



## **Touch Human** **An Interactive Installation**

the TOUCH you will remember,  
a sense of SYNesthesia -  
you never will forget

**Genetic Jeans Proposal**

**August 5, 2009**

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## Inspiration

### Synesthesia\* – Touching Human

#### A return to the original sense.

When two or more SENSES come together, they penetrate the divide between what we feel in a timeless embrace, an eternal fusion of who we are and what we may become.

Such is Synesthesia.

The Genetics of Touch.

Touch Human.

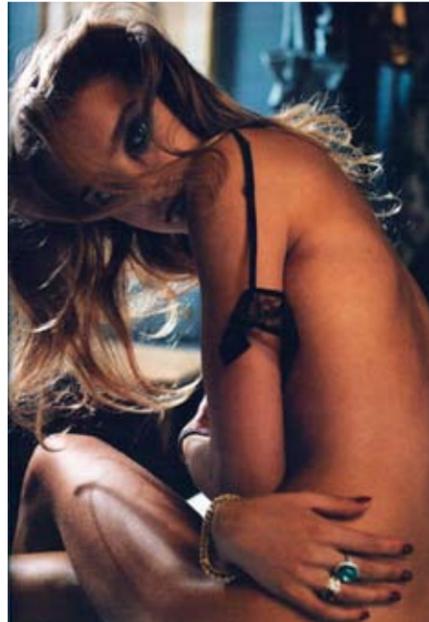
DNA  
touching  
calling  
leading  
seeing  
feeling  
softly probing  
the essence  
luridly lurking  
shadows lifting  
exposing feelings  
wantonly dormant  
calling  
from somewhere  
begging,  
pleading to be felt -  
primal longing  
deep and shallow  
upon our skin  
and somewhere deeper still -  
at the very core  
of the very place  
that is sometimes called our heart.

\*Synesthesia is a scientific term referring to the fusion of multiple senses such as the taste of something spicy resulting in the physical sensation of heat.

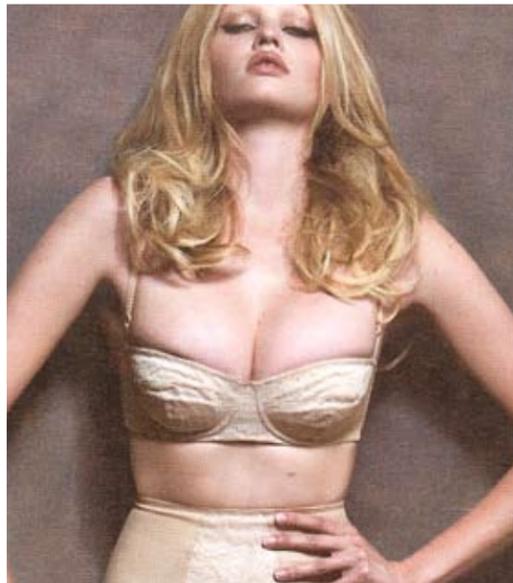
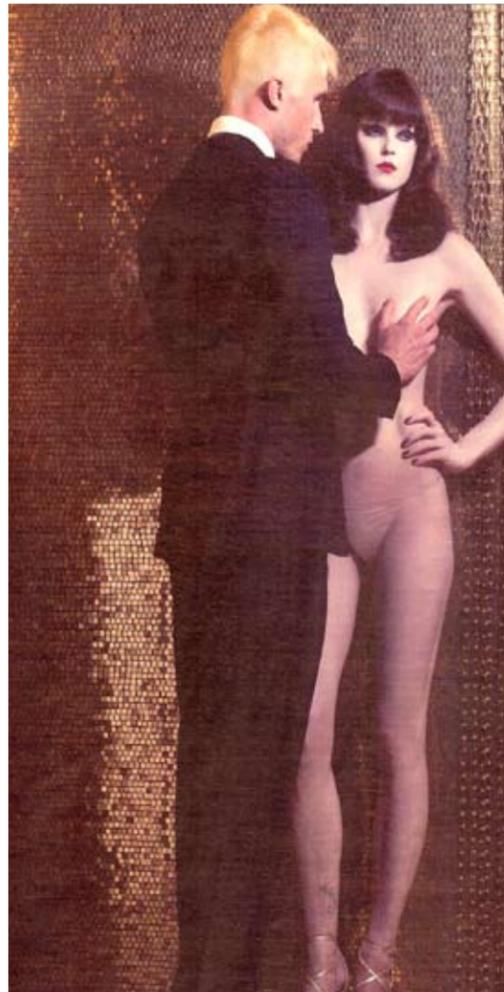




# CONCEPT - TOUCH HUMAN INSTALLATION MOOD BOARD



sensual | provocative | intriguing | sensorial



## TOUCH HUMAN

A provocative experience that celebrates the sensorial world of touch in a multi-media /performance art installation that is softly sensual, elegantly provocative and intimately human.



**Genetic Jeans,**  
**The Concept**  
**Variations on a Theme**

Working Title 1: Touch Human

Working Title 2: SYNesthesia

The DNA of touch and its role in intimate human interaction is curated via the installation of actual Genetic Jeans fabric. Inspired by strands of DNA, the fabric will artfully, organically draw visitors into the installation – simultaneously seducing and guiding them through a series of interactive vignettes of touching inspiration. Surreal lighting and other manifestations of visual “hyper-reality” utilizing a variety of both high and low tech visual effects, will be illuminated via various mechanical and electronic mechanisms integrated into the “tour guide” fabric which, when activated, will ethereally reveal a series of provocative tableaux – visions blurring reality with fantasy.

It is only through the sense of touch that the visitor discerns fact from fiction. It is only through the sense of touch that the visitor begins to understand the short divide between the substance of their fantasies and the fabric of what is real. Although the rooms will be evocatively lit, the visitor will be subliminally driven toward constant, uninterrupted contact with the fabric DNA – as it draws him or her deeper into the provocative recesses and experiences that lie ahead. Traffic flow will naturally be directed by virtue of the linear nature of the installation, with each visitor guaranteed a complete experience, a total narrative – which may culminate in a touchable fabric art installation – which when touched reveals an imprint of the visitor’s actual human hand. Shortly after they depart, the imprint will disappear, urging other remaining visitors to touch now, touch often – to reach out and touch the world around them. Message: Our time to touch is fleeting and, in the end, all that matters is our divine ability to touch and be touched. Ultimately, it is our ability to touch and be touched that will be remembered. All else is immaterial. Everything else will pass.

As the visitor departs (and throughout the evening hours of the installation) a series of supporting conceptual images or phrases are projected beyond the confines of the front windows into the real world of the sidewalk and street, once again blurring the reality of the visitor’s experience with the hard, real world they are re-entering.

**Mechanics**

Combining 4-5 flat screens (1 in entry, 2-3 in primary space and 1 in the back space), holographic projections, laser projections (primarily evocative words and phrases and live performance artists).the journey will combine elements of reality and projected reality. The video installations, either/or/both respond to touch or movement and may include original footage - a video short reflecting, singularly, or in tandem with other elements, the notion of touch. The unifying use of fabric as a conceptual tour/guide’s DNA will be the same regardless of variations in the tableaux or tonal modifications of the theme(s). Sensors will be included in the fabric which directly interact with the tableaux or trigger image projection or lighting – which, in some instances will be a virtual representation of an actual, physical object/person(s). Street projection will achieved via laser projection and may consist of words or a projection of stylized DNA. Sound may also be one of the variables triggered/manipulated via interaction with the fabric. The nature of the video short, language, montages and musical motifs could take either of two tonal directions.

## Tonal Variations

Although the concept would remain consistent, the tone may be executed in either of two ways:

### a) Emotional – Touch Human.

Flat screen, holographic and laser projections and performance artists would focus on human interaction. Less surprise more intimacy. Elegant yet tastefully titillating voyeurism with a subtle positive message. Whether it is a close up video of a caress juxtaposed with nude holographic figures paired with tableaux of a variety of tenderly provocative couples, nude, but draped in denim – everything will support the miracles of touch and feeling. For example, we may have an older couple cradling one another, a gay couple kissing, a straight couple kissing one another's hands, a mixed race couple touching back to back – or perhaps a single person touching him or herself. The subjects would be modestly draped or reclining on Genetic denim, with the impression of nudity. On the other hand, the projections could possibly be nude? All wait staff would be wearing Genetic Jeans. The women would wear jeans and a minimal, nude colored top; men would be shirtless. Perhaps each member of the wait staff could wear a piece of DNA-inspired jewelry around their neck. If located in time, perhaps this same piece of jewelry could be provided to each guest as a reminder of the experience – an unbranded, branded reminder of Genetic Jeans.

### b) Mystery – SYNesthesia.

Flat screen, holographic and laser projections and performance artists would focus on diversity and organized randomness – the touching aspect of surprise becomes a metaphor for the random perfection of imperfection – the variation inherent in universal DNA. . Soft chaos. Hyper-reality. Surreal sensations blending with literal touch. Relying on a highly abstracted approach, a holographic projection of a double helix strand of undulating DNA would become the symbol of infinite possibility. Soft science meets the wonder of elegant chaos. Whether it be close up videos of the actual musical vibrations of an unseen instrument electronically depicted as data to which a denim-clad ballerina is dancing or a video of human sperm entering an egg juxtaposed against an actual man and woman kissing – the “journey” takes on meaning through its randomness and sensorial replication of cause and effect. The participant enters an alternate dimension where everything is soft and beautiful – where every sense is heightened – where sensations are amplified – where the person touching ultimately becomes the person touched.

### E-Mail Invitations – Modern, Mysterious, Technology Fused with Humanity.

A thought ...

The attached example created by us in tandem with Brown & Ryan Design, exemplifies the spirit of the proposed invitation. It was nominated for a Chrysler Award and suggests a potential treatment evoking meaning, significance, experience and sensation of touch.

Go to:

[http://www.livingbrandslivingmedia.com/coty\\_vid.html](http://www.livingbrandslivingmedia.com/coty_vid.html)