



# DATUM AUDIO

a locative urban game, using binaural sound to transform Shopping Malls into fantastical spaces

by ZU-UK

*DATUM Audio* promotes a safe return to Shopping Malls encouraging ethical consumption and circular economy, inspired by the Japanese concept of Tsukumogami. Tsukumogami (付喪神) is the name given to a type of yōkai or spirit which can be found in all objects, based on a Shinto belief that every object has a spirit. *DATUM Audio* is a ghost-hunt that invites participants to unlock the 'ghosts' that represent the hidden stories of the supply chain. *DATUM Audio* is a game for three players at a time, and appeals to players' desires/needs according to four key values:

**PLAYFUL EXPLORATION:** *DATUM Audio* maps shopping centres onto a global game-board. It generates a new, playful way of engaging with the world around us and our public space.

**SOCIAL CONNECTION:** Social distancing has brought us a new consciousness of our bodies in public space, and the ways we connect with others. *DATUM Audio* capitalises on its multiplayer structure to ask what it means to share space with others creatively and responsibly.

**REFLECTION & RESISTANCE:** *DATUM Audio* points players gently towards 1) the consumer's 'right to know' about the processes and people behind the products they buy, and 2) the possibility of slowing down as a simple and achievable act of resistance.

**SOUND & EXERCISE:** *DATUM Audio*, as a predominantly audio-led experience, encourages people tired of gazing at their phones, away from their screen and into motion, right into their bodies and a consciousness of the physical self in physical space to an extraordinary original soundtrack.



**DATUM Audio Team:** Persis Jadé Maravala (Writer & Director), Jorge Lopes Ramos (Concept, Producer & Exec. Coordination), Ross Flight (Sound Design), Alex Peckham (App Developer), Hayley Hill (Assistant Director), Marnie Nash (General Manager), Kim Plowright (Project Manager), Kesia Guillery (Research Assistant), Janet Howe (App Development Coordinator), Mink Ette (Game Design Consultant), Dave Aldhouse (Art Director), Sarah Gordon (Illustrator) - with Law, Sustainability and Human Rights input from Professor Olga Martin-Ortega, Dr. Argyro Karanasiou and Ceylan Akbas from the University of Greenwich.

**DATUM Audio is created and produced by ZU-UK.** *DATUM* was created by ZU-UK in 2016 and developed as part of DATUM R&D<sup>(1)</sup> via the *DATUM Audio* strand. Described by the Sunday Times as a 'new cultural force' (2021), ZU-UK is a multi award-winning independent theatre and digital arts company based in East London. Driven by an artistic partnership between immigrant working-class artists Persis Jadé Maravala and Jorge Lopes Ramos, ZU-UK is renowned for its ethical approach to live/online interactive experiences in public spaces. ZU-UK's recent work addresses urgent topics of sustainable consumption through accessible experiences to local communities in the UK and abroad.

<sup>(1)</sup> DATUM R&D was created and produced by ZU-UK (lead partner), University of Greenwich and body>data>space, with support from Innovate UK. This project was partnered with Strategic Research Groups at University of Greenwich - CLEI - Co-creating Liveness in Embodied Immersion, BHRE - Business, Human Rights and Environment and LETS Lab - Law, Emerging Technologies & Science.



# DATUM AR

## HARNESSING AR FOR THE INTIMATE ACT OF GIFTING

body>data>space (BDS Creative Ltd)



As our lives become increasingly virtual **DATUM AR** offers the opportunity to bring depth to our connected relationships, across time and space.

Whether a quick thank you or a special present this platform enables fast and beautiful gift giving within the blended environment of AR (physical and virtual), enabling action on environmental sustainability and yet enhancing and extending the unique intimacy of gifting.

**DATUM AR** is a mobile app/web-based gifting platform enabling the user to choose, customise and send an AR gift to a friend/colleague, wherever they are in the world, eliminating unsustainable physical gifting practises. These virtual gifts exist on the platform as AR assets, both ready-made and customisable, which are sent by the gift giver and collected by the recipient at a time and location of the gift givers choice. Each bespoke choice by the gift giver is an intimate act in itself.

The platform is responding to the need for intimate gifting (thank yous, get well wishes, birthday greetings or condolences) into our connected world, local to local and local to global, brought to the forefront in our times of global pandemic lockdowns, isolation and quarantine. While at the same time, this platform encourages ethical consumer behaviour and runs alongside the re-opening of sustainable commerce post pandemic.

**DATUM AR Team:** Ghislaine Boddington (Creative Director), Tadej Vindis (Lead Producer), Nick Rothwell (Technical Lead), Ivor Diosi (XR Developer), Amy Jackson-Bruce (UX Developer), Luke Perkin (App Developer).

**DATUM AR is created and produced by body>data>space (BDS Creative Ltd).** The project was developed as part of DATUM R&D<sup>(2)</sup>. body>data>space (BDS Creative Ltd) is an interactive design collective that emerged from the pioneer arts and technology collective shinkansen (1989-2004) in 2005. body>data>space have focused on the body, data and virtual/physical space from the angle of the body as the interface, leading internationally explorations into telepresence, digital intimacy and personal data ownership through curations, commissions and large scale interactive public works.

[www.bodydataspace.net](http://www.bodydataspace.net)

[@bodydataspace](https://twitter.com/bodydataspace)

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