

Blast Theory

Matt Adams

Science fiction you can hold in your hand: digital practice and social purpose

Let's Get Real, Wellcome Trust, London

30th January 2019

www.blasttheory.co.uk

@blasttheory

Blast Theory



A collaboration between Matt Adams, Ju Row Farr and Nick Tandavanitj.

Blast Theory was formed in 1991.

Blast Theory



A group of artists based in Brighton, UK.

Collaborating with the Mixed Reality Lab at the University of Nottingham since 1998.

Permanent work in Science Museum in London and Red Cross Museum in Geneva.

Currently showing works in Museum of City of New York and Tai Kwun in Hong Kong.

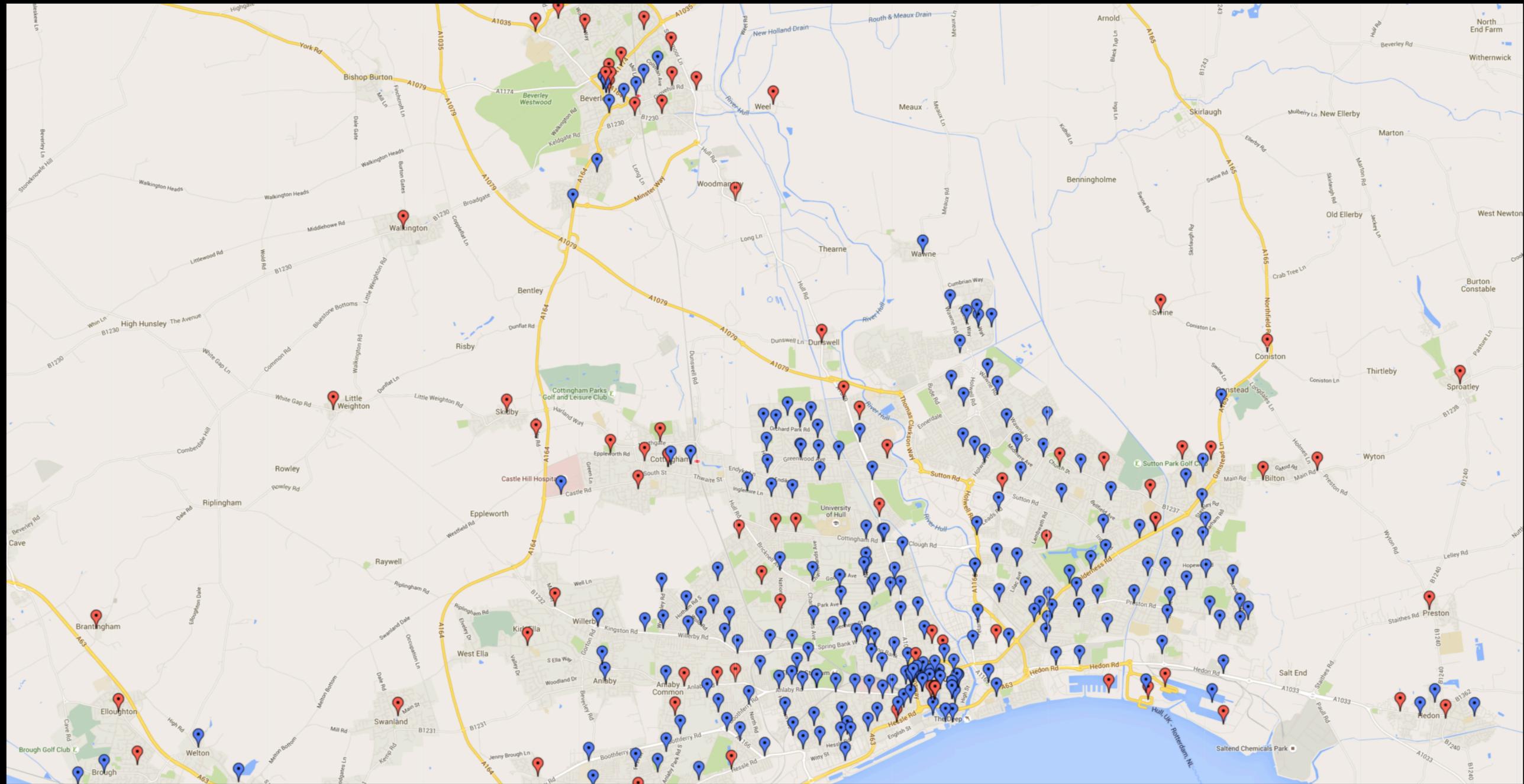
What is social purpose?

- Create change
- Stimulate new ways of thinking
- Sharpen audience's sense of issues and draw them into direct contact with an idea
- Put audiences in a tricky position, where thinking for themselves is needed, where you declare yourself in some sense (and yet are protected by the fictional framework within which you are operating)

2097: We Made Ourselves Over



A commission
for Hull City of
Culture and
Aarhus Capital
of Culture



300 phone
boxes across
Hull.

How to get a city thinking about the future?

How to get one person thinking about the future?

2097: We Made Ourselves Over



To create a science fiction project which invites the public in Hull, Aarhus and beyond to speculate on their hopes for the coming century and how they might have an impact on the future.

Research

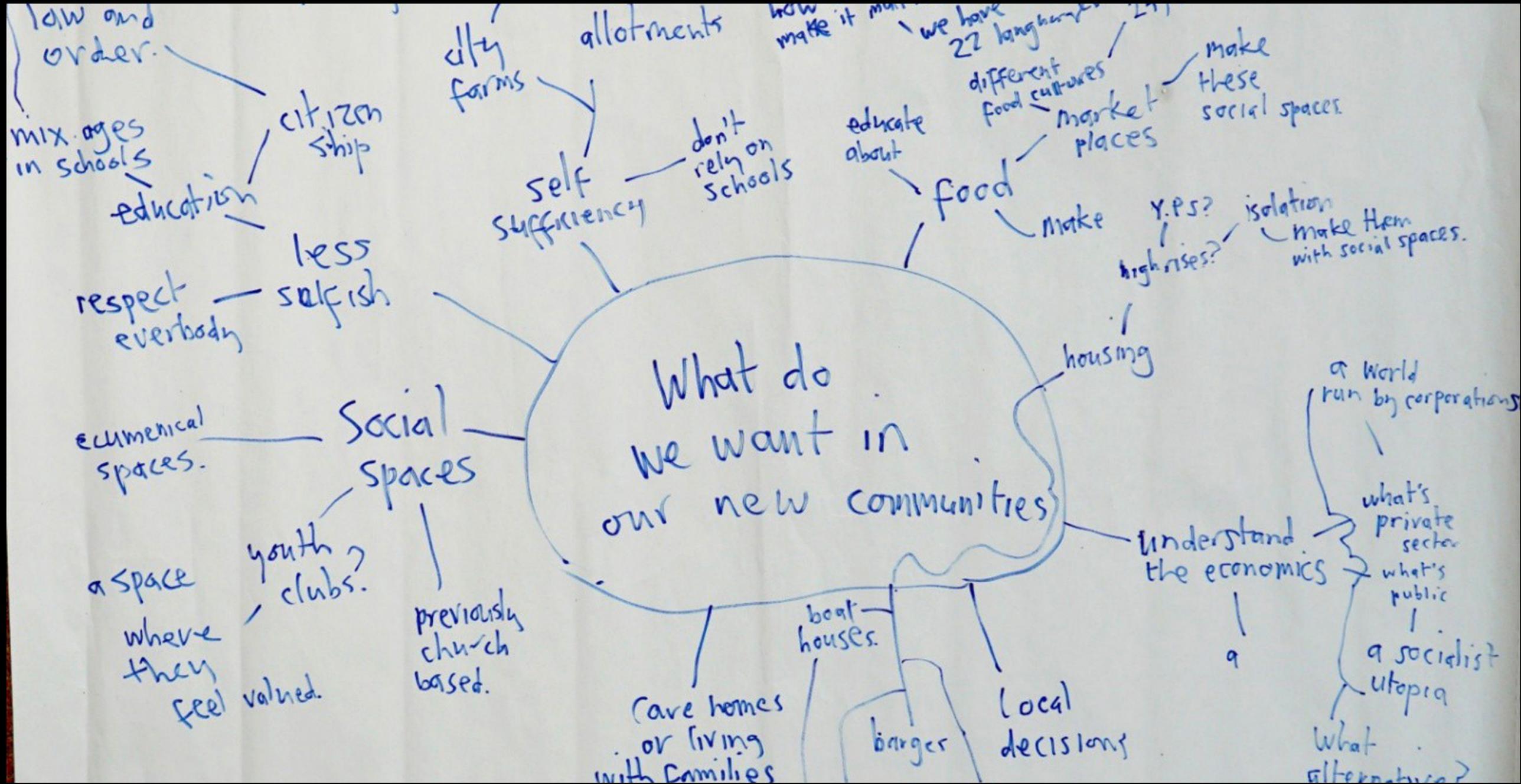


Interviews with experts from Hull and Aarhus about the challenges of the coming century.

We release 9 films covering climate change, AI, blockchain and the Tarot.

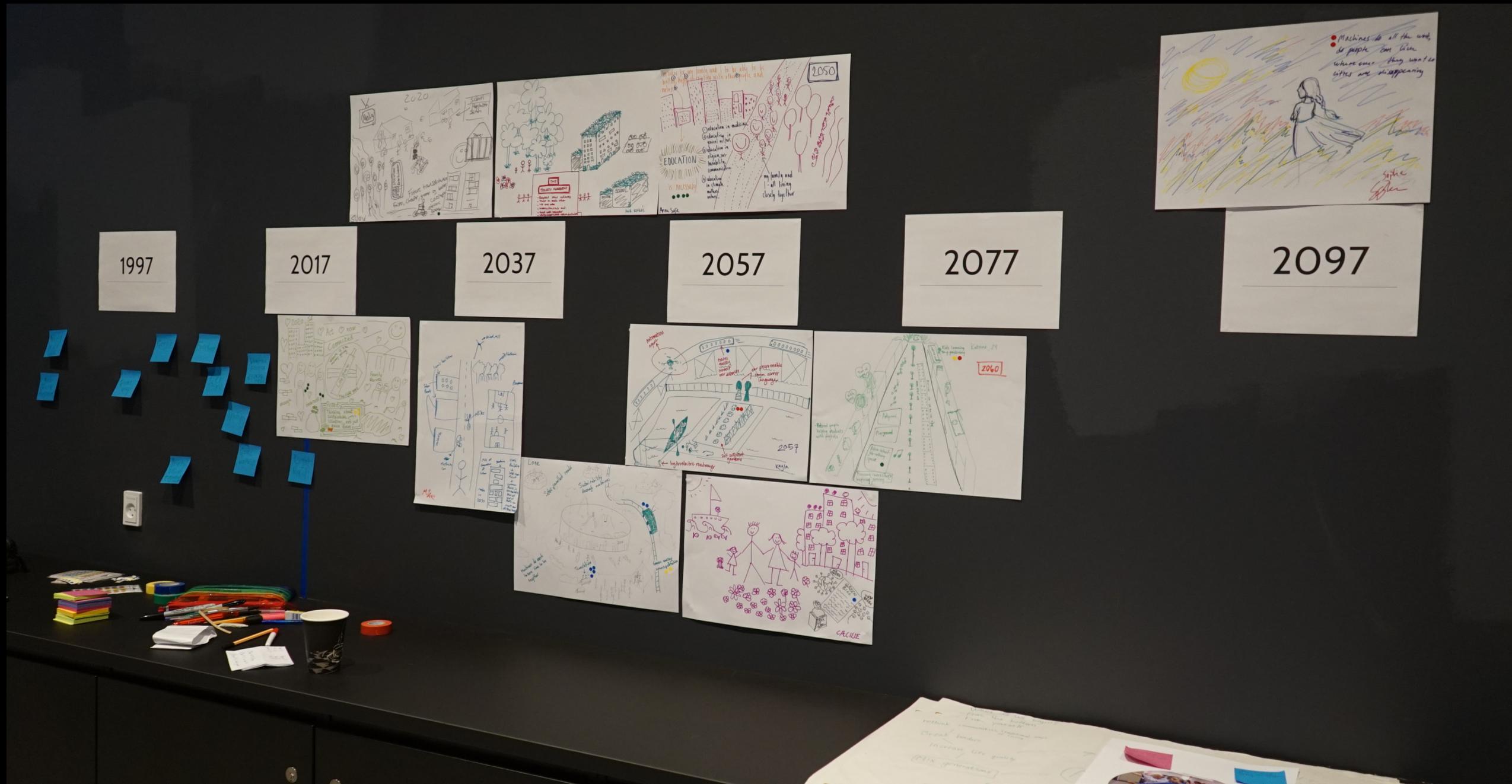


Workshops



We capture and develop these ideas . . .

Workshops



... and develop them into scripts for five science fiction films.

Filming in Hull and Aarhus



We shoot the films at locations across the two cities, merging them into Aarhull.

Filming in Hull and Aarhus



With the participation of local people as lead actors, extras and crew.

1st October 2017

- App launches
- Phone boxes ring
- Screenings begin

2097. WE MADE OURSELVES OVER

SCENE

1A

SHOT

SLATE

TAKE

00271

2

ROLL

AH0011

DIR: MATT ADAMS

OP: RUBEN WOODIN DECHAMPS

0807.2017

INT/EXT
DAY/NIGHT

Smartphone App



Hessa shows you
Aarhull in 2097.



The phone boxes ring from the future



At 2pm on 1st October 2017, all 300 phone boxes in Hull ring at the same time.

Hessa calls to ask for your help.



Live in Aarhus



Meanwhile in Aarhus there is another part of 2097.

The velodrome where Hessa, Vidhya and Catreus made the decision to destroy the city and rebuild on a new site has been preserved for future generations.

Another kind of journey in Aarhus



Visitors begin their journey to visit the site with a ride in an electric car . . .





How will you create change for one person you care about?

www.blasttheory.co.uk

Download the app: 2097

Follow us on Twitter: [@blasttheory](https://twitter.com/blasttheory)