Demystifying Illusion Museum in India

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Abstract: *The ideas to create illusion museum/ park with illusion in both interior and exterior. To make a place more interactive and fun by bringing new design. To create and manipulate surprise, provoking the viewer's excitement and retaining their interest and enhance the learning experience through the process of interaction- learning through interaction encourages visitors to intuitively engage with, and respond to, the enhanced hybrid object/artifact for a more stimulating interactive experience. Establish an effective communication bridge between objects and users.*

Keywords: Illusion, Park, Theme, Interactive, Museum

1. Introduction

In the new modern world theme parks are the new rising industry. Disney land created the first theme park and it's changed the whole way of looking at theme parks. It allowed the visitor to feel and related to the thing personally. The theme park industry in India is not strong and is growing at a very slow rate.in the last few years illusion museum domain and rise up with great improvements and new designs and technology.However, especially in the illusion theme park domain, there is confined and limited work and design either there is a 3d screen or multiscreen projection which allows the public to have a less or more engaging experience. The majority of visitors and immediately attracted to new things and new technology and illusions, as illusion trick their minds and they are able to impetrate senses and curiosity. Playing with the illusions is pleasant and unpredictable making the experience more fun and exciting. Thisbehavior and experience have been recorded in many surveys as people feel more connected to things and experience in theme parks they are able to take closer looks on the other side of the park is not engaging the visitor will lose his all interest. The Galleries should be interactive and a person would not like to spend a lot of time in one place understanding the work rather than enjoying it.The Park becomes a place of social interaction, learning, fun, enjoyment and a collective perspective. The selection and use of such illusions make a great experience in the theme parks domain. We have developed several kinds of galleries and an audio-visual experience for visitors. The narration and design play a crucial role in public engagement providing both interior and well as exterior experience in Illusion Park.

However, the basic idea is to create something new for people in both interior and exterior. Although the technique of illusion was invented a long time ago but is very less seen in India thus making a place for everyone to come and have different experiences.

2. Aims and Objectives

- To create and manipulate surprise, provoking the viewer's excitement and retaining their interest.
- To enhance the learning experience through the process of interaction- learning through interaction.
- To encourage visitors to intuitively engage with, and respond to, the enhanced hybrid object/artifact for a more stimulating interactive experience.
- To establish an effective communication bridge between objects and users.
- To provide engaging and educational activities for visitors.
- To improve the social interaction during the interaction with the artifact.

Scope
- In this, we are investigating illusion design that instinctively urges the guest to look take part in a remunerating experience through an intuitive discourse/arrangement with aillusion display or establishment.
- "To make such shows planners need to draw on guest research, ergonomics, humanism, formative brain science and instructive hypothesis to guarantee that the intuitive shows end up being instructive just as engaging.
- The creation and control of shock is a trial plan technique vital to this examination: its point is to incite the guest's energy and hold their advantage. We have distinguished the part of shock – here and there viewed as 'essential' human feeling.
- In this venture, we are trying different things with how to invigorate the guest to 'play' with illusions and to expand the span of the intelligent movement by keeping up the illusion and interest drive.

Color Psychology
Color plays an important role in our experiences. People feel comfortable with colors. Color is simple yet complicated at the same time.Logical analyses have been created to see how it functions over the previous century alone. Shading is an important device for caretakers and gallery instructors to draw in guests. It symbolizes meaning, feelings and how they are affected by it.Shading holds an enormous and significant spot on the planet, especially in the workmanship world."People go to museums to see exhibitions", in fact "exhibitions seems to be as much what museums are about as plays are what theatres are about" (Lord & Lord, 2002, p.12). In fact, color affects the engagement level of the visitors.Coloring is an inescapable piece of society. Different color affects our mood differently. Shadings in the red zone of the shading range are known as warm tones and

incorporate red, orange, and yellow. These warm tones inspire feelings going from sentiments of warmth and solace to sentiments of outrage and aggression. Tones on the blue side of the range are known as cool tones and incorporate blue, purple, and green. These tones are frequently portrayed as quiet, however can likewise bring to mind sentiments of misery or impassion. The wall color affects the visitors coming into the gallery.

3. Methodology

The data was collected from existing data and did some case studies. The case studies were on museums, illusion cafes as well as did some research on amusement parks. Studied about the illusions and how to create them and make them engaging. Selected the New York museum of illusion, analysis the color theme they used and the material they used in the museum to create the ambience. Logomo café case study helped in understanding 2d illusion, how they used the material and theme. Select them on their basis to help me in my research.

There are very less illusion related museum parks in India. So the online case study benefits us in very aspects to learn about new design new approaches and the materials that can be used in the illusion park.

Case Work 1-

Museum of Illusion, Newyork
The museum is perfect for entertaining tours in the world of illusion. Its place for new experience and fun not only for the children but also for parents, it's for every age group, such a brilliant, playful reminder that our assumptions about the world we see are frequently, only a phantom of fantasies. These amazing illusions teach us about vision, perception, and how our brain is trick into seeing something.

ABOUT MUSEUM- It is divided into three parts-illusion rooms, playrooms and smart shops. There are different types of illusion rooms such as-

AMES ROOM- In one corner the person looks giant and on the other hand, the person looks like a dwarf. This is masterly distorted to make the illusion. The room appears to be square shape but it actually is trapezoidal shape so the subject is standing much closer than the other making him look much longer. Booth looks like they are standing at the same depth.

ROTATED ROOM- Same as Ames room, it is using the phenomena uphill road that makes the false flat surface makes the room look like rotated.

THE BOTTOMLESS PIT-In this illusion you see a bottomless pit. This is a very old illusion. This illusion requires two-mirror reflecting each other. One is the simple reflecting mirror and the other is two way mirrors so the illusion we see are multiple reflections at once.
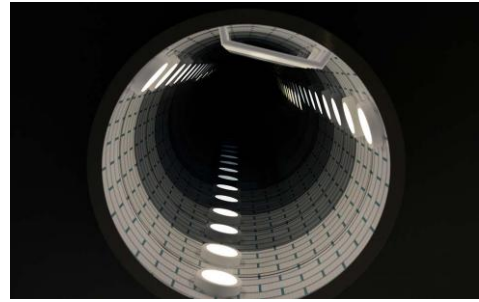

Figure 1: Bottomless PIT

HEAD ON THE PLATTER- At first it looks like normal table but when a person sits beneath it the whole body disappears only the head is visible. The reason behind this illusion is that both side of the table have reflecting mirror which reflects the wall and its pattern and make your body disappear.

Figure 2: Head on Platter

Analysis
- Number of illusions is present at one place under one roof.
- Place for everyone any age group can visit and can click pictures there.
- Room to play games incorporating illusion and educational concept which will break your mind.
- Use one color palette all over the museum to create a harmony.

Case Study 2

Logomo Café
"Nothing happens for reason" the Logomo café is designed by Tobias Rehberger German artist and a finished design furniture manufacturer Artek, they both collaborated to make this café. This is the result of their second collaboration; they first collaborated in 2009 at Venice art biennale to create a permanent installation in the cafeteria of palazzo Delle biennale.Logomo is more minimalistic and elegant. White interior with a black bold line running through overall interior and furniture, connecting and merging everything together. Logomo is more of sitting and enjoy the amazing interior rather than just sitting at eating.

Figure 3: Flooring

Figure 4: Arial View

About the interior

The painting method they use in the interior is the so called "Dazzle painting". This method was used on battle ships in world war one and two. Use of black bold lines to create a pattern.Tricks your eyes to make it look like some kind of sketch. Furniture blends with the surrounding.

Figure 5: Furniture Blends in

Figure 6: Furniture

Analysis
- Monochromatic palette interior.
- Hallucinogen effect is created by using painting technique.
- Minimalistic and simple interior is created.
- It is open for visiting only and enjoying the interior.
- Tricks your eyes to know when one thing ends and other starts.

The Design Features of Amusement Park Includes-
- In this project we are making different types of galleries incorporating illusions. Freeing us from fixed screen intelligence, utilizing an adjusted fleeting screen, in view of an optical hallucination.
- A few different factors inside the gallery -The nature, size, and number of displays it incorporates, the particular requirements for each display classification, the way that the exhibition hall spaces are interconnected with the general historical center complex and its sub-areas.
- Room 1 is the rotated room the phenomenon used is uphill road that makes the false flat surface makes the room look like rotated. Entering the first room is going to surprise the visitor and changing is perspective and room 2 tricks your eyes into believing things that are fake and confusing your mind.
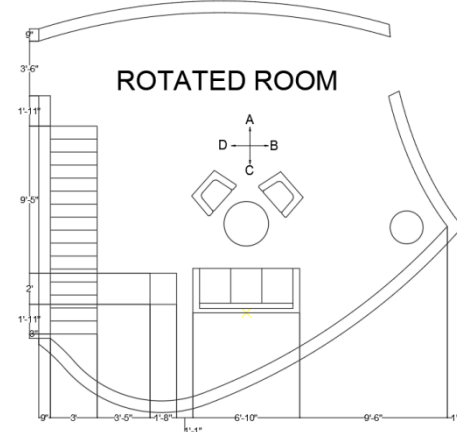

Figure 7: Rotated Room

Figure 8: Room Plan

- Next gallery plays with mirror and providing two illusions in one room, from experiencing bottomless pit to mirror maze the room will be full of surprises. All parts of the exhibition hall experience have been sorted out in order to add to the member's information securing and diversion.
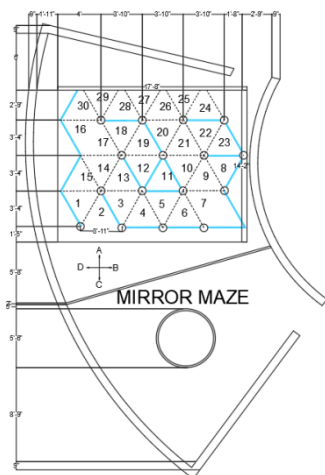
Figure 8: Mirror Maze Room Plan

- One room is going to be audio-visual experience. Exploiting the accessible computerized advances in the current market, the test is to understand another type of scenography and dramaturgy around the historical center's articles, with an aligned communication as per the genuine needs and appropriate for all objectives, with straightforward innovation, viable with the gallery's safeguarding and upkeep needs. The virtual experience binds and attracts the kids and youth more.
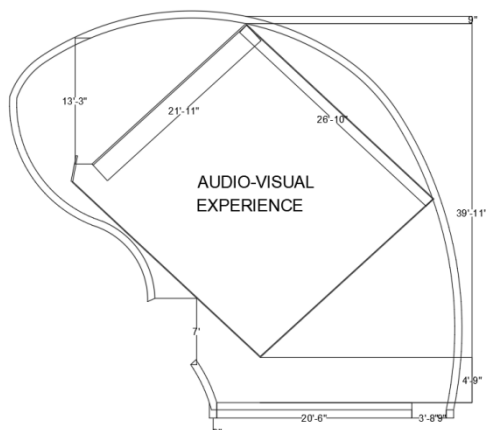

Figure 9: Audio Visual Room

Figure 10: Room Plan

Making illusion and mind tricking spaces and sculpture in exterior and enhancing the outdoor experience for the visitors as there are very less illusion crested in exterior.

4. Conclusion

At this moment in India there are illusion museum but no illusion parks, incorporating illusion in both and interior and exterior.In outline, this paper investigates the development of new applied dream in gallery conditions. It will change the arrangement of correspondence and connections between the two guests and displays, between the guests themselves and the guest and craftsman/originator. It is educated by mental investigation into the nature what's more, structure of shock, which is being applied to make and control shock in an instructive relic. The paper plots the thinking that has been applied in making an intelligent and fun experience.

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