
- £4,436 capital funding committed via the multi-agency "UKSPF Changing Perception : Installations" Project being facilitated by BR BID
- £23,280 funding application has been submitted to Arts Council England (outcome anticipated early October 2023)

## Funding

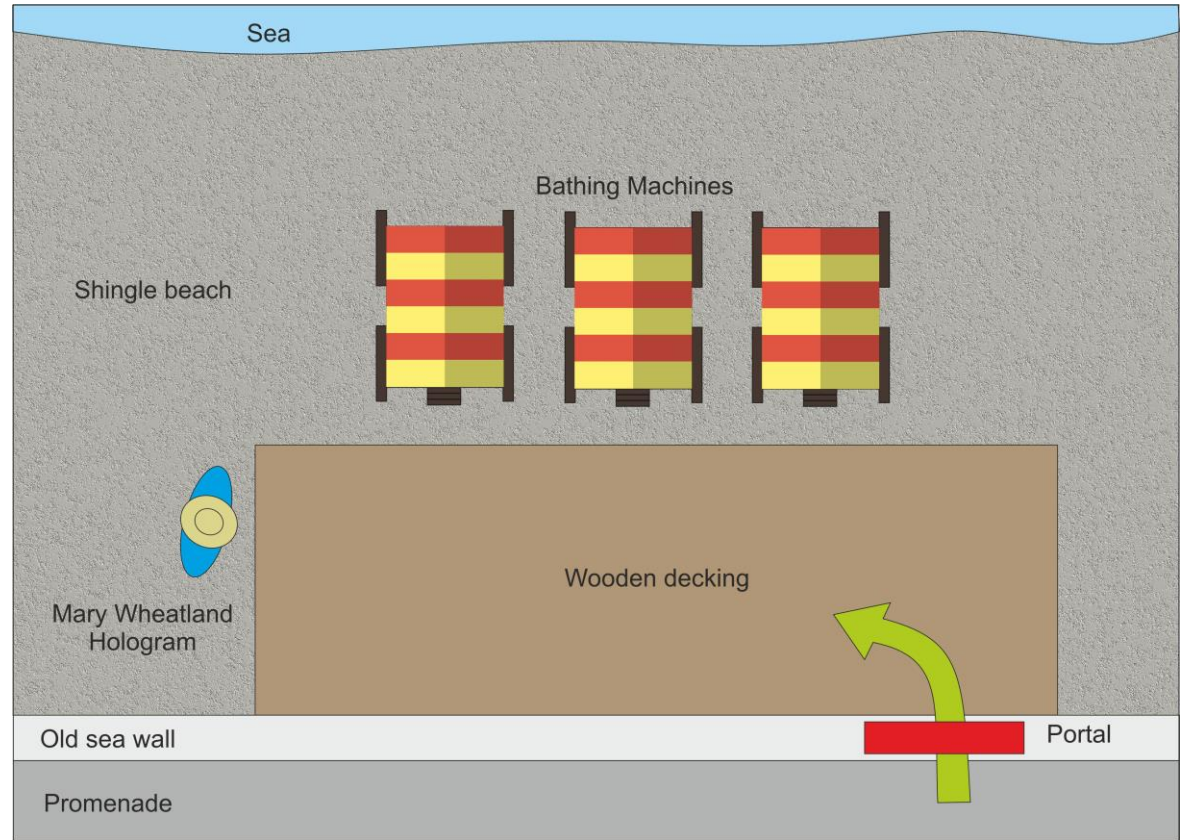
# Look and Feel



# Arrangement

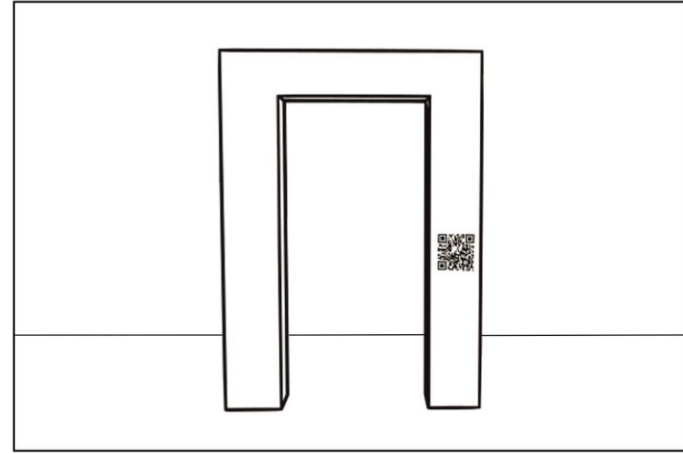
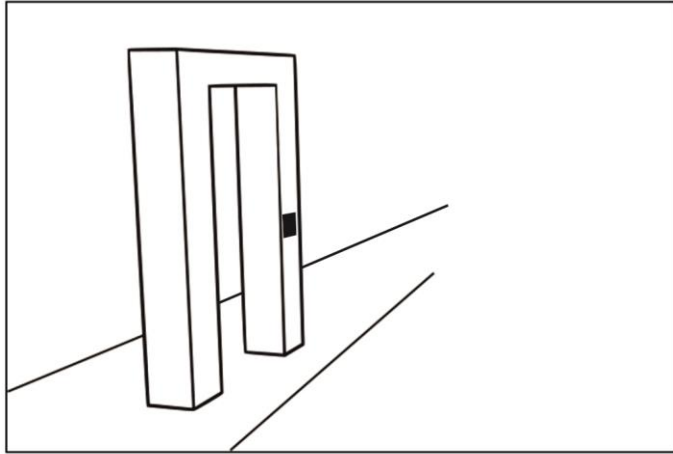
In context, the arrangement will be made up of the following:

- A physical entrance point (time portal) that the user enters through on the right-hand side of the decking.
- Three 3D representations of bathing machines in a row, situated on the beach to the rear of the decking
- Local actor, Vicky Edwards, portraying Mary Wheatland, on the beach adjacent to the decking





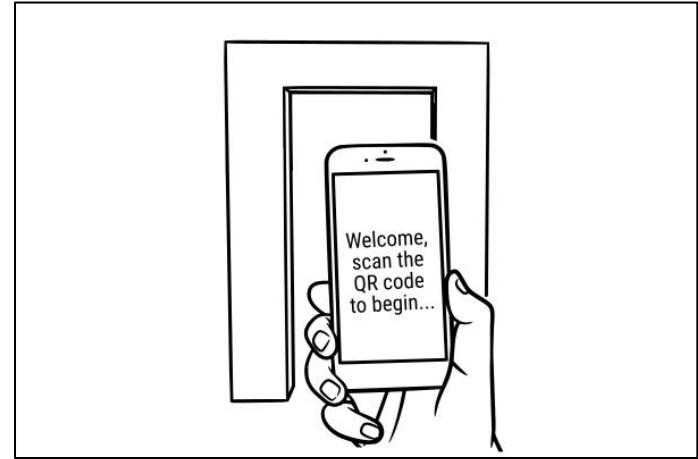
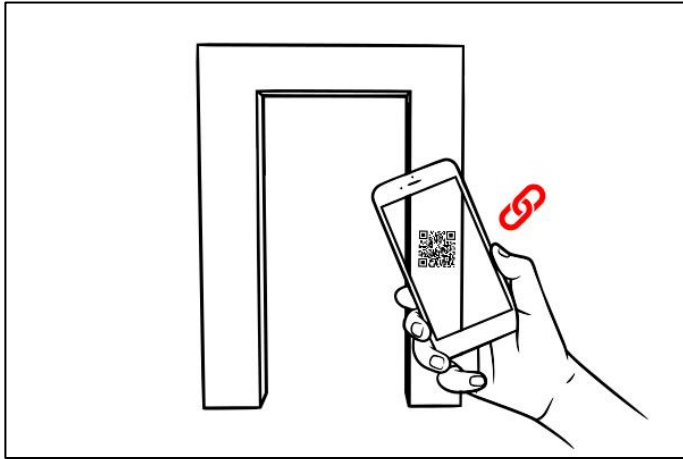
**Storyboard**



### Arrival

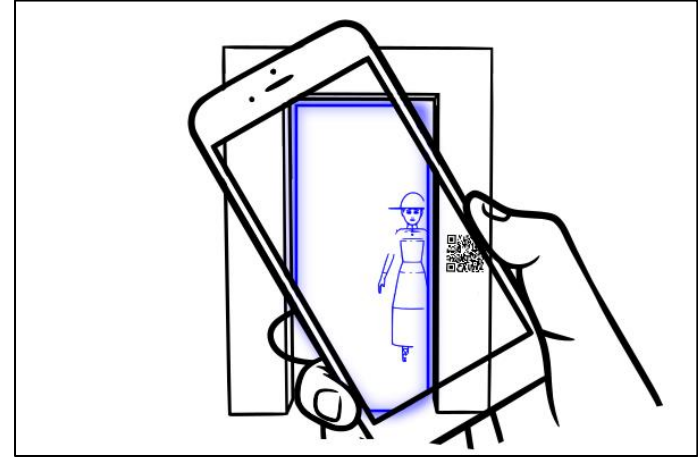
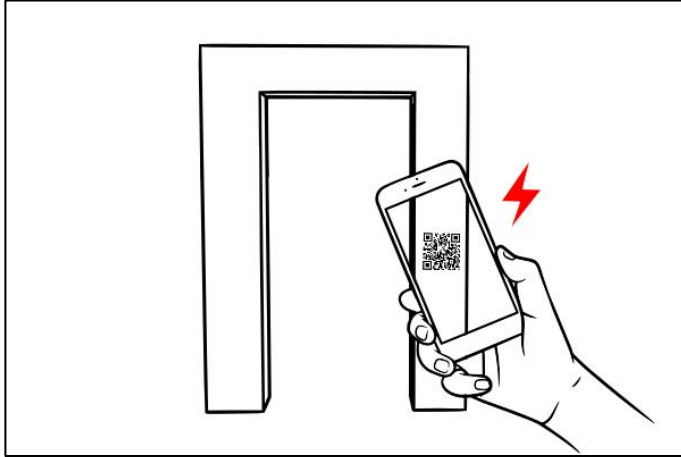
- User visits location on Bognor Regis main seafront to see the portal, or comes across it when accessing beach from any direction.
- On arrival, there will be a clearly displayed QR code and a prompt to scan present on the archway.





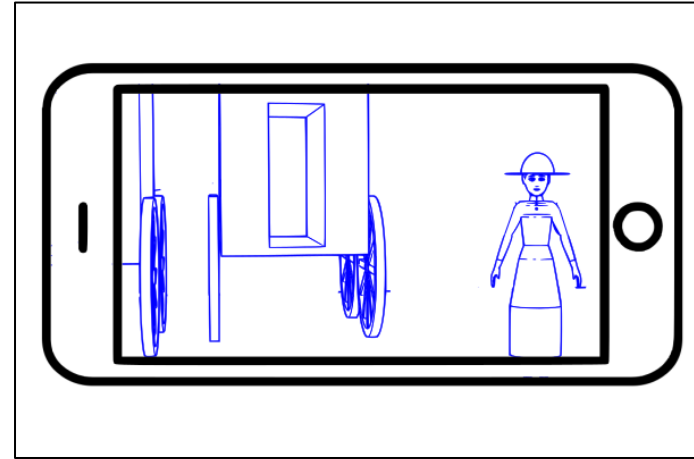
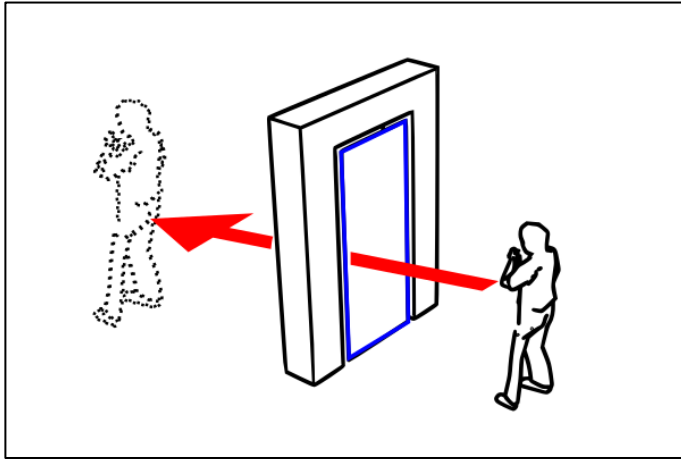
### Open Application

- When scanning the QR code for the first time, the WebAR experience will load up.
- This will then prompt the user to scan the same barcode to activate the experience.



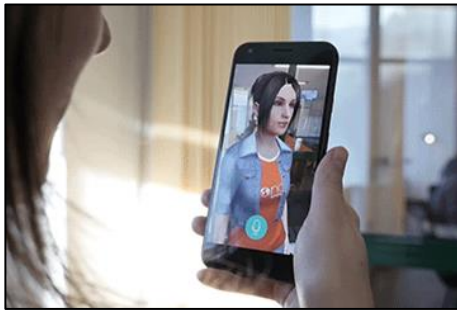
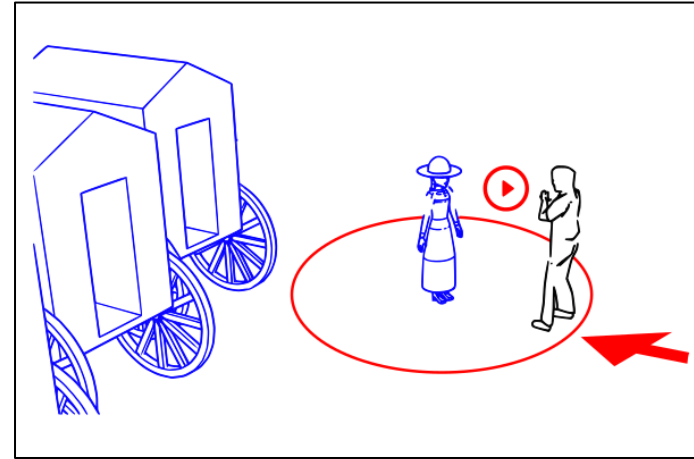
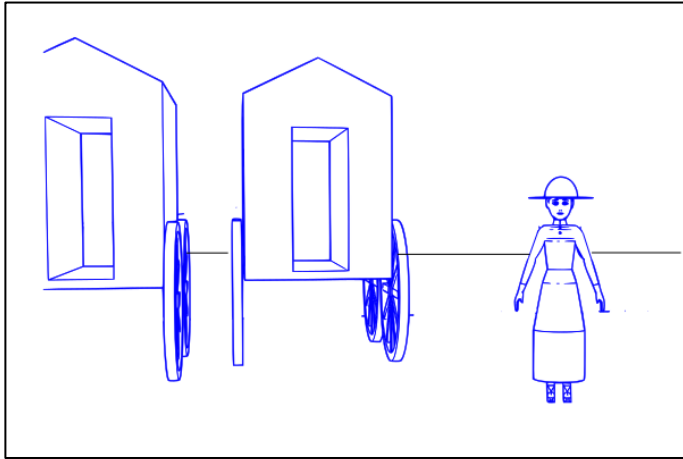
### Spawn Portal

- When scanning for a second time, this triggers a portal to spawn inside of the archway in AR.
- This will anchor to the QR code and will from this point then use the phones accelerometer and positioning systems to allow the user to move freely.



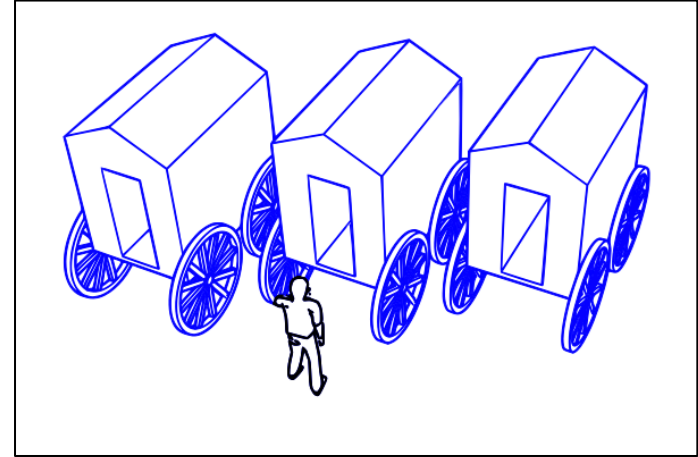
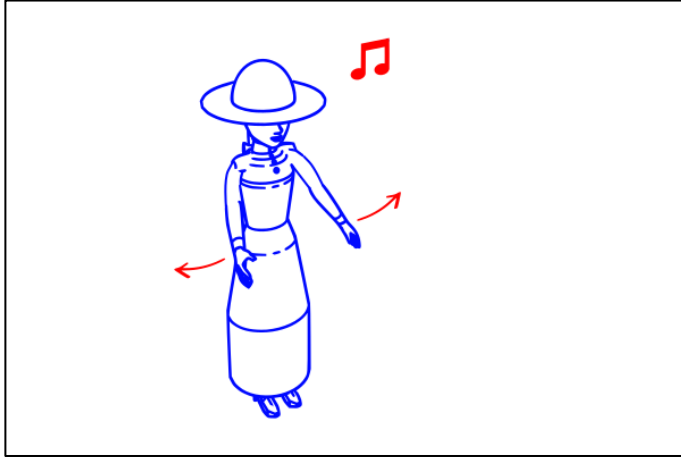
### Entering Portal

- The user is then prompted to enter the portal.
- When entering the portal, the user will see the bathing machines and actor before them on their mobile device.



### Character Approach

- At this point, the user may take a moment to get familiar with their surroundings.
- A prompt may appear to approach the actor.
- Upon moving within a certain radius, the volumetric video will change from idle to a predefined interaction and Mary will talk to the user.
- This will be triggered only when entering the radius.



### Exploration

- At this point, the actor will perform their predefined interaction as volumetric video and her head will turn to face the user as they move around her. A number of different lines that Mary will say will be recorded and changed throughout the duration of the project to keep it fresh and encourage return visitors.
- Once this interaction has ended, the user can get up close to the bathing machines to explore the more intricate details of them.