Alice In Wonderland
What Would Alice Do?
"Alice’s Wonderland: What Would Alice Do?" is an exhibition about chance, choice, and experience. Through it, visitors confront a series of dual interpretations of Alice’s Wonderland experiences and must decide for themselves how to engage their environment. The exhibition emphasizes the role of personal perspective in determining situational outcomes.

Alice’s Wonderland is organized around 9 decisions that challenge visitors’ perspectives on reality. The nine sections of the exhibition correspond with chapters in What Would Alice Do?—a text derivative of Alice in Wonderland that uses quotes from the original book and makes parallels between the popular story and everyday life. The exhibition relies on the quotes to place visitors in physical quandaries similar to those that Alice experienced. Visitors are asked to use environmental cues to select a route forward.

Each exhibition section is located in a different vacant store in the Westfield Montgomery Mall, one of the biggest shopping malls in the DMV region. The exhibition gives the mall new life by expanding the scope of people’s activities. It enhances the mall’s popularity by asking visitors to shop between reality and fantasy.

The exhibition relies on spatial projections and optical illusion, among other design tools, to recreate nine of Alice in Wonderland’s famous scenes. The mall, itself, is outfitted with visual clues that draw visitors to enter the parallel reality of the exhibition; these cues materialize the thresholds between reality (the mall) and fantasy (the exhibition). Visitors move around the “Alice’s Wonderland” exhibition in their own way, ensuring that each viewer’s experience is unique.

"Alice’s Wonderland" exaggerates the spectacle of shopping and the mall and leans into exhibitions and experiences as commodities. It embraces a new extreme—a merger of themed or branded environments and immersive experience—and asks visitors to see their way through the distractions.
Alice In Wonderland: What Would Alice Do?

Tick Tock, Tick Tock
1. Eating Area
2. Teapot Display Area
3. Eating Area 2
4. Eating Area 3
5. Tea Set Display Area
6. Tea Set Display Area 2
7. Interactive Area with Alice

The tea party space uses the food court area by building up the space as a forest. Viewers choose whether they stay for a cup of tea or not.

The table was a large one, but the three were all crowded together at one corner of it: “No room! No room!,” they cried out when they saw Alice coming. “There’s plenty of room!” said Alice indignantly. Message to the Viewer: Do you want some tea?
1. Eating Area
2. Teapot Display Area
3. Eating Area 2
4. Eating Area 3
5. Tea Set Display Area
6. Tea Set Display Area 2
7. Interactive Area with Alice
Alice In Wonderland: What Would Alice Do?

Freedom

Marionette
1. Character from the story
2. Story scene
3. Alice In Wonderland Artwork
4. Story scene 2
5. Alice In Wonderland Artwork

Free
1. Story scene
2. Alice In Wonderland Artwork
3. Hidden Door
4. Story scene 2
5. Story scene 3
6. Alice In Wonderland Artwork
7. Alice In Wonderland Artwork

Question
Are you a marionette?

Choose 1
Yes

Choose 2
No

Quote
"I don't want to be anybody's prisoner, I want to be a Queen."
1. Character from the story
2. Story scene
3. Alice In Wonderland Artwork
4. Story scene 2
5. Alice In Wonderland Artwork
Room B
1. Story scene
2. Alice In Wonderland Artwork
3. Hidden Door
4. Story scene 2
5. Story scene 3
6. Alice In Wonderland Artwork
7. Alice In Wonderland Artwork
Alice In Wonderland: What Would Alice Do?

Room A
1. Projection GIF
2. Decoration
3. Glass Curtain
4. Glass Curtain 2

Room B
1. Hallway
2. Interactive space
3. Rest space
4. Interactive space m2
5. Play table

Light

Dark

Choose 1

Choose 2
Dark:
1. Projection GIF
2. Decoration
3. Glass Curtain
4. Glass Curtain 2
Alice In Wonderland: What Would Alice Do?

Responsibility

Room A
Colorful

Room B
Clean

Question
Choose 1
Choose 2
Quote

To Be Responsible

To Be Not Responsible

She had read several real life stories about children who had learned to take responsibility and how this meant that they would not remember the stories unless their friends had taught them.
Alice In Wonderland: What Would Alice Do?

White Rose
1. Axe
2. Flower Column
3. Character Models

Entrance
1. Ballet Music Drama

Red Rose
1. Flower Wall
2. Flower Column
3. Flower Wall
4. DIY Use White Rose
5. DIY Space (With Tools)

"Why the fact is, you see, Miss, this here ought to have been a red rose-tree, and we put a white one in by mistake; and if the Queen was to find it out, we should all have our heads cut off, you know."

"Why the fact is, you see, Miss, this here ought to have been a red rose-tree, and we put a white one in by mistake; and if the Queen was to find it out, we should all have our heads cut off, you know."

Question
Choose 1
Choose 2

Quote
Red Rose
1. Flower Wall
2. Flower Column
3. Flower Wall
4. DIY Use White Rose
5. DIY Space (With Tools)
Room A
1. Axe
2. Flower Column
3. Character Models
There was no label this time with the words "DRINK ME," but nevertheless she uncorked it and put it to her lips. "I know something interesting is sure to happen," she said to herself, "whenever I eat or drink anything; so, I'll just see what this bottle does."
Large World
1. Projector
2. Rest space
3. Rest space
4. Projector
Alice In Wonderland: What Would Alice Do?

“Dear, dear! How queer everything is to-day! And yesterday things went on just as usual. I wonder if I've been changed in the night? Let me think: Was I the same when I got up this morning? I almost think I can remember feeling a little different. But if I'm not the same, the next question is. Who in the world am I? Ah, the great puzzle!”

Who are you in this moment? Which mirror shows you the best version of yourself?
1. sculpture
2. door
3. door 2
4. clock
5. mirror
Alice In Wonderland: What Would Alice Do?

Real-Fake

Narrow
1. Hallway
2. Door to Room B

Wide
1. Hallway
2. Door to Room A

Question
Which would you belong to? Which would you want to stay in?

Quote
"If it had grown up," she said to herself, "it would have made a dreadfully ugly child: but it makes rather a handsome puppy, I think."
Narrow
1. Hallway
2. Door to Room B
Wide
1. Hallway
2. Door to Room A
Alice In Wonderland: What Would Alice Do?

Back To The Real

Question

Which world do you belong to? Which world do you want to stay in?

Quote

"What Would Alice Do?" Quote: "Who cares about you? You're nothing but a pack of cards."
1. Exhibition space
3. Exhibition space
2. Souvenir shop