

Dundee V&A Proposal

live for years, like the koi in this pond.

rd with all its unique features.

Do you prefer fresh fish or seafood?

This boat is so cozy, I could nap here all day.

It's such a peaceful feeling being out on the boat at dawn.
We'll need to check the boat's fuel before heading out.

I love how the boat bobs gently with the waves.

The waves are so powerful, they can carve out entire coastlines over time.

Do you prefer fresh fish or seafood?

The sea is calm and peaceful.

The sea smells fresh and salty.
This aquarium has so many different species of fish.

The water is cool and inviting.

Have you ever driven a boat? It's not as easy as it looks!
I've never seen a fish that big before!
That boat looks like it's built for adventure!
Have you ever noticed how the waves sparkle under the sunlight?

en the waves gently roll in, it's so peaceful.

It's such a peaceful feeling being out on the boat at dawn.

crystal clear.

ine like little jewels in the sunlight.

I've never seen a fish that big before!

I think fish make great pets, especially if

That fish has the most vibrant colors I've ever seen!
The sea is always changing.
The sea holds infinite mysteries.

Do you think we'll need life jackets on this boat trip?

This boat is perfect for a relaxing day on the water.

holds infinit

The fish in this lake are so c





Thumbnail of demo video (<https://drive.google.com/file/d/1q3waYFmf6cEMJX0sf2dPQJTbknqIHziK/> or scan QR code)

d that fish communicate with ea
n's beauty is mesmerizing.

That fish has the most vit
a smells fresh and salty.

I love the
The fish are sc
to catch; it kept getting away!

sounds.

The boat ride to the
across the water.

Share your thoughts on
the sea

Entry

I like the glittering waves and the|

by submitting, you agree to the terms of use

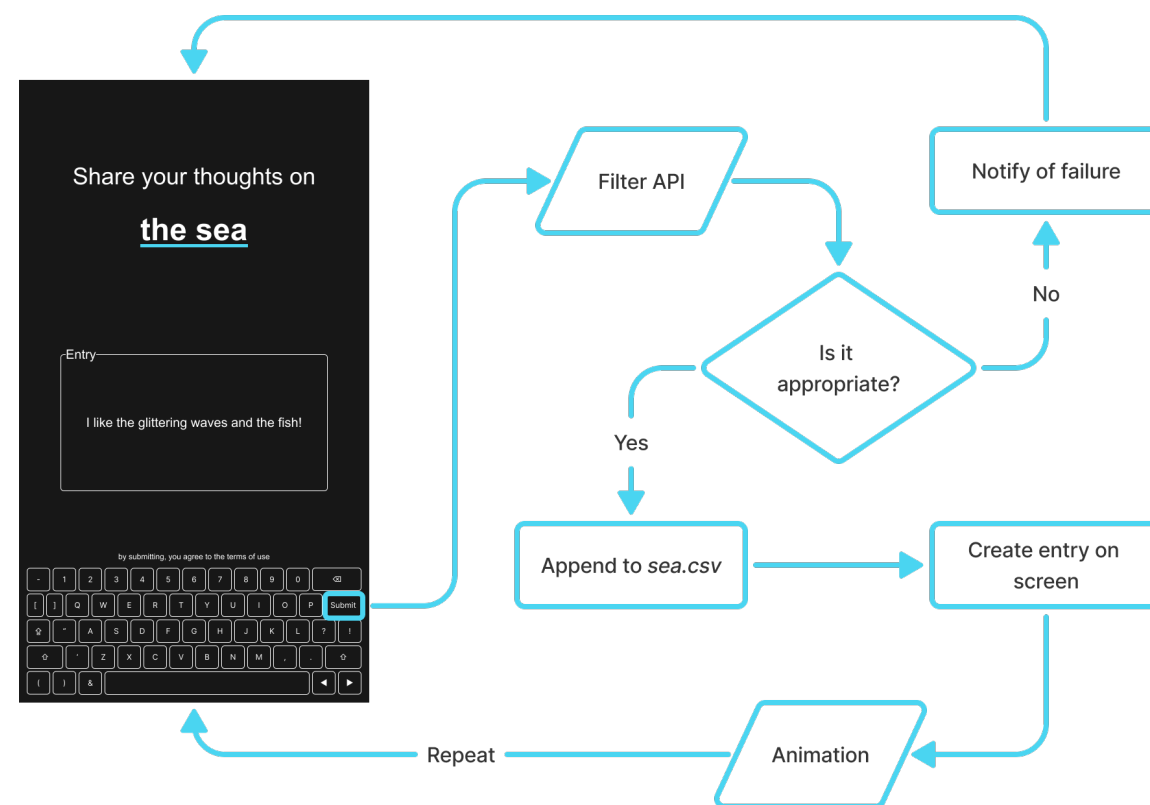
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Mock-up of display



Mock-up of display



Flowchart of submission filtering process

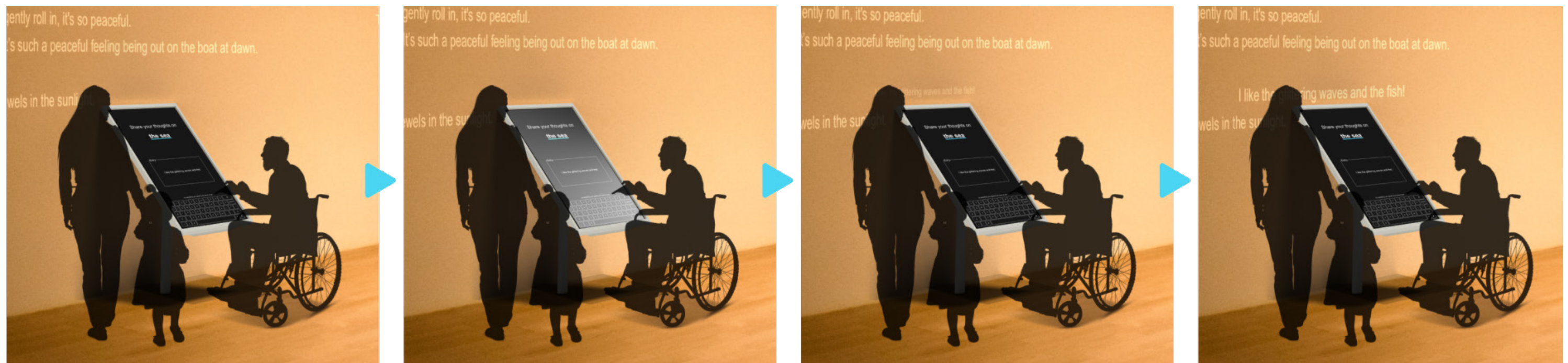
When someone submits their response to the prompt, the text will go through a vigorous filtering process to ensure that no harmful content is put up on display for the public. The text will go through a specialised filtering API, such as Azure OpenAI's content filtering AI service. APIs such as these are specially trained to separate harmful text from appropriate text. It can use context to filter if text is harmful, so even if no profanity is present, no hate will be allowed through.

Microsoft's Azure OpenAI Service is one of many paid filtering services. Different options can be discussed to best suit your needs.

When a response is submitted, and it passes the vigorous filtering process, the text will appear on the wall in front of the person that submitted it. This text will then go on to join the sea of text on the wall.

These responses to the prompts will go on to develop into a vast gallery of human responses from the very people that visit the Dundee V&A. It would be a big collaborative project where people can read responses to people all around them, bringing the community and people closer together.

The responses can be used by you (the Dundee V&A) to gather insight into what people are interested in. You could use it as a light way to gather feedback which then catered into future exhibitions.



Frames of submission animation

Control Panel



Scheduling & Entries



Settings

You will be provided with a control panel that only staff will be able to access. This control panel will directly control the installation.

You will be able to schedule topics to appear at certain dates, delete submissions, and change the overall settings of the installation.

UI mock-up of control panel main menu

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August 2026

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Scheduling

5th Aug 2026 - 11 Aug 2026

🗑️

Title

The Sea

🟡

Prompt

💬

Share your thoughts on...

Topic

💬

the sea

CSV filename

📄

sea.csv

+

⋮

Edit submitted entries

Caption:

The scheduling menu would be a menu where topics can be scheduled to appear on specified date ranges. These could range from topics related to current exhibitions, Dundee cultural events, important nationwide events, anything really! It would be up for you to decide.

You can choose a colour associated with the topic, this could influence the visuals (such as a coloured underline under the topic). The name of the CSV file associated with the topic can also be set, making it easy to manage submission data.

There will also be a button to edit submitted entries, just in case anything happens to slip through.

←

Editing

The Sea

Filter

🔍

boat

⏪

Page 1 / 5

⏩

I love the sound of the boat's engine as it hums across the water.

That boat looks like it's built for adventure!

Do you think we'll need life jackets on this boat trip?

The boat glides so smoothly over the calm lake.

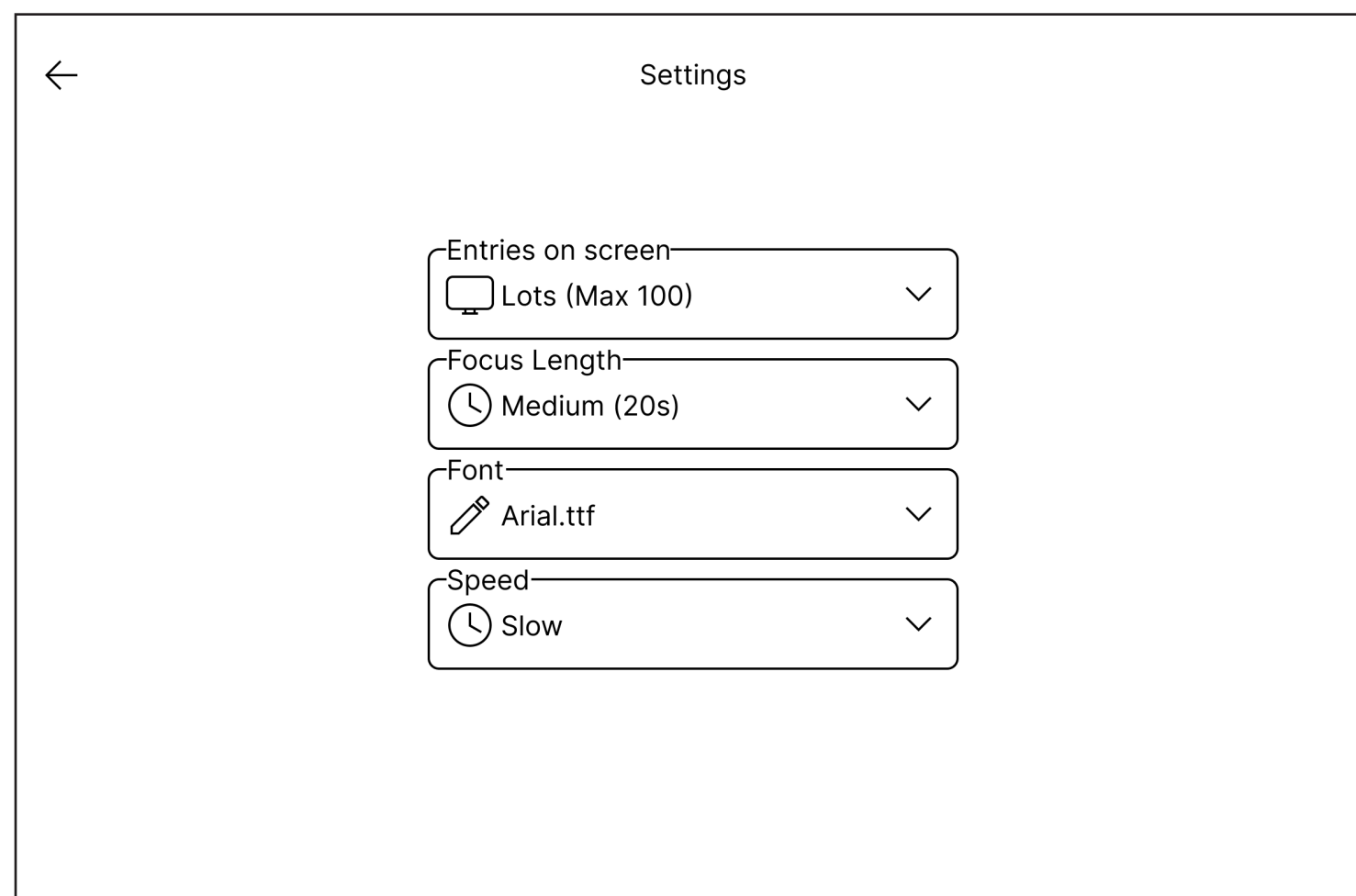
This boat is so cozy, I could nap here all day.

Boats are the best way to escape the crowds on land.

UI mock-up of control panel edit menu

Even though the content filtering will be very robust, you will want a way to filter messages in case anything were to slip through the gaps of the moderation. This is a back-up and should rarely, if ever, be needed to be used.

A simple search bar to find the offending entry, and a simple click of the bin icon will remove it from the installation. This will be fed back to the content filtering AI so that it can realise the mistake and further decrease the chances of it happening again.



UI mock-up of control panel settings menu

The settings menu will allow you to easily change aspects of the installation, such as the speed of the words, the font, the number of words on screen..

Other options can be added if needed, such as content filtering levels, if content needs to be reviewed, etc.

