

affectiveCinema proudly presents the new production ac02 after the positive reactions and feedbacks we got at several festivals and exhibitions like for example the transmediale02 in Berlin or at the Siggraph02 in San Antonio, USA.

### **Basics**

affectiveCinema02 works on the same technical basics like the first production – navigation is done by unconscious decision-making:

*By putting their hands into the sensors of the installation human emotions (bio-feedback) get measured by means of galvanic skin response. As a consequence the visitors get a personalised performance when watching the video flow by influencing on the character of image and sound, the order and the rhythm. The users follow different branches of the non-linear structure and enter an emotional-technological dialog.*

We went on measuring many people's emotions while they were watching different types of movies, and analysed the possibilities of narrative structures according to the emotional responses. One of the positive results was that for example laughter or cognition have strong emotional effects like scare or tension. Furthermore the new system is auto calibrating itself.

### **Structure and content**

affectiveCinema productions are difficult to be categorised. They are somewhere in the field between film/videoclip, game and science. While the first production was more about communication, the new piece has a more narrative structure. The players discover step by step the connections of a secret social system with abstract characters and unknown objects. Like in a game the players get offered different entrances and hints to reach different locations, but unlike most computer games it is not experience and skill that make a winner but the emotional response that opens new horizons. The different discovered elements can be put together mentally. Scenes with more important information and content connections are more difficult to reach. Winner is how entirely understood the secret social system. Therefore the story shouldn't be written down anywhere.

For the connection the widely established film language succession of cuts are used. You can for example get connected to another character via the telephone or follow associative visual links.

### **Style (image and sound)**

There is an abstract architectonic situation: only elements like windows, doors, cupboards, etc. are placed in a wide unlimited white space – no walls or floors. Sound has an important function to create emotional situations. It can be used for audio-links too, when the players just here but see nothing else than a white screen until the image joins the sound after a high emotional input.