“THE RADICAL OPPORTUNITY IS TO INTERVENE AT THE START OF A MEDIUM”

– Kamal Sinclair, Making A New Reality
Is Facebook Targeting Ads at Sad Teens?
MIT Technology Review

Apple Investors Warn iPhones and Other Technology May Be Hurting Children
NY Times

Why Is Silicon Valley So Awful to Women?
The Atlantic

After Florida School Shooting, Russian ‘Bot’ Army Pounced
NY Times

Too much social media ‘increases loneliness and envy’ – study
The Telegraph

THE STAKES

We built the first digital revolution on flawed ethics. We are out of balance with our tech, & the world is waking up.

Early Facebook and Google Employees Form Coalition to Fight What They Built
NY Times

THE DAWN of SPATIAL COMPUTING

Is a time to return us to the human; things could go really right or really wrong.

Teenage depression and suicide are way up – and so is smartphone use
Washington Post
One way we learn to be human is by using our bodies. Making culture and creativity are core to us all.

(CREATOR or CONSUMER)
OUR CODE

Protect the imagination

Make with the real world (don’t build the metaverse)

User is always the last creator

Make things that are useful
HEROES
A DUET IN MIXED REALITY
EMBODY

Lead Artists: Melissa Painter, Thomas Wester, Stijn Sloessens
Key Collaborators: Joey Verhees, Jordan Goldfuss, Ben Purdy, Peter Rubin, Eric Adrian Marshall, Producer: Kate Wols, Associate Producers: Tom Walter, Mark Cline


Movement Consultant: Olivia Barry, Researchers: Simon Allen, Kate Henderson, Carolyn Derynck

Production Manager: Brandon Jiang, in Partnership: MAP Design Lab, lululemon Whitespace, in collaboration: Microsoft
Homuncular Flexibility

When you move like a cat, you think like a cat.

The most profound meaning of usable weird avatars might turn out to be in the *awakening of the vast part of the brain that is connected to the body.*
"I am my own healer." ... the connection to the body, the sense of embodiment and the sense of transformation is possible. And it's not gonna be so painful or so hard and there's a path, takes a little time. You attend to it. **And then boom! Things change...**"Oh my gosh, now I can balance on that one leg and I couldn't three weeks ago."

Olivia Barry
Your body is a creative tool.
Your body can change.

Soft/Strong
Sync Breath + Movement
Extension
Expansion

I felt it in class where someone says "Root your feet into the ground." Or I can visually see the metaphor of that happening, and suddenly I'd have a totally new relationship to my body. And that person telling me that and me seeing that potential in myself is like a gift. You're passing back and forth and yet in love poems and in rock and roll there is this whole tradition of the idea of I'll be your mirror and what we see in each other that we can't see in ourselves, and how we give that back and forth to each other
TIME/Ritual
Wrap around Experience Design

experience design around the experience, right? So how do you, I mean, that's what a ritual is for right? How do you step into a place where you, the journey is to just get to that moment. So that you're already trying to be open to the fact that time can bend....

we do live in time and space, and it's a fabrication from a spiritual standpoint, because spiritual standpoint, all moments can be contained in one moment.
Sun Salutation

Enter to a moment of reflection
We see energy beings in some reflective surface
Guide appears and leads us to step Forward and back - Flowers grow

Tree

Tree Animates growth and flowers Bloom

Warrior

As the petals start to fall you organize the flowers. As you steady you can lift the flowers and maybe scale or make another pattern.

Twist

Long arms animate with physics to feel like girl with opening skin/animation/dissolution but pointing upwards with long arms, multiplicify.

Mountain

You come in at eye level with the mountain
The guide is on the mountain small
As you stand still more trees grow, more waterfalls spil down, more birds fly, more sound fills

End

Back in empty space with partner.
Look at each Other into the “Fours that reflect”
Each person has a scene inside their avatar
The last moment is the reflective surface from the beginning appear and you can see yourself.