

**S·h·L··W!**



**S·h·L··W!**



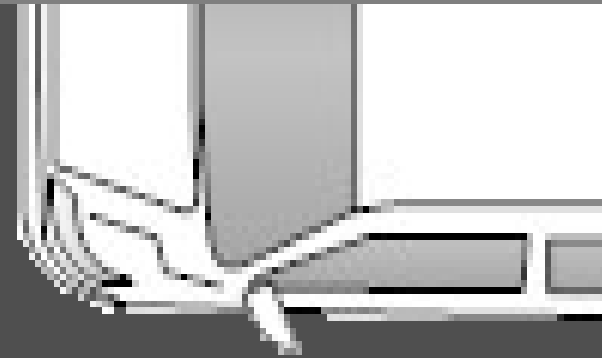
**S·h·L··W!**

The logo for the 'ShLOW!' project. It features the word 'ShLOW!' in a bold, black, sans-serif font. The letter 'h' is lowercase, while 'S', 'L', 'O', and 'W' are uppercase. The letter 'O' is replaced by a circular speedometer icon with a needle pointing to the right. Small orange dots separate the letters: S • h • L • O • W !.

### Speed Management project: Campaigning

In Austria only few people know where the most dangerous traffic spots are so my intent is to make them public and to conscientize people. To mark these spots I propose to paint "crime scene" silhouettes on the street. Further on I recommend to install a speed measuring monitor close to critical spots which does not show the speed in quantitative figures but in different qualitative symbols ranging from a happy smiley (correct speed), to a wheelchair (+ 10% above speed limit) up to a casket with a cross symbol on it (dangerous speed exceeding more than 20% over speed limit). It is a sign for the drivers of what can happen to them in case of an accident. To make the impact even stronger the driver is personally appealed by the remark "YOU?" that appears in addition to the projected picture on the monitor.

# No game...



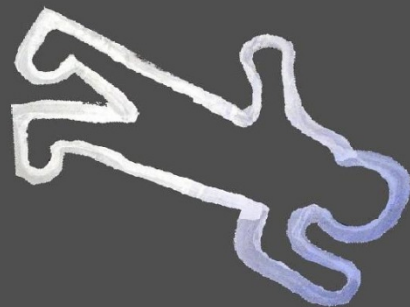
# ... reality!

# 2400 „black spots“ in Austria ...



## ... but hardly any knows?

**„Black Spots“ are marked with „crime scene chalk outlines“ on the street...**



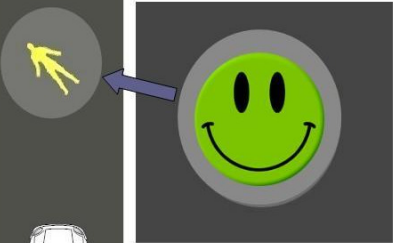


**... in a temporary campaign.**

## „Black Spots“: Symbols (according to your actual speed) will be projected on the street, speed will be measured.

**Traffic Crime Scene**

- 1) Crime scene "chalk outline" out of long lasting material will be applied on the street to mark the black spot.
- 2) A speed measuring monitor will be installed close to the critical spot.

- 3) Complying the speed limits a smiley will be projected over the silhouettes on the street or on a monitor.

**Traffic Crime Scene**

- 1) Crime scene "chalk outline" out of long lasting material will be applied on the street to mark the black spot.
- 2) A speed measuring monitor will be installed close to the critical spot.



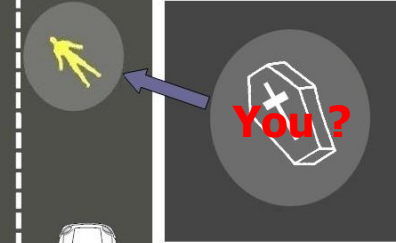




- 3) Breaking the speed limit by 10 km/h a wheelchair symbol appears.

**Traffic Crime Scene**

- 1) Crime scene "chalk outline" out of long lasting material will be applied on the street to mark the black spot.
- 2) A speed measuring monitor will be installed close to the critical spot.

- 3) Breaking the speed limit by more than 20 km/h a casket appears over the silhouette.

# Stop speeding – start thinking!



...Isn't life beautiful?

# Realization

Radar gun

+

PC

+ Screen with automatic pictures



+



=



**For realization a radar gun will be connected with a PC which has a certain program to show the respective sign on the screen.**

# Realisation\_1.step

**Since April 30th 2009 I have tried to find a cooperation partner in the company „RTB GmbH & Co.KG“ which has designed the „dialog display“. I have twice offered them to test a prototype (a display which can project pictures instead of words) in Austria but I didn´t get any response.**

**So on the one hand I successfully got in contact with people who can give me information about the „black spots“ but on the other hand I have to design my own „interactive display“ for realization.**