<u>Environment</u>: A multi-area social space. (Example -- multiple rooms or spaces in a gallery; but not necessarily...)

<u>Media</u>: Each area represents a different media experience, e.g. lighting, visuals, music, sound design; or a combination of these; and these media/locations may change over time.

<u>Cultural/Perceptual Experiment</u>: The system tracks the location and concentration of visitors over time; most especially which media areas they gravitate toward.

<u>Synesthesia</u>: The system itself performs a cultural synethesthesia "experiment" on a scale never before achieved -- orchestrating visual/aural/physical cross-sensory pairings, and studying group movement to extrapolate synesthetic associations made by the general population.

<u>Statistics / Time / Data Visualization</u>: Trends are tracked over days and weeks. This data is visualized somehow within the environment. Trend data may also feed back into the system, impacting the visuals, sounds and cross-sensory experiences provided to future visitors.

<u>Other elements to integrate or consider</u>:

- Group creation of environmental music/media (Examples -- By individual/group location in the space; or more direct interaction; or ??)
- Impact of dreams (Example -- Synesthetic associations could be made by asking visitors to concentrate on their last dream, and let that guide the areas they gravitate towards.)
- Team dynamics: A small group of friends might visit together, and their visit pattern is guided by the "alpha" member of the group, which could be analyzed.

One interesting aspect is that this artistic, aesthetic, visceral experience is in fact also a fairly scientific experiment with potentially publish-able results; one that can cast light on human perception. (Some inspiration came from the "kiki/booba" experiments, showing that all humans exhibit at least some form of synesthesia -- not just those diagnosed with "synesthesia".)

Semantically, "...the pairing of multiple senses, an exploration of layers of experience and what it can mean when novel connections are formed and/or assumed connections are subverted...causing the audience to rethink perhaps mundane occurrences... ...nuance..." etc.

There is the opportunity to (possibly) utilize cutting-edge materials and technologies. Tracking visitor movement may involve some sort of surveillance-like technology -- "symptomatic of modern life, wherein public spaces become scenes of cultural measurement...passive observer actually being observed and fit into the larger... ...and how the knowledge of being observed actually affects action on many different scales... " Additionally, perhaps "dream download" could involve some sort of non-intrusive brain-wave detection sensors.