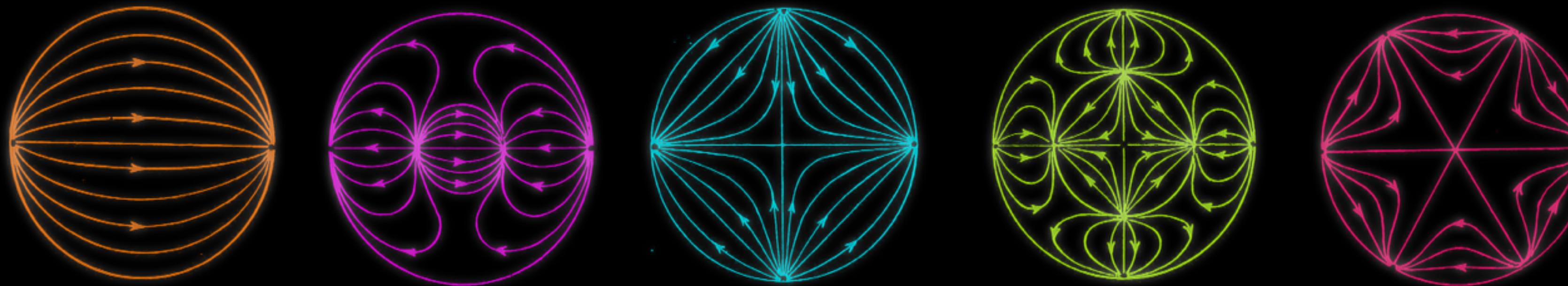
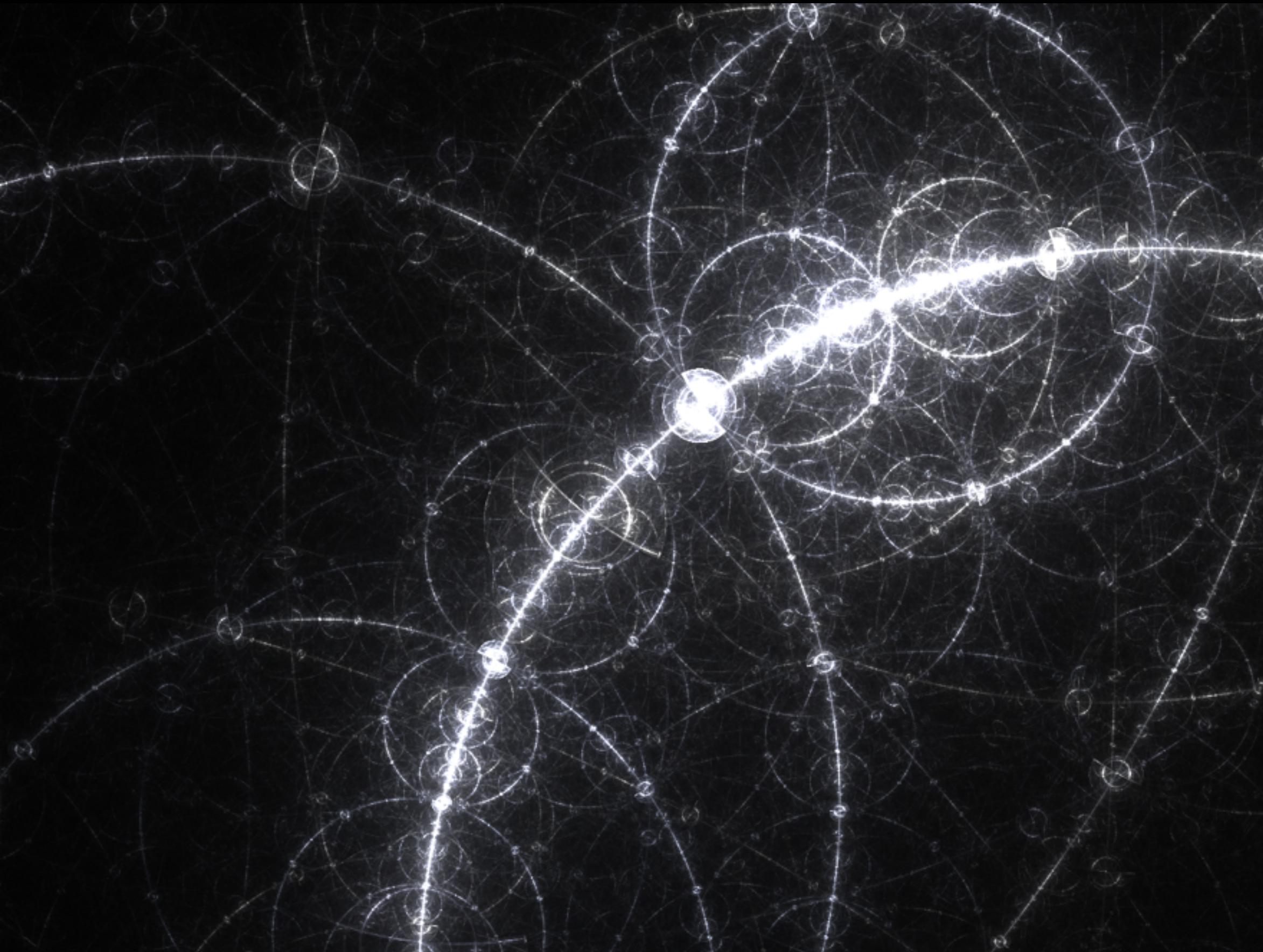


The Fold



Immersive Music and Art

First Night



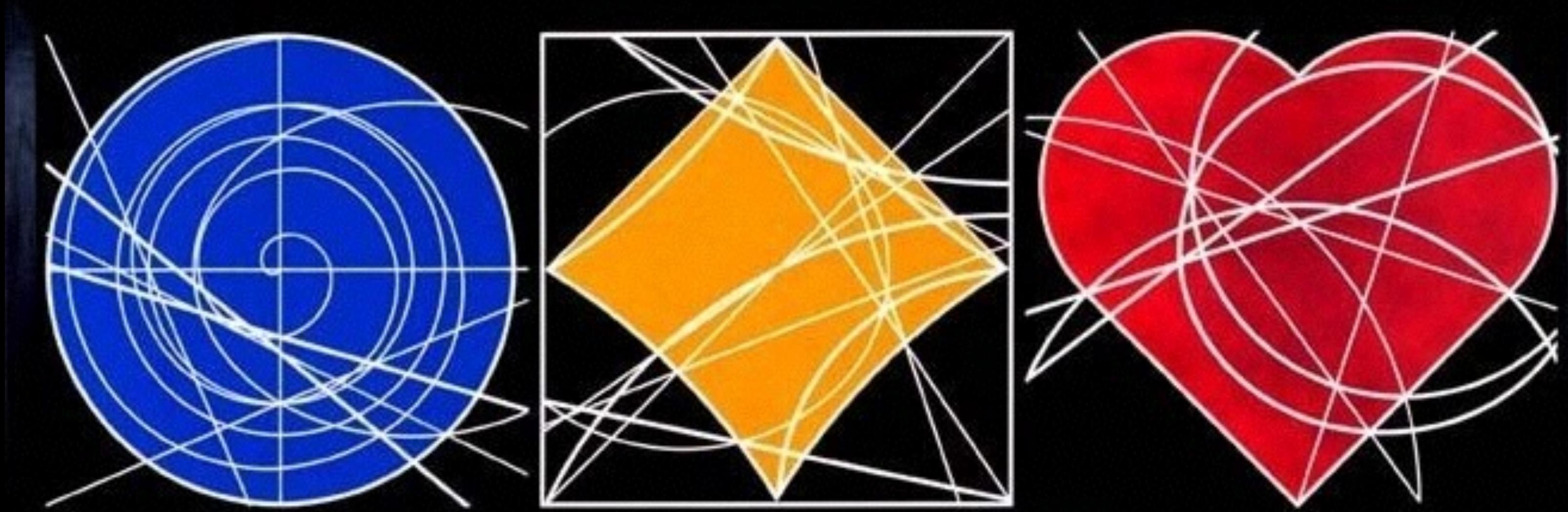
You put on a headset and find yourself in a wide open space in an alternate universe populated with self transforming mythological beasts. You can hear the thumping of music from every direction, the wind shifts and carries sounds from different regions.



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 fractal 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. It 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.

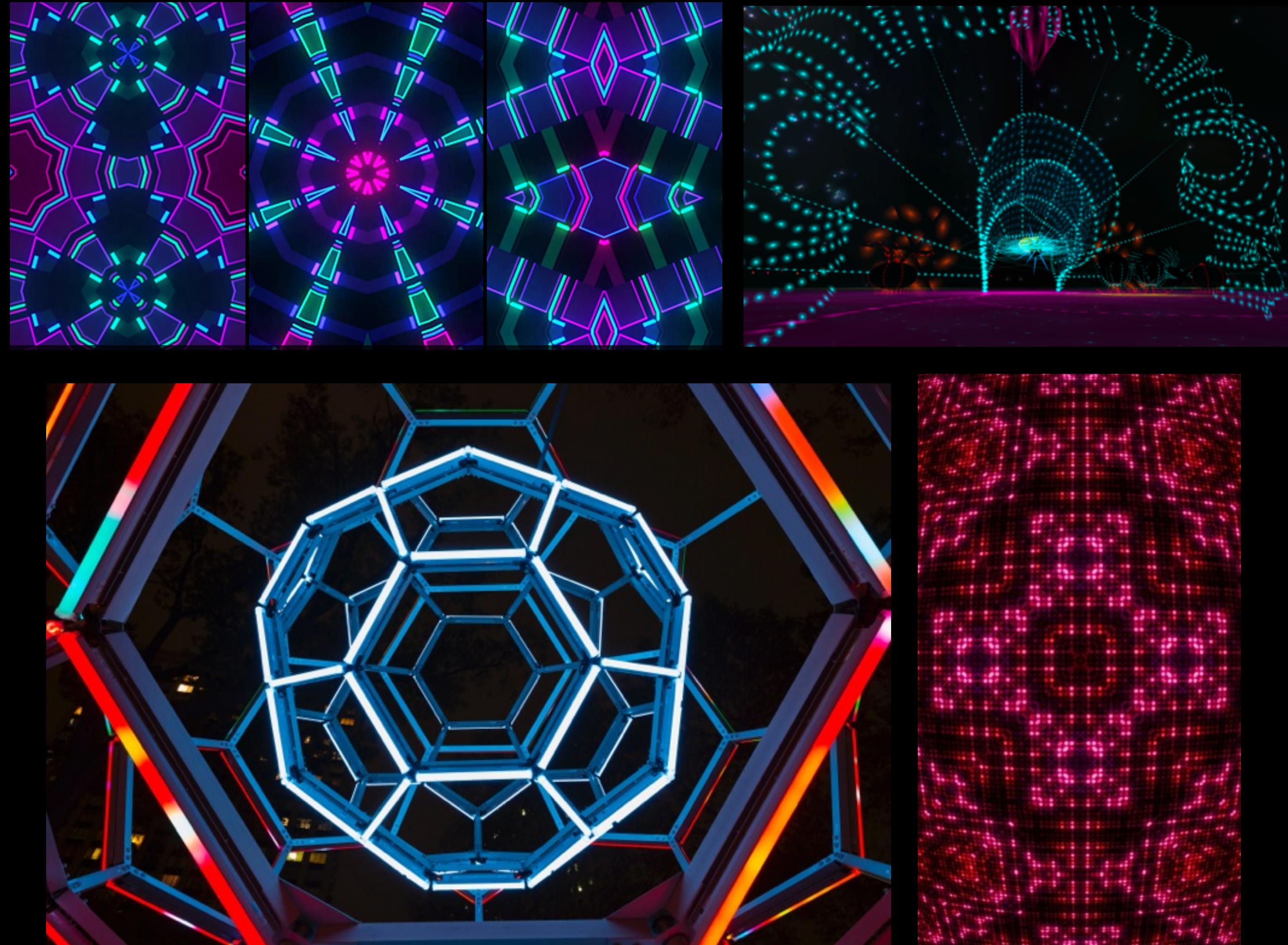
Duality is populated with

- 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.



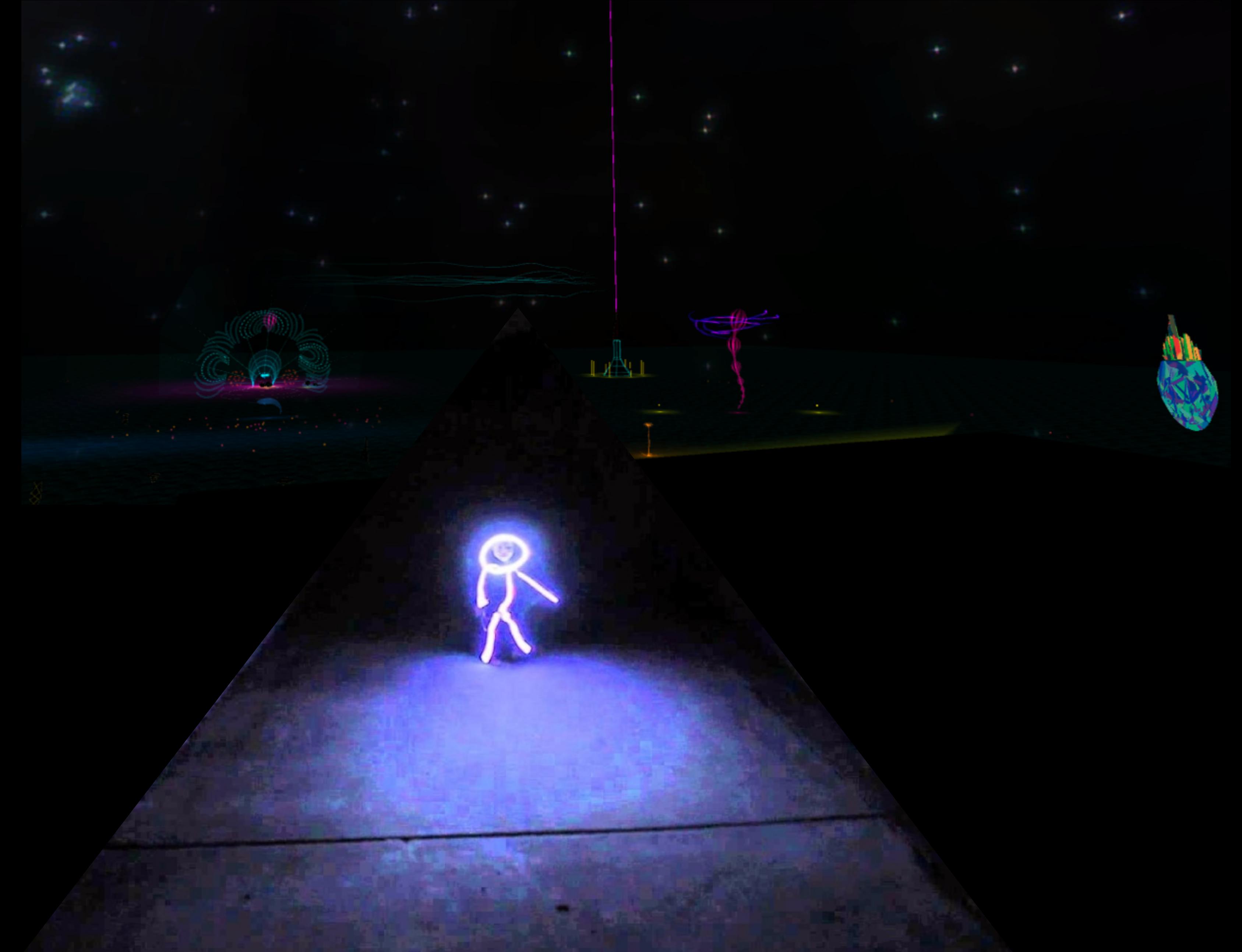
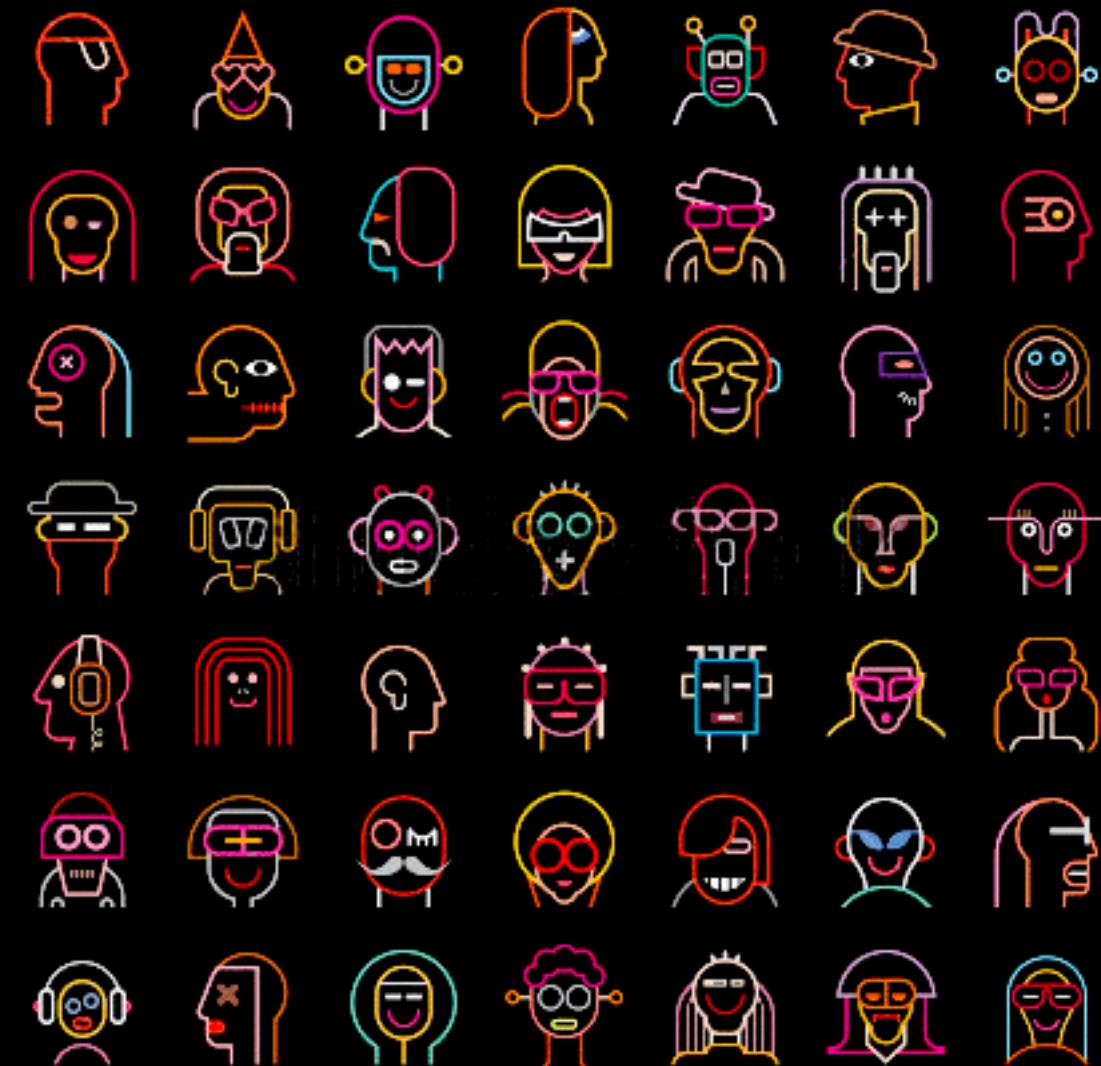
Vehicles

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.

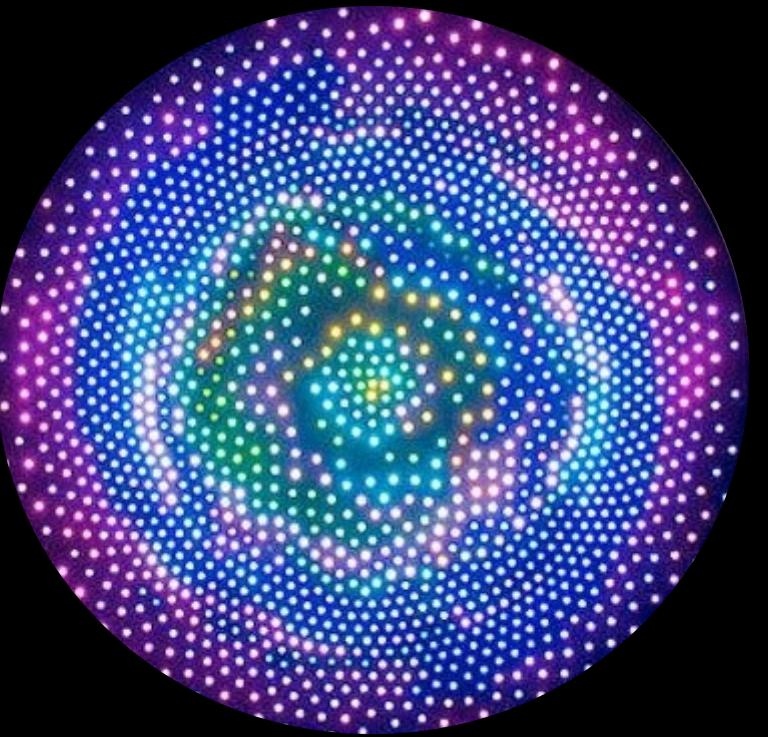


Avatars

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.



Development



The Fold is a new music venue, a new art gallery, a new arcade.
It is a community of artists and creators.

Analogies

This project is completely new in many ways, but it builds on familiar ideas.

Music Festivals

- Festivals, parades, ceremonies, potlatches are the driving metaphor.
- People go to get inspired and express themselves.

The Web

- User generated spaces like home pages or blogs.
- Users can create Hyperlink-like maps.
- E-commerce for virtual products and real products represented virtually.

Minecraft

- Build artwork from simple elements.

MMOG

- Go out with your friends as groups, as in WoW or Eve.
- Journeys will be about finding new art and music to share.

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.

Music Videos and beyond

Production into platform

- Music videos will serve as a bridge.
 - Projects made in VR can be rendered and distributed as traditional videos.
- Production will provide an impetus for tool development.
- They will give us an instant audience.
- We can use them to develop partnerships.

Live performances in VR

- Can take place at scheduled times and tickets can be sold.
- Motion captured performers can be streamed.
- Live video can be streamed into and combined with a virtual space.
- Audience members can interact with each other.
- Performances can be captured for viewing later.

... and beyond

- IRL VR events (see Holojam)
- Dance/Theater
- Classes
- Parties

User Creation / Machine Learning

Curation

Partnering with labels, musicians, galleries and artists will give us immediate access to creative resources, talent and energy.

Artists and musicians will be inspired to create if they can use the space to share their own work with their audience.

Parameterization

We will begin by creating custom artwork in partnership with designers and musicians.

At the same time we will be developing machine learning tools which will eventually allow our system to create experiences and spaces based on songs automatically.

This will lead to the creation of vast, city-like environments full of music to explore.

Platform and Integration

Eventually there will be a VR experience of VR experiences.

Alt-Space and High Fidelity are two such early entrants.

The Fold is aiming at a niche market and we will be able to integrate with whatever platform comes out on top. Perhaps The Fold will become successful enough to become that platform but we don't need to bank on it.

Monetization

An audience is the most important thing to develop. That being said there will be a number of ways to begin thinking about monetization:

In app purchases of songs, albums, merchandise and live events (IRL and VR).

Purchasing power ups for avatars, sculptures and vehicles.

A Patreon like tool that will allow users to give to their favorite artists and causes.

Engagement

Giving users the ability to create, explore and play will provide a rich and engaging experience that will give users a reason to spend more time in the space.

Tool Creation

- Tools can be crafted to input devices
 - Tracked hand controls
 - Tactonic floor sensors
 - Mice and tablets
 - Motion capture suits
 - Leap Motion and Kinect
- See: Tilt Brush, Minecraft

Use Cases

- Graffiti walls
- Recording dance moves with external devices
- Building sound sculptures
- Tailoring vehicles as hang out lounges

Sharing

- Users can customize, package and share their creations as stand-alone applications
- User creations will exist in a persistent space and can interact with other creations.

Gamification

- Moving around the space can be a mix of racing game and coin collection ala Sonic or Pac-Man.
- Users can gain XP by spending time in the space and going on scavenger hunts.
- Users will be able to bounce on platforms to get higher and higher.

The Team

Our team comes from a range of disciplines and has decades of experience in digital media.

David Lobser - Creative Lead, animation/design/direction

Wajma Mohensi - Business Lead, strategy/product/production

Gal Sasson - Technical Lead, programming/parametric design/app design

Ken Perlin - Advisor

Thank You

