Dressing For Evacuation

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Photoshoot and Survey

Step 1:

A diverse group of people were approached to be volunteer subjects for a photoshoot in July 2018. In advance of the shoot, participants were asked to consider their response to a fictional emergency scenario and come ready dressed as if they had just received multiple mobile phone notifications during the middle of the night.

A survey questionnaire was prepared, themed to explore previous emergency evacuation experiences, rationales for clothing selected and objects carried, and potential impacts on future preparedness in a real-life emergency evacuation.