

**MAKING YOU WANT  
TO WASH YOUR HANDS**

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How many times have you seen somebody leave the restroom without washing their hands? Unfortunately, the number is probably pretty high. Even though there are countless studies showing how beneficial washing your hands can be for everyone's health, it is estimated that 40% of people don't wash their hands, or they wash them incorrectly. If telling people about the health benefits of washing your hands does not make people wash, then what could?

We can ask ourselves a question: "Why do people do X". The reason, no matter what "X" is the reason is because we want to get something out of it. Why do we shower? To get clean. Why do we do our homework? Because we want to get a good grade. You can take this question and apply to any task, and there will be a reason why somebody does it. Unfortunately, not spreading diseases and keeping your personal hygiene is not enough for some people. Funny enough (for them) there is a reason for why they don't wash. My concept was based on towing the line of suggesting to someone to wash their hands, but not too far that they would feel like they were instructed to, but instead making it seem like it was their idea to wash their hands.

Using bright colored water pipes throughout a bathroom contrast to dark walls, floors, and ceiling, guests are visually stimulated and reminded of the presence of the water. In the floor behind the sinks are brightly colored "funnel drains" that the water and soap from the sink would wash down into. Black lights would be situated in the funnel, allowing for the special soap to glow in the light. The clear bullet proof plexiglass would allow any and all kinds of foot traffic over the funnel. These drains are situated behind the sinks, which have massive almost ceiling high angled mirrors to allow you to watch the water and soap to glow and swirl down the drain on the floor behind you. The goal is for people to make the connection of the brightly colored pipes that lead down to the sinks, which lead to the floor drains, and they can visualize what would happen if they use the sinks. There are no signs that tell anyone how the drain works, as part of the experience is to figure the process on your own, giving you almost a sense of accomplishment. If you give any instruction how it works, you risk people thinking that they do not need to follow the rules.

There is no way to force people to wash their hands. Countless health benefits are not enough of an incentive, so sometimes the best way to get people to wash their hands is to make it seem like it was their idea all along.

If you can convince someone that an idea is related to them on a personal level, they will have an even greater commitment to that idea.

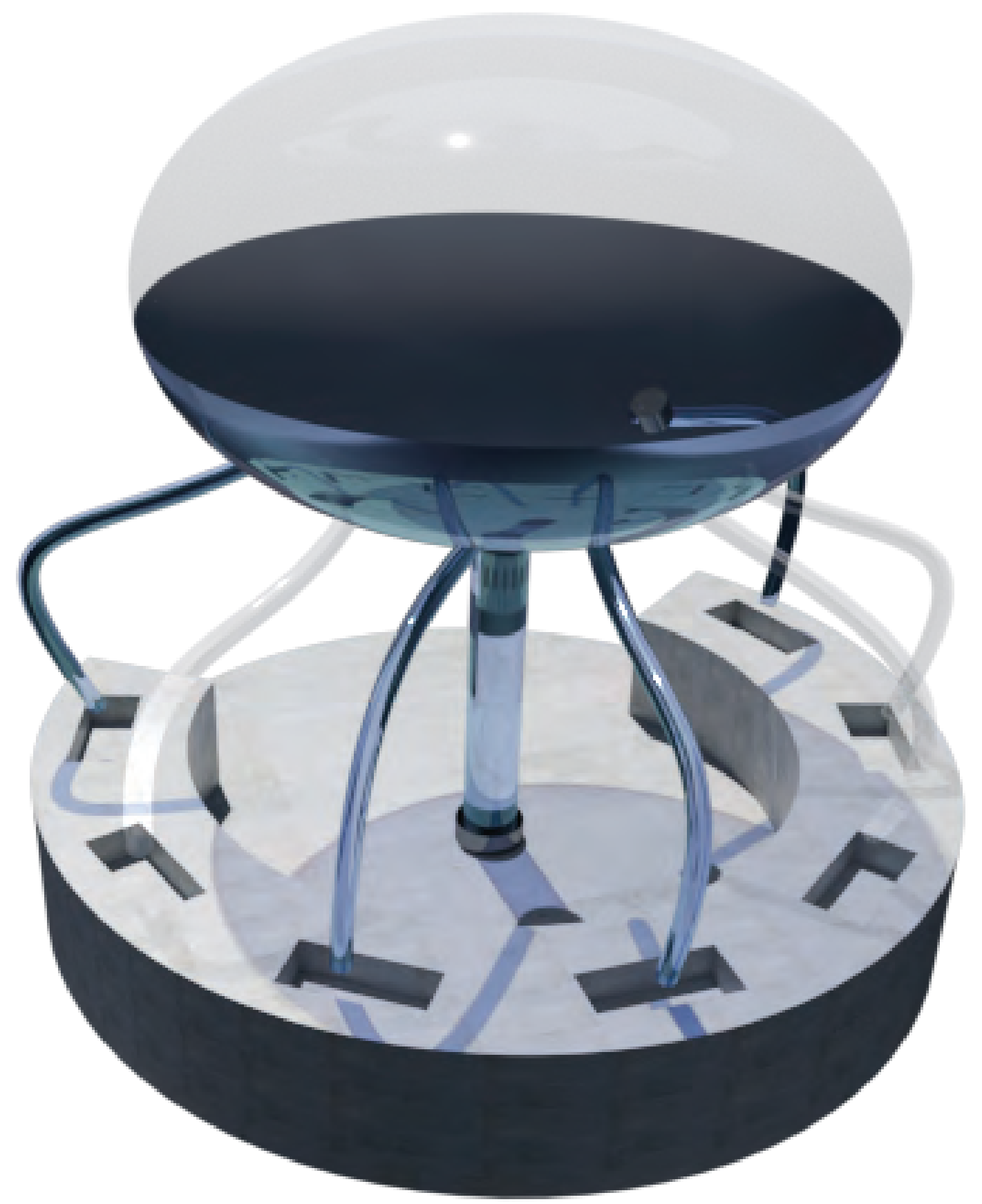
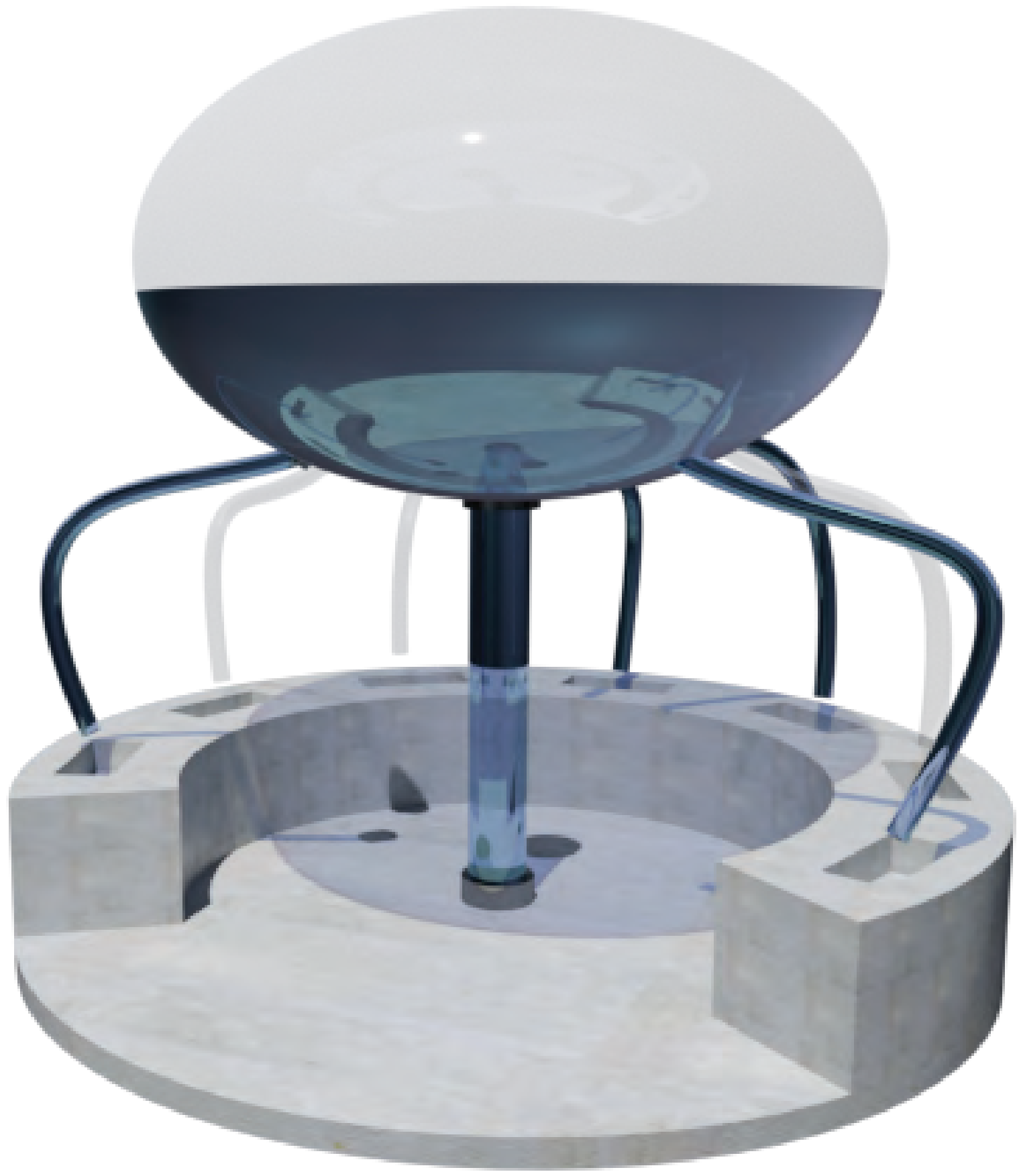
"The brain doesn't always clearly differentiate between something real and something imagined. Our imagination and our perception of the real world are closely linked since both functions engage similar neural circuitry. Numerous scientific studies confirm that visualization and mental imagery enhances actual physical performance, demonstrating the very real benefits of mental rehearsal. **If you can get someone to imagine something vividly enough, you are well on your way to making the suggestion real.**"



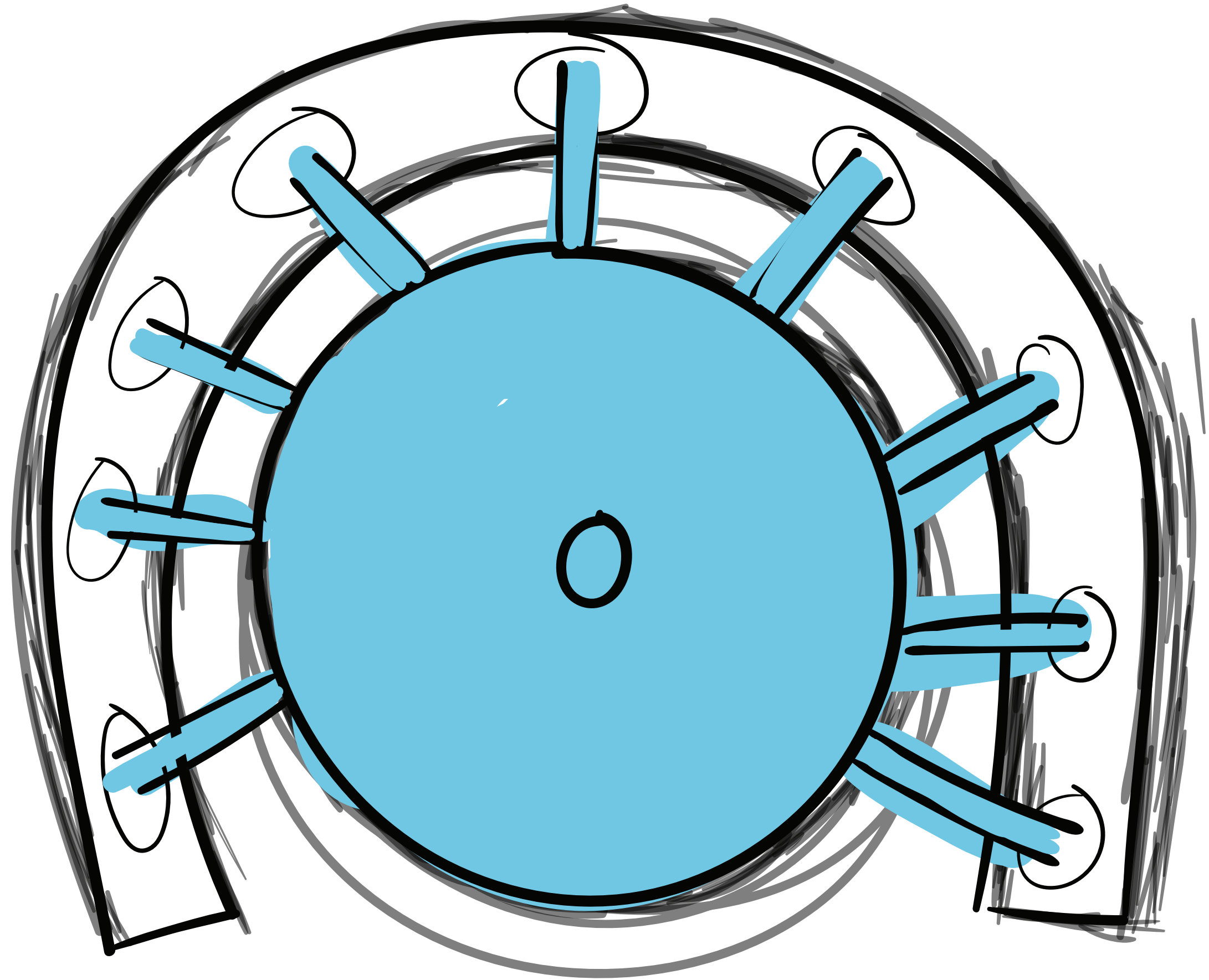














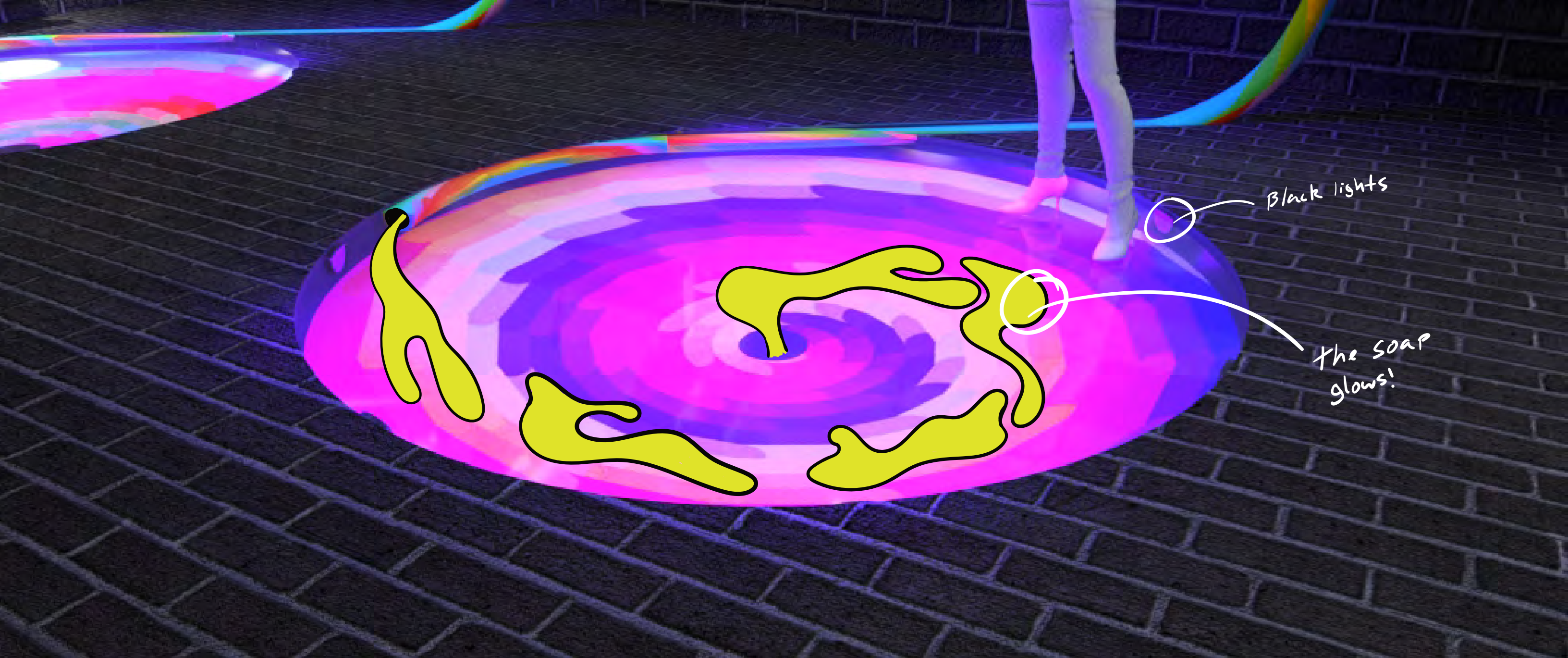
THE BIG IDEA IS TO SEE THE BRIGHT COLORED PIPES CONNECTED TO THE SINK, WHICH IS CONNECTED TO THE DRAIN FUNNEL, MAKING YOU WANT TO SEE THE WATER RUSH DOWN AND SPIRAL IN THE DRAIN.



AS SOON AS YOU WALK IN THE SPACE, YOUR EYES WILL BE DRAWN TO THE BRIGHTLY COLORED PIPES AND FLOOR FUNNELS. THE DARK INTERIOR MATERIALS ARE INTENTIONAL, AS IT WILL DIRECT YOUR ATTENTION TO THE BRIGHT COLORS EVEN MORE. REMINDERS OF THE BRIGHT COLORS ARE EVERYWHERE, EVEN OVER THE BATHROOM STALLS, MAKING IT ALMOST IMPOSSIBLE TO IGNORE.



WHEN YOU WASH YOUR HANDS, A SLANTED MIRROR ALLOWS FOR VIEWS OF THE GLOWING SOAP SWIRLING DOWN IN THE LUMINESCENT FUNNEL BEHIND YOU.



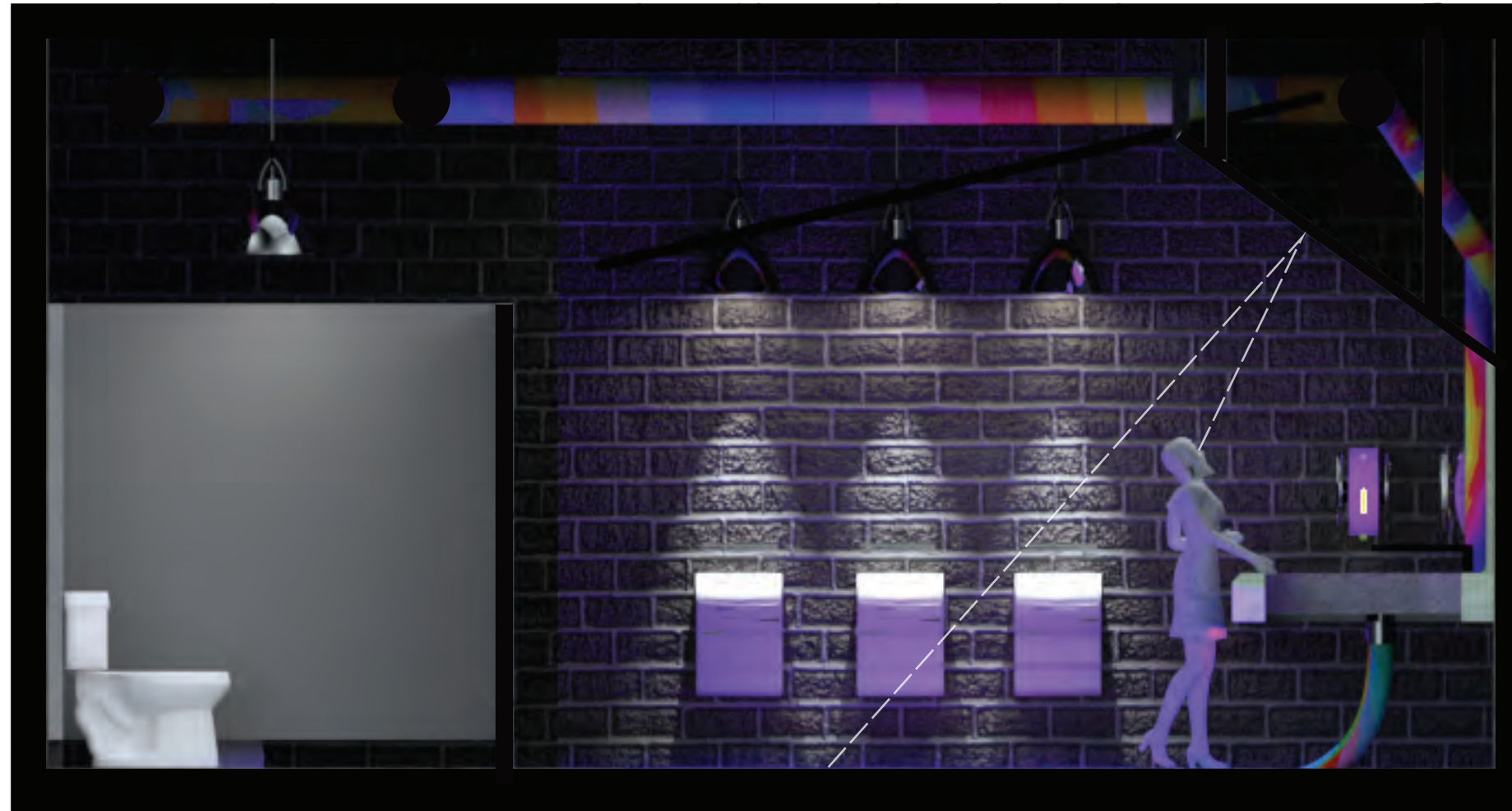
BLACK LIGHTS ARE FIXED INTO THE FUNNEL,  
ALLOWING THE SOAP TO GLOW FOR MORE  
INTENSE VISUALS.



5 FT.



PLAN

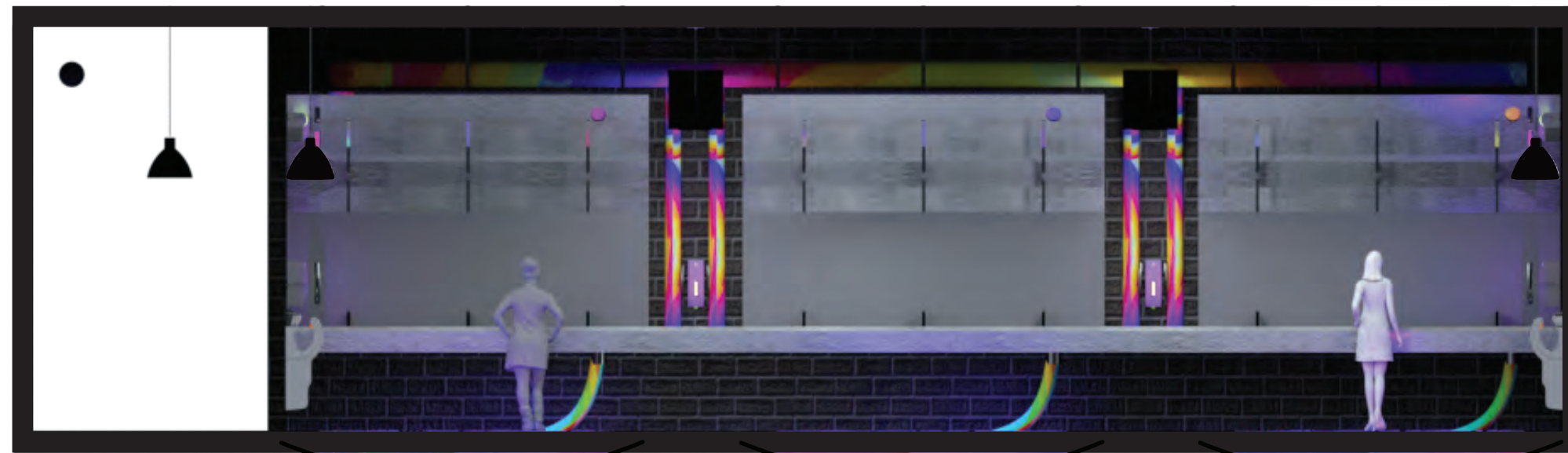


THE ANGLED MIRROR ALLOWS FOR VIEWING WHILE WASHING YOUR HANDS .

5 FT.



SHORT SECTION



5 FT.



LONG SECTION