

Proposal Name:

ApeFest 2023 AR Filters

Proposal Category:

Brand Decision

Abstract

: Permission to use Apecoin DAO logo to create AR monuments and statues in AR set in Hong Kong for Apefest 2023.

Motivation

: Web3 and blockchain are emerging tech in a step towards DeFi and in terms of Art, going forward with NFTs, AR experience are the new emerging tech for experiences to be used across different mediums.

People attending ApeFest 2023 can experience Apecoin DAO inspired AR structures all across the venue without the need to download anything, just using a link that is geolocation locked, meaning the artwork will only be viewed in a specific location; i.e Hong Kong.

This will be a whole different experience for people to witness using spatial technology.

Rationale

: Spreading the culture of Apecoin DAO being bold, creating experience in art and entertainment and events. This is a festival of culture that is happening for the 2nd time and in a whole different continent where art and culture differs and will act as a new experience for people in a different world; i.e Spatial AR.

Benefit to Apecoin DAO

: Expanding the culture of Apecoin and the Apefest in AR. A new experience which is still in testing phase by Adobe. Approving this AIP will also show the people outside that the DAO actually approves not just funds but things related to community building and creative ideas.

Key Terms:

AR

: Augmented Reality is an enhance and interactive version of a real world environment created by digital visual elements, sound and other stimuli via holographic technology. AR delivers visual elements, sound and other sensory information to the user through a device like a smartphone or glasses. This information is overlaid onto the device to create an interwoven experience where digital information alters the user's perception of the real world.

Spatial AR

: Augmenting real world objects and scenes without the use of special displays such as monitors, glasses etc. Spatial AR uses digital projectors to display graphical info on physical objects.

Geolocation locked AR

: My plan is to limit the AR structure I'll be creating with the permission to use the logo. The limit being the structures locked to a specific geolocation; meaning it can only be viewed if the individual is in that specific location. If you happen to be on the other side of the world, or even few streets away from Apefest and you open the link for artworks, it will simply ask you to set up GPS in order to travel to the specific place. Assume this as good old Pokemon Go gameplay where the rare pokemons were only limited to a specific place during special events.

Specifications

: Once the DAO approve the use of Apecoin logo, I'll create series of 3D models inspired by a mix of Apecoin and the rich culture of HKG, starting from concepts and then finally building the 3D models.

Platform: Adobe Aero

Softwares: Procreate - Adobe Photoshop - Autodesk Maya - Adobe Substance 3D Painter - Marmoset Toolbag - Adobe Aero

Steps to Implement:

1

. The DAO approves usage of Apecoin logo to be used by me, Evil aka Jatin Pathi

2

. 2D concepts created

3

. 3D structures build

4

. Partner with local communities and friends showcasing BAYCs, MAYCs, Punks and Meebs floating across the Hong Kong skyline in AR.

5

. AR structures implemented in the physical location

\$6. Test run by friends and interested individuals from the location

Team : Only 1 person- I, Evil aka Jatin Pathi

Cost: \$0

I would like to request the Ape Foundation to share and promote the AR experience via Apecoin twitter page (Link of the AR experience) after testing to see if its safe to use for people and have no malicious intent, so that everyone can have a trusted link to open while attending ApeFest 2023.

This is so that more number of people can know about it and use it.

Timeline:

I'm working on the AR experience nonetheless, have tested it out in Hong Kong already and one test model is in Miami, in front of the Design District. Once the proposal is approved, I will model structure strictly based on Apecoin logo before the fest starts.

Overall Cost

: ZERO