Detour on the Beach

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Project Description
DETOUR 2009 aimed to be a wide open door between young creative talents and the local community. Running parallel to the international event, the Business of Design Week (BODW), DETOUR took place at the prominent heritage site of the former Central School. The client asked for a spatial setting to accommodate a fortnight of open-air public events.

DETOUR ON THE BEACH was a design concept that deploy the central courtyard as an adaptable landscape for a series of playful performances, encounters and dialogues.

DEBEACH scenarios
• Opening ceremony
• Lion dance
• Film screening
• Rock concert
• Sharing and seminar
• Pecha Kucha Night (designers’ presentations)
• SuperCrit
• Live radio broadcast
• Design Mart
• Playground

Deliverables
The project scope included landscape, scenario, identity and service design. Student creations of the artistic images and video clips were significant communication tools that conveyed the identity of the project. Its successful inclusive design approach made DETOUR one of the most significant cultural programmes in recent years; the event received attention from 50 media reports and 12,000 visitors.