

CATHARSIS

Sensory Intoxication

MISSION STATEMENT

Catharsis is a speculative multi-sensory experience based seven years in the future in 2030. It challenges the traditional concept of a night-out and validates the growing desire among young people to drink less while acknowledging their unwavering need for an **emotional escape** from daily life. This experience stimulates the same **neuro-chemical reactions** as alcohol using external stimuli such as **light, sound and temperature**. In this way, it replicates the physical and emotional sensations of being drunk without consuming alcohol. Backed by science and grounded in human connection, it's goal is to get people to get out of their head, get into their body and lose their inhibitions.

By 2040

there will be a drop of 20% in alcohol consumption among 18–24 year olds.

*National Library of Medicine

86%

of young adults say that nightlife is an important outlet for their emotional and mental health.

*Instagram Survey 2023.

Objectives

- To **solve** a social problem with a social solution.
- To **challenge** the alcohol-centric narrative of late-night socialising.
- To **empower** sober night-life without compromising fun.
- To **create** an environment of freedom and licence to be uninhibited.
- To **utilise** cultural venues as dynamic and immersive nightlife spaces.
- To **mobilise** the interest young adults have in their health and wellness by basing the plausibility of the concept in transparent scientific research.

Why is this Important?

"Young people are seen to be caught within a liminal phase of ‘youth’ that involves **a period of freedom** and hedonistic leisure before they assume the roles and responsibilities of adulthood. Many young adults seek to enact **informal rites of passage** through their leisure–time pursuits, such as nightclubbing”

*Jeremy Northcote, [Journal of Youth Studies](#), 2006

“**Wellness and science** move closer together where the boundaries of wellness and healthcare are blurred. People will seek to obtain happiness through **self-enhancement** by monitoring body functions: **Bio-hacking** becomes the shortcut to well-being”

*Global Wellness Institute, 2021

“If I was sober and dancing away, i'd be grand. But the second I go up to the smoking area, that’s when i'd find it hard”.

Interview 21 Year Old Female College Student
Regular Drinker, Enjoys Going Out

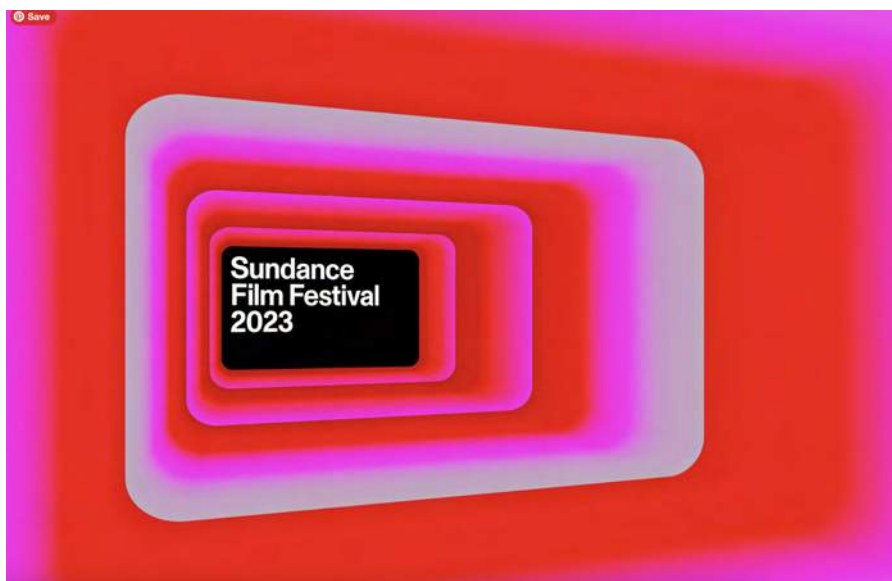
“Sometimes, when the music was really good, I would look at my 0% beer and double check that it was non-alcoholic!”

Interview, 24 Year Old Male College Student, Moderate Drinker, Enjoys Going Out

“I think it helps me to feel free in a world thats so regimented, with strict routines (however self-inflicted those routines are). I can let go of that! Alcohol used to be the main factor of that, but over the last year I realised that mainly I like dancing/being with people I love without fear of judgement/stress. It’s a good way to solidify friendship”

Google Survey, 2023

Porto Rocha– Sundance Film Festival

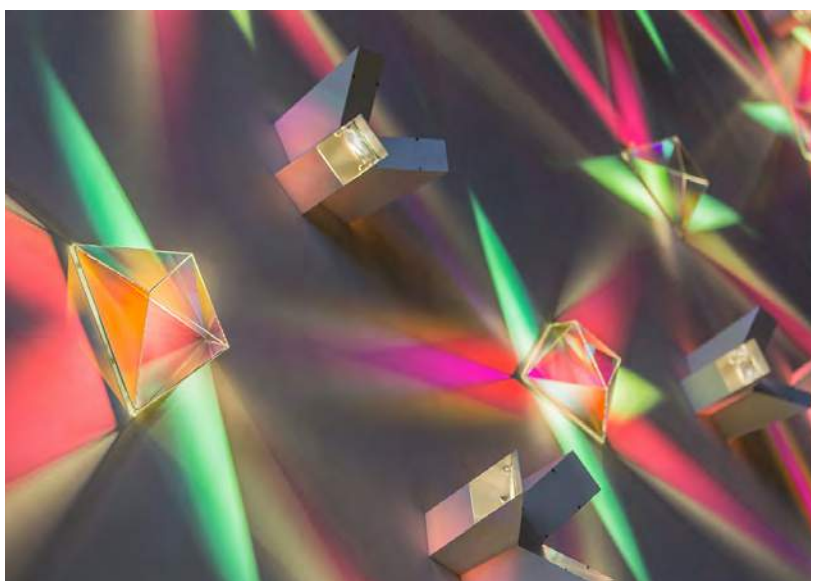


Damon Art

Blanc Festival 2020



My Uncertain Shadow, Olafur Eliasson



Sencity: The aroma jockey

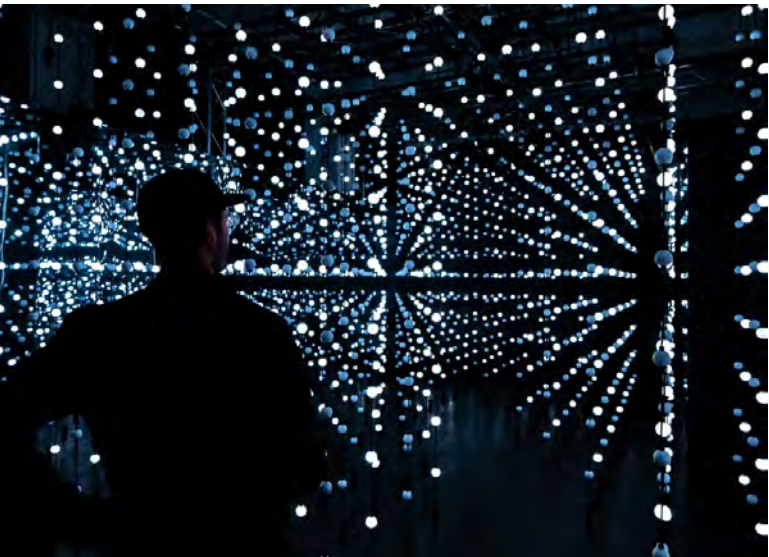


Berghain Trainer



Tempio del Futuro Perduto– Italian nightclub and cultural venue

Play – Visual Soundscape for Sonos Sound System QC Terme Spa and Resort– Milan spa with 'storm rooms'

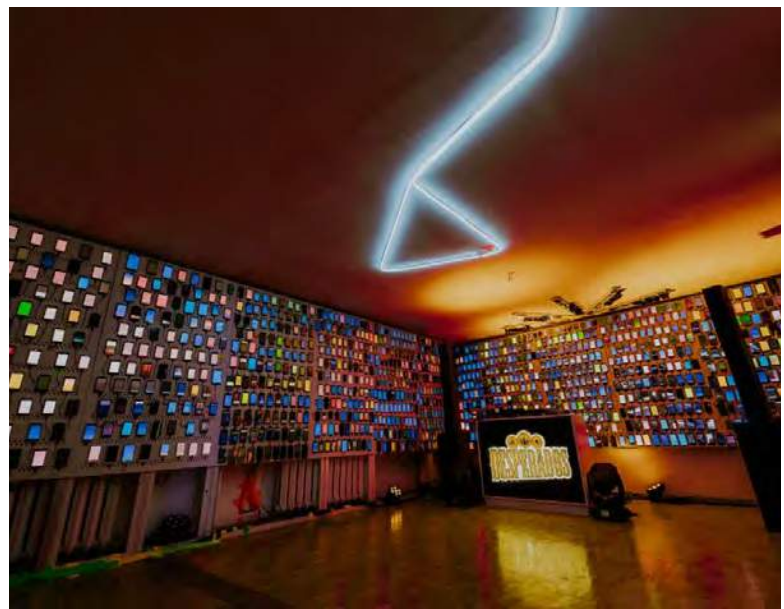


SWG3– Glasgow Nightclub Uses Dancers' Body Heat to Power Venue

Daybreaker– Dance event before work

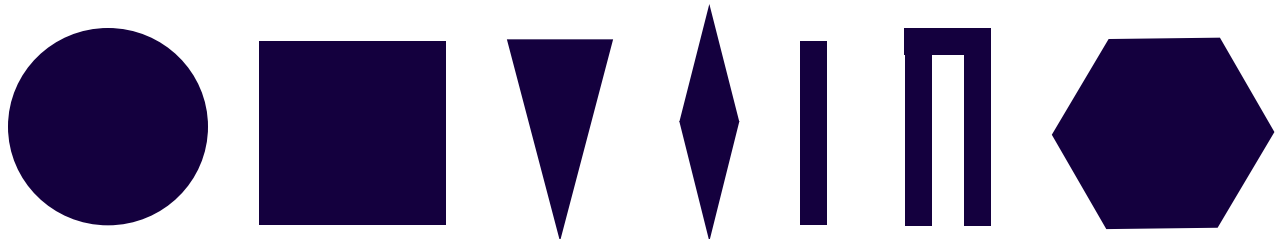
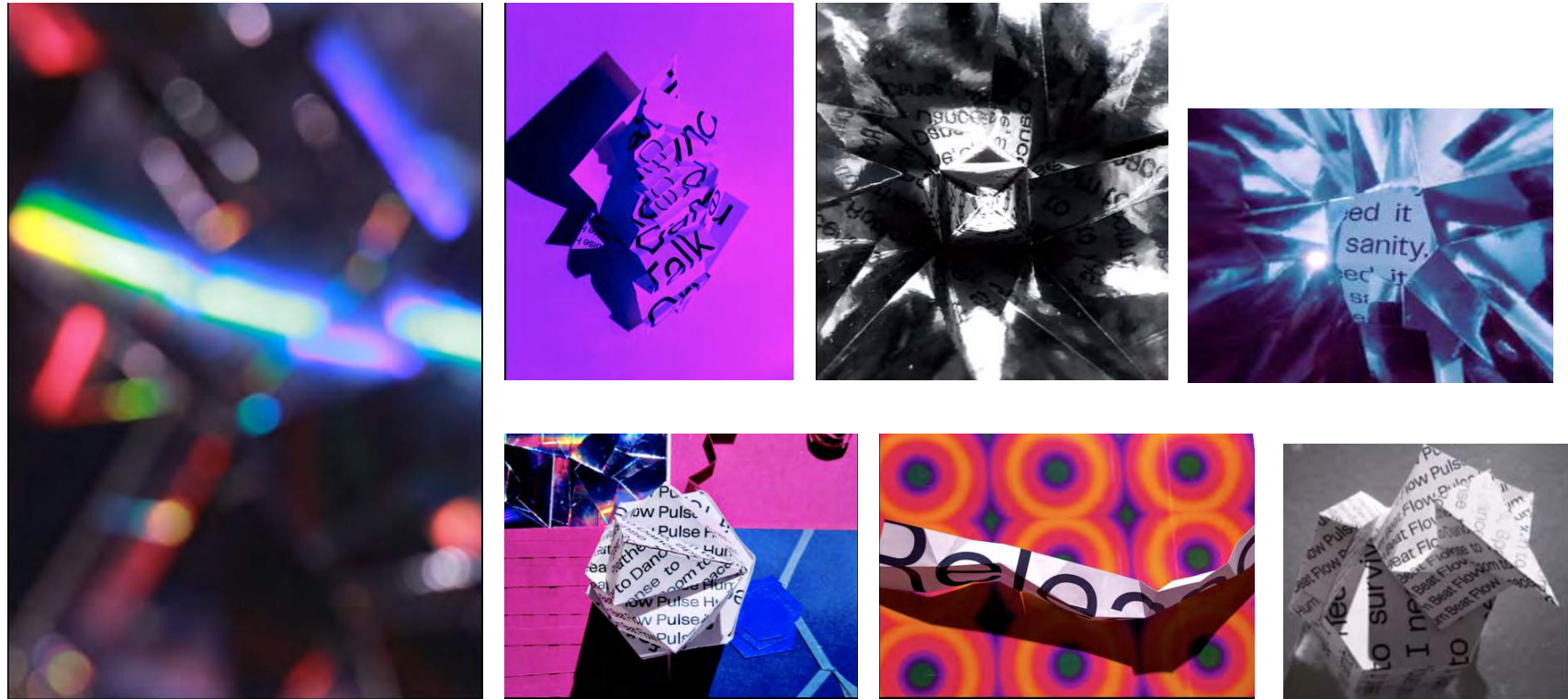


The Weather Project, Olafur Eliasson

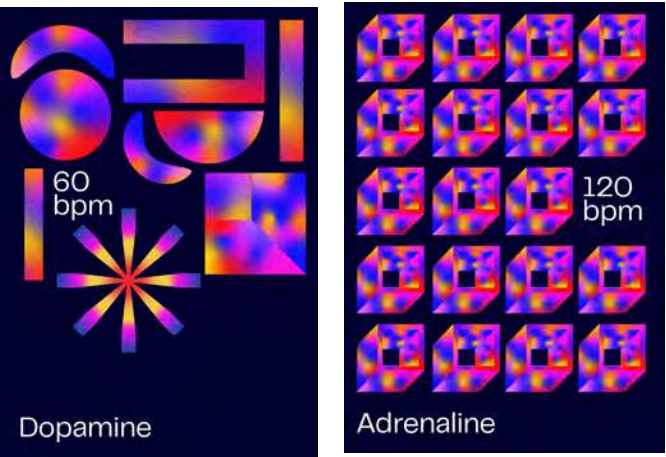
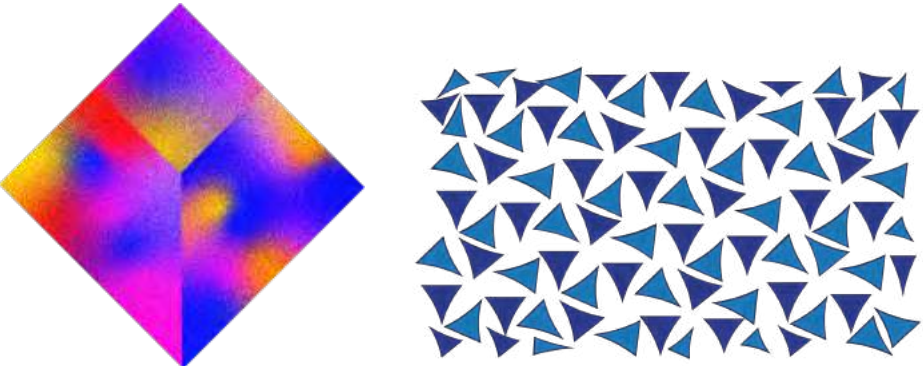


Desperados beer "Epic Parties Imagined by You"– Amsterdam Dance Event

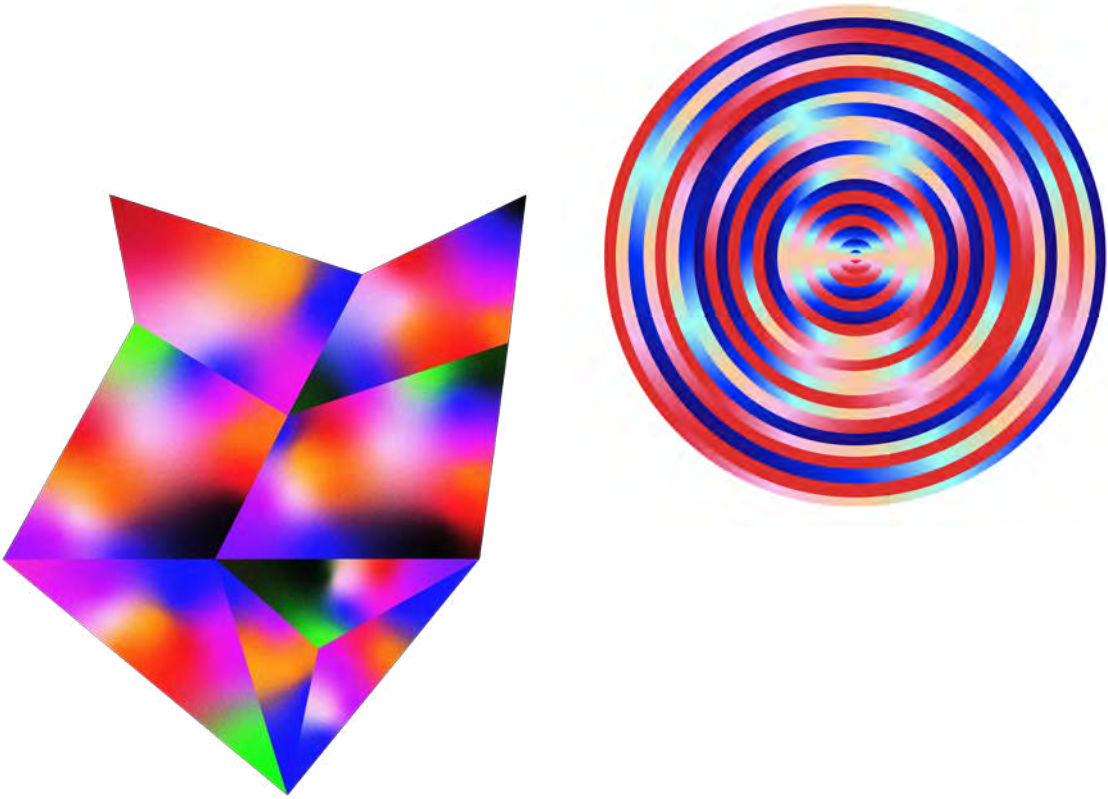
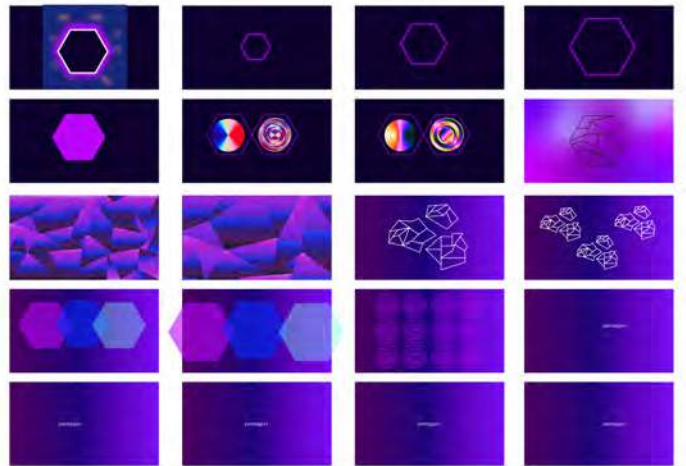
Beginning of Project

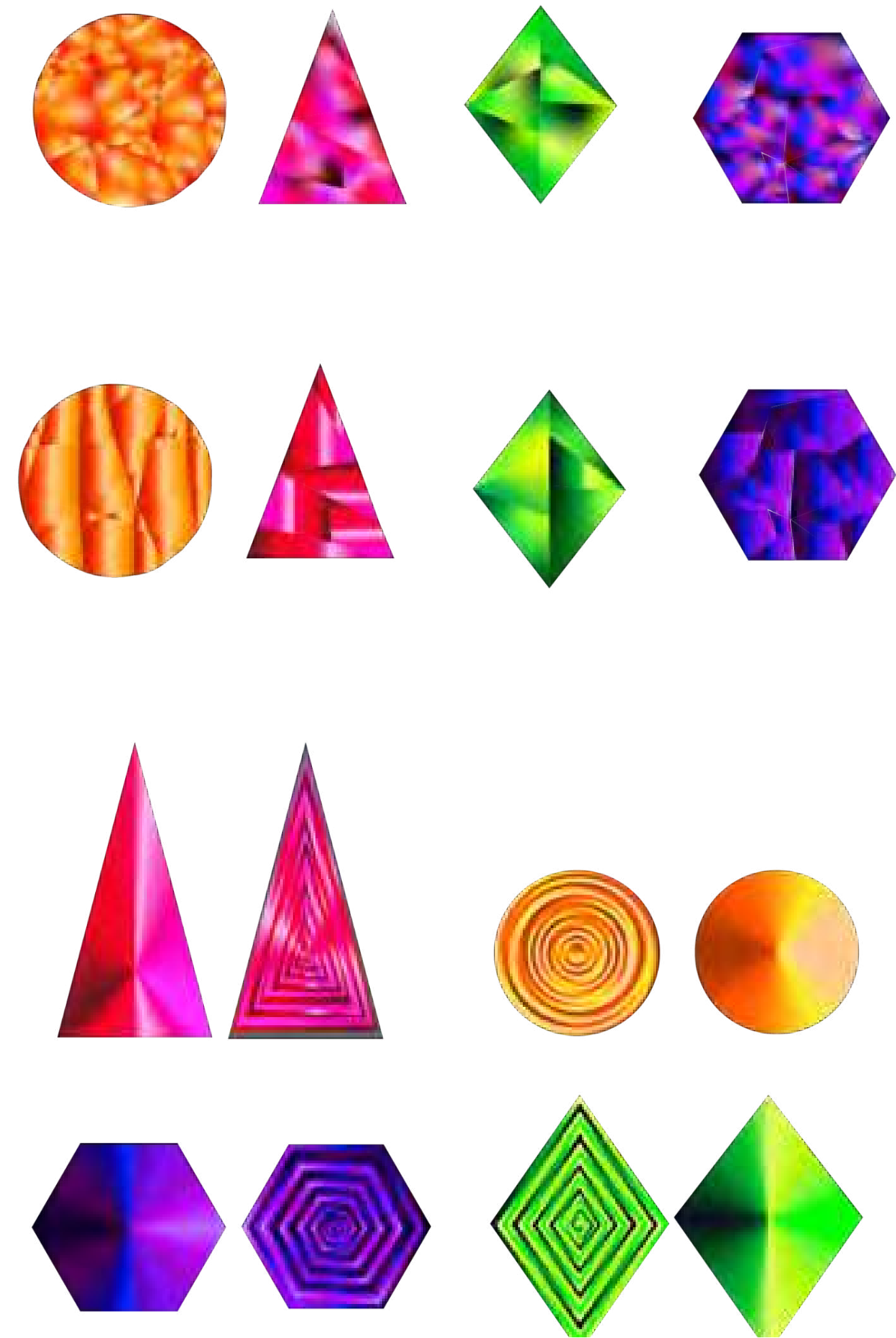


Middle

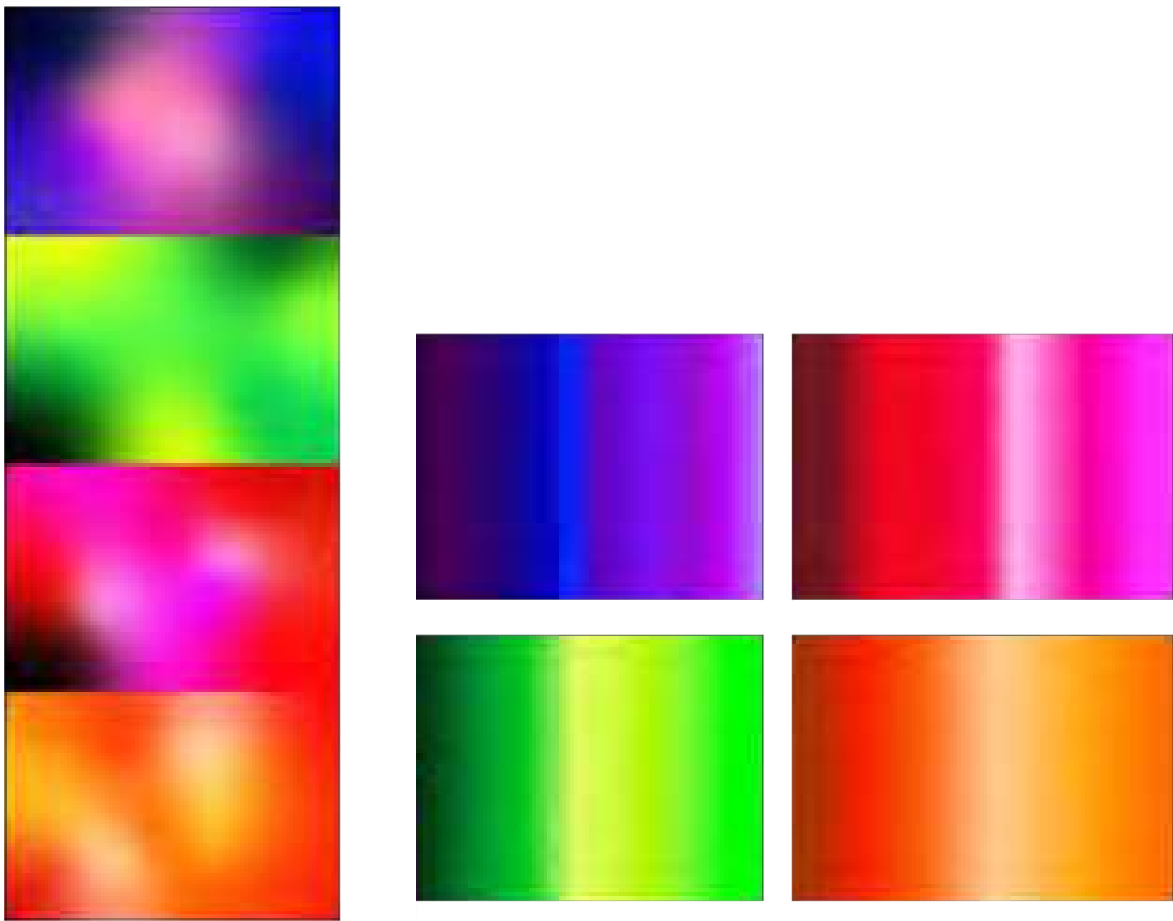


End





Whole, Layered and fragmented shapes



Point and Linear Gradient, both with Grain 40%



Two weights of chosen typeface that were used, all caps

PROMO CAMPAIGN

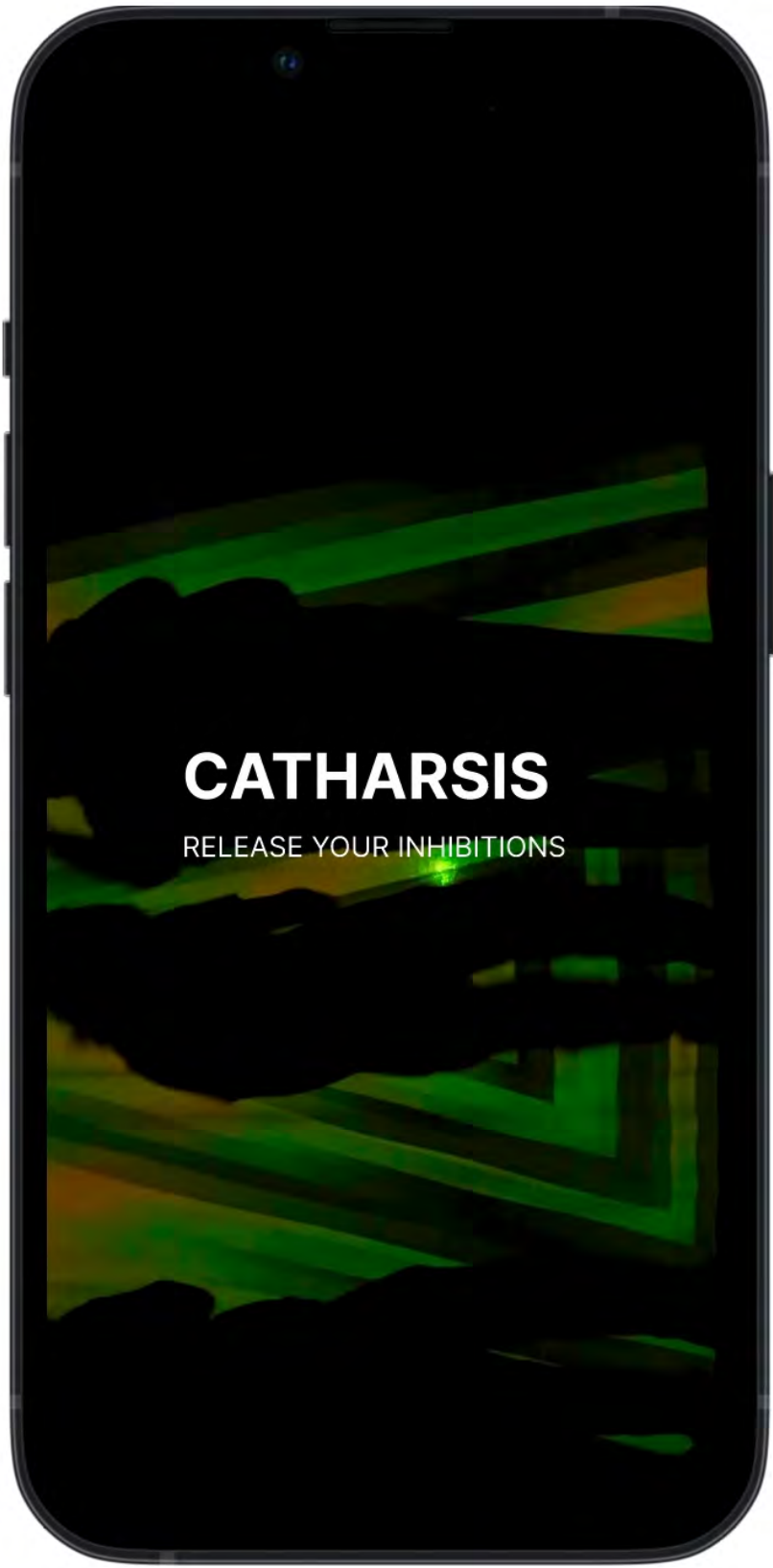


Guerilla Advertising on public transport, on poles/bins and LED signs around town, where the venues would be near. also in town, where all of going out happens, so people in the relevant situation would see it.

QR Code on posters and stickers bring the user to the app store where they can download the Catharsis App.

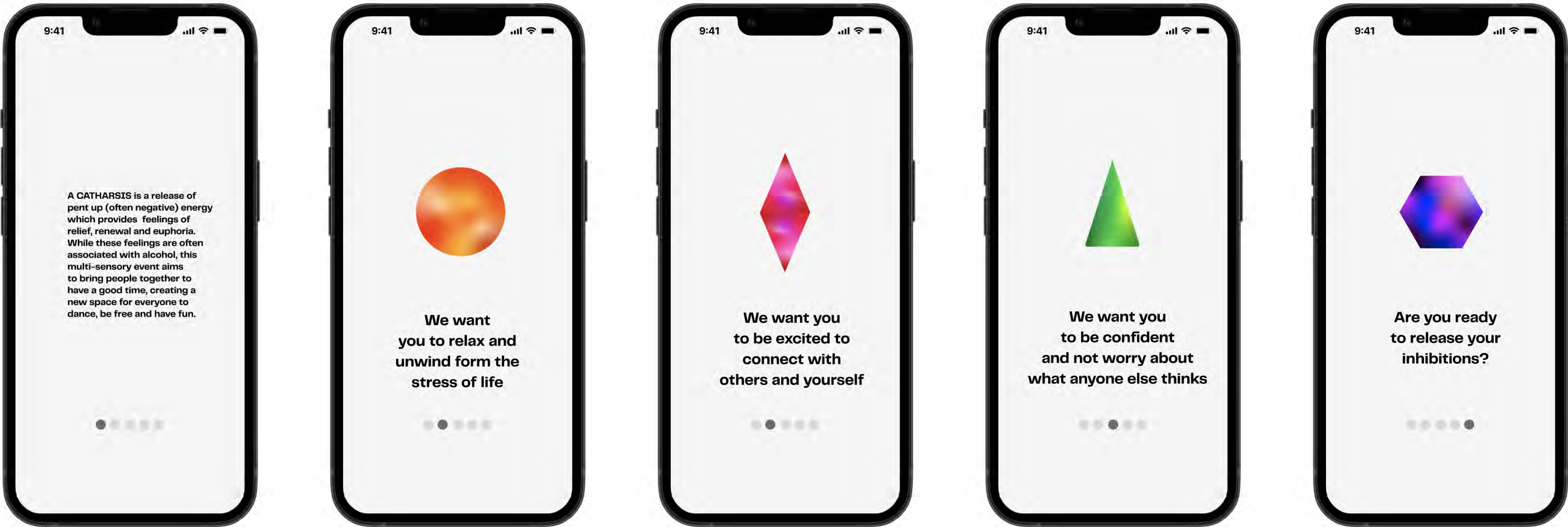
User sees these promotional materials in various places throughout her day to day routine, and this motivates her to engage with the idea and look at what it is.

PROMO CAMPAIGN



Promo video/Short Ad would also play on these OOH screens in town, as well as being shown on Social Media. These would also display the QR code to the app, or have a clickable link at the end of the ad.

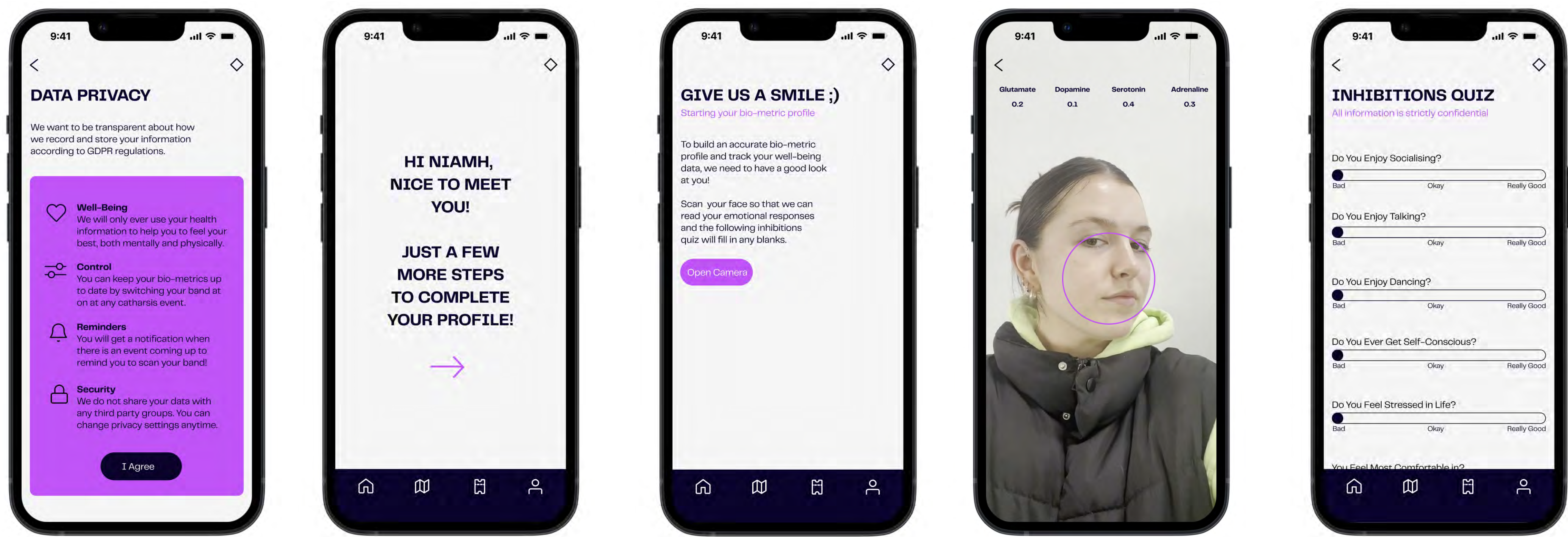
APP ONBAORDING



The User would then download the Catharsis App. These five screens show the onboarding process for a first time user logging in.

Comment

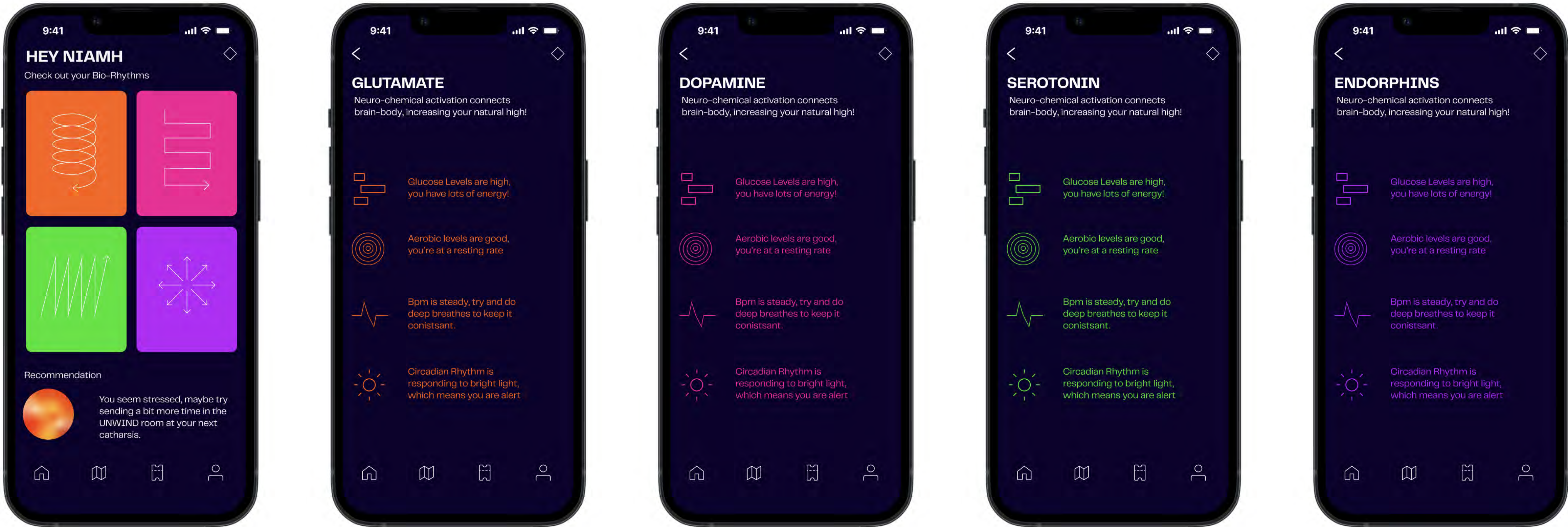
APP: PROFILE SET UP



These five screen show the profile set up and inhibitions quiz which gives the app context and is made personal to the user

Comment

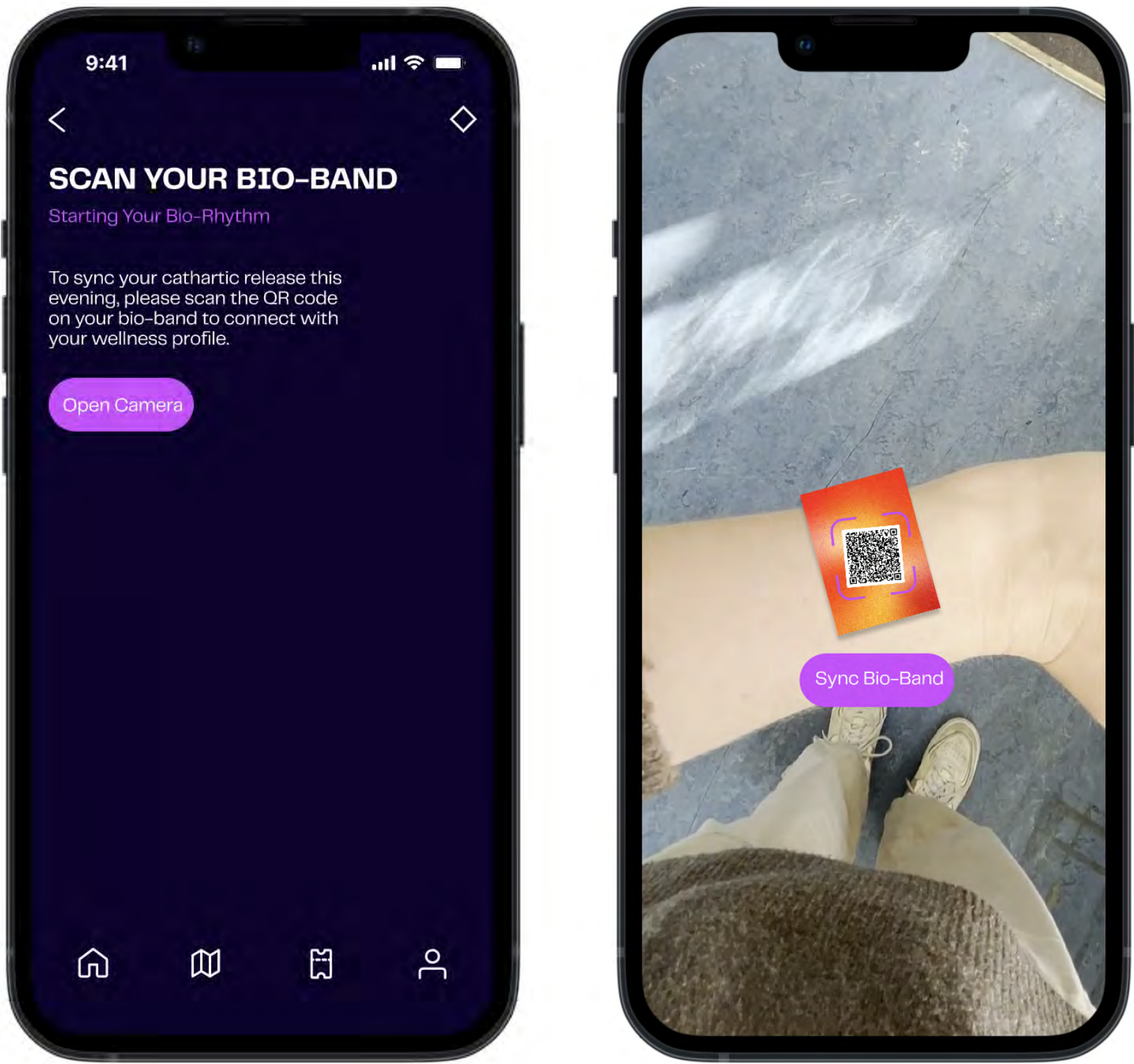
APP: BIOMETRICS DASHBOARD



These screens show the biometric dash/homepage and how you can view your wellbeing data.

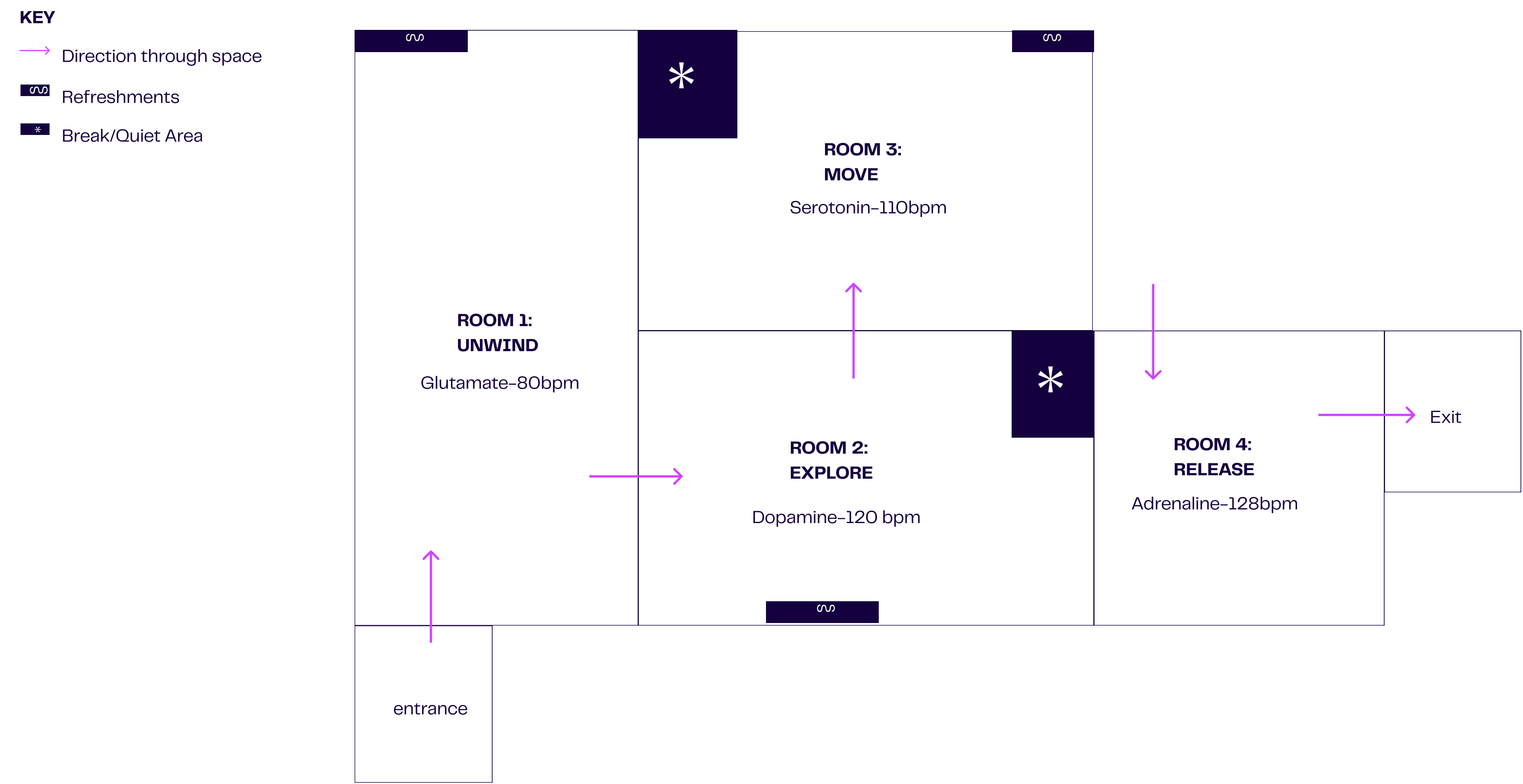
They are originally based off of your Inhibition Quiz and Face Id Data, and then are continuously synced with your bio-band whenever you attend an event

ARRIVING AT THE EVENT



When the user decides to go to a Catharsis event, they are given their bio-band on arrival and scan it to sync with they metrics through an RFID chip in the band.

The Wrist band comes in four different coloured gradients to match the different rooms and spread the visual language across multiple assets.



This event would be hosted in a new cultural centre in the Grand Canal Dock which will be built by 2030. It would be a multi-purpose space where lots of different types of people would mix, so a good place to launch an event like this.

This a good location as it is in town, which is where most people associate with traditional night-clubs in Dublin, so it brings that familiarity. However, being slightly out o the centre, in a new venue marks it out as something different.





Comment

[Room Two Youtube Link](#)



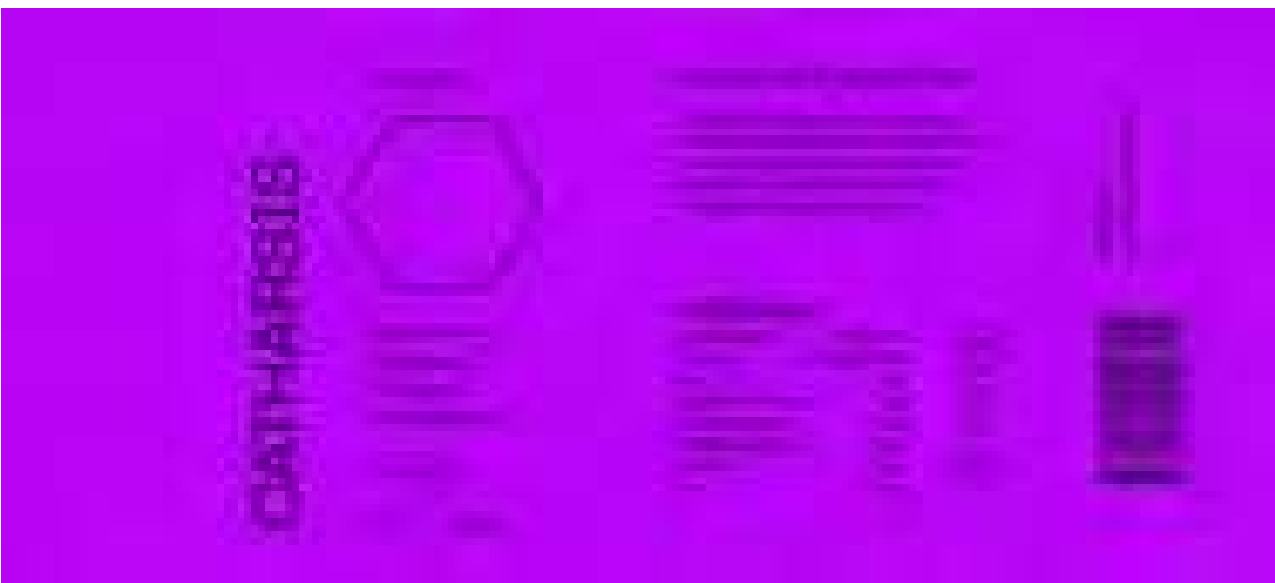
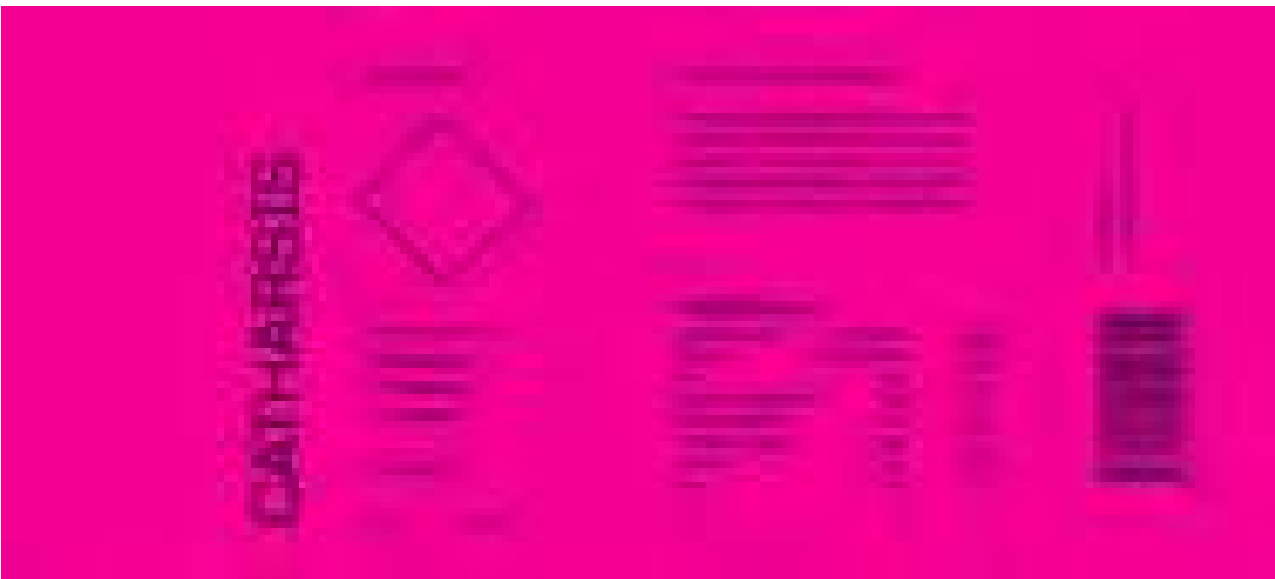
Room 3: Move

[Room Three Youtube Link](#)



Room 4: Release

[Room Four Youtube Link](#)



Can Per Room of Mood Enhancing Energy Drink. The different drinks contain ingredients which are relevant to the particular vibe of that room.

They work to support and progress those feelings using adaptogens to create a natural high. I chose to use 150ml cans because it reminded me of the small bottles that health shots come in, but keeping it in the aluminium can retains that energy drink feel.



Future Projections

This project is a new future speculation for 2030. The event which I have designed is the launch of a new type of nightlife. There would be potential for this event to grow and spread to different venues or collaborate with other nightlife events.

Project Critiques

I would have liked to improve the app and build on its functionality. I would have also liked to try and shoot it again with the people in the foreground as opposed to silhouettes.

Acknowledgements

Thanks to all the event managers and museum representative who took the time to speak with me and share their knowledge.

Thanks to Geoffrey Perrin for designing the sound for the motion in this project and to the vis comm team for their help and guidance.

Backup Work

For all backup work, see Miro board link:
https://miro.com/app/board/uXjVPrzJqa8=/?share_link_id=577382093336