

Jeff Buckley – Just like a woman

For my blog post this week I am going to write about a project Eko has done using Jeff Buckley's music. Eko is a website that creates interactive stories that users help shape the outcome of – or simply the appearance. Jeff Buckley was an American songwriter and singer.

The interactive video is created with a set of animated frames that slowly pass by in sync with the music played on top. Each frame is a part of a scene, usually with 2-4 other frames. These scenes are all connected to the same theme, **however, the theme is for you to decide**. There are four different themes to each frame and scene. By clicking on the frames, it changes the theme from one to another. --- you'll get what I mean in a second --- Further into the story you also get the option to add musical tracks to the mix. You can add piano, guitar and a backing choir, to enhance the musical experience as well. Ultimately, making your own modular animation.

There are two characters in the animation, a girl and a boy. The four themes are essentially four different scenarios of their relationship. The boy and the girl together, apart and by themselves individually. So, by mixing these frames you can completely change the atmosphere and mood. You can experience the story of the boy and girl together in love or in heartbreak with sinister colors. I believe that the story can be interpreted as a metaphor for how quickly things can change. In one moment, you're happy together and in the next, you're both by yourselves, alone.

In relation to this weeks reading, I took a quote from the text Interactive Art by Nathaniel Stern, he writes *"If we explain what interactive art is primarily through technology, then we will comprehend it as merely a technological object. We should, rather, approach what interactive art does—and what we do—when it frames our moving-thinking-feeling."* I believe Stern is making a good point, because if we constantly use technology to present artworks, they do become technological objects instead of the actual artworks they are. I think that this interactive story, truly is an artwork and tells a story much deeper than we realize at first.

<https://helloeko.com/v/jeff-buckley-just-like-a-woman>