

Stairway Stories

A public design intervention encourage people to take the stairs instead of the elevator



Would you forego the elevator if climbing stairs promised a great story? That's what industrial designers Alison Uljee and Sierra Seip hope to achieve with Stairway Stories, which is a part of their larger project, Design That Moves You, aimed at combating obesity through public design interventions. Stairway Stories entices people to take the stairs, with snippets of a story adhered to ascending risers. Uljee and Seip tested their project at the High Line park, posting a sign on an elevator suggesting visitors make the two-flight climb. Those opting for exercise were rewarded with "a romantic and educational encounter between two angler fish." It might have been more work, but then "Her gorgeous face glowed"!

Project author or developer:
Design That Moves You

Where:
US / United States / New York

Website:
designthatmovesyou.wordpress.com/

