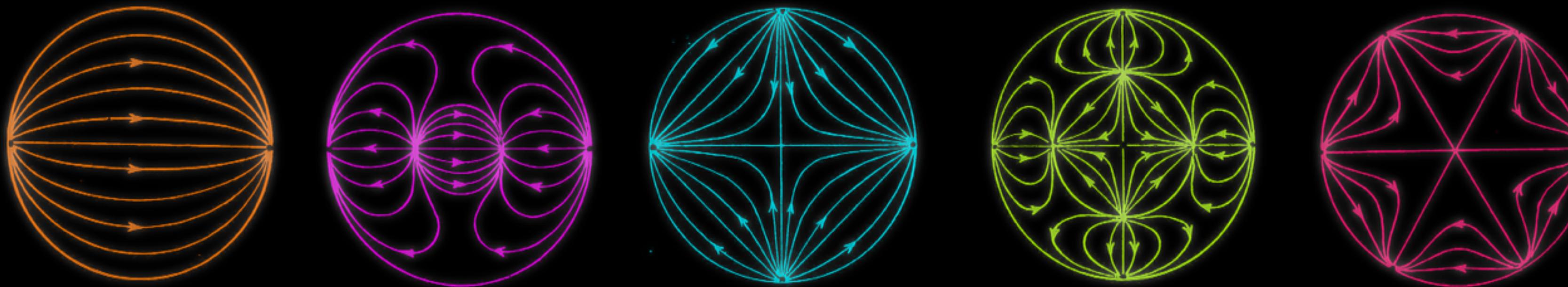
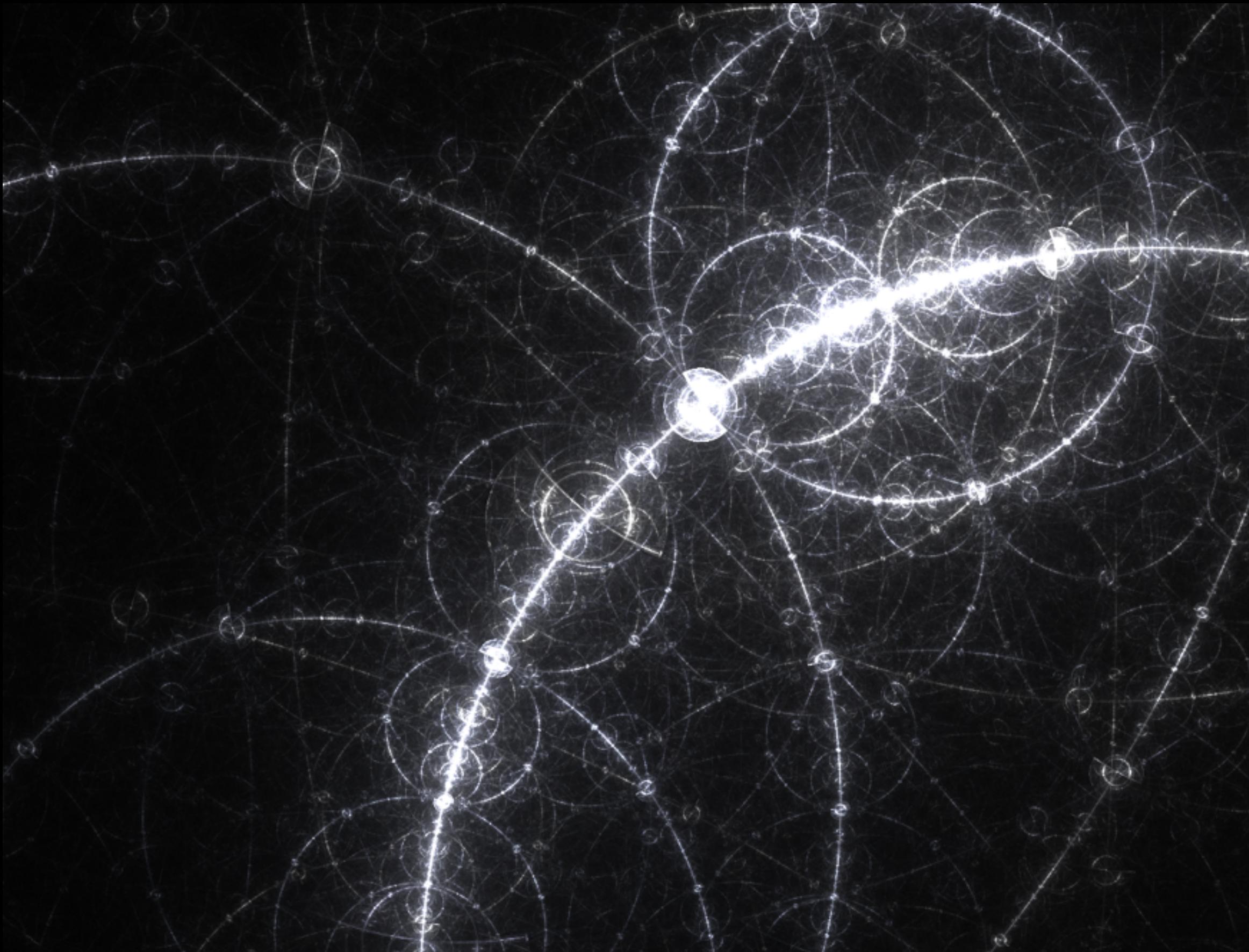


The Fold



Immersive Music and Art

The Fold, First Night



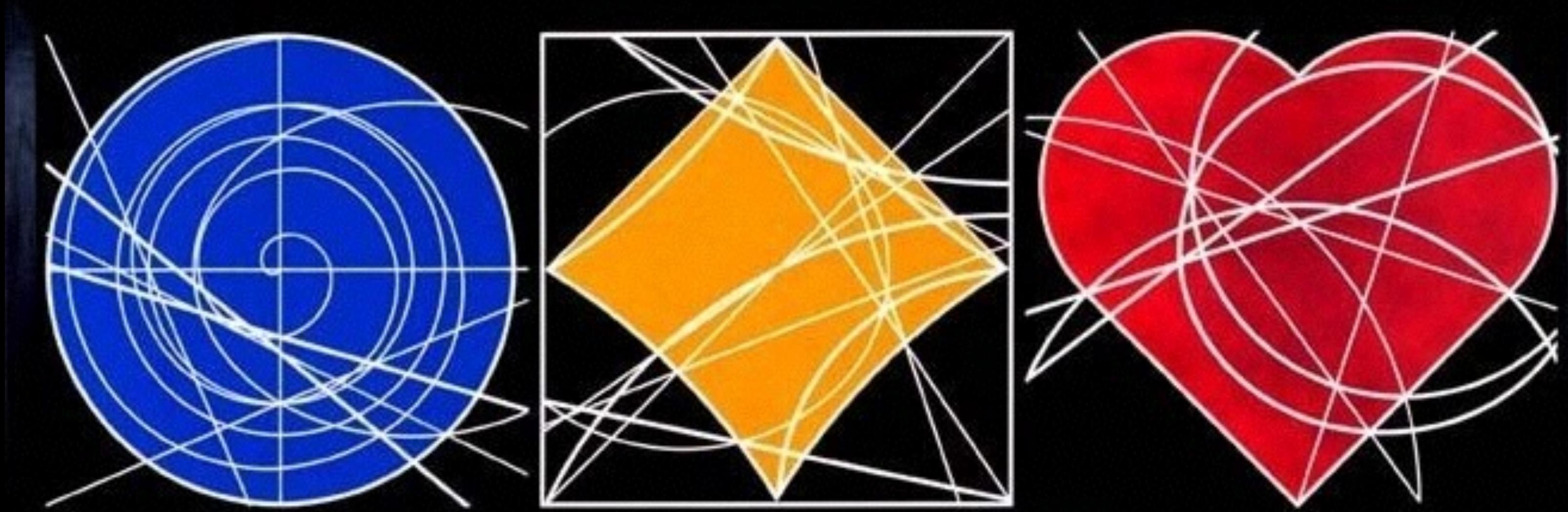
You put on a headset and find yourself in a wide open space in an alternate universe populated with self transforming mythological beasts. You can hear the thumping of music from every direction, the wind shifts and carries sounds from different regions.



As you drift you notice another denizen rolling by, it is a fish made of neon strobing eyeballs, two speakers protrude from either side and blast music - as it gets closer the music drowns out everything else - you like the music this fish is playing and decide to follow along.



The fish eventually travels to a congregation of avatars at a much larger castle. The music here overwhelms the music everyone else is playing and all the creatures fly around and are surrounded by pulsing strings of lights. You find a friend - you signal to each other by flashing your eyes and the sound fades way down, now you can chat in private.



You're inspired by the fish and want to change your own avatar so you switch to creation mode. You begin by choosing the LED brush and begin spraying the little points of light all over the small, metallic form of your level 1 avatar - if you spent more time here, the level 30 avatars can shoot lasers and when you get to 300 you can gift others non-euclidean Rubik's cubes.



It's late, time for bed, so you remove your headset. You get an e-mail with a playlist of all the songs you heard tonight with an emphasis on the ones you enjoyed most (based on machine learned posture recognition). Before drifting off to sleep a message informs you that a friend from The Fold has made a sculpture just for you and wants to share it. You go back in, just for five more minutes...

Introduction

The Fold is a new venue for music, art and performance. The Fold is a space to come together with friends, create art and share inspiration. Musicians can give live performances. Visual artists can share kinetic sculptures. Dancers can inhabit the physical forms of their choosing. Participants will not just observe, but collaborate.

The Fold is populated with

- participants
- vehicles
- booths/sculptures/domes
- stages



Stages

Imagine that you can listen to an album by visiting the world of the cover art, this is the idea behind the stage. Participants can roll up to the stages by foot or in groups on vehicles. The stage and the space for the participants won't be restricted by any physical constraints. Stages may be like little planets or endless tunnels or like a huge jungle gym. Stages may be entire cities with music blasting from every window and doorway.



Domes

Domes will enclose space and allow the participant to enter a new realm. Domes will be less about immersing in music and more about visual art, sharing, relaxation and skill building.



Tents/Sculptures

Booths and sculptures are stand alone pieces that participants will come across in their travels. A booth may be a game, a work of visual art, a shop, a drive-in theater, an amusement park ride, a dance performance, etc.



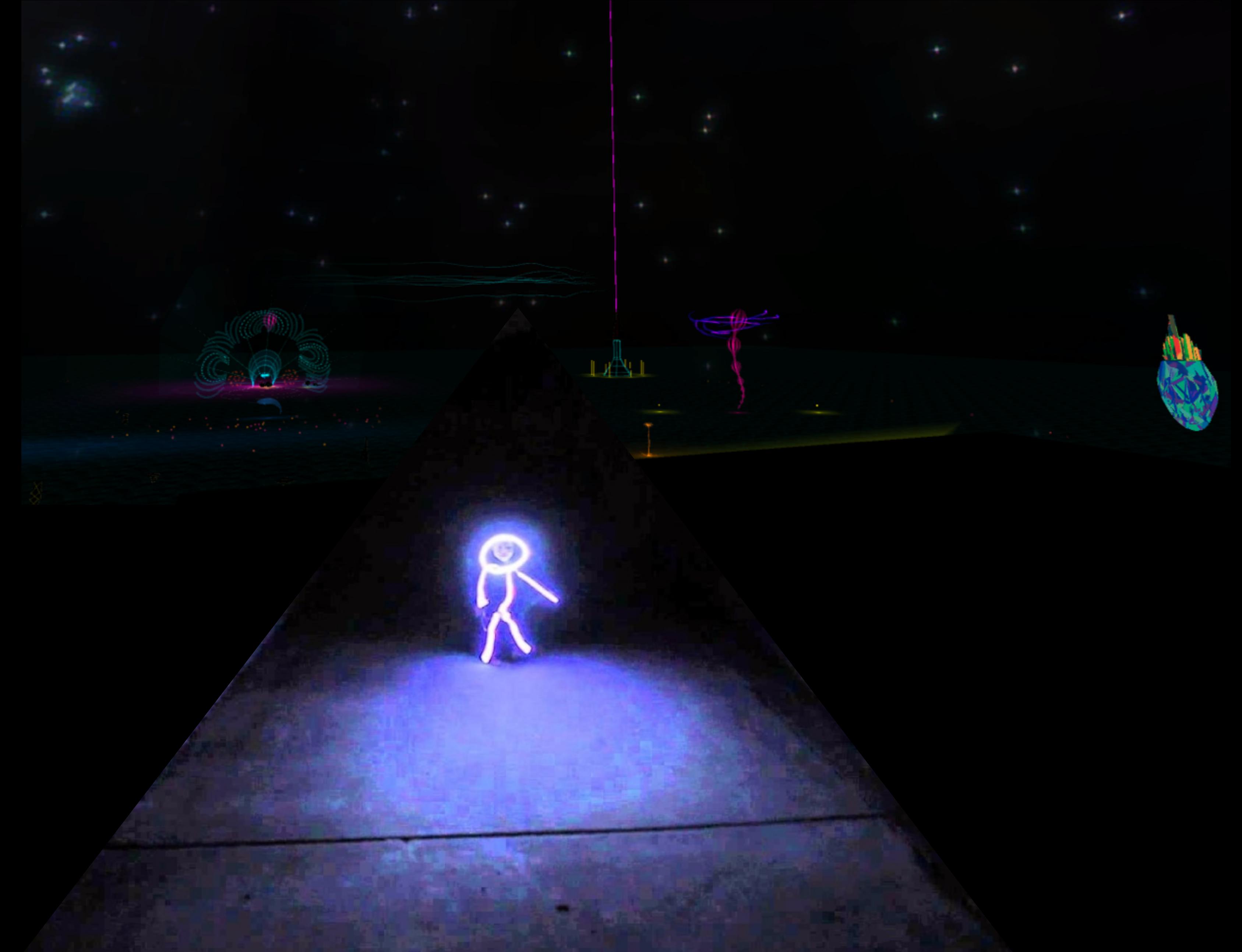
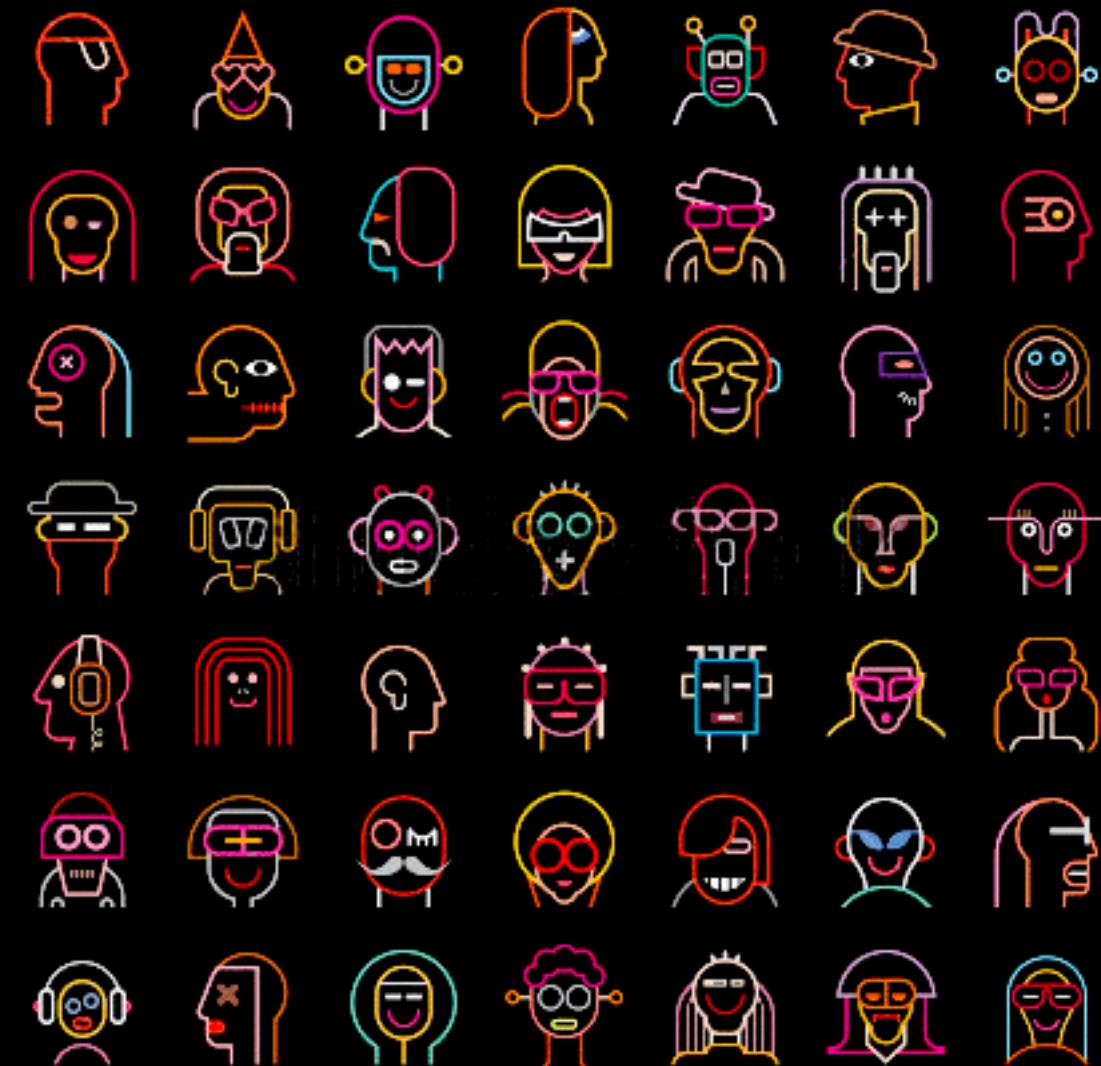
Vehicles

Vehicles may be as small as bicycles or as large as the titanic. Participants will be able to customize their vehicles with sounds, images and sculptures. Vehicles will be able to transport other participants and dock on to larger vehicles.



Avatars

Participants will express themselves primarily through crafting their avatar. These won't be limited to human forms, participants can be absolutely anything from dragons and fish to rainbows and planets or molecules and vapor.

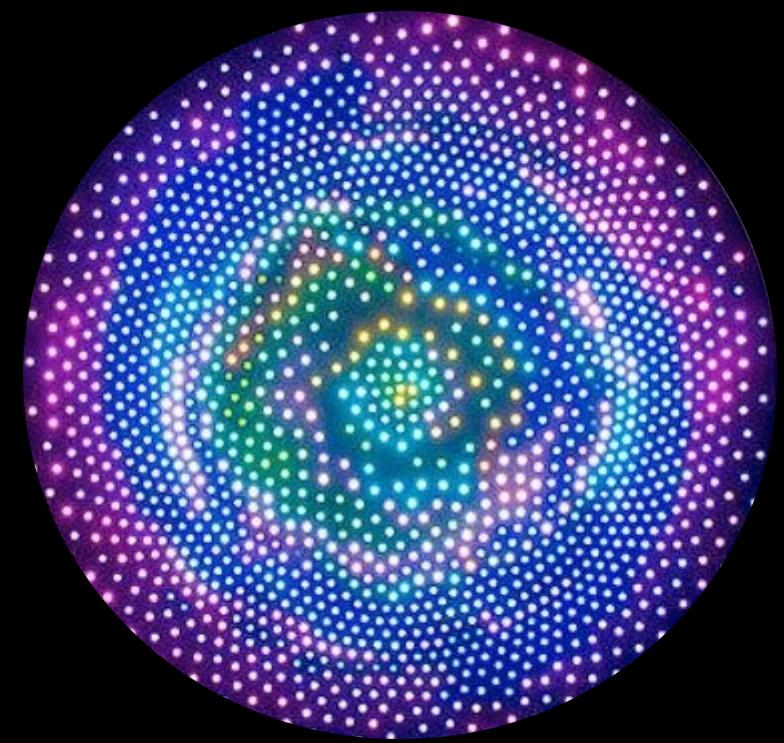


Steps

The Fold is a large scale project that will need to be developed incrementally. Each step along the way will provide opportunities for partnerships and methods for monetization.

1. VR music videos.
2. Combine them to create an open world music video browser.
3. Allow multiple users to share the space and invite each other in.
4. A suite of creation tools for avatars, sculptures and vehicles.
5. Machine learned parametric construction of spaces based on music.

Thank You



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