

HELLA EMPFIEHLT HELLA RECOMMENDS

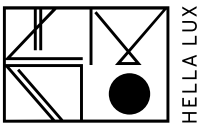
- TO READ** Daniel Kahneman – Thinking, Fast and Slow and the poem Only Ships That Pass in the Night by Henry Wadsworth Longfellow
- TO WATCH** How to Outsmart Your Own Unconscious Bias – Valerie Alexander
- TO PLAY** Life is Strange by Dontnod Entertainment
- TO DRINK** Ein Kaffee mit nicht normaler Milch / A coffee with not normal milk
- TO LISTEN** Daisuke Tanabe – Floating Underwater

CREDITS

Ein Audiowalk von / An audiowalk by **HELLA LUX**
Künstlerische Leitung / Artistic directors:
LENJA BUSCH, MILENA WICHERT
Technologie Partner / Technology partner: **STORYDIVE**
Sounddesign: **RUPERT JAUD**
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storydive



HAMMER&EGG is part of the MediaFutures project.

MediaFutures



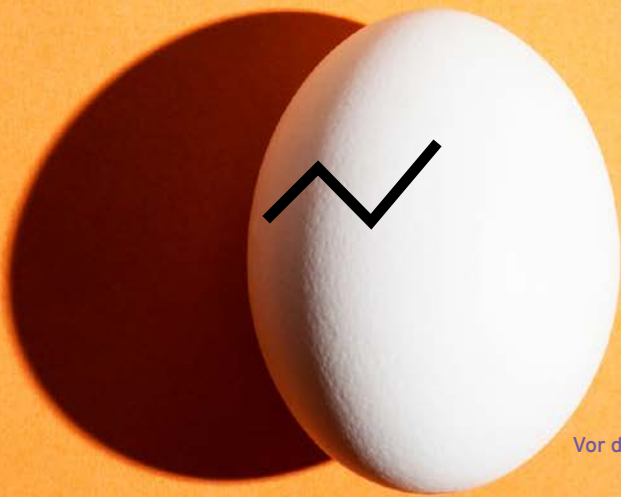
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EIN INTERAKTIVER AUDIOWALK VON HELLA LUX
AN INTERACTIVE AUDIOWALK BY HELLA LUX

In Englisch & Deutsch In English & German
Ab 12 Jahren From 12 years on

HAMMER & EGG



STARTPUNKT
Vor dem Maritimen Museum Hamburg
Auf der Busanbrücke
STARTING POINT
In front of the Maritime Museum Hamburg
On the Busan bridge

WORUM GEHT ES / IN HAMMER&EGG?

Die Mechanismen, die unser Gehirn nutzt, um „einfach so“ Leerstellen auszufüllen, setzen sich aus komplexen, kognitiven Prozessen zusammen. Was haben unsere internalisierten Systeme alles gesammelt, an Erfahrungen und Referenzsystemen, die schnell Antworten und Entscheidungen formieren? Ständig brechen wir in Bruchteilen einer Sekunde komplexe Bausteine, denen wir begegnen, in angenehme Happen herunter. Aber wie akkurat ist unser interner Autopilot:in? Kommt nach Hund, Katze vielleicht

nicht die Maus, sondern die Tierhaarallergie? Was machen Kontext, Formulierung, Reihenfolge, etc. mit meiner Wahrnehmung und Interpretation von Informationen? Und was passiert, wenn wir unsere automatischen Reaktionen und Entscheidungen auf Felder anwenden, die reale Konsequenzen haben. Weg von Hund und Katze hin zu Propaganda, Populismus, Fake News und Diskriminierung. Die Frage stellt sich dann schnell, wie groß genau die Fallhöhe von Annahmen und gefühlten Wahrheiten zu Fakten und Recherche ist.

WHAT IS HAMMER&EGG ALL ABOUT?

The mechanisms that our brain uses to fill in the blanks are made up of complex, cognitive processes. What collection of experiences and different reference systems have our internalized systems gathered so that they can quickly form our answers and decisions? We're constantly breaking down complex information into bite-size chunks in fractions of a second. But how accurate is our internal autopilot? What if instead of after "cats and..." a dog doesn't follow but allergies?

What does context, formulation, order, have to do with my perception and interpretation of information? And what happens when we apply our automatic reactions and snap decisions to fields that have real consequences. We are not talking about dogs and cats anymore, but about propaganda, populism, fake news and discrimination. How big is the gap between assumptions and perceived truths and facts and research?

HOW TO

1. To experience the audiowalk, download the free Storydive app onto your smartphone.
2. You can download the audiowalk **HAMMER&EGG** in the app from home (this saves mobile data).
3. Before you leave your home: Charge your phone, and don't forget your headphones!
4. Start your adventure! Go to the indicated starting point.

SO FUNKTIONIERT'S

1. Für die Wiedergabe des Audiowalks lade dir die kostenfreie Storydive App auf dein Smartphone herunter.
2. Den Audiowalk **HAMMER&EGG** kannst du dir schon Zuhause in der App herunterladen (das spart Datenvolumen).
3. Bevor es losgeht: Handy aufladen und Kopfhörer nicht vergessen!
4. Rein ins Abenteuer! Begebe dich zum gekennzeichneten Startpunkt.

EIEIEI, WAS IST EIN AUDIOWALK?

Ein Audiowalk ist eine Geschichte, die du hörst, während du spazieren gehst. Während traditionelle Geschichten auf Papier oder auf einem Computer-Bildschirm geschrieben werden, werden Audiowalks für die Straßen und Wege einer

Stadt geschrieben und sind als Outdoor-Experience gedacht. Über Kopfhörer gibst dir eine Stimme Anweisungen, wo es lang geht, sodass du dich ganz aufs auditive Abenteuer einlassen kannst.

ABER ACHTUNG! HAMMER&EGG IST MEHR EIN AUDIOGAME, ALS EIN AUDIOWALK!

HAMMER&EGG ist mehr als ein klassischer Audiowalk, der von A nach B nach C führt. In der Welt von **HAMMER&EGG** spielen deine Entscheidungen eine Rolle. Wie in einem Videospiel beeinflussen deine Weg-

entscheidungen den Ausgang des Erlebnisses. Das bedeutet auch, dass du **HAMMER&EGG** mehr als einmal erleben kannst. Entscheidest du dich das nächste Mal vielleicht anders? Finde es heraus!

WHAT IS AN AUDIOWALK?

An audiowalk is essentially a story that you hear as you walk. While traditional stories are written on paper or displayed on a computer screen, audiowalks are written on the streets and

paths of a city, and are intended as an outdoor experience. Through headphones you listen to a voice that tells you where to go, allowing you to easily embark on an auditory adventure.

LISTEN UP! HAMMER&EGG IS MORE AUDIOGAME THAN AUDIOWALK!

HAMMER&EGG is more than a traditional audiowalk that takes you from point A to point B to point C. In the world of **HAMMER&EGG**, your decisions matter. Similar to a video game,

your choices influence the outcome of the experience. This also means that you can experience **HAMMER&EGG** more than once. Will you decide differently next time? Find out!

DU MÖCHTEST MIT HELLA LUX ZUSAMMENARBEITEN? DO YOU WANT TO WORK WITH HELLA LUX?

HAMMER&EGG PASST SICH AN!

HAMMER&EGG ist mit der Kulisse und für die Straßen der HafenCity geschrieben. Um den interaktiven Audiowalk zu erleben müssen Teilnehmer:innen vor Ort sein. Aber aufgepasst! In der Konzeption von **HAMMER&EGG** wurde das Skript modular geschrieben, so dass **HELLA LUX** den Walk leicht an andere Orte bringen kann. Das ermöglicht es uns, ansässige Diskurse zu integrieren und neue Publika zu einer lokalen Version von **HAMMER&EGG** einzuladen.

DU MÖCHTEST DEIN EIGENES AUDIOPROJEKT UMSETZEN?

Mit einem Konzeptions- und Beratungsangebot unterstützen wir Institutionen, Unternehmen, Verbände und Kollektive bei der Produktion von audiobasierten Hörerlebnissen. Nehme einfach Kontakt mit uns auf.

HAMMER&EGG IS ADAPTABLE!

HAMMER&EGG is designed for the streets of Hamburg's HafenCity. To experience the interactive audiowalk, participants must be present on-site. However, during the creation of **HAMMER&EGG**, the script was written piece-by-piece allowing **HELLA LUX** to adapt the walk to other locations easily. This enables us to incorporate local discourse and invite new audiences to enjoy a localized version of **HAMMER&EGG**.

DO YOU WANT TO REALIZE YOUR OWN AUDIO PROJECT?

We offer conceptual advice and consulting support throughout the process of creating an audiowalk! We can support institutions, companies, associations, and collectives in the production of audio-based experiences! Get in touch with us to learn more about how we can support you.

INFO@HELLALUX.DE

BEHIND THE SCENES - AN INTERVIEW

WITH DR. G. SCHUBERT AND HELLA LUX

DR. G. SCHUBERT Who is the team behind **HAMMER&EGG**?

LENJA Hi, I am Lenja Busch.

MILENA And I am Milena Wichert. Together we are **HELLA LUX**, a creative concept studio that is based in Germany. We create audio based experiences and performances for cultural institutions, venues or the urban space. For the audiowalk **HAMMER&EGG** we work together with Sophie Burger and Fabian Eck from Storydive. Storydive is an App that enables artists to create and publish GPS based audiowalks.

LENJA We are working together with the sounddesigner Rupert Jaud, which we have collaborated with for several projects already. He created the ambience and atmosphere of **HAMMER&EGG** and is part of the **HELLA LUX** family.

So tell me more, what is exactly an audiowalk?

LENJA An audiowalk is a story written for the street. So you need to download the storydive app and grab your headphones – and you have to come to Hamburg to dive into **HAMMER&EGG**. Audiowalks are a very immersive and emotional medium. Trust is at the heart of the relationship between you and the voice in your headphones – but what if you are subtly influenced into choosing one path over another? By immersing yourself into the world of **HAMMER&EGG** you will encounter your relationship with the information around you, decision-making and cognitive bias. In the medium audiowalk you learn by doing (or better: learn by walking) as the path and movement you choose has an immediate consequence.

What is **HAMMER&EGG** about?

MILENA In **HAMMER&EGG** we put a spotlight on cognitive bias and the way they shape our decisions and how they make us vulnerable to misinformation. Misinformation does not always come in the shape of blunt and frank mis-statements, like 'the sky is brown' and you HAVE to believe that, but are rather the way information is framed, phrased or the context it is shown in. What we are trying to do is to give an insight into the mechanisms that can lead me to certain decisions and down certain paths. Having a better understanding of why we decide the way we do can equip us with the tools we need to decide for ourselves and to detect misinformation.

What was one of the biggest challenges you had to face while creating **HAMMER&EGG**?

LENJA To find the right balance between education and entertainment, for sure!

MILENA It is such an exciting and important topic, how we make decisions and how we face information in our daily lives. The material about this topic is endless and once we went down the rabbit hole we had to really sort through all the different research material and set our priorities straight.

LENJA We really wanted to create an experience that informed about some of the research out there but did so in an active, experienceable kind of way, and did not accidentally turn into a walkable lecture. (laughs)

What is the collaboration with Storydive all about?

LENJA **HELLA LUX** and Storydive are a part of the EU funded Media Futures program. An initiative that facilitates collaborations between tech Start-ups and artists. For **HAMMER&EGG**, Storydive developed a new feature – The implementation of real world data! They are now able to extract live situational data about the listeners' location, so that we can subtly integrate it into the narrative.

MILENA It is an exciting extension of the audiowalk medium, which will make it more immersive and more resilient to changing on-site conditions.

When and where can I experience **HAMMER&EGG**?

LENJA We will premiere on the 8th of June 2023 and after that it is permanently available via the app Storydive and can be experienced at any time on-site. It is also free of charge!

MILENA You will discover that we think we know more about ourselves and our thinking than we actually do. So come by and play a little game with us.

WER IST HELLA LUX?

HELLA LUX ist ein internationales Studio für kreative Konzepte, das Performance- und Audioformate für draußen und drinnen entwickelt. Wir lieben es, diskursive Inhalte, Geschichten, Orte, Menschen und Medien in immersiven Inszenierungserlebnissen, Performances und Audiowalks zu verbinden.

Damit möchten wir einzigartige Perspektiven sichtbar machen

und neuartige Formate schaffen, an denen ein Generationen übergreifendes Publikum partizipiert. In verschiedenen Konstellationen um die Künstlerinnen Lenja Busch, Liljan Halfen und Milena Wichert entstehen so Erlebnisse, die ihr Publikum als Mitspieler:innen verstehen und gemeinsam die Grenzen zwischen analoger und digitaler Welt, Bühnenraum und Medienformaten ausloten.

WHO IS HELLA LUX?

HELLA LUX is an international creative concept studio developing performance and audio formats for outdoors and indoors. We love to combine discursive content, stories, places, people and media in immersive experiences, performances and audiowalks. We want to highlight unique perspectives and create new formats in which a

cross-generational audience participates. The artists Lenja Busch, Liljan Halfen and Milena Wichert, collaborate to bring to life experiences that are created with their audience as co-partners. In everything they do, **HELLA LUX** collectively explores the boundaries between the analog and digital world, stage space and media formats.