

Strategic Map of Installation Concepts:

Concept development for *The Ultimate Aesthetic Experience*

Symbols used on this chart:

Black Text	Physical Systems
Blue Text	Virtual Systems
White Box	Advanced Prototype
Grey Box	Early Prototype
Blue Circle	Idea Clusters
Blue Line	Related Ideas
Pink Circle	Out of Scope
Purple Circle	Heavy Investment
Light Blue Circle	Worth a Try
Light Blue Circle	Easy Impact
Yellow Circle	Cheap Thrills

Low Impact

High Impact

Hard

Easy

