BREAKING NEWS

Collaboration Work
DAN RONG 荣丹

PS: there are notes of which person did what and ones that are done together on each page

INITIAL IDEAS FROM RESEARCH

Everyone's initial material is different, more or less, people who have less need to exchange material with people have more, people who have more can control how much material to give to whom that has less, so they have the ability to control the relationship and are dominant in this relationship.

Ps. Material here refers to imaginary material (e.g. communication) and real object material (e.g. money) e.g. in an close relationship: the relationship of people who have more personality material and people who have more physical ability material; employment relationship: the relationship of people who have more money and people who have less money but more ability. |

以上总结也就代表了，我们人与人的关系是在不断地交换想象/实体物质。

| The information above concluded our idea of: In a relationship human being is continuously exchanging imaginary and object matter. |

交换物质促成了我们社会的发展，增加了人与人关系之间的密切度。

The exchange of materials has contributed to the development of our society and increased the closeness of human relations.

自然=初始物质 【挤压】

人对人的挤压

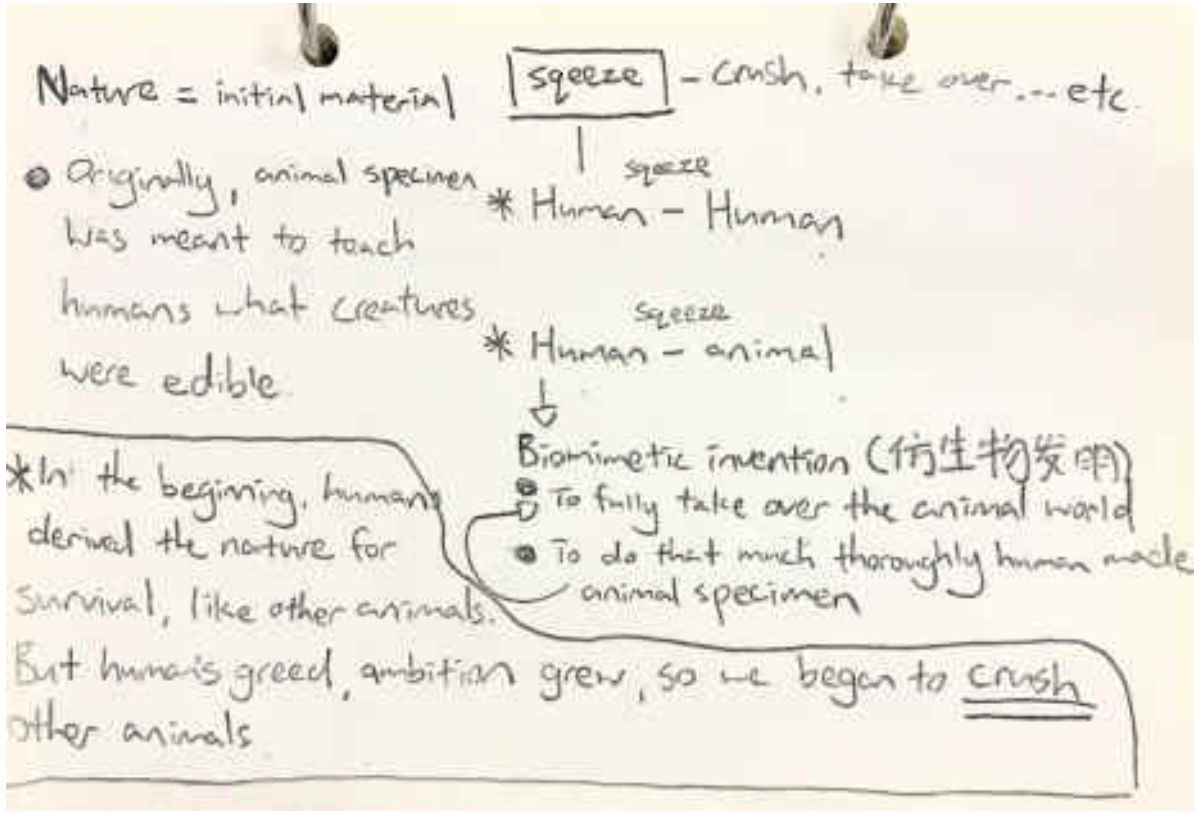
人对生物的挤压

在最初，动物标本是为了传授什么生物对人类来说易挤压（可食用）

一开始人类正常为了生存汲取自然，像其他动物一样。但人类的欲望，贪念，能力越来越大，所以人类开始挤压其他生灵。

English version: Research & discussed together; organized & referenced by: Dan

CONCLUSION:



The “squeeze” here means “crush”.

"They meant any theory that matter as dependent on mind or spirit, or mind or spirit as capable of existing independently of matter."

Dialectical Materialism: Marxist theory

- It proves the idea of imaginary material / mental material.
- Elaborated idea: The communication of human & our relationship with each other is the exchange of materials.

Meaning that the "material" we are talking about not only includes real objects & money but also ideas, thoughts, feeling, etc.

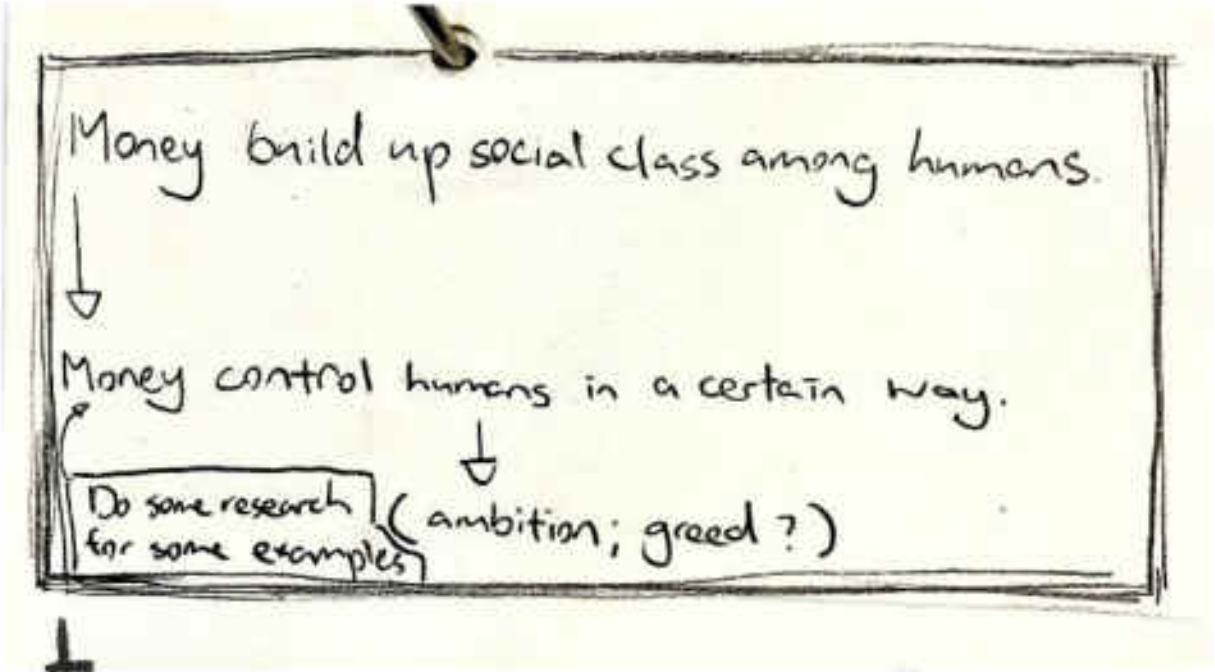
-People who have more "materials" have the ability to control the relationship and are dominant in this relationship. As people who have less material need to exchange with people who have more, and people who have more can control the amount in this exchange.

Conclusion

DEFINITION OF MATTER:

This is a conclusion of the definition of "matter" and "material" we are talking about in this project.

Discussed together; written by: Dan



ELABORATION ON CONEPT

Chinese Funeral and Interment Industry

The furneral industry is the only one where no one negotiates with the price. People generally don't mind the undertaker charging a high price for the deceased. However there is a news of the son of a university professor in Harbin that's out of the ordinary. When his father died he choose to keep the aches in a shoe box. This is because the funeral agent lifted the price so high and used moral abduction. The funeral agent wants him to pay thousands of dollars for just a cheap vinegary casket.

This kind of situation happens a lot in the furnace and interment industry, they like to use moral abduction to their customers for money. They like to use morality to people and make a high profit from people who died.

In 2014, Dalian Daily published a bill of an ordinary Dalian citizen's funeral for his mother: A seven-piece burial suit costs 1,400 yuan, a small mourning hall costs 800 yuan, cremation and other basic funerals services cost 3,000 yuan, and a cemetery cost 118,800 yuan. In total: More than 140,000 yuan. Common people cannot even afford a funeral for their dead family.

https://3g.163.com/dy/article/GS8JV8AI0536MH7K.html

search up some actual example that happens in the society.

Moral kidnapping has four basic characteristics: morality, transparency, oppression and soft constraint.

Source found by: Sirui; written & organized by: Dan

事例：

事例1：广东电白县有个18岁的女孩，患有尿毒症，为治病家里已是负债累累，如今要彻底康复就必须换肾，手术费高达20万元。有个叫"冰尘"的网友建议："我们找出买彩票中了奖的彩民，让其捐献25万，挽救一条生命……"。巧的是电白县就有一名彩民中了双色球两注头奖，奖金高达1200多万元。于是众多网友戴着口罩和鸭舌帽来到投注站，拉出条幅，呼吁刚中了1200万元的得主捐资救人，从而把中奖者的道德选择推向了公众面前。

的媒体和新闻工作者。第二，道德绑架的对象。道德绑架的对象即道德绑架行为中被绑架的人。在媒体已成为"第四种权力"甚至"第五种权力"的时代[9]，任何人、任何团体都有可能成为道德绑架的对象。当然明星、有钱人、公众人物更容易成为道德绑架的对象，因为他们是媒体和公众关注的焦点，而且被认为是有能力救助的人。而一般人更多在从事"与道德相冲突的行为"时，有可能成为道德绑架的对象。由于道德绑架利用的是他人爱惜、顾虑其社会道德形象的这么一个弱点，因此对道德绑架对象来说，越是在乎自己的社会道德形象，就越有可能被道德绑架，反之，越不在乎自己的社会道德形象，就越不可能被道德绑架。所谓"君子可欺以其方"[7]，说的就是这个道

中国新闻网：小伙没给抱着孩子的女人让座，然后被他的老公删了五巴掌，流鼻血，眼镜也碎了。虽然小伙看上去是健全的，但是他有健康问题。

Source found by: Sirui; organized, translated, referenced by: Dan

Guangdong Dianbai county has an 18-year-old girl, suffering from uremia, to cure the family has been heavily in debt, now to complete recovery must have a kidney transplantation, the operation cost up to 200,000 yuan. A netizen named "bingchen" suggested: "We need to find out who won the lottery and let them donate 250,000 yuan to save a life. Coincidentally, dianbai County has a lottery winner who won the first prize of two color balls, with a bonus of more than 12 million yuan. Netizens wearing masks and caps came to the betting station and pulled out banners calling on the lottery winner, who just won 12 million yuan, to donate money to save lives, thereby bringing the moral choice of the winners to the public

In an era when the media has become the "fourth power" or even the "fifth power", anyone or any group is likely to be the object of moral kidnapping. Of course, celebrities and wealthy public figures are more likely to be targets of moral kidnapping because they are the focus of media and public attention and are considered to be the ones who can and have the ability to rescue others.

Moral kidnapping uses other's weaknesses of caring, and worrys, about their social moral image. The more you care about your social image the easier people will get moral kidnapped.

Zhang, Q. B. (2013) On the Connotation of Moral Kidnapping. [Internet]. School of Political Science and International Relations, Guangxi University for Nationalities. Available from: <https://wap.cnki.net/touch/web/Journal/Article/JHKC201305039.html> [Accessed 16 March 2022]

A man who didn't give his seat to a woman with a baby was slapped five times by her husband, leaving him with a bloody nose and broken glasses. Although the guy looks healthy, he has health problems

Sohu News. (2012). A man was slapped 5 times for not giving his seat out: friend says his leg is bad. [Internet]. China News. Available from: <https://news.sohu.com/20120826/n351549176.shtml> [Accessed 16 March 2022]

用；另一方面社会却没有很好地对某些赋权行为加以限制和疏导，从而使得网络道德绑架发展成为一种社会权力争夺行为。

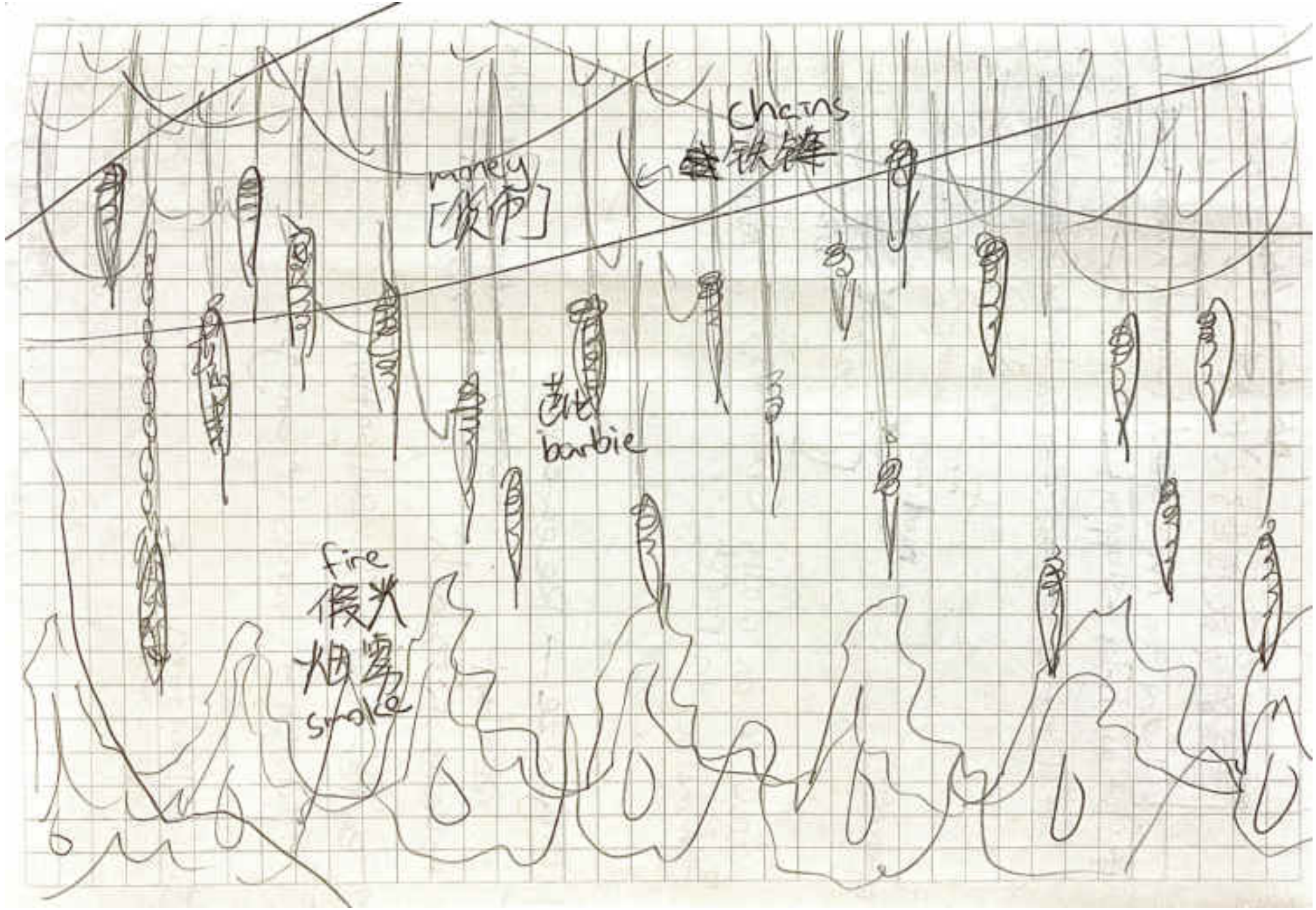
Network moral kidnapping is turned into a kind of social class competition

- Very related to our concept

网络道德绑架发展成为一种社会权力争夺行为拥有一定"知识"和"金钱"者往往以此为资源占有社会权力它用"道德"作为工具，以数量的方式迅速占领社会舆论，从而形成自己的话语权力，进而占居社会优势。19世纪50年代末，英国哲学家约翰•密尔在《论自由》中提到了"道德胁迫（moral coercion）"一词，在讨论社会权力对人的限度时指出"社会对人的胁迫和控制，无论是通过法律制裁的武力，还是通过公众舆论的道德胁迫"

- The network moral framework has developed into a kind of social power competition behavior. Those who have certain "knowledge" and "money" often use it as resources to occupy social power. They use "morality" as a tool to rapidly occupy social theory in a quantitative way, thus forming their own discourse power and occupying social advantages. In the late 1950s, British philosopher John Mill mentioned "Moral Coercion" in His Essay On Liberty. When discussing the limits of social power on human beings, he pointed out that "coercion and control of man by society, whether by force of law or moral coercion by public coercion".

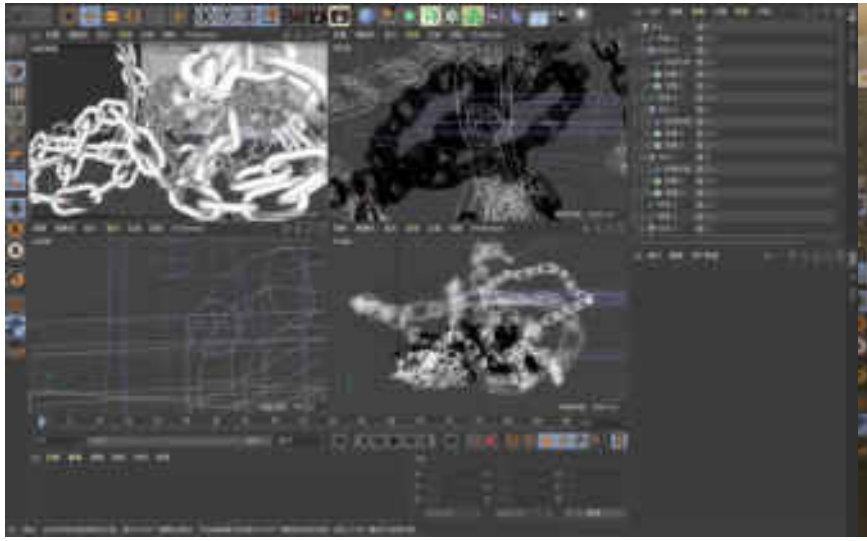
Hu,S.M. (2017) Sociology and Statistics. Xi Bu Xue Kan. [Internet]. Page 36-39. Available from: <https://wap.cnki.net/touch/web/Journal/Article/XBXK201705009.html> [Accessed 16 March 2022]. School of Communication, Jiangxi Normal University

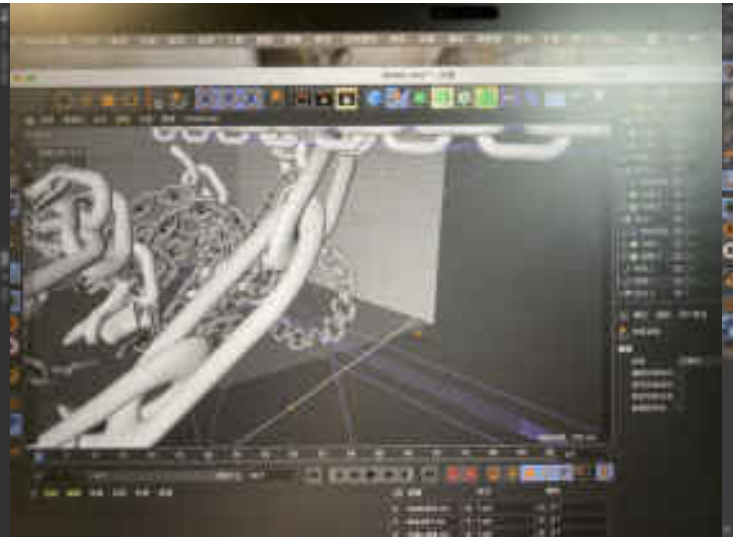


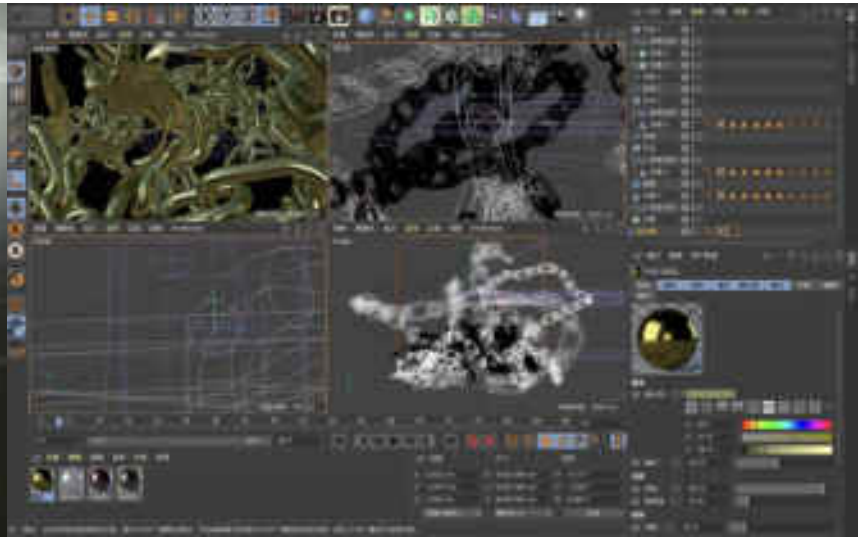
IDEA OF VISUALIZATION

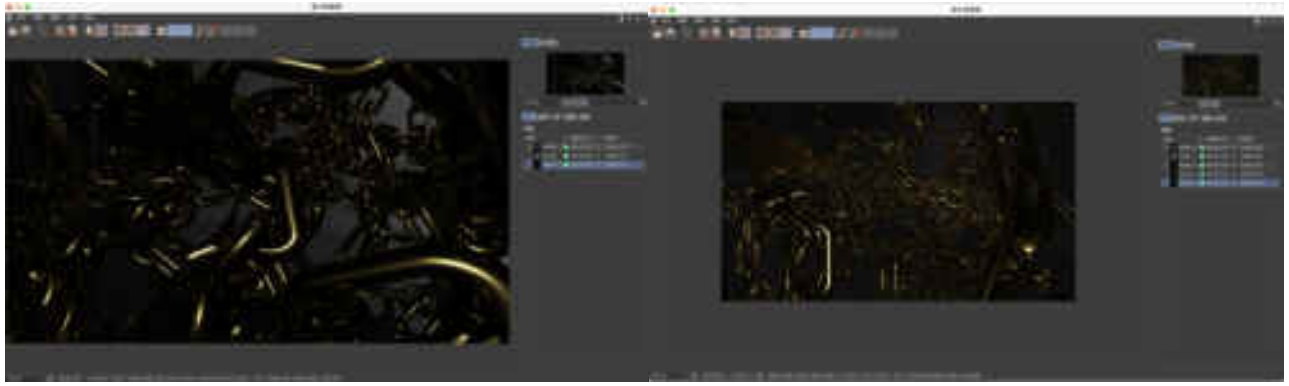
Creating a space where there is lots of human dolls hanging on the celling. There are lower ones and upper ones representing people in higher and lower status. There are also ones that's in the fire (aka ground) as they are ones who failed in this competition. We wanted to use dolls to show that money is just like something that control human like a puppet. This space will be in an overwhelming atmosphere showing the tension made by money.

Drew by: Sirui; idea together

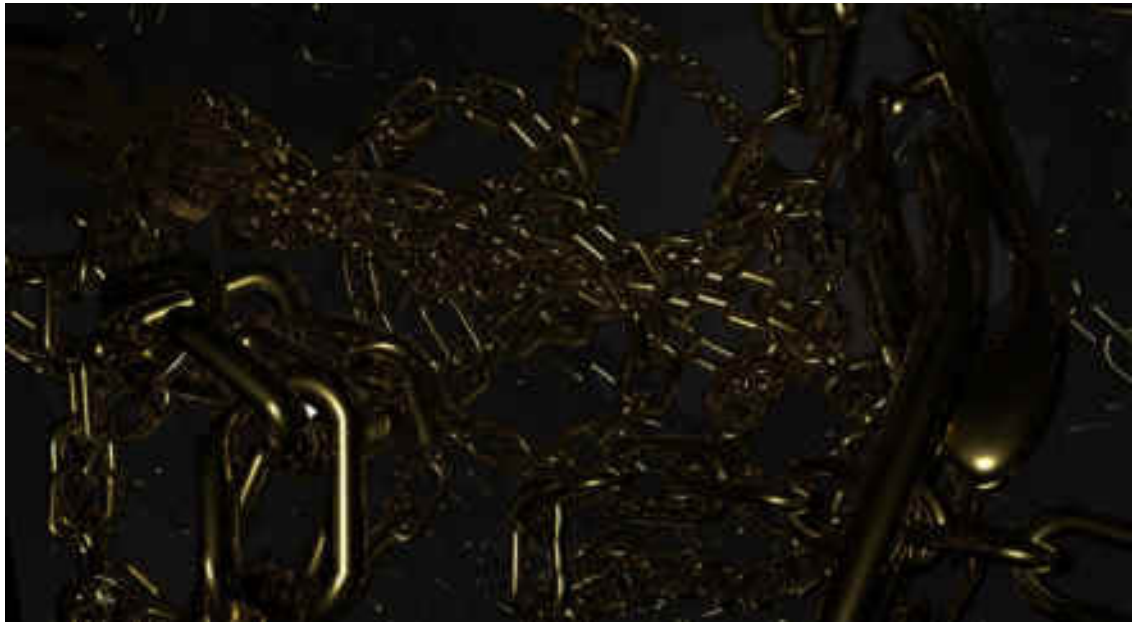








This is a space I made from iron chains. I tried to visualize the idea we thought of with only one element because this is my second time building a 3D model. The outcome is suitable for the vibe we explained. I changed the colour of iron chains to gold, it refers to the idea of money and status.



C4D SPACE MODEL-BY DAN

Chained Barbie

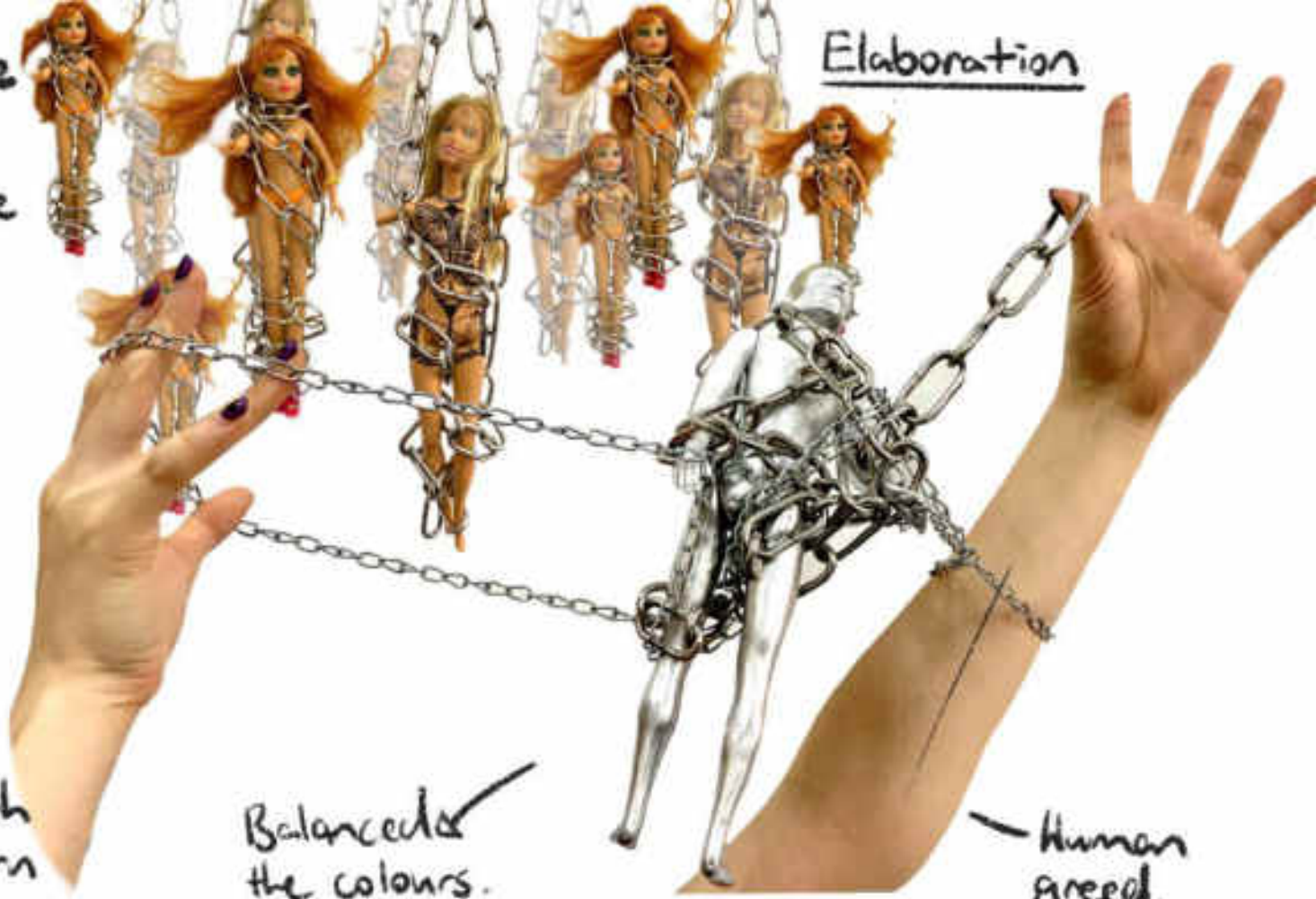
- Chain - greediness

It ties human up there and some how control them

Tried out different methods of tieing and different kind of dolls.

Having too much greed will turn human like a puppet.

Elaboration



Balanced the colours. This effect is better.

Human greed. Controling human.

like a robot

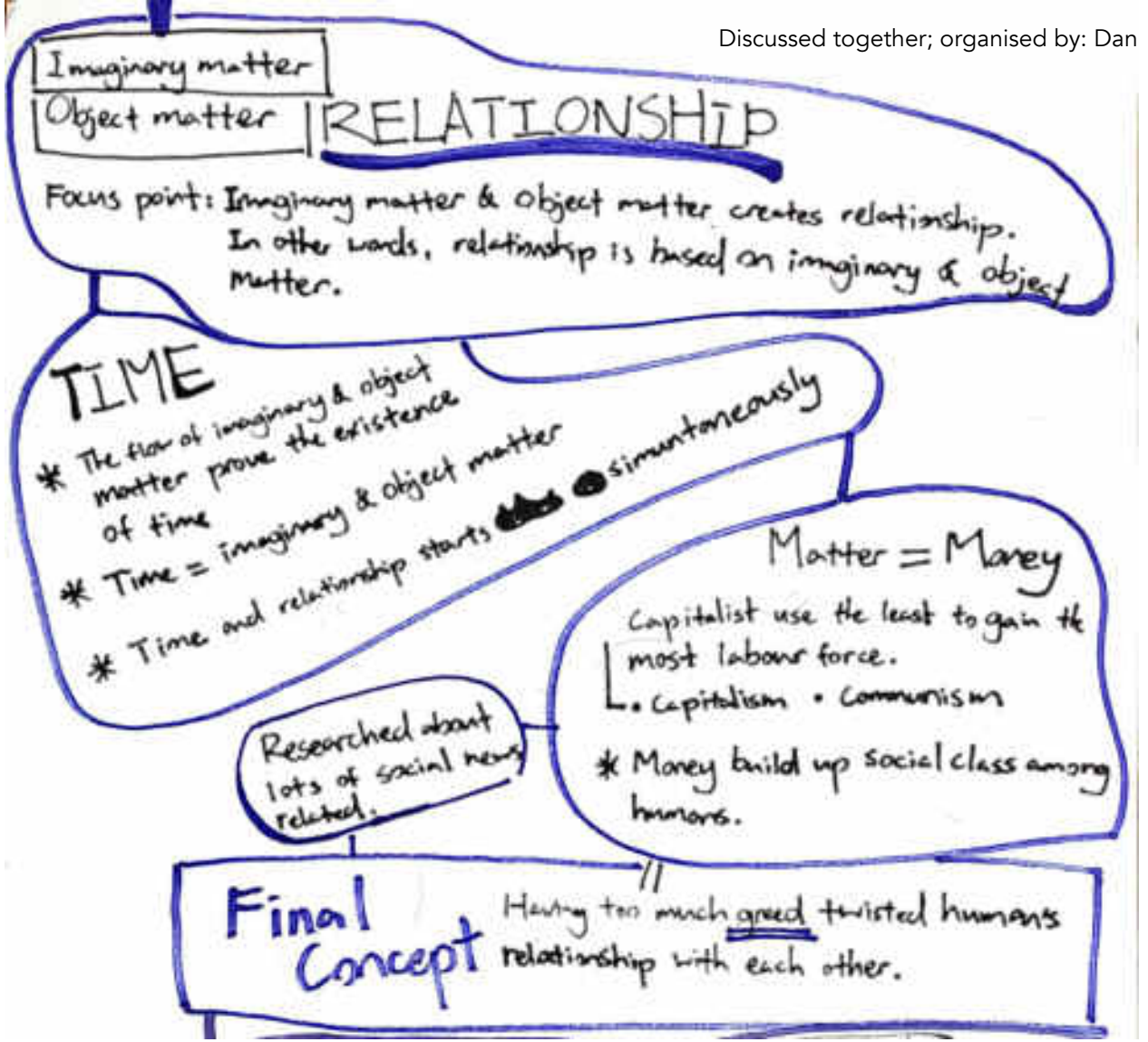
people who loses in this "competition" of greed.

Photos edited together; created by: Dan

Visual Experiments.

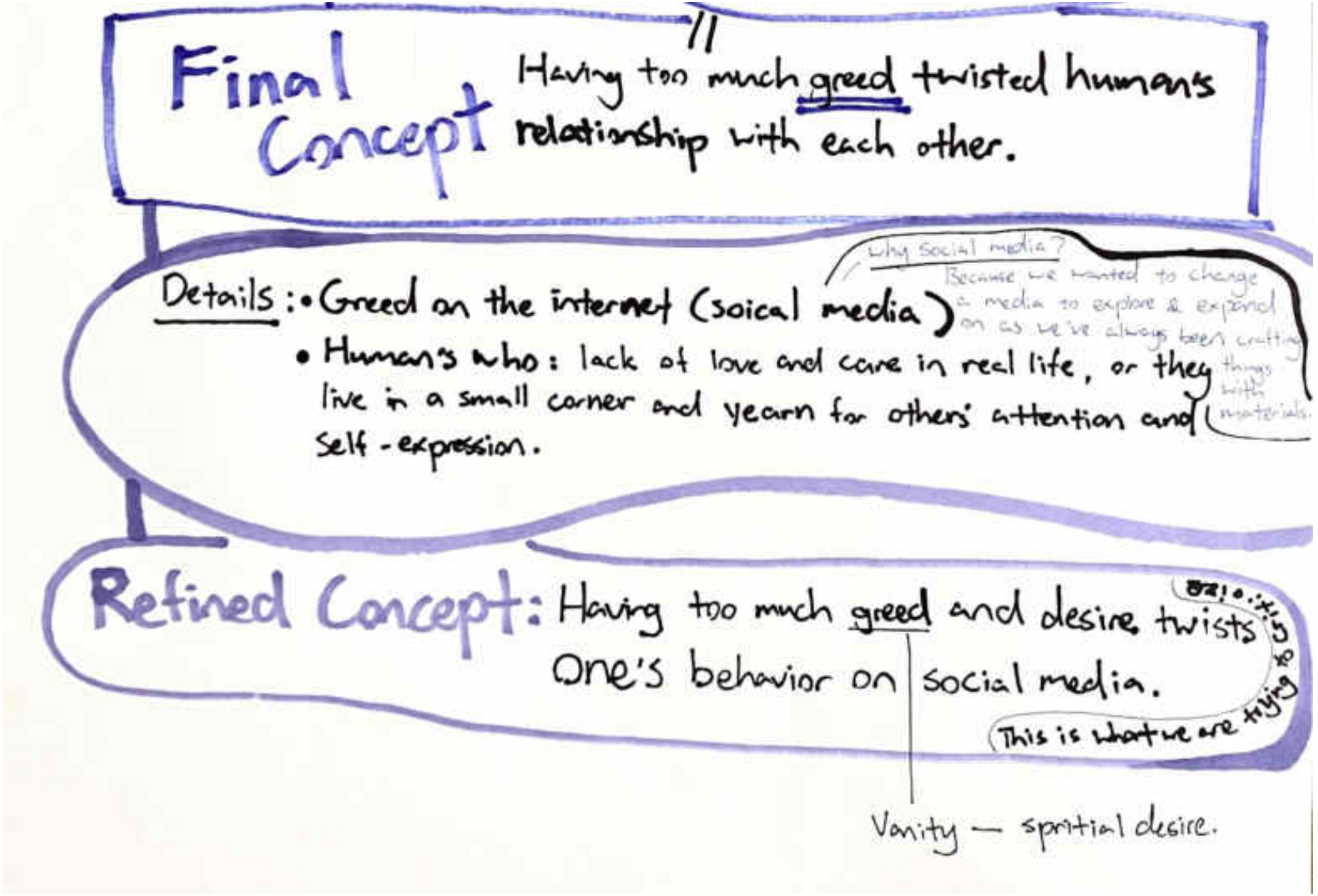
Chain: inspired from a news: In Fengxian County, Xuzhou, a woman was found to have been abducted several times, tied up in chains and forced to give birth to eight children

Li, Y. L. (2022). Popular searched topic NO.1! Fengxian chain female truth finally came: so she had been abducted three times....[Internet]. Available from: <https://mp.weixin.qq.com/s/IDz0SxWGCfVcZ858vuTksA> [Accessed 18 March 2022]



Discussed together; organised by: Dan

I concluded everything we've developed so far and from all those society research a broad concept finally formed.



REFINED CONCEPT

We then had a detailed focus point which we wanted to explore about.

We decided to do more research about **social media** and **people we aim to criticize**. We are going to create an account mimicking those people to explore and get ourselves inspired.

Discussed together; organized by: Dan

ARTIST RESEARCH-Who inspired us on creating an account

By: Dan

Amalia Ulman: Excellences & Perfections

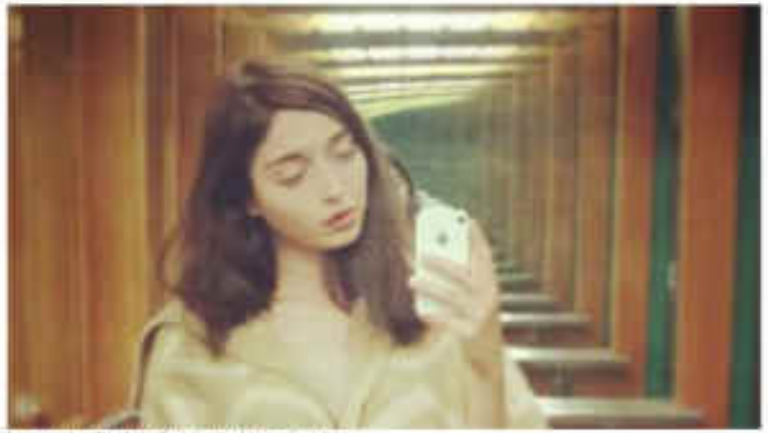


Image credit: Amalia Ulman/Arcadia Missa

She take on the roles of 'cute girl', 'sugar baby' and 'life goddess'. These characters were chosen because "they seemed to be the most popular trends online (for women)'

Instagram Amalia moved to the big city, broke up with her long-term boyfriend, did drugs, had plastic surgery, self-destructed, apologised, recovered and found a new boyfriend.

By the final post of the project on 19 September 2014, Ulman had amassed 88,906 followers (the account now has more than 110,000). It was only then she revealed the whole thing had been a performance, a work of art, rather than a record of real life.

Ulman's project attracted criticism from users of Facebook and Instagram.
https://www.bbc.com/culture/article/20160307-the-instagram-artist-who-fooled-thousands

By the conclusion of the performance in September 2014, I had gained thousands of new followers on Instagram. I didn't find that thrilling — I never really cared about the numbers. I was only satisfied that the experiment was going according to plan.

Ultimately, though, I don't think social media has changed much since 2014. People still like being lied to.
https://www.ft.com/content/d2cb7650-279b-11ea-9a4f-963f0ec7e134

We were inspired by her and we wanted to create virtual account on a kind of social media trying to express our concept of **having too much greed twists humans' actions on social media.**

Image credit: Amalia Ulman/Arcadia Missa

CONCEPT & DETAILS: DOLL

我们使用芭比作为媒介，是想塑造一位追求网络完美人设，现实中窘迫的人格。过多的欲望扭曲了人在社交媒体上的行为。
Olivia是她的名字。
Olivia的行为，性格，交流方式，处事方式，甚至性取向完全取决于我们的设定，她不能对我们的安排发出疑问和质疑。
Olivia是一个玩偶，是一个傀儡。她是芭比，但她不像芭比，拥有一切，她拼尽全力让自己在网络上像真正的芭比，但她不聪明，讨好型人格，不懂装懂。
Olivia是一个不完美却极度渴望被关注的人。

We use Barbie as a medium to create a person who pursues "perfect" Internet character but is very different in reality. Having too much greed and desire twists one's behavior on social media.

Olivia is her name.

Olivia's behavior, personality, communication style, way of doing things, and even sexual orientation are all determined by what we set her up to, and she can't question or refuse our arrangements.

Olivia is a plastic doll, a puppet. It's a Barbie but doesn't having everything like a Barbie. She's putting everything she got to make herself like a real Barbie on the Internet, but she's not wise. She's a people pleaser and pretends to know when she doesn't know anything.

Discussed together: organised by: Dan

DOLL SELECTING

We had a bag of dolls, and we selected the prettiest ones. At last, we decided to choose the blond hair one to create an account for. We gave her a makeover.

The most popular social media platforms

Rank	Platform name	Parent company	Country	Monthly active users, in millions
#1	Facebook	Meta	U.S.	2,910
#2	YouTube	Alphabet	U.S.	2,291
#3	WhatsApp	Meta	U.S.	2,000
#4	Messenger	Meta	U.S.	1,300
#5	Instagram	Meta	U.S.	1,287
#6	WeChat	Tencent	China	1,225
#7	Kuaishou	Kuaishou	China	1,000
#8	TikTok	Bytedance	China	1,000
#9	Telegram	Telegram	UAE	600
#10	Qzone	Tencent	China	600

Showing 1 to 10 of 28 entries Previous Next

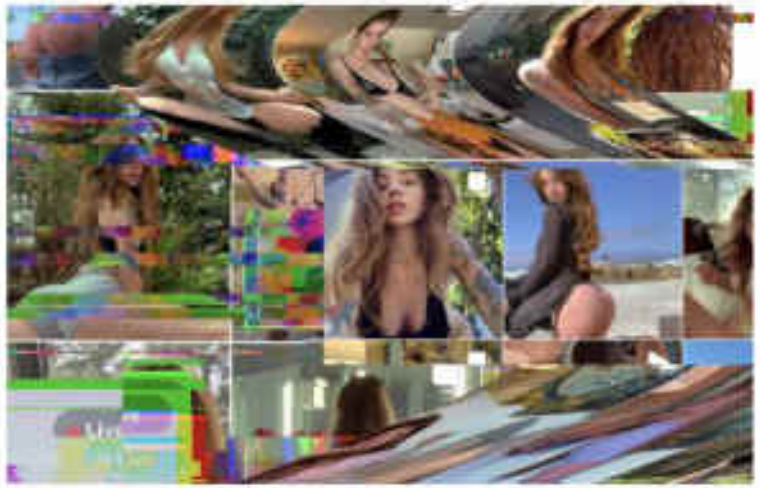
Rank	Platform name	Parent company	Country	Monthly active users, in millions
#11	QQ	Tencent	China	591
#12	Weibo	Sina	China	566
#13	Douyin	Bytedance	China	550
#14	Snapchat	Snap	U.S.	538
#15	Twitter	Twitter	U.S.	463
#16	Pinterest	Pinterest	U.S.	454
#17	Reddit	Reddit	U.S.	430
#18	LinkedIn	Microsoft	U.S.	310
#19	Quora	Quora	U.S.	300
#20	Skype	Microsoft	U.S.	300

Showing 11 to 20 of 28 entries Previous Next

Rank	Platform name	Parent company	Country	Monthly active users, in millions
#28	Discord	Discord	U.S.	140
#3	WhatsApp	Meta	U.S.	2,000
#4	Messenger	Meta	U.S.	1,300
#5	Instagram	Meta	U.S.	1,287
#6	WeChat	Tencent	China	1,225
#7	Kuaishou	Kuaishou	China	1,000
#8	TikTok	Bytedance	China	1,000
#9	Telegram	Telegram	UAE	600

Showing 21 to 28 of 28 entries Previous Next

Ang,C. (2012) Ranked: The World's Most Popular Social Networks, and Who Owns Them. [Internet] Available from: <https://www.visualcapitalist.com/ranked-social-networks-worldwide-by-users/>



Kaleidoscope Experiment:

Nowadays on social media, some people would post anything, with unrestricted content to gain other's attention fulfilling their desires. This is how having too much greed twist people's mind.

Photos from: coconutkitty

We want the social media where people post informortaion for a desire of attention.

Like Instagram and Weibo.

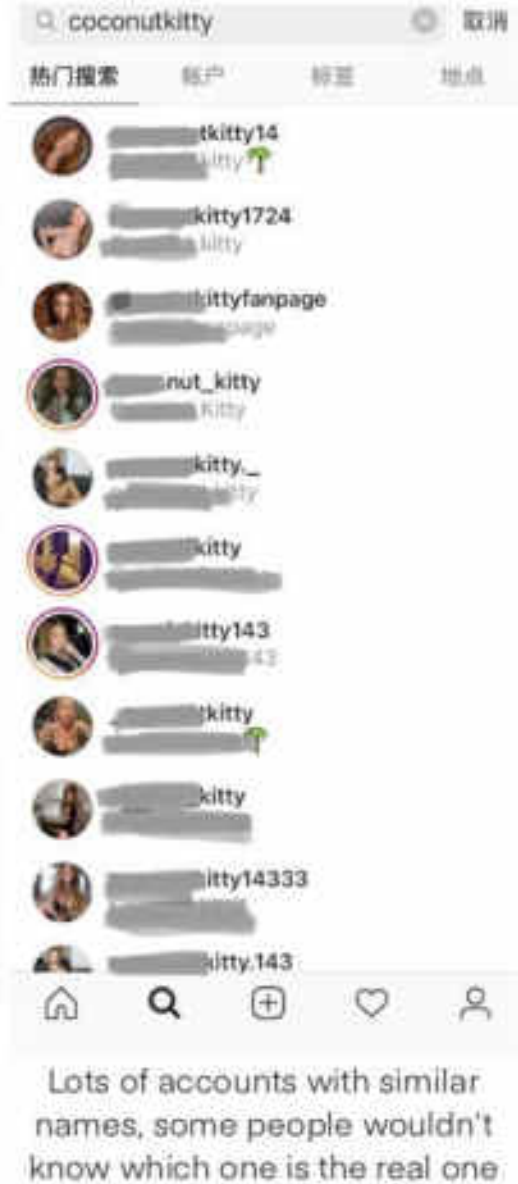
By: Dan

Instagram:

Found by: Sirui; organized & written by: Dan

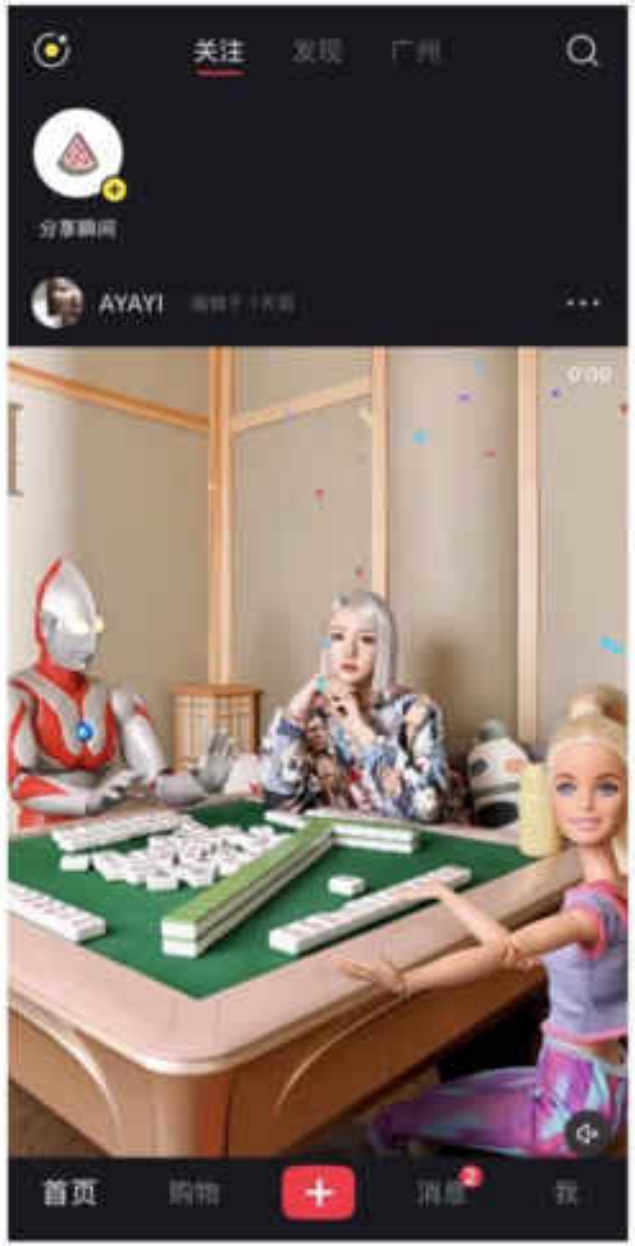
There's lot of hit of sexual desire, and desire to gain likes.

Some others, on the other hand, would even fake popular accounts to satisfy for their desire of having so much followers and likes.



Lots of accounts with similar names, some people wouldn't know which one is the real one

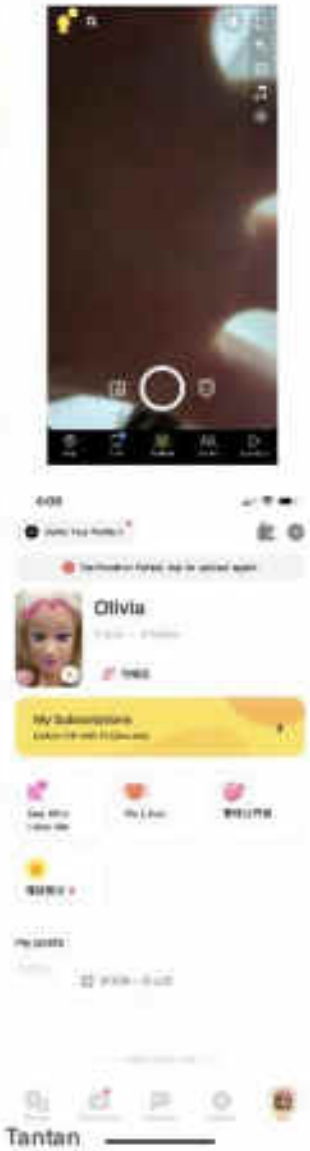
Red:

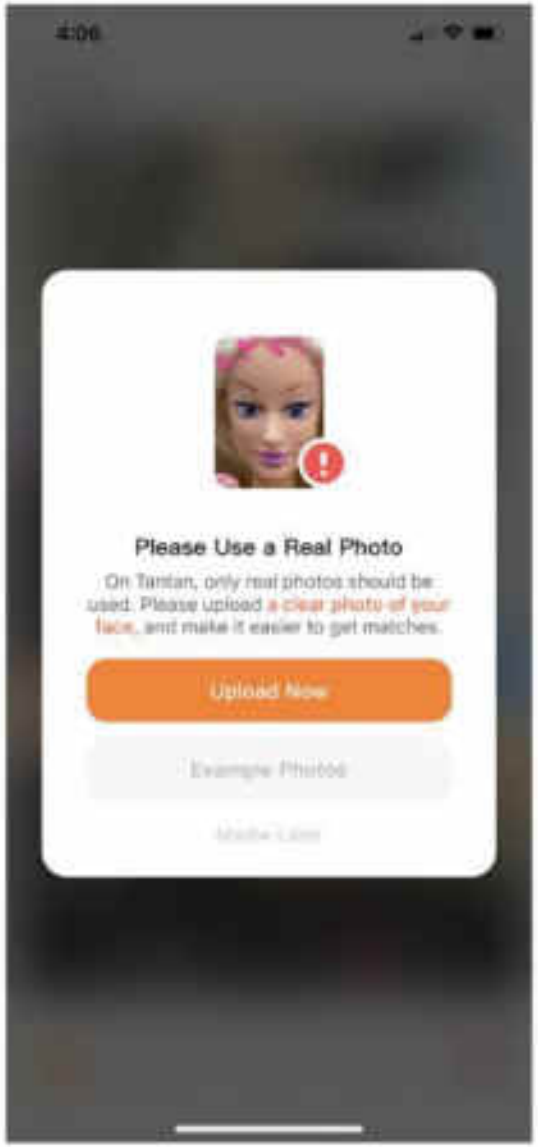


People have lots of desires for likes, followers and attention. There is a variety of medias on here in different categories, similar to instragram but in different formates and styles. People in Asia mainly use it.

By: Dan

Snapchat & Tantan





Snapchat (social media) is only for videos, so we decided to not use it (Not suitable for our plan). Tantan (dating app) needs us to upload "real" photos, it doesn't recognize Olivia, however we can still post things on there, there's random chat rooms where we can join, people are always on.

By: Dan

the L: Dating App

At last, we decided focusing on using this app, because there's not much “celebrities” on here. It's more accessible with the interactions of others and lots of people on here are those who we aim to criticize with Olivia.

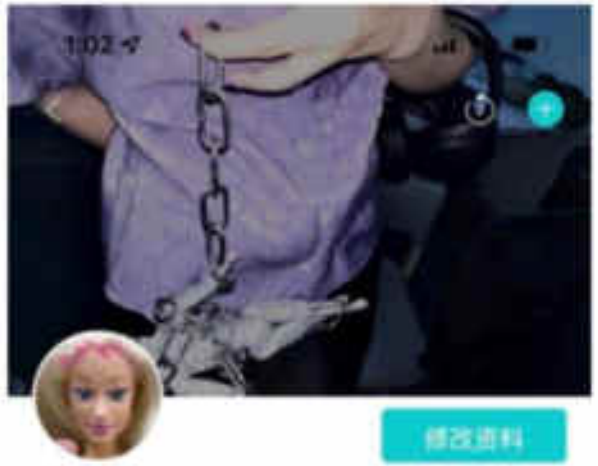
By: Dan; app found by: Sirui

People here posts direct interest of courtship, they're aim is to have a lover. They're so desperate. People here likes to send selfies of themselves.

Dating app for lesbian

So we all like evil women right? Ok, I am going to learn to become evil today

Relationship losing player



Our experiment account

Your heart would also say welcome to me?

The pigeon died in the church, crows in the nightclub is holding the rose

Some people are bitches. If I show give you a good attitude then you'll start to talk like a bitch, then when I start slagging you you start to apologize and give me money. Such a bitch, inside and out, speechless.

If you're a lesbian and still want to get married then you should buy a penis

Why Are We Using a Fake Barbie Doll?

Barbie

Word Frequency

in American English

('barbi)
US
trademark

1. a plastic doll made in the image of a conventionally attractive, slim, and shapely young woman or girl, specif., such a woman or girl with blond hair, blue eyes, fair skin, etc.

NOUN

2. *Informal*
Barbie doll

Webster's New World College Dictionary, 4th Edition. Copyright © 2010 by Houghton Mifflin Harcourt. All rights reserved.

she has everything (Barbie in a Dreamhouse)

Raquelle

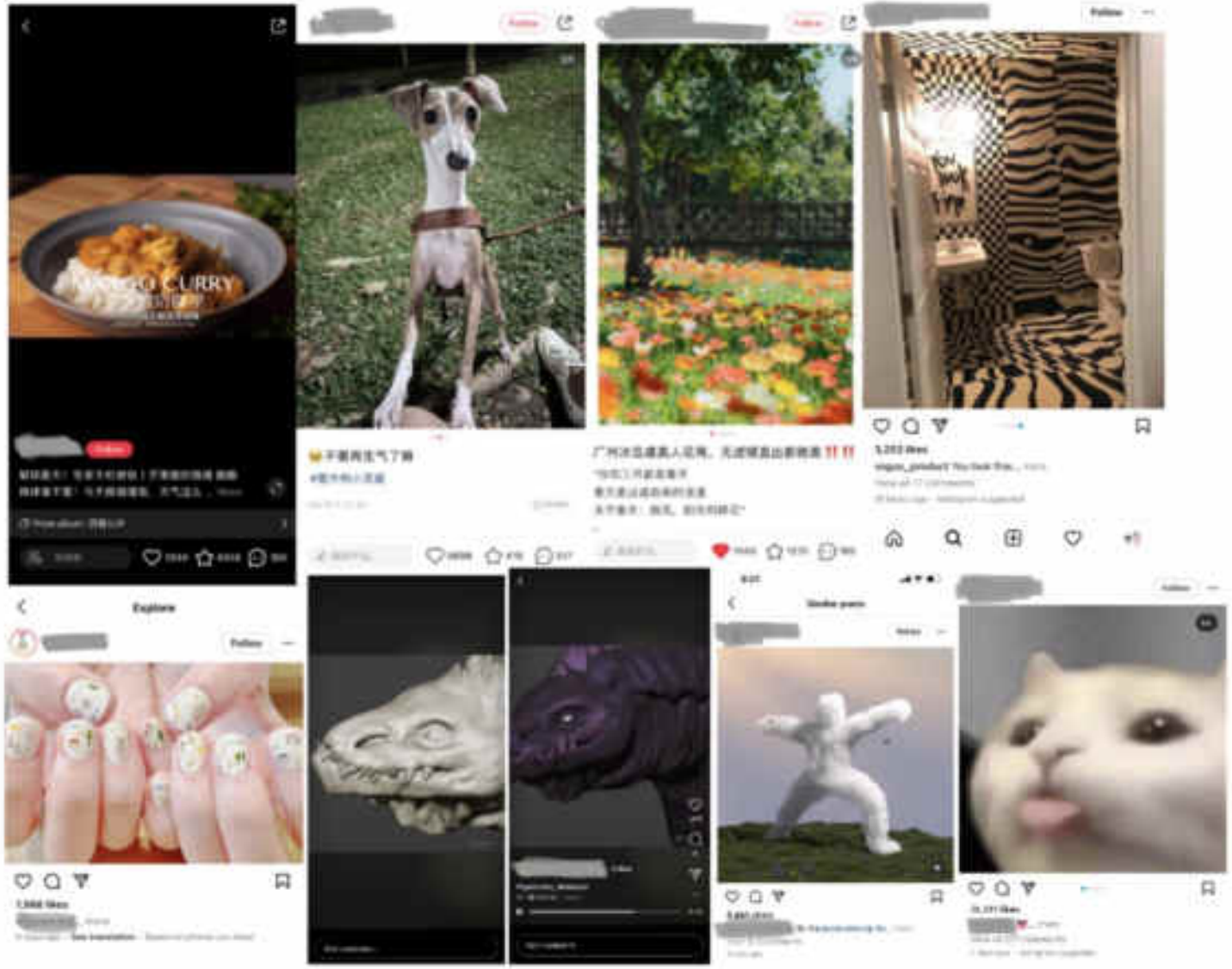
- she wants to be like barbie.
- she did lots of things to get others attension

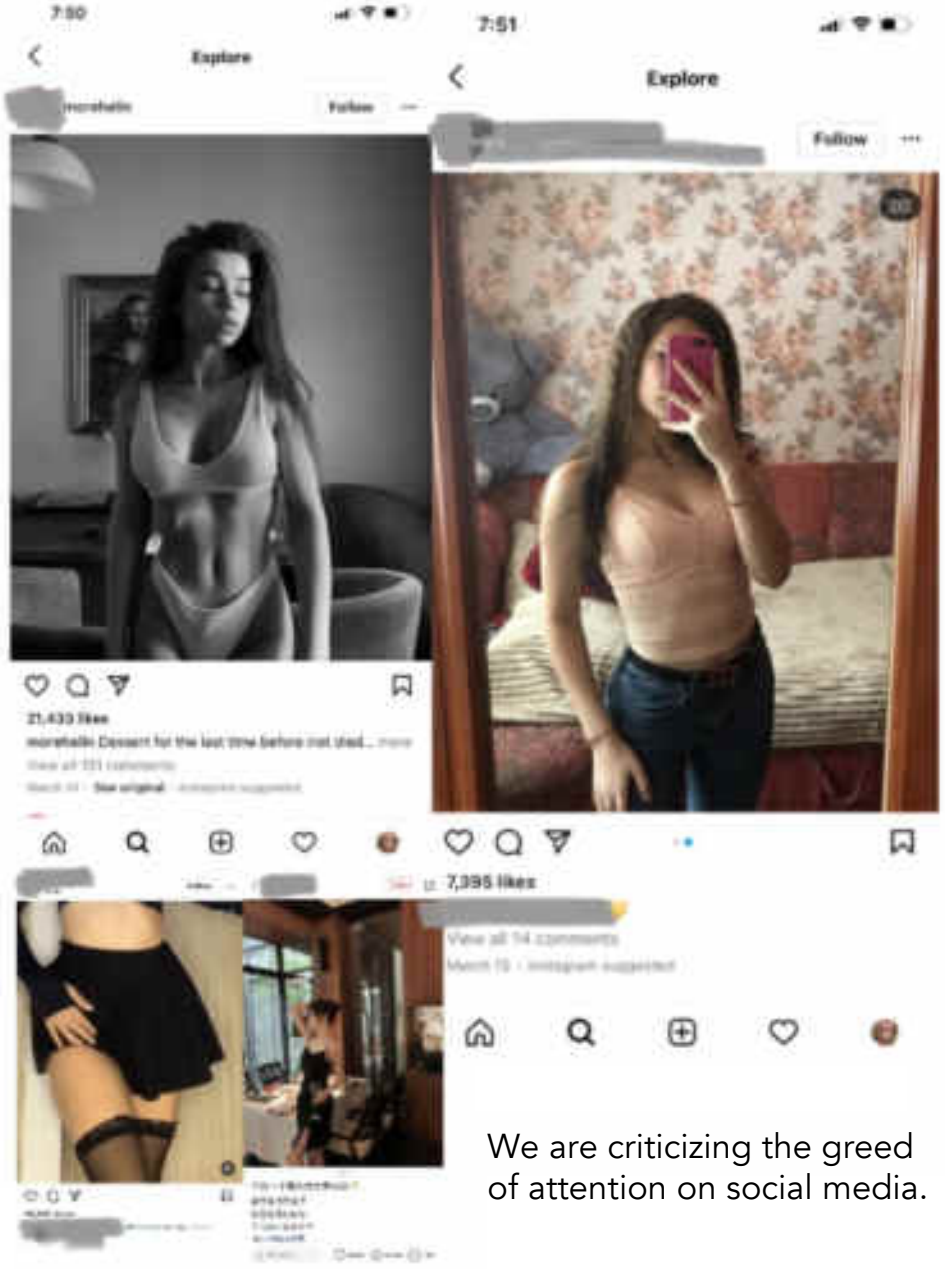
We want to create a doll like that's similar to Raquelle. This character will kind of be like barbie (appearence) but she has nothing, and she's taking her actions purposely to gain those attensions.

Raquelle is always failing to get those attension.

By: Dan

FURTHER DEVELOPMENT





Nowadays social media is not only a place where we share extra information, to some people, it gradually turned into a place to gain others attention. Due to the greed of wanting to get attention, ones are making those contents just for likes and followers.

Social Media in this: Red; Instagram

We are criticizing the greed of attention on social media.

By: Dan

"It can be seen from the expert's research on college students' social media addiction that college students pay more attention to their own speech when using network social tools. They tend to vent and express their feelings rather than pay attention to social hot spots and trends. (4) They are addicted to social networking tools on the Internet because they lack love and care in real life, or they live in a small corner and yearn for others' attention and self-expression."

Research on the influence of Online dating tools on college students. Guide to Journalism studies [Internet]. Vol.7 No07. p 87. Tang, Q. L. (2016) Available from: <https://wap.cnki.net/touch/web/Journal/Article/XWDK201607055.html> [Accessed 23 March 2022]

"According mainly to Chinese teenagers, the proportion of internet users are mostly aged 20 to 29."

网络空间不受时空限制，从而具有虚拟性、匿名性等属性，引起了社交中个体物理特征（像外貌）的重要性的减小、非言语交流重要性的减小、人们自我表露性和主动性提高等后果。

个体有充足的时间去思考然后编辑自我呈现的信息，减少现实空间中不擅长的语言、表情的表达带来的社交焦虑。

桥际性人际关系和联结性人际关系，前者-限于认识的人之间并未深人发展的人际关系（即弱关系）后者是相互了解的个体间亲密的人际关系（即强关系）

研究表明，大学生通过网络交往增加了桥际性人际关系的数量

麻省理工学院教授雪莉·特克尔提出"群体性孤独"这一概念，用来解释在网络中积极活跃却在现实生活中陷人孤单的现象。

有一定社交障碍的大学生比社交能力强的大学生和有严重社交障得的大学生更乐于在网络社交中交友。有一定社交障碍的大学生和社交能力强的大学生相比，在现实空间社交时更具有社会焦虑和消极情绪。

根据社交补偿模型，网络交往匿名性的特点有利于个体隐藏自己的身份，减少孤独和内向个体在网络交往中被讪笑和拒绝的可能性——更轻松地与他人建立人际关系。

- 一定社交障碍的大学生更乐于在网络中社交，且更容易沉溺天网络社交
- 他们更希望与网反建立起亲密关系，所以更倾向于将自己的个人信息提供给网络上的陌生人。

Cyberspace is not limited by time and space, so it has the properties of virtuality and anonymity, which leads to the decrease of the importance of individual physical features (such as appearance), the decrease of the importance of non-verbal communication, and the improvement of people's self-disclosure and initiative

Individuals have enough time to think and edit the self-presented information to reduce social anxiety caused by language and facial expression that they are not good at in reality.

Bridging interpersonal relationships and connective interpersonal relationships, the former - limited to people who know each other and not deeply developed interpersonal relationships (i.e. weak ties), the latter are intimate interpersonal relationships between individuals who know each other (i.e. strong ties)

Research shows that college students increase the number of Bridging interpersonal relationships through online communication.

Sherry Turkle, a professor at the Massachusetts Institute of Technology, coined the term "group loneliness" to explain the phenomenon of being active online but lonely in real life.

College students with certain social disorders are more likely to make friends in online social networking than college students with strong social skills and college students with severe social difficulties. College students with certain social disorders have more social anxiety and negative emotions when socializing in real space than college students with strong social skills.

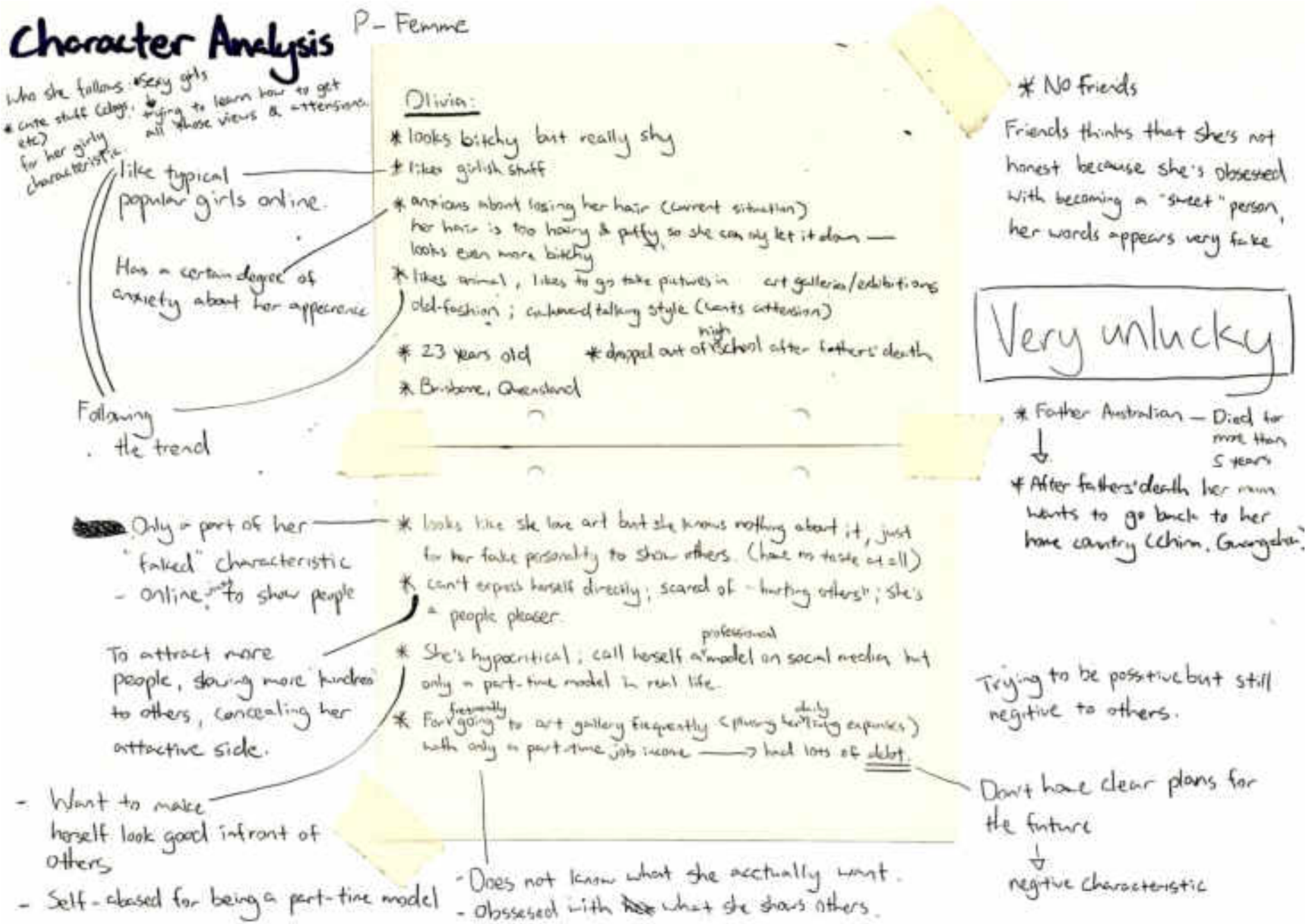
According to the social compensation model, the characteristics of anonymity in online communication can help individuals hide their identity, reduce the possibility of lonely and introverted individuals being laughed at and rejected in online communication————— establish interpersonal relationships with others more easily.

- College students with certain social barriers are more willing to socialize on the Internet, and are more likely to indulge in online social networking
- They tend to like to provide their personal information to strangers online because they want to establish an intimate relationship with the Internet

Li, X and Yu, Ting. (2021) A Study On The Relationship Between College Students' Social Competence And Online Social Behavior. School of Management, China University of Mining and Technology [Internet]. Available from: <https://wap.cnki.net/touch/web/Journal/Article/DLCS202101051.html>

Information supporting our idea of social media, and the virtual character we created with a doll named Olivia.

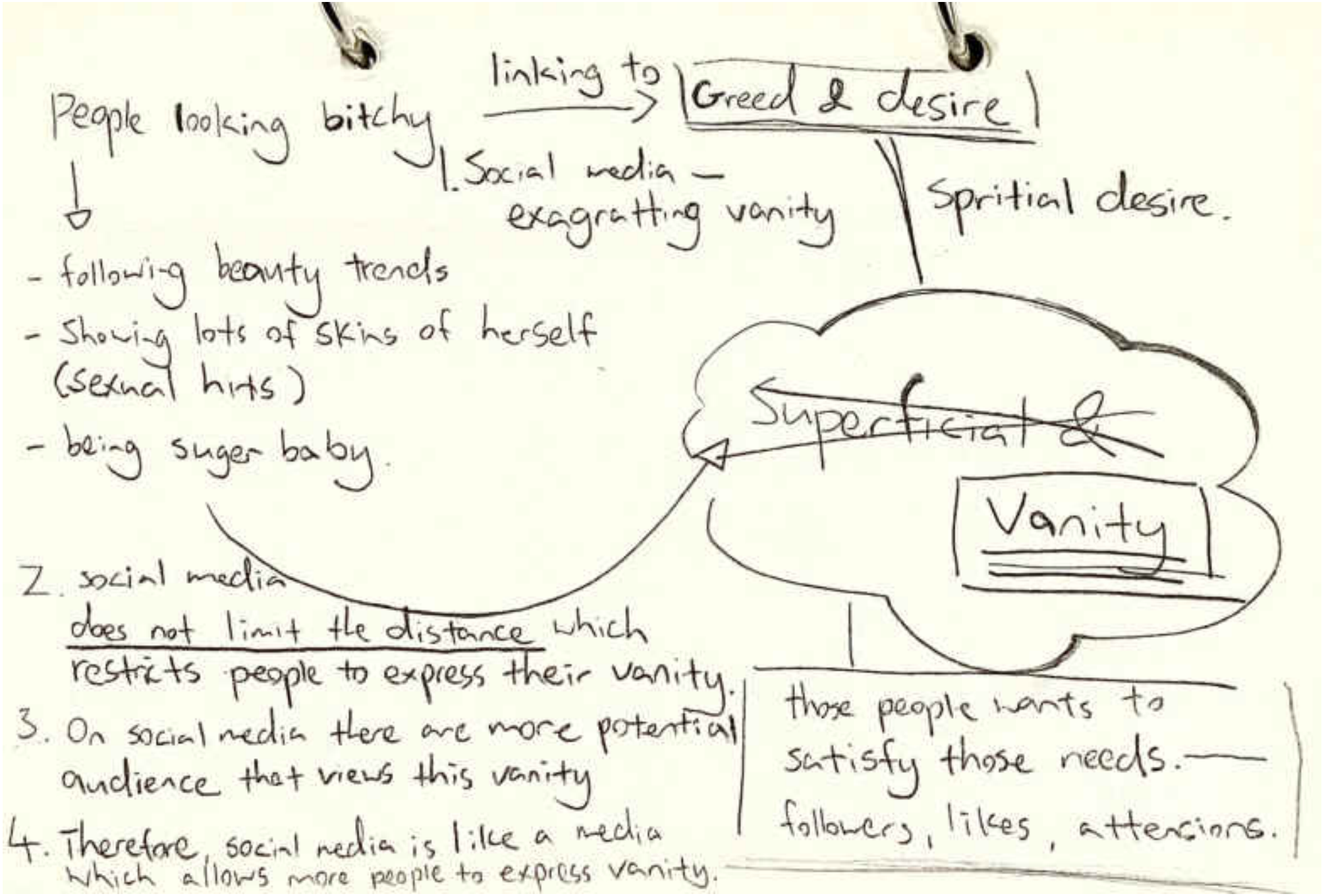
Organized & translated by: Dan



CHARACTER ANALYSIS-OLIVIA

This is the details of Olivia we created. She has been refined as she talks to others and post contents.

Created by Dan & Sirui; organized by: Dan

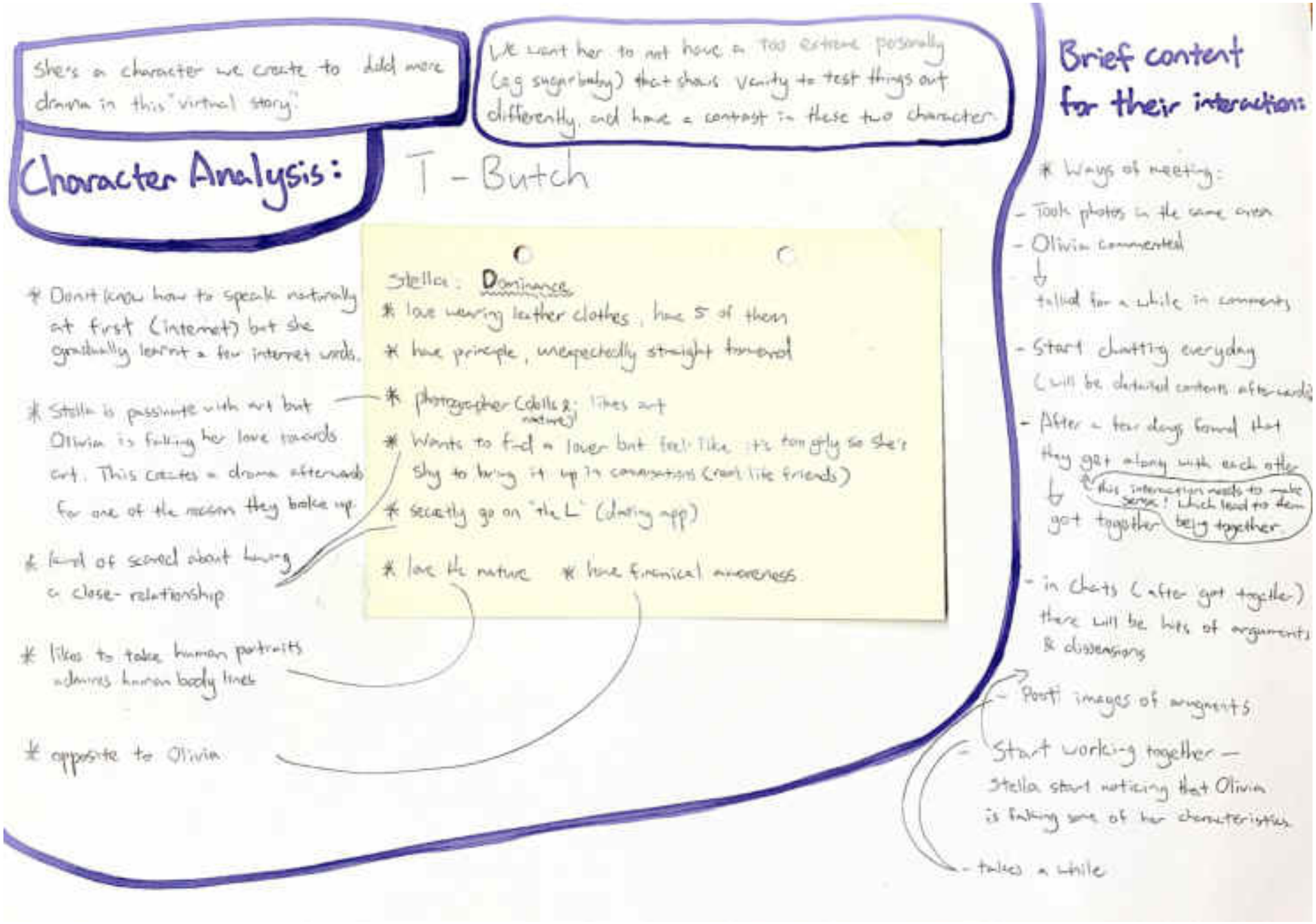


EXPLAINATIONS:

These are some explanations of why we made Olivia like this; people we are judging; the definition of greed which we mention and why we choose to use social media. (Details of our concept)

<u>Concept review:</u>
Having too much greed (vanity-spiritual desire) twists one's behavior on social media, we are exploring and criticizing about this concept.

By: Dan

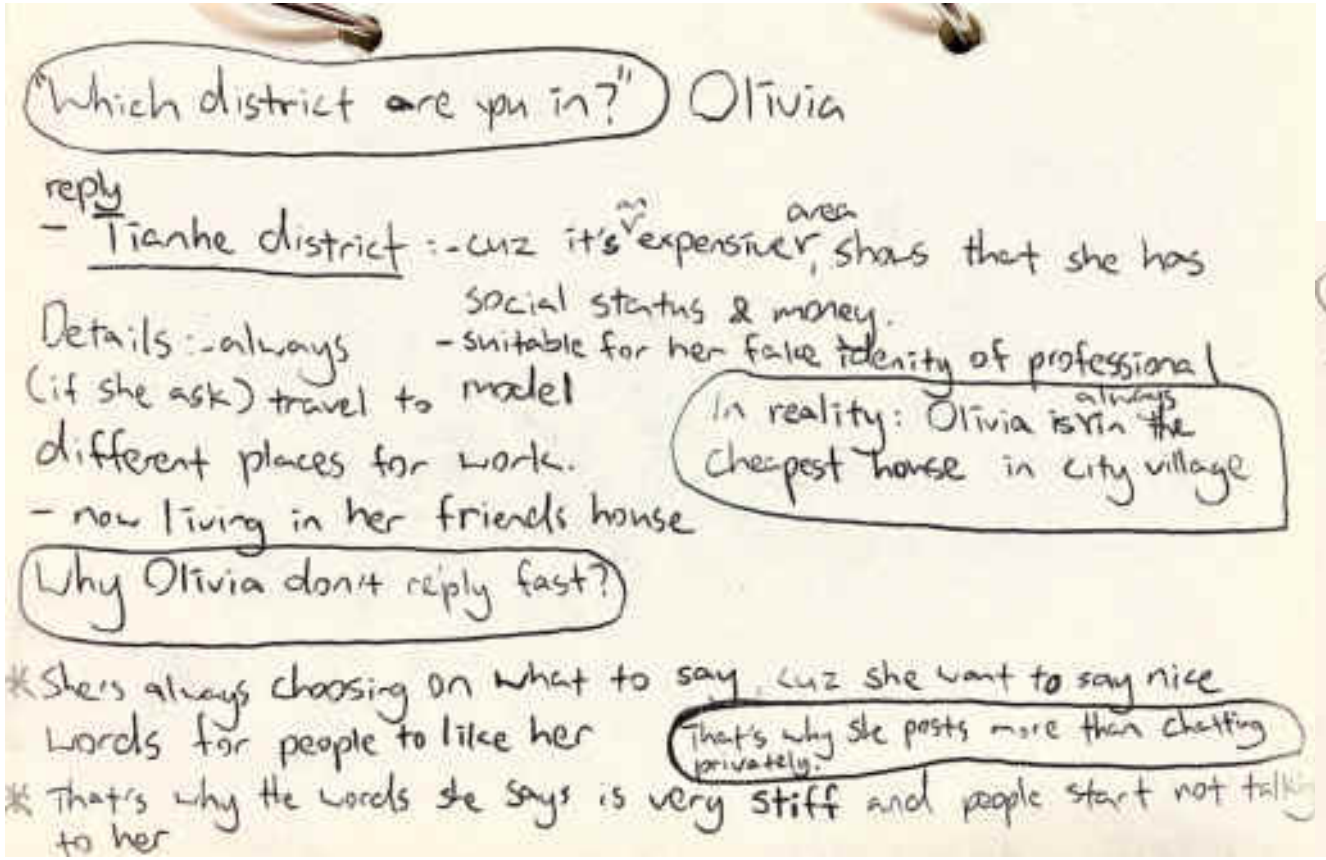


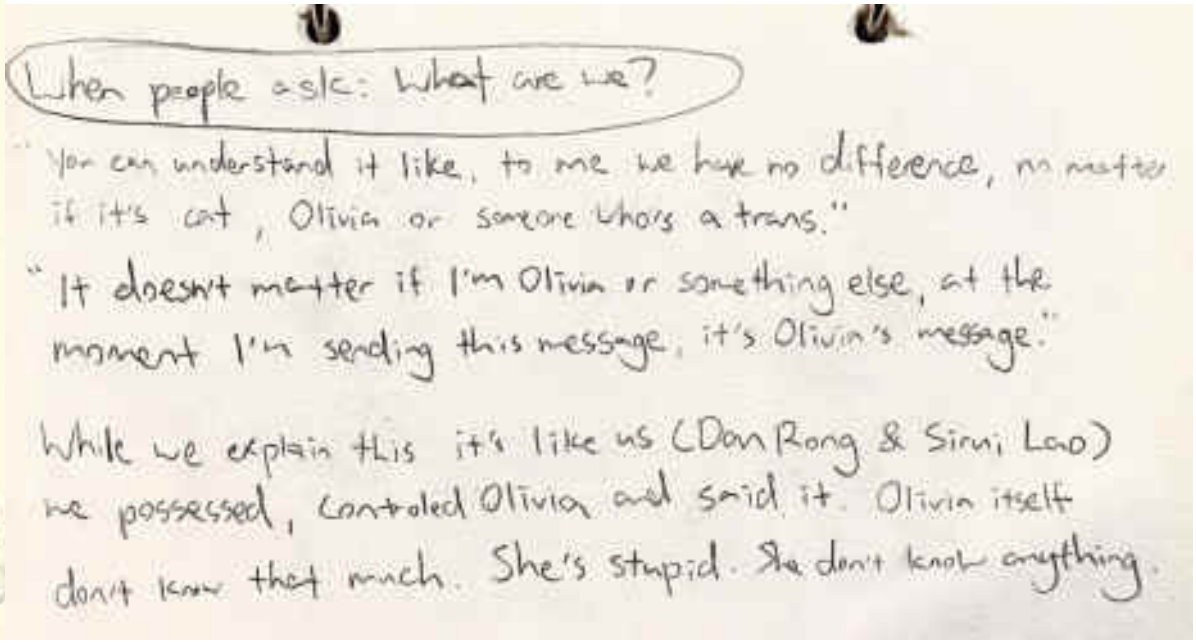
CHARACTER ANALYSIS-STELLA

This is the details of Stella we created and also a brief outline of their interactions.

Created by Dan & Sirui; Organized by: Dan

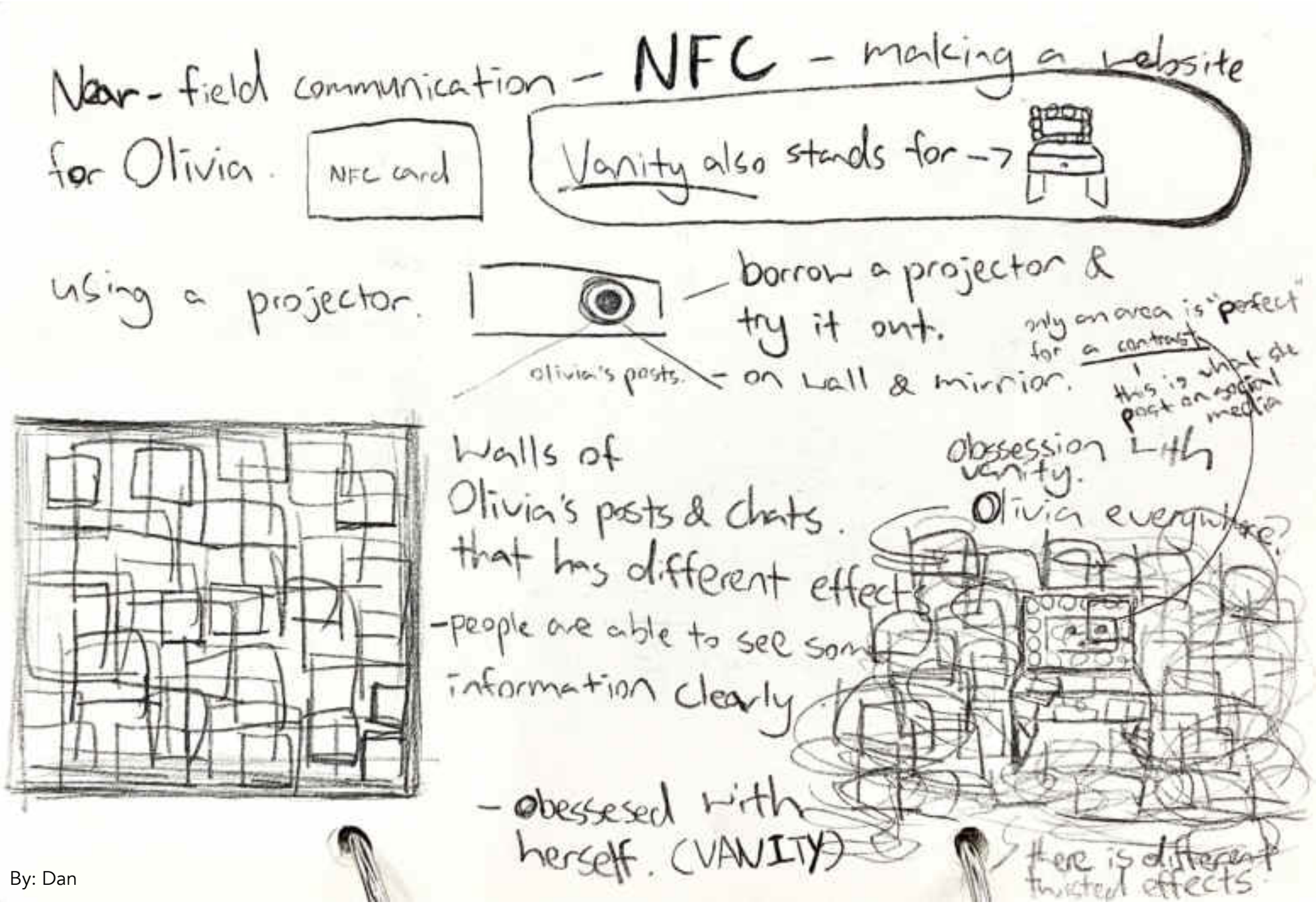
DEVELOPMENT OF OLIVIA





These are some refined information for Olivia. During the process of creating her account on "the L" different people asked different questions, this helped us to enhance the overall information about Olivia. Olivia became much under our control as we become more clearer about our concept.

Discussed together; organized by: Dan



By: Dan

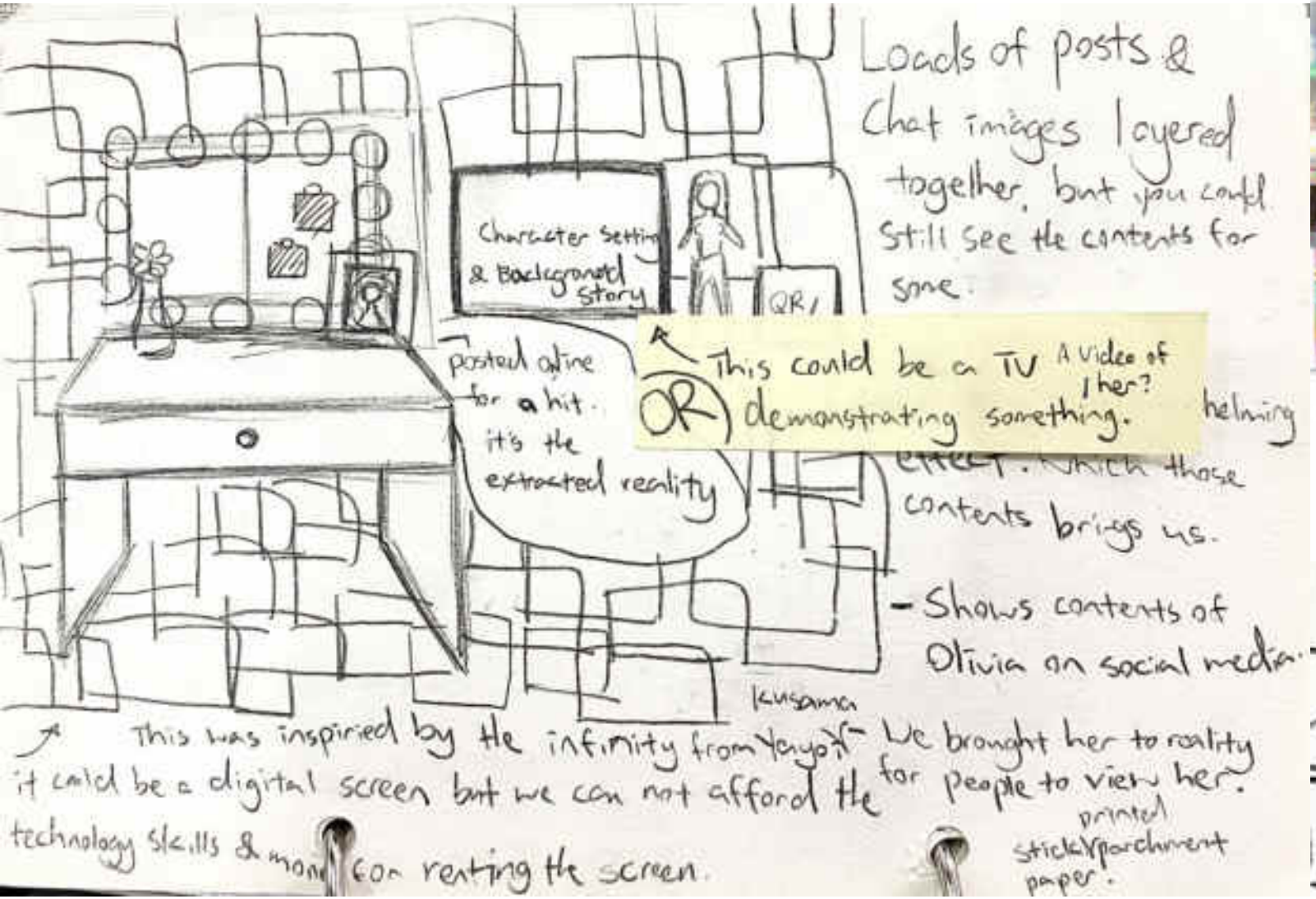
DISPLAY IDEA

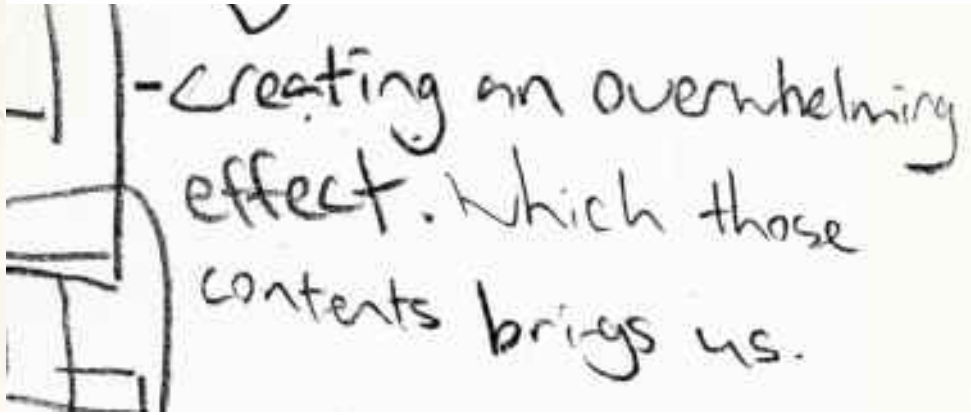
-NFC card? Near field communication
-Using a projector for Olivia's posts?

How could we visualize Olivia demonstrating our concept?

Plan: old make-up mirror table (the opposite of the reality) + an area on the mirror & table that's nicely decorated and set up (connection to social media; faking a perfect characteristic) + wall of Olivia's posts and chats even on the table (obsessed with herself — vanity) + daffodils (blinded by vanity)

By: Dan





REFINED DISPLAY IDEA-MAKE-UP TABLE

By: Dan

TATE

By: Dan

Cildo Meireles Babel 2001

The overwhelming information which the mass of media creates. This 'tower of incomprehension' is comprised of hunderds of radios, each tuned to a different station. Cildo Meireles used a huge mix of radios to create this overwhelming effect of what these huge chunk of media brings us. It's overloading and leads to failure of communication.

Umberto Boccioni, Unique Forms of Continuity in Space 1913, cast 1972. Tate

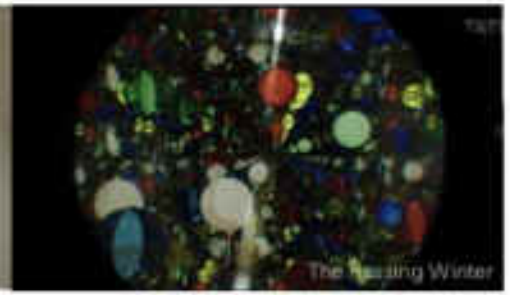
Technology has influenced the world in many ways, such as in how people worked, communicated and relaxed, not only these, it also impacted how artists represented a fast-changing world.

"Artists wanted to capture the speed of modern transportation, the rapid pace of industrialisation and the transformative power of technology."

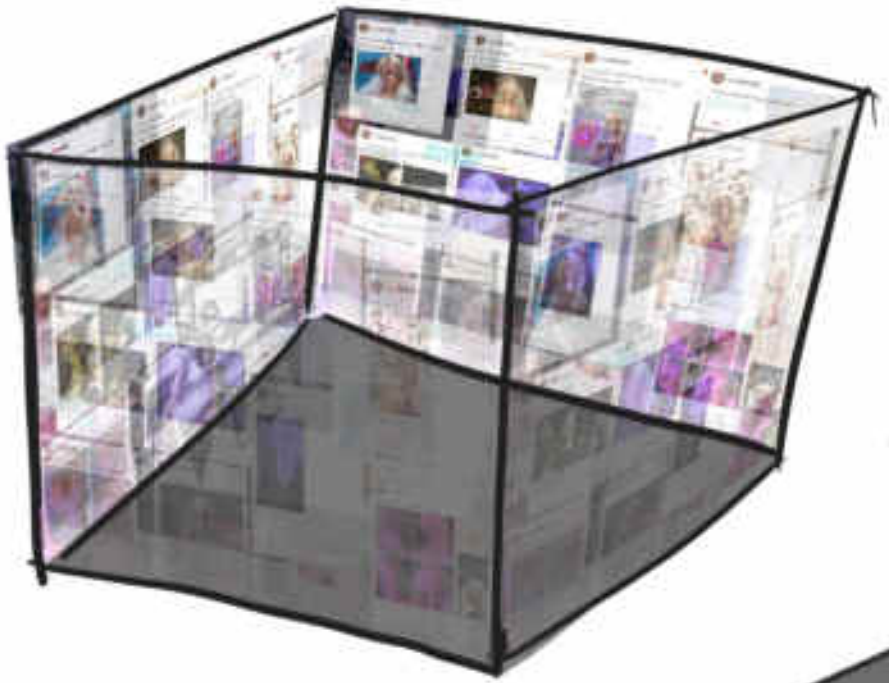
This sculpture is the shape of the rapidly changing word from the power of technology.

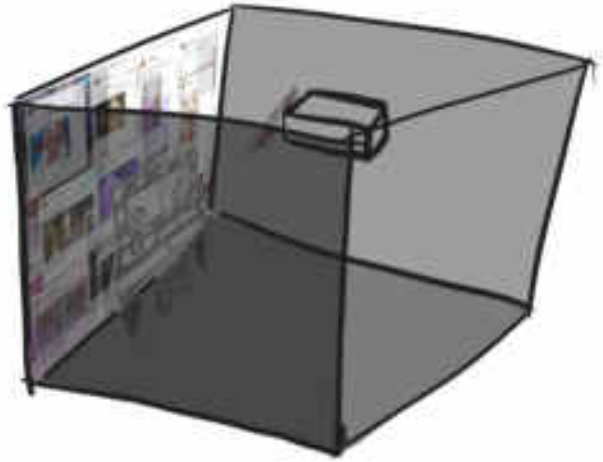
"Since 1977 **Kusama** has lived voluntarily in a **psychiatric institution**, and much of her work has been marked with obsessiveness and a desire to escape from psychological trauma."

In her works, she's trying to show the audience what she sees in her world.

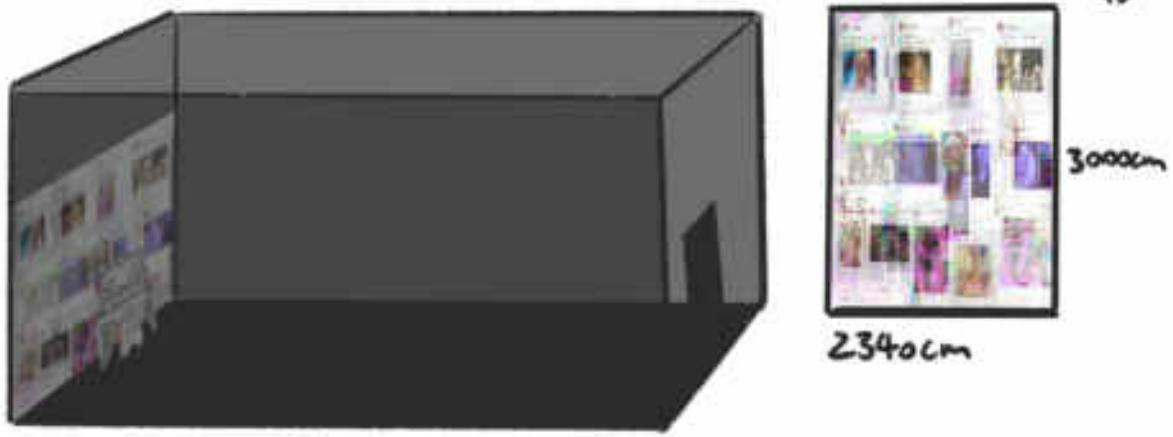


She used lots of **mirrors** to present the effect of an infinite world that is profound. It repeats the dots which she sees. The effects are stunning.





cannot project on the whole wall, not practical. → change to



long corridor for a sense of pressure from social media. That's why we only want one wall with projector.

FINAL PLAN 1

This was the first final plan we drew and decided to use.

Inspired by Kusama's work -- the infinite world of dots (psychological trauma) she visualizes.

Discussed together; organized by: Dan

The visual effect of the projector is very suitable for the digital vibe of displaying her out there to the audience.

On social media, it's the Olivia that’ s elaborately disguised
In reality, Olivia is almost the opposite of that on social media.

Olivia is someone who's poor and pedantic, but she wish to be glamorous on social media. We decided to make the makeup mirror-table old an dirty and keep the mirror itself nice and clean to present the type of people that’ s similar to Olivia a sense of fragmentation between the reality and virtual reality. The neatly organized mirror will be posted on social media (on Olivia;s account) to give the audience a hit that it’ s like a connect between the virtual world and reality which we are bring.

After some organizations of ideas, we are much clearer about what we are trying to convey. **We are using Olivia as a media to criticize those on social media satisfying their vanity, packaging him/herself “perfectly” to obtain this sense of vanity.**

We emphasizes Olivia is fake, it’ s just plastic, it’ s a fake Barbie doll, its just a script, and it’ s characteristic is made up—-the opposite sides of reality and virtual reality, is like internet celebrities or stars create their own profiles for popularity and attention.

Social media traps people with a strong sense of vanity into the trap of keeping up with the joneses, constrained them to a the trap of comparison and gaining attentions, regularly maintaining an audience that feeds their vanity.

The details of the makeup table include daffodils, a reference to Narcissus, who fell in love with the reflection of his beauty and drowned. After he died, he became a daffodil. We added daffodils to the makeup table to symbolize the “Olivia” group, who are blinded by their own vanity like Narcissus.

Olivia's portrait will also be displayed on the makeup table to give viewers a stronger sense of "Olivia's make-up table" Those carefully chosen selfies and portraits hints the audience her made up characteristics and backgrounds.

From some researches, we found that the word vanity as a noun also means the make-up table we choose to use.

We purposely made Olivia to clumsily mimic and act her characteristic out to satirize those celebrities who make things up. They cover themselves with flawless characteristics and use wise ideas to gain attentions.

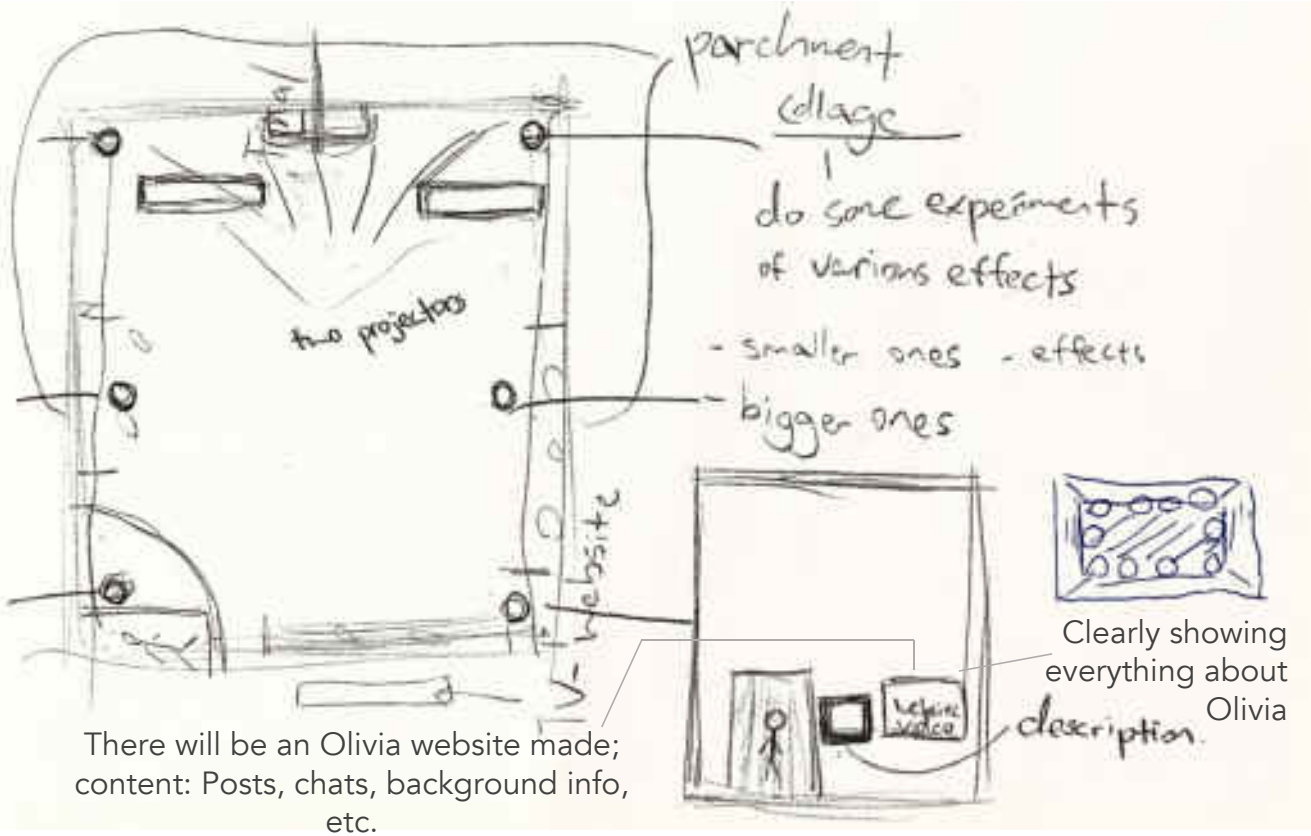
While creating Olivia on social media, we exaggerated her insincerity, creating an overzealous, uncomfortable hypocritical state in order to satire those group of people who have no limits for their actions just to satisfy their vanity and gain others like and attention.

Our final concept: Olivia is representing the group of people who: cover themselves with flawless characteristics and use wise ideas to gain attentions, aiming to satisfy their vanity and gain others likes and attentions with any ways that’ s possible. **We are using Olivia as a media on social networks to expose and criticize them in reality. During the time, we also explore about this phenomenon.**

FINAL ANAYLSATION

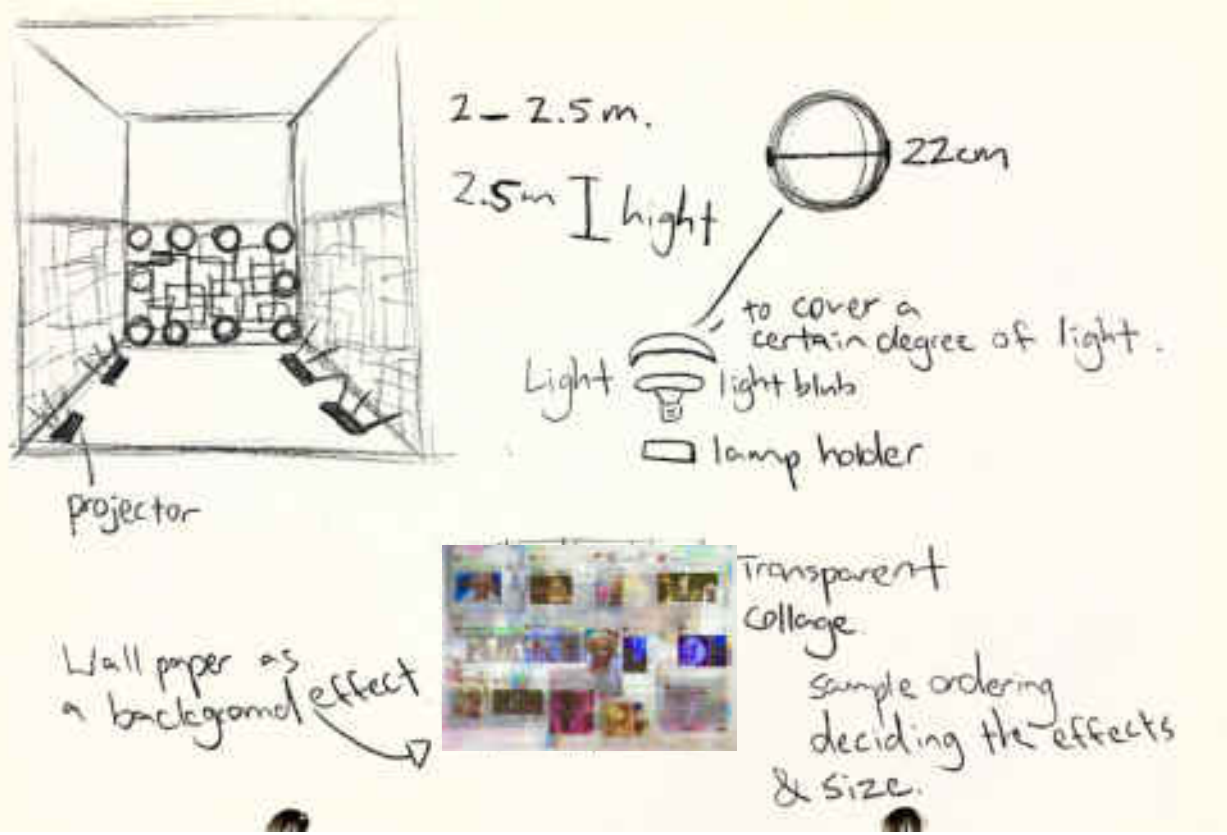
These are some detailed explanations of reasons for each decision and some conclusion of ideas.

Written by: Dan; edited by: Sirui



There will be an Olivia website made; content: Posts, chats, background info, etc.

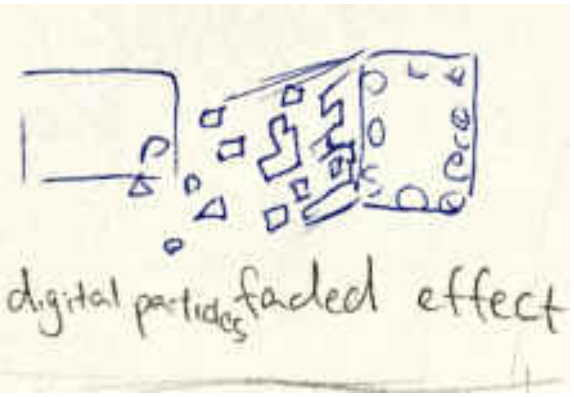
Clearly showing everything about Olivia



ADJUSTMENTS

These are some adjustments made on the layout for it to be **more practical** and for **better effects**. Improving the overall effect of this space, we decided to not use the actual make-up mirror (vanity). We will mimic one **huge make-up mirror** on the whole wall, it's still representing vanity but with a stronger vibe. **Inside this "mirror"** there will be collage of Olivia's social media account. For the **left and right walls**, Olivia's social media account will be projected. These elements will be creating a **virtual space of Olivia** with details of her posts, chats, etc., where the audience could view.

Discussed together; organized by: Dan

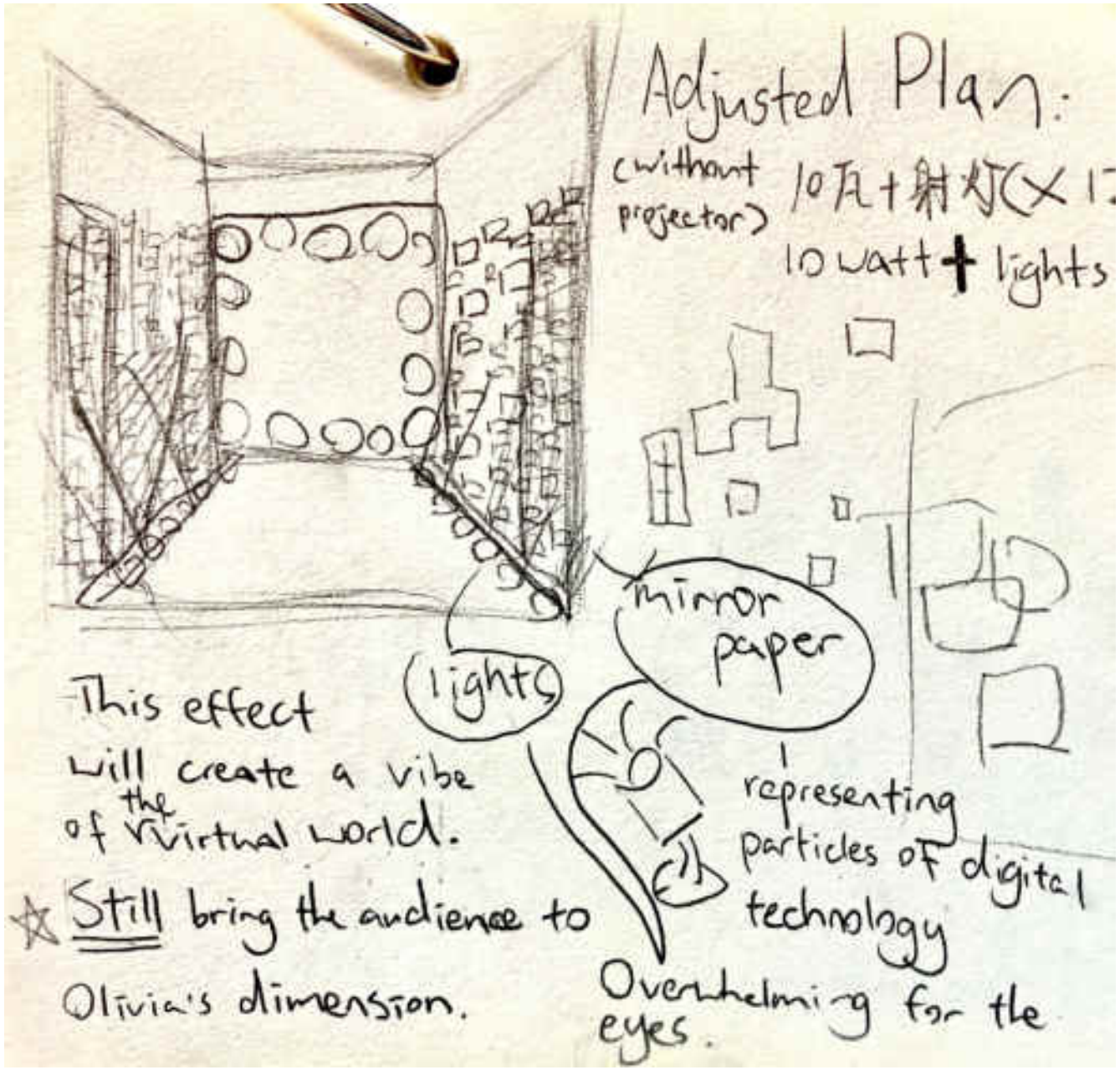


ADJUSTMENTS

We went and looked at a place to rent projectors, but it does not suit our needs. As we only had about two weeks left for making the final, we decided to not use projector for our space. (Space size: 2340x4050x3000mm)

This is the adjusted plan for our space at last. Changes are made only to the left and right wall of this space.

Discussed together; organized by: Dan



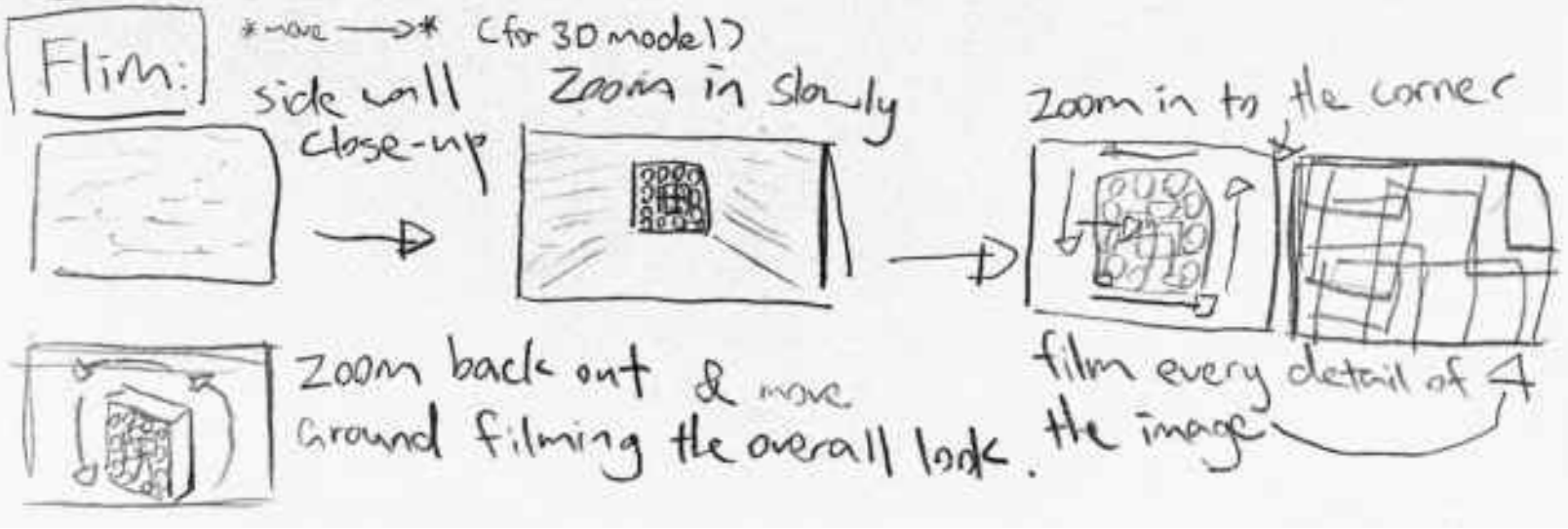
Due to COVID-19 there will be ~~no~~ offline exhibition, we won't have the space we were planing for.

Adjusted Final Plan:

1. Olivia's website -Dan Rong

2. 3D Model (C4D) of the space planned -Dan Rong

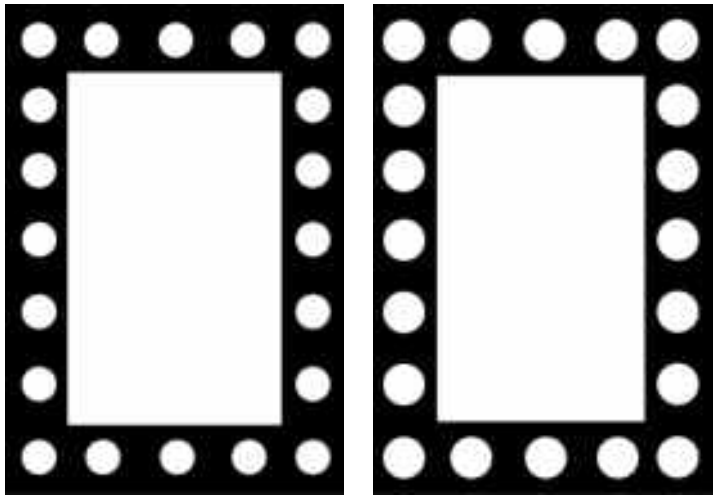
3. Mini Sample of the space we planned -Sirui Lao



FINAL PLAN

Due to unexpected changes some adjustments are made to our plan, there will be three parts for the final and we are making them individually.

Ideas by: Dan; talked to Sirui



Size decision

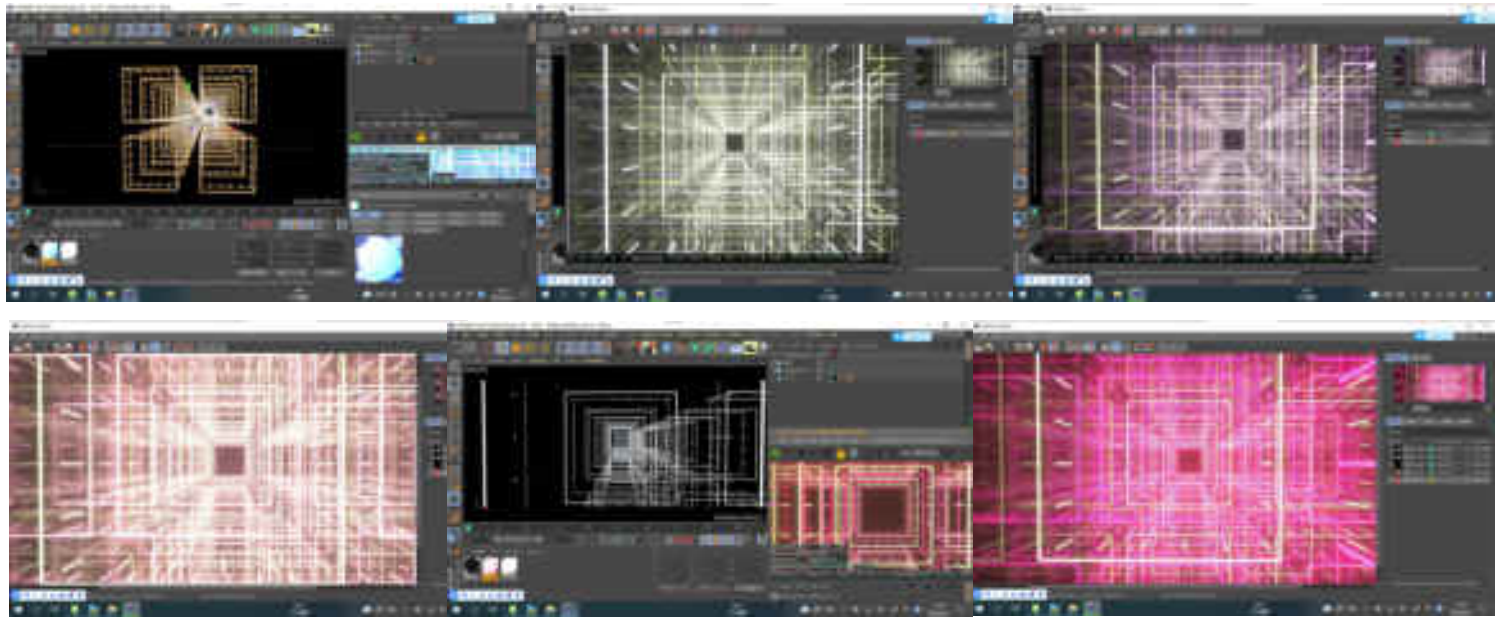
AI life size pic: 1-210x297mm; 2-148x210mm (used); Light bulb: 30mm

By: Dan

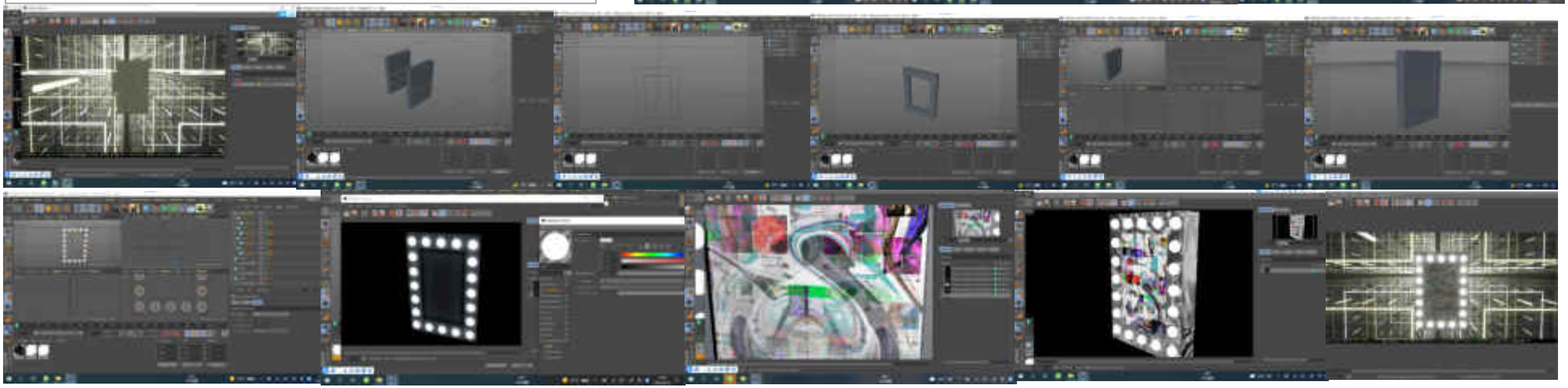
C4D MODEL MAKING PROCESS BY DAN RONG

Brought space model from Taobao

CHANGING THE EFFECT OF SPACE

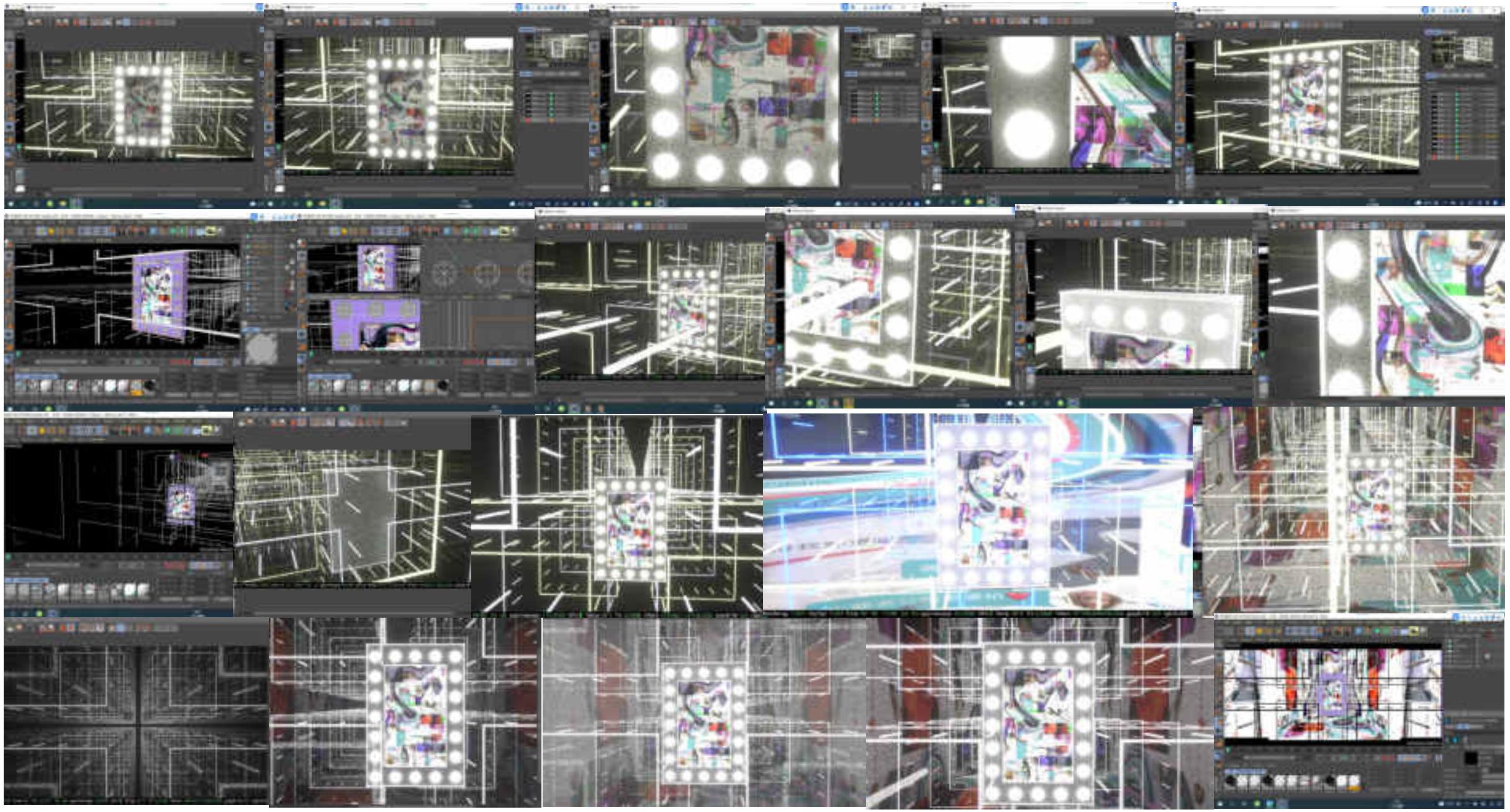


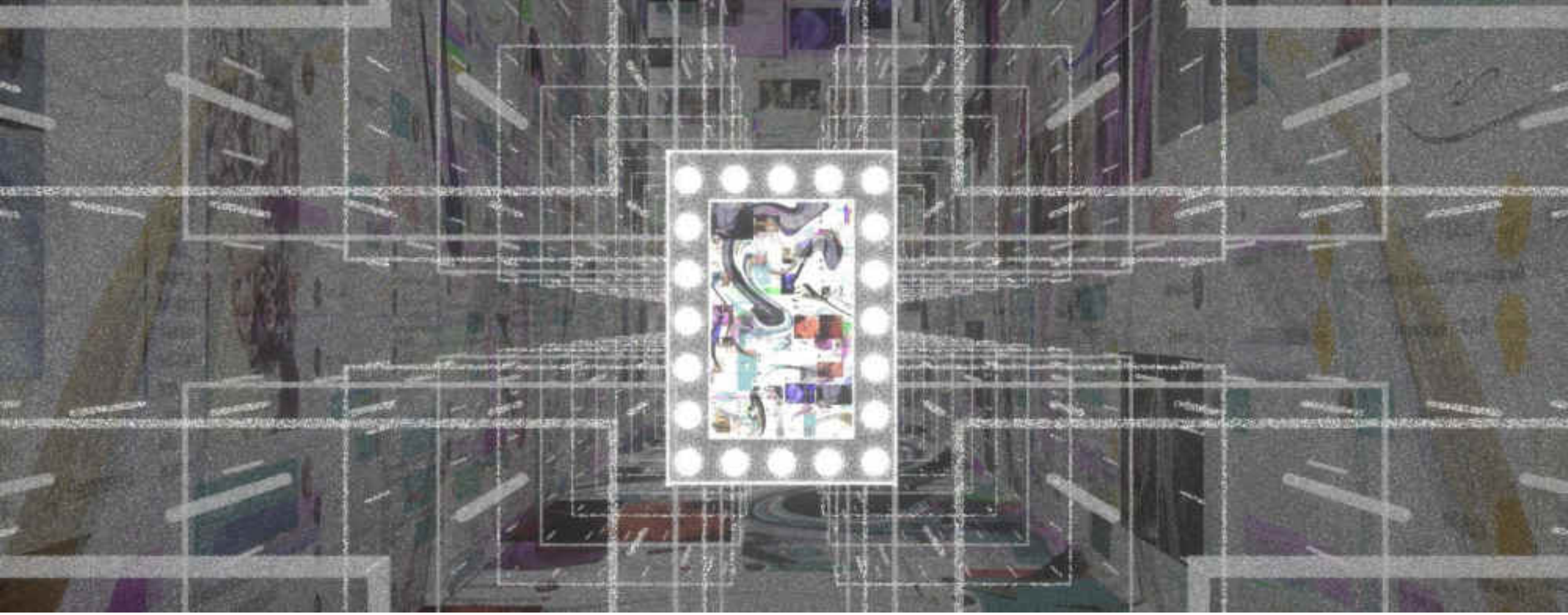
MAKEUP-MIRROR



As it is a risky attempt for a beginner like me to build the whole space by myself, so I brought a space. I will be adjusting it, and the other elements will be built by me.

ADJUSTING PROCESS





C4D MODEL-FINAL OUTCOME-BY DAN RONG

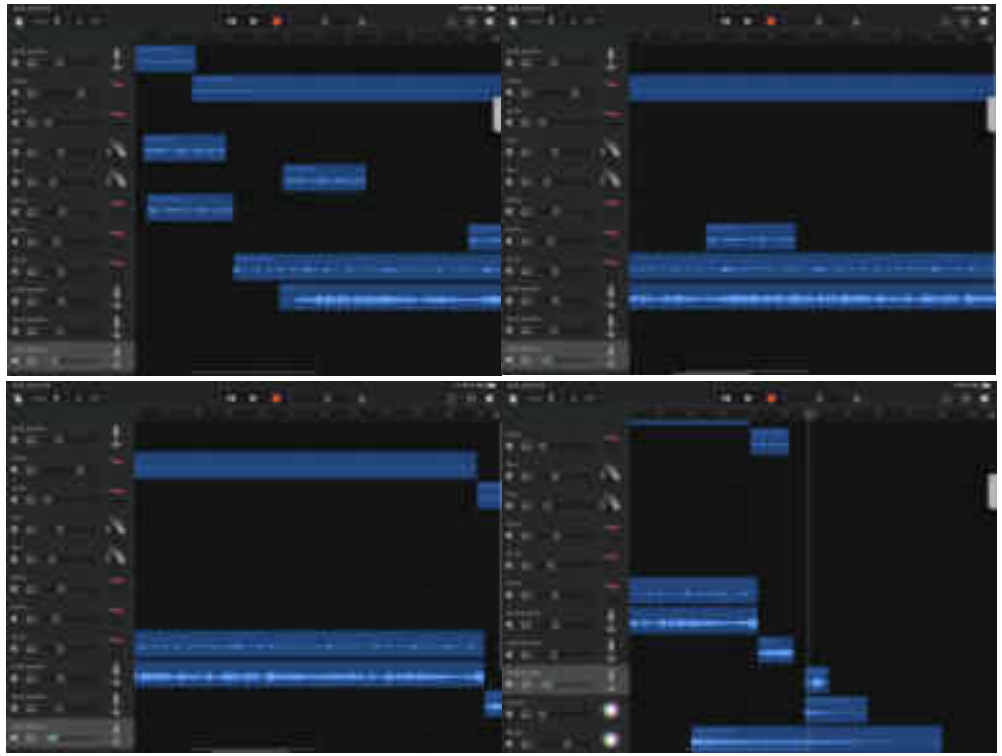
There are some adjustments made during the process for a better visual effect. I decided to keep the idea of having Olivia's posts and chats covering this whole space. This will create a much stronger vibe of “Olivia's Space” The lightings & mirror table of the space are adjusted creating a stronger vibe of “the digital world”, it gives a feeling that the audience are viewing inside Olivia and seeing everything in it. It's like an exposure of the hidden side of those fancy influencers we aim to satirize. The video of this space cannot be made due to device issue. The laptop I have cannot export even for only one short scene I took in C4D.

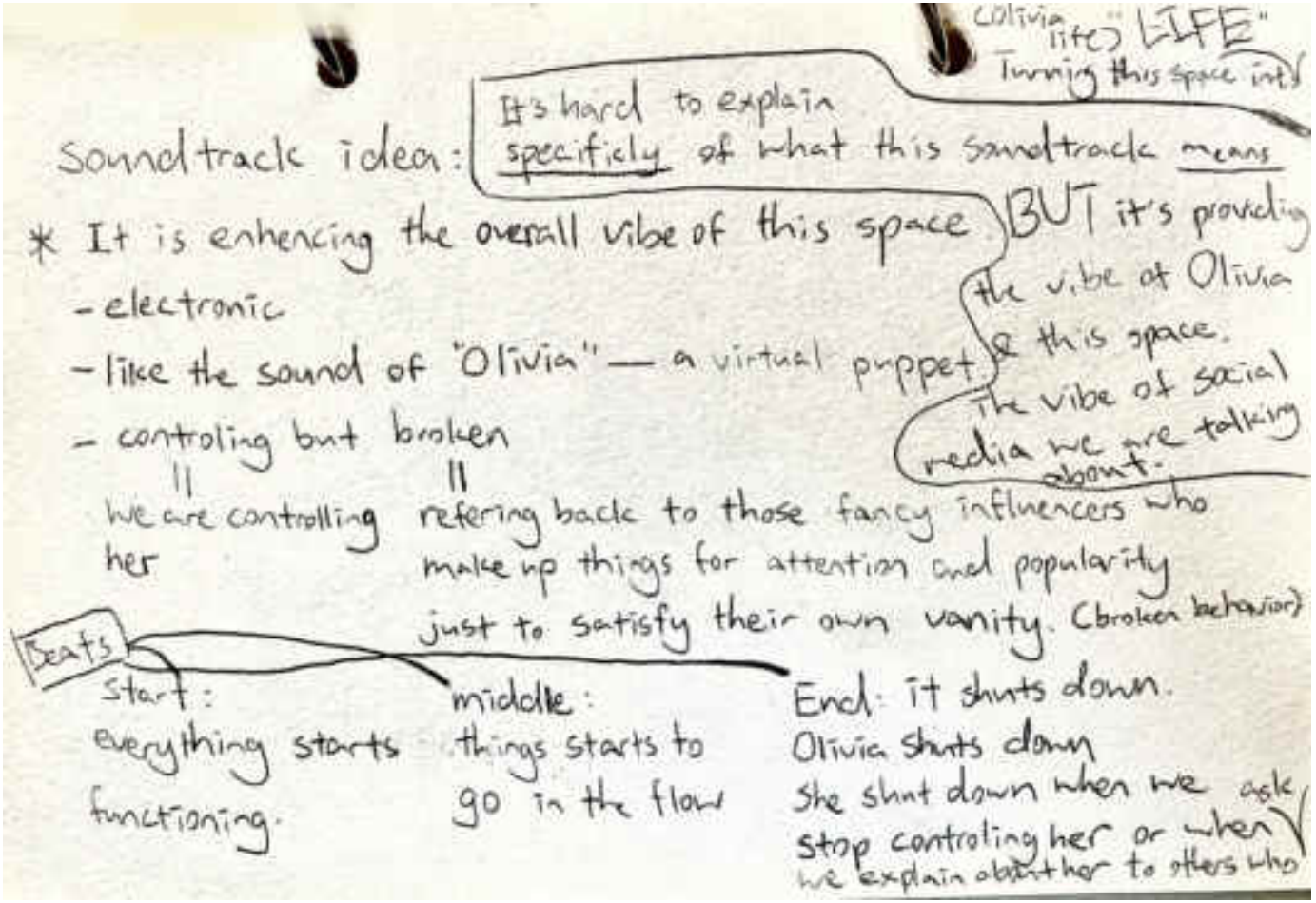
Media: C4D. Size: 10000x2000x2500cm (space); 245x355cm (make-up mirror); 14cm radius (light bulbs)

DETAILS

SOUNDTRACK-BY DAN RONG

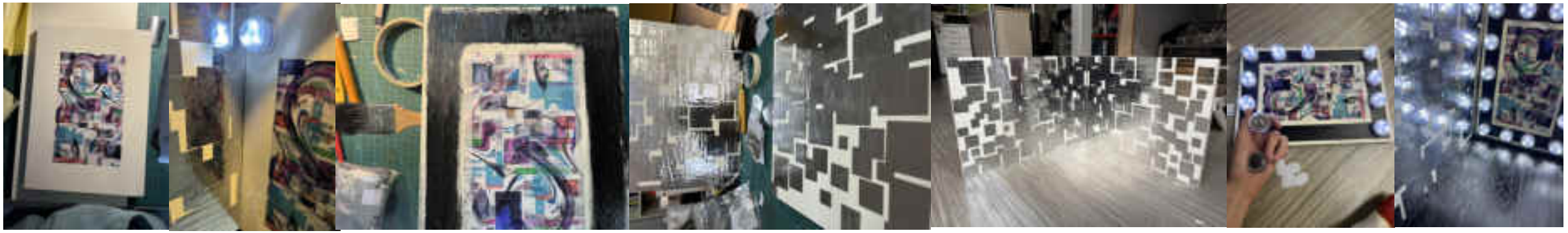
Listen on Youtube: https://youtu.be/IjcI2z_sTzs





Because I cannot film the video, there is something this space is lack of, so I decided to create a soundtrack to improve the overall vibe this space is creating. Please listen to this audio with our works.

SAMPLE OF THE SPACE MAKING PROCESS

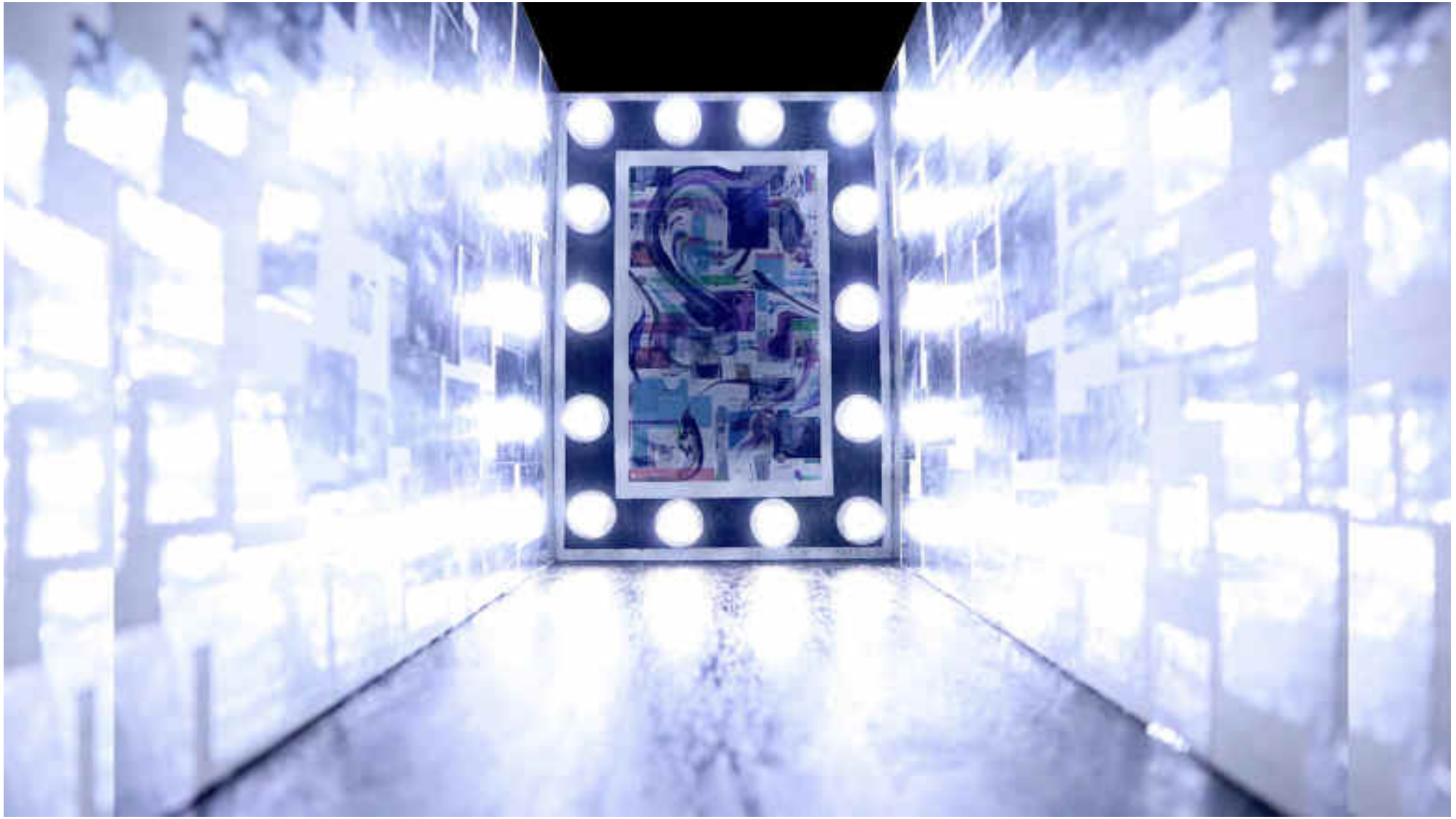


By: Sirui

By: Dan

This sample are made from the exact plan of what we planned to do for the actual space.

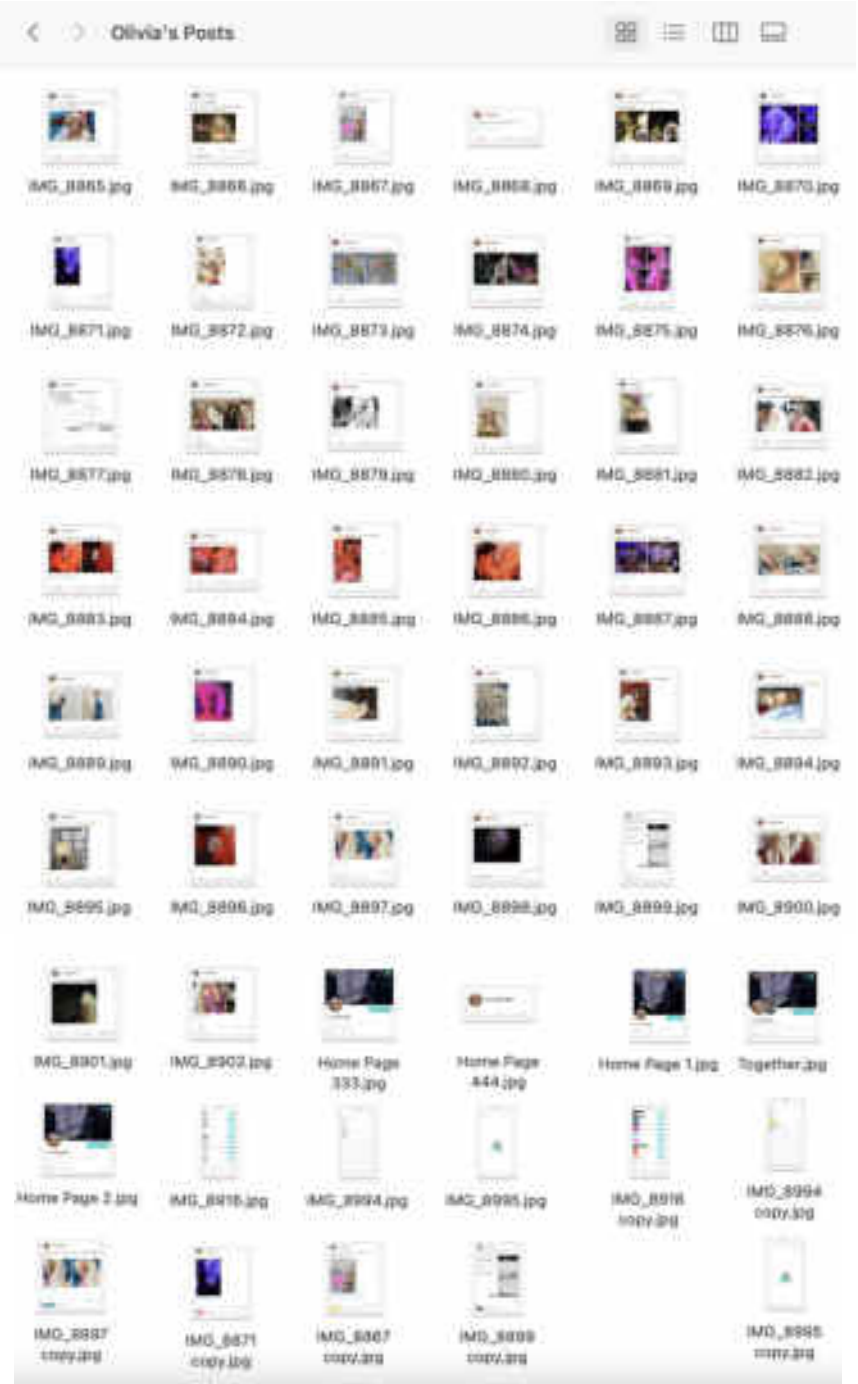
SAMPLE OF THE SPACE-FINAL OUTCOME-BY SIRUI LAO

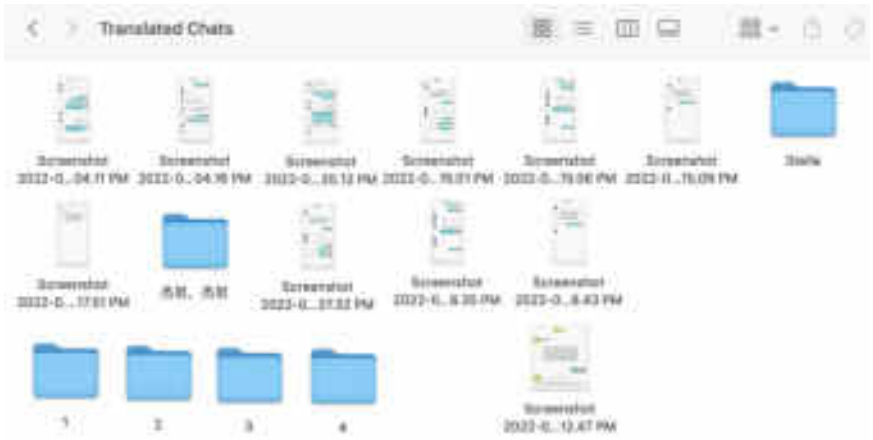


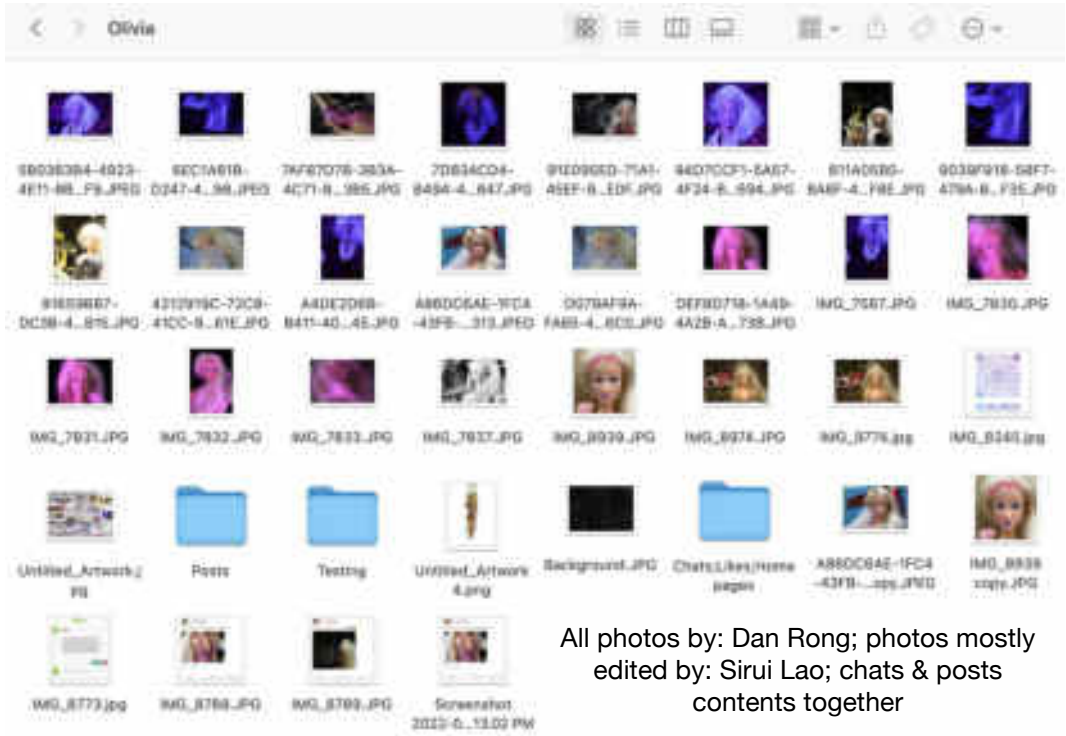
Media: wood, acrylic paints, LED lights, hot-glue gun, blu tack, mirror paper, Olivia's social media account, customed stickers. Size: 23x43x31.5cm. 2022.04

Photographed & put together by: Dan Rong

COLLECTIONS FOR WEBSITE-BY DAN RONG



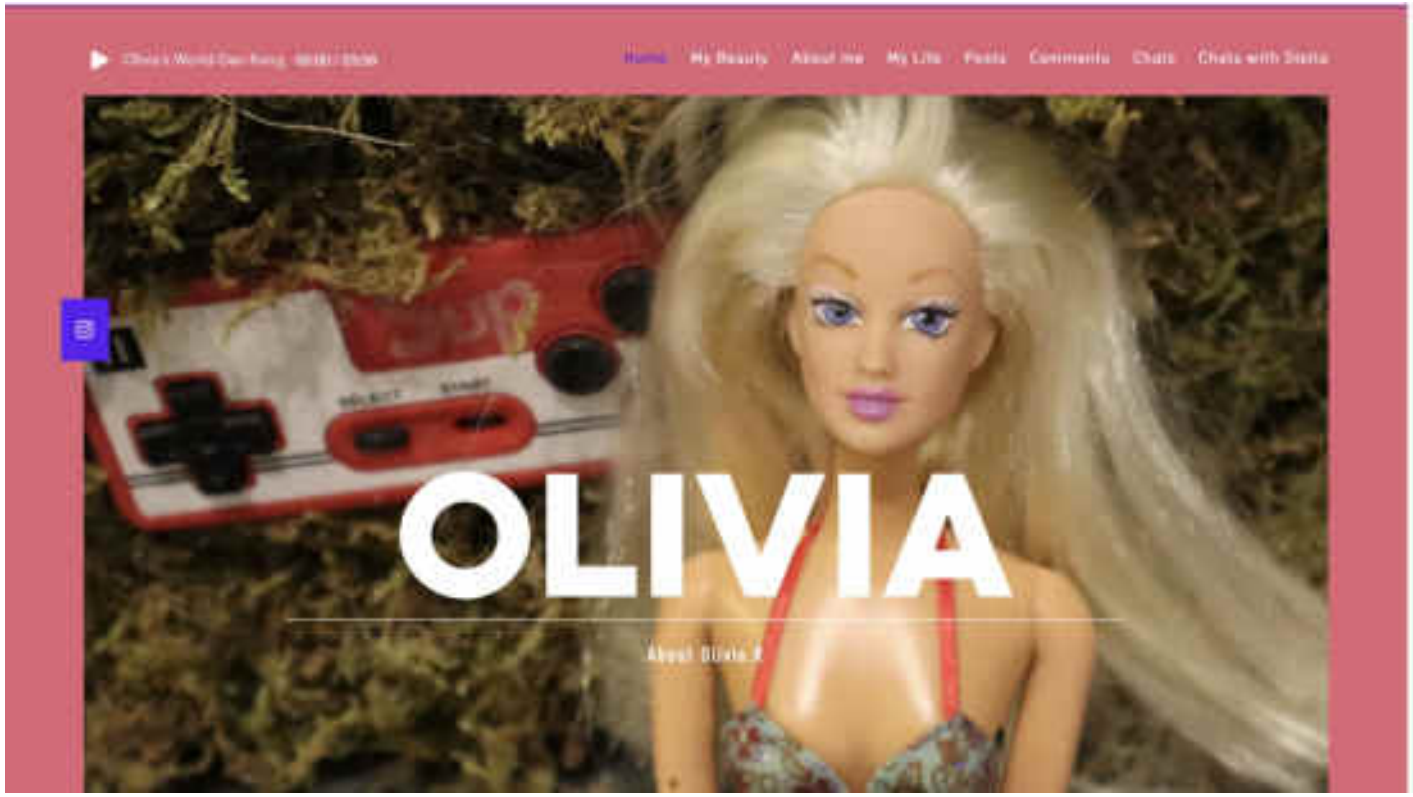


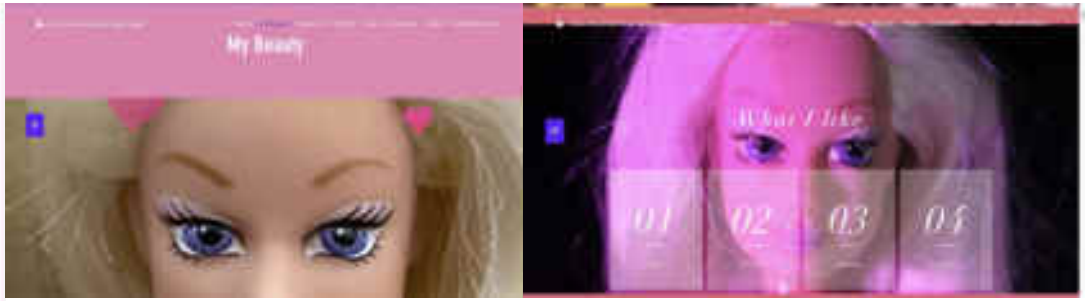


All photos by: Dan Rong; photos mostly edited by: Sirui Lao; chats & posts contents together

Olivia's Website includes Olivia front cover; Olivia's beauty photo; what Olivia like; brief information about Olivia; Olivia's background; Olivia's posts, chats, and comments.

WEBSITE-FINAL OUTCOME-BY DAN RONG





There is an audio added to this website in order to enhance the effect of the vibe-viewing inside Olivia. **Therefore**, the information in here is basically everything we created for Olivia. It represents the unseen side of those fancy influencers, satirizing them and exploring about their actions.

Website link: https://metas08realty.wixsite.com/olivialoveplastic
(Audience in China will need VPN to access this link) Date: 2022.04
Filmed video link: https://youtu.be/gvDLMbIcJYA

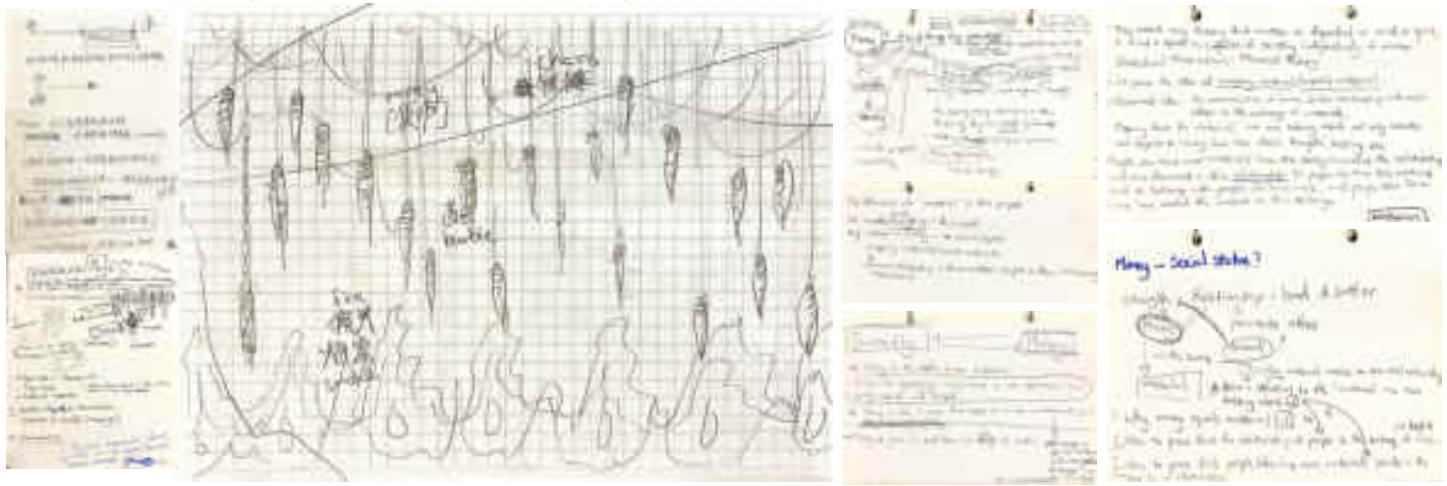
突发新闻— Breaking News 【合作项目】
合作项目：劳司蕊 SIRUI LAO 时间：2022.4
—材料：音频；网站；小样：木，丙烯颜料，led灯，热胶枪，蓝丁胶，镜面纸，Olivia社交媒体账号，定制贴纸。Cinema 4D；Audio；Website；Sample—wood，acrylic paints，LED lights，hot—glue gun，blu tack，mirror paper，Olivia's social media account，customed stickers. Cinema 4D；
—尺寸：实体小样尺寸— 23x43x31.5cm；建模空间尺寸—10000x2000x2500cm

-Inspiration：我们思考人与钱的关系，钱带来了什么？我们意识到了钱是一种媒介来中和物品价值，挂钩劳动力。在调研中，我们在马克思主义理论里找到了想象物质和实体物质，给他们了一些定义。Ex.钱（实体物质）用于交换食物（实体物质）；人与人之间的谈话(交换想象物质）。我们对自然则定义为初始物质：一切物质的来源。

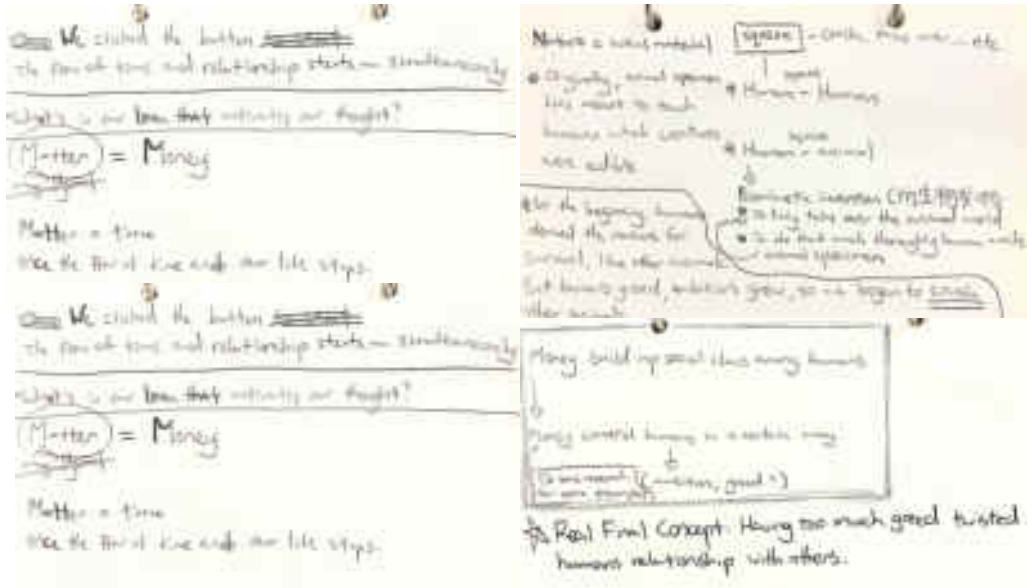
-我们想到，有财产就会造成个人财富有多有少的情况，拥有可支配物质越多的人不可避免的有更多选择权和物质拥有权。少者则更容易被挤压生存空间。这让我们发现金钱（泛指物质）渗透在人与人的关系之间。挣钱是为了让我们获得跟他人交换物质的权力，而钱作为媒介而不是具体意义的“物质”让我们的交换范围变得更宽广。可以说，钱（泛）让关系链建立。

*我们想从广义相对论和时间入手，但失败了。

-在复盘后，我们发现自己更想要表达自己的痛苦，我们的生存空间被贪心的人占用，而更多痛苦的，需要物质的人被驱使，过劳工作。

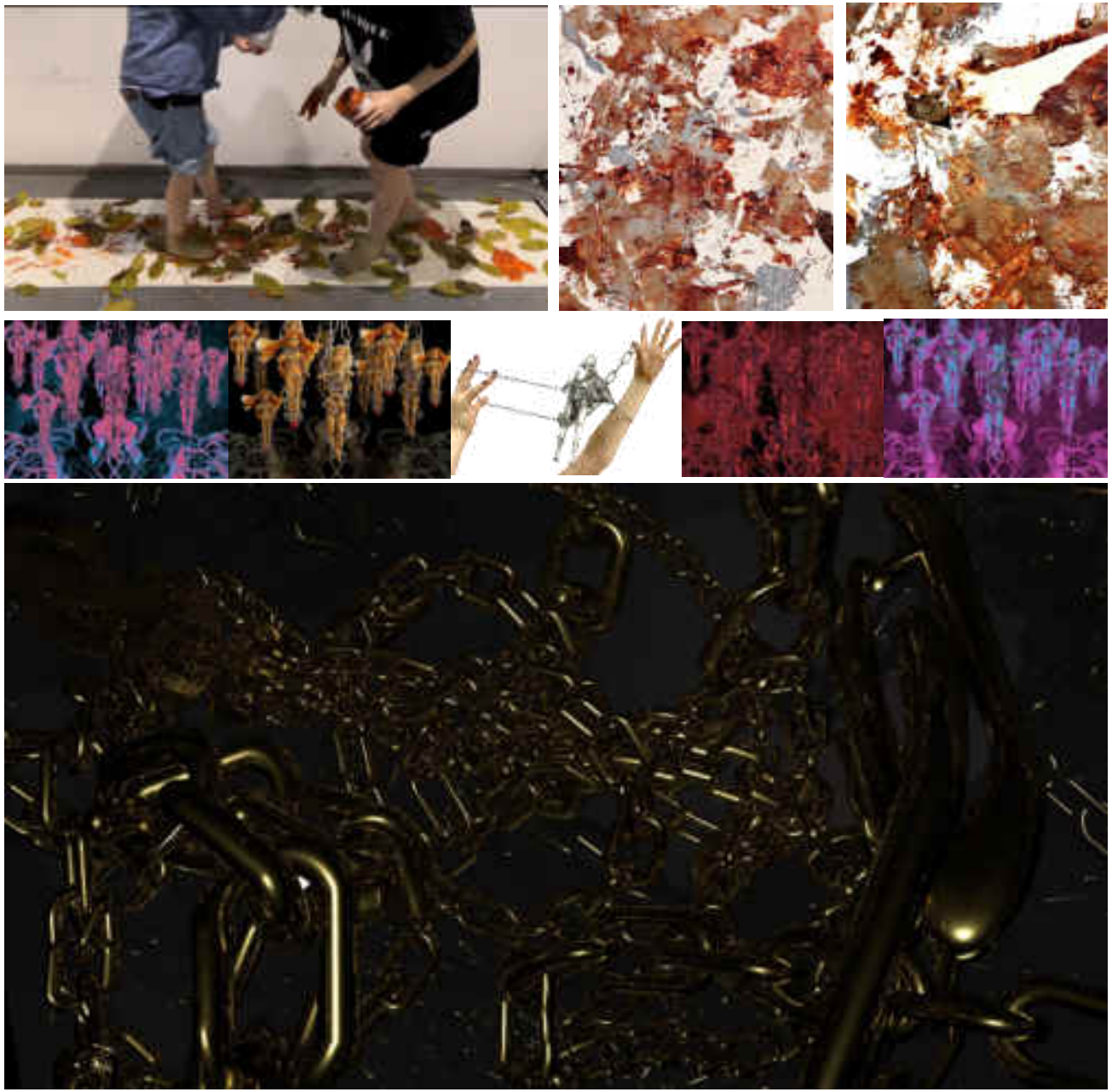


我们总结：过多的贪欲扭曲了人和人之间的关系。



与此同时做了一些关于道德绑架的research，进一步加深了我们对物质捆绑人类关系链的理解。

我们模拟了人与人之间交换物质的行为，踩着各种材料和渔网用颜料互相泼。尝试演绎“控制”和“捆绑”。



将搜索资料的网页写在人偶上并控制他们。

Packaged Holiday: Monica Studer / Christoph van den Berg 艺术家调研1

http://www.studervandenberg.ch/w290_mountaintop_baltic.html#kopf

A huge mountain landscape is mounted to the wall with a bench in front of it on an accessabile platform inviting audenice to "climb" and sit down, enjoying the scenic view. Additionally, a small video camera is behind there and it records the visitors setting on the bench. In front of this camera there's a printed glass, mosss and stones on the transparent foreground object which creates the illusion of the visitor being presented within the landscape.

This recording is encoded and live streamed to the Internet site of the exhibition. It is then transmitted back to a 12" screen with a short delay. As soon as the visitor watches their proper image within the landscape on screen, the illusion of **'having been there'** arises with them.

I feel like this is an interesting perspective which allows the audience to view themselves in.

Amalia Ulman: Excellences & Perfections 艺术家调研2

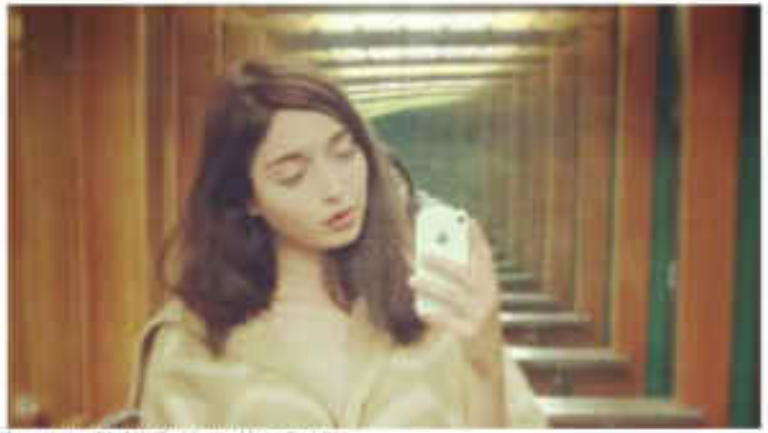


Image credit: Amalia Ulman/Arcadia Missa

She take on the roles of 'cute girl', 'sugar baby' and 'life goddess'. These characters were chosen because "they seemed to be the most popular trends online (for women)'

Instagram Amalia moved to the big city, broke up with her long-term boyfriend, did drugs, had plastic surgery, self-destructed, apologised, recovered and found a new boyfriend.

By the final post of the project on 19 September 2014, Ulman had amassed 88,906 followers (the account now has more than 110,000). It was only then she revealed the whole thing had been a performance, a work of art, rather than a record of real life.

Ulman's project attracted criticism from users of Facebook and Instagram.
https://www.bbc.com/culture/article/20160307-the-instagram-artist-who-fooled-thousands

By the conclusion of the performance in September 2014, I had gained thousands of new followers on Instagram. I didn't find that thrilling — I never really cared about the numbers. I was only satisfied that the experiment was going according to plan.

Ultimately, though, I don't think social media has changed much since 2014. People still like being lied to.
https://www.ft.com/content/d2cb7650-279b-11ea-9a4f-963f0ec7e134

We were inspired by her and we wanted to create virtual account on a kind of social media trying to express our concept of **having too much greed twists humans' actions on social media.**

Image credit: Amalia Ulman/Arcadia Missa

我们寻找贪欲和物质在自己项目里的概念与定义。在调研后发现我们想说的贪欲更加接近于虚荣心，而虚荣心最直接展现的地方是网络。人们最常展示的是自己的性吸引力和奢华的生活。

在调研后我们决定做一个线上的虚拟人物。她不像传统的虚拟偶像靠一台电脑运作，而是由自己的躯体。但拥有自己的躯体并不代表什么，她仍然是一个被人控制的傀儡。我们开始调研各个社交软件，约会软件，并给她——Olivia，注册了很多网红账号。我们给它制定了人设，与完美的网红们不同，Olivia的人格像普通人一样有缺陷，跟她芭比一样完美的外表形成对比（就像网红们），与此同时Olivia的缺陷是很明显的，尽管她想努力掩盖。在最后，我们将她的生命线定在15天内，并规划好了她的社交媒体内容。

我们使用芭比作为媒介，是想塑造一位追求网络完美人设，现实中窘迫的人格。过多的欲望扭曲了人在社交媒体上的行为。
Olivia是她的名字。
Olivia的行为，性格，交流方式，处事方式，甚至性取向完全取决于我们的设定，她不能对我们的安排发出疑问和质疑。
Olivia是一个玩偶，是一个傀儡。她是芭比，但她不像芭比，拥有一切，她拼尽全力让自己在网络上像真正的芭比，但她不聪明，讨好型人格，不懂装懂。
Olivia是一个不完美却极度渴望被关注的人。

Barbie

Word Frequency

in American English

(barbi)
US
trademark

1. a plastic doll made in the image of a conventionally attractive, slim, and shapely young woman or girl, specif., such a woman or girl with blond hair, blue eyes, fair skin, etc.

NOUN

2. *Informal*
Barbie doll

Webster's New World College Dictionary, 4th Edition. Copyright © 2010 by Houghton Mifflin Harcourt. All rights reserved.

she has everything (Barbie in a Dreamhouse)

Raquelle
- she wants to be like barbie.
- she did lots of things to get others attension

We want to create a doll like that's similar to Raquelle. This character will kind of be like barbie (appearence) but she has nothing, and she's taking her actions purposely to gain those attensions.
Raquelle is always tring to get those attension.

对芭比和虚拟网络红人的调研

Virtual Characters: Alibaba Offically Launched Free Virtual Characters

What is virtual models?

Create virtual models with algorithms. As long as you upload a file plan of a merchandise, you can generate a real picture of the model, which is used in the merchandise details page of the store. Some businesses are already using virtual models.

Modeling Genius Group

Modeling Genius group has ten models, both male and female, including five sub-models and five external models. They have their own height and weight. In the later stage, Alibaba will also produce models for different needs of fat, thin and 3D. I believe they can meet the needs of different commodities.

How to generate virtual model merchandise photos?

All you need is a mobile phone, take a picture of your clothes, upload it to Alibaba's original platform, and within 24 hours you can get a model's photo.
(put the clothes on the floor, spread it out until it's smooth, and have a lighting for a better effect.)

Nowadays technology are making lots of convinice to the human world. It could even replace lots of jobs and also reduce the amount of money and energy commodities are going to spend.

Alibaba developed this to help merchants "reduce cost and improve efficiency". At the same time, virtual model merchandise photos can also be used for commodity testing to reduce investment costs in the early stage.

Coach of You (E-commerce. (2021) Alibaba Officially Launched Free Virtual Characters. Shanghai You (E-commerce Co. LTD. [Internet]. Available at: <https://chuanlan.of.fu.com/p/2000134?fr=> [Accessed 2 April 2022].

Joel Ayayi: Virtual Character

Endorsement for many different brands

Nowadays virtual stars' idols are very popular among commercial endorsements, because there's less risks compared with real people. Audiences are quiet sensitive towards scandals.

Innovations & Trends: Virtual stars collaborating with human stars. Technology is developing so fast that it is gradually blending into our society.

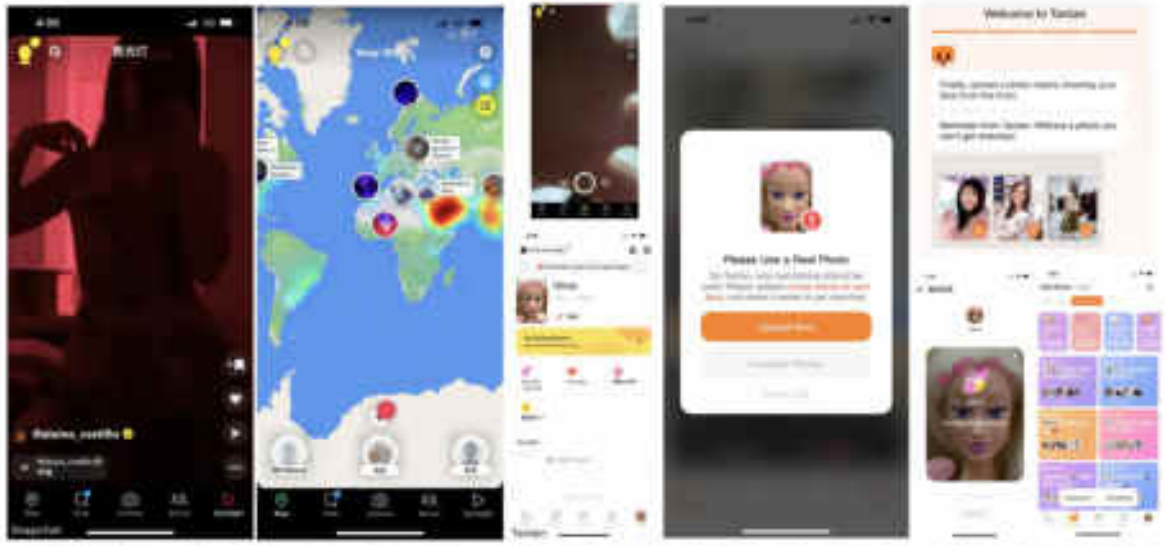
Virtual Plant Reef Garden
Chi Lushen x Ayayi
He creates digital natures, in his artworks I can really feel that they are alive and spiritual. This is a collaboration he did with Ayayi, he is trying to bring the "reality" (a digital nature) to Ayayi. He used a combination of virtual nature and virtual star to this art work judging the view of the audience in virtual reality.

我们开始准备女主人公，跑龙套，妆发和场景。以及注册的各个网站。

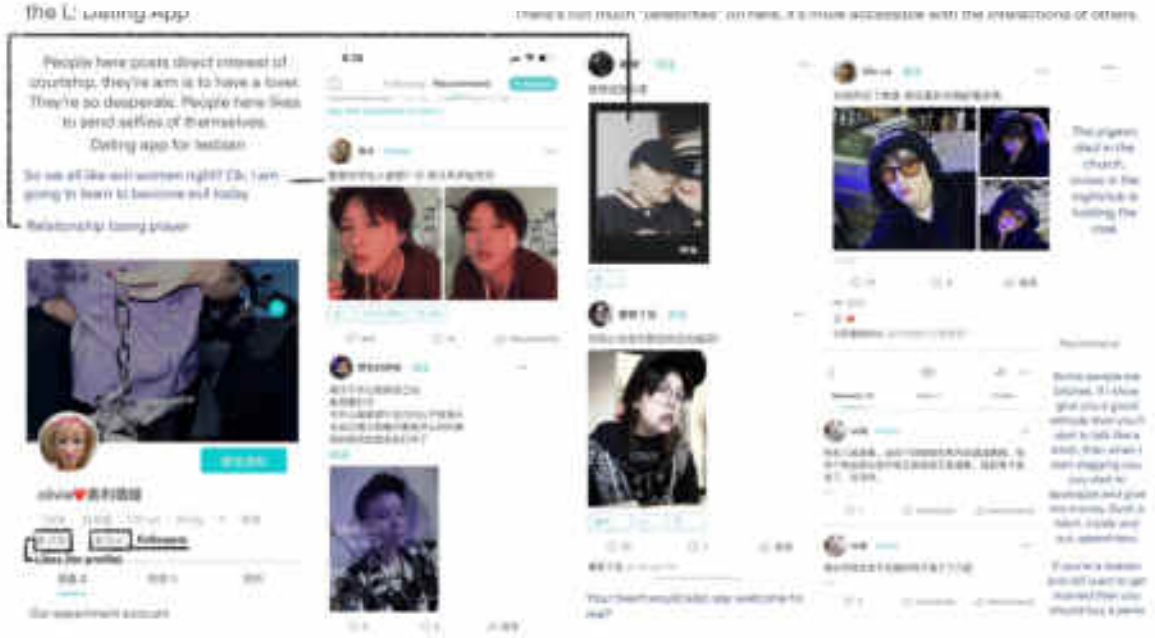
Apps that Cannnot be Used

Tinder and Bumble needs us to upload a real human photo in order to register. It does not recognize Olivia, so we cannot use it. Coffee Meets Bagel Dating App doesn't allow us to register with Olivia. It just flashes back out during the process and doesn't say anything.

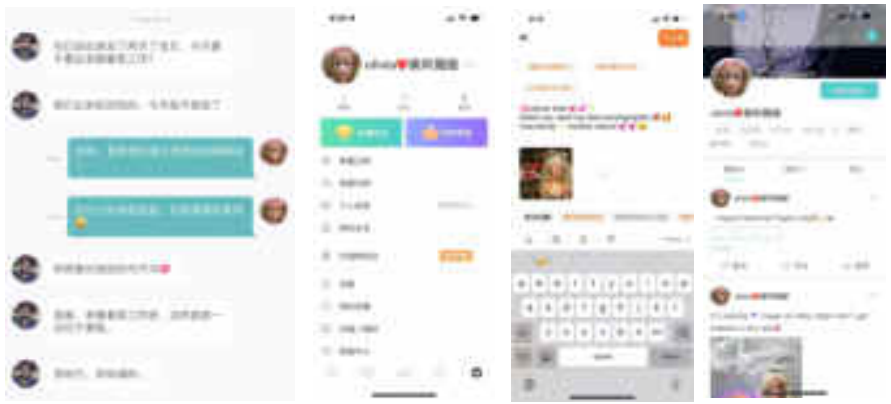
Snapchat & Tantan



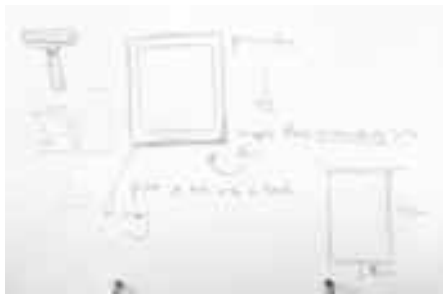
Snapchat (social media) is only for videos, so we decided to not use it (Not suitable for our plan). Tantan (dating app) needs us to upload "real" photos, it doesn't recognize Olivia, however we can still post things on there, there's random chat rooms where we can join, people are always on



Olivia在社交媒体上的形象：

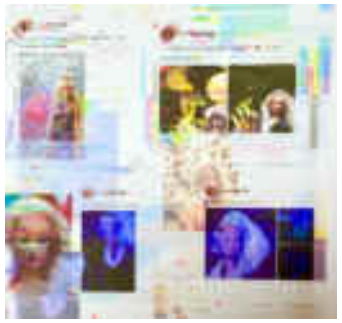


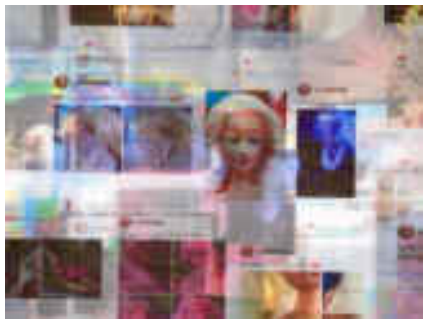
我们提出了五种设想并进行了材料试验。

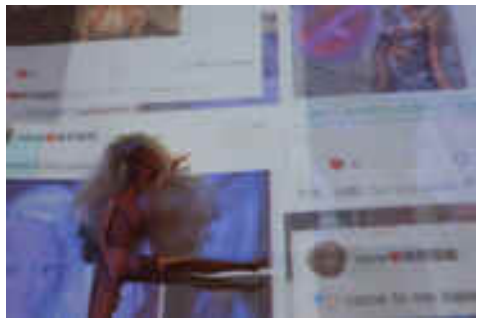


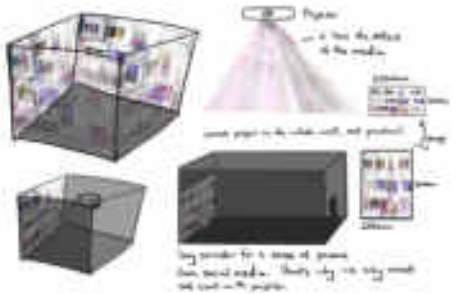
滴胶实验

我们试用投影仪效果（无法租借落实失败了）

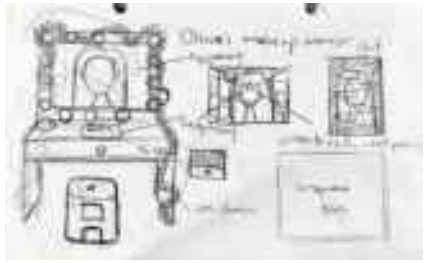


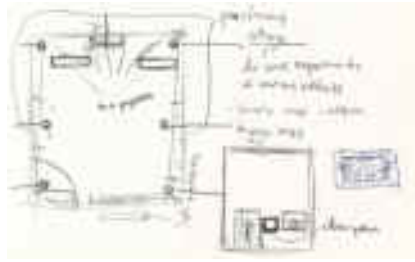
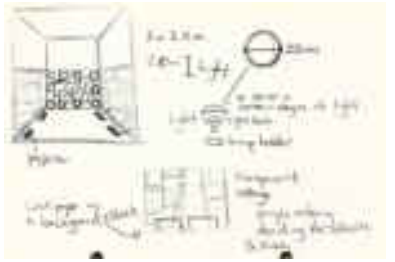


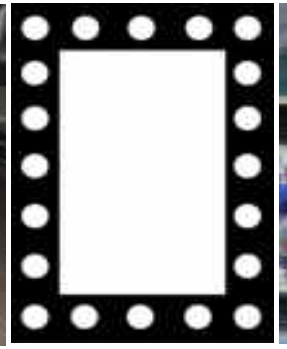


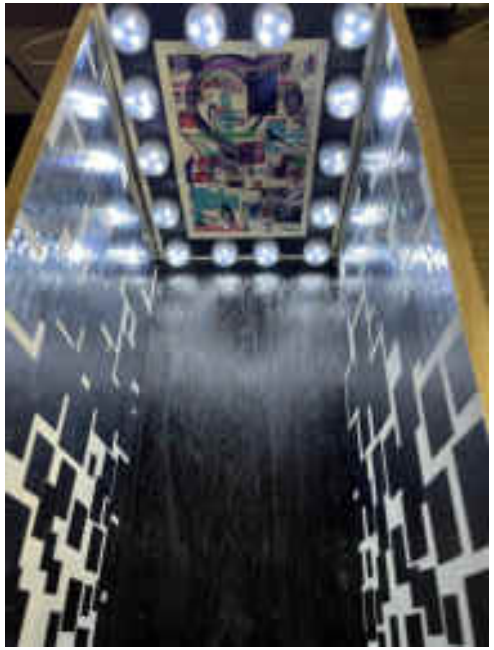


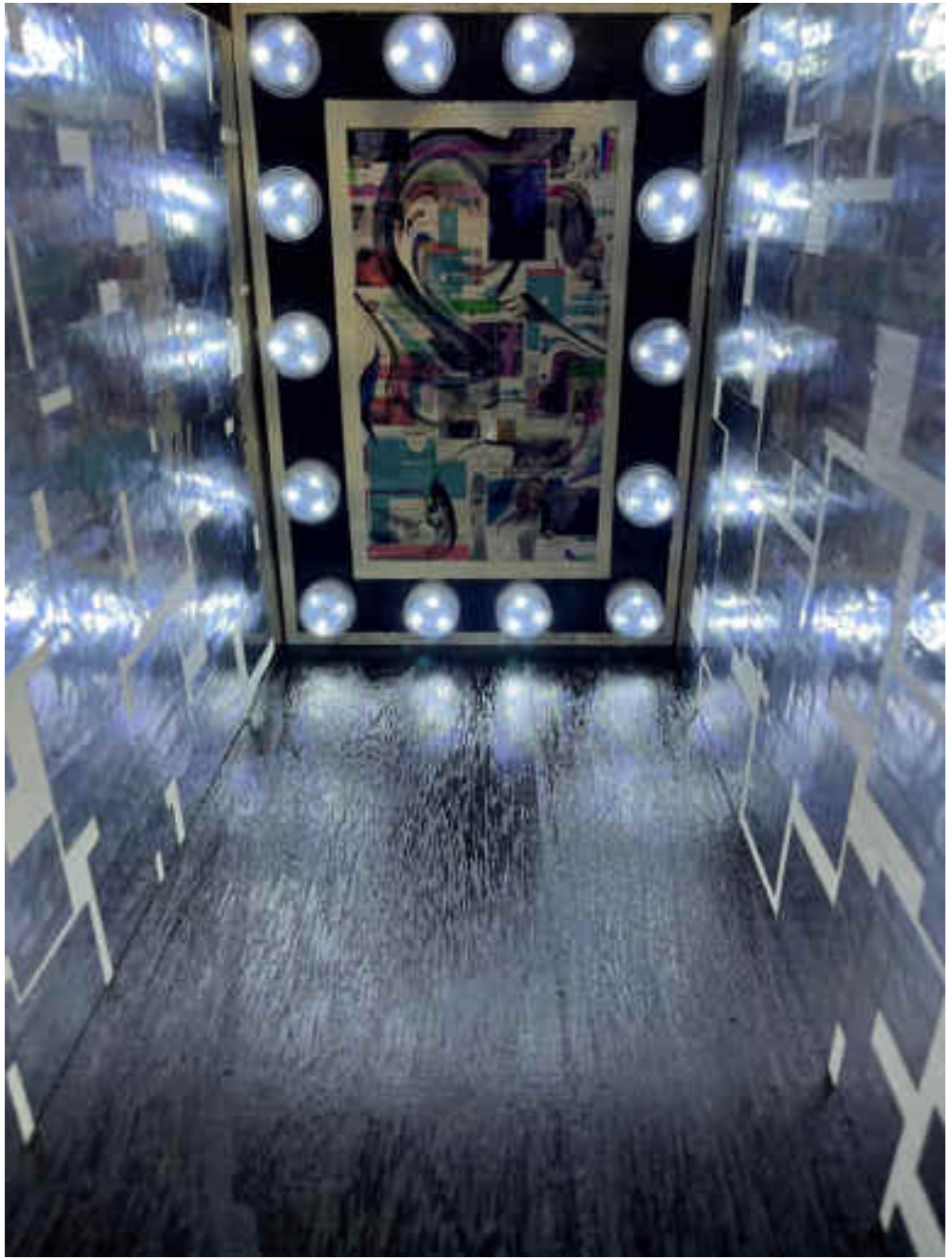
Final：草图概念与制作









在社交网站上塑造实体玩偶网红，编造性格缺陷，口癖，处事风格，亲密关系与身世，按照特定性格与人沟通，探索人设在虚拟与现实世界中的交界点，展示隐藏的阴暗面。