



STORY
HACKERS

#STORYHACKERS
MARÍA LAURA
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#STORYHACKERS
SEIRENFILMS

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MARÍA LAURA RUGGIERO

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STORYHACKERS



CODEX

Stories create reality • If you want to create change, change the current narrative. • **Be ready to enter storytelling with your whole body** • Explore structures, techniques and platforms to create a new system • The new hero is a collective hero • Ideas don't need protection, ideas need connections • **Build a framework that is open, art should never be a secret code** • Tools are cultural objects and they affect the aesthetic and ethics of your work • **Transform the tools yourself** • Stories are experiences • Stories build the future and the memory of the world. Storytelling should be organic, sustainable and leave no trace • **Nature is the most advanced technology you'll see** • Develop emotional intelligence before developing A.I. • Create stories as prototypes for the kind of world you want to inhabit • **Don't participate in narratives that don't consider human diversity and equality** • Representation matters, if you can't see it, you can't be it • Don't try to solve problems by forcing technology as a magic solution • It never is. **Always consider the invisible narrative** • Everything can be a platform for storytelling • Jump from user to creator, from storyteller to story hacker • Digital, virtual, immersive or holographic, **always learn to touch what you make** • No problem should ever have to be solved twice.

Share • StoryHackers Codex



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reality

*Stories create
reality*

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FROM IDEATION TO PITCHING

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QUESTION EVERYTHING

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EVERYTHING BUILDS

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BRAINSTORMING

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immersion is buildable



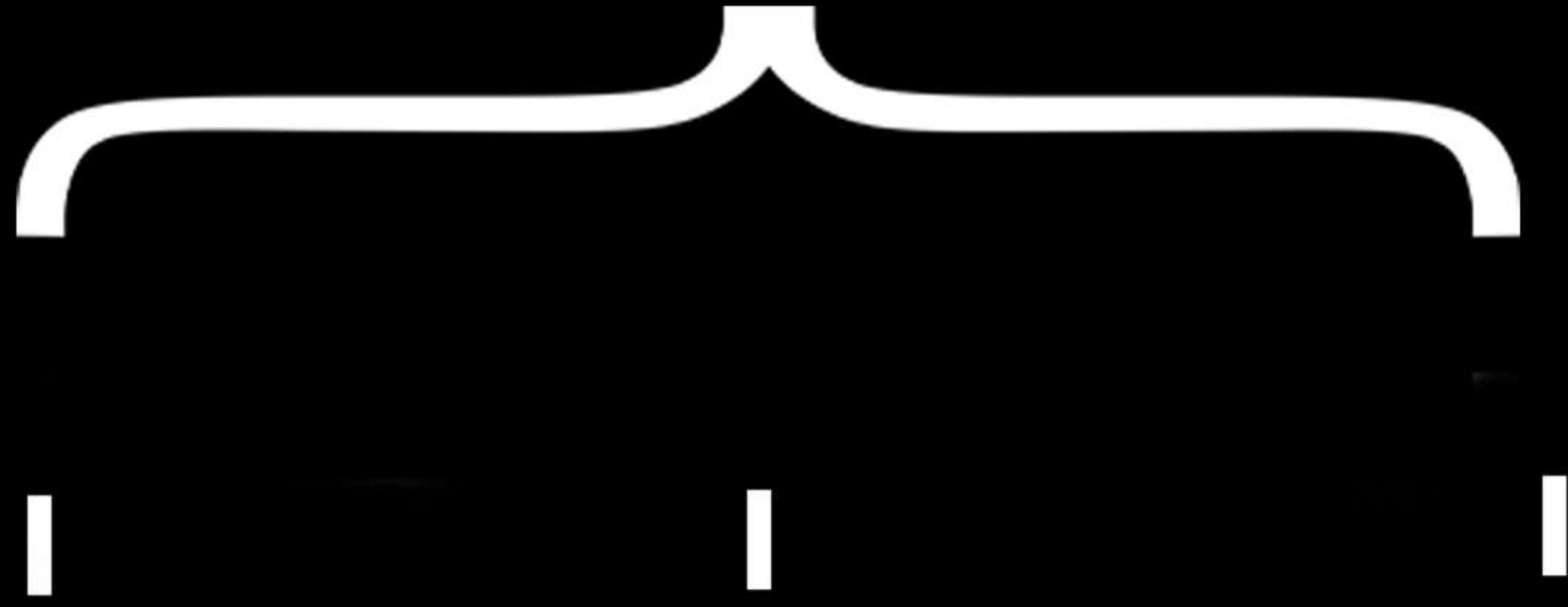


BE HERE NOW

|

|

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|

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BRAINSTORMING

THEME
PROBLEM
WORLD
CHARACTER
EMOTION
PLATFORM



BRAINSTORMING

THEME

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WORLDBUILDING

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CHARACTER

BRAINSTORMING



PROBLEM

BRAINSTORMING



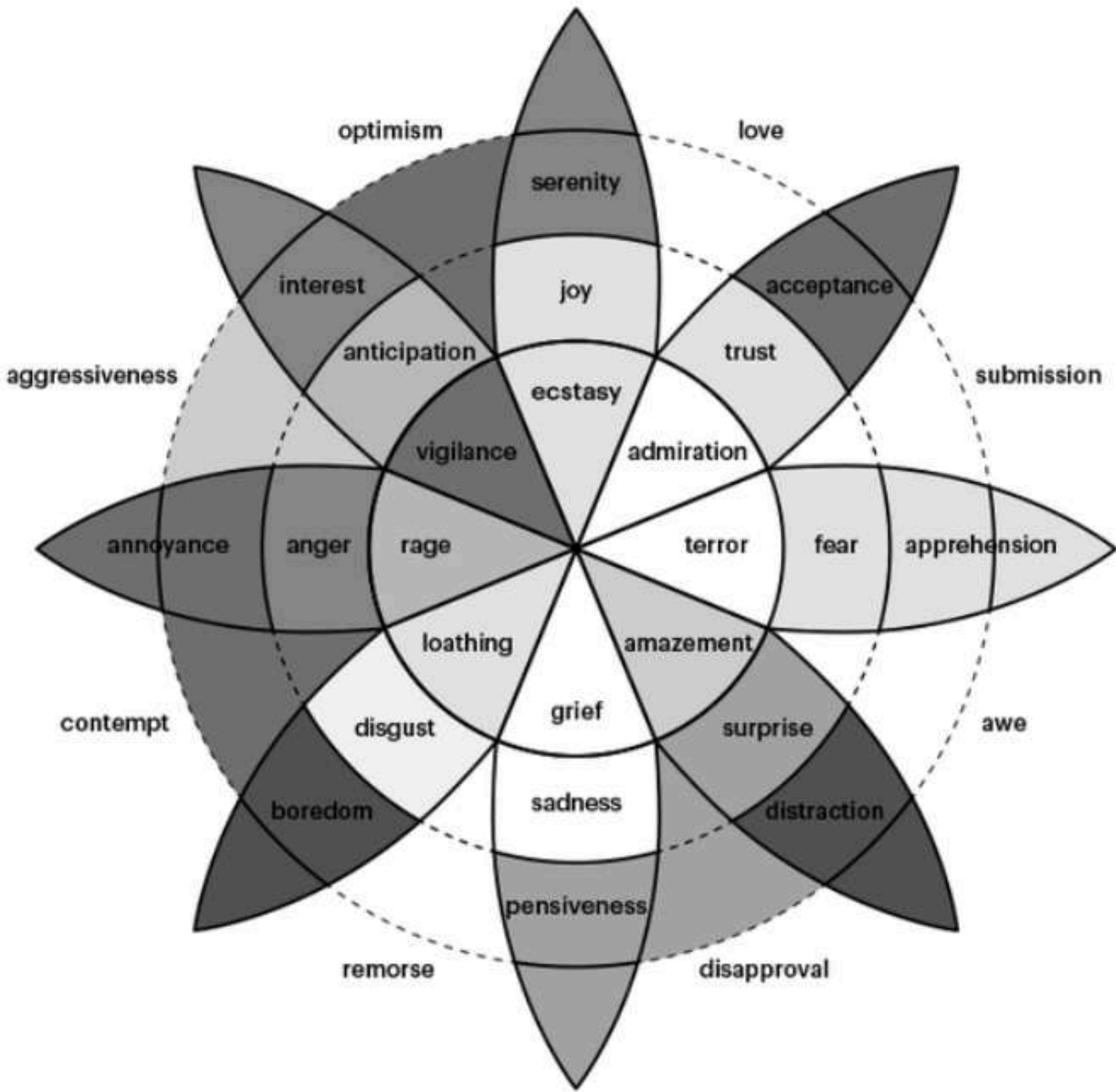
BRAINSTORMING

PLATFORM

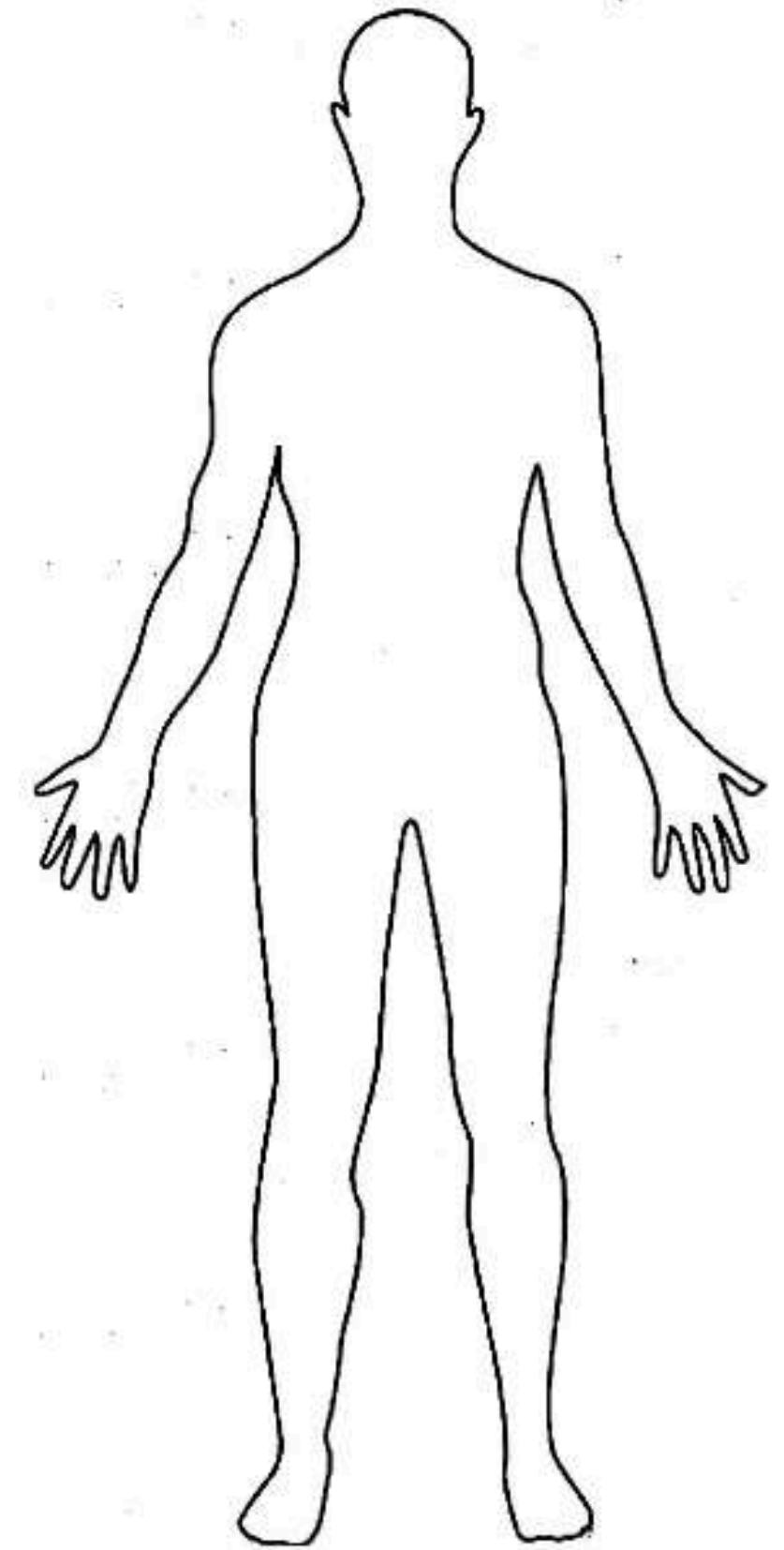
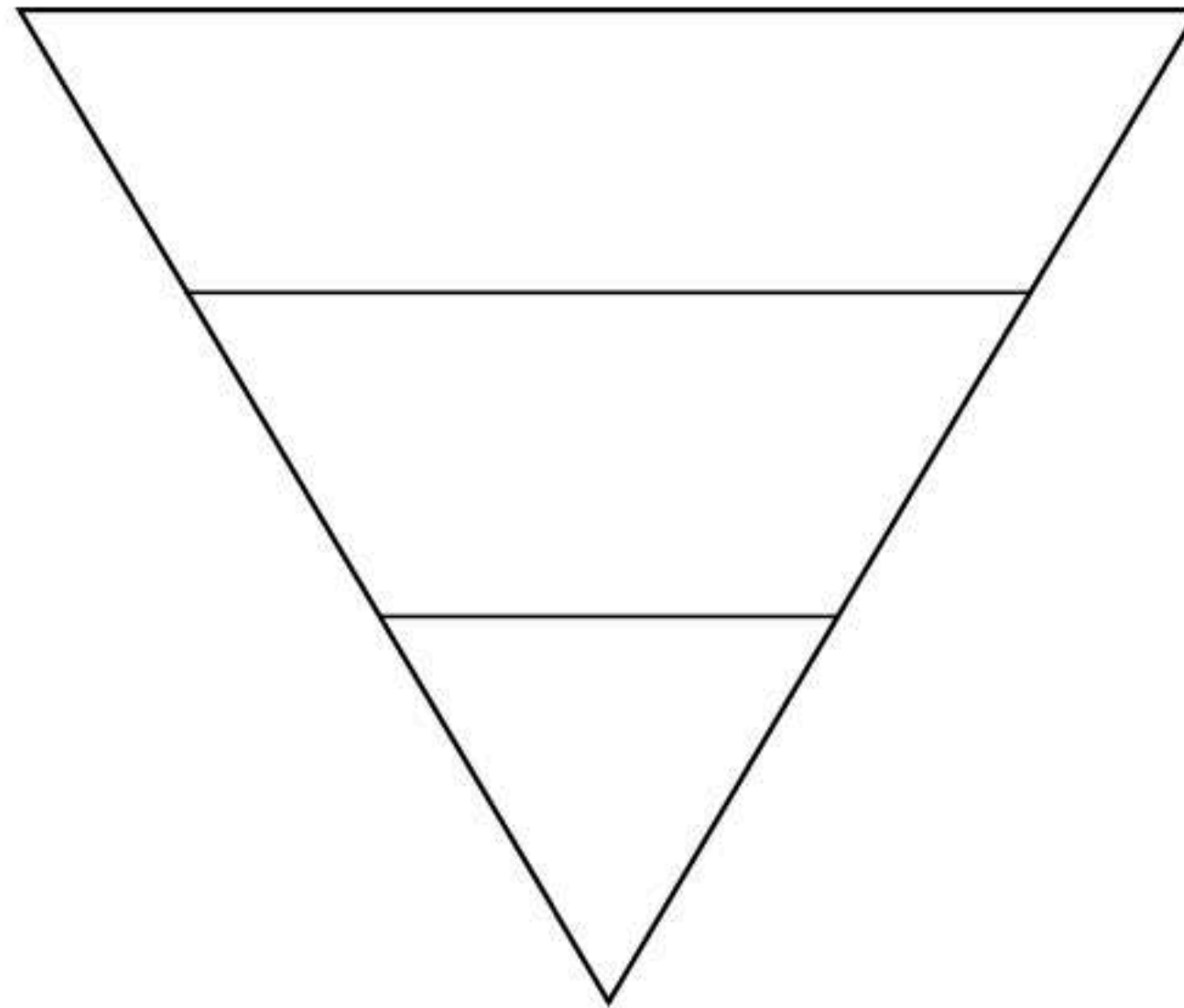


BRAINSTORMING

EMOTION



Emotions



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EVERYTHING BUILDS

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it's all perception
and emotion





BRAINSTORMING

WORLD

WORLD BUILDING

WHAT IF...?

PRACTICE

World Building designates a narrative practice in which the design of a world **precedes the telling of a story**; the richly detailed world becomes a container for narrative, producing stories that emerge logically and organically from its well-designed core.

Alex McDowell- N. K Jemisin- Writing the Other. MIT MEDIA LAB

Practice

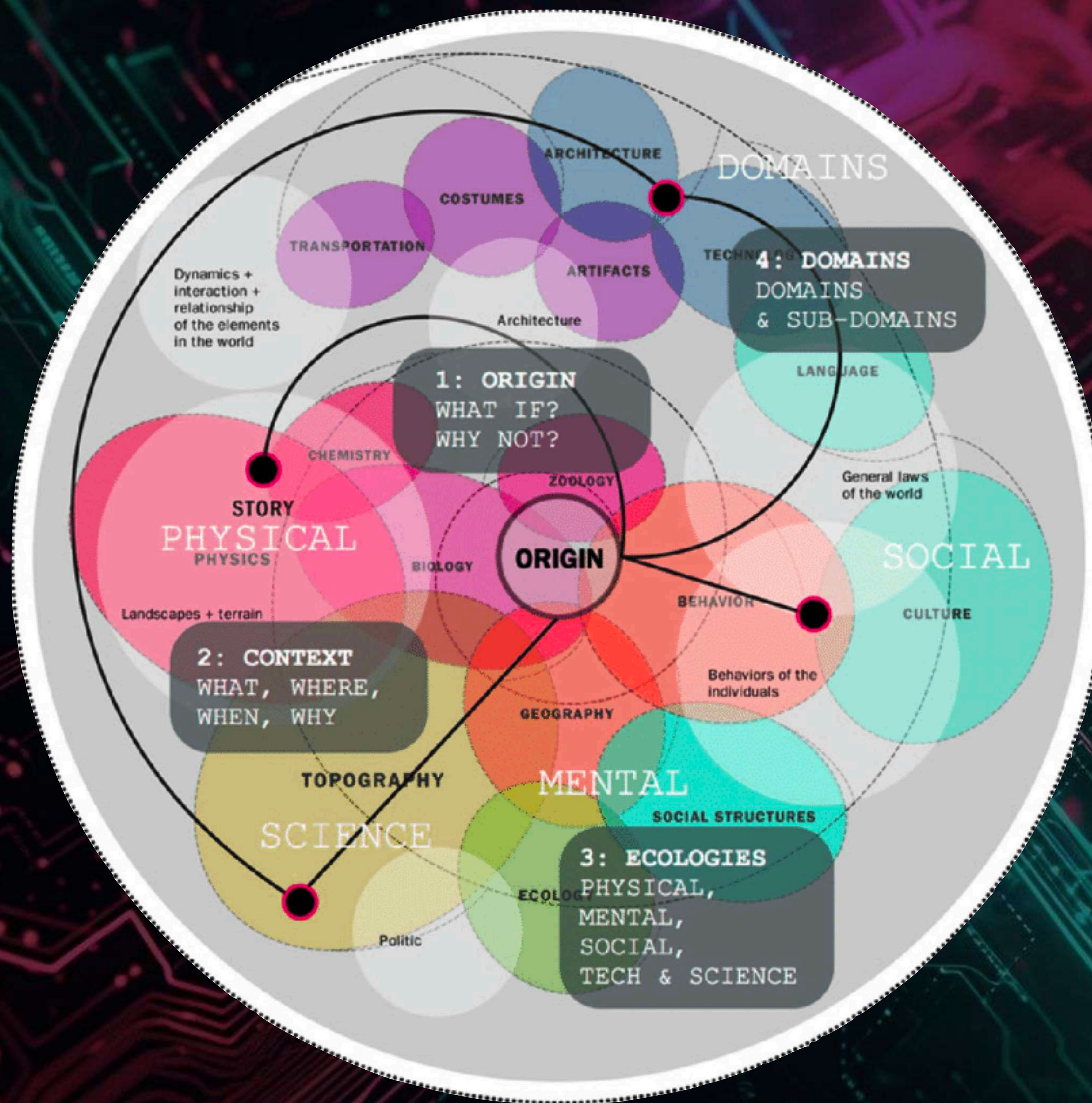
Power of **storytelling** for the **advancement of humankind**

all stories **emerge organically from systems**

These stories can be sculpted into existence.

Element X

WHAT IF?



Alex McDowell

WHAT IF THE ICE CAPS MELT WITHIN A WEEK?

WHAT IF SOLAR RADIATION BECOMES TOXIC TO HUMANS ?

WHAT IF GRAVITY DISAPPEARS?

IF A VIRUS THAT IS TRANSMITTED BY THE MINIMAL PHYSICAL CONTACT BECOMES DEADLY?

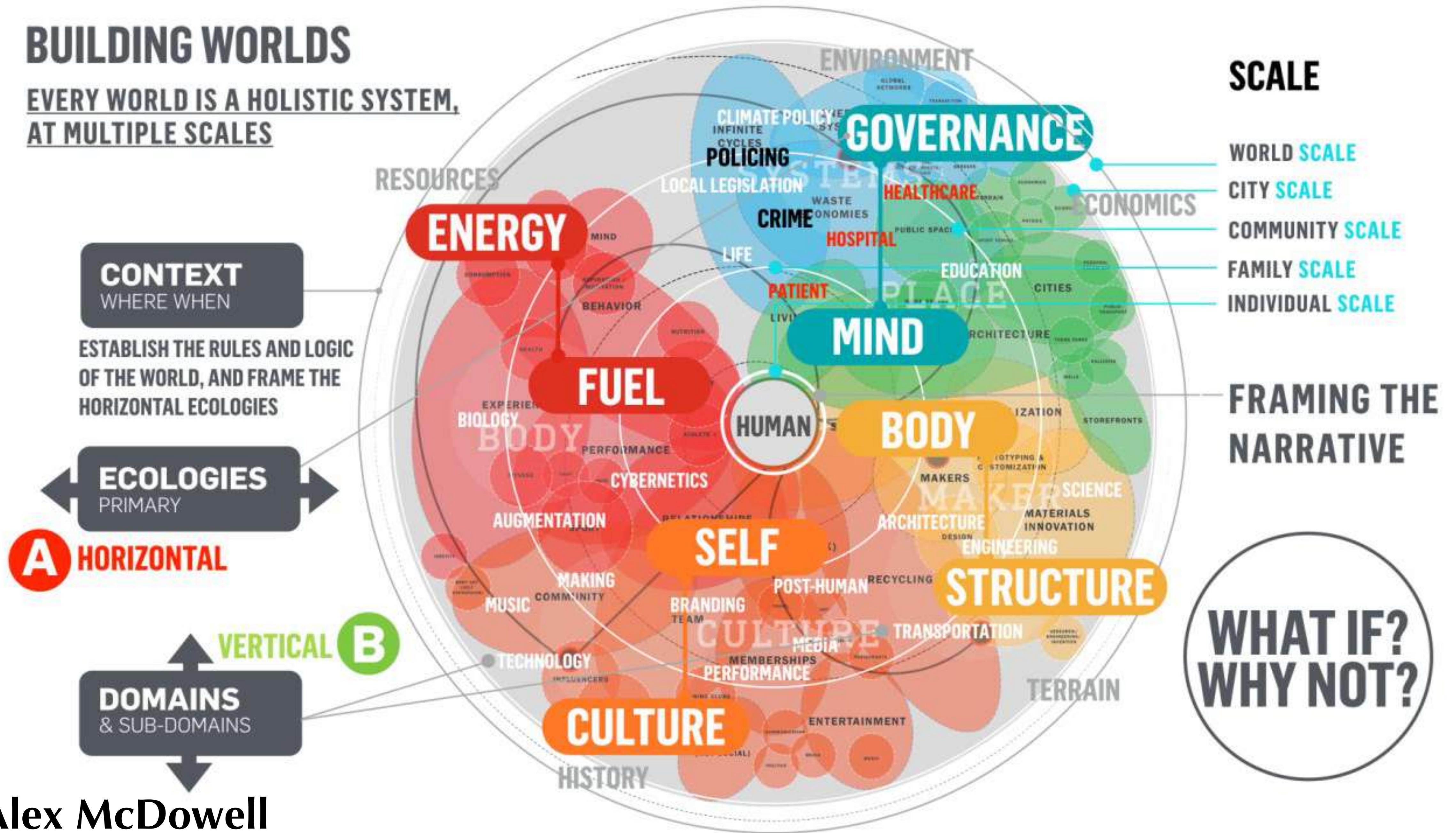
WHAT IF WE MAKE ALIEN CONTACT WITH A CIVILIZATION LESS ADVANCED THAN OURS?

WHAT IF THERE IS A DIGITAL BLACKOUT THAT DOES NOT ALLOW THE INTERNET TO BE ACTIVATED OR REBUILT?

WHAT IF THE ROLES OF POWER ARE INVERSED?

BUILDING WORLDS

EVERY WORLD IS A HOLISTIC SYSTEM,
AT MULTIPLE SCALES



Alex McDowell

CONFLICT. INFORMATION



DISCOVERY. EMOTION

PROTOTYPE IT

Collaborative process

Principle of motion

Expand and compress

PROTOTYPE A QUESTION
MAKE IT FAST, AND CHEAP
USE TOYS
USE PAPER
USE YOUR BODIES-MOVE IN SPACE
USE AI



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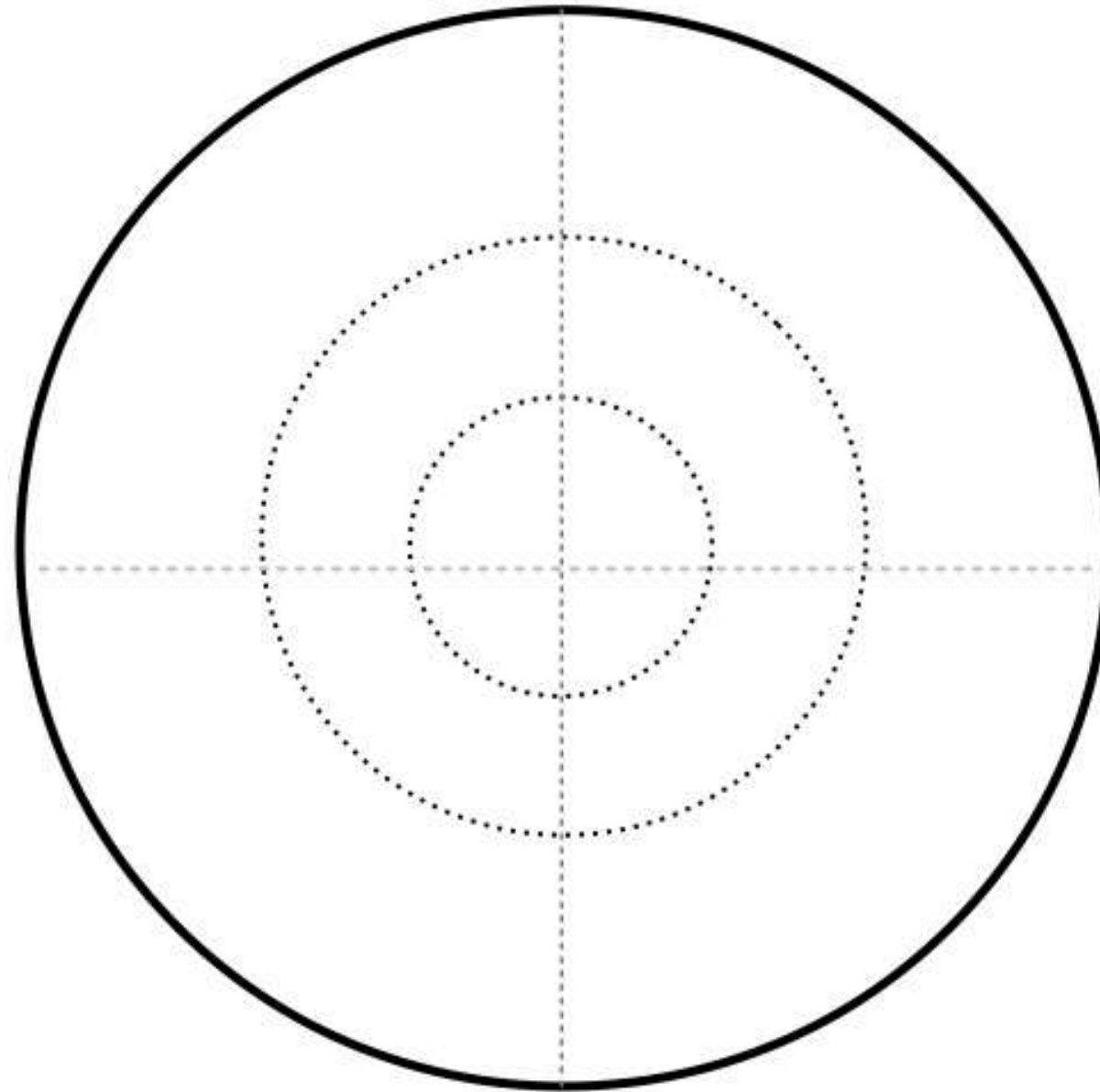
[Large empty rounded rectangular box]

[Three empty rounded rectangular boxes of varying sizes]

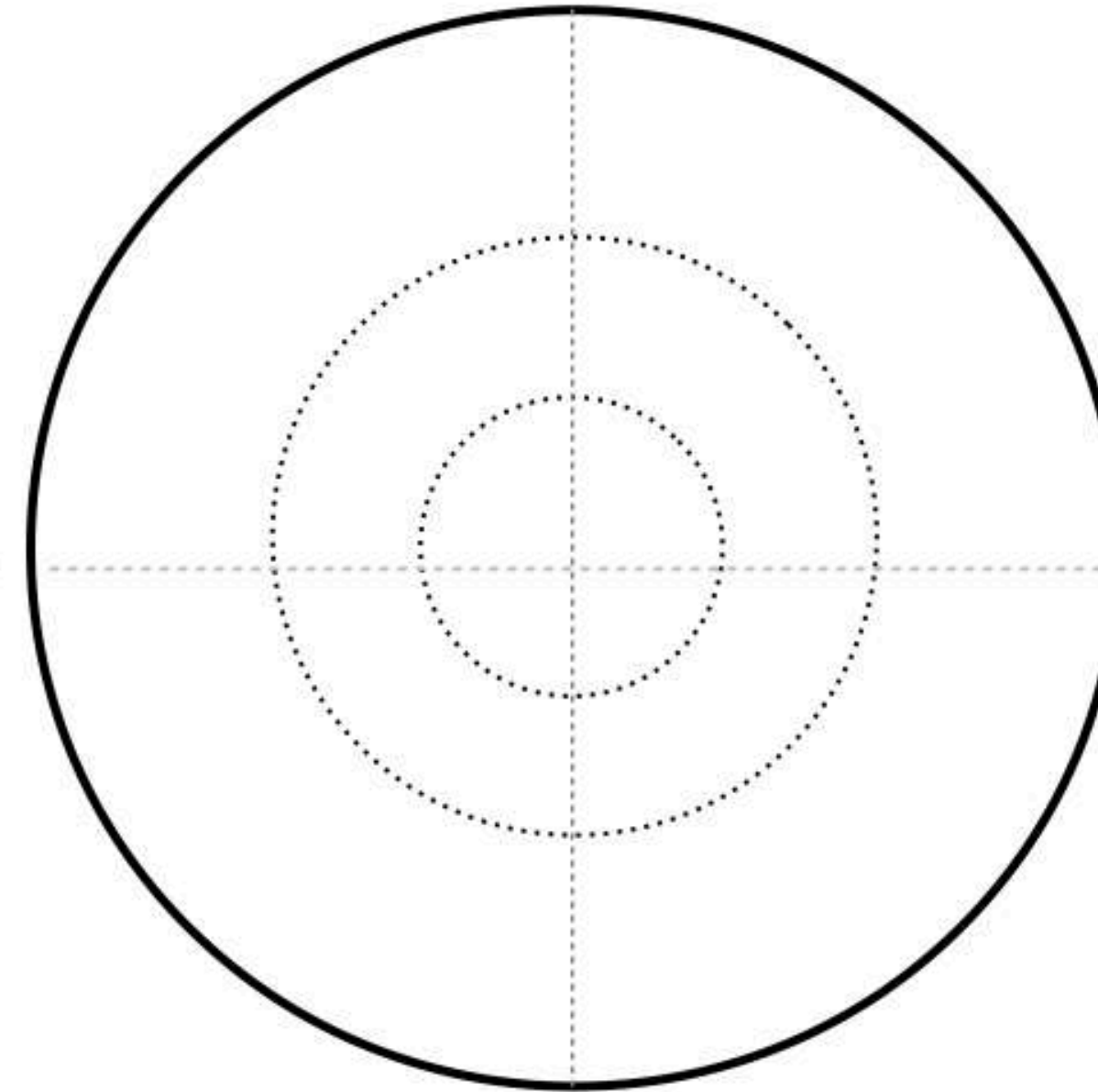
What is the role of the user in this scenario?

[Large empty rounded rectangular box]

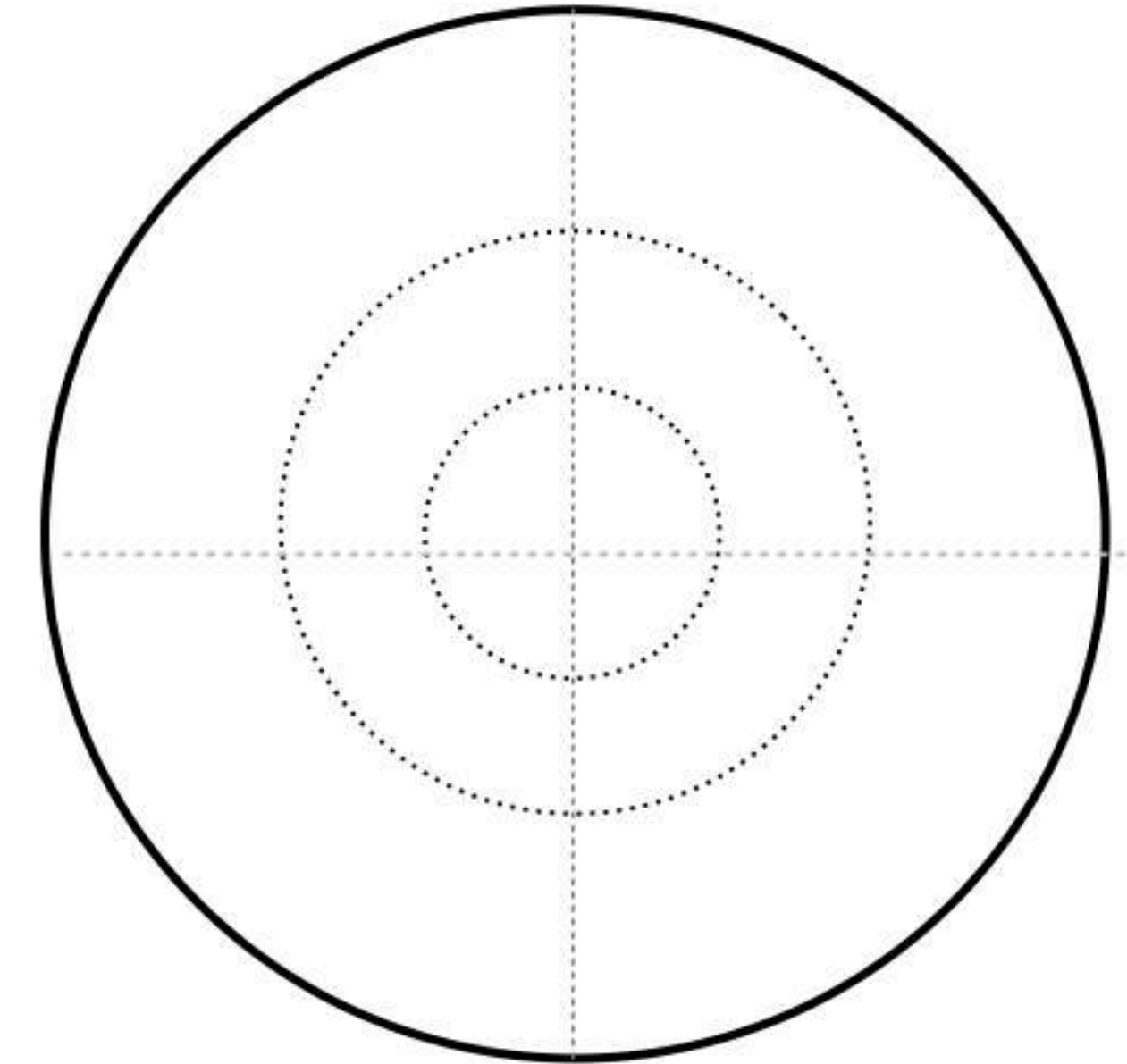
Before



Defining Moment



After



Storyscape: _____
Emotion: _____
Interaction: _____
Engagement Level: _____

Storyscape: _____
Emotion: _____
Interaction: _____
Engagement Level: _____

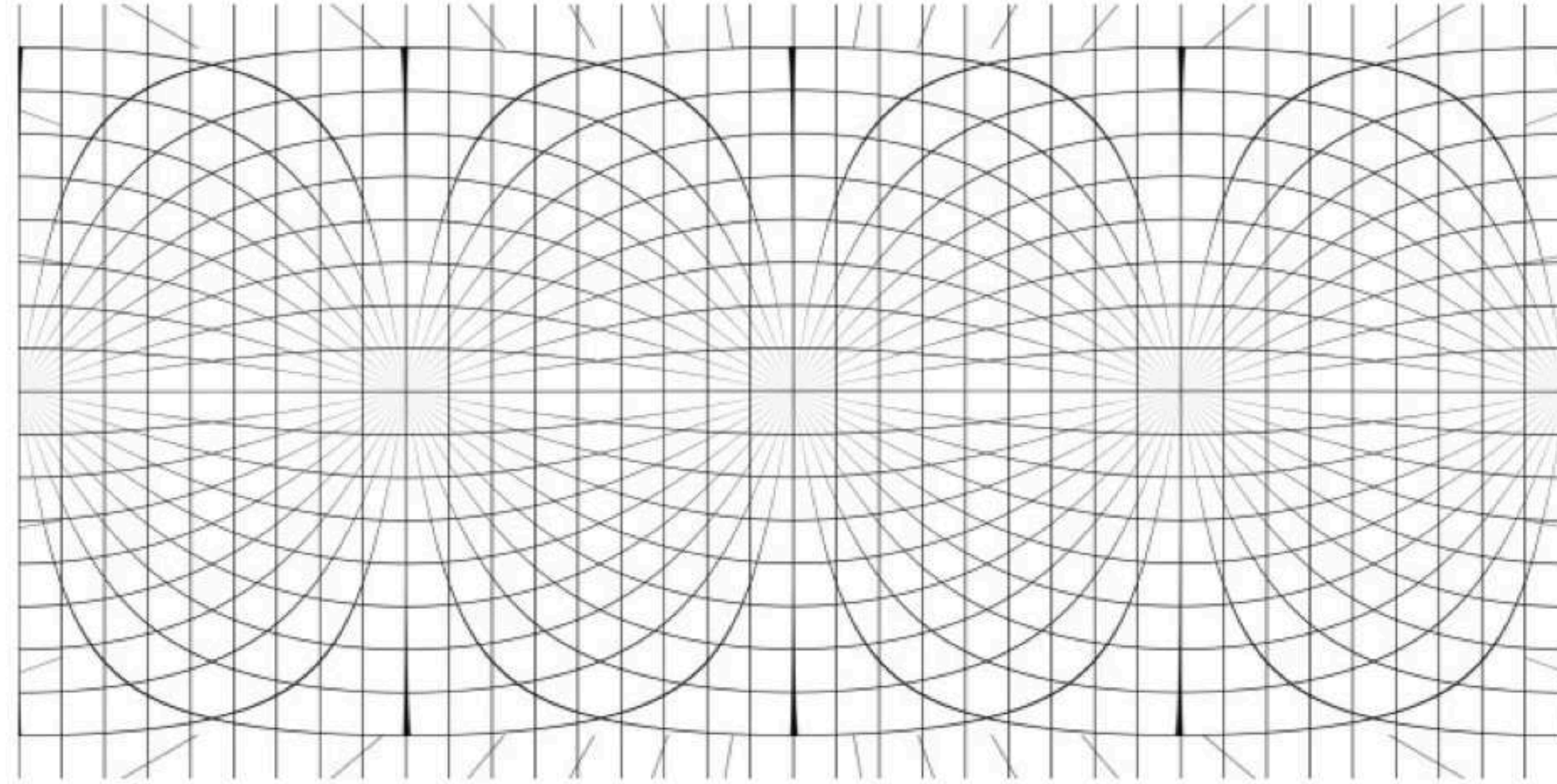
Storyscape: _____
Emotion: _____
Interaction: _____
Engagement Level: _____

User perception of time

Slow

Fast

Visual Design



What emotional response are you trying to evoke in the user?	Visual resource

“Immersion is a gradual experience that progresses through degrees of engagement”.

	What emotional response are you trying to evoke in the user?	Gesture	Hardware
1			
2			
3			

	Hardware Design		
Gesture Design	LOW BUDGET	MID BUDGET	HIGH BUDGET
	LOW PRECISION	MID PRECISION	HIGH PRECISION
	LOW COMPLEXITY	MID COMPLEXITY	HIGH COMPLEXITY

“ best approaches to experience design are story driven and tech agnostic”.

Installation. Transmedia. Distribution

Is your creation a standalone piece or part of a bigger coverage?

.....

.....

.....

.....

List 3 Key points in the User Journey and distribution of the overall experience:

.....

.....

.....

.....

“In a transmedia world, each medium should make its own unique contribution to the unfolding of the story”.



PITCH IT!

**TITLE IS AN EXPERIENCE-STORY-GAME THAT BUILDS THE
STORY OF CHARACTER NAME IN SUCH SPACE OR SITUATION
WHERE THE USER HAS TO DISCOVER, EXPERIMENT, CREATE,
FIND X TO ACHIEVE, UNDERSTAND, GET X ACQUIRING THE
FOLLOWING SKILLS, EXPERIMENTING THE FOLLOWING
SITUATION**

REHEARSE
MOVE YOUR BODY
PITCH THE ULTIMATE EXPERIENCE AND BREAK DOWN
THE MVP OR PROTOTYPE
CREATE AN EXPERIENCE: INTRO—TEST—TAKEAWAYS
THE RESEARCH QUESTION IS IMPORTANT

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QUESTION EVERYTHING

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FUTURE MYTHOLOGIES AND RESISTANCE FICTION



TECHNOLOGICAL DESOBEDIENCE

HACK TECHNO SOLUTIONISM

SHUTTERSTOCK



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Liminality & GLITCH



The problem of materials/ embodiment

DECOLONIZED

INTERSECTIONAL

plural

INCLUSIVE

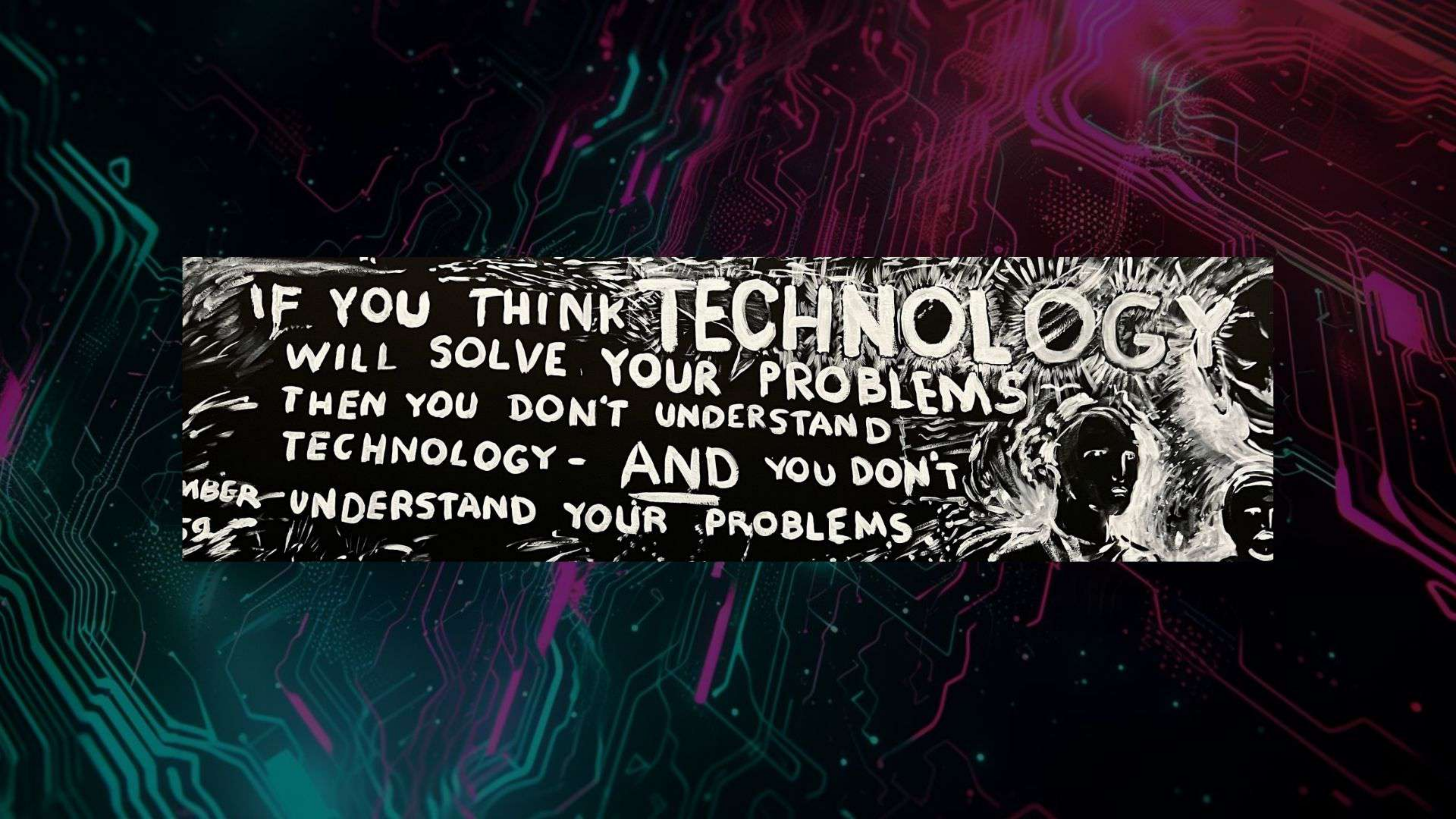
DIVERSE

DETAILED

Powerful

multi layered

PERFORMANCE



IF YOU THINK TECHNOLOGY
WILL SOLVE YOUR PROBLEMS
THEN YOU DON'T UNDERSTAND
TECHNOLOGY - AND YOU DON'T
REMEMBER - UNDERSTAND YOUR PROBLEMS

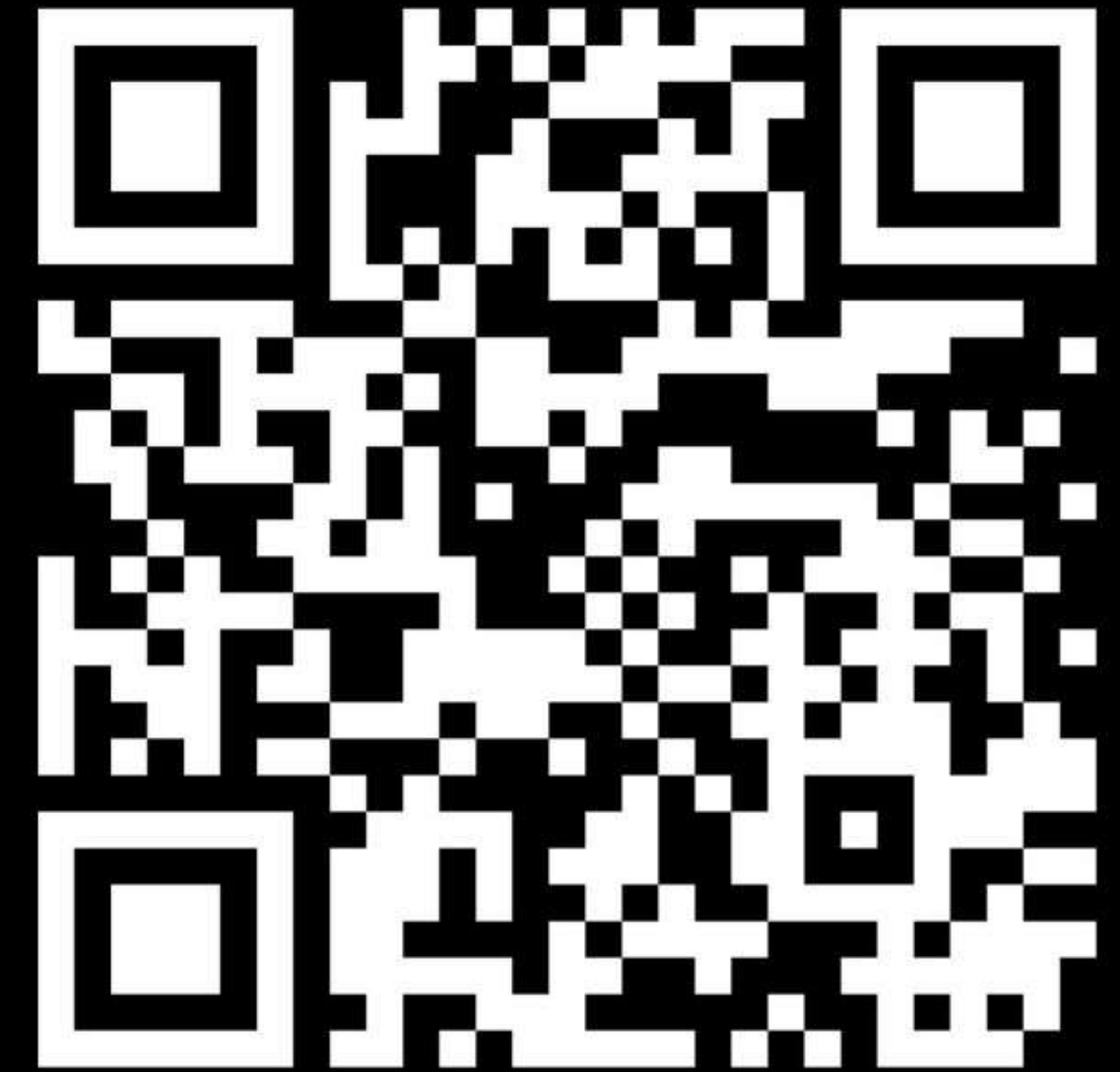
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