# DIGITAL TRANSCENDENCE
Thesis 2: midterm

Digital Transcendence is an interactive website and installation that translates the overwhelming yet embedded relationship we have with mass visual consumption. An addictive, borderless and frightening physiological and emotional phenomena we've somehow learned to accept and embrace, as an alternative to being paralyzed by its scale and impact. The website's audiovisual aspects aim to induce sensorial feelings of acceleration, blurring the lines between the different social media content. The work immerses the viewer in a 'wallpaper' of mass media to heighten the physical and psychological experience. A repetitive techno beat is overlaid with an auditory illusion of infinite ascension known as the Shepard's tone. These combined effects symbolize the lack of gratification we get as we're endlessly scrolling, hoping for closure. The only way to escape from the overwhelming experience seems to be closing the tab. As long as it's open, you're overtaken by a digital transcendence.

The goal of this work is to induce a reflection on our relationship with social media and hyper-connectivity. Its poignancy lies in the common effects social media has on the human psyche. The work highlights the rising issues of psychological and physiological overwhelm that come with the digital age of information which are heightened by the current Covid-19 pandemic and geopolitical crises..

Shepard's tone:

A Shepard's tone is an auditive illusion that gives the impression of an infinitely ascending pitch. Named after Roger Shepard, it consists in a superposition of sine waves separated by octaves.

I will apply those same mechanics the in-screen video of my piece. Instead of pitches, i'm playing with speed variations over a certain period of time.
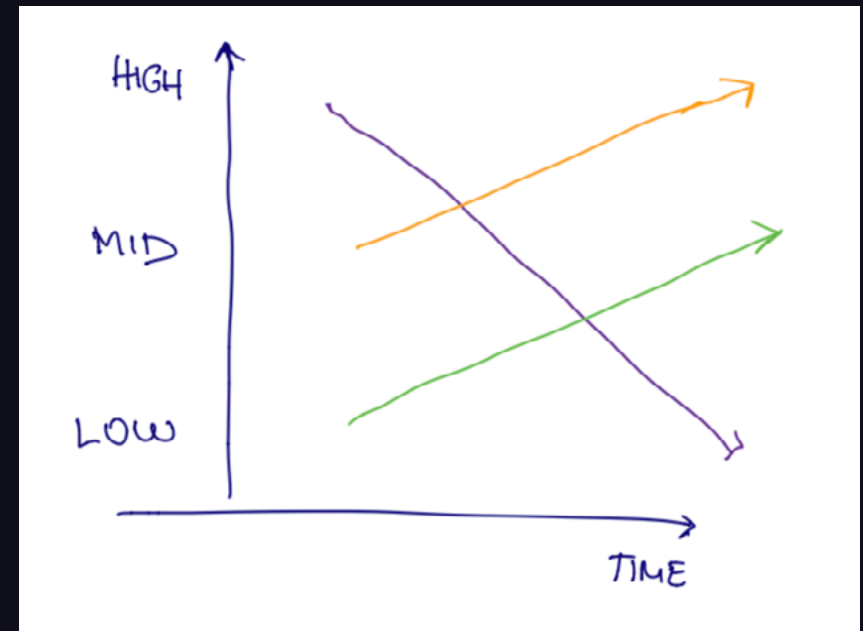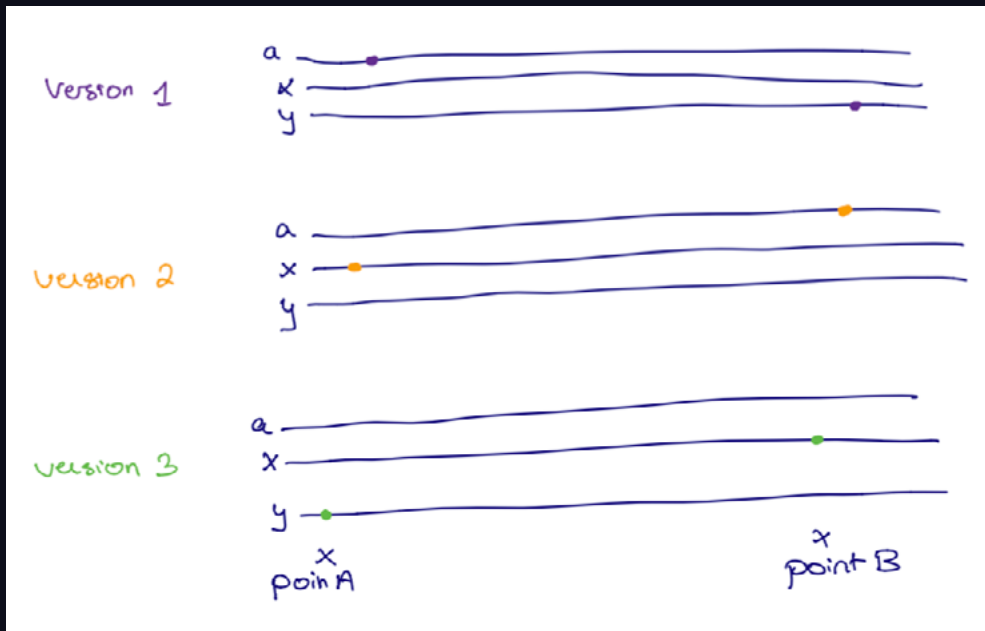
$$Sv = 100 * (St / Si)$$

With **Sv** the speed change (speed variant) I apply to reach my target,

Si the initial speed percentage from the original

St the target speed percentage from the original

Let's call each video A, B and C, with A being the fastest and C the slowest initial version.

SiA = 150 % and StA = 50%.
SvA= 100 * (50 / 150)
        = 33%.
I will reduce the fastest video's speed by 33% over x period of time.

SiB = 100% and StB = 150%.
SvB = 100 * (150 / 100)
        = 150 %.
I will increase the mid video's speed by 150% over x period of time.

SiC = 50% and StC = 100%
SvC = 100 * (100 / 50)
        = 200 %.
I will increase the slowest video's speed by 200% over x period of time.

Website prototype:

https://assis997.github.io/DigitalTranscendence/

Display 1:

- wooden table inspired by Apple store
- 3 (or 1) phone with stands and charger
- Sound coming from 1 phone. People acessing it personally will also play it on their phone.
- 3 labels with title and QR code
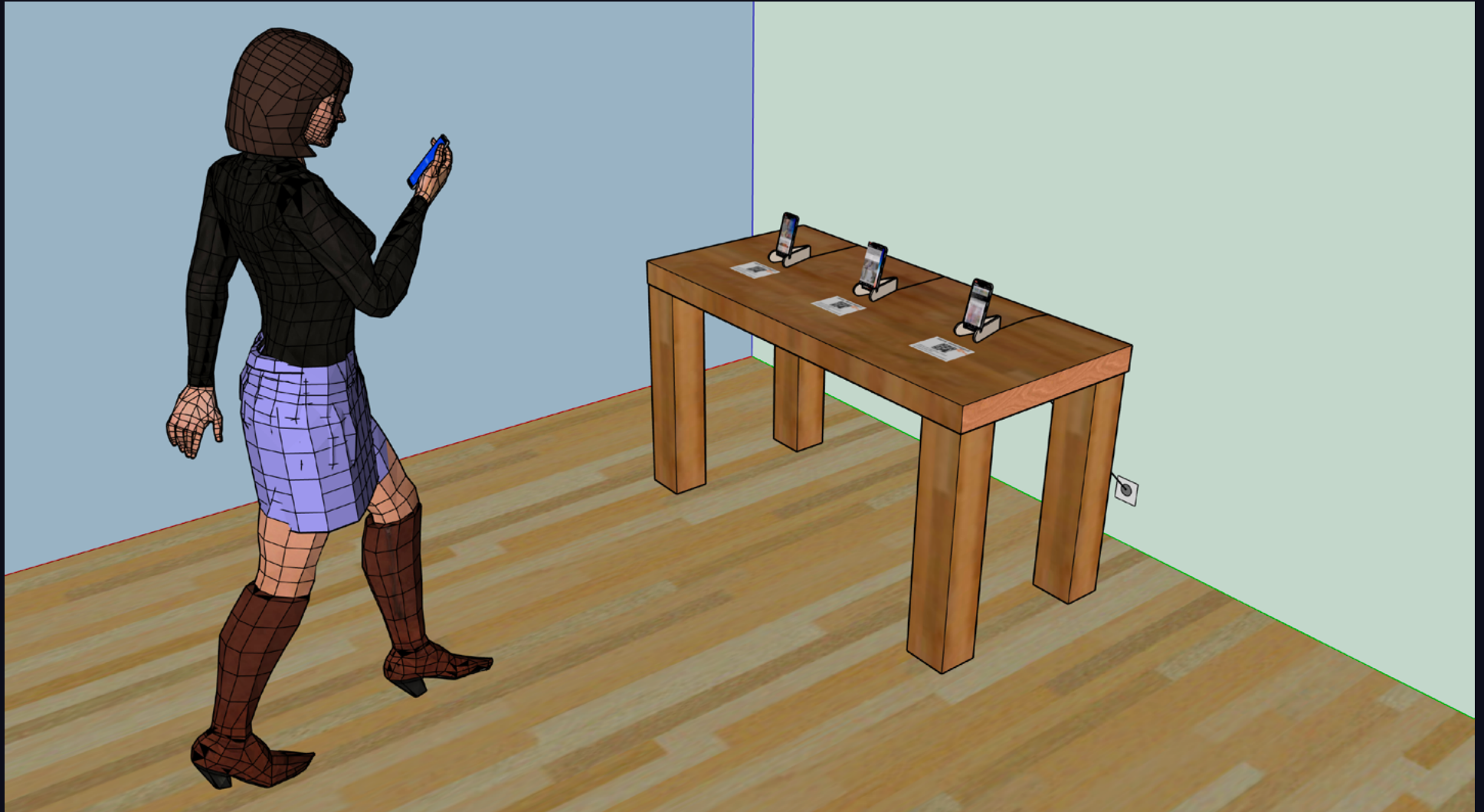
This display presents the concept as a product that you buy when you get a phone. You're not only getting a piece of hardware, you're also buying the phenomena in question.
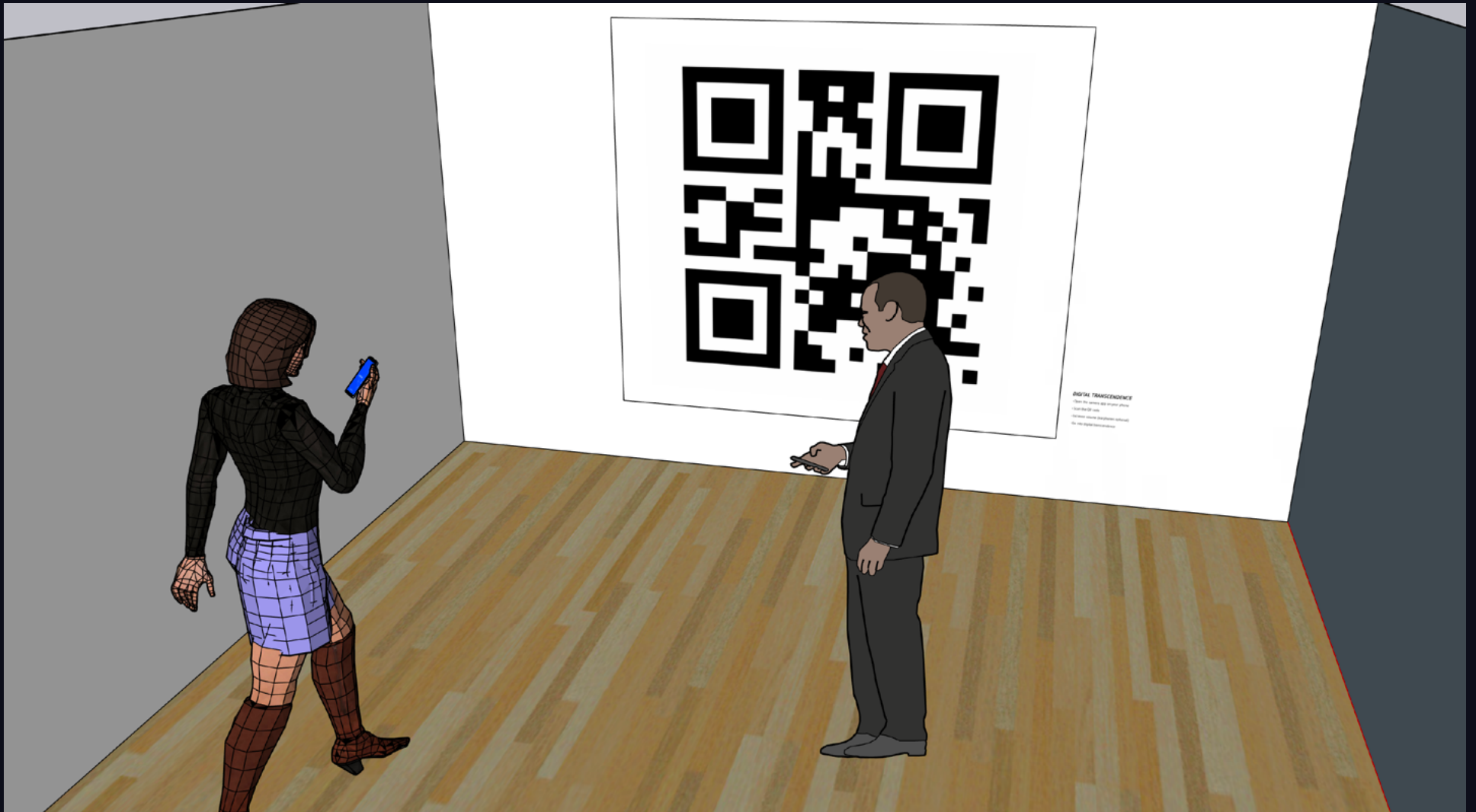
Label that acts as a product label, to mirror and emphasize the experience of buying a phone, and so buying what it comes with.

-"Low quality". Bad Graphic Design for satirical effect.

This display emphasizes the importance of the QR code in Covid times, which were marked by an increased mass visual consumption. The tool becomes the piece, making it a statement in itself as well.

DIGITAL TRANSCENDENCE

- Open the camera app on your phone

- Scan the QR code

- Increase volume (earphones optional)

- Go into digital transcendence

Thank you !