

# Vortex of Spectacle

## BACKGROUND

"Both you and I are prisoners."

Contemporary societal control no longer relies on external coercion but is rooted in cultural hegemony based on identity. The soft control of the landscape manipulates and distorts people's perceptions and desires, making them passive consumers, disconnected from genuine experiences.

We lose touch with real moments and the potential of the future; our memories are concealed and distant. The landscape's reconfiguration symbolically kills off commodities, driving people to chase an unattainable ideal, much like a pursuit of eternal beauty. Our true present is lost, replaced by a simulated one.

What appears to be a normal progression actually follows a circular route.  
The project demonstrates the process of the experiencer going from appreciating the landscape to becoming a part of it.  
However, as they break free from the landscape, they also become a part of it.

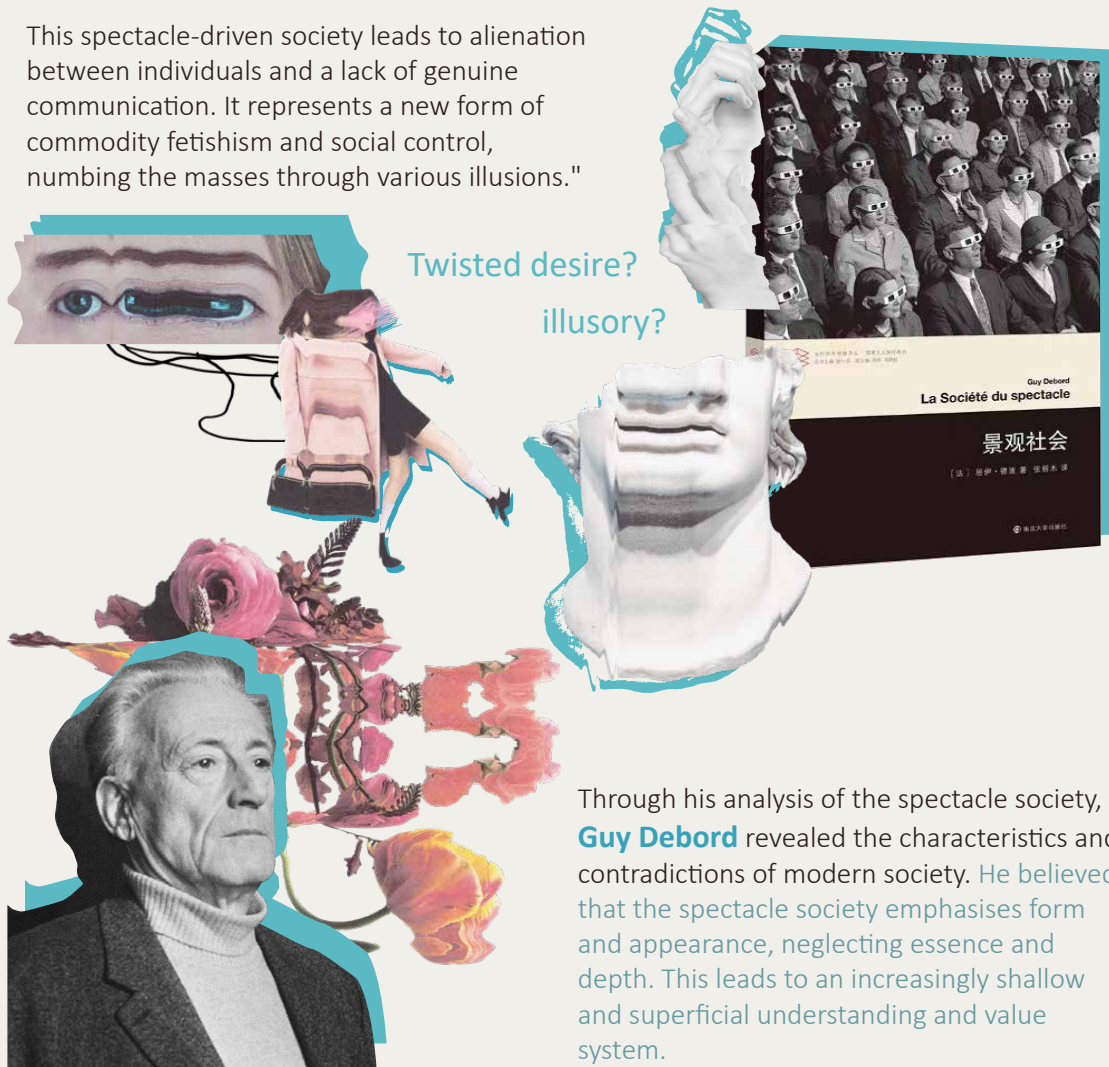


# INSPIRATION

## The graphic world of today

"The "Society of the Spectacle" is a sociological theory work by French philosopher Guy Debord. He argues that contemporary society has shifted from text and language-based understanding to a primarily visual and image-based one, which he calls "the spectacle."

This spectacle-driven society leads to alienation between individuals and a lack of genuine communication. It represents a new form of commodity fetishism and social control, numbing the masses through various illusions."

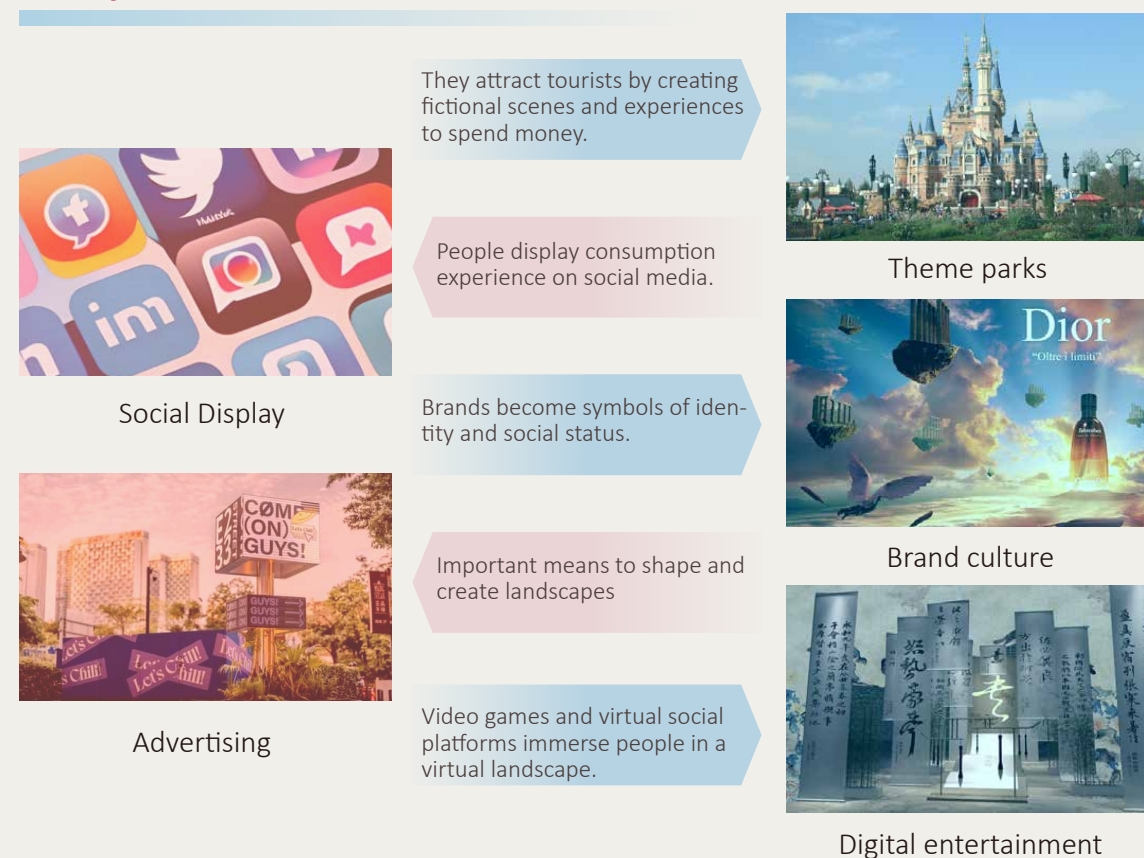


Twisted desire?  
illusory?

Through his analysis of the spectacle society, **Guy Debord** revealed the characteristics and contradictions of modern society. He believed that the spectacle society emphasises form and appearance, neglecting essence and depth. This leads to an increasingly shallow and superficial understanding and value system.

# SECONDARY RESEARCH

## Example



## Influence

- Surface over Substance:** Prioritizing external appearances over internal depth.
- Superficial Values:** External images influencing values over genuine needs.
- Visual Overstimulation:** Excessive visual content on social media affecting focus and deep thinking."

## Mindmap





# PRIMARY RESEARCH

## Social experiments

■ **Experiment Title:** "Media Visual Culture and Individual Perception & Emotion"

■ **Experiment Background:** Inspired by Debord's "Society of the Spectacle," this study investigates how different visual stimuli affect individual perception and emotions.

■ **Experiment Steps:**

**1. Participant Recruitment:** Recruit diverse volunteers.

**2. Grouping:** Randomly divide participants into Groups A and B.

### Visual Stimulus Exposure

Group **A**: Watch modern media ads emphasizing consumption and visuals.  
Group **B**: Experience natural landscapes.



Group  
**A**

### Assessment

Participants record feelings, emotional responses, and perceptual changes.



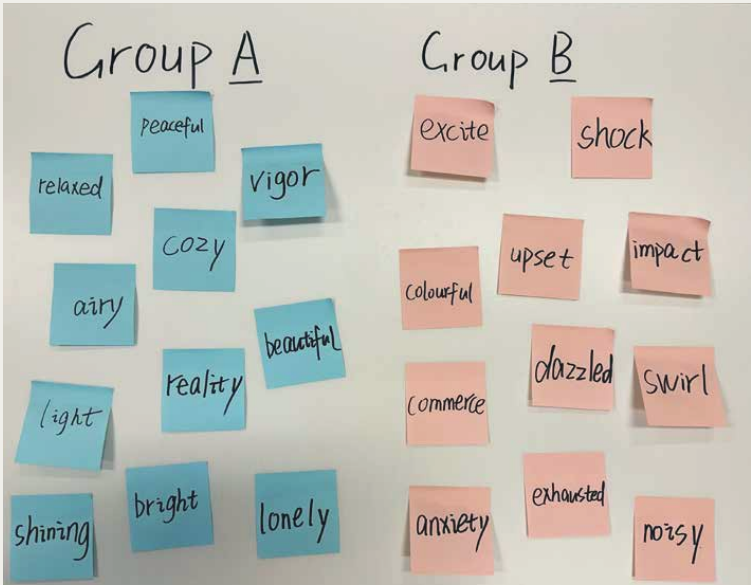
### Physiological Measurements

Monitor participants' heart rate to understand emotional responses.



### Data Analysis

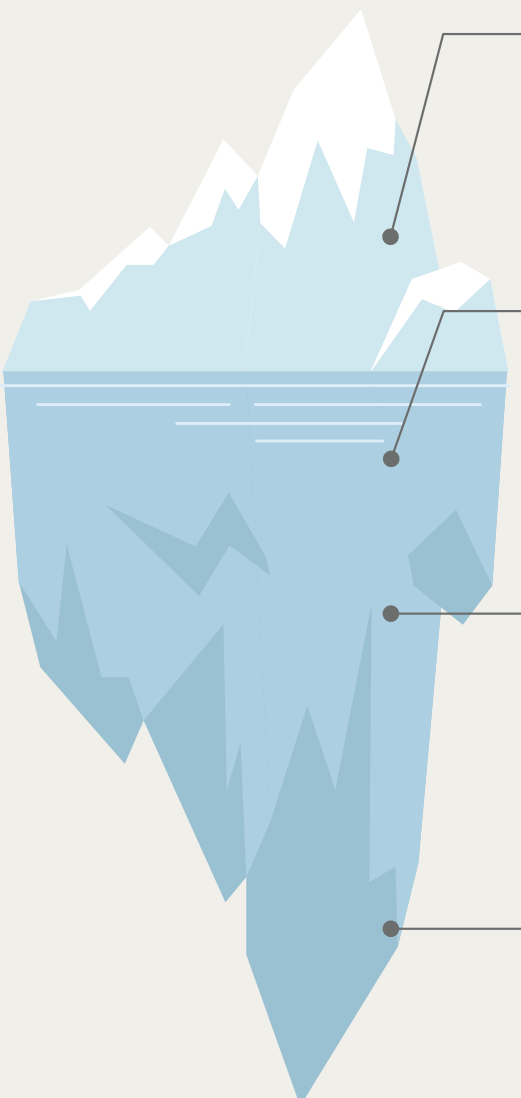
Analyze data to explore the effects of visual stimuli on individual psychology.



Group  
**B**



# CAUSAL LAYERED ANALYSIS ---- analysis of "drift, deformation, and configuration"



## Litany:

"The dominance of the spectacle society and Situationism's revolutionary strategies.

Example: some girls, labeled as in 'beauty servitude,' respond by shaving their heads and abandoning grooming in an act referred to as 'escaping beauty servitude.'"

## Systemic Causes:

"To unveil the immaterial poverty and alienation in daily life within the spectacle society, aiming to reveal a truer essence. Cultivating authentic desires instead of existing substitutes, continually reshaping their unique fulfillment."

## Worldview:

Drift: A rejection of the stasis of commodified urban life.

Deviation: Self-rebellion through the inversion of the objects of ideology itself.

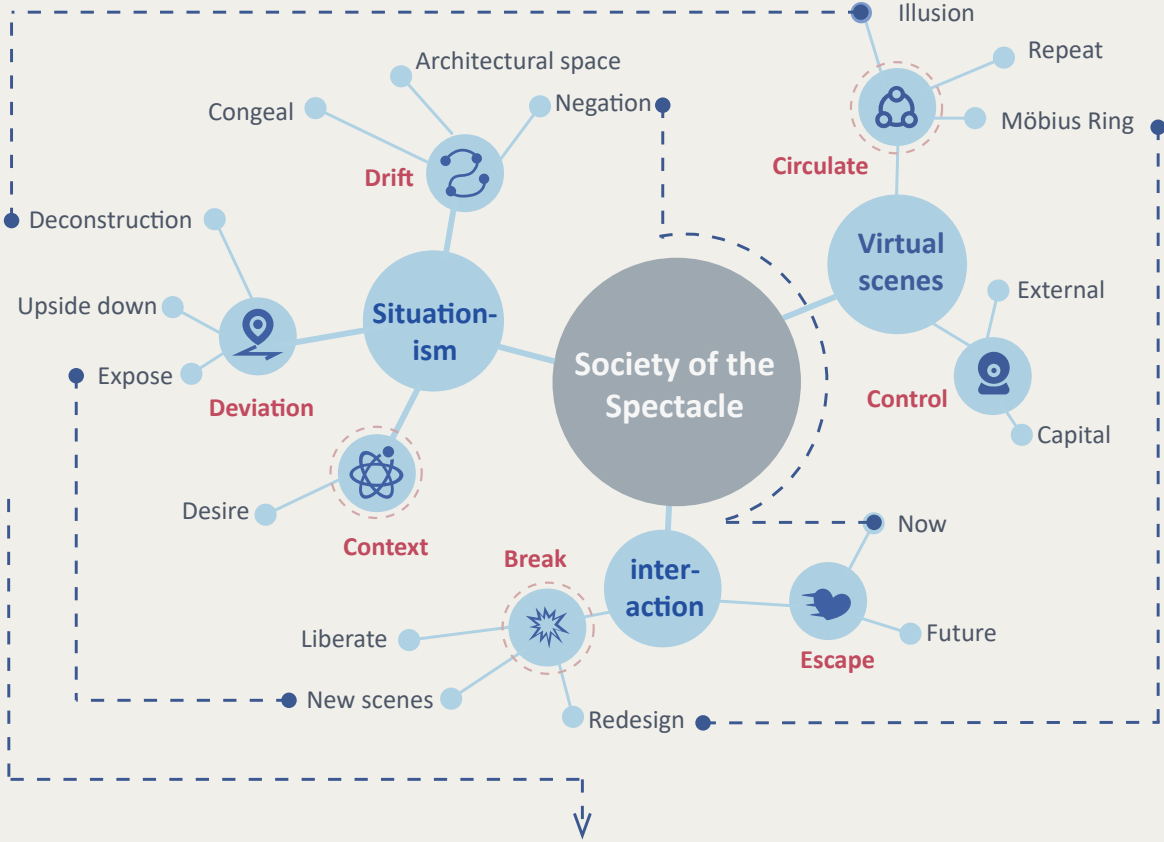
Context: Moments of life reconstructed by a unified collective organization."

## Metaphors/Myths

The mission of this era is not the physical chains of the past but the liberation of truth, tearing apart the 'spectacles' one by one with the act of 'constructing situations,' achieving genuine self-awareness.

# IDEATION

## Brainstorming



## Choose Some Ideas



Use Unity to create a virtual scene, simulate the current society, construct a circular landscape phenomenon, and use the three nodes of drift, different track, and environment construction to add interactive actions to build a virtual scene, so that people can realize the current landscape social phenomenon.

# TECHNOLOGY

## Programing

Recognize the movement of the hand (touching the sign and clenching the fist), and call the corresponding function (breaking, rotating).

```
using System.Collections;
using System.Collections.Generic;
using UnityEngine;
using Leap;
using Leap.Unity;

public class MJYGameCon : MonoBehaviour
{
    public bool yn;

    public Material[] m1;
    public float m1Num = 0;

    public float rate;
    public float nextTime;

    public HandModelBase leftHandModel;
    public HandModelBase rightHandModel;
    float twoFingerDistance = 0.03f;

    public List<GameObject> list = new List<GameObject>();

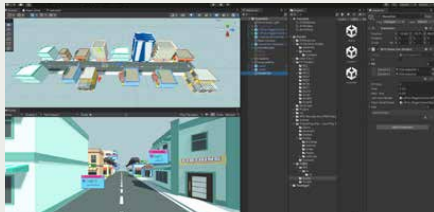
    // Start is called before the first frame update
    void Start()
    {
        m1Num = 0;

        for (int i = 0; i < m1.Length; i++) {
            m1[i].SetFloat("_Weight", 0);
        }

        // Update is called once per frame
        void Update()
        {
            if (leftHandModel.IsTracked)
            {
                Hand leftHand = leftHandModel.GetLeapHand();
                // float twoFingerDistance = 0.07f;
                if ((leftHand.Fingers[0].TipPosition - leftHand.Fingers[1].TipPosition).Magnitude < twoFingerDistance)
                {
                    print(" 你靠那么近干嘛! ");

                    for (int i = 0; i < list.Count; i++) {
                        list[i].GetComponent<RoadMove>().yn = true;
                    }
                }

                if (Time.time > nextTime)
                {
                    nextTime = Time.time + rate;
                    if (yn) {
                        m1Num += 0.05f;
                        for (int i = 0; i < m1.Length; i++)
                        {
                            m1[i].SetFloat("_Weight", m1Num);
                        }
                    }
                }
            }
        }
    }
}
```



## Unity modeling



## Leap motion

Recognize hand movement instructions through leap motion and change the unity model.

Road circulation-drift  
(the negation of the solidity of materialized urban life)

```
using System.Collections;
using System.Collections.Generic;
using UnityEngine;

public class RoadMove : MonoBehaviour
{
    public GameObject newRoad;

    public GameObject newPos;
    public GameObject endPos;

    public float speed;

    public bool yn = false;
    public GameObject[] buildings;
    bool isRot = false;
    // Start is called before the first frame update
    void Start()
    {
        GameObject.Find("GameCon").GetComponent<MJYGameCon>().list.Add(
            gameObject);
    }

    // Update is called once per frame
    void Update()
    {
        if (yn) {
            if (isRot == false) {
                for (int i = 0; i < buildings.Length; i++)
                {
                    //buildings[i].transform.rotation = Quaternion.Euler(0, Random.Random-
                    Range(0, 360), 0);
                    buildings[i].GetComponent<BuildingRot>().isRot = true ;
                }
            }

            isRot = true;
            yn = false;
        }

        transform.Translate(Vector3.back * speed * Time.deltaTime);
        if (transform.position.z <= endPos.transform.position.z) {
            GameObject g = Instantiate(newRoad, newPos.transform.position, ne-
            wRoad.transform.rotation);

            GameObject.Find("GameCon").GetComponent<MJYGameCon>().list.Add(g);
            GameObject.Find("GameCon").GetComponent<MJYGameCon>().list.Re-
            move(gameObject);
            Destroy(gameObject);
        }
    }
}
```





Seeing similar landscapes on the loop



landscape dissipates

landscape reorganization

The questions on the pop-up window represent views on the landscape.

**Drift:** A rejection of the hardened nature of commodified urban life.  
**Deviation:** A form of self-revolt that uses the inverted spectacles from the ideology itself.  
**Context:** Moments of life rebuilt by a unified collective organization.

The video applies these three strategies proposed by Guy Debord to break free from the society of spectacle. These strategies are transformed into three changing nodes, demonstrating the paradox that the act of escaping from spectacle is in itself a spectacle causing people to constantly cycle in and out of these spectacles. Also, **when people think they are escaping from one spectacle, they fall into another one, making the world an infinite loop.**

