

ALTER CONSTRAINT

documentation



www.alterconstraint.com

What is ALTER CONSTRAINT ?

ALTER CONSTRAINT is a fictive organisation with a global network and a web based community. The center piece of the organisation is The Formation. It's a virtual structure on www.alterconstraint.com with various departments and its own administrative machinery. AC Members have access to the virtual world of The Formation with a lot of spaces and entertaining areas to explore. However, ALTER CONSTRAINT is more than a mind candy. There are sectarian tendencies behind the proper surface and you never know who or what exactly is pulling the strings in the background. In fact what you encounter on your trip through The Formation negates the entertaining expectations and the logical structure, which usually are common with similar projects. Nevertheless it appears like a company website which tries to attract attention with video clips, visual gags, merchandising products, sweepstakes etc.

„Beyond virtuality!“ is the main slogan of ALTER CONSTRAINT that praises the advantages of its own cyber world. On the other hand the slogan brings up some questions: „What is beyond virtuality?“ „how is our handling with virtual worlds on the web?“ and „how is the user being affected by this virtual worlds?“ The visitors of The Formation go through a story, which is told like they have decided how it should be told. It is related to facts as well as it always will be fictional. By adopting structures and functions out of interactive websites and games the visitor become a traveller, searching his own path through The Formation and creating his own story about ALTER CONSTRAINT.

To build up the background of ALTER CONSTRAINT, found footage material and own created material is used. This mash up material comes along with an interactive surrounding and by using different kinds of videos, pictures and information platforms, ALTER CONSTRAINT is challenging the authority and the originality of information and the usage of the mass of free pictures and free videos on the web.

How is ALTER CONSTRAINT structured

ALTER CONSTRAINT is a fictional organisation, however it has its own history, spatial design and its own social structure.

History

Founded by the Mind Association and the Candy Club , ALTER CONSTRAINT, brings together the backgrounds of both organisations: Applied sciences like medicine, psychology and engineering on the one hand and on the other hand social networks and the entertainment industry. The Mind Association could be described as „the head“ of ALTER CONSTRAINT and the Candy Club functions as „the body“ of the organisation. In its early days the organisation was focused on the science part but shifted by the time to the social part. Today ALTER CONSTRAINT is officially a network organisation with different departments and its own community, but there is also invisible research activity in the background. As a former private circle, ALTER CONSTRAINT has been grown to a global operating gated community today.

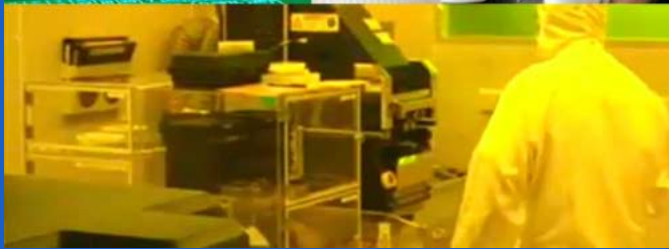
The history of ALTER CONSTRAINT is accessible at the Archive Center.



The pioneers of the Mind Association



Founder of the Candy Club Virginia F.Candy



ALTER CONSTRAINT's social networks, entertainment- and sciences industries



Medical research



ALTER CONSTRAINT's gated community



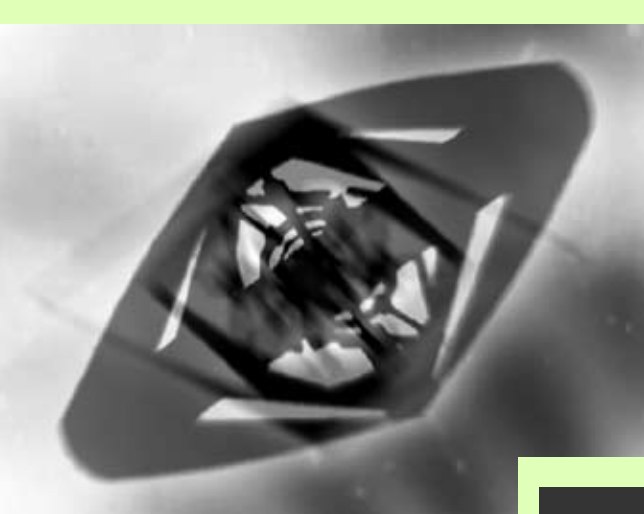
Members of the former private circle



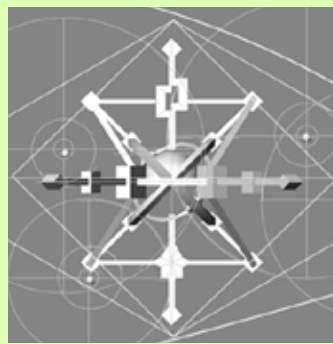
Honour member of the AC Community

Spatial design

The spatial structure of ALTER CONSTRAINT is called The Formation which is a virtual building based on the geometry of a rhombus (diamond shaped) as ground plan . The Formation is a body of rotation whose hypothetical surface appears as a double-sided cone, which is rotating on his own axis. This part of The Formation is called The Shell. It is surrounded by an amorphous cloud, which is called The Wrap. The inner part of The Shell is a smaller double-sided cone with a square as ground plan called The Core. In its middle there is the Visitor Center surrounded by diverse chambers. The construction of the Visitor Center is based on a modulated cuboctahedron. This part is open to the public and inside visitors can navigate through diverse spaces as well as get general information about ALTER CONSTRAINT and its departments and subsidiaries like AC comm, AC Medical Center, AC Campus, AC Playlounge, AC Investment Group etc.(see example) This so called information platforms are structured as attached websites (see example). Additionally channels of ALTER CONSTRAINT on social platforms like YouTube are directly linked and also existing websites of companies are integrated into the Visitor Center.



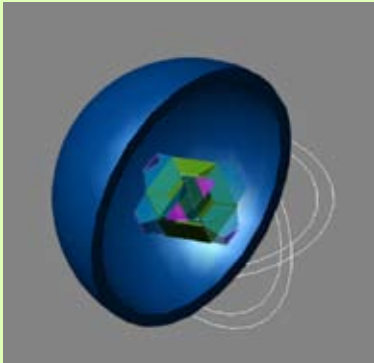
The Formation



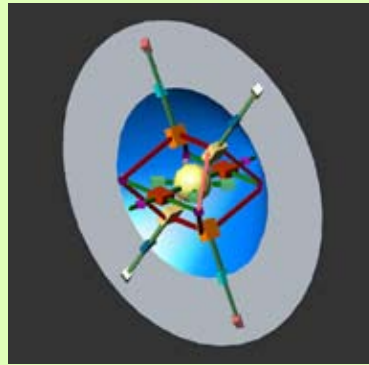
The ground plan of the Formation



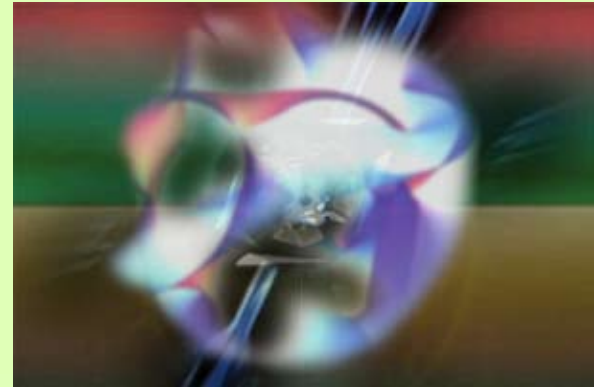
The Shell



Model of the Visitor Center



The Core



The Wrap



The Visitor Center



Screens of ALTER CONSTRAINT's departments and subsidiaries



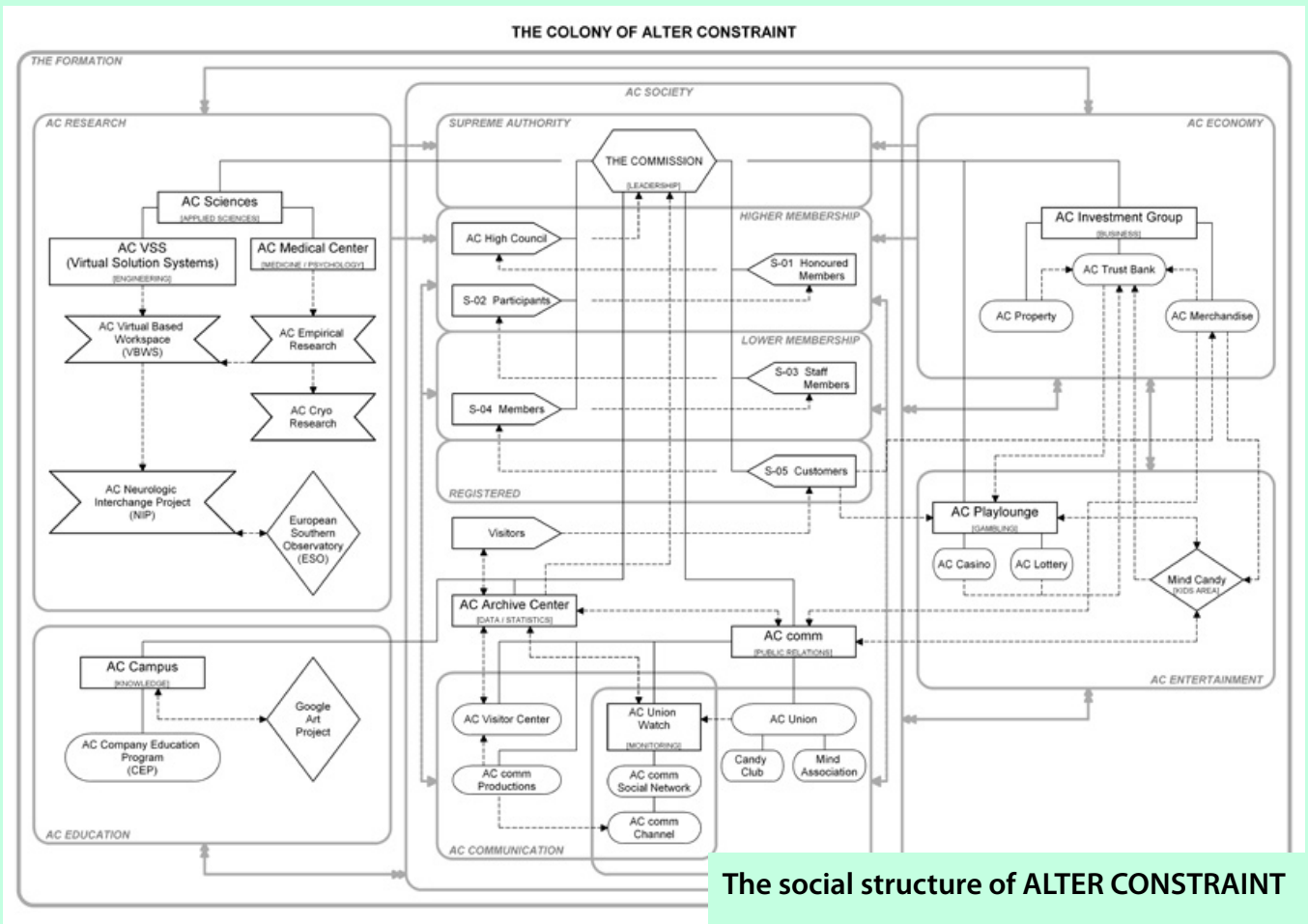
ACComm Channel on Youtube



Websites of the departments

Social Structure

ALTER CONSTRAINT is organised as an autarkical society with a hierarchical structure. Similar to a global concern, there are departments with different responsibilities and activities. At the top of the organisation is a group of unknown leaders called The Commission. The AC Society is embedded into a whole system of various interest groups, companies, projects and communities, which are all interconnected. As an AC Member you become part of this system with all rights and duties. The more you climb up the rank hierarchy the more you can participate and get access to closed places inside The Formation. Whether you are interested in education, making business, research or just having fun, it's all open to AC Members and there are endless possibilities to get involved. Such a possibility is to join one of the two unions, the Mind Association or the Candy Club. The two unions represent different communities with its own background and program: The Mind Association is related to fraternities with its traditional values, hierarchies etc. The Candy Club uses strategies like events and contests to celebrate and to entertain their community.



The social structure of ALTER CONSTRAINT



AC Members



Closed places for Members



Mind Association

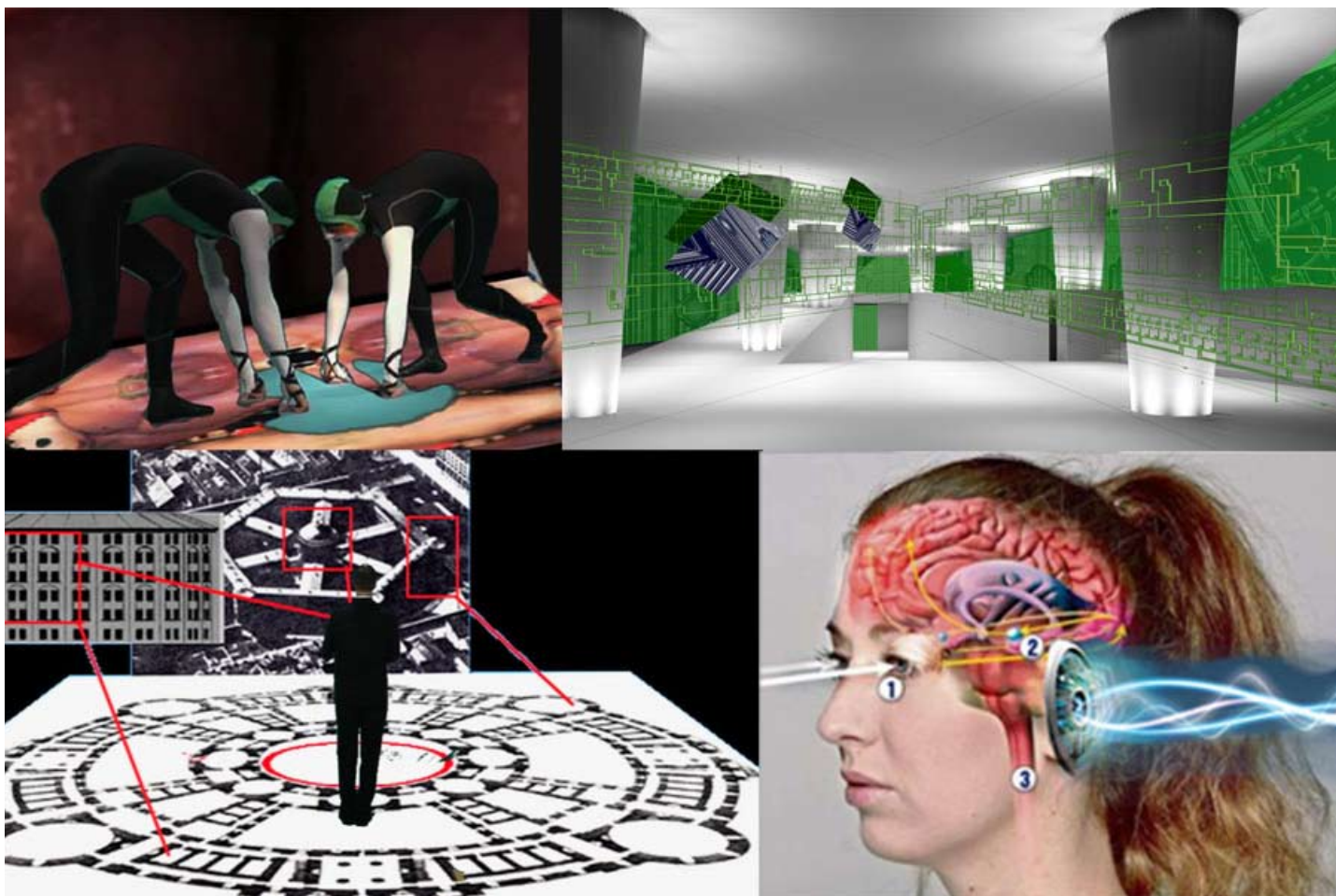


AC Virtual Show

What is the future of ALTER CONSTRAINT ?

The aim in general

Our interest in the project ALTER CONSTRAINT is to create a virtual world where you can travel through an artificial surrounding with entertaining value, get a lot of information, meet other people and become as a member part of an overwhelming system. On the other hand a confusing and disturbing labyrinth will appear by exploring ALTER CONSTRAINT in future where entertainment is compared with uncontrolled influences, information in fact manipulation is and high tech comes along with esotericism.[see example]



Examples for the virtual world

Next steps

1 Guided tour

To get a general impression about ALTER CONSTRAINT we will create a virtual tour through The Formation for the visitors. This virtual tour combines interactive elements as well as video-sequences and information in terms of spoken and written texts. To create it we will adopt and merge public relation practices like video presentations of companies, PowerPoint presentations or teasing video clips etc.

2 Extension of the spatial structure by building up chambers

The Visitor Center is the information platform and the superficial representation of the organisation. Additionally numerous chambers shall be built in the background by using an interactive structure, as well as fixed and given perspectives. With a blue-screen stand we recorded videos with different characters, which will be integrated into the virtual surrounding of the chambers.



Guide of the virtual tour



Sketches of the chambers



Virtual characters



Virtual surrounding inside The Formation

3 Creating own communities

At the Visitor Center the unions Mind Association and Candy Club will be completed in providing more detailed information. Inside The Formation both of the unions will be developed with its own specific properties like social platforms, secret places for members, chatting rooms etc. To connect the virtual world of the AC community with people from outside, own platforms will be created as well as existing platforms like YouTube will be integrated. The idea is to link ALTER CONSTRAINT with other platforms on the web to create a network and to gain more popularity by advertising on them.

4 Advertise the communities

To advertise the unions we would like to materialize their digital branding and to produce merchandising products out of the unions' design. We are interested in practices of the economy and the entertainment industry, which for example use new technologies to monetize their digital branding or to increase the value of their products by customized merchandising.

sign up!
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CREATED AND FRIENDSHIPS
LAST A LIFETIME

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Advertising