THE FEELIES

MULTISENSORY VIRTUAL REALITY

GRACE BOYLE

“I’VE LEARNED THAT PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL”

MAYA ANGELOU

HOW WE BEGAN

EIGHT VR HEADSETS
IN A DISUSED CEMETERY

MISCHA THEINER / INDEPENDENT ON SUNDAY

VR: THE EMPATHY DEVICE

SENSORY INPUTS CAN INCREASE OUR ABILITY TO FEEL EMPATHY

- TOUCH AND SOCIAL COHESION

- OLFACTION AND MEMORY

CLOUDS OVER SIDRA
GABO ARORA & CHRIS MILK

SENSORY ORCHESTRATION

MUNDURUKU

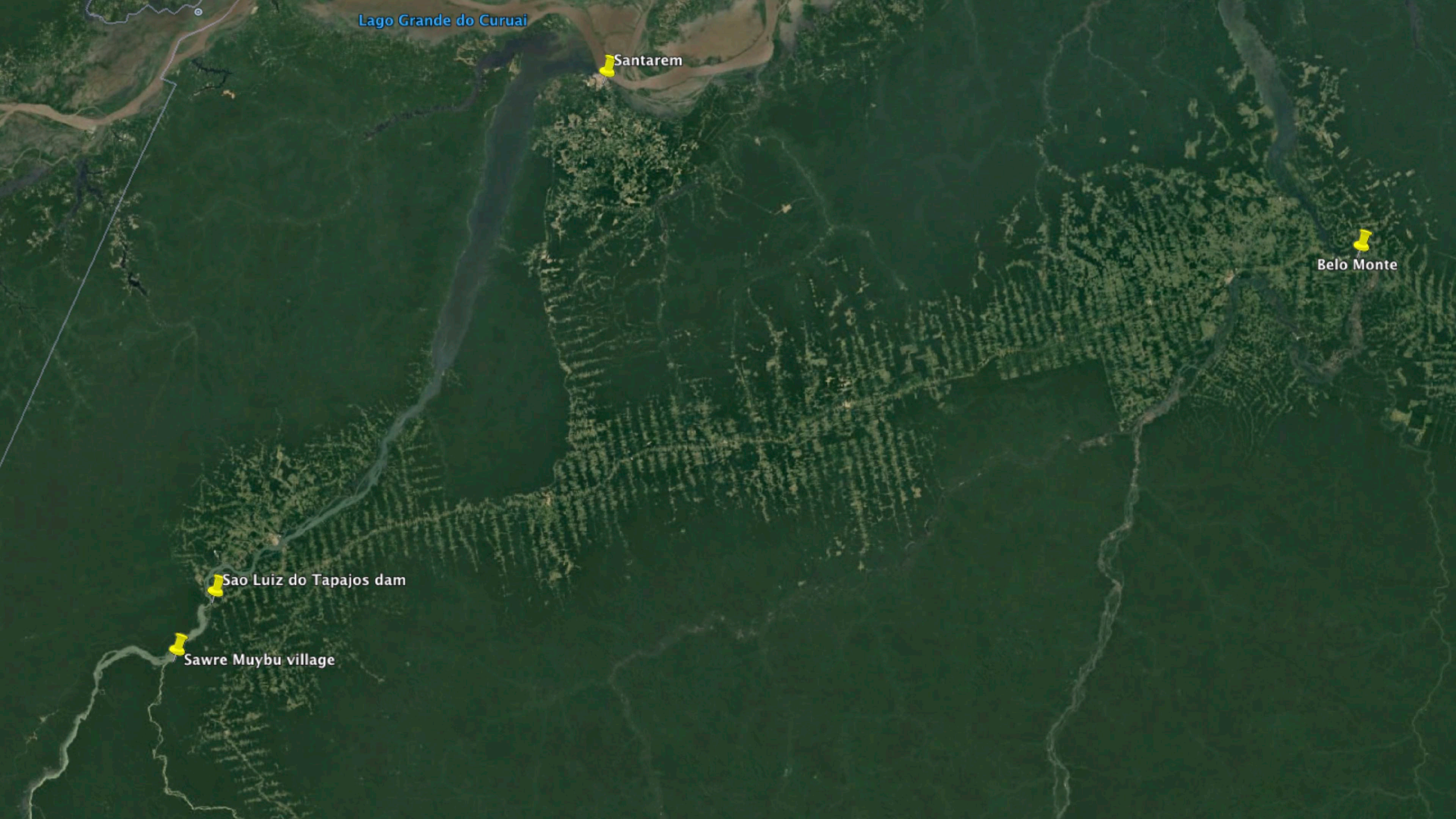
THE FIGHT TO DEFEND THE HEART OF THE AMAZON

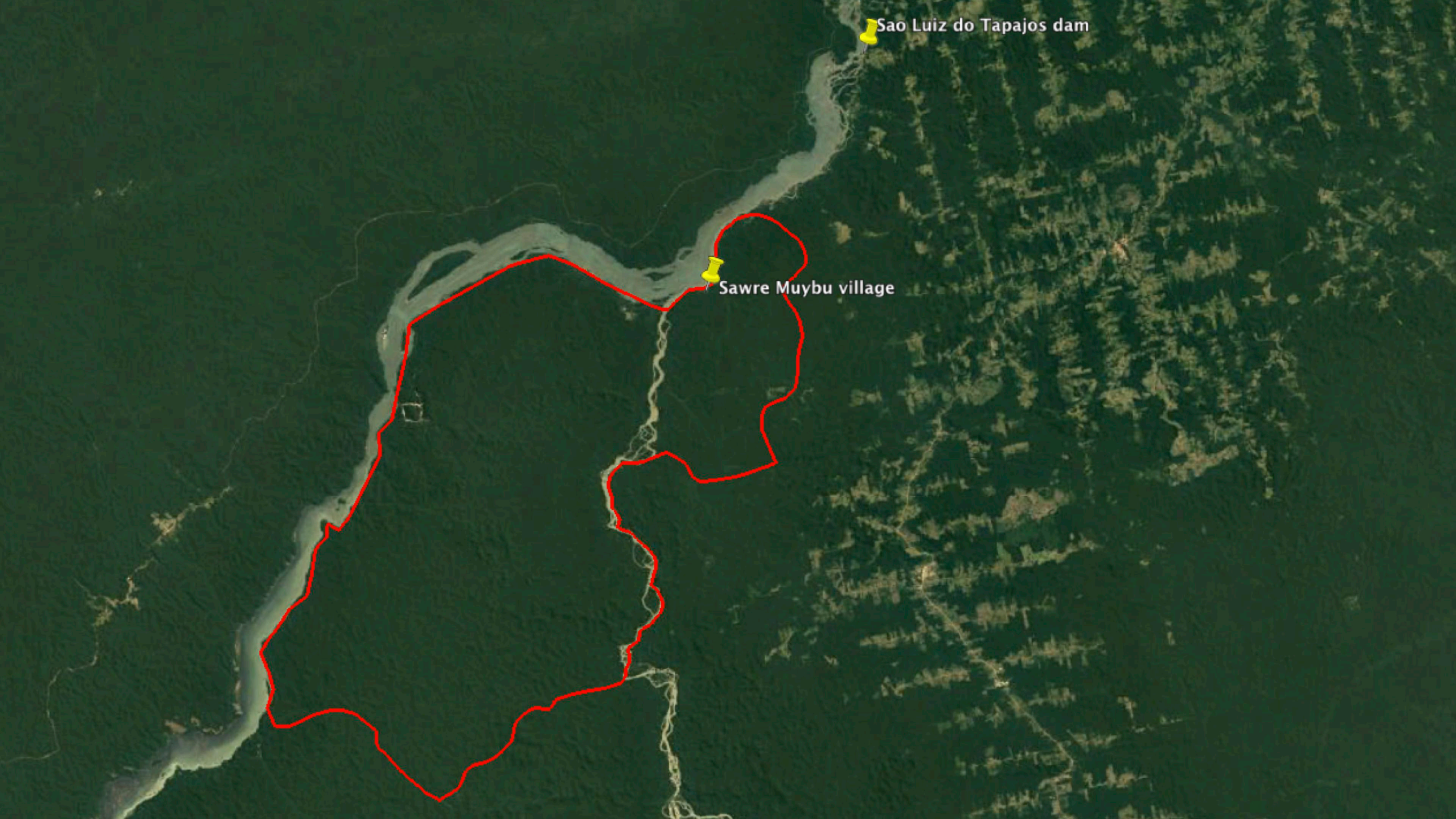
GREENPEACE

A multisensory virtual reality production by **GREENPEACE, ALCHEMY VR** and **THE FEELIES**
VR Director **JAMES MANISTY**
Multisensory Director **GRACE BOYLE**
Producer **PETE SPELLER**
Editor **RICHARD LESTER**
Director of Photography **JAMES ALDRED**
Perfumer **NADJIB ACHAIBOU**
Production Designer **MARK TILDESLEY**

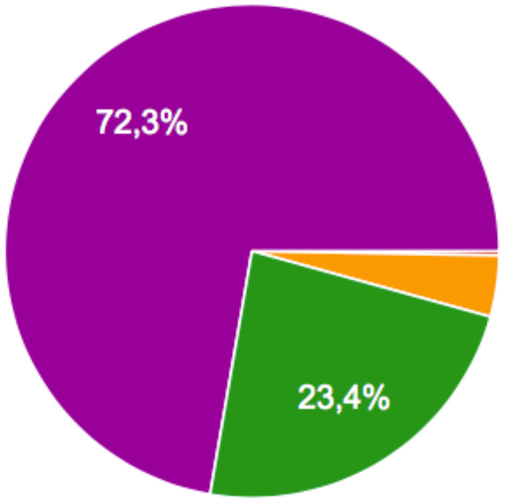
WHY?

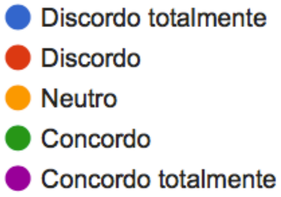
Quito
Ecuador
Sawre Muybu village
Brazil
Caatinga
Peru
Cordillera Central Mountains
Lima
Cordillera Oriental Mountains
Cordillera Occidental Mountains
Bolivia
La Paz
The Andes
Brasilia
Atlantic
Desierto De Atacama Desert
Paraguay

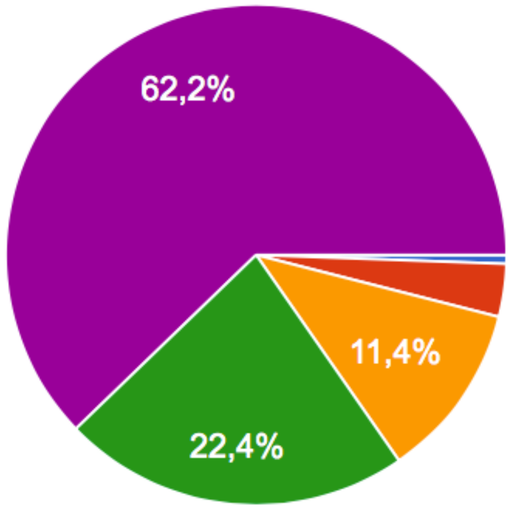

Lago Grande do Curuai
Santarem
Belo Monte
Sao Luiz do Tapajos dam
Sawre Muybu village


Sao Luiz do Tapajos dam
Sawre Muybu village

GOVERNO FEDERAL
MINISTÉRIO DA JUSTIÇA
FUNDAÇÃO NACIONAL DO ÍNDIO
TERRA SAWRÉ MUYBU
TERRA PROTEGIDA
IPI WUYXI IBUYXIM
IKUKAP DAJE KAPAP EYPI
IECUĞ'AP KARODAYPI
TERRA MÃE TEMOS RESPEITO
TERRITÓRIO DAJE KAPAP EYPI







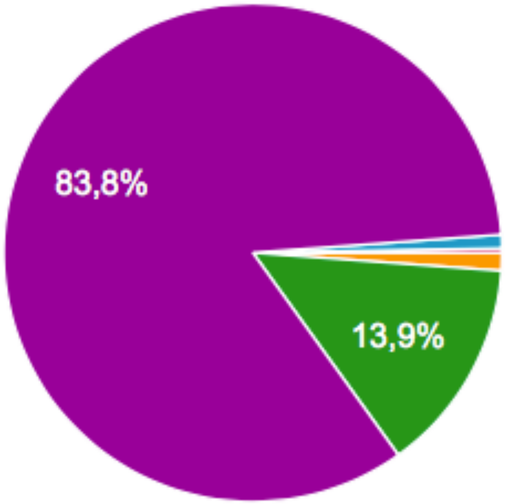
"EU SENTI QUE ESTAVA SICAMENTE NA ALDEIA MUNDURUKU"

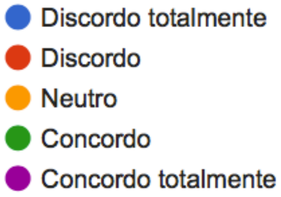
- 350 repostas
- I felt that I was physically in the village Munduruku

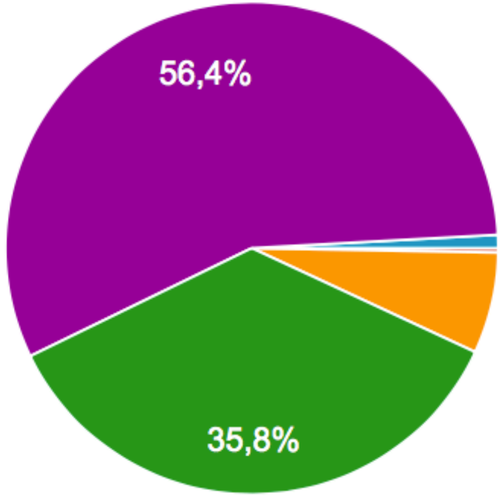
"DURANTE A EXPERIENCIA, EU ME ESQUECI QUE ESTAVA EM SÃO PAULO"

- 352 repostas
- During the experience, I forgot that I was in São Paulo

RESEARCH BY CEWEB.BR AND PUC-SP







"EU ACREDITO QUE A SOCIEDADE TEM UM PAPEL IMPORTANTE NA PROTEÇÃO DA AMAZÔNIA"

- 345 repostas
- I believe that society plays an important role in the protection of the Amazon

"EU ACREDITO QUE POSSO SER UM ALIADO NA LUTA DOS POVOS INDÍGENAS"

- 346 repostas
-I believe that I can be an ally in the struggle of Indigenous Peoples

RESEARCH BY CEWEB.BR AND PUC-SP

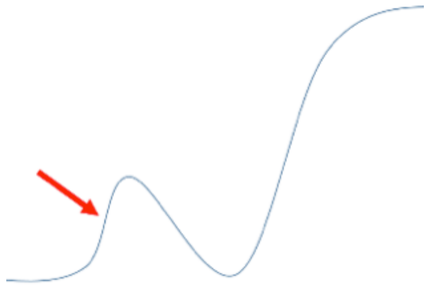
HOW DO WE...

- WRITE
- SHOOT
- PERFORM

MULTISENSORY STORIES?

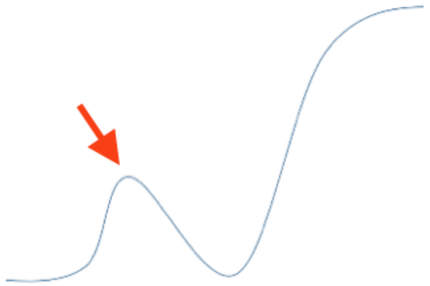
WRITING MULTISENSORY STORIES

MULTISENSORY NARRATIVE ARC



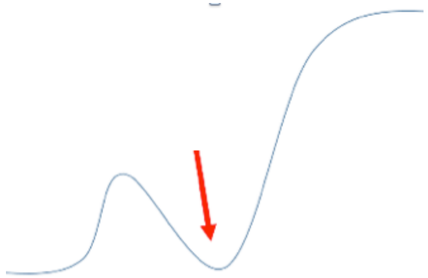
VILLAGE & PEOPLE

- MEET CACIQUE, ENTER VILLAGE
- SOCIAL & CULTURAL SCENES
- BUILD POSITIVE ASSOCIATIONS
- SENSORY STIMULI INTRODUCED SLOWLY



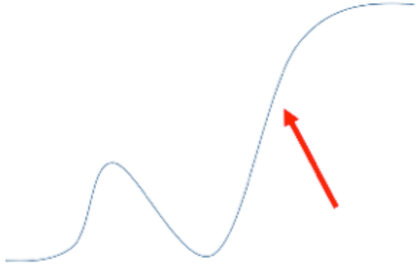
FOREST & NATURE

- CHANGE TO JUNGLE ATMOSPHERE
- SENSORY STIMULI INCREASE
- POSITIVE BUILDS TO EUPHORIA



THREAT OF DESTRUCTION

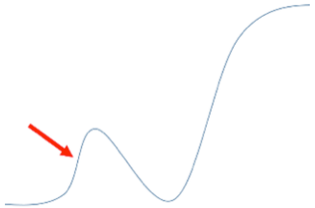
- INTENSE SENSORY STIMULI
- MESSAGING CHANGES TO NEGATIVE
- OVERLOAD OF STIMULI
- FALL TO SENSORY DEPRIVATION



HOPE & INVITE TO ACTION

- CHANGE TO ENERGETIC ATMOSPHERE
- CLEAR INVITE TO ACTION
- RELUCTANT DEPARTURE, SADNESS
- SENSORY STIMULI SLOWLY DROP AWAY

INTRO & ORIENTATION SCENE

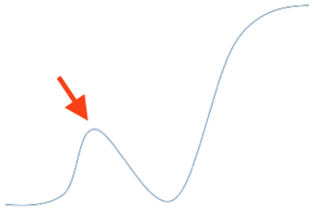


VISUALS : Family at breakfast

HEAT : Fire on stove, warmth on hand

OLFACTORY : Coffee

FOREST SCENE



VISUALS

A. Nothing
B. Alone in forest
C. Action

AUDIO Forest scape. Binaural howler monkey movements. Jaguar purr

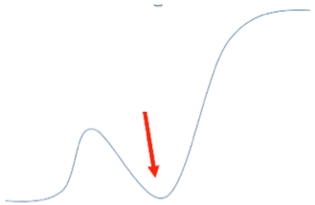
INFRASONIC Tree vibrations - dramatic

OLFACTORY ‘Jungle’ scent

HEAT - Decrease

HUMIDITY - Increased

DESTRUCTION SCENE



VISUALS Scenes of forest destruction

AUDIO Sounds of industry

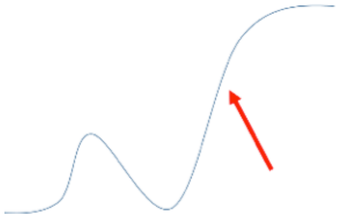
INFRASONIC Foreboding engine (boat)

OLFACTORY ‘Distress’ scent

HEAT - pinnacle temp of experience

WIND - recorded pre-storm wind

FIGHT SCENE



VISUALS Close, intimate

INFRASONIC:

A. Changes to audio accompaniment
B. Hammering in sign

AUDIO Drum beat

OLFACTORY:

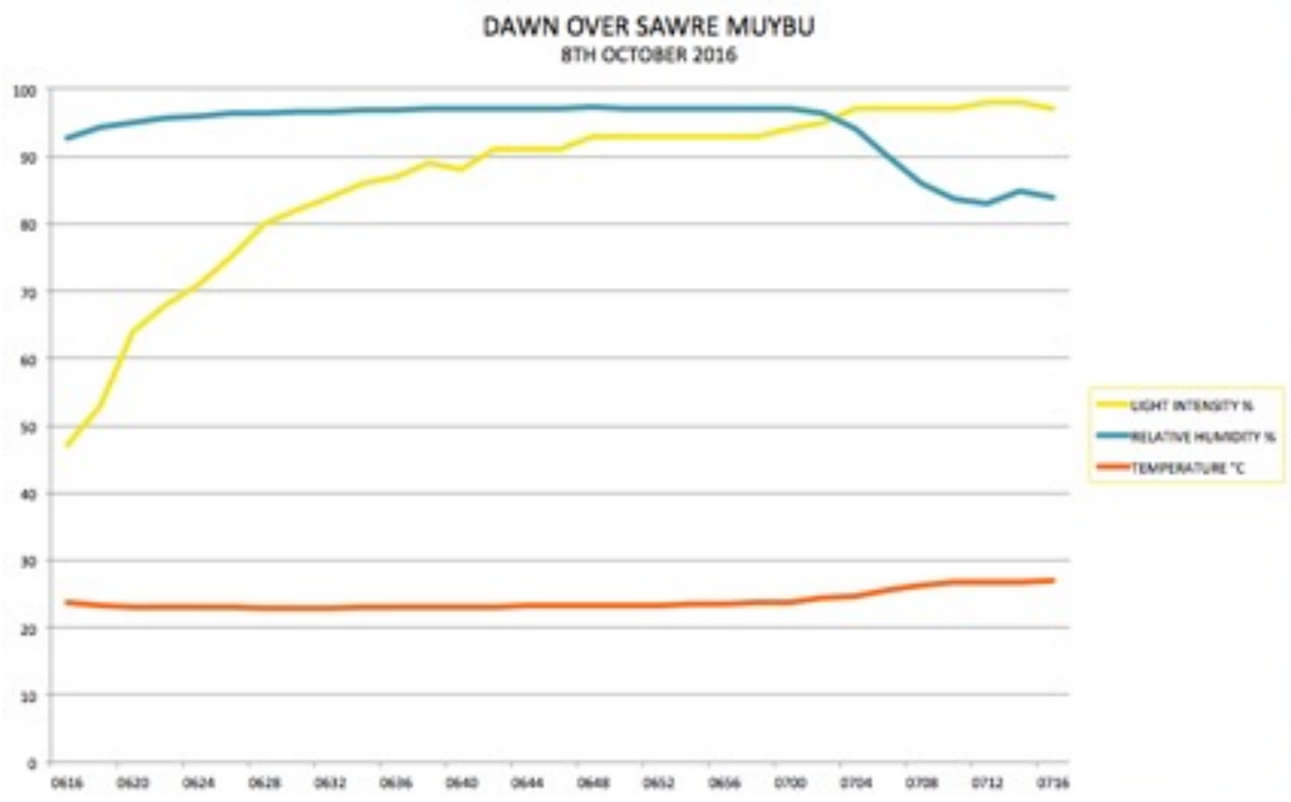
A. 'Skin' scent
B. 'Distressed Jungle' scent

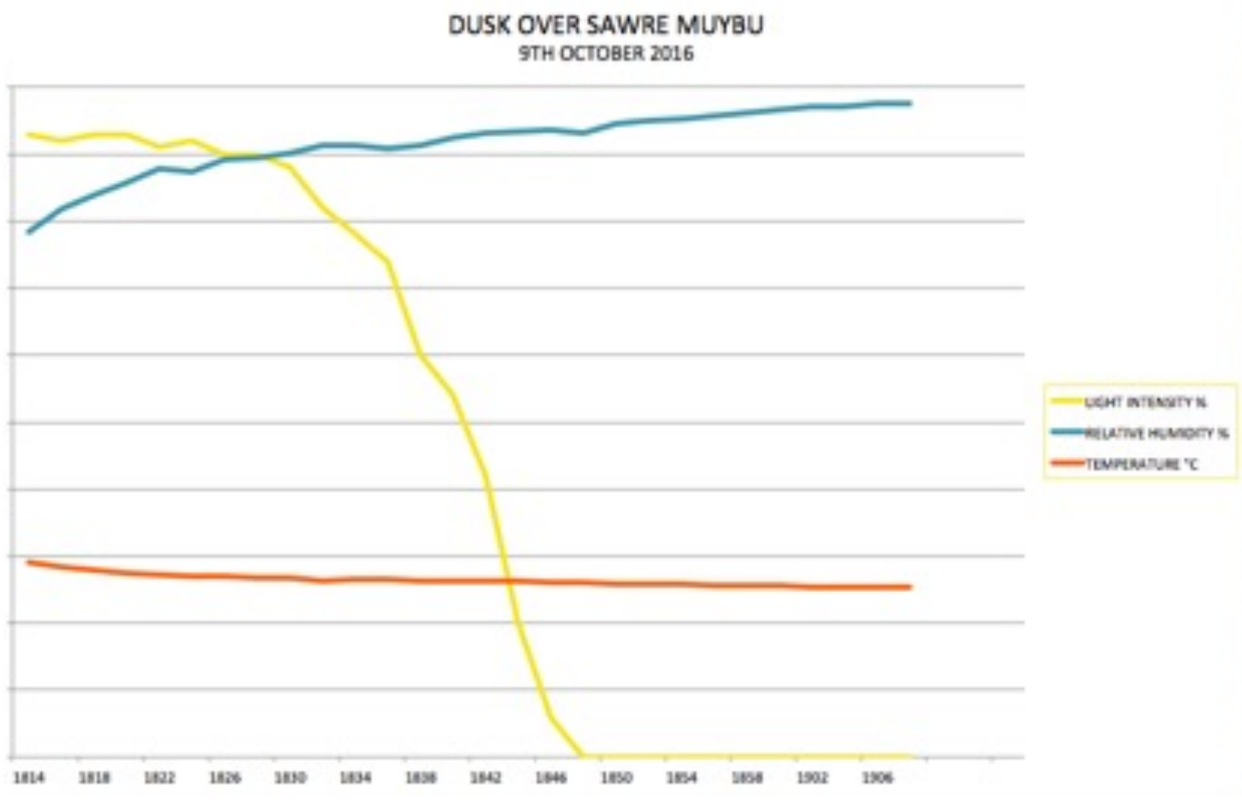
SHOOTING MULTISENSORY STORIES

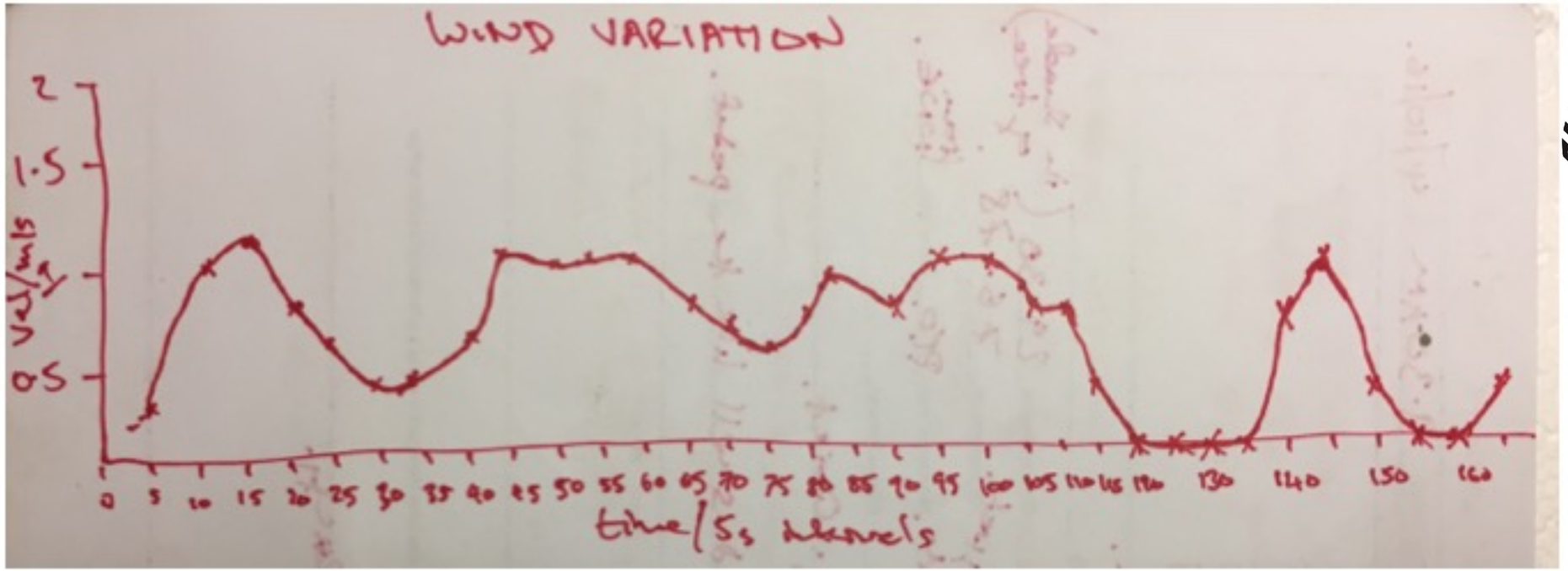
F BIO NASCIMENTO / GREENPEACE

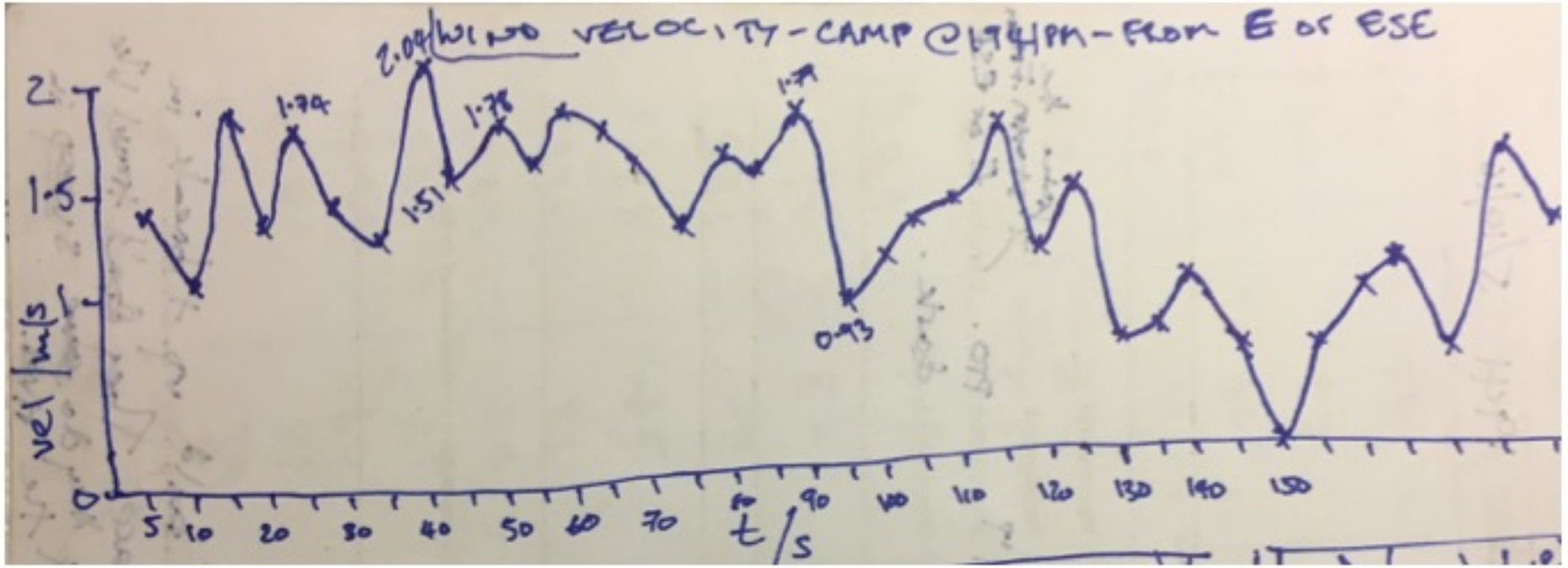
SENSORY MAPPING

F BIO NASCIMENTO / GREENPEACE


DAWN OVER SAWRE MUYBU
8TH OCTOBER 2016
100
90
80
70
60
50
40
30
20
10
0
0616
0620
0624
0628
0632
0636
0640
0644
0648
0652
0656
0700
0704
0708
0712
0716
LIGHT INTENSITY %
RELATIVE HUMIDITY %
TEMPERATURE °C


DUSK OVER SAWRE MUYBU
9TH OCTOBER 2016
1814
1818
1822
1826
1830
1834
1838
1842
1846
1850
1854
1858
1902
1906
LIGHT INTENSITY %
RELATIVE HUMIDITY %
TEMPERATURE °C


WIND VARIATION
vel/m/s
time/5s intervals


WIND VELOCITY - CAMP @ 1.94PM - FROM E or ESE
vel/m/s
t/s
2.04
1.74
1.51
1.78
1.79
0.93

THE SCENTS OF THE AMAZON
F BIO NASCIMENTO / GREENPEACE

Requiem for Manioc

orris root, white, fresh roots, carrot seed oil, watery

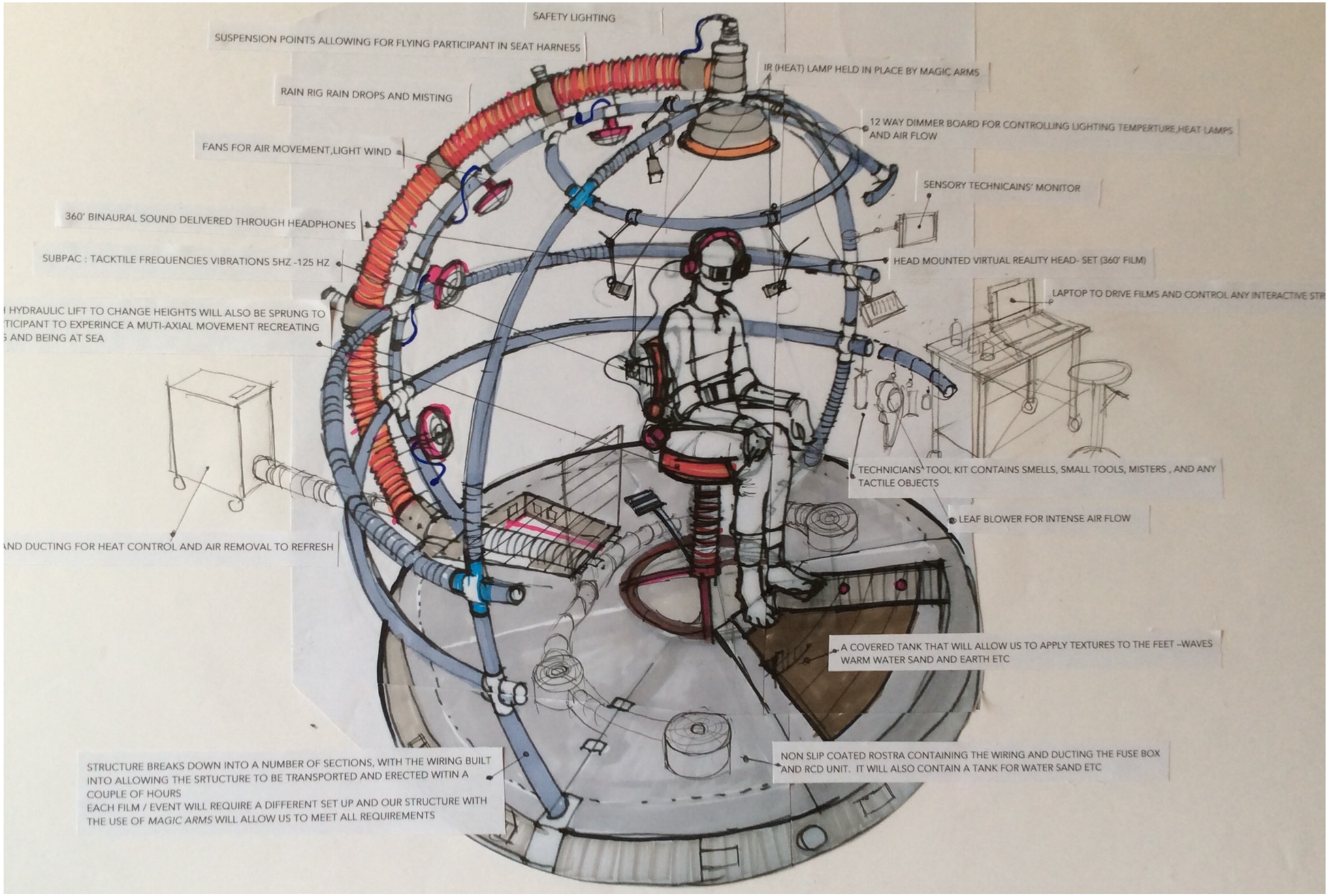
coconut, pepper, Papaya, leather IBQ, green bohemia, leaf, kaur, Rose oil

earthy (caryophylene), mossy, smoky (touch), Bionone
cognac

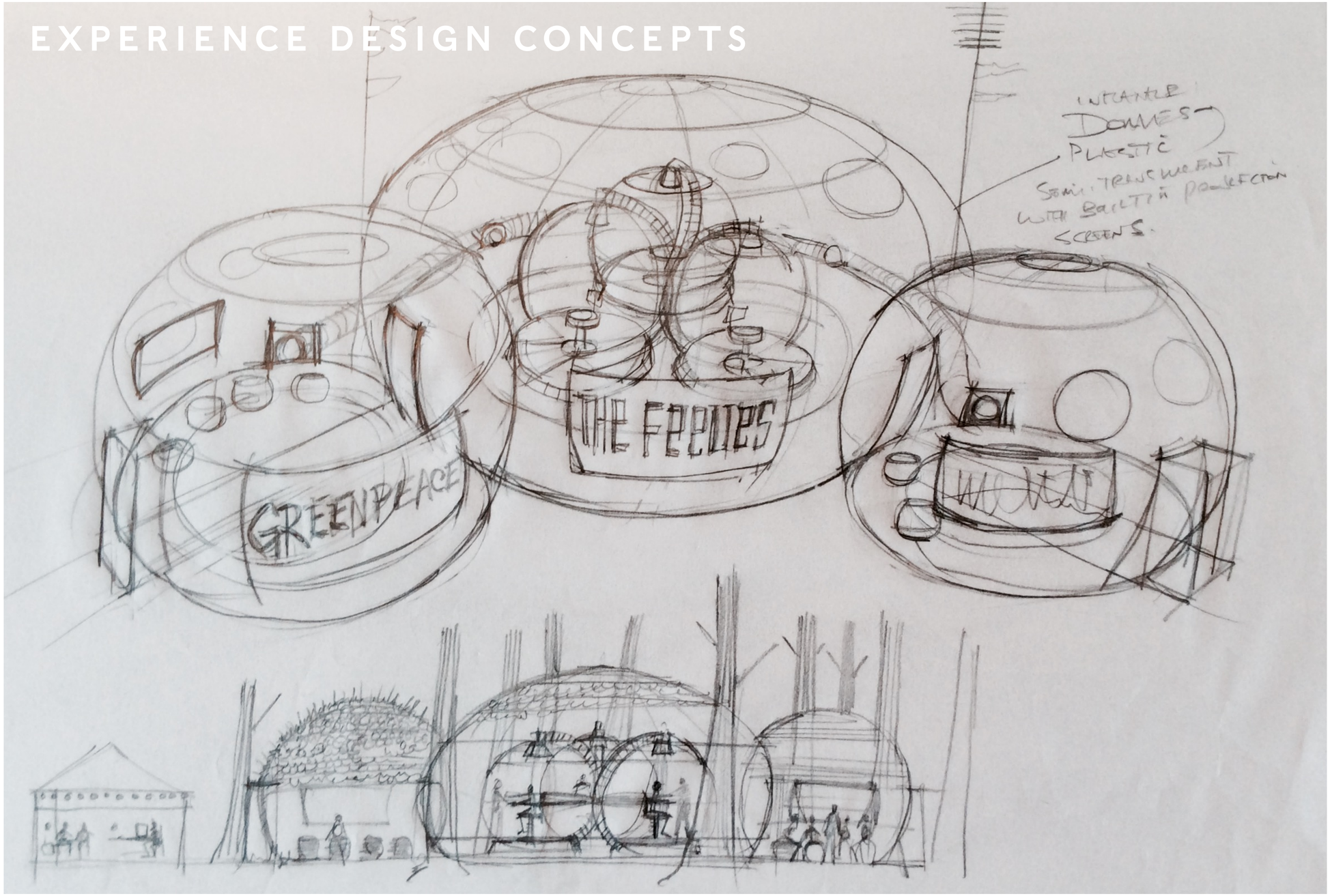
orris conc	5
carrot seed oil	3
ginger oil	1
patchouli	1
helional	0,5
γ octalactone	0,5
BQS 10%	1
eth butyrate 10%	1
Black pepper oil	0,5
Rose oil 10%	0,2
oakmoss abs 10%	0,2
caryophylene	1
Bionone	0,3
cade oil 0,1%	1

OLFACTORY NARRATIVE

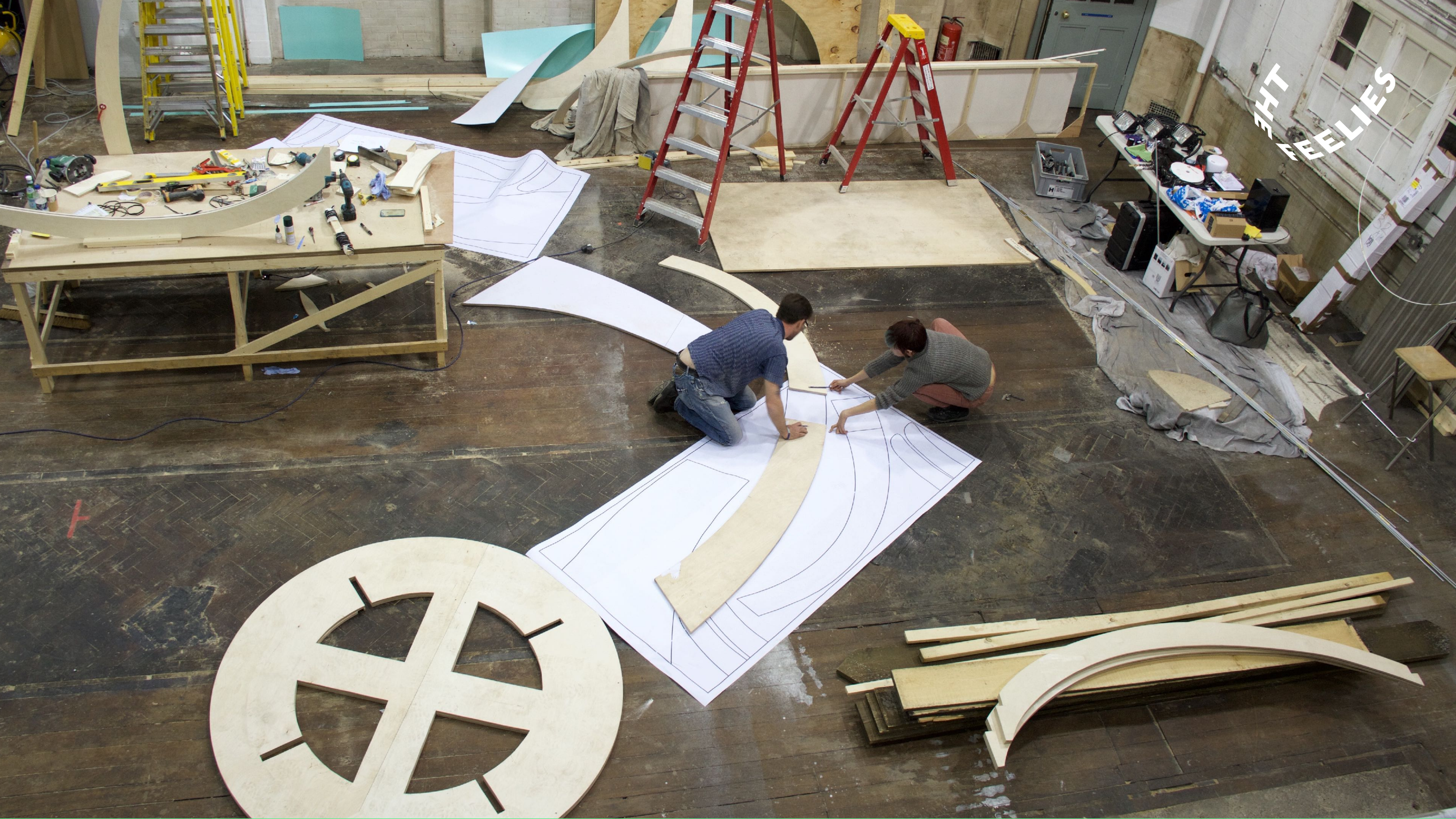
PERFORMING MULTISENSORY STORIES


SAFETY LIGHTING
SUSPENSION POINTS ALLOWING FOR FLYING PARTICIPANT IN SEAT HARNESS
IR (HEAT) LAMP HELD IN PLACE BY MAGIC ARMS
RAIN RIG RAIN DROPS AND MISTING
12 WAY DIMMER BOARD FOR CONTROLLING LIGHTING TEMPERTURE,HEAT LAMPS AND AIR FLOW
FANS FOR AIR MOVEMENT,LIGHT WIND
SENSORY TECHNICAINS' MONITOR
360' BINAURAL SOUND DELIVERED THROUGH HEADPHONES
SUBPAC : TACKTILE FREQUENCIES VIBRATIONS 5HZ -125 HZ
HEAD MOUNTED VIRTUAL REALITY HEAD- SET (360' FILM)
LAPTOP TO DRIVE FILMS AND CONTROL ANY INTERACTIVE STR
HYDRAULIC LIFT TO CHANGE HEIGHTS WILL ALSO BE SPRUNG TO TICIPANT TO EXPERINCE A MUTI-AXIAL MOVEMENT RECREATING AND BEING AT SEA
TECHNICIANS' TOOL KIT CONTAINS SMELLS, SMALL TOOLS, MISTERS , AND ANY TACTILE OBJECTS
LEAF BLOWER FOR INTENSE AIR FLOW
ND DUCTING FOR HEAT CONTROL AND AIR REMOVAL TO REFRESH
A COVERED TANK THAT WILL ALLOW US TO APPLY TEXTURES TO THE FEET –WAVES WARM WATER SAND AND EARTH ETC
NON SLIP COATED ROSTRA CONTAINING THE WIRING AND DUCTING THE FUSE BOX AND RCD UNIT. IT WILL ALSO CONTAIN A TANK FOR WATER SAND ETC
STRUCTURE BREAKS DOWN INTO A NUMBER OF SECTIONS, WITH THE WIRING BUILT INTO ALLOWING THE SRTUCTURE TO BE TRANSPORTED AND ERECTED WITIN A COUPLE OF HOURS
EACH FILM / EVENT WILL REQUIRE A DIFFERENT SET UP AND OUR STRUCTURE WITH THE USE OF MAGIC ARMS WILL ALLOW US TO MEET ALL REQUIREMENTS

EXPERIENCE DESIGN CONCEPTS



HT
EELIES



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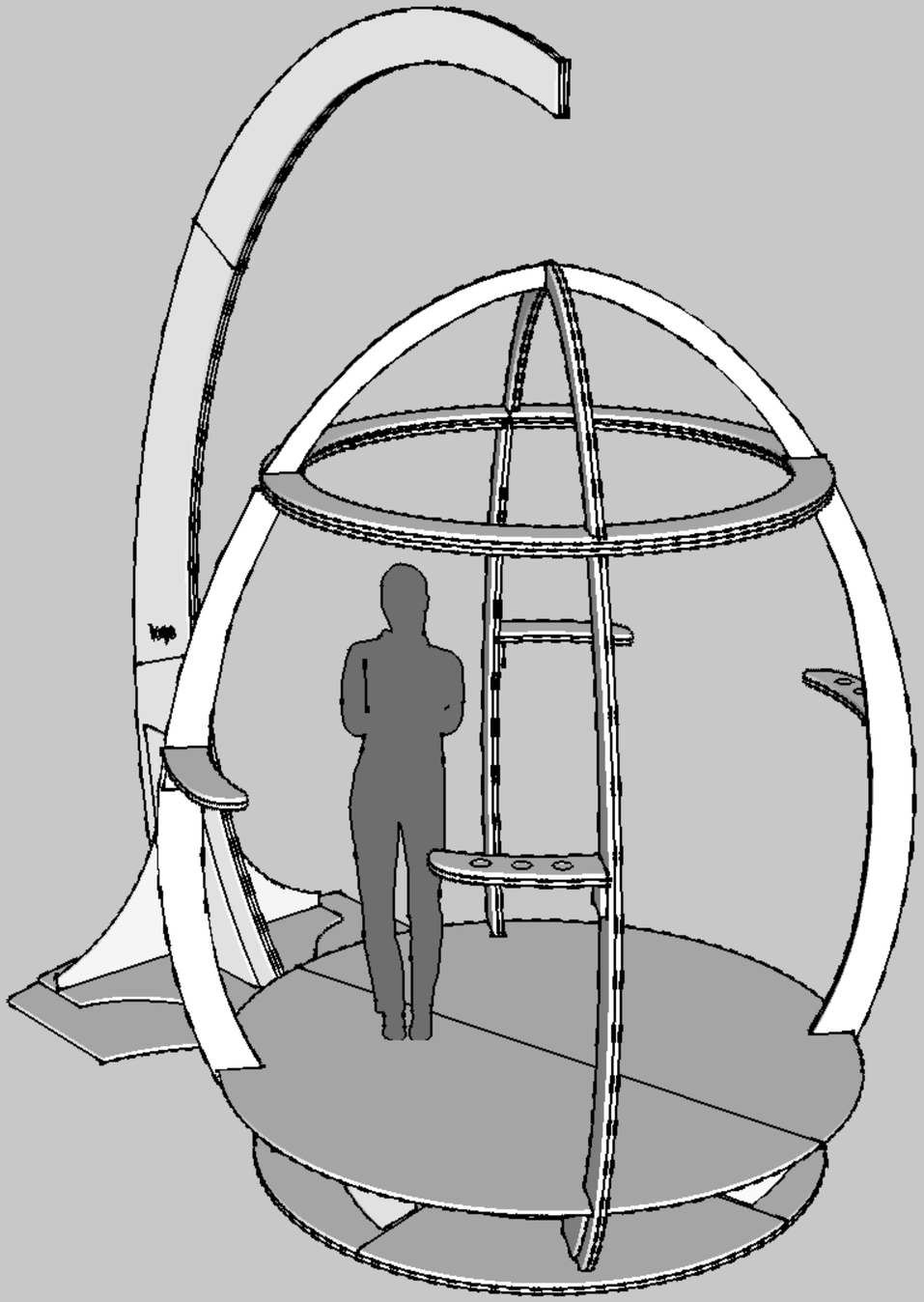
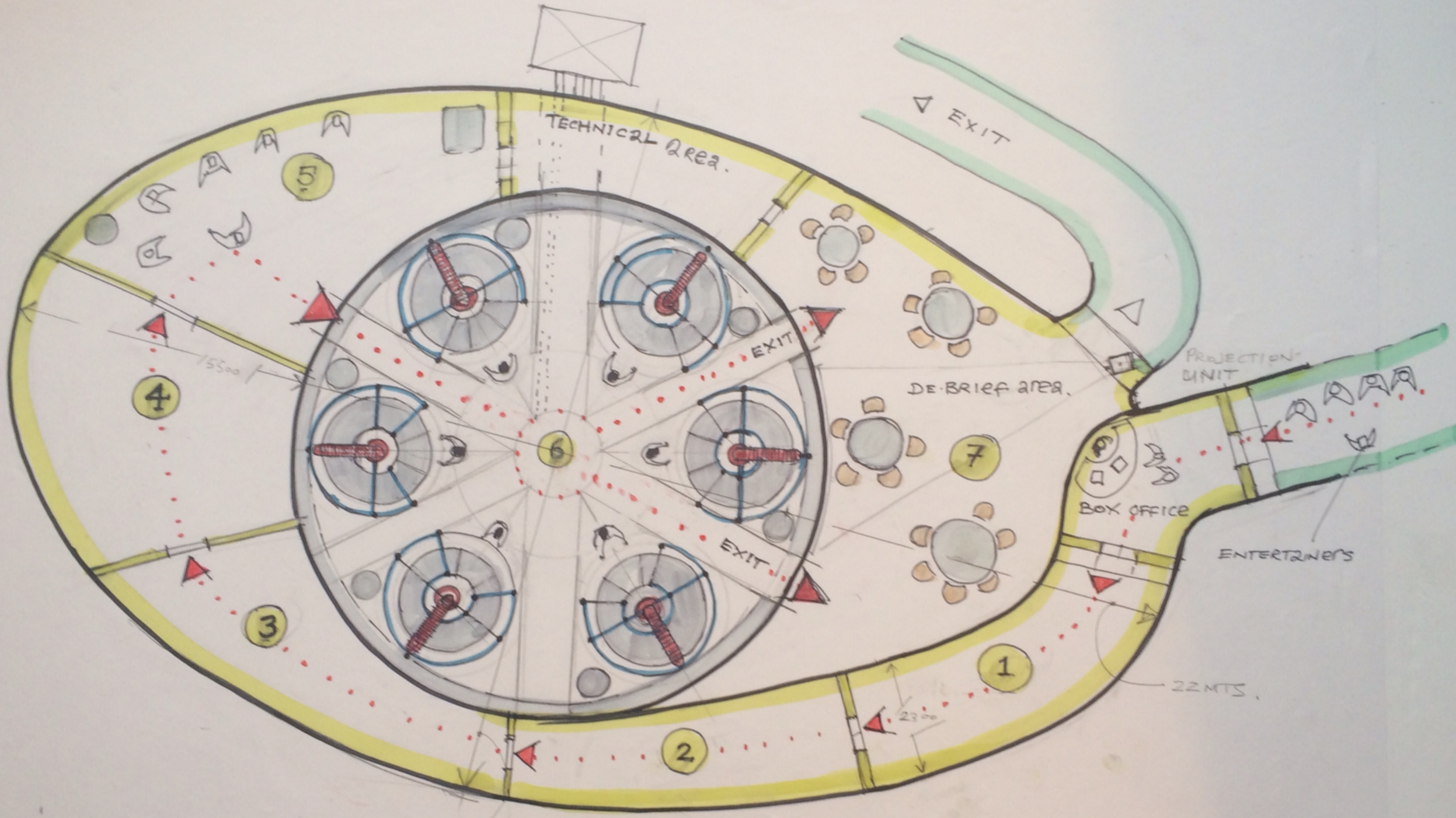
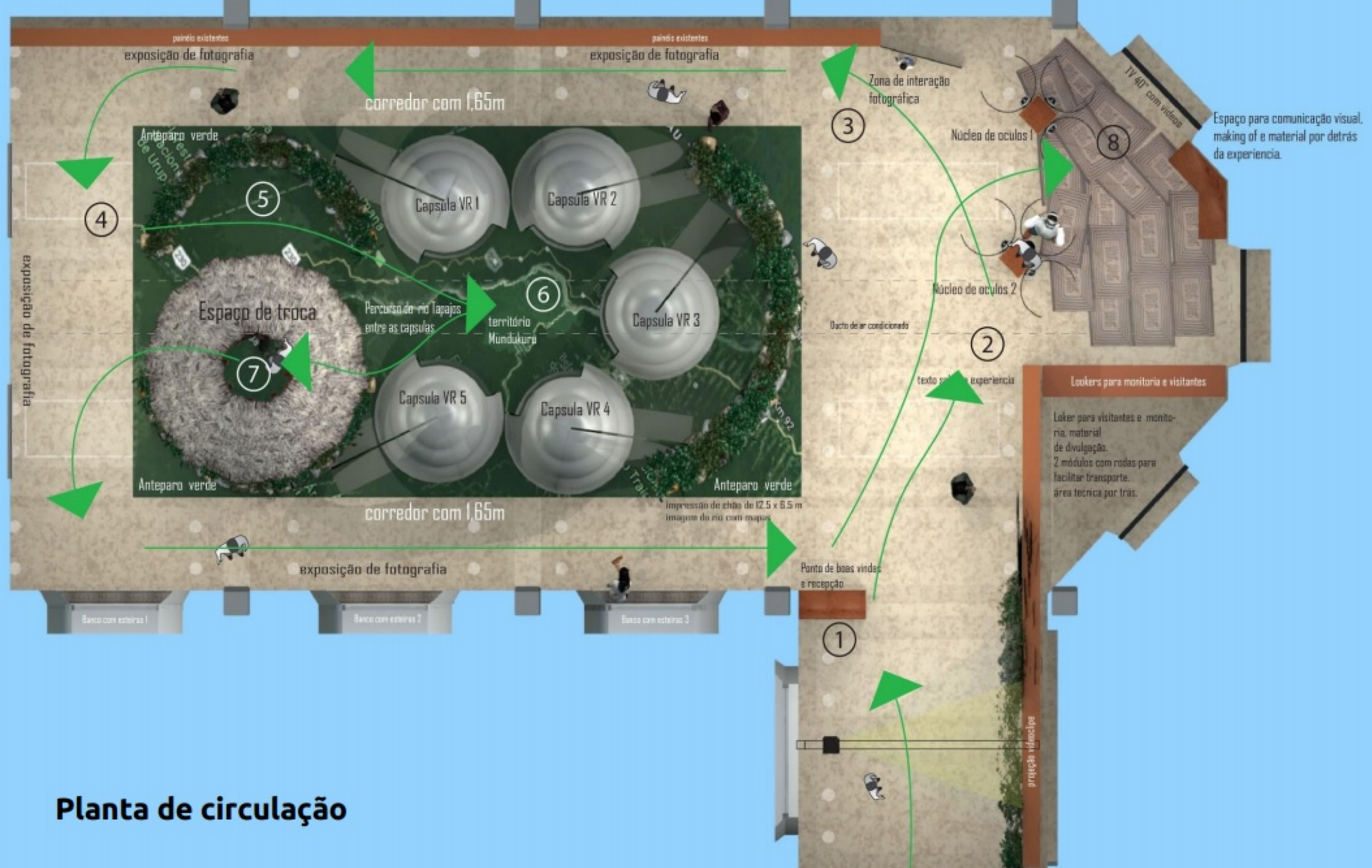
FEELIES

THE
FEELIES



THE
FEELIES


TECHNICAL AREA.
EXIT
5
4
3
2
1
6
7
EXIT
EXIT
DE-BRIEF AREA.
PROJECTION UNIT
BOX OFFICE
ENTERTAINERS
22 MTS.
2300
15500



Planta de circulação

SÃO PAULO

THE
FEELIES

THE FEELIES

THE
FEELIES

THE
FEELIES

ÁREA DE PROTEÇÃO AMBIENTAL DO TAPAJÓS

GREENPEACE
NTAL DO TAPAJÓS

SHEFFIELD DOC / FEST
UK

RAINDANCE FESTIVAL

FUTURE OF STORYTELLING, NY

THANK YOU

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/THEFEELIES