

THE HISTORIC
MELODY
INN



OTTO'S

FUNHOUSE EVENT

→ OPEN MIC COMEDY NIGHT

If you are looking for something different to do, **OTTO THE COMIC** has you covered. On the **THIRD MONDAY** of each month, Otto hosts **OTTO'S FUNHOUSE** at the popular Indianapolis bar, The Melody

MONDAY

SEPTEMBER, 15 2014
9:00 PM - 2:00 AM

Inn. Voted the **NUMBER TWO OPEN-MIC NIGHT** in Indianapolis, Indiana, Otto's Funhouse offers a **MICROPHONE** to **ANYONE WITH THE GUTS** to get in front of it. Stand up comics try out new jokes and Indianapolis musicians play some tunes they've been working on.



OPPORTUNITY STATEMENT:

**HOW MIGHT WE DEVELOP
AN UNDERSTANDING OF THE
MELODY INN AESTHETIC?**



ARTIFACT ANALYSIS

→ CONTEXTUAL BOOKLET

- Structured information
- Categories gave clear direction
- Clear check box system
- Value of objects history

EM guitar
LOCATION wall

What does the artifact say about the culture?
music, energetic

MATERIALS
wood

AESTHETIC
variety

INTERACTIVE
no

- PUBLIC
- PRIVATE
- ON DISPLAY

- OWNED
- SHARED
- COMMUNAL
- CORPORATE

- INDIVIDUALISTIC
- SYSTEM

LOCATION lounge

What does the artifact say about the culture?

MATERIALS
leather

AESTHETIC
outdated

INTERACTIVE
yes

- PUBLIC
- PRIVATE
- ON DISPLAY
- IN USE

- OWNED
- SHARED
- COMMUNAL
- CORPORATE



AMPHIBIOUS TALK AUDIO

75
HOT
HOT





↑ BRAVO TAMPER ↑

CON SEAN & THE BAR
2011



3 FRIENDS

MEMORIAL AND BENEFIT SHOW FOR

MICHAEL DAHLQUIST, JOE JACK & DOUG M



WORK SHIRTS
\$25



BABY DOLL
\$15

WORK IN CHICAGO

Dave & Dad





BEER

Pabst Blue Ribbon

PLEASE
BEER TO
THE
BARTENDER

ASK DO

NEXT ROUND

Pabst
Blue Ribbon
BEER

PUNKROCK

OPPORTUNITY STATEMENT:

**HOW MIGHT WE BUILD
OUR RELATIONSHIP
WITH THE OWNERS?**

A photograph of two men standing in front of a building at night. The man on the left has a beard and is wearing a dark jacket over a light-colored t-shirt. The man on the right is wearing a light blue button-down shirt with a name tag. In the background, there is a neon sign that says "MELBODY INN" in green and blue. The overall scene is dimly lit, with the neon sign providing the primary light source.

IMPROMPTU INTERVIEW

→ INFORMAL CONVERSATION

- Meeting and introduction
- Informed of our intent
- Develop personal relationship
- Learned context of historical items

REFLECTION & FINDINGS

→ **ARTIFACT ANALYSIS**

- Implementation of checkboxes
- Detailed historic descriptions

→ **IMPROMPTU INTERVIEW**

- Established relationship with owner
- Stated intent of project and presence
- No questions prepared