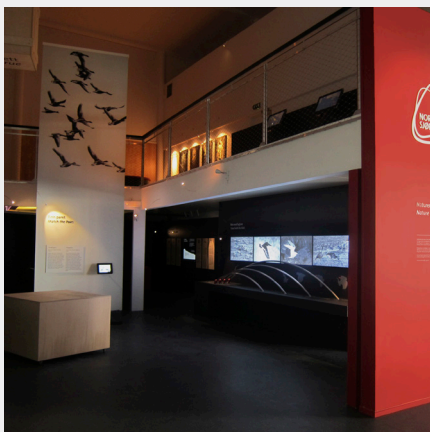
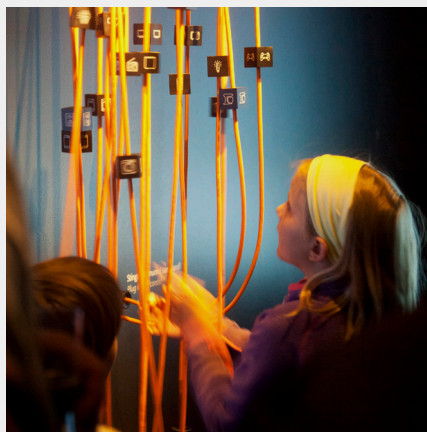


Experience, understand & share

Gagarin creates highly interactive media solutions that allow people to experience stories and events vividly, understand interesting creative content and share their exciting discoveries with others.



Exhibition design for the Norwegian Seabird Centre in Værlandet



Exhibition on Renewable Energy in South Iceland



Gagarin working for The Canadian Museum for Human Rights

Table of contents

3	About us
4	Recent work: Norwegian Seabird Centre
6	Recent work: Renewable Energy Exhibition
8	Behind the scenes: The Hydropower Station
10	How we do it
11	The process
12	Featured work: For the Good of the Nation
14	Featured work: Sea Monster Table
15	Inhouse fun: The all new Create-O-Mat
16	Award winning idea: Þríhnúkagígur Volcano
17	Work in progress: Canadian Museum for Human Rights
18	Core Team

About us

At Gagarin, Reykjavik, we create highly interactive media solutions that allow people to experience stories and events vividly, understand interesting creative content and to share their exciting new discoveries with others.

Our customers range from museums and companies to municipalities and institutions that utilize our dynamic solution in showrooms and visitor centers, at events and online.

With vast experience working with a multitude of the most recent media interfaces, devices and technology, Gagarin can meet just about any client's needs with its highly skilled and professional creative team. With originality as an important objective, Gagarin strives to create fresh and

intuitive tangible experiences that feel like magic, always focusing first and foremost on the story that needs to be told and the experience it creates.

Our diverse and highly skilled team firmly believes that no technical challenge is too big for us and our creative designers, animators, programmers, and audio/visual specialists work closely together and with our clients in the design and production of exciting interactive media solutions.

At Gagarin we deliver total and unique solutions and we team up with specialists in history, art, geography, science, archaeology and various other fields to ensure that the correct expertise is applied to every project.

“With originality as an important objective, we strive to create fresh and intuitive solutions”

Our primary goal is to take the complexity out of deploying rich, original, state of the art interactive media solutions and to provide total solutions that are cost effective and uniquely yours.

www.gagarin.is/about

Norwegian Seabird Centre

1.



The project

On the 15th of June 2012 a new exhibition was opened in Værlandet's old boat Yard in Gestehamn. The exhibition shows (through fourteen interactive exhibits) that the fate of man is tied together with the fate of the seabirds along the coast of Norway.

In short: the fact that our birds, our old way of life and our climate are threatened are intertwined. They all result from our globalized way of life.

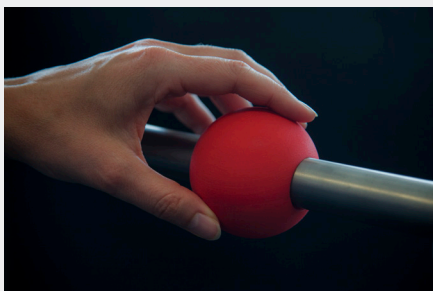
When designing the exhibition the goal was to, by provocative and evocative

installations, motivate people to action and play rather than to overload them with information or preach to them with morals. The focus was on interactivity rather than on a passive intake of information.

2.



4.



“When designing the exhibition the goal was to motivate people to action rather than overload them with information or preach to them with morals. The focus was on interactivity”

The installations are quite unique where tangibility plays a key role and adds to the playfulness of the experience, but we also used Kinect motion tracking for a “full body interaction” when needed.

Together this creates a meaningful experience where guests are involved and become co-creators through multiple interactions.

The exhibition was designed by Gagarin and Batteriid Architects after winning a 1st prize in a competition for the project.

www.gagarin.is/work

3.



5.



1. From the “Norsk Sjøfuglsenter” exhibition.

2. “Be the bird” - Installation where users retrieve information through full body motion. The Kinect camera is used for tracking the users in 3D space. This allows them to control the birds with their body and interact in a unique and playful way.

3. Screenshot from “History of the bird” – An interactive timeline.

4. “Bird migration” – Users follow the birds’ migration paths by sliding the balls.

5. “An island symphony” – In this sound/light installation visitors learn about the various bird species breeding in Værlandet.

Renewable Energy Exhibition

1.



2.



The project

Landsvirkjun Power opened an exciting new interactive exhibition on Renewable Energy at the Búrfell Hydropower Station, in Central Iceland.

Gagarin produced the exhibition, created the concepts and managed the development and implementation of this one of a kind project. The purpose of this interactive exhibition is to give visitors some insight into how the power plants in Iceland operate, detailing future energy sources and Iceland's unique geology.

Gagarin's ambition for the exhibition was to actively engage the visitor's interest with innovative visual and interactive installations, allowing

visitors to personally operate a "real" hydropower station, learn about the power plants in Iceland in an interactive table and through tangible interaction learn about the energy usage of various household appliances.

"The ambition for this exhibition was to actively engage the visitor's interest with innovative visual and interactive installations, even allowing visitors to personally operate a hydro power station..."

Using large screens and visuals visitors are able to experience firsthand the power of different renewable energy sources such as geothermal-, tidal-, wind-, solar- and osmosis energy.

This unusual and powerful exhibition welcomes visitors every day throughout the summer.

www.gagarin.is/work

3.



4.



1. "The Home Appliances" - An interactive audio/visual demonstration about the power consumption of the average home and important tips regarding optimizing energy usage.

2. "Power Island" - Interactive table which provides information about every power station in Iceland.

3. Interactive footsteps where visitors "drive" presentations on renewable energy.

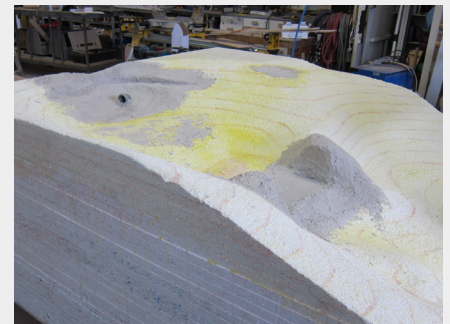
4. "Hydro Power Station" - Visitors are challenged to meet the energy needs of an entire community by harnessing a river!

5. The exhibition was installed at Búrfell Hydropower Station.

5.



The Hydropower Station



Ramblings of a tech guy

So we got this very exciting project to educate visitors on the workings of Hydropower Stations.

How would we do it? Obviously our motion artists would produce some great looking charts and animations to clearly demonstrate the math and magic involved in producing electricity from water. Well – that is what we the tech guys thought until in one ridiculous brainstorm session somebody shouted out:

“Why not build a real hydro power station!”

What? Why would we do that when it is obviously better and easier to use simple graphics?

“It is more fun - and I have already told the client” he replied.

You see - you only get to say that when you are the Creative Director. But he was right - it actually was more fun.

So how did we do it?

In short it was a mix of low tech garage work and high tech engineering. It is always challenging to work with water in exhibition but when creating a “real” Hydrostation you got to work with a lot of talented people who make their braincells earn their glucose.

The greatest challenge was to find the right balance between being “correct” and being “entertaining”. Technology only solves the being correct part. Add creativity and some “not so correct”

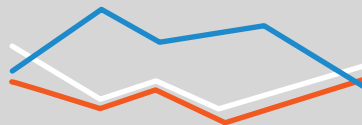
elements and you have the entertaining part.

After some doing, doing over, and doing all over again we had a really entertaining game that kids enjoy as well as engineers. You can play the game without worrying about the statistics at all and you can also try your skills at maximizing the use of the energy available in the river by carefully planning how you use the reservoirs and turbines.

“The greatest challenge was to find the right balance between being correct and being entertaining. Technology only solves the being correct part. Add creativity and some „not so correct” elements and you have the entertaining part”



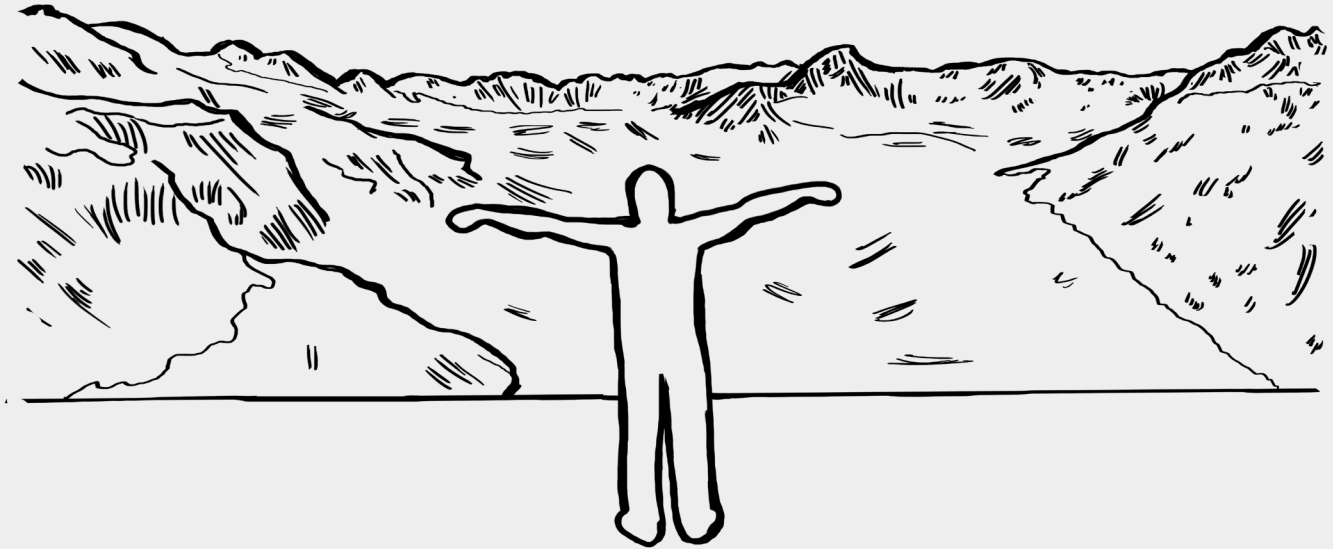
Harness the river and control the energy production



- Community Energy Needs
- Energy Production
- The Flow of the River



The turbines show the energy production and the chart shows the water flow



How we do it - The Journey

At Gagarin, we utilize an iterative design process that travels from the original “light bulb idea” all the way to the final solution.

We continually test the value of our ideas by using an operative image (a sketch / prototype / model) as a tool, for the team and the customer, to enhance the idea and ensure a high quality outcome.

This requires our thinking to expand into a wider search space... to think

“We utilize an iterative design process that travels from the original “light bulb idea” all the way to the final product”

“out of the box” in order for us to attain new, dynamic and ground breaking visions.

Constantly venturing into “unthought-of territory” but at the same time

keeping the process on a distinct path of progress makes Gagarin’s team unique in the field.

www.gagarin.is/about

The process

Over the last 16 years we at Gagarin have put a great effort into improving our in-house processes. This process enables us to develop and deliver solutions on time and within budget.



1. Preparation

In the preparation phase we analyze the needs and the expectations of our clients and study the general needs of the end users i.e. the guests of the museum. Furthermore we become acquainted with the topics and the stories to be told in the exhibition.

Depending on the needs of our clients we can undertake the entire process or do only a part of the work upon request.



2. Concept and planning

Here we gain an in-depth insight to the topics with our client. Also we familiarize ourselves with the scenario / exhibition space. In this phase we start the actual concept design work. We define the interaction, the content and the applicable technology. Having done this all we are ready to make our project plan including time and cost.

Our goal is to constantly improve the quality of our work and the creative culture. It's our passion to become better in doing our job and effective processes is the key to our success.



3. Pre-production

In the pre-production phase, we work on further advancing our concept and implementations. When applicable we create prototypes and we test them with the target groups. The storytelling part of the work is finalized with a manuscript and in some cases a storyboard. The budget is revised and approved and we begin the actual development.



4. Development

The development phase consists of close collaboration between all stakeholders. The final versions of the user interfaces are designed and here we will finalize all the interaction parts of our solutions. All the necessary content is developed and the technology is completed with intuitive programming and a suitable hardware setup. This phase ends with thorough tests.



5. Deployment

Next is the deployment and delivery phase. Here we deliver our solutions to our customer. We complete the final testing on location and we go through an approval session with our client. We train the staff upon request.



6. Support

Details of support are defined with the clients at the final stage of the development. Support is both provided remotely and on location.

For the Good of the Nation

1.



2.



The project

An exhibition to mark the bicentenary of the birth of Jón Sigurðsson, Iceland's national hero, opened at the Hrafnseyri Festival, the 17th of June 2011.

A new and improved exhibition opened at Jón's childhood home at Hrafnseyri in Arnarfjörður. The exhibition contains 90 meters of continuous plexiglass, covering the walls throughout the house. The guests can read stories and look at pictures from Jón's life, Iceland's history and other parts of the world.

Björn G. Björnsson was the project manager of the exhibition, Basalt architects designed the space. Gagarin was responsible for all the graphic

design on the plexiglass and designed and programmed all the interactive installations in the exhibition. The exhibition consisted of an interactive timeline on a large touch screen, a touch screen displaying stories, documents, furniture and different pieces from Jón's home in Copenhagen. Also a touch screen with a substantial picture gallery from both Iceland and Copenhagen connected to Jón Sigurðsson.

www.gagarin.is/work

3.



1. Gagarin was responsible for all the graphic design on the 90 m. long plexiglass wall. The timeline shows contemporary stories from Jón's life, Iceland and from around the world.

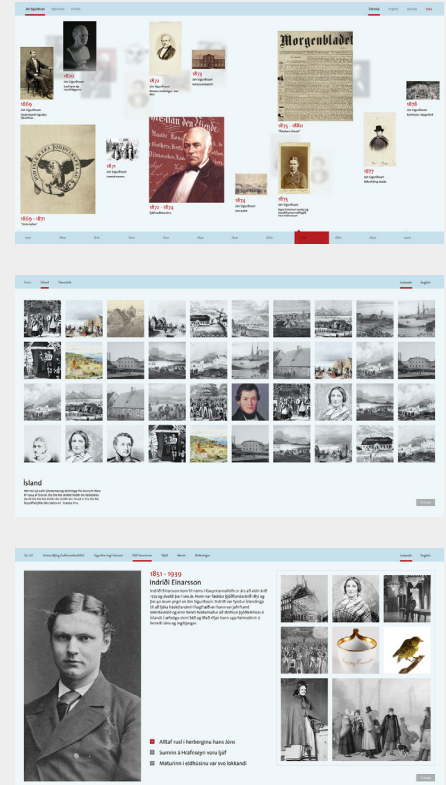
2. In the design process a model was made of the exhibition space and the graphic design on the walls.

3. A touch screen displaying stories, documents, furniture and different pieces from Jón's home.

4.



5.



4. On 17th of June 2011, two centuries had passed since the birth of Iceland's national hero "President" Jón Sigurðsson, leader of the Icelandic campaign for self-determination in the 19th century. For this occasion a new exhibition was opened at his birthplace, Hrafnseyri in Arnarfjörður (West Fjords), with a variety of multimedia features produced by Gagarin.

5. Interactive timeline on a large touch screen, a touch screen displaying stories, documents, furniture and different pieces from Jón's home in Copenhagen and a touch screen with a substantial picture gallery.

Sea Monster Table

1.



The project

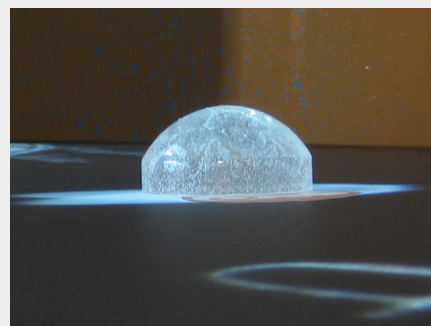
Gagarin designed a tangible multi user table for the Sea Monsters Centre in Bildudalur Iceland. The table shows a map of Arnarfjord wherein visitors can hunt for monsters in the fjord and find tales and stories deriving from the area.

The interaction design is aimed at providing an organic interactive experience where everything is intuitive for the visitor. Together, users can maneuver the map by rotating wheels and the monster hunt is done via “pucks” which are moved around on the table which then tells the visitor where the monsters are lurking and puts the visitor in charge of the storytelling narrative.

2.



3.



The table was designed and built by Gagarin from the ground up.

www.gagarin.is/work

1. The interactive map represents a bay where, according to myth, sea monsters roamed.

2. Located on the map are hot spots containing information on individual monsters.

3. The user searches for sea monsters in the bay with marker pucks and steering wheels on the side of the table.

The all new Create-O-Mat



The project

Gagarin has now gone mobile with its new funky App created for smartphones and tablets - the All New “Create- O-Mat”!

This fun (and free!) App* and amazing new automatic idea generator was designed by the team at Gagarin to help all you creative thinkers out there become even more creative and brilliant.

Simply download the App wherever you are, select a level of creativity (depending on the size of your brain... of course) and the “New Create-O-Mat” will get your brain buzzing with new brilliant ideas, and in an instant miraculously solve your creative flatline!

Using its “mystical modern technology”, the “Create-O-Mat” application will generate three exciting words, forming a new compound word that will take your brain on a fantastical journey in a new direction, perhaps even forcing you to think thoughts you have never thought before! Go on - Broaden your mind by limiting it!

*Available at Apple App Store and Android App Store

www.create-o-mat.gagarin.is

“Ever feel like you are bashing your head against a brick wall trying to come up with new, interesting and creative ideas? Look no further!”

Award winning idea, Þríhnúkagígur Volcano



Not many people can say they have been to an exhibition within an actual Volcano: Well Gagarin, Batteriid Architects and Landslag, all based in Reykjavik, Iceland, formed a dynamic design group to kindle this cutting-edge and extremely explosive idea!

Þríhnúkagígur is an old Volcano on the Reykjanes peninsula in Iceland with a beautiful huge vacant magma chamber, and was the piping hot spot and venue for this dynamic design idea.

Sharing the first prize with three other groups in an Icelandic design competition for this sizzling tourist attraction, Gagarin and the design group originated and illustrated interactive plans and ideas to allow visitors to travel into the earth and experience the volcano from within, including crazy and interesting ways to carry travellers into the crater itself!

Various travelling routes for different target groups were designed with

highly interactive media solutions and dynamic visuals playing a key role, making for a uniquely Icelandic and completely unforgettable event.

Other awarded ideas came from Design Group Italia in cooperation with Basalt architects, and from Anna María & Guðlaug design team.

www.insidethevolcano.com

Canadian Museum for Human Rights



The project

Gagarin has been hired to design and develop five interactive installations for the Canadian Museum for Human Rights in Winnipeg, Manitoba.

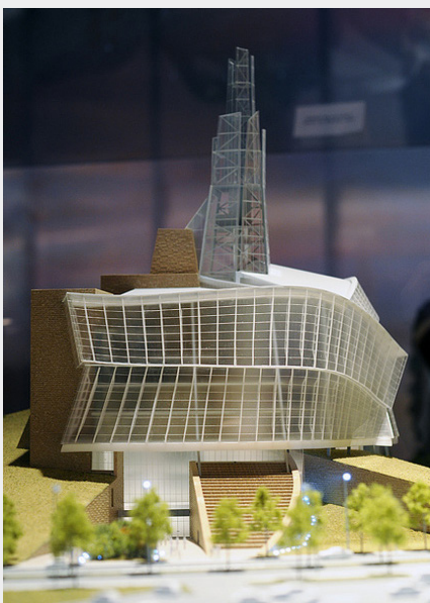
The inside of the Canadian Museum for Human Rights will be as unique and innovative as the iconic outside of the building. There will be over 47,000 ft² of exhibit space, 11 galleries and a temporary exhibition gallery where visitors will be able to examine human rights issues in depth.

Construction of the Canadian Museum for Human Rights is scheduled to be completed in 2012 and the museum is working towards an inauguration in 2014.

“This new national museum will tell the stories of human rights in Canada and the world—exploring the past, with an eye to current and future issues, challenges, and viewpoints.”

We at Gagarin are proud to be a part of this ambitious project.

<http://www.humanrightsmuseum.ca>



Photos: CMHR

Core team



Ásta Olga

Project manager
asta@gagarin.is

About herself:
Software developer slash interaction designer slash project manager slash adventure seeker and dreamer.

Where?
Reykjavík, Cape Town, Copenhagen... and somewhere close to the harbour.

Passion?
To connect the dots, build bridges and get to the mountain's summit for that extra bit of view.

Addiction?
Chocolate and rusks (home baked South African biscuits).



Bríet

Project manager
briet@gagarin.is

About herself:
Media multitasker par excellence.

Where?
Akureyri, Skeiðahreppur, Reykjavík, Mývatnssveit, Denmark.

Passion?
Art, design and always been crazy about travelling.

Addiction?
Enjoying good food



Geir

CEO
geir@gagarin.is

About himself:
Started my career 16 years ago. Wasted one year elsewhere. A proud Gagarian since 1996.

Where?
Abroad is good, but Iceland is home.

Passion?
To create something of value.

Addiction?
Sunflower seeds ... and other temptations.



Heimir

Filmmaker
heimir@gagarin.is

About himself:
I am Heimir. Movie maker and musician. From Akureyri with a passion for culture he, he.

Where?
Madrid, Icelandic back country and a little bit of Holland.

Passion?
Movies, music and arts in general.

Addiction?
Good mediterranean food.



Hringur

Creative Director
hringur@gagarin.is

About himself:
I.....

Where?
New York and Mímisbar.

Passion?
Junior soccer - Fc Stjarnan.

Addiction?
Yes, definitely!

Our team of creative artists, designers, animators, programmers, producers, film and sound specialists has years of experience in design and production of interactive media.



Kristín Eva

Art Director
kristin@gagarin.is

About herself:
A girl with both feet on the ground. A woman that loves to create. A designer with over a decade of experience.

Where?
No matter where I go, there I am.

Passion?
Creativity.

Addiction?
Some.



Magnús Elvar

Graphic designer
magnus@gagarin.is

About himself:
I like long walks on the beach, pina coladas & getting caught in the rain.

Where?
Borgarnes, Czech Republic, People's Republic of China and the Republic of Cuba.

Passion?
I am passionate about life.

Addiction?
I am a cinephile



Nils

Interaction designer
nils@gagarin.is

About himself:
Is more Dionysian than Apollonian. As an Interaction Designer, brings Physical and Tangible Computing to the realm of exhibition design. Specializes in using new and innovative technologies to add a parafunctionality into design interactions.

Where?
North of Sweden.

Passion?
Naively observing the world in constantly new ways.

Addiction?
The counterintuitive.



Pétur Valgarð

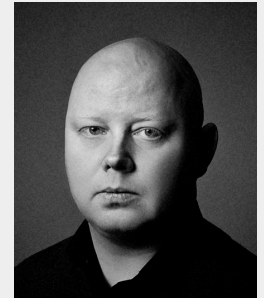
Programmer
petur@gagarin.is

About himself:
Almost a genius.

Where?
Alftanes, Westfjords.

Passion?
To make good design come to life.

Addiction?
Caffeine.



Sammi

CTO
sammi@gagarin.is

About himself:
I can make up a bed in only 28 seconds from bottom sheet to towel on top.

Where?
I've been around – mostly on the Internet though.

Passion?
To set pixels free.

Addiction?
My passion.

“This is the extraordinary thing about creativity: If just you keep your mind resting against the subject in a friendly but persistent way, sooner or later you will get a reward from your unconscious.”

John Cleese



The North Atlantic Ocean view from our office.

Our headquarters

We are happy to announce that we have moved to our new and exciting headquarters. From now on you can visit us at Fiskislóð 31, 101 Reykjavík. The second furthest entrance, facing away from the sea.

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Inquiries & Opportunities

Please drop us a line to find out more about how we can help you create engaging interactive media experiences for your audience.