

Project4 | Video Installation Design& Book Design

Lottery Player

Introduction

"The lottery is the most effective and legal way for you to get rich overnight." These slogans of lottery advertisements were once like a gorgeous and seductive spell, attracting generations of people who aspire to change their destiny. Through fieldwork, I found that there are more than 300 million lottery players in China, and the shadows of lottery players can be seen everywhere in underground entrances, petrol stations and supermarkets. Many people insist on buying lottery tickets even though they know that they may never win in their lives, and they even contribute half of their income to the lottery.

I collected photos and stories of lottery players to show that while the lottery may give them a sense of control and fill the emptiness of real life, it also dominates their souls, plunging them into the spiritual world of the lottery.

Final : <https://youtu.be/9YCf3lHUVj0>

Interview: https://youtu.be/7_Tqk50lhRQ

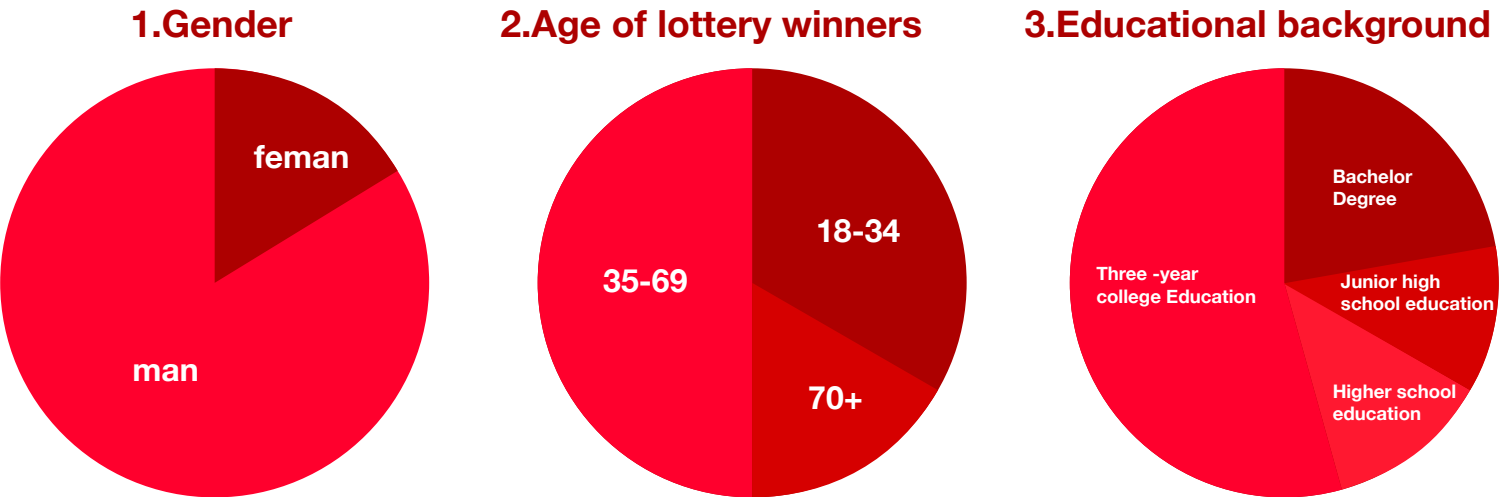
Background

A thin lottery ticket, seen by one part of the world as a ticket to a fulfilling life and categorised by another as a source of self-indulgence, tempts people to give up their efforts in pursuit of something for nothing. "The lottery is the most effective and legitimate way for you to get rich overnight." How these former lottery advertising slogans have acted like gorgeous, seductive spells, attracting generations of people eager to change their destiny.



Research

Information For Lottery Players



*Source of the following data: TC GAMING,2023

Summary

There are more than 300 million lottery players in China. Although more young people have been buying lottery tickets in the past few years, the majority of lottery players are still middle-aged men with middle incomes and specialist qualifications in second- and third-tier cities and below.

Lottery History

From the earliest White Pigeon Ticket, to Welfare Lottery.

White Pigeon Ranking



The dealer provides 80 pigeons, each pigeon is marked with 80 words. If the pigeons race in the same order as you bought them, then you get the corresponding bet.

Colour ball number



The dealer creates a transparent cage in advance, then fills it with small balls with words written on them, and one by one, the balls are turned upside down out of the cage.

Paper Pigeon Tickets



A voucher issued for the purpose of raising funds and voluntarily purchased by the purchaser according to certain rules and determining whether or not to obtain a prize.

Welfare Lottery



Raising funds through social welfare prize fund-raising, but it tends to encourage speculative thinking

Lottery Types



China's current lotteries are broadly categorised into the above four types. And the average winning rate of the four lotteries is about 1 in 21.42 million.

The scene of the winning of a lottery

Many lottery shops will have a band to greet and congratulate customers when they learn that they have won a prize (usually ranging from \$100,000 - \$100 million). Neighbours, known or unknown, will also come along and shake the winner's hand as a sign of good luck.



● **Field Research**

I randomly field-researched seven lottery shops and found that the largest number of players were in the evening between 6:00pm and 8:00pm.



jin xin lottery shop



jin xin lottery shop (night)



Shop Outside



two-tone ball



Lottery Supermarket 2-in-1



Winning Scratchers



Lottery shop owner is printing lottery paper

Interview

https://youtu.be/7_Tqk50lhRQ

I visited several lottery shop owners and regular lottery ticket buyers and compiled some key messages.

● **Aunt Shen**



Occupation: Lottery shop owner
Age: 58
Lottery shop owner for 30 years
"The lottery is something you can only play with, I never scratch it myself. It's no fun to win a few bucks, and the jackpot doesn't come my way. I can't stop the people who come to buy lottery tickets every day."

● **Zhang Yufeng**



Occupation: retired worker
Age: 70
He once had a brush with ¥26 million for changing a number, but then his luck in buying lottery tickets started to decline and he only won ¥10,000.

● **Tan Yuguan**



Occupation: Shangri-La Hotel
Age: 64
At the end of his career, he became addicted to buying lottery tickets with the dream of getting rich overnight. Although the highest he ever won was ¥800, he gradually realised that the jackpot would not come to him easily.

● **Wang Xiaotong**



Occupation: Retired teachers
Age: 69
Number of wins: hard to count
Highest prize won: ¥2000
Uncle Wong decided to try his hand at buying lottery tickets after his retirement, hoping to spice up his retirement life.

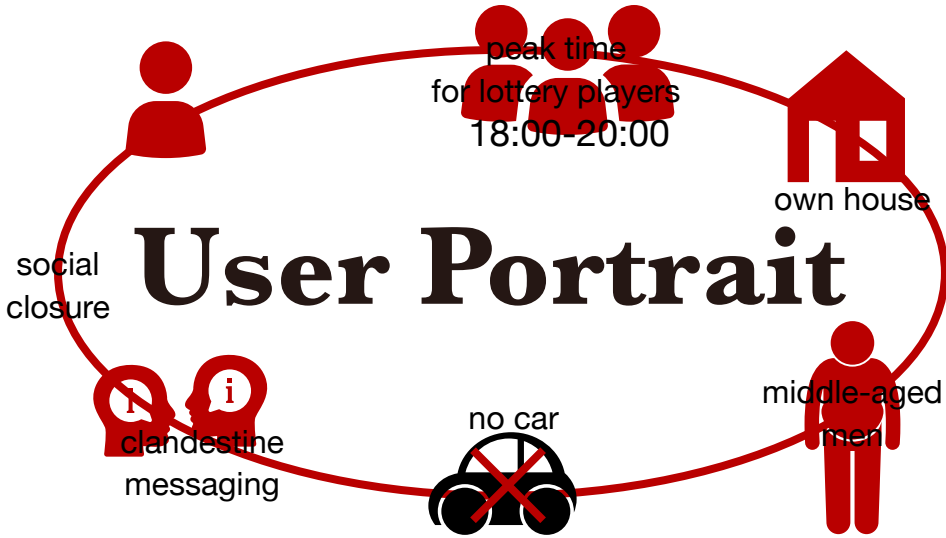
● **Li Xiudong**



Occupation: Section Chief, Bureau of Human Resources
Age: 54
Number of wins: hard to count
Highest prize won: ¥200,000
faced with the high medical expenses of his wife's hospitalisation, however, he still persistently spends RMB 4,000 on lottery tickets every day, hoping to win the jackpot to enjoy the fun of "pie in the sky".

Summary

Most lottery players see a small profit in front of them and begin to plunge into the lure of the lottery year-round. The exchange of information between them is secretive, and this behind-closed-doors situation makes their community even more mysterious and difficult to understand.



Insight

People who buy lottery tickets simply rely on them to keep a very false hope alive. For these middle-aged men, the lottery ticket is not just a small piece of paper, it is their perseverance and commitment to a goal that real-life endeavours have failed to enable them to achieve, and their quest for a life and a future through the lottery.

Design Concept

By collecting photographs and stories from lottery players and creating an experimental book and interactive exhibition about the lottery based on their emotional changes during the process of purchasing lottery tickets, I wanted to express how a small lottery ticket may seem to give them a sense of absolute control, but it also traps them in the spiritual world of the lottery and prevents them from extricating themselves from it.

Enter the Lottery	expectantly
Choose numbers	carefully
Lottery moment	excitement
Didn't win	disappointing
Mutual comfort with lottery players	comforting
Enter the Lottery	expectantly

I tried to make a lottery book with the stories of these seven people and divided the process of buying a lottery ticket into six stages, treating the photos with different colours to show the different moods at different times.

Process

Book design

The layout of the book is based on that of a lottery ticket, with the large number of stacked 2000 pages reflecting the amount of time that players have invested in the lottery and the length of time that they have been playing. The closed structure of the book is intended to show the close-knit and closed social circle formed by the lottery players in the research.



Pur glue, 2000 pages of white paper test



Video design

Divide the video into three parts
Part 1: Players entering a lottery shop to buy a lottery ticket
Part 2: Players start to study the secrets and buy a lot of lottery tickets.
Part 3: The player becomes obsessed with the lottery and uses various channels to try to fulfil his dream of winning the lottery.



At the same time, the size of the 3 videos was designed according to the steps of the exhibition, without using the regular video size, which fits better with the exhibition.e lottery.

Exhibition design

Exhibition sketch



A ceiling draped ring is affixed with a lottery player's story for a closed-loop photo preview. The process of a lottery player buying a ticket is shown using three projections, with steps leading up to a ceiling-dropped ring installation. Those standing at the bottom of the steps have a clear view of the lottery players' obsession, while the authorities walking up the steps see nothing.

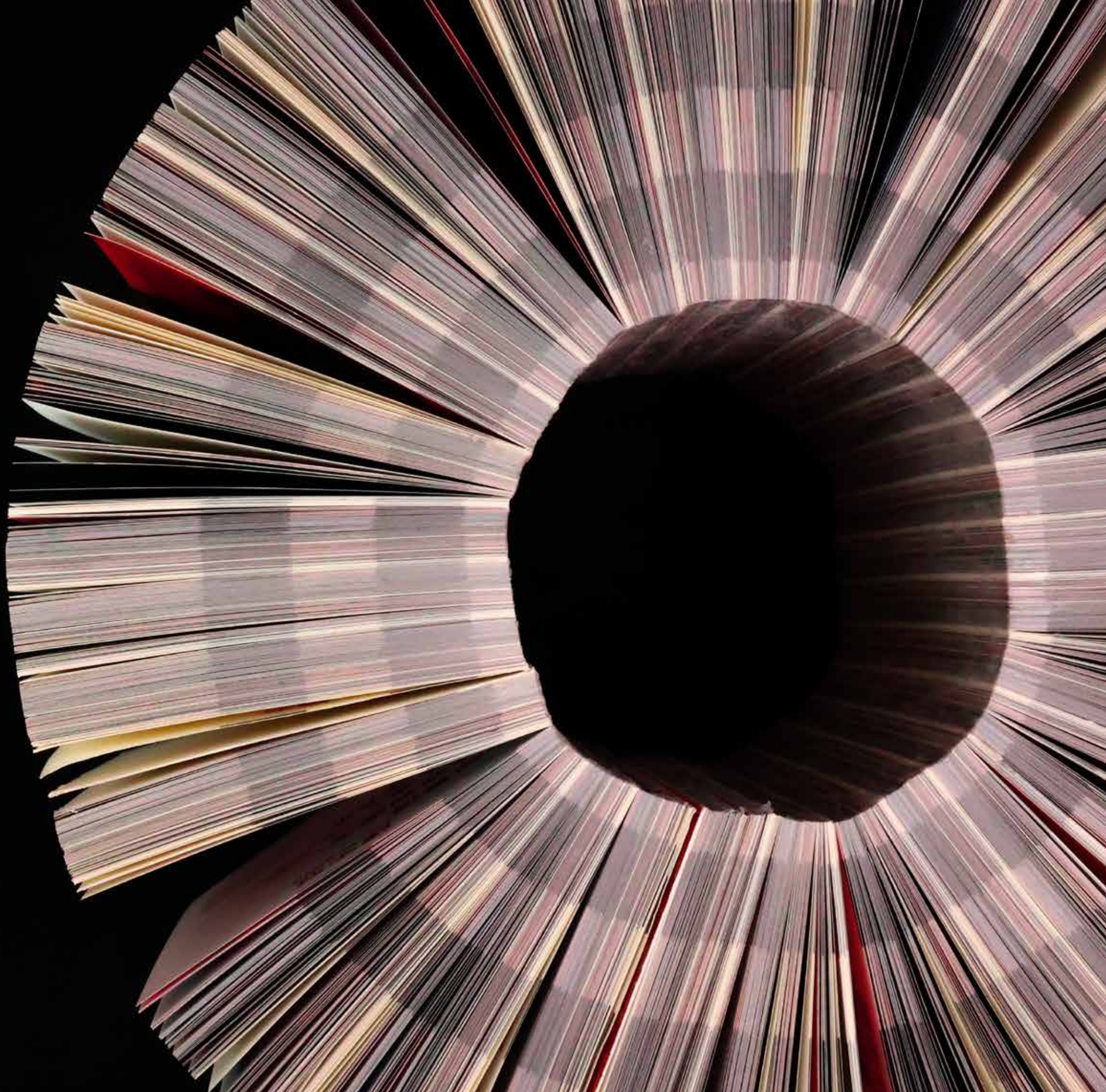



Final book

80*100MM,2010page,2023

Stories from 7 Interviewers

The book size and inside pages refer to the paper size of a two-colour lottery ticket as well as the content layout.





譚宇冠
Tan Yuguan

我總覺得
我能等到那天，
就是大獎！
一下子砸下來
到時候
我老婆就
不敢說我窩囊。

"I always thought
I could wait until the day
when the big prize
came crashing down
and tell them
my wife wouldn't
dare call me a wimp!"

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

Every time he was disappointed, Lao Tan would go downstairs to find other lottery players to talk to, because every lottery player can relate to the helplessness of not being able to win the lottery. Old Tan often summarised the reasons for his failures in his chats. I don't know who's right, but after talking to his friends, he always regains his enthusiasm and continues to devote himself to the lottery. They always feel that different failures can at least make a person successful.

"I always think so right!"

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

老王一輩子
從來沒玩過彩票
但跟在我身邊
聽大家總結經驗
他也能說出點名堂來
我勸他 他有天賦
可他就是不玩

"This is the one I used to have. It spreads out enough to make a bet!"

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

時間Time	安排Programme
6:00-9:00	early morning exercise
9:00-12:00	Waking children, going to the lottery shop
12:00-15:00	Helping children with friends
15:00-18:00	Pick up your grandchildren from school
18:00-21:00	After dinner to talk to a friend about the lottery
21:00-00:00	Watch lottery news, secret book
1:00-3:00	Sleep
3:00-6:00	Sleep

彩票是您一夜暴富最有效的合法途徑




譚宇冠
Tan Yuguan

我每天買完菜
老李總在彩票店等我
他每天都問我中沒
我倒也想硬氣點
我倆看誰先中獎。

"What I have found every day when I come back to see me at the lottery shop, could tell give me money. If I have money, I'll have no time to play, and I won't win either!"

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

老板自己倒是不買
他說他開彩票店幾十年
自己從來沒玩過
有人在他店裏中大獎
他也喜怒無色

"The owner doesn't buy himself? He says he's been running a lottery shop for decades, but he never played himself. When someone else won a big prize, he doesn't care either!"

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

晚上的彩票店
總是絡繹不絕
居民們
吃好晚飯都跑出來了
這時候彩票就很受
我們大家歡迎

"I always think so right!"

彩票是您一夜暴富最有效的合法途徑

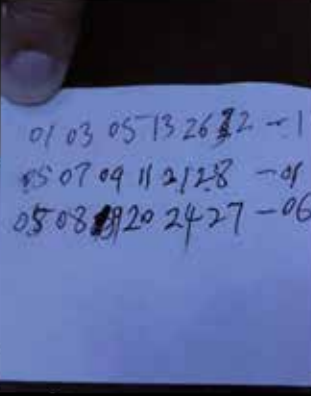


譚宇冠
Tan Yuguan

Time :29:00pm
Tan and his friend would study each other's numbers every time they went to the lottery shop, and even though they couldn't put their finger on it, they always felt that picking the numbers was a very sacred thing to do. Each of them had a scribbled and crumpled piece of white paper in their hands.

"I always think so right!"

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張玉峰
Zhang Yufeng

Occupation: old people who have retired
Age : 71
Number of wins: hard to count
Highest prize won: ¥400000
Story : He once had a blast with ¥26 million for changing a number, but then his luck in buying lottery tickets started to decline and he only won ¥30,000.
Despite the sadness and loss he felt, it didn't stop him from persisting in buying lottery tickets. He believes that he will be lucky enough to win again one day, so he is determined not to give up.

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

媽的！
一次我差點就中獎了！
都怪前一天有一個老頭
跟我說 4 不吉利
我就臨時改掉了

"I always think so right!"

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

Time :22:00pm
Tan would sit in front of the TV on every draw day, nervously squeezing the ticket in his hand and waiting for the presenter to announce the numbers for that particular draw. Even when his grandchildren wanted to watch cartoons, Tan's wife would scold him for stealing the TV set from the children. He would then hide in a small room and watch it with the lights off.

"I always think so right!"

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

我每次都會在家
對着書
謹慎的挑數字
然後拿着我選好的數字
去彩票店打印

"I always think so right!"

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

我每天
都蹲在電視機前等
滿頭大汗，緊張死了。
開獎方式真的折磨人。
一個一個球滾，主持人
每滾一個球我就冒汗

"I always think so right!"

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

除了雙色球
刮刮樂也很有意思
我們就拿個硬幣，幾個
老頭一起刮
有時候賺個 10 塊，
20 塊的

"I always think so right!"

彩票是您一夜暴富最有效的合法途徑



譚宇冠
Tan Yuguan

Lao Tan said it didn't always go well, sometimes it went months without winning a prize, and the play got people fired up. That's why he plays less and less now. Tan said: "Every time I see the winning number is similar to what I had in mind, I get angry. I feel even more angry than just not winning the lottery. I thought I was almost there; but it turned out to be nothing. I just didn't get it. I don't get it with those numbers."

"I always think so right!"

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"I always think so right!"

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張玉峰
Zhang Yufeng

這是
我以前刮過的
散開來
可以鋪一個床

"This is the one I used to have. It spreads out enough to make a bed!"

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彩票是您一夜暴富最有效的合法途径




"Oops!
I couldn't have imagined that
I'd lose so much by changing a number.
I was so angry I was jumping up and down."

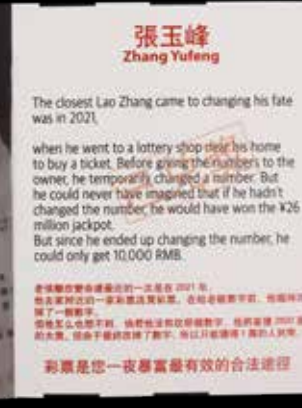
彩票是您一夜暴富最有效的合法途徑



“Oogie
I couldn't have imagined that
I'd lose so much by changing a number.
I was so angry I was jumping up and down.”



彩票是您一夜暴富最有效的合法途径



彩票是您一夜暴富最有效的合法途径



羅芳
Luofang
Occupation: Factory worker

Number of wins: 10
Highest prize won: \$300

Story: Fang has long dreamed of changing her life and escaping poverty. She spends a portion of her weekly salary on lottery tickets, hoping that winning will allow her to realise her dream. Although she has not won a jackpot so far, she is confident that luck will come her way eventually.

彩票是您一夜暴富最有效的合法途徑



林建國
Lin Jianguo
Occupation: Financial planner
Age: 49

Number of wins: hard to count
Highest prize won: HK\$000

Story: Mr Lam is an experienced financial planner who understands the risks and opportunities of buying lottery tickets. Although he knows how to improve his chances of winning, he is never obsessed with lotteries. He emphasises the importance of rational financial decision-making and long-term financial planning, and encourages people to better manage their finances.

彩票是您一夜致富最有效的合法途徑





Final video

<https://youtu.be/9YCf3lHUVj0>

A total of three flights of steps take the player from when he first enters the lottery to when he becomes crazily obsessed with the lottery. The person standing at the bottom of the steps watches the self-reporting of the lottery player on the looped circle, however the person on the steps enters the lottery loop unable to escape and unable to see the current situation.



