A BRIEF HISTORY OF THE NEXT CENTURY

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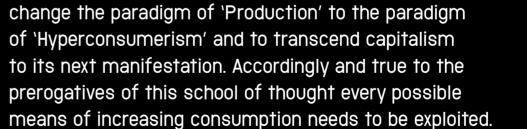
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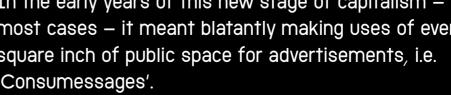
the Nobel Prize for Economic Sciences for his eradefining work 'The Limits of Productivity' which helped

In the early years of this new stage of capitalism — in most cases – it meant blatantly making uses of every square inch of public space for advertisements, i.e. 'Consumessages'.

The economist Selman Shapiro has been awarded

HYPERCONSUMERISM







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Take a peek into a possible future in 17 locations in Graz with our free virtual reality app. Immerse yourself in 360° of dystopias, supported by a 3D-sounddesign and a vivid musical soundtrack. Download the app DYSTOPTIMAL and start strolling into the future.

ABSTRACT: DYSTOPTIMAL

Dystoptimal is a smartphone-app. Dystoptimal creates dystopias in order to focus on the qualities of reality. Dystoptimal animates citizens and visitors to

experience the city of Graz from a new perspective. Dystoptimal creates virtual realities that can be experienced at specific landmark-points in each of the 17 districts of Graz / Austria.

The user will be immersed in a dystopian 360-degree environment via a smartphone or tablet which maps a possible future over the actual, current urban topography.

in order to align with and and imitate any movement the user wishes to make (Up, Down, Left, Right). Additionally a specific sound-design will be created in order to deepen the immersive character of the 'minimovies'. (Ambisonics- Sound)

Once the user dis-engages the app or simply puts down his smart-phone he or she should experience the city and its qualities, its aesthetics and 'natural' environments from a new, refreshed and holistic point of view.

The scenes progress chronologically to the year 2120 and touch on a variety of issues, ranging from big-data-surveillance, climate change or artificial intelligence to socio-economic stratification developments and hyper-consumerism. These The scenes are animated and locked to specific markers — topics, while already palpable in our present time are pushed to the extreme and – with the creation of websites for fictional companies, that are part of the DYSTOPTIMAL—Narrative — the lines between real and fake are blurred even more. The user peeks through a keyhole (his smart-phone) into a not so distant future. A future he or she still has the power to shape, if the right questions are asked.

> Additionally, the city can be explored in a 'game-app' kind of way by guiding users to unknown and/or less commonly frequented places, thereby opening up new aspects of an urban environment.