



# MAP LAB





**“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](#)

Tech Giants, Once Seen as Saviors, Are Now

[The Atlantic](#)

*Apple Investors Warn iPhones and Other Technology May Be Hurting Children*

[NY Times](#)

Why Is Silicon Valley So Awful to Women?

[The Atlantic](#)

## THE STAKES

*Early Facebook and Google Employees Form*

*Coalition to Fight What They Built*

[NY Times](#)

**We built the first digital revolution on flawed ethics.**

**We are out of balance with our tech, & the world is waking up.**

*After Florida School Shooting, Russian ‘Bot’ Army Pounced*

[NY Times](#)

## THE DAWN of SPATIAL COMPUTING

Too much social media ‘increases loneliness

and envy’ – study

[The Telegraph](#)

**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

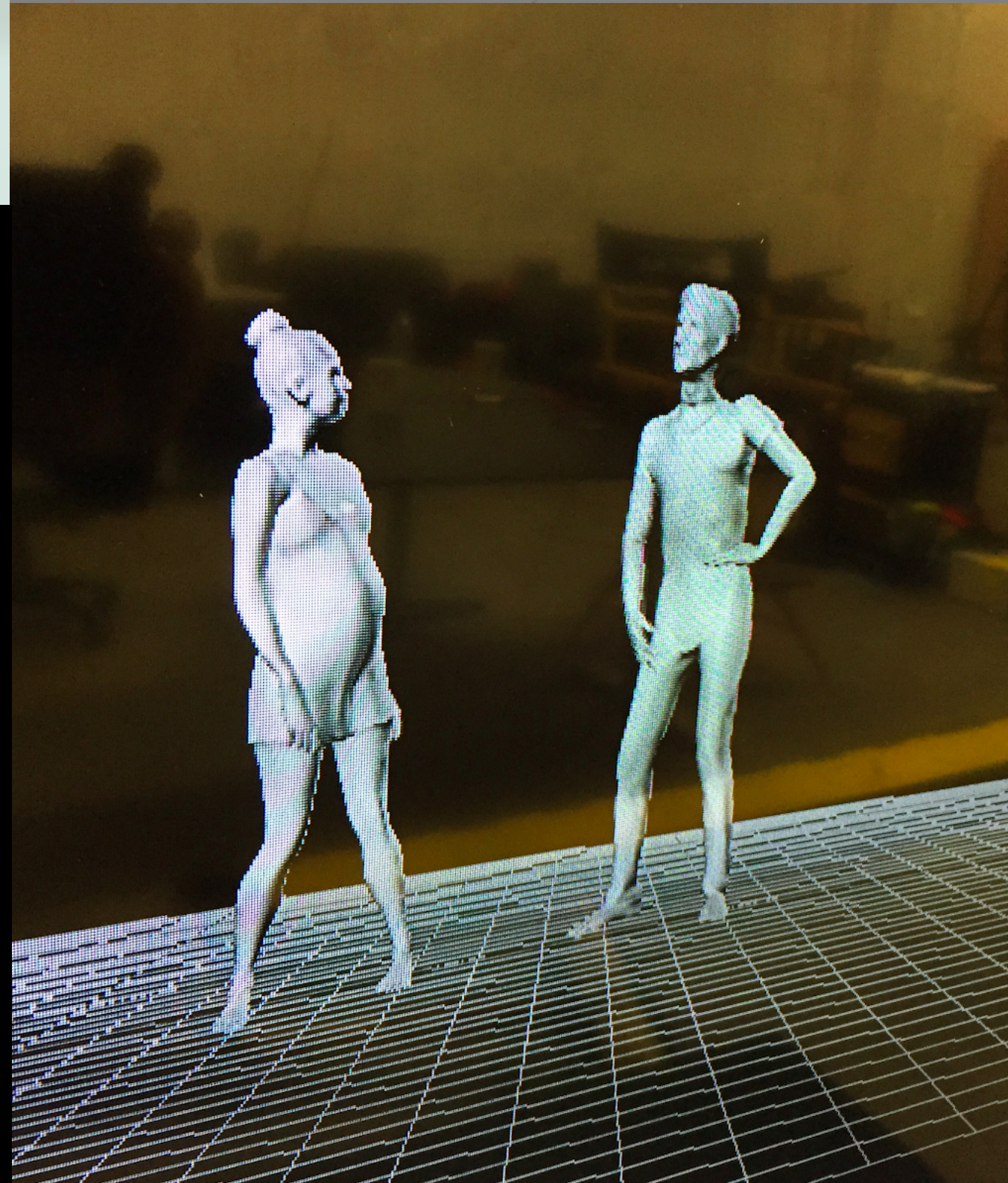
**Protect the imagination**

**Make with the real world (don't build the metaverse)**

**User is always the last creator**

**Make things that are useful**







move  
studio







# EMBODY

Lead Artists: **Melissa Painter, Thomas Wester, Siân Slawson** Key Collaborators: **Joey Verbeke, Jordan Goldfarb, Ben Purdy, Peter Rubin, Eric Adrian Marshall** Producer: **Kate Wolf** Executive Producers: **Tom Waller, Mark Oleson**  
Concept Artist: **Yuehao Jiang** Lead Technical Artist: **Candice Colbert** Lead Developers: **Quin Kennedy, Jeremy Rotsztain**  
Movement Consultant: **Olivia Barry** Researchers: **Sian Allen, Kate Henderson, Carolyn Derynck**  
Production Manager: **Brandon Jung** 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.







It's Already Happening

**"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**

**plasticity-flexibility- potential**





# **Your body is a creative tool. Your body can change.**

Landscape

**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.

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OFFICIAL SELECTION 2019

sundance

film festival



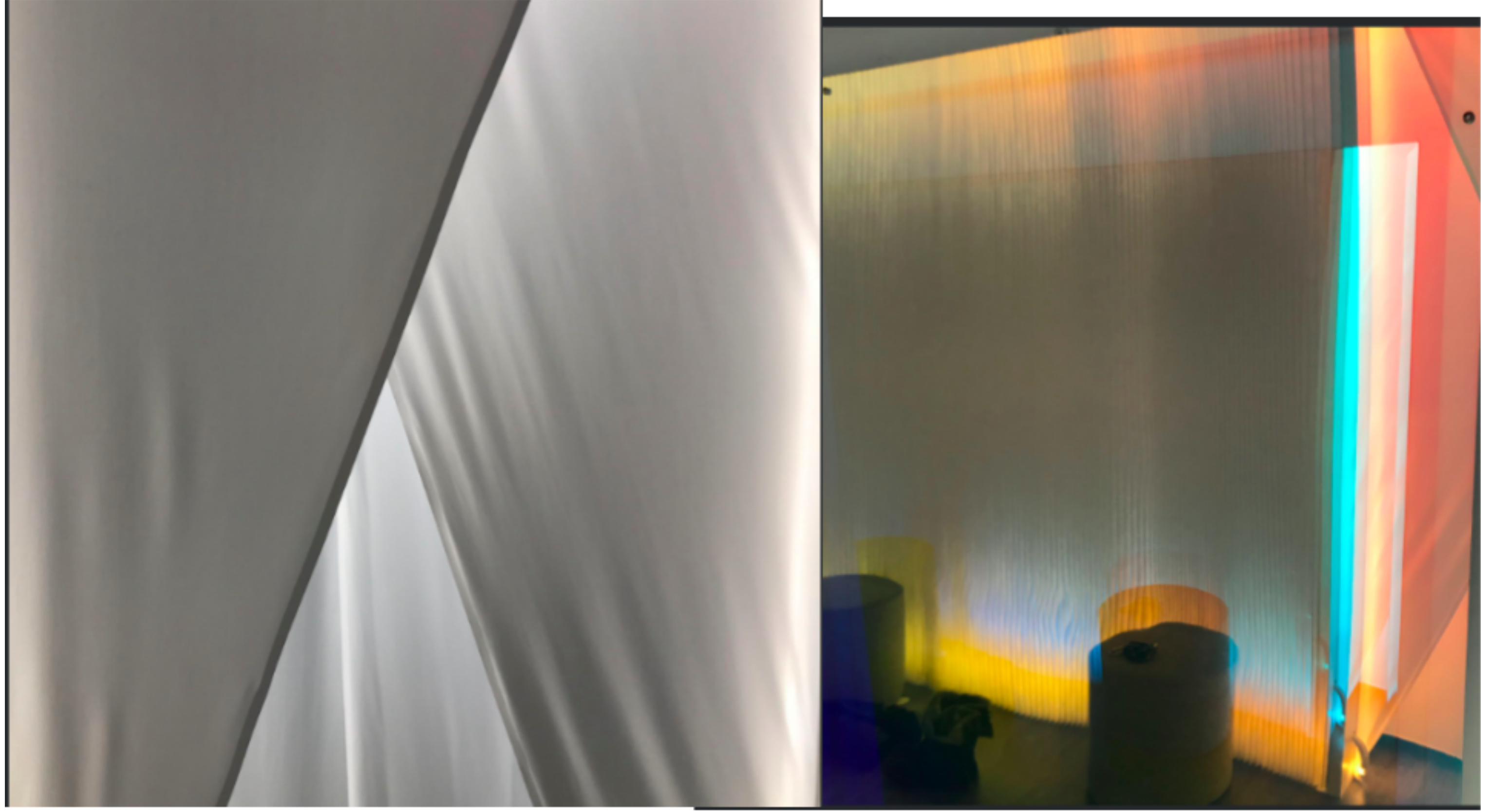
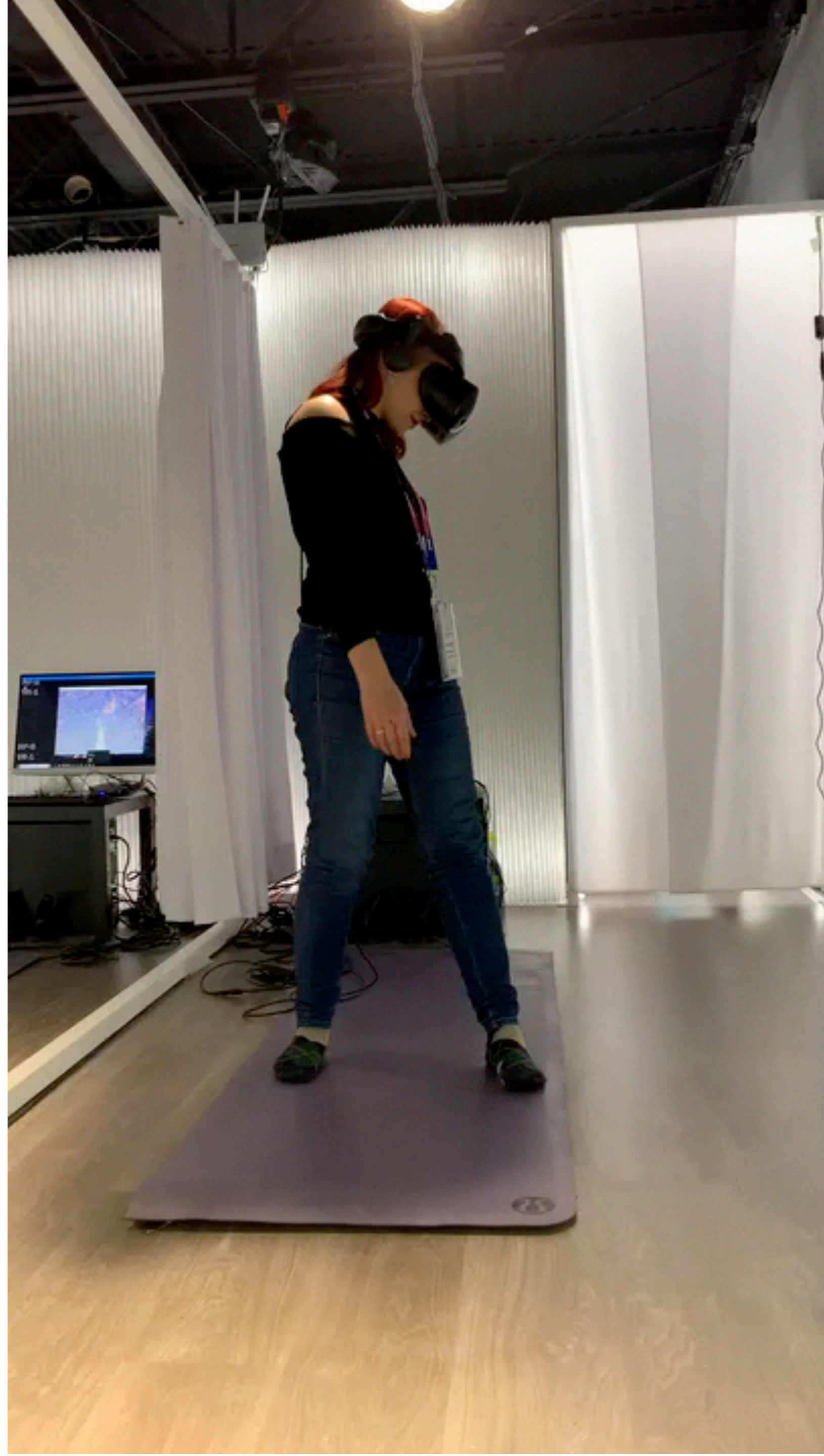
















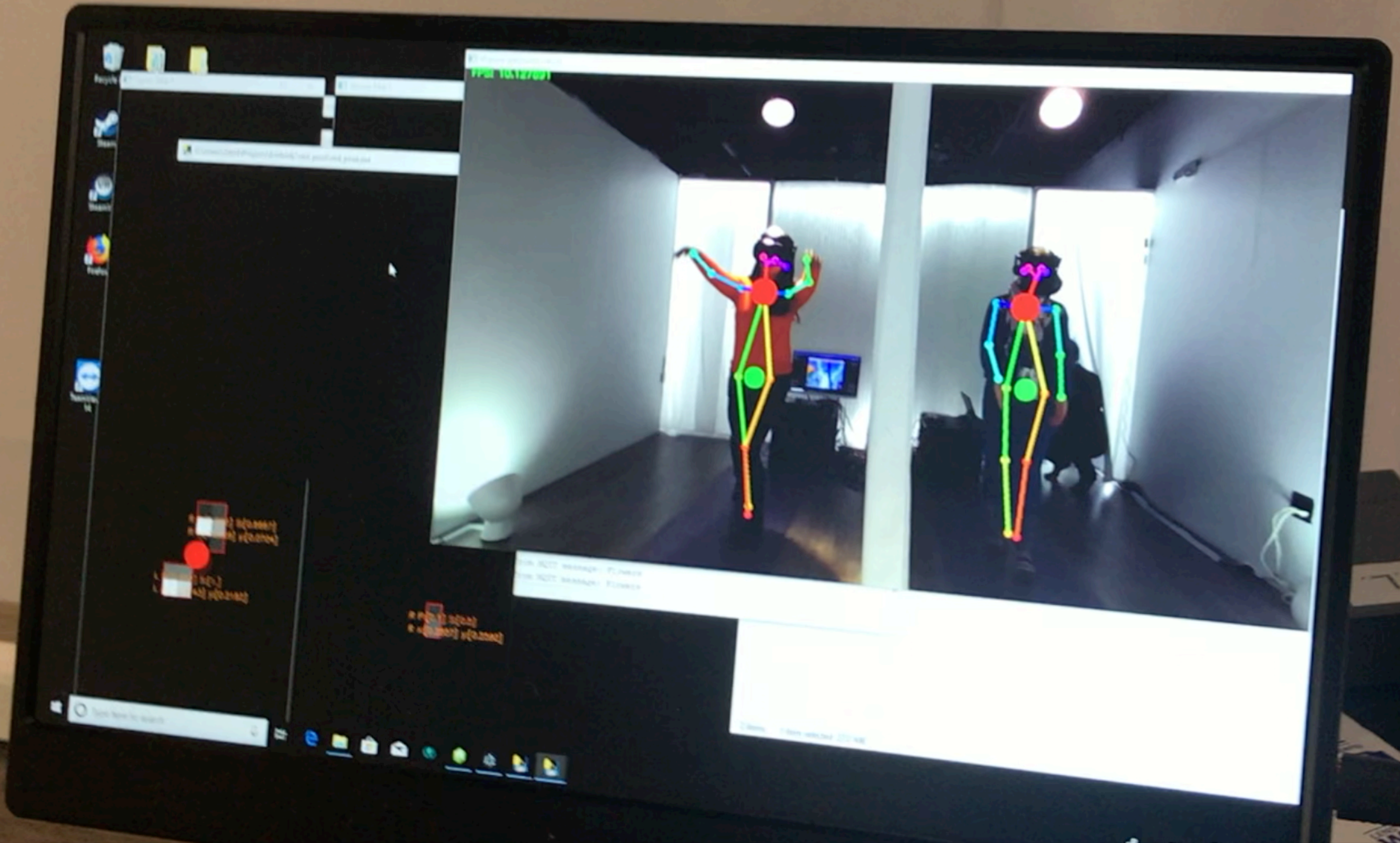




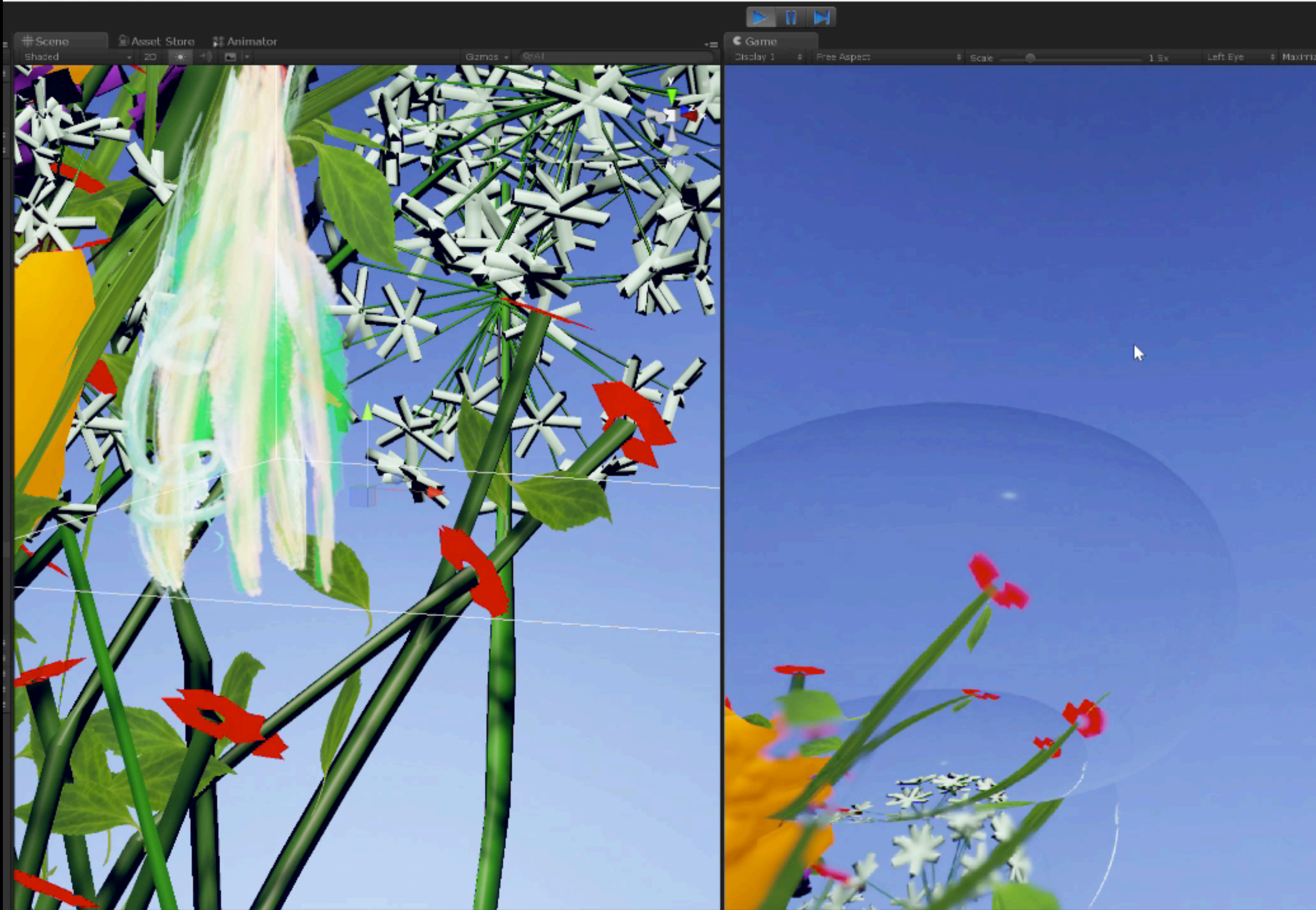
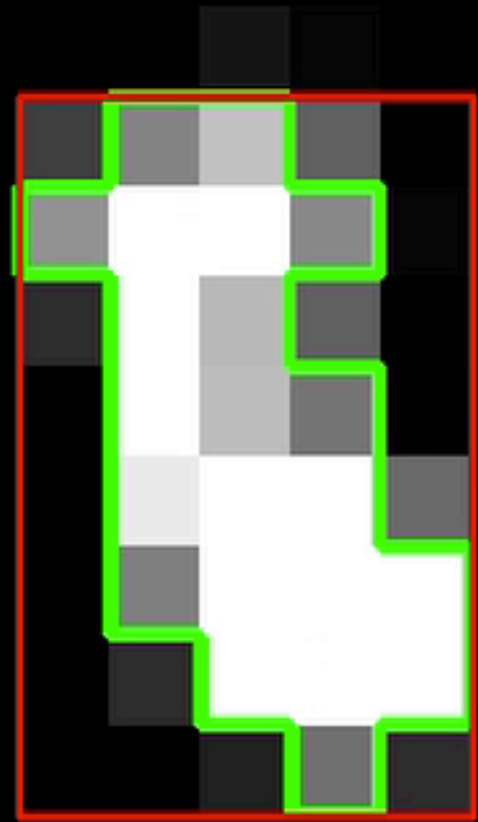








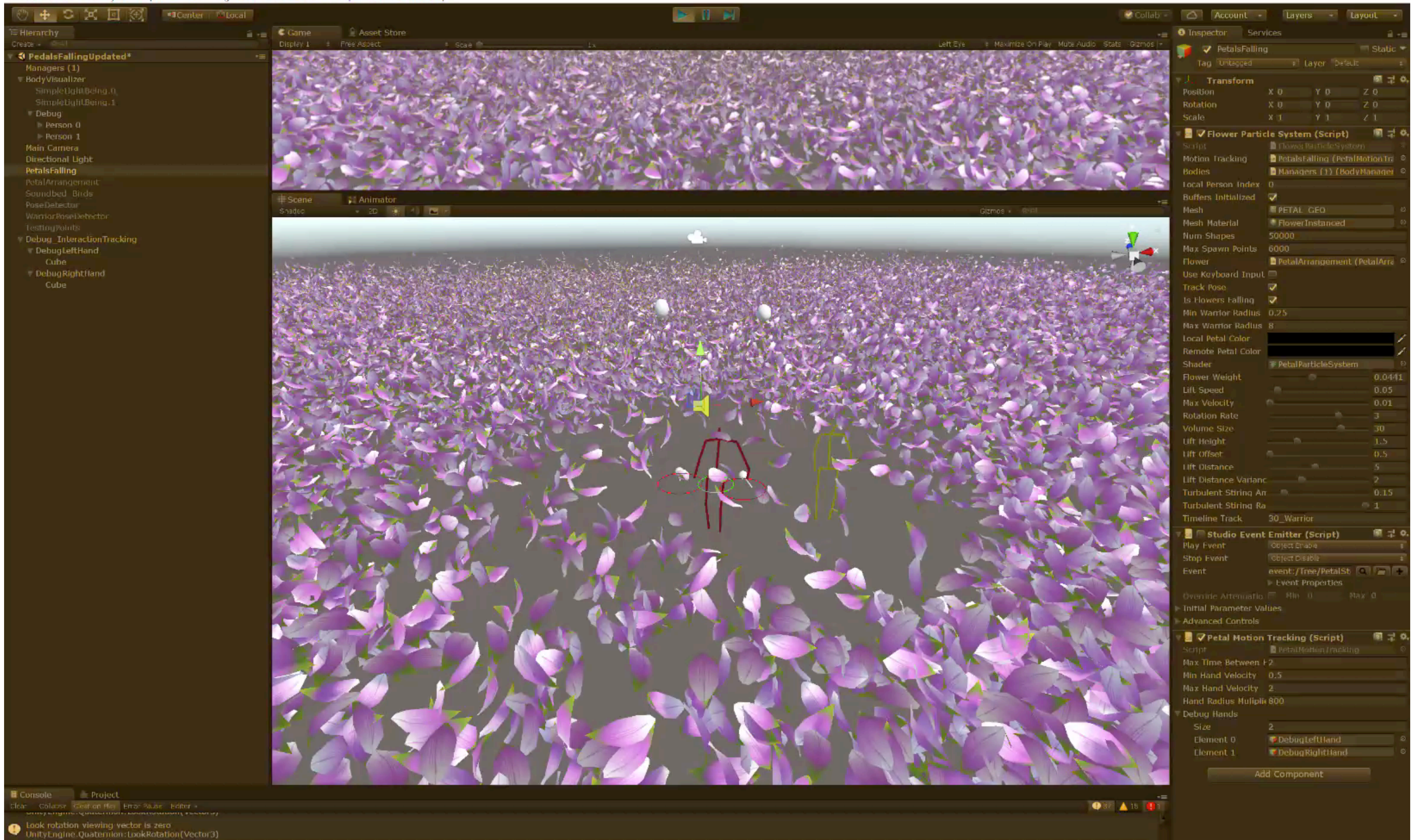




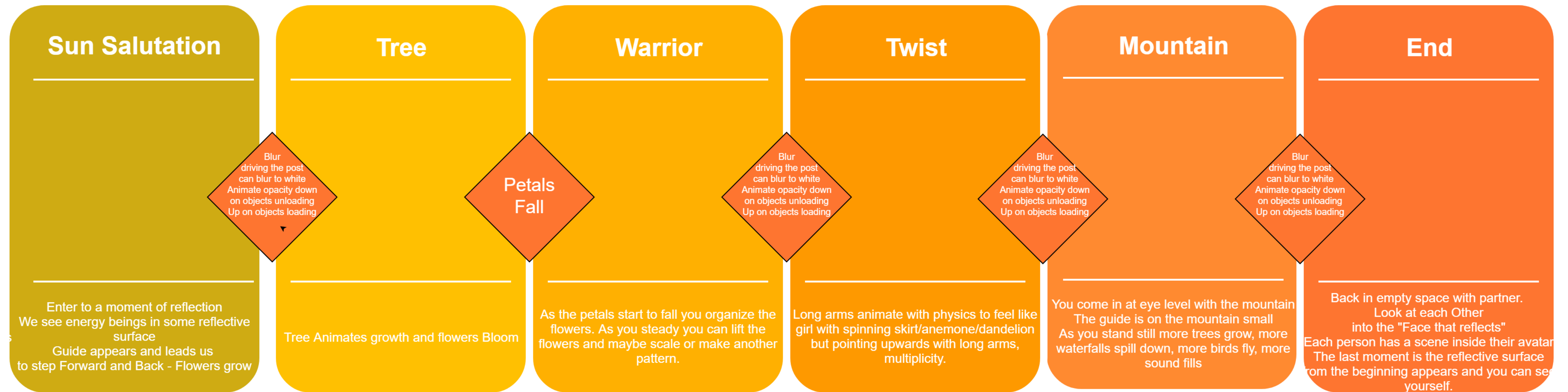




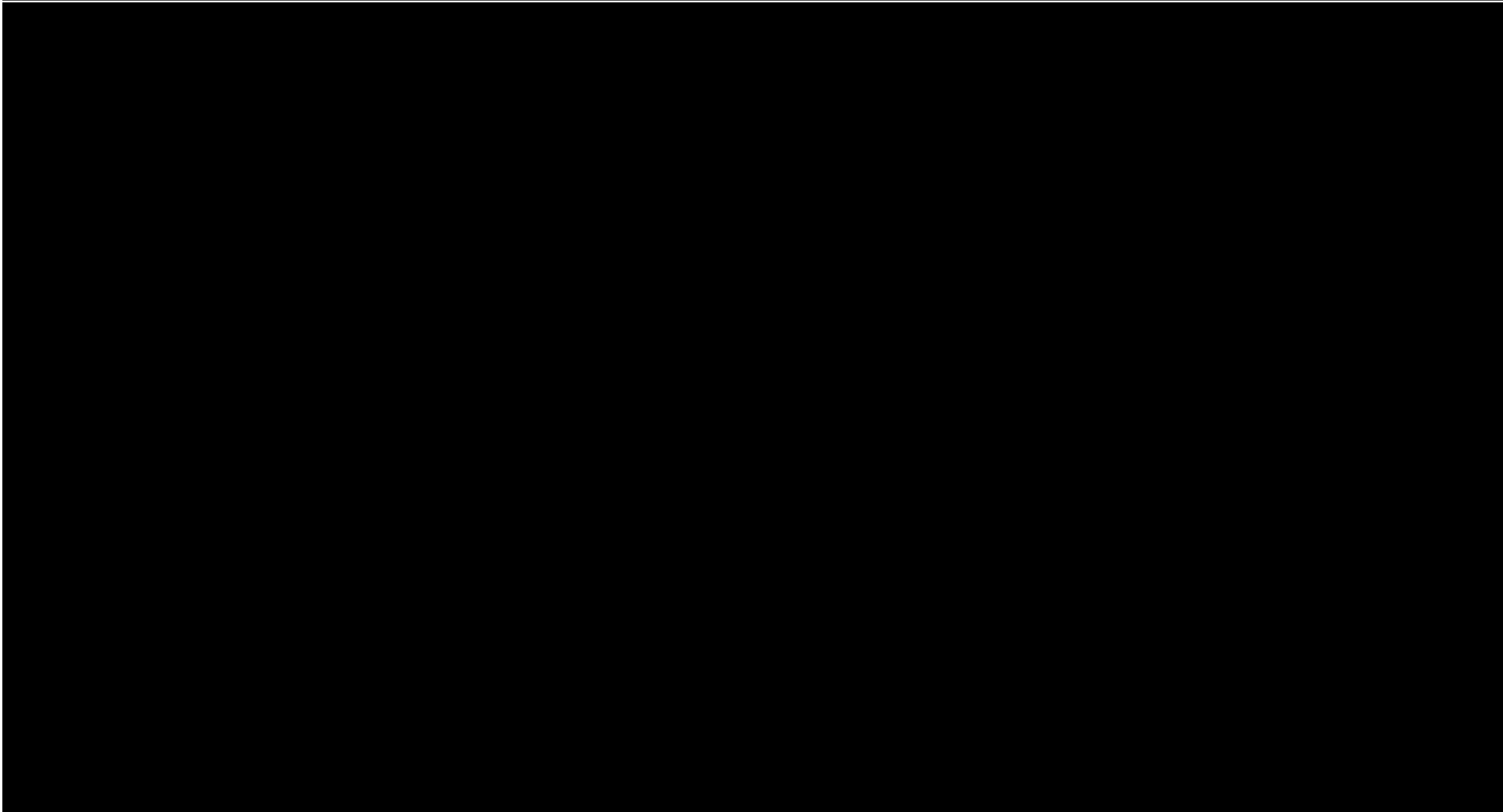
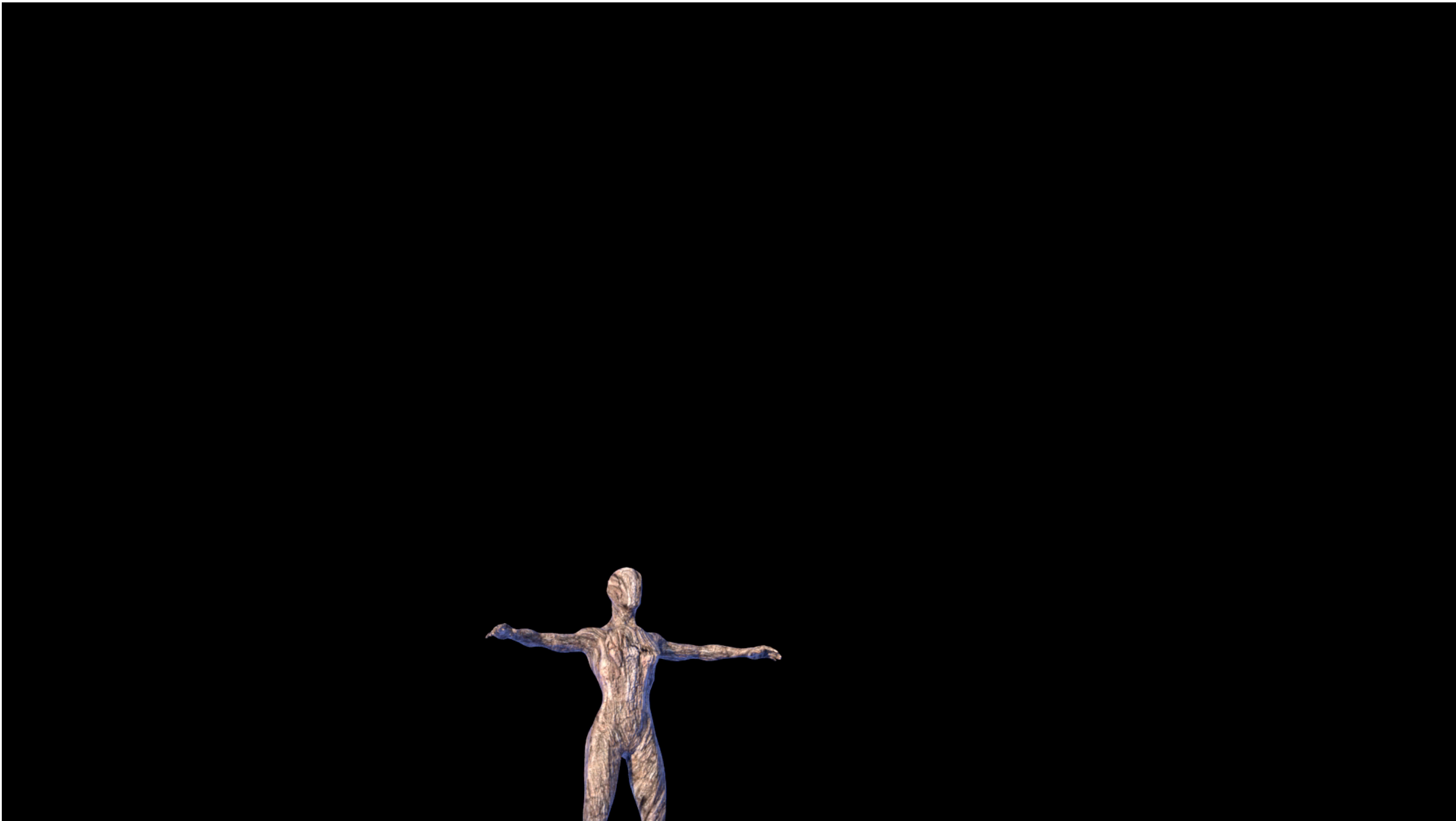
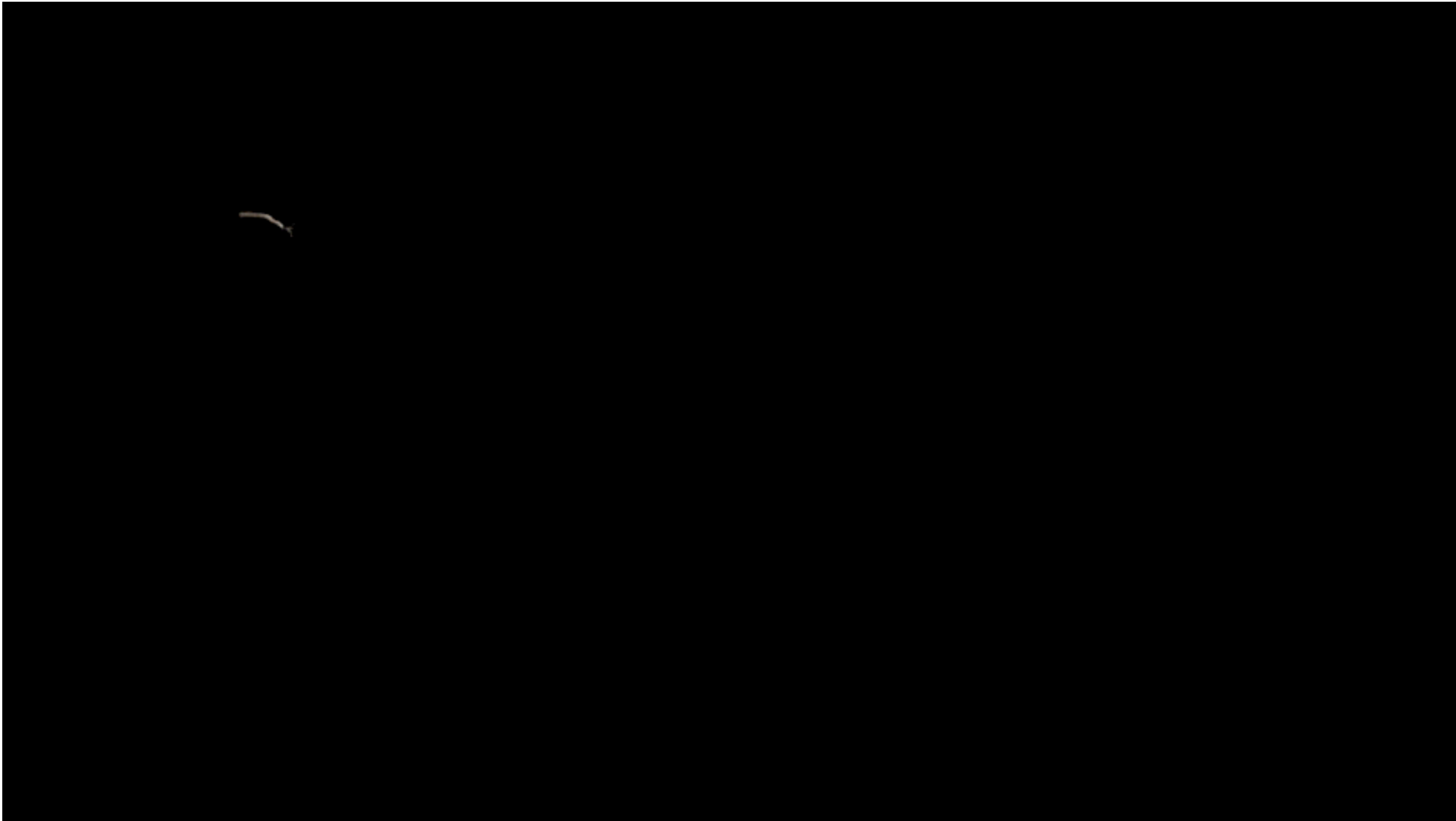




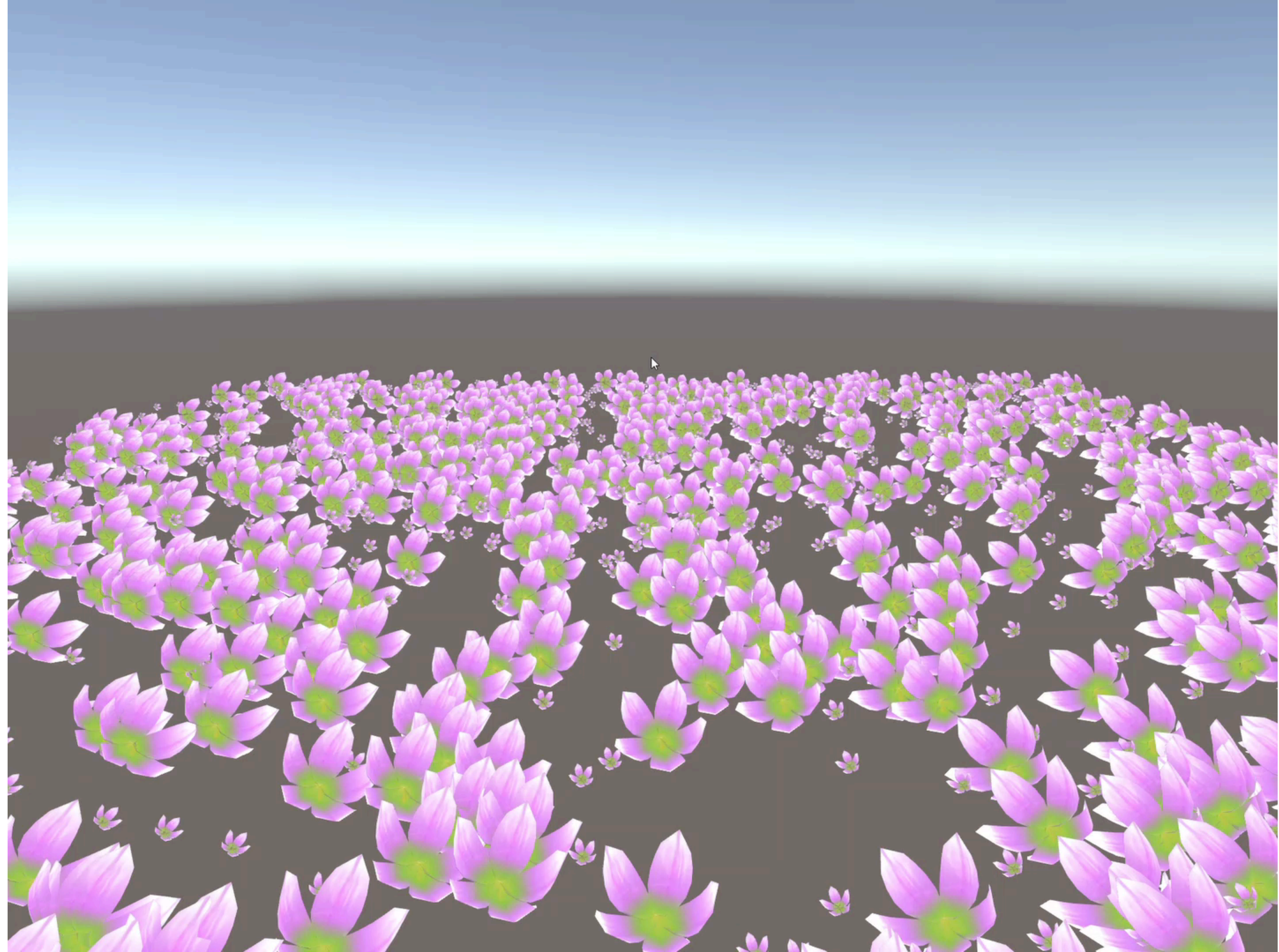




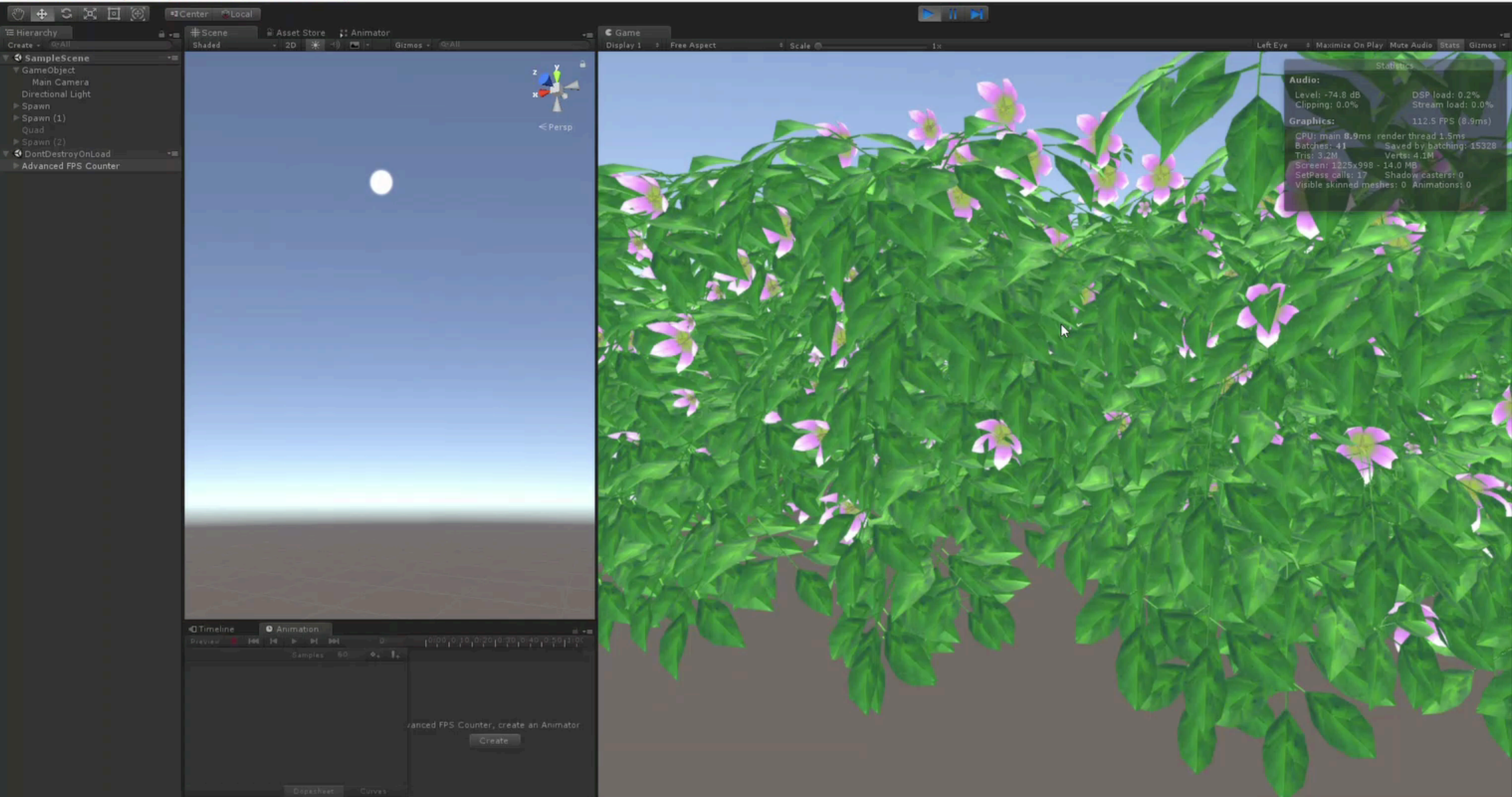












Inspector

Advanced FPS Counter

Tag: Untagged Layer: UI

Prefab: Select Revert

Transform

Property	X	Y	Z
Position	0	0	0
Rotation	0	0	0
Scale	1	1	1

AFPS Counter (Script)

Operation Mode: Background

Hot Key: Back Quote

Circle Gesture: ☐

Keep Alive: ☒

Force FPS: ☐

Look & Feel

Auto Scale: ☐

Scale Factor:

Labels Font: VeraMono

Font Size:

Line Spacing:

Counters Spacing:

Padding Offset: X: 5 Y: 5

Pixel Perfect: ☒

Effects

Background: ☒

Color:

Padding:

Shadow: ☐

Outline: ☐

Service Commands

Move All To: Upper Left

Advanced Settings

Sorting Order: 10000

FPS Counter

Interval:

Anchor: Upper Left

Colors Range:

Normal:

Warning:

Critical:

Style: Bold

Realtime FPS: ☒

Average FPS: ☒

MinMax FPS: ☒

Render Time: ☒

Memory Counter

Interval:

Anchor: Upper Left

Color:

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Precise: ☒

Total: ☒

Allocated: ☒

Mono: ☐

GfxDriver: ☒ works in Development builds only

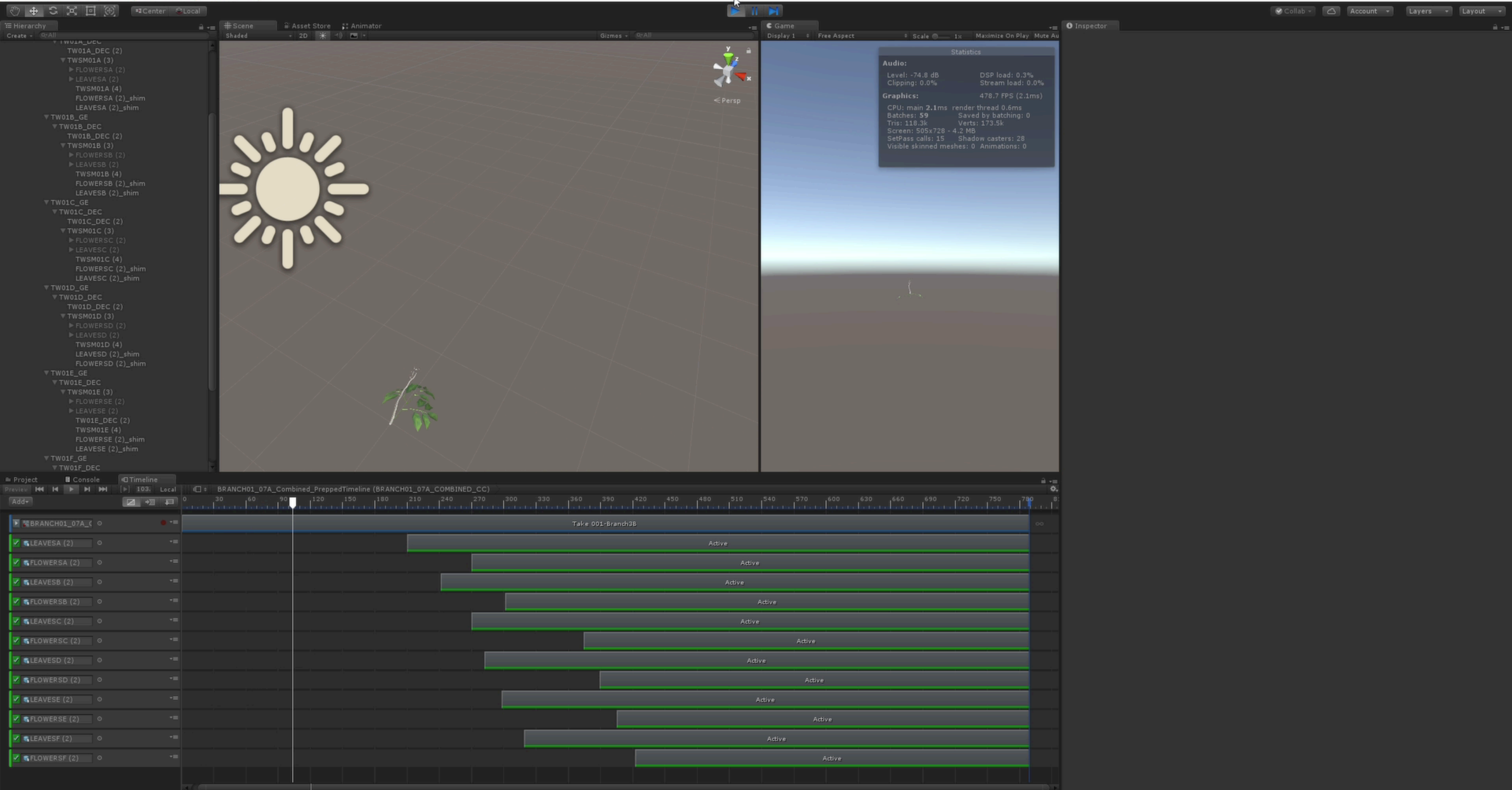
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