

ORIGO

Project Proposal

Martin Dušek, 13-580-121, martin.dusek@zhdk.ch

Jannic Mascello, 14-660-906, jannic.mascello@zhdk.ch

3	Abstract
4	Introduction
5	Act 1
8	Act 2
10	Act 3
12	Act 4
15	Act 5
18	Code-Com Corp. Manifest
20	Relevance of theme Argumentation for the project
21	Possible design outcome
24	Approach & Timeline
26	Bibliography

We combined our theses which led us to an assumption how the future will look like. Thereby we used the method of modelling through writing a science-fiction story and developing a speculation. We want to enhance this speculation by an interactive object.

In our theoretical BA theses we approach quite different things. Martin writes about opinion making and propaganda, while Jannic is coming from the subject of an automated society. Nonetheless, we found a practical method to combine the two interests in a clever way: Gerhard Buurman gave us the hint to explore a potential design space through writing. Therefore we wrote a science-fiction story, which turned out to be very efficient.

In the following pages, you can read the first five acts of our story which laid the foundation for our next steps.

It's evening, probably almost somewhere around midnight. The streets in the northern part of the city are pretty empty at this time of the night. Vince walks slowly down the alley. He knows the neighbourhood pretty well. Many years ago, it used to be his. It was here, in this district, where he spent his childhood.

Suddenly – deep in his own thoughts – he recognices a figure in the glarring light of a street lamp on the other side of the road. As he keeps on walking and gets closer to the person, he realizes, that it's a woman. «And... she's not alone.» he thinks. «They're talking. And wait... oh. What is that? ... They are kissing!»

Slowly he walks towards the couple. The body of the man is laying on the warm concrete of the sidewalk. He's starring at the woman which is kneeling down to him. Surprised, when she hears the approaching steps, the woman stops kissing the man laying under her and turns her head towards Vince.

«Oh, hello Annie! What a surprise to see you here», Vince says joyfully, now recognized Annie as an old childhood friend.

«Oh, hello Vince. Nice to see you, too», she says with a calm expression in her face.

«I hope you're doing well and ... I wish you a very full-filling and peaceful night.»

Right after ending abruptly their very short conver-

sation, she turns to the man on the ground and starts kissing him again.

Vince stands there, motionless, staring at the scence before him. Like out of nowhere, his heart starts to beat faster.

«What is happening here? Why is she so denying?» Vince asks himself. Back in a days, they used to be more than friends. She was once his first girlfriend – if you want to call it like that. His first and only one. And now she is sitting there in front of him, kissing that other guy.

«I also wish you a very peaceful night...» No reaction. «Annie...» Still nothing but wet kisses down there.

Vince' heart beat seems to get louder. He looks down to his hands and realizes: they're shaking. Vince is confused, nervous. Or is it anxious? He never felt something like that before. He only knows this kind of feelings and symptoms from the tellings.

«Excuse me my dear friends, but could I eventually ask you something?»

They keep on kissing each other passionately, without noticing him, which makes him more and more furious. He observes, how Annie's hand touches gently the men's cheek.

Vince can't hold it any longer. A weird feeling overcomes him. A few steps away from Vince, there is a

Act 1

6

Act 1

7

brick laying on the roadside. He picks it up. It feels heavy and rough in his hand. He doesn't know what's happening to him. Turned towards the couple, that is still ignoring him, he finally loses his temper, jumps towards them, holding the concrete brick in his hand, swining it in the direction of the two bodies and...

«What a turbulent night», Vince thinks.
«First the encounter with Annie and then this.»
He turns around, carrying his gigantic, heavy backpack. There, in the warm light of the rising morning sun lays the metallic gate.
«Never ever in my life, I will go back through these doors again,» he whispers. «They're all crazy in there.»

Weird feelings overcame him some hours ago, when he met his old friend on the street. He doesn't really know what it was, but it was a intuitive reaction to the scene he witnessed, almost animalistic, wild. He couldn't hold it back. And that's why he's here now. There is no longer a place for him in this society.

This society settled in **ORIGO** the last civilised society on this planet.

«Many many years ago there were others. But during the era of the global automatization, only **Code-Com Corporation** remained, the firm, that rules everything, without any exceptions.» Vince remembers from the history classes during his boyhood.

«Through automatisisation in every part of the human life, there was technology taking over the work. There used to be a time, where people had to work. They had to do the jobs of robots. I mean, how ridiculous is that? Why would they want to do that?» Vince drifts off in his thoughts about the old ages.

Act 2

100

Act 2

101

«There used to be nations, so called governments. Today there is only **ORIGO**, the allmighty enlightenment, looking after us, the civilisation. In the history books...» Vince is still remembering.
«...there were stories about hunger, diseases and war. Men fighting against men... I never really got that part of the history.»

But then, fortunately, there was **Code-Com Corp.** It saved the mankind from self-destruction. They started to teach us the great wisdoms of humanity. Every civilised human being knows them, knows the manifest of **Code-Com Corp.** Through that, we should reach the highest and final stage of mankind: the bliss.

There, we will be free from the weak human components. Free from:

- ▷ Egoism
- ▷ Greed
- ▷ Fear
- ▷ Violence
- ▷ Doubt about the teaching

He stops and turns around for a last glimpse on the distant city. So, this was it. No more technology, no more civilisation, no more **Code-Com Corp.** Vince tightens the straps on his backpack and walks straight towards the woods.

Vince has been living in the wilderness for some time. He doesn't know exactly for how long. He has already lost his sense of time.

«What time is it? Where am I? What is happening with me?», he asks himself again and again. His stomach feels uncomfortable, it makes noises. It is increasingly a feeling of pain. This must be that feeling of hunger from which he has heard stories.

Strange liquid flows from his nose.

«What's this?», he asked himself panicked.

«Am I ill? Am I going to die? Does death feel so?» His thoughts are suddenly interrupted by flickering light that he sees in the undergrowth. He is fascinated, it attracts him, he feels a deep curiosity, human behavior. He approaches the light, cautiously. But suddenly he stops. He recognizes other people, wildlings! Wildlings!

Driven by curiosity, he approaches the wildlings. What he saw shook him, fire. Fire! The wildlings were sitting by the fire and did something he did not know. They put something into their mouths and chewed. The fire made him very afraid.

«I read about that thing called fire, in the past it was responsible for much suffering, which is why the machines took control of it.», he remembered. Frightened, from what he saw, he ran.

He ran and ran. He missed everything in the wilder-

Act 3

10

Act 3

11

ness. Warm water, the smell of fresh coffee. What happened with his nose was getting worse. He got pain, he did not know what pain was at all until now. He could not sleep. He starved.

«What have I done? I need to go back!»

There it was, the gate to **ORIGO**, the lighthouse of civilization. After he hobbled through the gate, he was warmly welcomed by robots. They took care of him immediately. The whirring of the drones soothed him. He realized what he had left behind. His absolutely perfect life.

He knew, what was coming. You can not be part of the perfect **Code-Com** society without paying a price for it. He had rebelled against the system, abandoned it. And he wanted to go back. So he became a resident of the **Code-Com** rehabilitation center in which he will be reintroduced into the society.

«I've been here before», Vince remembered. The robots who have greeted him at the gate accompanied him through the lowest level of *ORIGO*, the so-called *GRADUS INITIUM*. Down here it was different than in the upper levels. Only a little light penetrated to the bottom. The sun wasn't more than a faint glimmer in the air.

He was back down. When Vince left *ORIGO*, he already lived on level three, *GRADUS INVIDIA*.

«*GRADUS INVIDIA*, my life was good up there. I was close to the bliss, little was missing to reach the final level, *GRADUS PURUS*, where the *HOMOS PURUS* live», Vince remembered sadly while he looked up and tried to spot the top level.

But for now he was stuck down here. Well, it was not really a stuck. If he wants to leave, he can go anytime, back to the life of the wildlings. Nobody will stop him. But Vince wants to stay, here, in this perfect society. He felt better already – here on the lowest level – as out in the wild. Although there were wildlings living on this level, it was a different life. It felt more civilized, more planned.

«Not much has changed here, nothing at all actually», Vince thought loudly.

«Of course not, everything is as it must be. Perfectly calculated and adapted to your current needs at this stage on the way to bliss», answered the accompa-

Act 4

12

Act 4

13

nying robot, who thought Vince was talking to him. «Of course, of course, everything is just perfect», Vince now thought quietly for himself.

Vince followed the robot, quietly, inwardly, along the streets. On the left and right the housing units rose, built of plastic and steel. It looked industrial, but strangely inviting because of its warm and bright colours. Finally they stopped at a building with a large archway. In large letters there stood: *INTRODUCTIO ORIGO*. Vince entered and thought: «There I am».

The entrance hall was empty, far and wide no man. At the back was a table with a robot sitting. Vince approached uncertainly.

«Welcome back Vince, how have you been?», the robot asked Vince friendly.

«How do you kn...», he tried to ask but to be immediately interrupted again by the bot: «Please follow me, you look carried away. But do not worry, we'll take care of you.» Vince did not feel like answering, he was tired, hungry and there was still that thing with his nose. So he followed the bot without a word into the depths of the building.

The corridors seemed endless to him. They all looked alike, even the tiles were arranged in the same pattern. Vince almost fell into a trance, the equanimity was calming him. Suddenly they stopped at a door. «Please, Vince, come in!», the bot demanded Vince.

Vince did as he was told. There was no window in this room but soothing light. In the middle of the room, almost like an altar, lays a large rehabilitation tank. The lid opened automatically, invitingly.

«Lay down, Vince, we care for you.», said a calming voice in the room. So he did.

Laying in the tank, Vince felt a deep inner peace. Slowly the container felt with warm liquid. When the liquid covered his body, his hunger disappeared, his nose was free. He fell into a deep, quiet sleep. He felt safe. He felt home. When he awoke, he felt renewed.

«How long have I slept?», Vince asks himself loudly. «17 hours and 54 minutes according to your body data.», the calming voice Vince remembered from the day before, answered him.

«Please wait here, you will be picked up right away. Today your re-socialization begins.», the voice demanded.

Act 4

14

Act 5

15

«There is no egoism, there is community.»

Vince stops and looks at the big letters on the nicely shaped gate. It forms the entry to the living area, where the service-bot is guiding him to. The bot is waiting patiently next to the gate, like it would say:

«No hurry. We have all the time in the world.»

After going through the gate, they walk down an alley. Big palm-tree like plants, with lianas hanging down, grow in regular intervals.

«Weird plants. There's not much light...» Vince wonders how they get enough sun light to survive down here. He follows the service bot, guiding him through a group of roundish housings.

«They seem almost like igloos, built by inuits in the ancient times», Vince remembers the illustrations in the history books.

The bot stops in front of one of the houses. Hovering in the air, it says in a female voice:

«Welcome to your new home.»

«Huh? What did you just say?»

«Welcome to your new home.»

Vince enters a big room with spare furnishing. He's surrounded by raw concrete walls, standing in an octagon with one metal door on each wall.

«They're all closed,» he thinks.

«With one exeption...» Vince walkes slowly towards the open door and looks into the room behind it.

«Although there are no windows...» he thinks. «... it's surprisingly light-flooded.» He opens the door and steps in.

He sits down on the soft mattress-like pad, when he sees an object lying on the table on the other side of the room.

Vince stands up and makes a step towards the weird looking thing.

«What is that? It reminds me a bit of a creature I've seen in the wild. White, furry, roundish, nearly the size of a human head...» He's starrng at it, approaching very carefully, like it could attack him every second.

«This thing, it must have a deeper meaning. Why else is it here? Except for this thing, the room is almost empty...» he thinks. As he stretches out his right hand to touch the furry thing on the table, suddenly a voice fills the room:

«Vince. You have been chosen. You are now a part in our community, our society. An important gear of the whole.»

Vince scares back and answers loudly: «Who are you? And WHERE are you?»

«I am the voice. I am your companion, your friend. I am your helping hand, always there for you, omnipresent.»

Act 5

16

Act 5

17

«Ok...»

«I am here to welcome you to your new home.»

«Thank you... That's kind.»

«As you maybe remember from your childhood, there used to be a similar voice. Do you remember, Vince?»

He starts to think: «Was there a voice following me in my childhood? I don't think so...»

«I can see, you do not remember.» says the invisible voice.

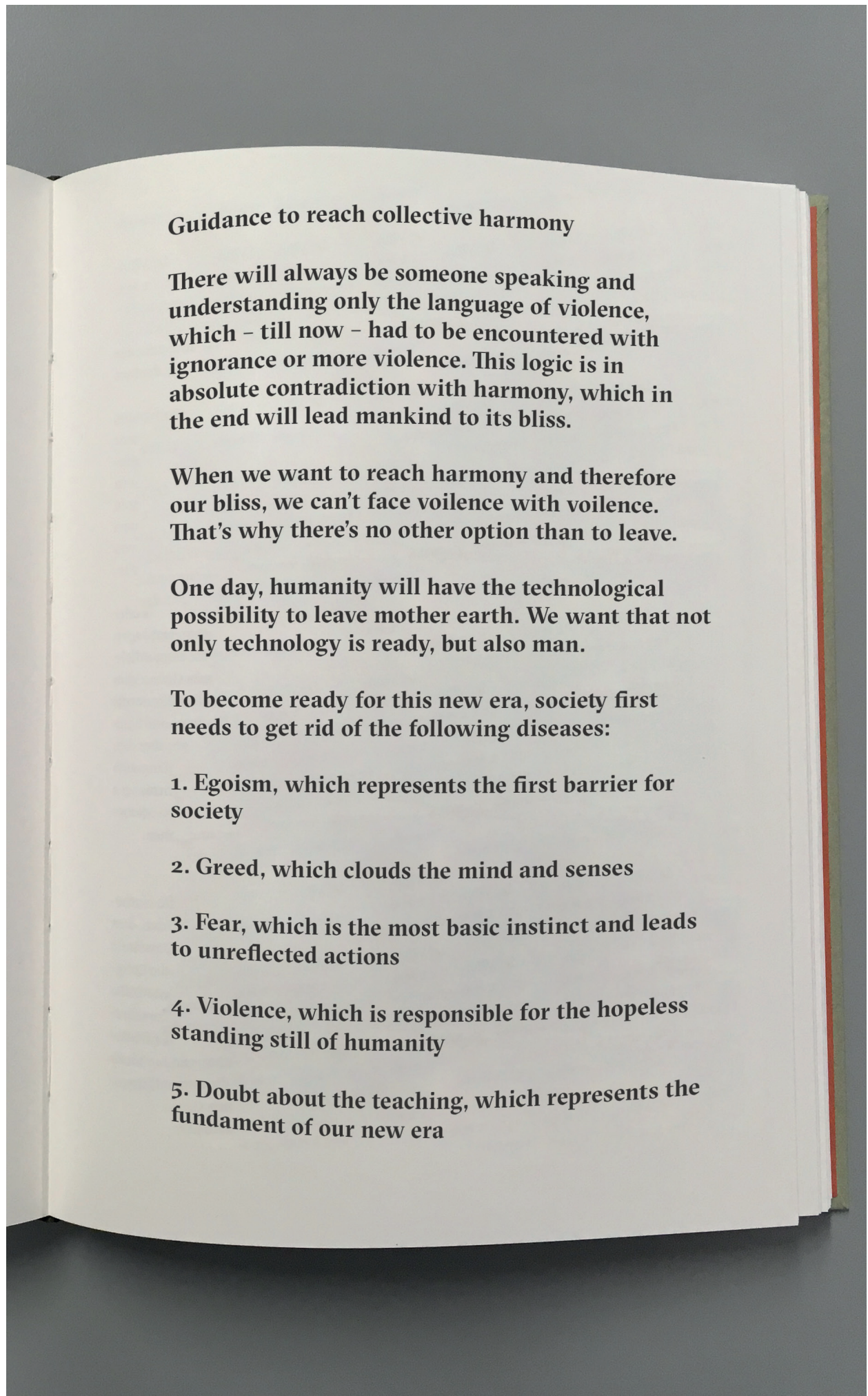
«I am an update; but in the core, my predecessor had the same purpose: to walk with you, hand in hand, the first steps in your new life.» Vince calms down, listening to the deep, calm voice.

«As you have already seen, there is a *FOEBUS* on your desk. It embodies the reason and purpose for your presence in the first level, the *GRADUS INITIUM*. Your *FOEBUS* will decide, if and when you are ready to enter the higher level of *ORIGO*. Take good care of him and he will thank you.»

«What does all that mean? How exactly do I suppose to treat him?»

«You will see my dear friend. Take your time. Be pure. And always remember: There is no egoism, there is community.»

As a result of our written story, we formulated the Manifest of the *Code-Com Corporation*. This defines our designspace and serves as the basis for our future work.



Guidance to reach collective harmony

There will always be someone speaking and understanding only the language of violence, which – till now – had to be encountered with ignorance or more violence. This logic is in absolute contradiction with harmony, which in the end will lead mankind to its bliss.

When we want to reach harmony and therefore our bliss, we can't face violence with violence. That's why there's no other option than to leave.

One day, humanity will have the technological possibility to leave mother earth. We want that not only technology is ready, but also man.

To become ready for this new era, society first needs to get rid of the following diseases:

1. Egoism, which represents the first barrier for society
2. Greed, which clouds the mind and senses
3. Fear, which is the most basic instinct and leads to unreflected actions
4. Violence, which is responsible for the hopeless standing still of humanity
5. Doubt about the teaching, which represents the fundament of our new era

There is undoubtedly a future, something that comes after today. We just don't know how it is going to be like. Of course we can make assumptions, based on different trends identified by science and research. But sure is, we aren't able to predict exactly the future of our society. It's influenced by too many unknown factors. What we can do is to speculate, to imagine a scenario, which can be plausible or not, and respond to it with the tool set and skills of a designer.

The assumption we are doing in this project is: one day, the civilised world will be fully automated. There won't be any work like we understand it today, because it'll be handled by machines, ruled by one company. As we can see on one hand in the history, but also in the present, governments have a big interest in having a population with an ideology appropriate to their way of ruling. Probably, it won't be different in the distant future.

Furthermore, we have embedded the hope in our scenario, that this mighty company will have good intentions and look after the society in a kindhearted way. What this might mean is written down in the manifest.

On one hand, the speculation will be displayed in a written form. It will open up space for imagination. We want to let the observer reflect on the future and start speculating for him- or herself. Of course there is an enormous amount of components in a future society that can be thematized. Among others, our focus lays in the question, if a fully automated world is preferable or not, how a population can be manipulated in its ideology and which higher goals should be pursued.

On the other hand, we would like to have the speculation embodied in an artifact. It should give the spectator the feeling, as if the object has been taken out of a museum. This museum is not a museum of today, it is one of the future. In combination with the science-fiction story, which will set the artifact into a context, the visitor will be able to experience the object and its deeper meaning. It will be an object that brings the speculation about the future into the present and enables the visitor to feel our thoughts. Although, we have the claim that the object will allow interaction. The intention is not to have an object which is only on display and can't be touched.

To make an example, you could imagine we have directed the movie 2001: A Space Odyssey (originally directed by Stanley Kubrick). After the screening, there would be a room where the monolith from the film is displayed. You as a spectator would have the

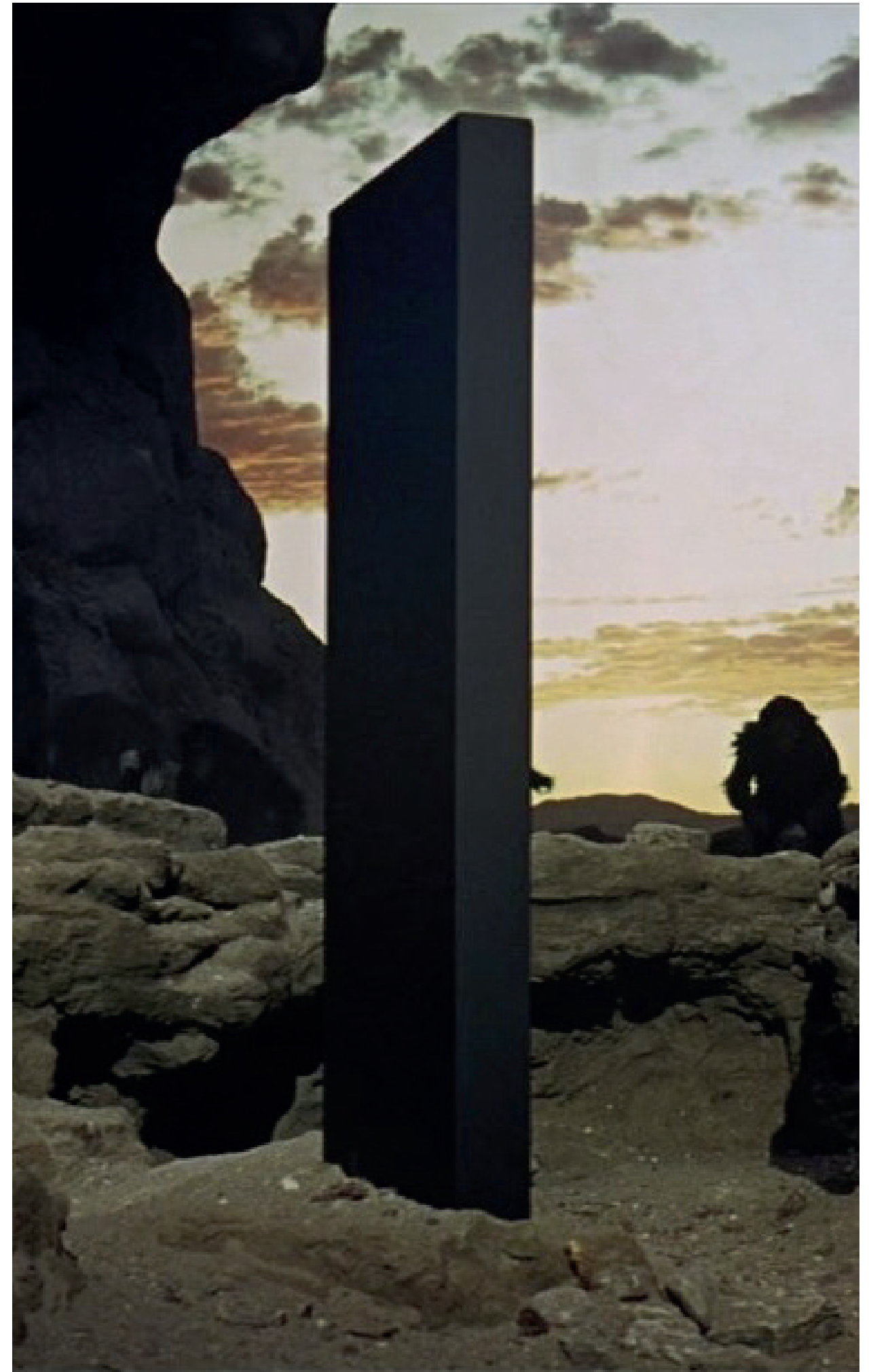
possibility to interact with the black stone. The aim of this synergy between story and physical object is to make the visitor wonder, if there is anything true about the whole story. It should bring the speculation from an pool of infinite amount of possible futures into a smaller one, into the pool of imaginable and believable (and maybe also preferable) futures.

22

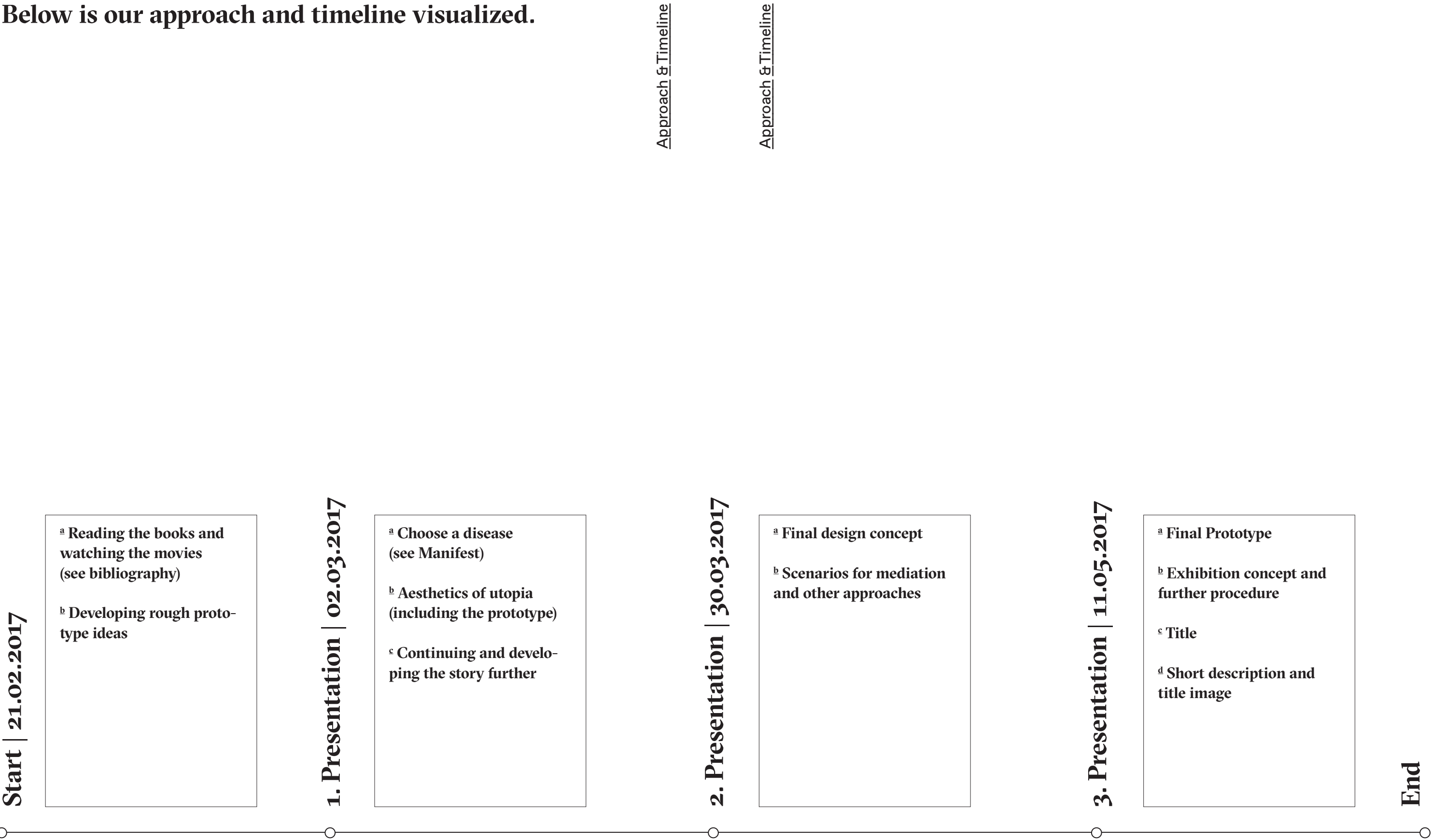
Possible design outcome

23

Possible design outcome



Below is our approach and timeline visualized.



Books:

‣ **The Better Angels of Our Nature: Why Violence Has Declined, Steven Pinker, 2011**

‣ **Walden Two – Die Vision einer besseren Gesellschaftsform, B.F. Skinner, 1948**

‣ **The Technological Utopians, Howard P. Segal**

Movies:

‣ **Safe, Todd Haynes, 1995**

‣ **THX 1138, George Lucas, 1971**

‣ **The Island, Michael Bay, 2005**

