

A BRIEF HISTORY OF THE NEXT CENTURY

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HYPERCONSUMERISM

The economist Selman Shapiro has been awarded the Nobel Prize for Economic Sciences for his era-defining work 'The Limits of Productivity' which helped change the paradigm of 'Production' to the paradigm of 'Hyperconsumerism' and to transcend capitalism to its next manifestation. Accordingly and true to the prerogatives of this school of thought every possible means of increasing consumption needs to be exploited.

In the early years of this new stage of capitalism – in most cases – it meant blatantly making uses of every square inch of public space for advertisements, i.e. 'Consumessages'.





 ERWIN WURMBRAND ♂

HAPPY SCAN. 20.04.2003 ID.NR.: 3449 DIVORCED

HEALTH: DANGER / VIRULENT

HAPPYPOINTS: -25000

CRIM-REC: 2 CONVICTIONS

SEXUALITY: HETEROSEXUAL

ETHNICITY: CAUCASIAN







YOUR GLOBAL FAMILY



HAPPY CASH.

GOOD

Can you
make me
happy?

STAY ON

Need a Vacation?
Buchen Sie bei
HAPPY FLY!
Virtuelle Reisen
von zuhause aus!



Take a peek into a possible future in 17 locations in Graz with our free virtual reality app. Immerse yourself in 360° of dystopias, supported by a 3D-sounddesign and a vivid musical soundtrack. Download the app DYSTOPTIMAL and start strolling into the future.

ABSTRACT: DYSTOPTIMAL

Dystoptimal is a smartphone-app. Dystoptimal creates dystopias in order to focus on the qualities of reality. Dystoptimal animates citizens and visitors to experience the city of Graz from a new perspective. Dystoptimal creates virtual realities that can be experienced at specific landmark-points in each of the 17 districts of Graz / Austria.

The user will be immersed in a dystopian 360-degree environment via a smartphone or tablet which maps a possible future over the actual, current urban topography.

The scenes are animated and locked to specific markers in order to align with and imitate any movement the user wishes to make (Up, Down, Left, Right). Additionally a specific sound-design will be created in order to deepen the immersive character of the 'mini-movies'. (Ambisonics- Sound)

Once the user dis-engages the app or simply puts down his smart-phone he or she should experience the city and its qualities, its aesthetics and 'natural' environments from a new, refreshed and holistic point of view.

The scenes progress chronologically to the year 2120 and touch on a variety of issues, ranging from big-data-surveillance, climate change or artificial intelligence to socio-economic stratification developments and hyper-consumerism. These topics, while already palpable in our present time are pushed to the extreme and – with the creation of websites for fictional companies, that are part of the DYSTOPTIMAL-Narrative – the lines between real and fake are blurred even more. The user peeks through a keyhole (his smart-phone) into a not so distant future. A future he or she still has the power to shape, if the right questions are asked.

Additionally, the city can be explored in a 'game-app' kind of way by guiding users to unknown and/or less commonly frequented places, thereby opening up new aspects of an urban environment.