

FAMU · 2025

chompAR

A street art game using gamification to train
attention and appropriate public space.

← → use arrows to navigate

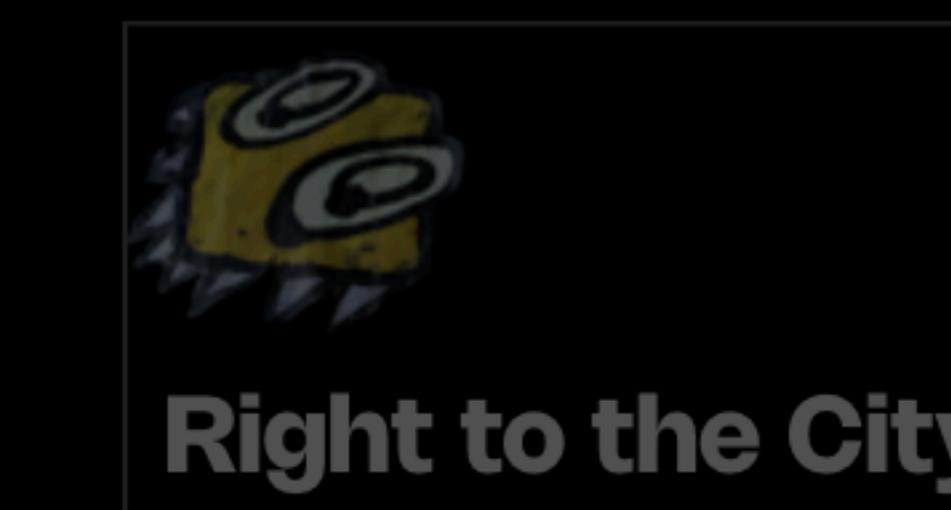


Chomp in street 1



THEORETICAL FRAMEWORK

Three Pillars





Attention Ecology

People don't look around themselves.



PILLAR 2

Right to the City

People don't consider the city theirs.



PILLAR 3

Détournement

Using technology against technology.

GAME DESIGN

Two Modes

Solo Mode

Ambient

Collect Chomps into your personal collection.

Ownership stays **forever**.

No pressure. The journey is the goal.

= *Attention training*

Battle Mode

Competitive

Red vs Blue

Claim = **this piece of the city is yours.**

Can be recaptured.

= *Public space appropriation*

INSPIRATION

Predecessors

Pokémon GO

Location-based AR gamification
Gamification, teams, real-time

Invader

Gamified street art
Scoring, achievements, map

DESIGN

Privacy-first

No GPS

We don't track location.

Local Profile

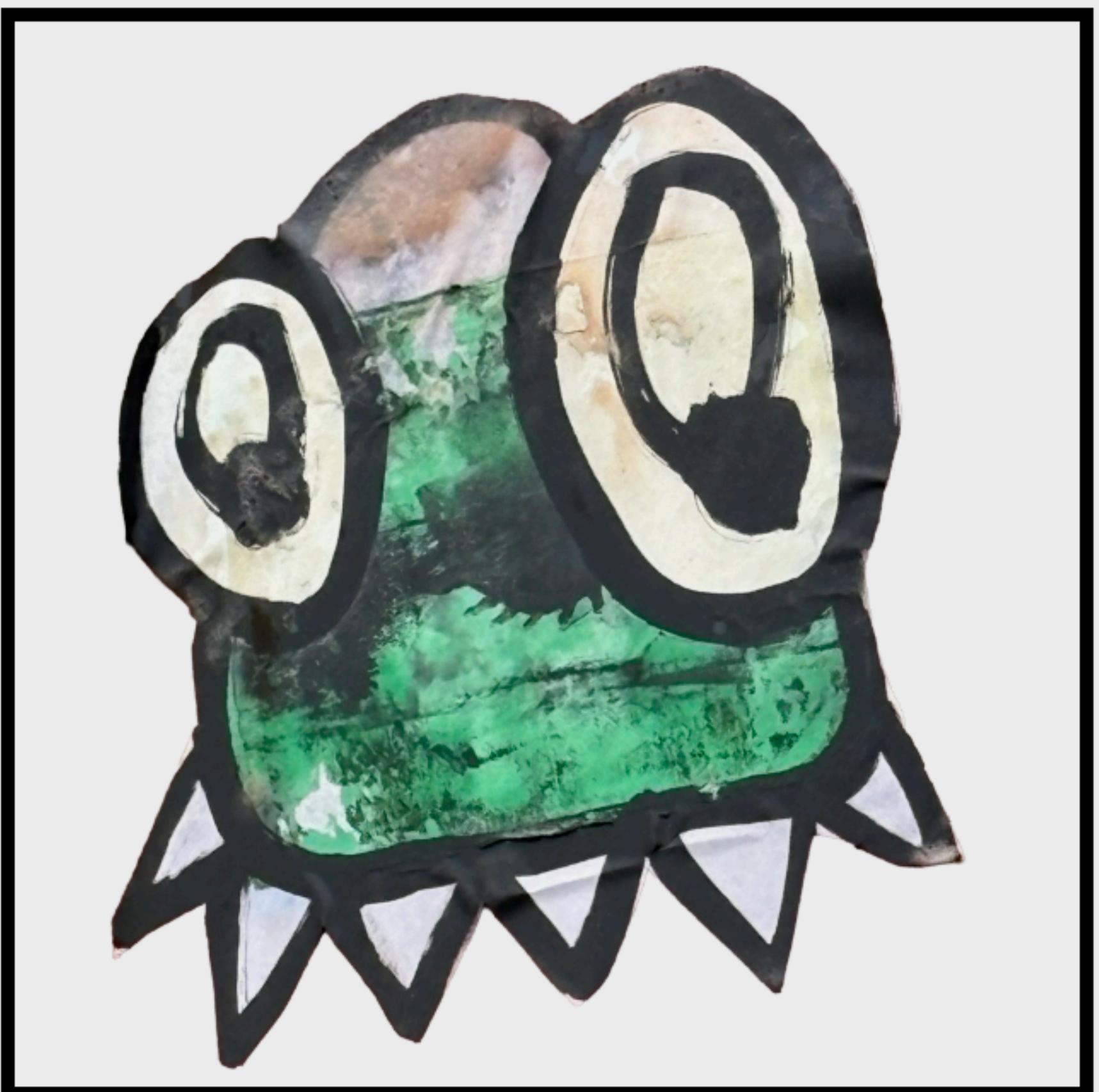
Data in browser. No registration.

20min Delay

Anti-predator protection on map.

DEMO

Scan Me



Open scanner on your phone

Anifilm 2026

March 2026 · Liberec

AR Treasure Hunt

- 12 paste-ups around the festival
- Collecting animation "frames"
- Complete = 2s animation
- Collective CRT display

Festival theme: **HORA**



DISCUSSION

Questions?

Two Modes

**Additional
Theory**