

The background features a dark gray gradient with a series of concentric, wavy, light-gray lines that create a sense of depth and motion, resembling sound waves or ripples in space.

# **ARE WE TOGETHER IN EVERY UNIVERSE?**

**ALISSA HSU**

**DEMO: <https://youtu.be/KgpKVTIW0I8>**

# THE CHALLENGE



Today, *capturing* moments often replaces the act of actually *remembering* those moments.

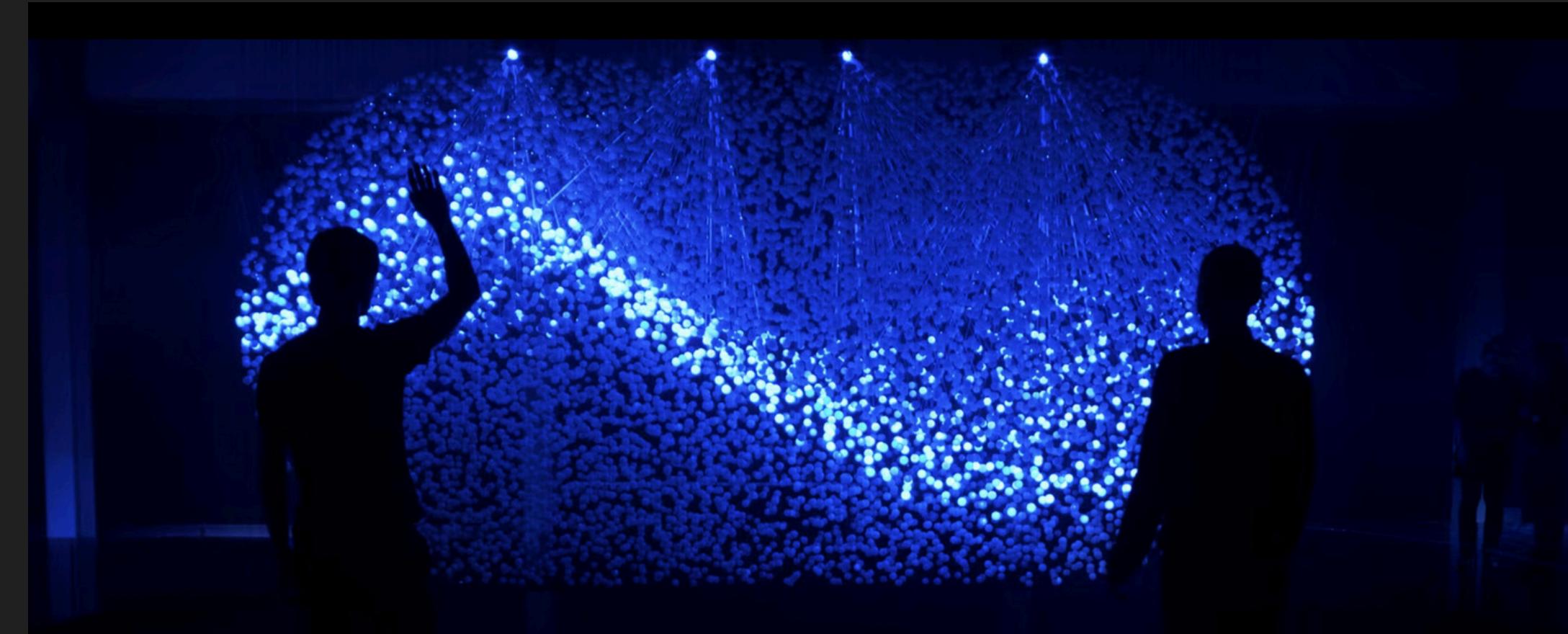
We save memories into our phones, only to forget them.

**How can we transform those photos into living connections?**

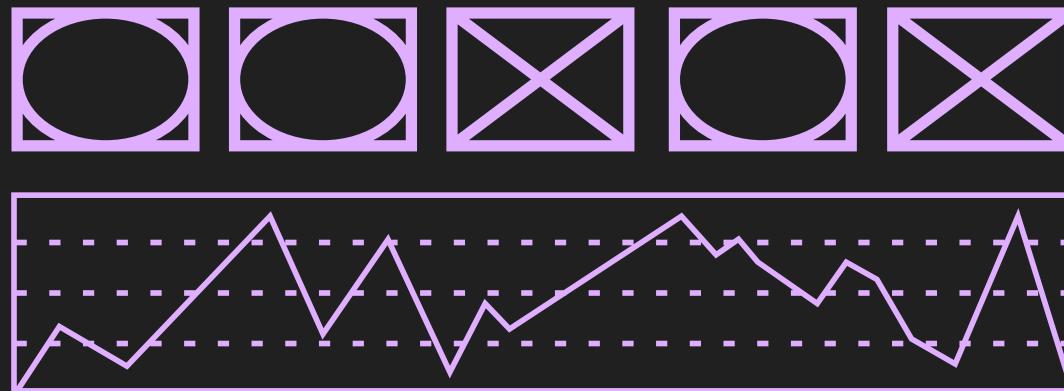


# THE CONCEPT: **ARE WE TOGETHER IN EVERY UNIVERSE?**

An interactive installation where visitors capture new memories at a Purikura-inspired photobooth. AI and generative visuals transform their photos + captions into symbolic universes, revealed on retro TVs and immersive projections.



# AUDIENCE JOURNEY



## ENTRY

Guests guided to photobooth.



## INPUT

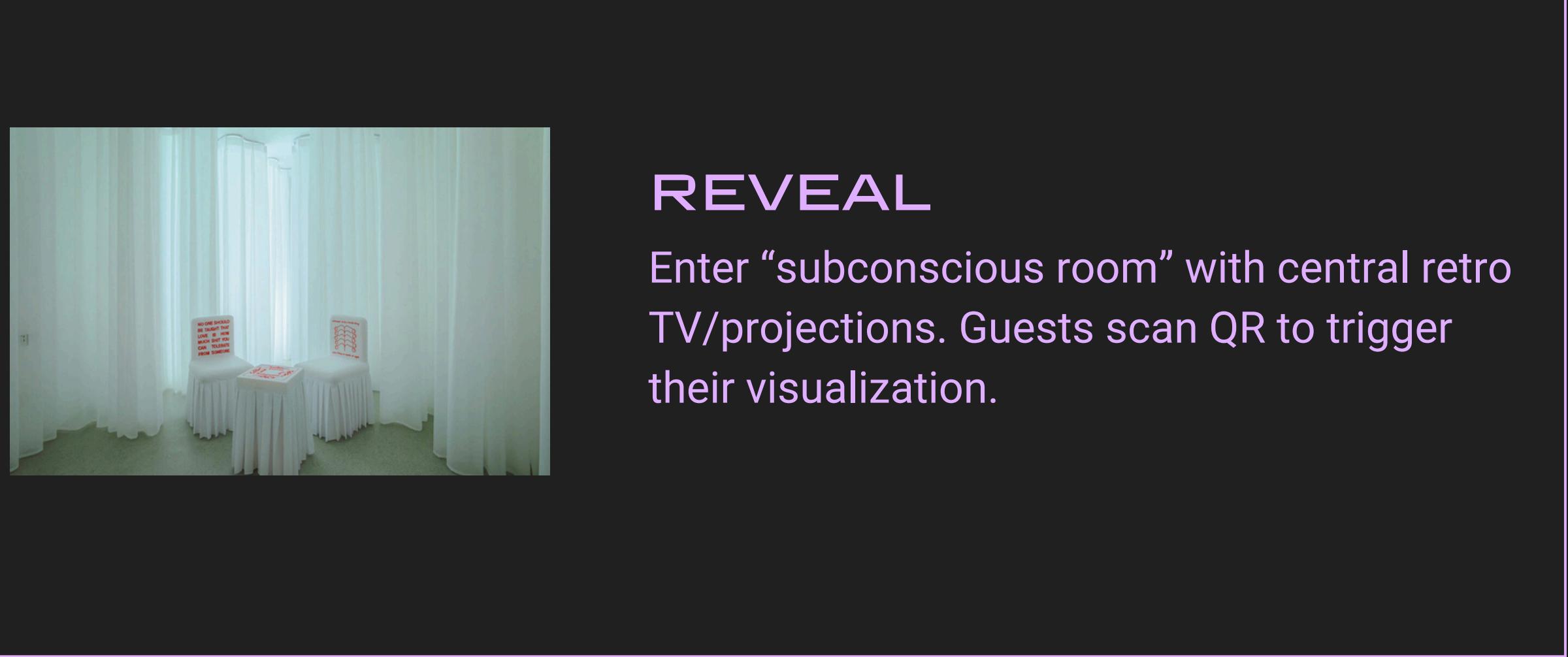
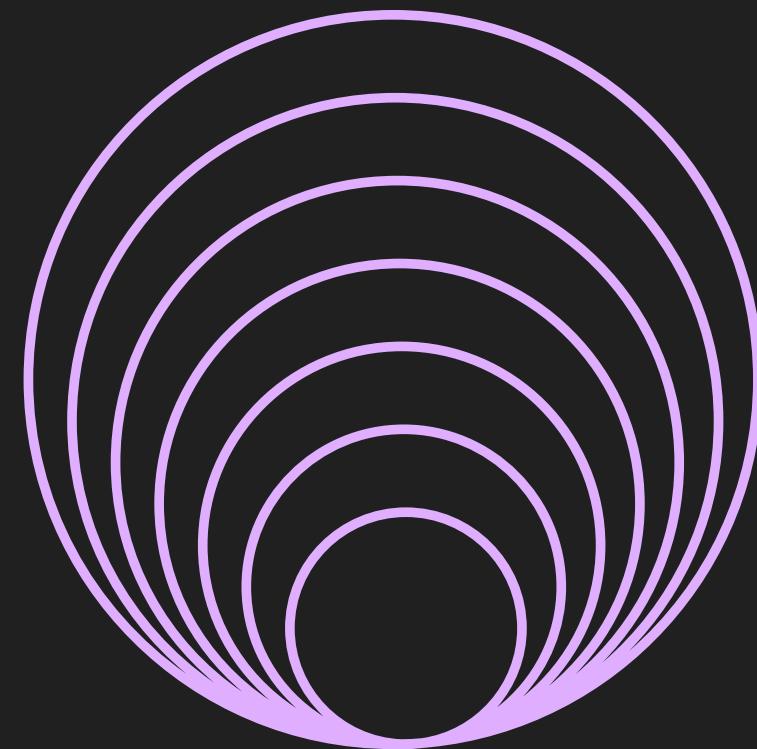
4 photos + decorate with stickers/doodles (Purikura style) + 1-sentence caption (e.g. “Best friends since birth”). QR code printed on photostrip.



## PROCESSING

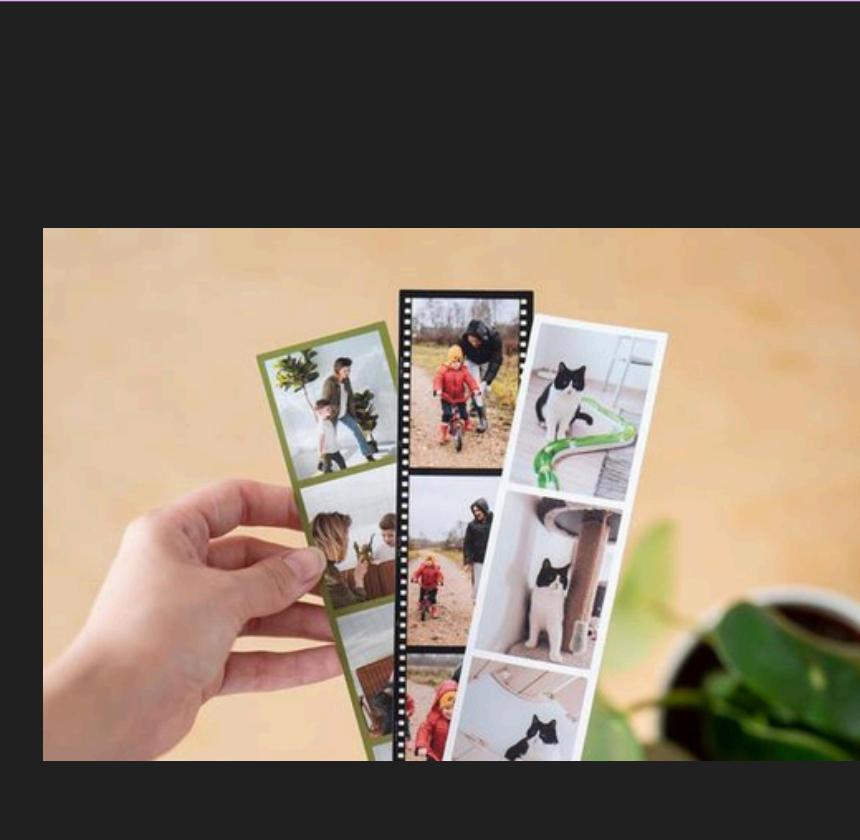
AI extracts color palette, tags objects/emotions, and maps to symbolic pairs (e.g. beach → seashell + crab).

# AUDIENCE JOURNEY



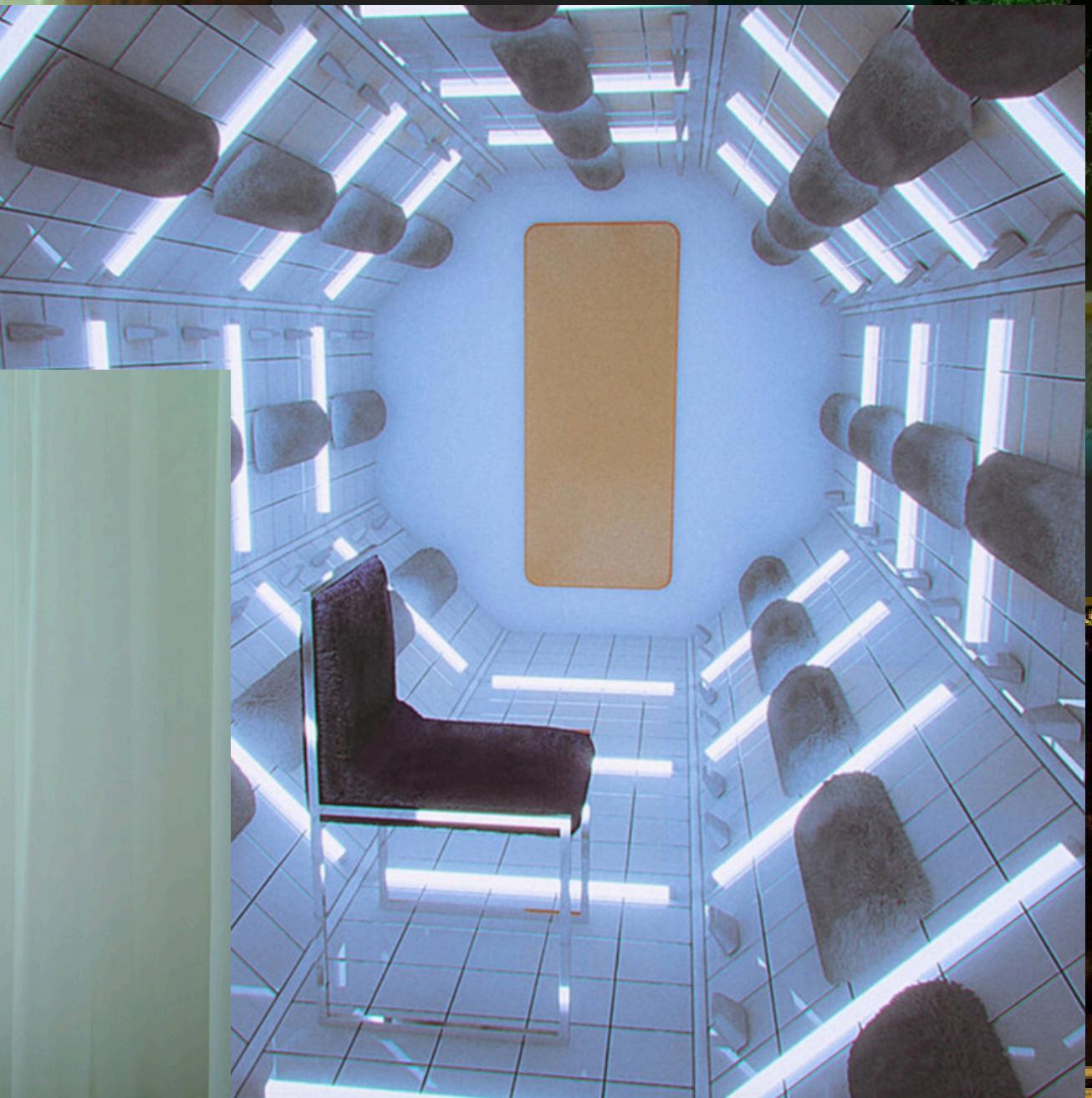
## REVEAL

Enter “subconscious room” with central retro TV/projections. Guests scan QR to trigger their visualization.

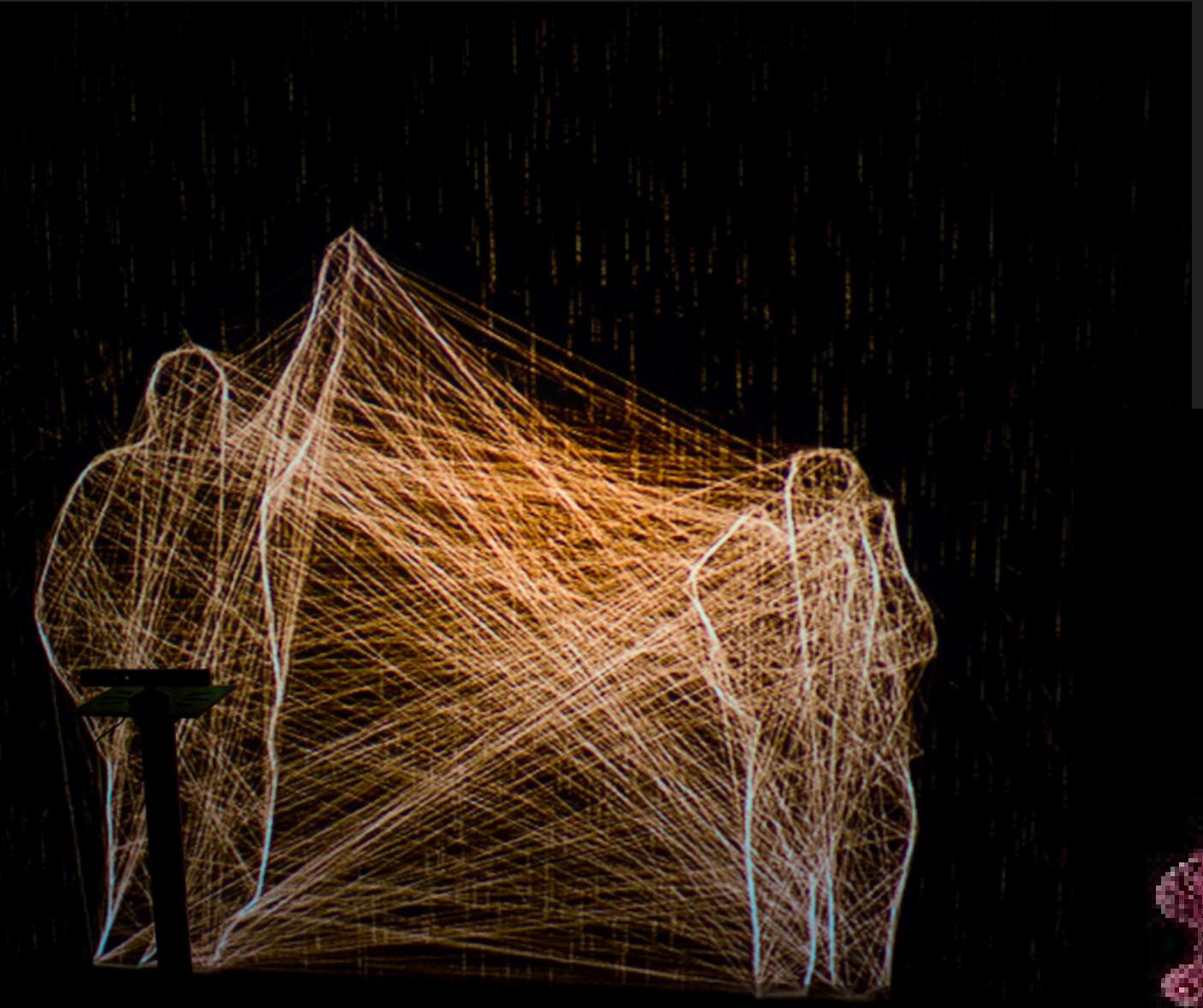


## OUTPUT

Keepsake photo strip with QR code+ short looping video (shareable online).

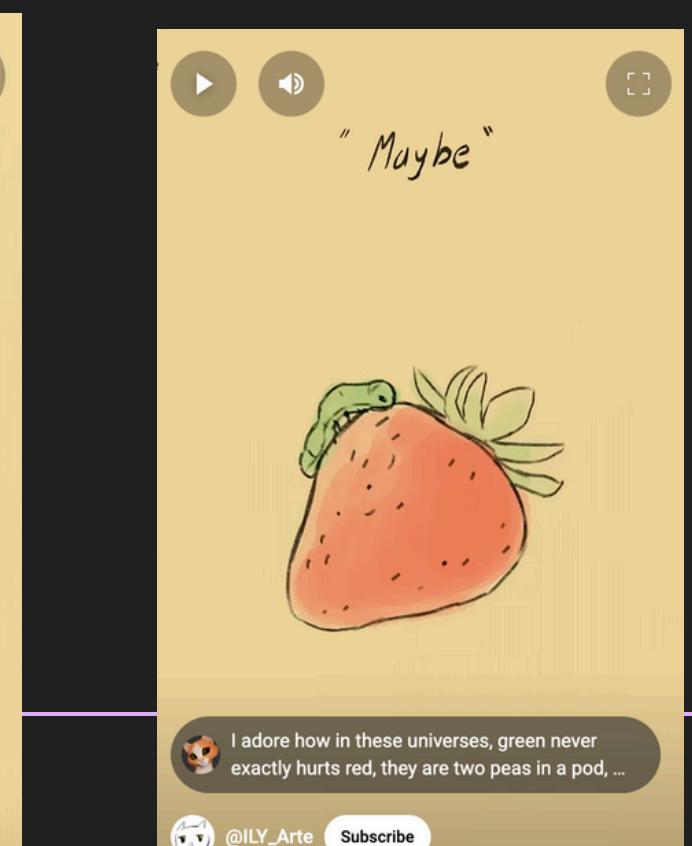
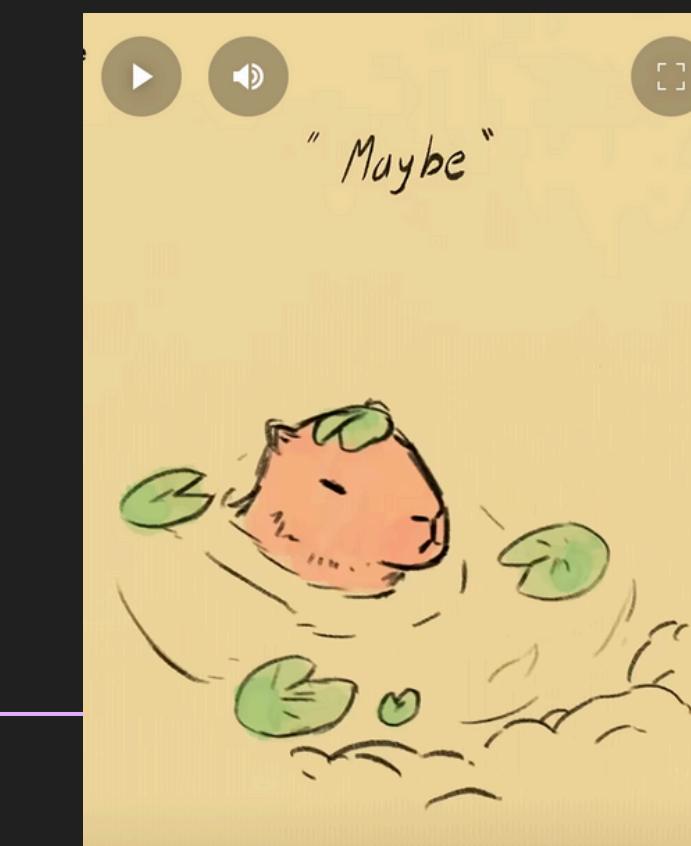
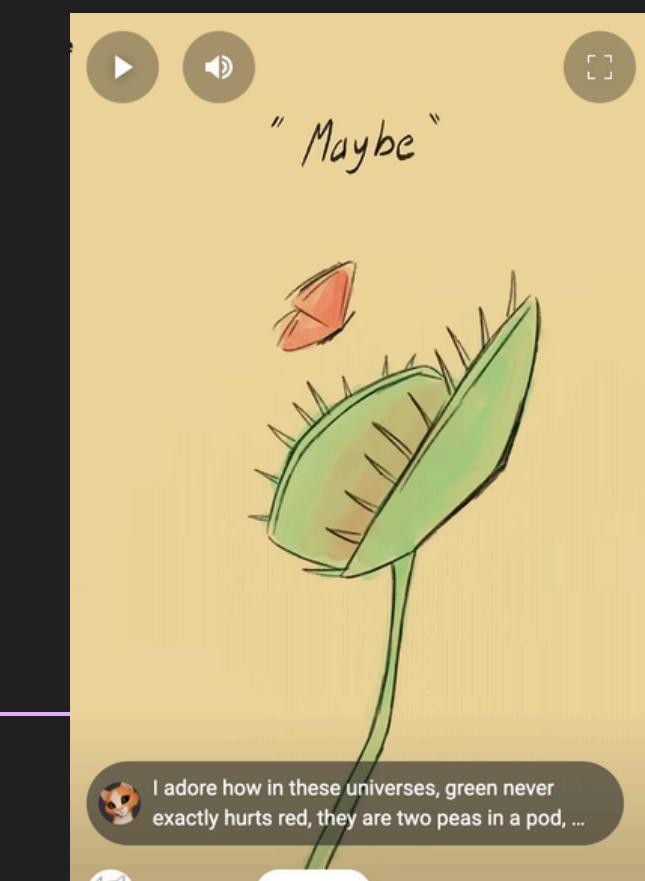
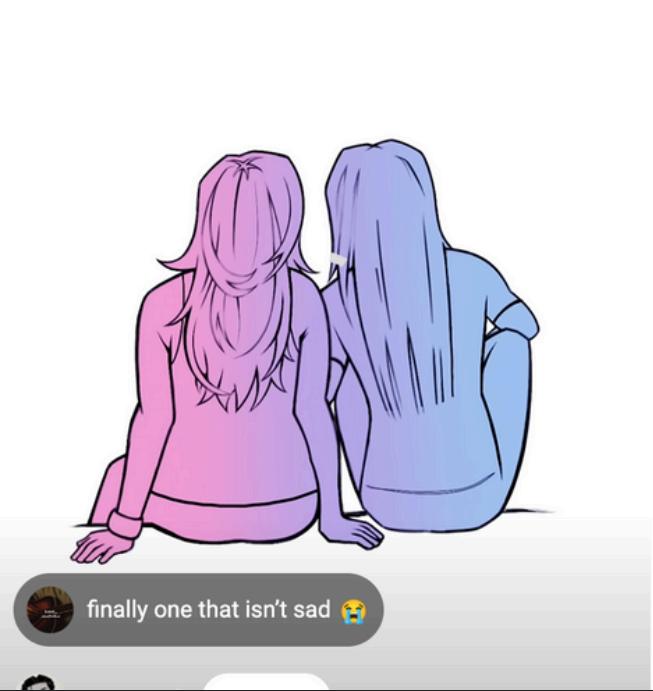
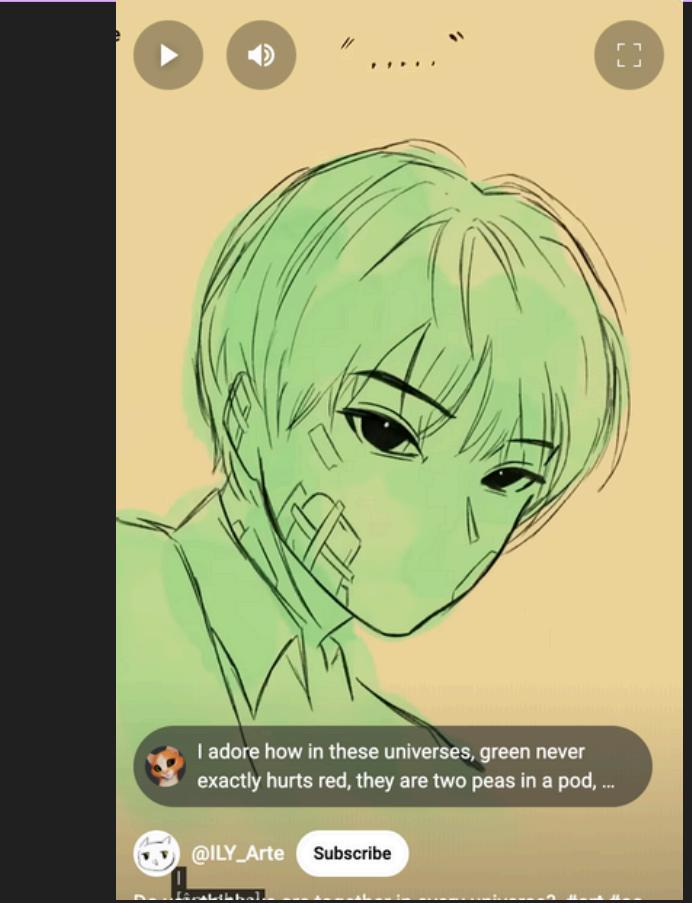
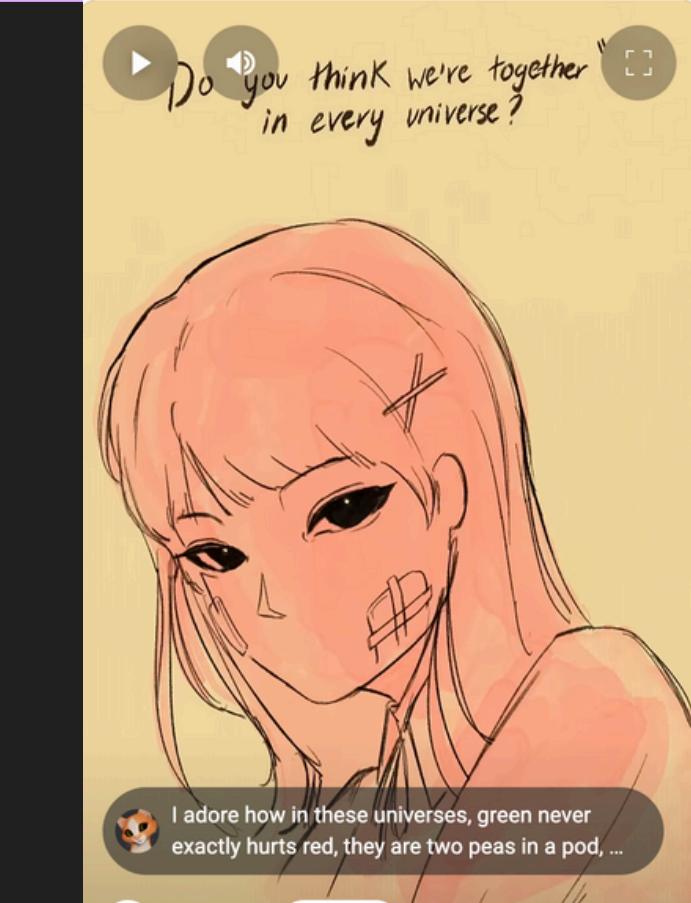
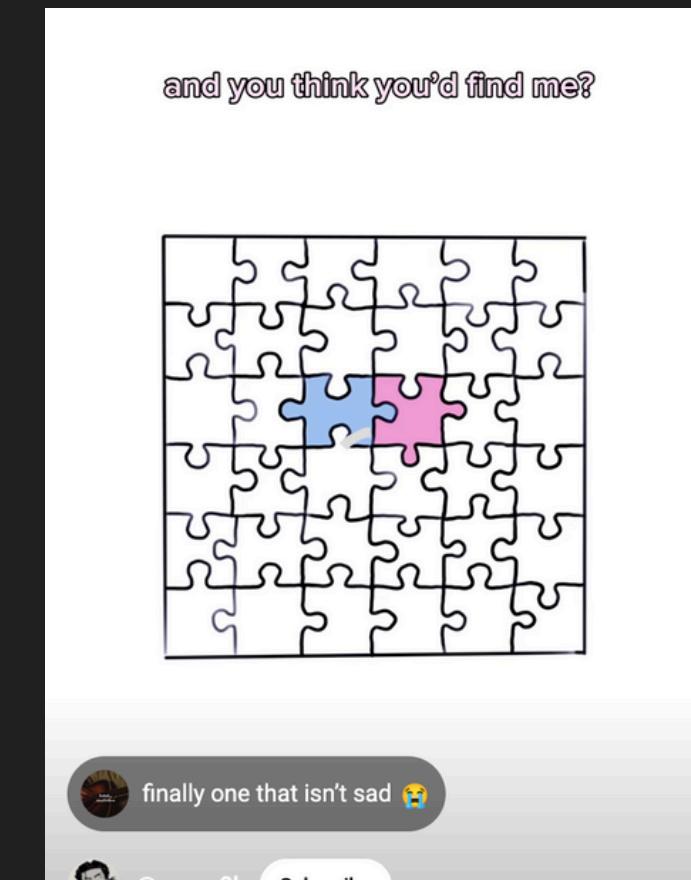
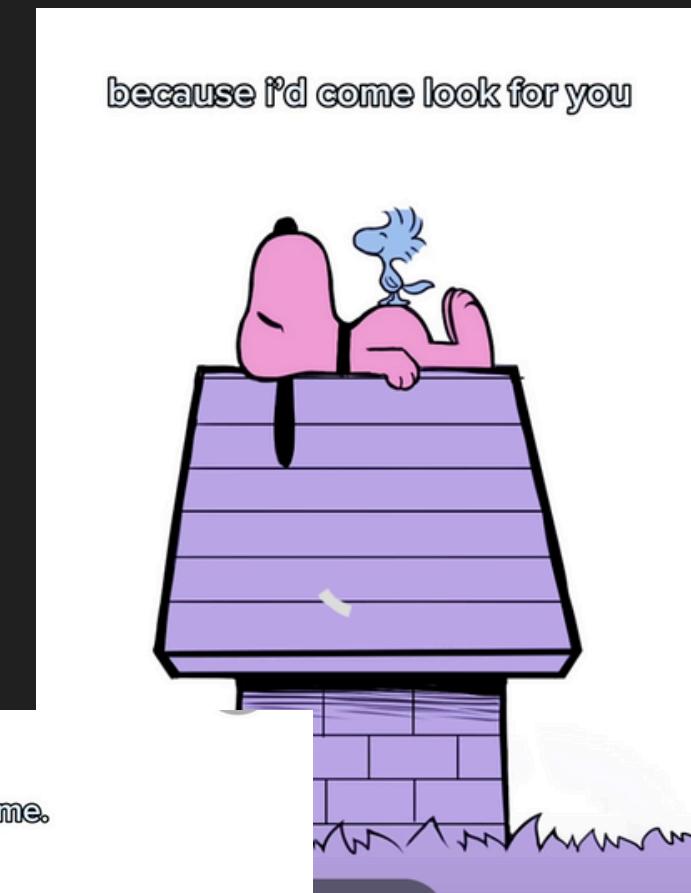
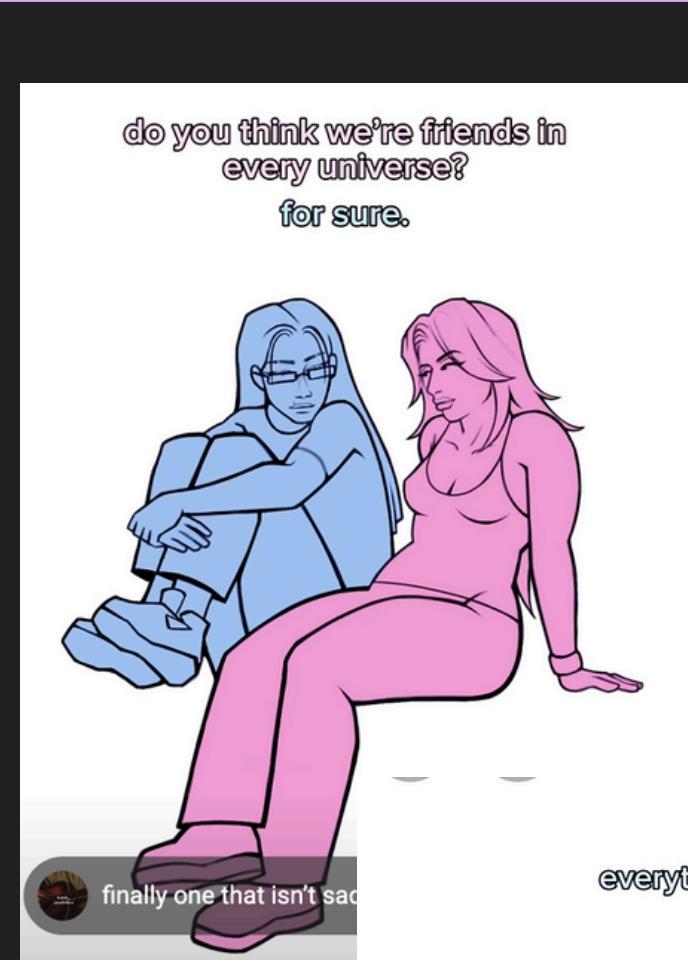


MOODBOARD (SUBCONSCIOUS ROOM)



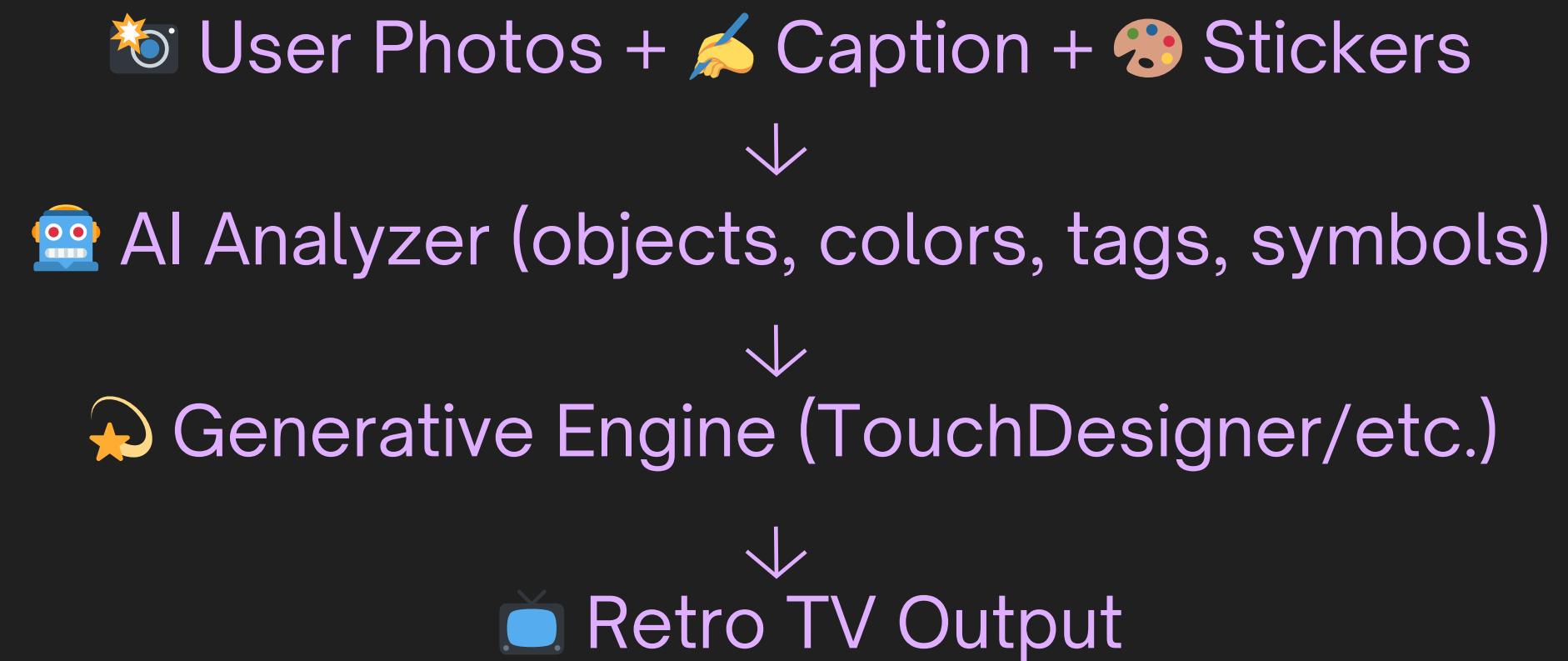
MOODBOARD (VISUAL)





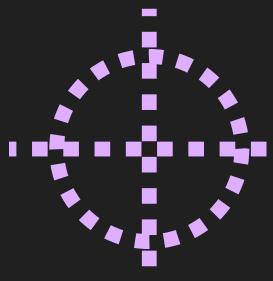
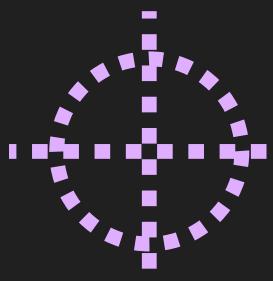
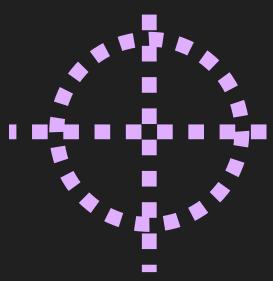
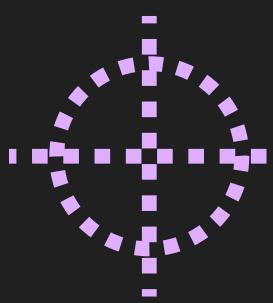
## MOODBOARD (CONCEPT)

# TECHNICAL DESIGN



- **AI Tasks:** object recognition, palette extraction, sticker hints, symbol mapping.
- **Generative Engine:** flowy, real-time animations.
- **QR Flow:** each photostrip prints a unique QR tied to saved files; scan triggers reveal.

# BRAND INTEGRATION



- ★ Can set up as brand-event to promote new feature/product launch
- ★ Watermark or frame with company logo integrated on photo strip/video
  - ★ Kodak, Fujifilm, etc: “Every photo tells a universe.”
  - ★ Expedia, Delta, etc: “The real destination is the memory you bring home.”
  - ★ Google photos, Amazon photos, etc: “Every memory deserves more than storage – it deserves a universe.”

Applies to any company with products that include/relate to photos, memories (travel companies, airlines, etc.) , connectedness (dating apps, etc.)

# LOGISTICS

## SPACE

- Entry zone with multiple photobooths.
- Dark projection/TV reveal room.
- Small lounge area.

## Hardware

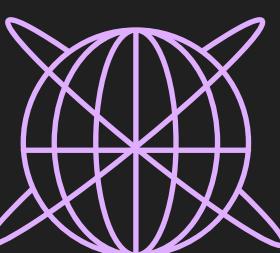
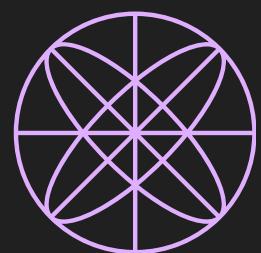
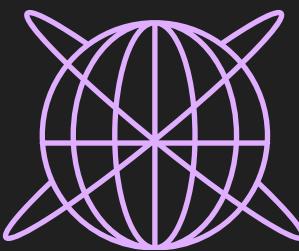
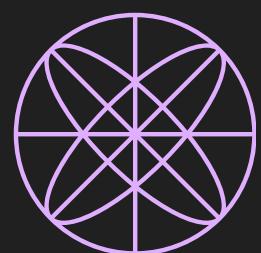
- Photobooths (DSLR/iPad + dye-sub printer).
- Retro TVs.
- Central GPU server + QR job system.

## Staffing

- Greeters, tech ops, experience guides.



# BUDGET RANGES



## Concept / Demo Video

- \$2k – \$7k
- Covers: design deck, prototype visuals (TouchDesigner/Unreal), mockup/demo reel.

## Small Activation (Single Booth + Projection)

- \$15k – \$40k
- Covers: 1 photobooth setup (DSLR/iPad + printer), local GPU computer for AI, 1 projector or TV display, space design, staffing for event day.

## Medium Activation (Multi-booth + Immersive Room)

- \$50k – \$90k
- Covers: 2–3 photobooths, multiple projectors/retro TVs, more advanced generative system, branded build-outs, technical crew.

## Large Brand Experience (Touring or Multi-room Install)

- \$100k – \$200k+ (only if targeting major brands who expect big spectacle)
- Covers: full-scale immersive environment, custom hardware fabrication, touring logistics, multiple operators/technicians.

# NEXT STEPS

## Align on Brand Goals

Clarify emotional angle (nostalgia, togetherness, shareability) + product tie-ins.

## Creative Prototyping

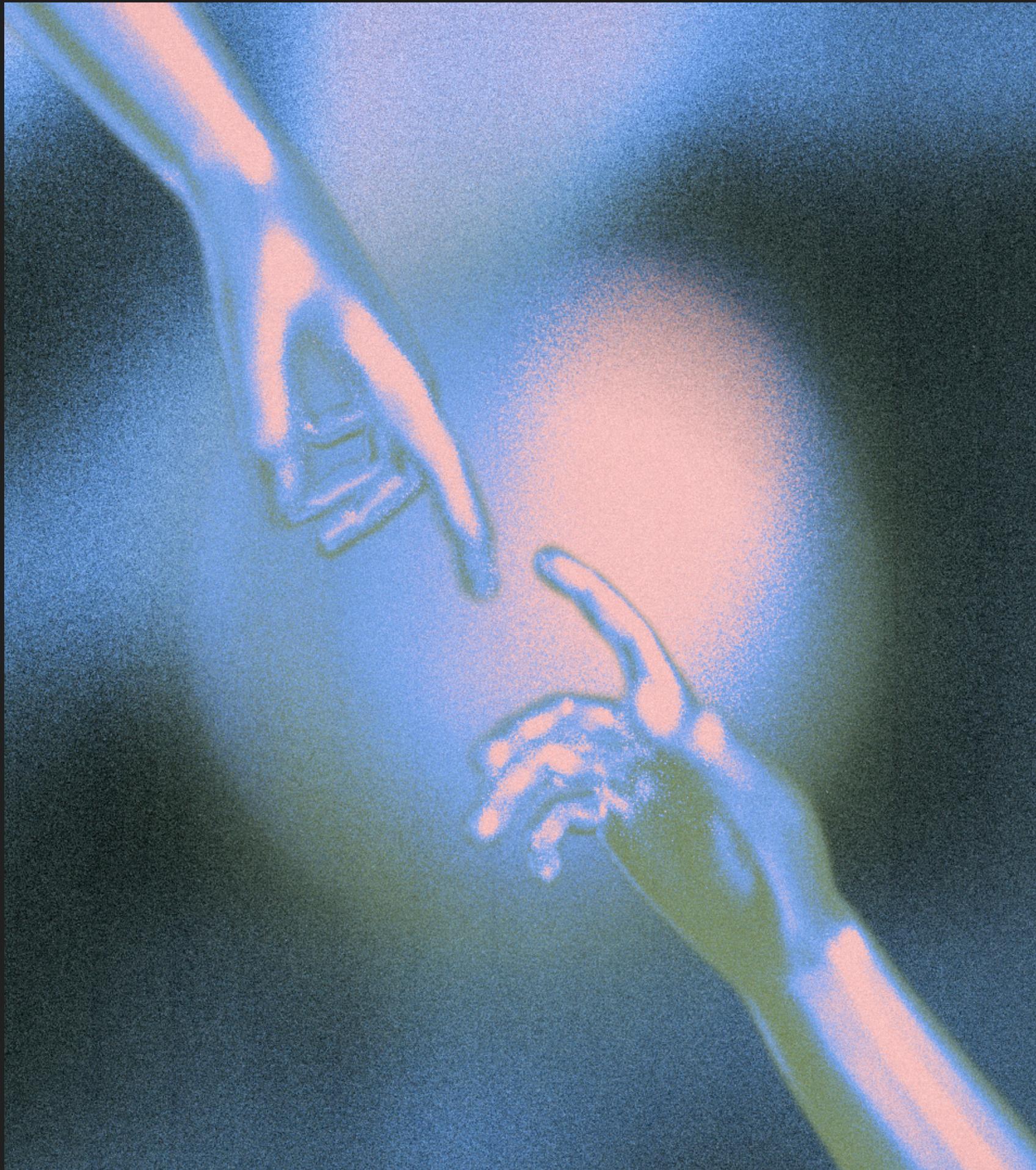
Build test visuals (AI analysis + generative engine mockups).

## Pilot Experience

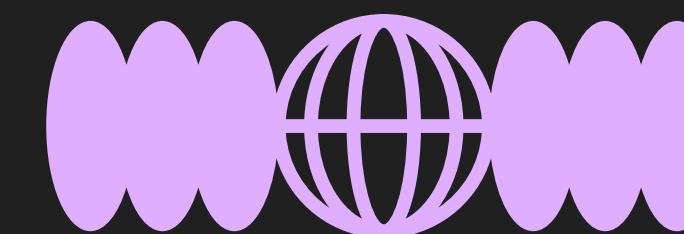
Small-scale activation to test user flow + collect feedback.

## Measurement Framework

Define how success is tracked (engagement, share rate, brand recall).



# THANK YOU



“Let’s help people see their  
memories as universes worth  
sharing.”