H.E.A
R.T.S

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CEREBRO COLLECTIVE

Is an informal collective born in 2020 during COVID pandemic spread focused on amplifying human perception by phygital practices inscribed between poetry and STEAM
(Science, Technology, Engineering, Arts, Mathematics).

It’s expressive tools are: data visualization, new media art, video, poetry and music.

Cerebro is
“an open brain system that desire to interfere with other realities”.

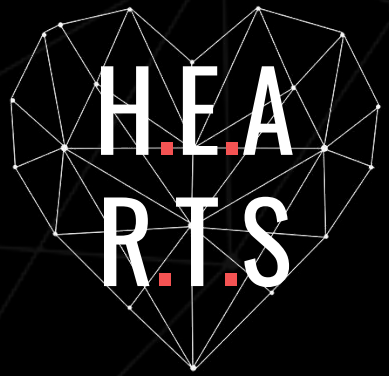
HIGH EMOTIONAL ARTS

H.E.Arts has been developed during INNOCULT, an international cross fertilization project (2021/22) .

It combines emotions, data visualization and immersivity.

Has been designed as a tool for museums to create a deeper influence on visitors experience.

H.E.Arts it’s a collective artwork and aims to develop a higher emotional awareness in the visitors.



EMOTIONS

The ancient **Greeks** has made passions a clue of the mind and body relation.

As **Galeno** synthesized in his theories, emotions cause afflictions, the excess of some passion cause spirit and body illnesses.

Today perception about emotions and the others human and no-human behaviours have changed.

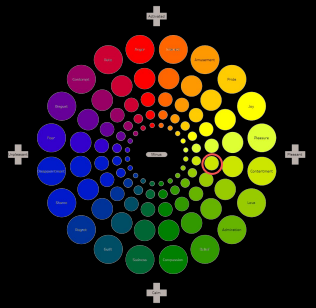
We know how importante those are

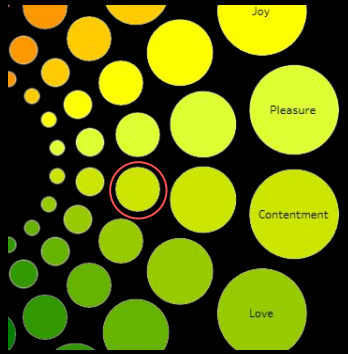
- Analysis devices
- The importance of emotion for individuals, social system and culture.
- Emotion, empathy, sensitivity instruments to understand most rapidly internal and external scenario.
- To weaken prejudice about genders, mental illness, individual differences.

DATA COLLECTION GENEVA EMOTION WHEEL

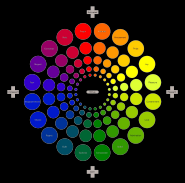
ANGER		COMPASSION	
INTEREST		SADNESS	
AMUSEMENT		GUILT	
PRIDE		REGRET	
JOY		SHAME	
PLEASURE		DISAPPOINTMENT	
CONTENTMENT		FEAR	
LOVE		DISGUST	
ADMIRATION		CONTEMPT	
RELIEF		HATE	

In Geneva University has been developed the **Emotion Wheel**.
Intuitive, easy to understand, this visual and semantic instrument, offer a wide range of possible integrations. Has been created to help users on identify emotions, intensity, duration of oneself perception, and collect numerical data.



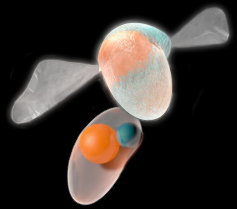


WORKFLOW



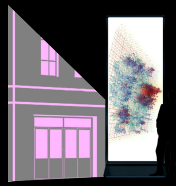
User emotional data collection

Emotion levels



Esthetic data visualization

VR customized experience



Museum Data Visualization Artwork

USER EXPERIENCE DEVICE, EXHIBITION

Geneva Wheel has been the inspiration to create a software device.
It can be installed on a smartphone (public app), or on proprietary devices.
The visitor can select type of emotion, from one to a maximum of three, and their intensity.

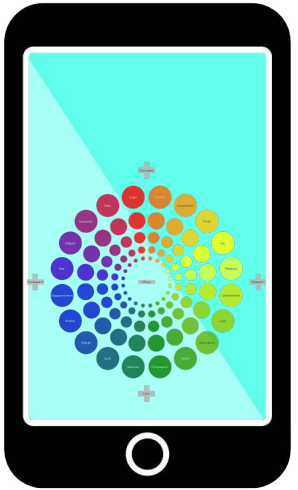
A scrolling text will suggest a more specific emotion belonging to that area while a second line of text will contain the definition of the same.

TECHNOLOGIES MOBILE AND WEB

three.js

android

iOS



Possible applications:

- Smartphone app,
- Proprietary device,
- Web virtual experience.

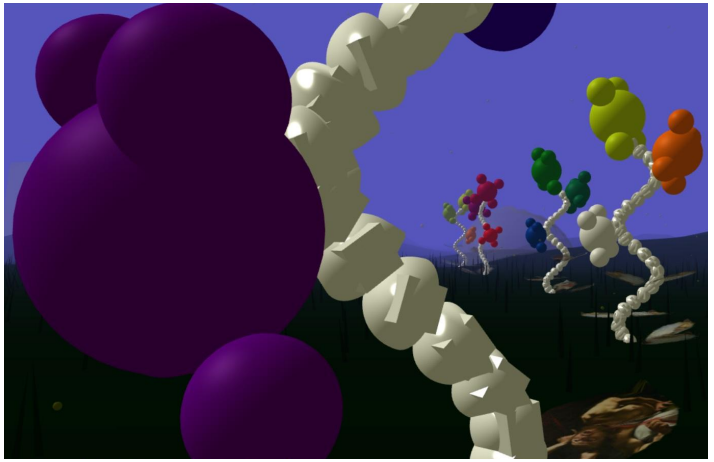
USER EXPERIENCE
VR AND IMMERSIVE

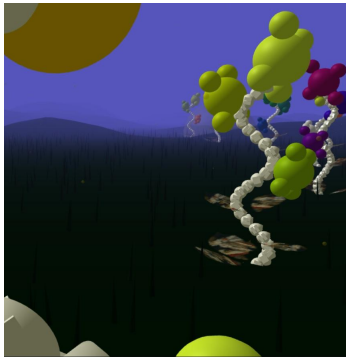
At the end of the path, when the visitors decide to end their visit, they will find a location equipped with a series of 3D viewers.

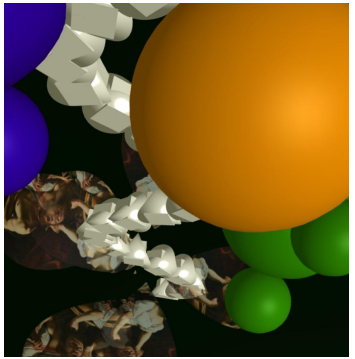
They will access an immersive environment created by their emotions transforming from spectators in co-creators of art.

ARTWORK EMOTION AND VISUALIZATION

The virtual experience can be customized in the most different ways.
It can be a place - realistic or fantastic - an object, a creature.
The users can only observe or interact.
The only limit is the imagination.







MUSEUM COOPERATIVE ARTWORK

The total data collected for each work will also be used by the museum to map the overall experience of its visitors.

In the example, a wall monitor show the same virtual experience, referring to all the visitors by a simple mathematical average operation.

PLUS

- Create a most deeply relationship between visitors and museum institution.

- Profile visitors in a different way, useful to understand other and more intimate aspects of visitors experience.

- Emotional communication.

- Gamification of museum experience.

H.E.ARTS is designed to be a long or short time installation.

In both cases, it's goal is to create interest
in old visitors to renew their experience,
and for new visitors with interests in VR immersivity,
emotional experiences, self awareness.

www.cerebrospace.eu