BeAnotherLab

BeAnotherLab is an international interdisciplinary art collective formed in 2012 that investigates, reproduces and communicates individual subjective experiences to create bonding and empathy between people. BeAnotherLab's work questions and subverts hierarchies between different ways of knowing, namely art, science and technology; instead approaching these as complementary, overlapping bodies of knowledge. The group is committed to inventing new models of collaboration and sustainability, not based on individuals, but rather on the idea of sharing and expanding identities. Our methodology seeks to engage investigators in the design, development and research of innovative approaches for this new medium (embodied-VR), guided by an action-research method.

Main researchers that answers under the name of BeAnotherLab: Philippe Bertrand, Cherene Christian, Norma Deseke, JJ Devereaux, Daniel Gonzalez-Franco, Daanish Massood, Arthur Pointeau, Marte Roel

Interdisciplinary backgrounds

Our 8 interdisciplinary investigators have backgrounds in Cognitive System, Interactive System Design, Digital Arts, Computer Sciences, Social Communication, Anthropology, Philosophy and Conflict Resolution. Besides the formal education, our group is versed in hacking method of learning. We have deep expertise in embodied Virtual Reality and neuroscientific research relative to it as well as a vast perspective of social implications of our systems. During this process, our research have counted with orientation of Scientists from a wide variety of fields – from human, scientific and medical fields. This allowed us to conduct an interdisciplinary approach guided by a user-centric-design but keeping an artistic perspective. On the other hand, our methodology for co-designing performances have converted our subjects (users and performers) in co-researchers, amplifying our understanding of the impact of the system in people's lives.

AWARDS

N.I.C.E. Awards - Network for Innovation in Culture and Creativity in Europe - First prize on "solving the World´s major challenges" (2015 – Essen)

Ars Electronica - Honorary Mention (2014 – Linz)

Fast Company Innovation by Design - finalists alongside Google and the MIT Media Lab (2014 - NY)

Laval Virtual Awards - "Learning Sciences and Humanities Award" (2014 – Laval)

Shaping The Future III, by MindCET – Tel Aviv – 1st to 4th of June - best project among a jury of children (2015 - Yeruham)

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Dr. Ian Coxon – Interactive system design and Ecology of Care –University of South Denmark
Dr. Marcelo DeMarzo – Mindfullness and Preventive Medicine – Unifesp (São Paulo)
Dr. Baptiste Bardot – Psychology – Pace University (NY)
Dr. Michael Gaebler – Neurologist – Max Planck Institute (Berlin)
Romero Tori – Computer Science – USP-Poli (São Paulo)
Azra Aksamija – Art Culture & Technology – MIT (Boston)

Academic Collaborations

:::: **Max Planck Institute (Berlin – 2015 on going)–** experiment on measurement self-other experience with and without bodily movement. Partnership with Dr. Michael Gaebler

:::: **Usp Poli (São Paulo – 2015 on going) -** experiment on measuring Embodiment and Presence on TMBA x other embodiment and VR systems. Partnerwhip with Prof. Romero Tori

:::: **Usp Poli (São Paulo – 2015 on going) -** experiment on measuring compassion and self compassion, by comparing Mindfull techniques x TMBA. Partnerwhip with Dr. Marcelo De Marzo

::: **Imagination Institute (NY – Paris – 2015 on going) -** 3 years research on the understanding of imagination**.** Partnership between BeAnotherLab and psychology departments of Pace University (US), Yale University (US), Paris-Descartes (Fr)

::: **MIT – Art Culture and Technology program Fellowship (Boston - ongoing since 2014)**
        >>>>*Class during professor Tod Machover 's course "Projects in Music & Media: Empathy, 8th Art, and the Future of Experience" (2015)*
        *>>>>**Empathic Technology** – **Open Workshop – (**2015)
        >>>> **M.I.T. Culturunners Symposium**   **(2014) -** *Design of collaborative narratives* – Interactive Performances and participation on Storytelling Symposium -

 ::: **VI Autumn Conference of the Centre of Excellence in Cultural Theory "Embodiment, expressions, exits: transforming experience and cultural identity"(Tartu, 2015)** – key note presentation

 ::: **TEI 8th International Conference on Tangible, Embedded and Embodied Interacion , (Munich –** 20**14)** - Tech Demo of embodied interaction

 ::: **Medicine Hack Day – by MVision / M.I.T.** (**Madrid - 2013) -** Pre-prototype development of Embodied systems for treatment of Eating Disorders and Neurorehabilitation - Awarded Best Demo

::: **Synergies Workshop – Grid Spinosa project at Hangar** (**Barcelona - 2013)**
Interdisciplinar workshop for prototype development

::: **Universitat Pompeu Fabra – Máster de Artes Digitales – (Barcelona - 2012)**
Prototype Presentation of first version of the system TMBA

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THE MACHINE TO BE ANOTHER
experiment by BeAnotherLab

The Lab main´s work is TheMachineToBeAnother (TMBA): an Embodiment Virtual System that allows individuals to experience the world through the eyes and body of another. By combining Virtual Reality, head tracking controlled first-person image, physical touch, and performances TMBA works as an open platform to co-design immersive experiences in which one can step into the shoes of another.

This long term research on how to promote empathy among individuals of different social, cultural and ideological contexts has been used to address issues like cultural bias, immigration, generational bonding, conflict resolution and body extension. On the other hand, as a low budget and a Creative Commons non Commercial ShareaLike system, TMBA may work as a embodiment VR tool with possible implications in fields like education, psychology, healthcare and conflict resolution.

Main variations of the system:

::: EMBODIED NARRATIVES SYSTEM
::: GENDER SWAP EXPERIMENT
::: EMBODIED DANCE EXPERIMENT
::: BODY EXTENSION EXPERIMENT
::: PAIN TOLERANCE EXPERIMENT
::: ARTISTIC RESEARCH ON EMPATHY
::: WHITE PAPER ABOUT THE INTERACTIVE SYSTEM

Some press coverage

TMBA Classic Set up **- with performances**

TMBA Body Swap Set up **- for 2 users**

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::: United Nations General Assembly - Millennium goals Campaign (2015 - NY) – embodied narrative performances addressing social consequences of military industry in Palestine and US.

::: Somali StoryTellers Workshop by Alliance of Civilizatons (UN) - (2014 – Cardif)

::: Holot Detention Center – Workshop with refugees (2015, Israel)

::: Tribeca Hackathon supervisors - PrintScreen Festival - Tel Aviv – 27th to 30th/May/2015

 ::: *Performances, Body Swap* **Installation & Workshop on** *Embodied Narratives -* **Musrara Mix Festival** - Jerusalem – *2 to 4th / June / 2015*

::: *Art Residency* - **Art Port** – Tel Aviv - *7th to 14th / June / 2015*

::: Tribeca Film Festival / Storyscapes - NY 15-19/May/2015

::: IDFA – International Documentary Film Festival Amsterdam 20-30/November/2014

::: Digital Art Festival Taipei - Taipei, 14-12/November/2014

::: M.I.T. Culturunners Symposium – Boston 1-6/October/2014

::: GenderBlender Exhibition, MU Art Space June –August /2014