



## What is the Issue?

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The Signify Archive is designed for the scientific research community, making it highly specialised and data-driven.

**However, its content is not as engaging for Members of the Public.**

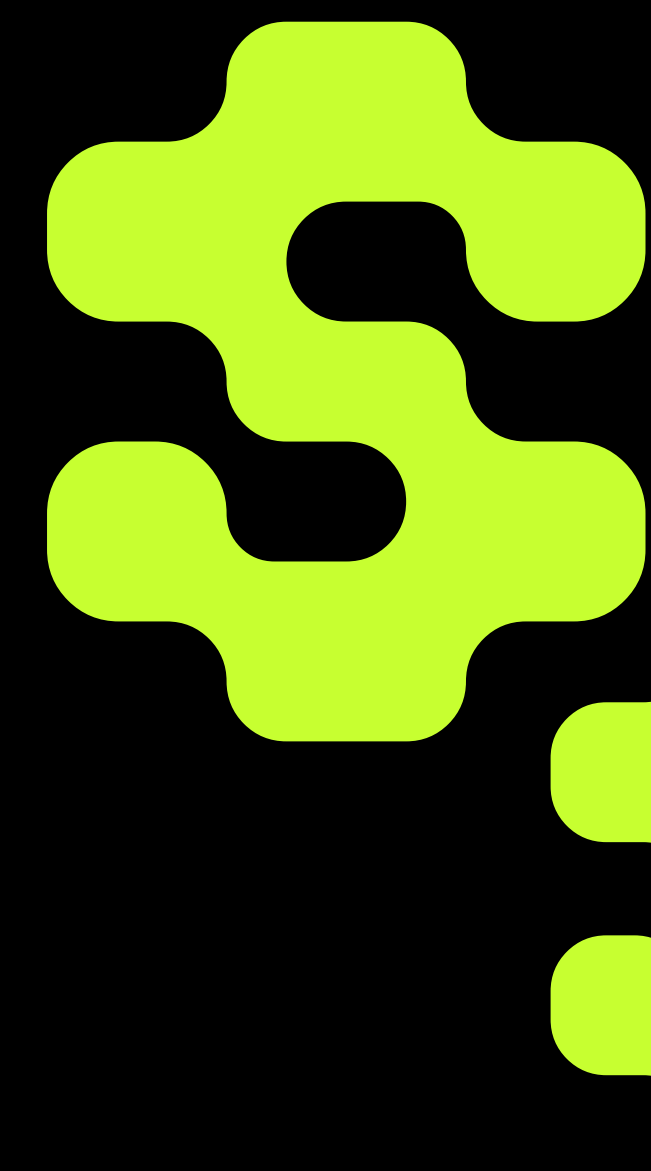
## Design Statement

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How can we bridge the gap  
between scientific research  
& public engagement through  
meaningful interactive storytelling?

We want to bring Singapore's natural biodiversity heritage closer to you—making it more engaging, accessible, and personal for youths **[Target Audience]**.

Through hand gestures and facial recognition, we turn complex scientific concepts into immersive, interactive experiences. By seeing, moving, and discovering in real-time, you don't just learn about nature—you connect with it in a way that feels instinctive and alive **[Goal]**.



# Survival Strategie

Seen or Unseen:  
Art of Survival



## Brief Introduction

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Our exhibition, **Survival Strategies**, invites visitors to step into the perspective of a predator—seeing the world at the scale of the very creatures that **hide**, **deceive**, or **warn** to survive.

 Camouflage

Blending into  
the environment  
to stay hidden.

 Mimicry

Imitating the appearance  
or behaviour of another  
species to deceive.

 Aposematism

Displaying warning  
signals to deter  
potential threats.



## Why Camouflage?



In nature, many animals rely on camouflage to blend into their surroundings, making it difficult for predators to spot them.

This survival strategy helps them avoid danger and increases their chances of survival in the wild.

## Gestures

This experience uses a **pinching gesture** with your **thumb** and **index finger** to uncover hidden specimens.

A **closed pinch** keeps them concealed within their environment, while an **open pinch** isolates them against a black background, revealing how they look without their natural disguise.



Gesture Demonstration Video

## Why Mimicry?

### Mimicry

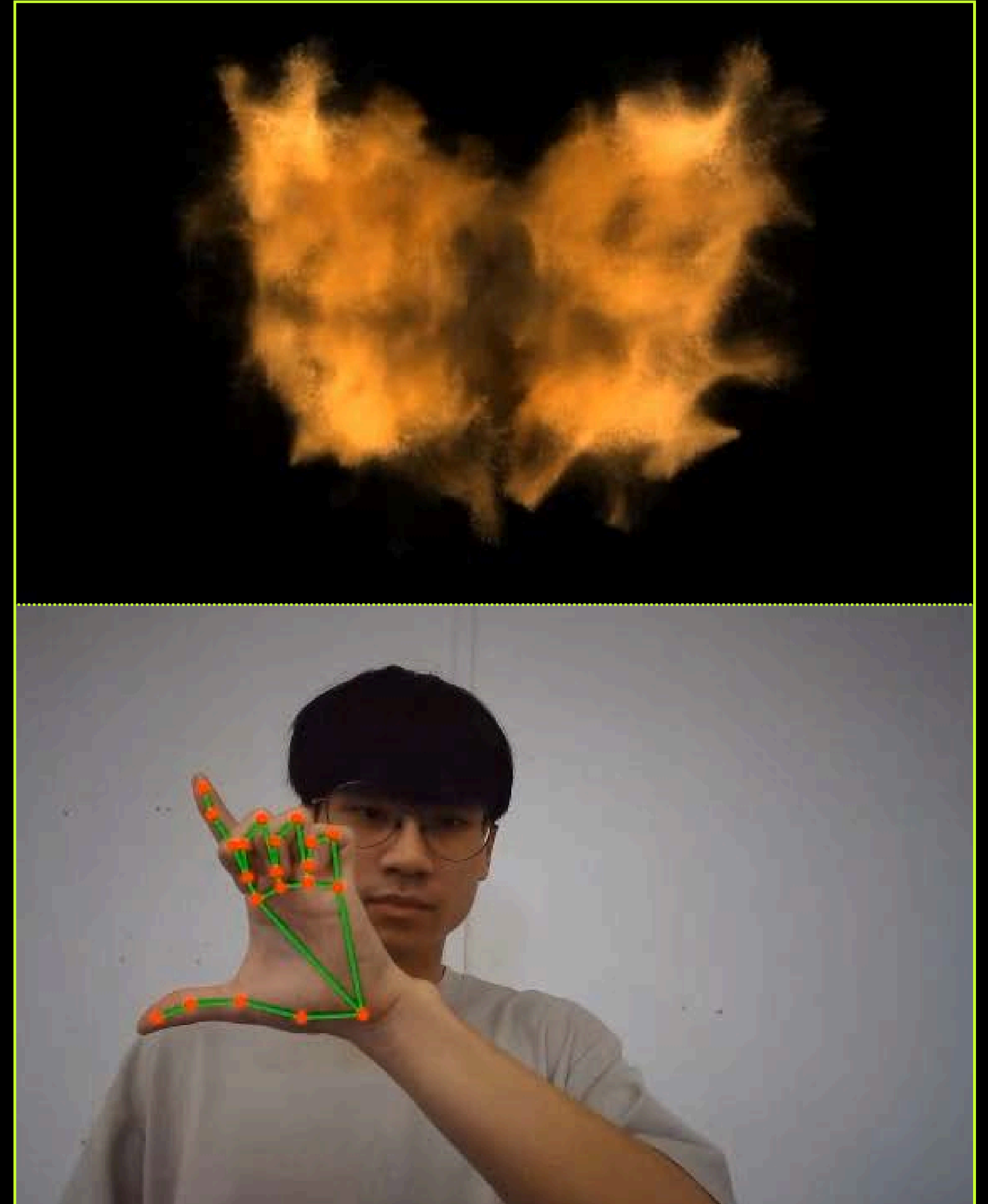
Some animals and plants have evolved to mimic the appearance of other species or objects to deceive predators or prey.

This can make them seem more dangerous than they really are, or allow them to blend in with their environment by resembling something unthreatening.

## Gestures

This experience uses a **pinching gesture** to gather scattered particles, gradually forming the shape of a hidden specimen.

Then, by **dragging the closed pinch**, watch as the specimen transforms — revealing the animal, plant, or object it mimics.



## Why Aposematism?

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### aposematism

Some animals use bright colours, bold patterns, or distinctive sounds to warn predators that they are toxic, dangerous, or unpalatable.

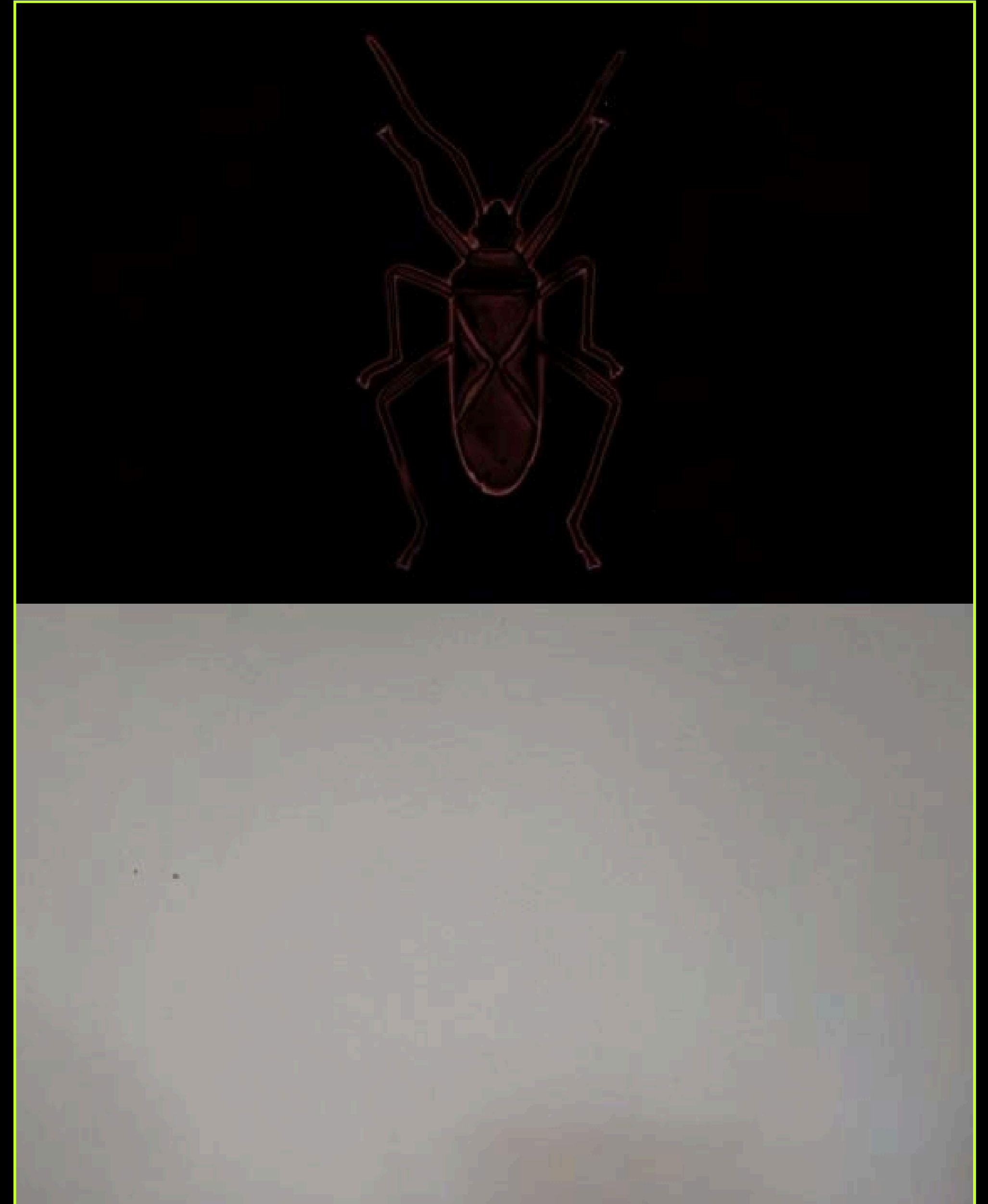
This survival strategy, known as aposematism, helps deter predators before an attack even happens.

## Gestures

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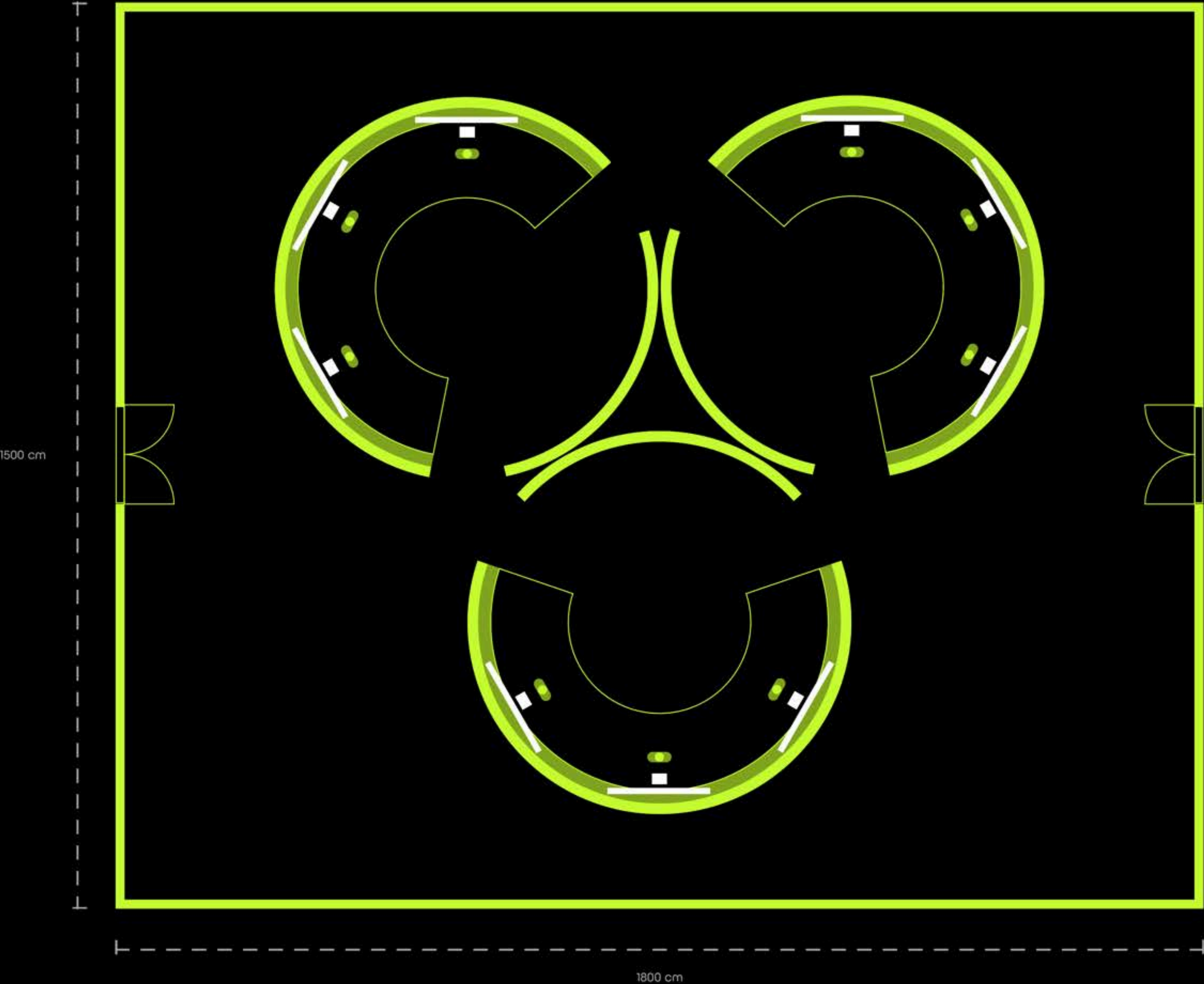
As you step closer, **facial recognition technology** will activate, transforming the specimen from a dull state to vibrant, glowing colours — just like real aposematic species signalling danger.

**Hand tracking** will trigger an animated "aura", mimicking the warning signals animals use to ward off predators.

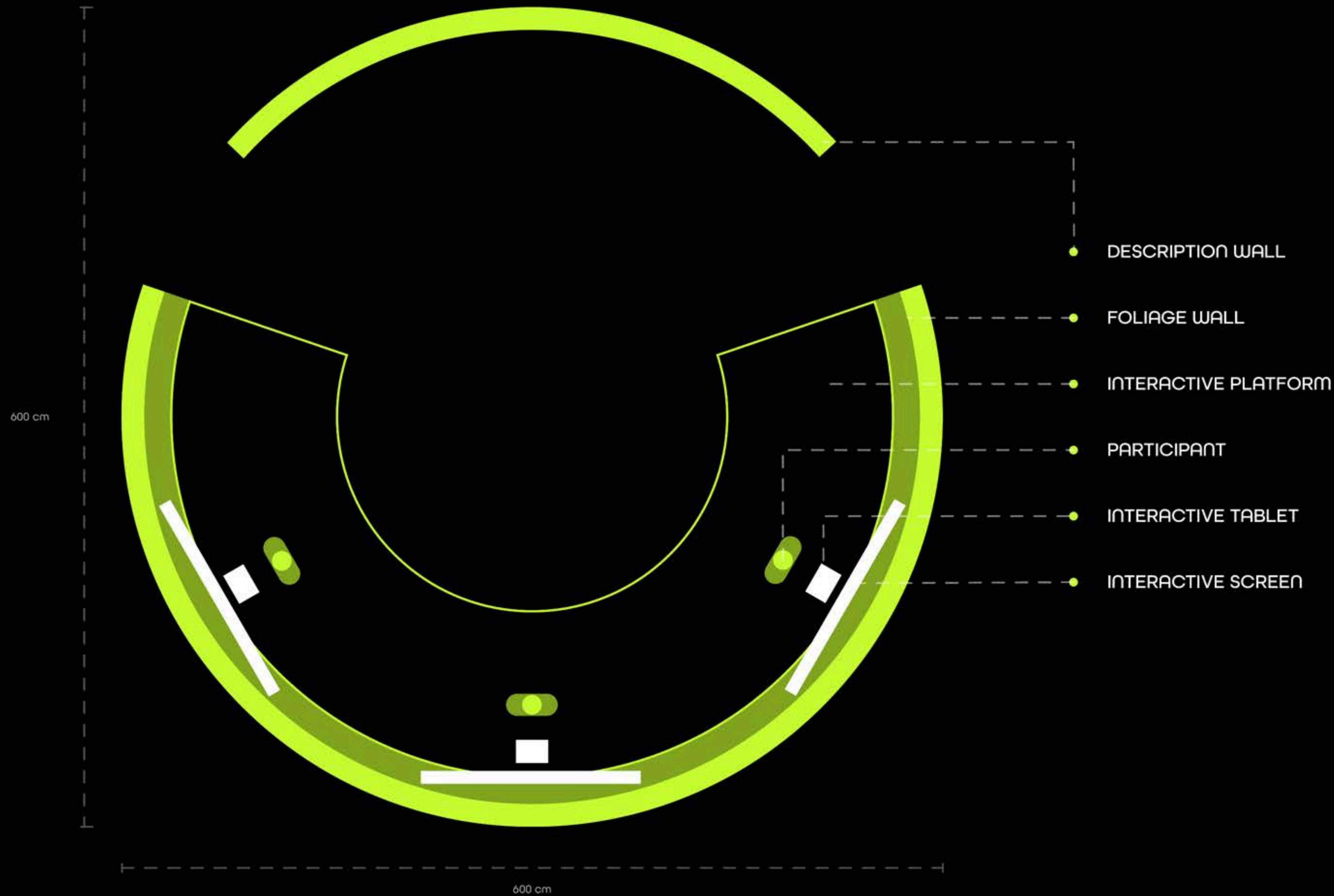


Gesture Demonstration Video

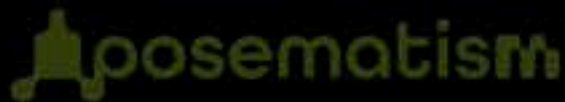
Overall Floor Plan



Sectioned Floor Plan



Elevation Plan (Exterior)



posematism

Displaying warning signals to deter potential threats.





CamouFlag

Blending into the environment to stay hidden.

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Blending into the environment to stay hidden.





Mimicry

Imitating the appearance or behaviour of another species to deceive.

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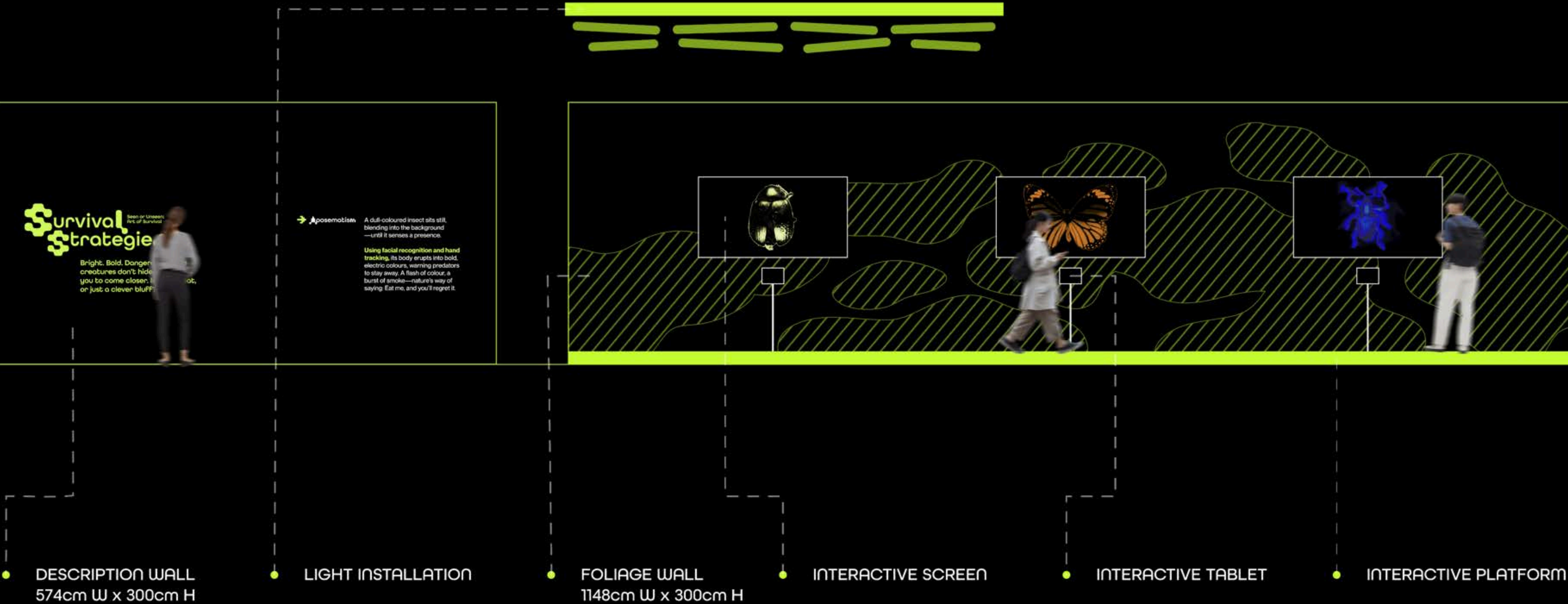




CamouFlag

Blending into the environment to stay hidden.

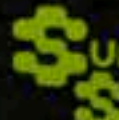
Elevation Plan (Interior)



 posematism

Displaying warning signals  
to deter potential threats.



 Survival  
Strate

That doesn't  
mean you  
aren't safe



 Camoufla

Blending into the environment  
to stay hidden.



# Survival Strategies

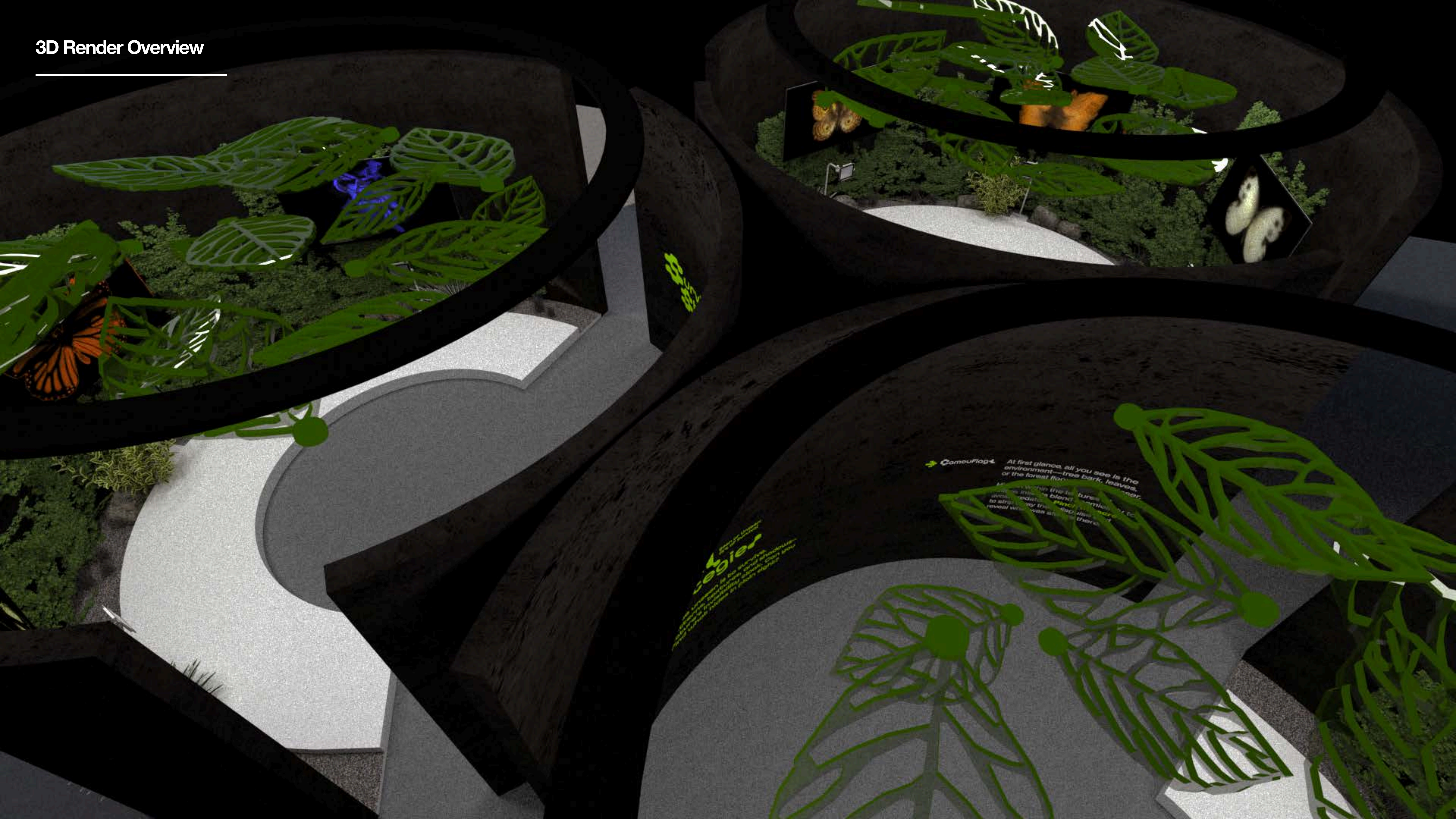
Seen or Unseen:  
Art of Survival

Not everything is what it seems.  
Some deceive by appearance,  
others by behaviour. Look again.  
do you see the truth or an illusion?

➤ **Mimicry** Before you are three butterflies, each seemingly ordinary. But survival is a game of deception. **Pinch to collect the particles**, forming the image of a butterfly.

Then, **drag to morph** its appearance, watch as it transforms into another species or even an object. In nature, mimicry is more than disguise—it's survival.





**4. Cecropia**  
The Cecropia is the most common tree in the rainforest. It is a large tree with large, deeply lobed leaves. The tree is found in the rainforest and is a common sight. It is a very important tree in the rainforest and is a common sight. It is a very important tree in the rainforest and is a common sight.

**Camouflage**  
At first glance, all you see is the environment—tree bark, leaves, or the forest floor. Many species of butterflies have evolved to blend in with their surroundings. This is a survival strategy that helps them avoid predators. The butterflies in this exhibit are designed to look like they are part of the forest floor.

Lenticular Postcard Series [ Camouflage ]

Interactive, collectible, educational,  
and shareable—extending nature’s  
survival strategies beyond the  
exhibition experience.



Lenticular Postcard Series [ Mimicry ]

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Lenticular Postcard Series [ Aposematism ]

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