

Dunne & Raby – UMK

In all honesty, the first time I let my eyes feast over this future fiction, I was so willing to believe that this held some truth. I questioned whether or not these divisions actually existed in today's world, simply because of the way it was presented to me. The information provided for each culture was so clear and precise, like it was being told back to me by someone who had been and experienced all four first hand. This illusion was brought back down to earth in a very short amount of time, however I'm still impressed with just how convincing this fiction was to me based on how confidently the information is displayed.

Dunne & Raby provoked their audience by only supplying the necessary information about each division, leaving the viewer forced to fill in the gaps of each story with their own imaginations – this is a fantastic way to bring a childlike sense of play into a design and certainly opens up the gates for millions of different perspectives and opinions to be projected onto the project. This certainly became transparent in the Commun-nuclearists section when they hosted a site showing the floor plan proposal for the train which allowed members of the public to comment their opinions and ideas for each section. (<http://unitedmicrokingdoms.org/train-comments/>)

Reading through the range of mixed emotions towards this idea really shocked me – it seems that people were either really interested and for this idea, or totally against it. There was no in-between. This is similar to how I imagine the public would of reacted to the other 3 divisions too however as they all come from completely different perspectives and lifestyles I'm sure that they'd be a place for everyone amongst the four divisions.

By creating sculptures and video animations to demonstrate their theories and ideas I believe it added some 'truth' to each fiction. In today's world it's easy to skim past written news or information as we're used to being bombarded with fake news and political opinions that are created simply to shock the public into paying attention. However, by creating something physical it brings it into the real world, where you can observe and experience it first hand in a really human way. This, in my opinion, is one of the largest factors this project had in creating a believable world. They showed us that what they suggested was in fact doable which in turn prompts very real emotion to be communicated back from the audience as they begin to imagine themselves in each situation.

Although the models and animations draw the audience in, I believe the photography style was to do the exact opposite. Jason Evans has paid extra attention to each detail of the photographs to ensure that they didn't belong in a certain time or place. Leaving the viewers left unsure who it was in the photographs, where it was both in time and place and in what context they were to view the models in. By re-creating this space between the fictions and the viewers I think it re-establishes their desire to make people think for themselves and to hold their own opinions on each scenario displayed.