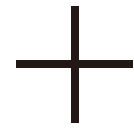# World Wide Christmas

## From a cultural perspective

CultureHub Project A Team

Siwoo Kim
Seungho Cho
YunHyoung Kim
Byunghoon Kang

# Contents

# Introducing Team



## Siwoo Kim

Artr Management
Freshmen
ENFJ
Like : Music, Meme
Unlike : Bee



## Seungho Cho

Spatial Design
Senior
ENTJ
Like : Film
Unlike : Hospital



## YunHyoung Kim

Theater - Lightning
Freshmen
ENTP
Like : Creative thinking
Unlike : inefficient



## Byunghoon Kang

Brodcast - Video grapher
Freshmen
INTP
Like : Camera
Unlike : Assignment

# *What is Culture Hub?

CultureHub is a global art and technology community that was born out of decades of collaboration between La MaMa and the Seoul Institute of the Arts, Korea's first contemporary performing arts school.

These two visionary institutions sought to explore how the internet and digital technologies could foster a more sustainable model for international exchange and creativity.

"CultureHub plays a crucial role in merging culture and technology to offer new possibilities to the global arts community, emphasizing collaboration and diversity to stimulate creativity and innovation."

### Global Network Establishment:

*CultureHub has locations in various cities, including New York and Los Angeles, and utilizes high-performance communication technology between these locations to facilitate collaboration among artists and technologists worldwide.This transcends geographical boundaries, enabling connections with the global arts community.*

### Emphasis on Diversity and Collaboration:

CultureHub respects cultural diversity and fosters a collaborative environment where artists, technologists, and researchers from diverse fields can work together. Through this, it supports the intersection of various backgrounds and perspectives, allowing for the development of new ideas and expressions.

### Support for Projects and Programs:

CultureHub promotes projects and programs in the fields of arts, science, and technology, supporting experimental and innovative work. This facilitates the birth of new art forms and technological expressions, blurring the boundaries between art and technology and pioneering new creative realms.

**Residency**

Serving as a catalyst for risk-taking and discovery, residencies support artists creating technologically-informed work.



**CoLab**

A free art & technology program for the next generation of creators.



**Re–Fest**

An annual festival that brings artists, activists, and technologists together to explore our role in re-shaping the future.



**Experiments in Digital Storytelling**

An anti-disciplinary, cross-cultural approach to developing new modes of storytelling that amplify our collective humanity.

*We will plan a new storytelling approach with a multicultural perspective, and four students will gather to collaborate on the project.*

# Chaper 1

## About
## the project

- Goal of the project, selected holiday features and research
- What holidays are there in each country?
- The worldwide perspective on universally shared holidays
- What are the differences in what people do on anniversaries?

**About the project**

# Goal of the project

We aim to craft a captivating narrative-style artwork presented through a media façade, culminating in a dynamic video.

Our vision seamlessly blends the enchanting elements of a game machine with the festive theme of Christmas.



+

# Selected holiday features and research

"We are divided by country's but the sensation holiday gives us are similar"

✳ National Holidays

✳  Religious Holidays

✳ International Holidays

✳ Theres many holidays

✳  Cultural Holidays

We analyzed holidays around the world and found out

# *we are all one!*

We enjoy, we laugh, we smile and holidays gives us joy!
But we enjoy it in our own ways

France: put up a Christmas tree, visit a special church service, eat an elaborate meal and open gifts on Christmas Eve.

America: Christmas is the time for friends and couples to have parties, make plans to meet up for dinner and celebrate as much as they can

# Chaper 2

## Management Summary

- Plan of the project
- Solution
- How can this be successfully led

We have begun planning a project with the goal of integrating the world into one

We wanted to discuss the continuity of life and the interconnectedness of people.

## First Proposal

aimed to unfold the stories of people worldwide
using landmarks from each country

the sense of uniting the world
as one was lacking.

## Second Proposal

A plan showcasing the daily lives of people
bustling within the timeline of the Earth.

due to its excessive religious tone
and potentially sensitive elements,
modifications are required.

# Solution ✳

Creating a virtual world within a gaming console to explore global perspectives on holidays. This involves delving into viewpoints from around the world regarding various commemorative occasions.

# *How can this be _successfully_ led?

We wanted to convey a message by engaging a broad audience using the most familiar item, a _gaming console_. Considering the diverse audience we were targeting, we deemed straightforward direction crucial.

Drawing inspiration from various sources, we decided to approach the narrative in a _comic and animated style_ (animation references). Visually, we aimed to employ exaggerated action, diverse shot compositions, mapping, and utilize iconic _Christmas carols for the music_.

Our goal was to establish and affirm unity and solidarity among people from various cultural backgrounds through intuitive direction and a straightforward message.

# Chaper 3

## Test

- Test
- Problem
- Conclution

# Test ✳

The goal was to enhance the existing installation structure with a media facade, creating visually engaging artwork. We aimed for a fusion with music using VJing. Additionally, aligning with the characteristics of works uploaded at the year-end, we sought to convey a warm Christmas message.

Test 1 ➡ Test 2 ➡ Test 3 ➡ Test 4

| Cube | Object | World Map | Game |
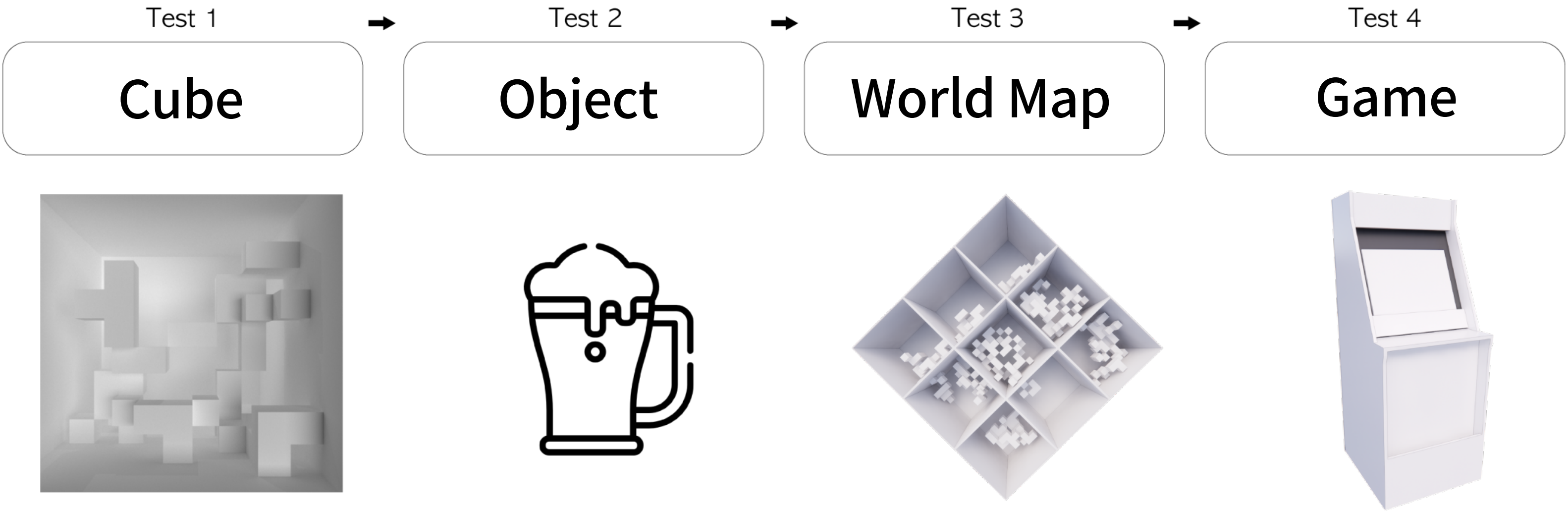
# Problem
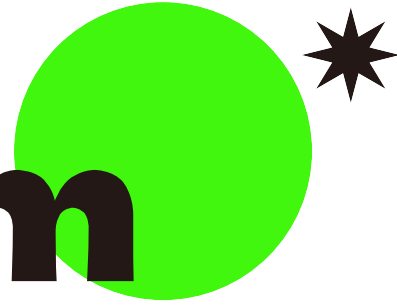
## Cube

The message we intended to convey in this piece was 'A Day on Earth.' Utilizing the principle of time difference, we aimed to illustrate the idea that while someone may be sleeping in one place, others are actively working in another.

## Object

In order to pursue a more intuitive form than the cube structure, we aimed to narrate a similar story using objects representing each country. However, we realized that randomly arranging these objects would not be a wise choice

## World Map

We opted for a world map format that could demonstrate representativeness effectively, especially when using VJing techniques. Although the team liked the idea, we decided to avoid using a world map shape to prevent potential biases and stereotypes about countries

## Game

The drama was structured around the central theme of the gaming console malfunctioning and the characters attacking it, leading to system errors.

# *game console*

We considered games to be truly borderless content. Even without an understanding of a particular country, one can enjoy them, but having an understanding of the culture adds an extra layer of enjoyment. It served as a means of connecting people during the COVID-19 pandemic and continues to do so, bridging the past and the present.

The gaming experience spans a wide range, from children to elderly adults. Despite the differences in the form and

# *Synergy of game machine & Christians

*Game machine*: In the world of games, much like Christmas, there are no boundaries. This narrative serves as a powerful vehicle not only for entertainment but also encapsulates a meaningful message.

*Christmas*: The Christmas season was approaching. The enchantment of Christmas unites everyone, transcending borders. We aimed to showcase unity in the world, and Christmas proved to be a wonderful medium for that purpose

# Conclution ✳



## _Combining the Gaming Console with Acting_

To create the work in the form of a 'short performance film,' we recruited performers. However, we felt that it might be challenging for a realistically portrayed Korean actor to convey the story globally. Therefore, we approached students on campus who wore masks and performed pantomime. As they communicated solely through body language without verbal expressions, we believed they were suitable for a global project. We maximized the use of the gaming console, established camera angles, and completed the storyboard."

# Chaper 4

## Prototype

- Scenario
- How this work
- Production process
- Video

**PROTOTYPE**

# Scenario



| No | Monitor | Cam | Camera Shoot | Directive |
|---|---|---|---|---|
| 1 | • Only the game console screen appears. | | C.U -> dolly out | (intro)<br>Fills the game screen and then gradually fades out,<br>After falling back to some extent, everything goes dark + pin lighting |
| 2 | • Lighting: theatrical atmosphere (map- | | F.S | A Pantos member quietly passes by a lone game console,<br>When I thought it would pass by like that,<br>One person approaches with interest.<br>At the same time, the rest are also |
| 3 | • Game console point of view | | Front 3.B.S | There is one person in the center, and one person appears on each side.<br>Light shines on the mask (or eyes). |
| 4 | - | | Back B.S | The screen is projected behind their backs.<br>'Insert coin' appears. (4 quarters) |
| 5 | - | | F.S | The three characters search their pockets, but no coins are found.<br>+(Whether the devil is playing or you just want to play a game) |
| 6 | • Background - Christmas Devil<br><br>• Insert coin | | Front B.S | 1. I get angry because of the devil.<br>2. I want to play a game and look around. |

| No | Monitor | Cam | Camera Shoot | Directive |
|---|---|---|---|---|
| 7 | - | | F.S | One person approached the game console and<br>I kick him with my foot (hit him with my fist). |
| 8 | - | | Monitor Insert | A bug appears on the screen and the countdown starts.<br>It begins. |
| 9 | - | | Side W.S | The panicked Pantos tried shaking the jog stick and shaking the machine. |
| 10 | - | | F.S | A larger countdown is displayed in the back mapping.<br>At that moment, Pantos' cell phones start ringing with various alarm sounds. |
| 11 | - | | Cell phone Insert | I learned on various social media that the countdown had begun. |
| 12 | - | | F.S | Pantos looked at the mapping and game console and panicked, throwing away their phones and looking for coins. |

# Scenario

| No | Monitor | Cam | Camera Shoot | Directive |
|----|---------|-----|--------------|-----------|
| 13 | - | | F,S Dutch Dolly Low High | Take pictures with as many different angles as possible! |
| 14 | - | | F.S | to mapping What you gonna do ~ tomorrow? came out |
| 15 | - | | Cell phone Insert | fallen cell phone insert, Someone posts a video of themselves enjoying an event on social media. + text |
| 16 | - | | Low F.S | A barrier appears on the screen where the meteorite falls in the mapping behind. |
| 17 | - | | B.S | Pantos members confirmed that a barrier had been created. |
| 18 | - | | Cell phone Insert | Videos of various festivals, events, holidays, etc. are posted. |

| No | Monitor | Cam | Camera Shoot | Directive |
|----|---------|-----|--------------|-----------|
| 19 | - | | F,S Dutch Dolly Low High | Take pictures with as many different angles as possible! A barrier gradually forms. |
| 20 | - | | Cell phone Insert | Find a coin each time the cell phone insert comes out. |
| 21 | - | | Insert coin C.U | Insert coin |
| 22 | - | | - | Repeat the above steps 3 times |
| 23 | - | | F.S | All the coins were put in, and as the season turned into winter, the barrier became thicker. |
| 24 | - | | Mapping monitor | The meteorite is getting closer. |

| No | Monitor | Cam | Camera Shoot | Directive |
|----|---------|-----|--------------|-----------|
| 25 | - | | W.S | Pantos members look confused |
| 26 | - | | Wide Shot | A meteorite hits the Earth. |
| 27 | - | | - | Darkness |
| 28 | - | | F.S | As fireworks are launched from behind the game console, 2024 comes to mind. |
| 29 | - | | Shot Locked | After the letters 2024, images from the video appear in the background. Or the end..? |

**PROTOTYPE**



close up, insert coin

spin coin ani

00 · 59 · 59

WHAT YOU GONNA DO WHEN THE METEOR SMASH THE EARTH RIGHT TOMORROW?

00 · 01 · 29

00 · 00 · 09

2024

## _This is what the pre -rendered version looks like._

I transformed a hand-written storyboard into a more detailed and visual form. I aimed to create a concise story with a strong emphasis on visual explanations.

Especially, since we planned to use projection mapping, we focused on how to make difference between the retro game machine and the wall. I wanted to place a large object on the wall to create an overwhelming effect.

**PROTOTYPE**

How this work

| Game Console Design | Making song | Media mapping | Shooting & Edit |

Spatial design

Seungho Cho

Art Management

Siwoo Kim

Theatre

YunHyoung Kim

Broadcasting

Byunghoon Kang

# Seungho Cho



Game Console Design

↓

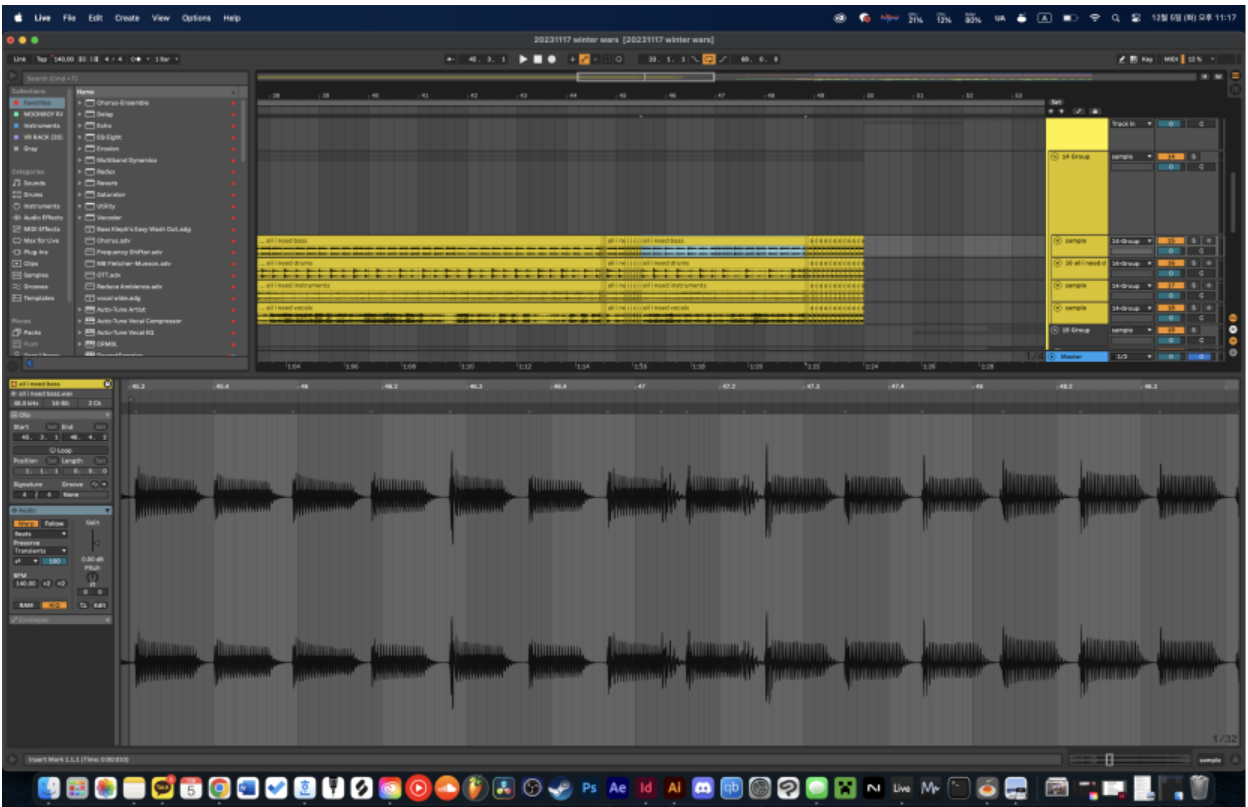Spatial design

Seungho Cho
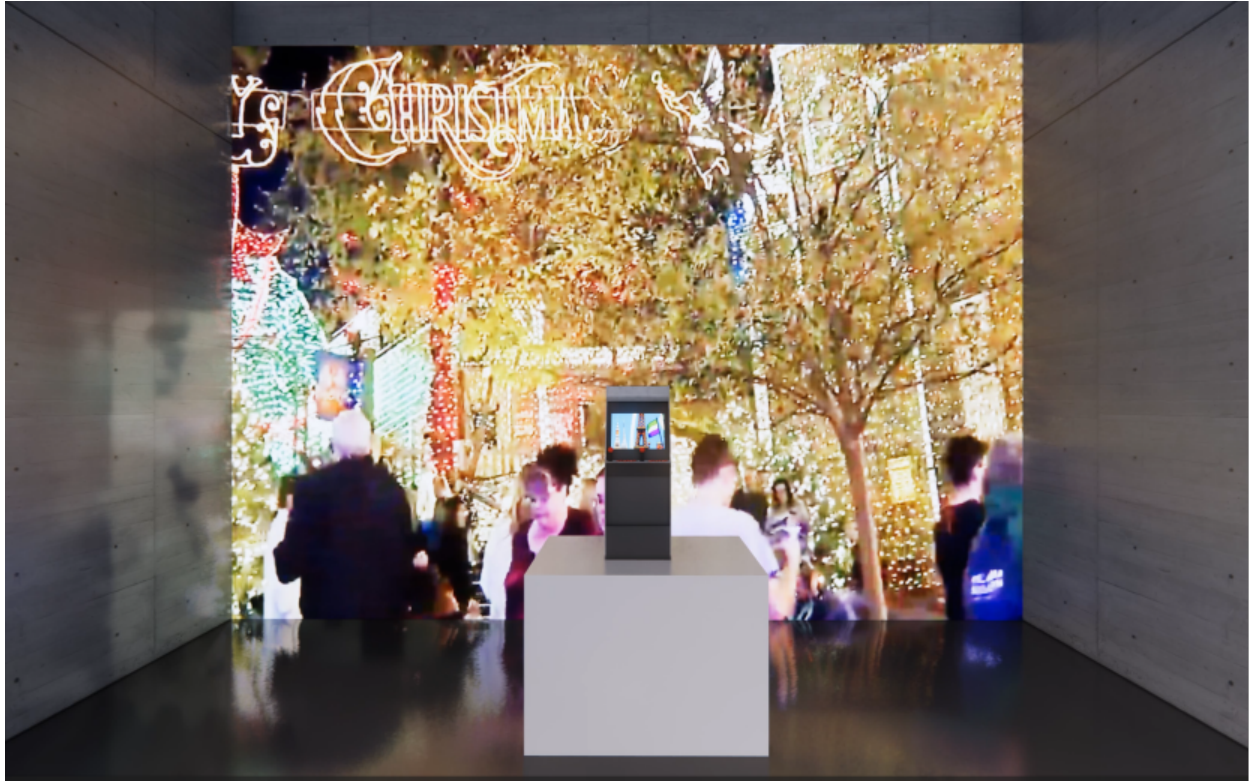
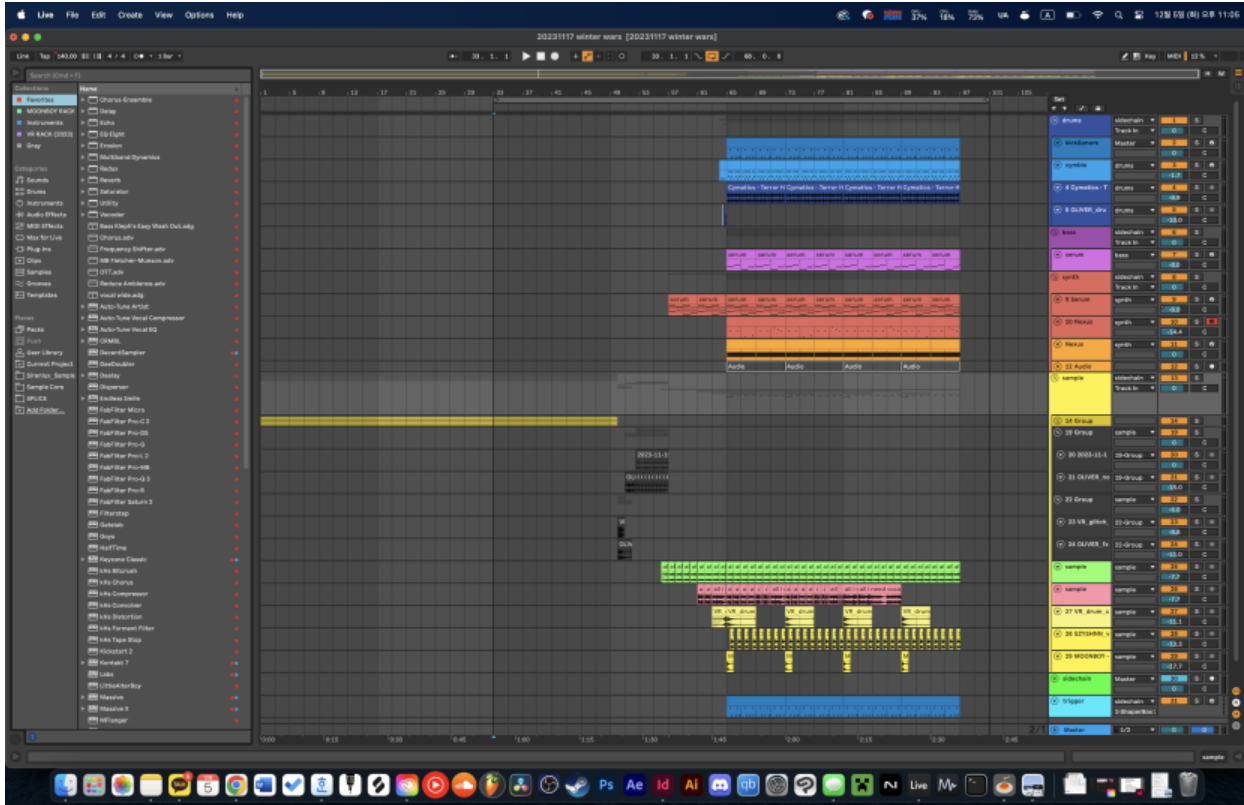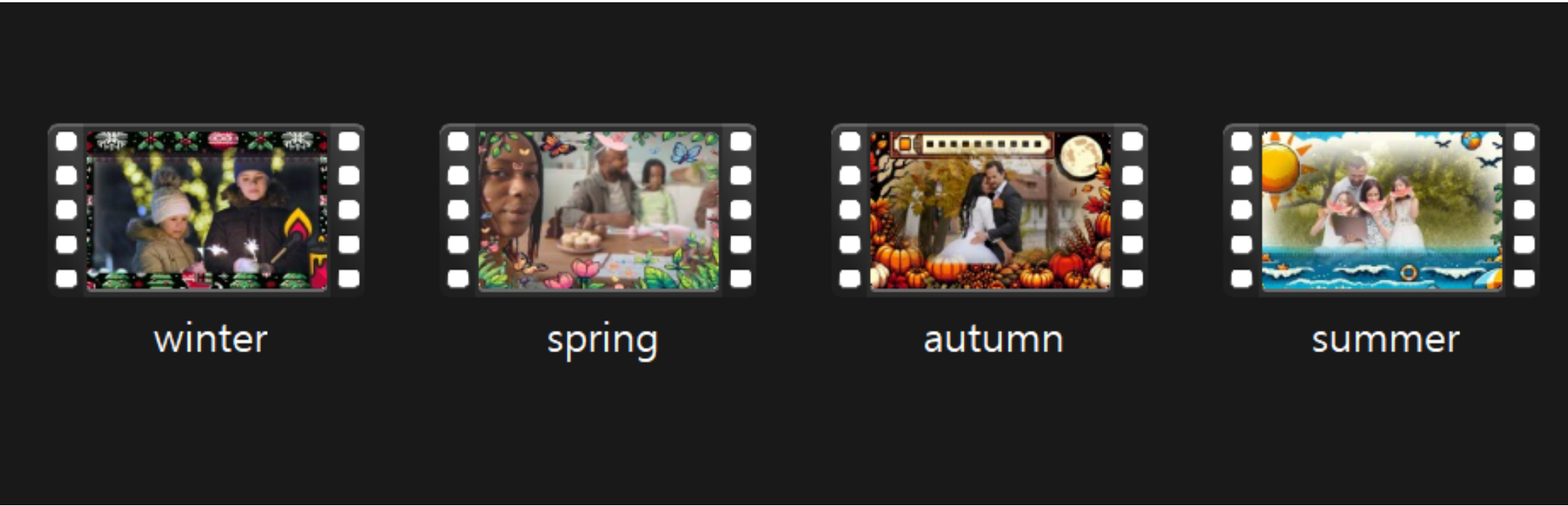# Siwoo Kim
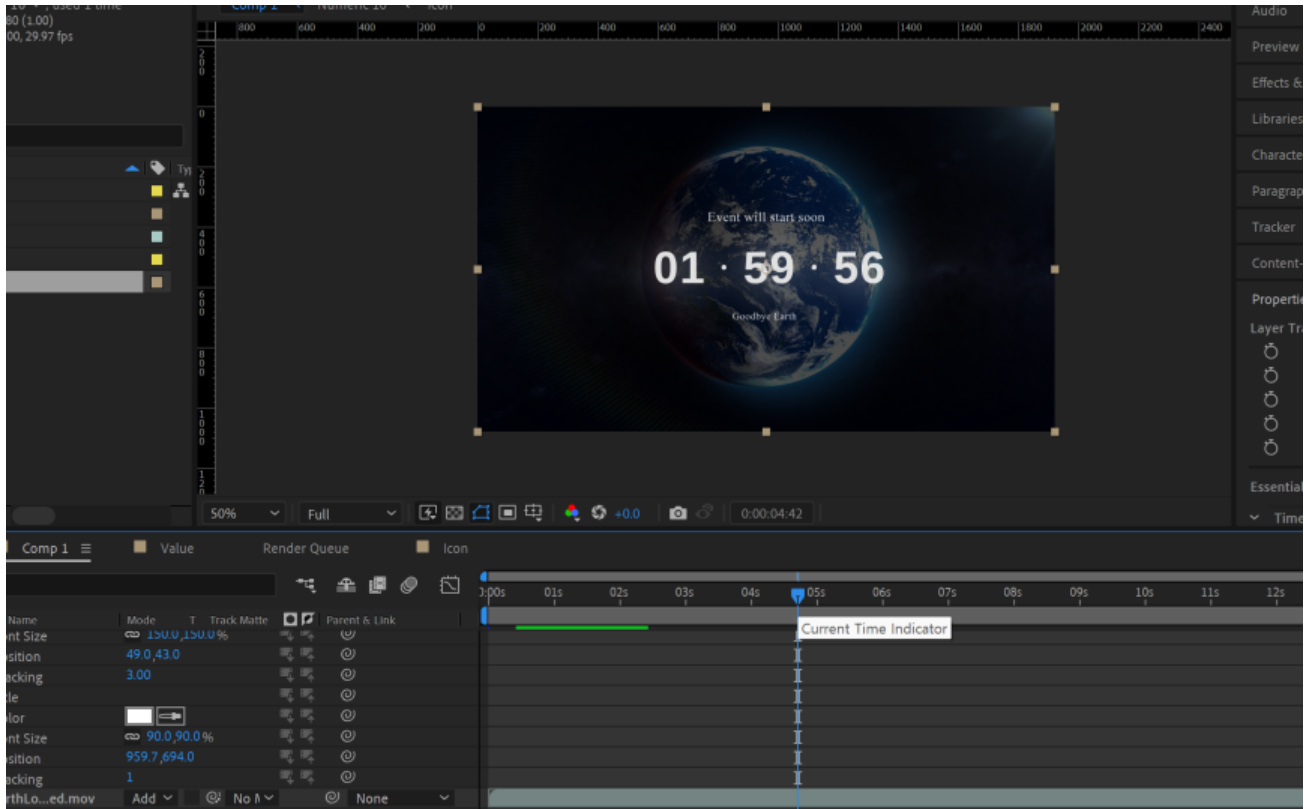
Making song

Art Management

Siwoo Kim
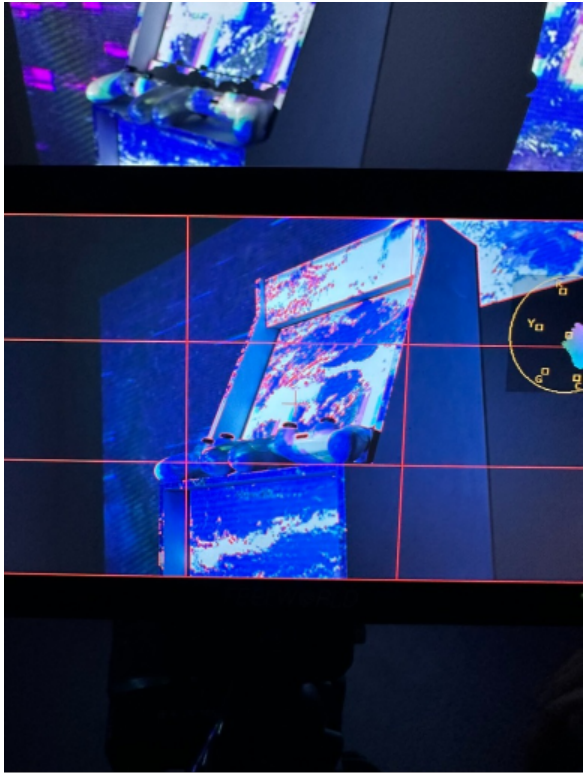
# YunHyoun Kim

Media
mapping

Theatre

YunHyoung Kim



winter

spring

autumn

summer

# Byungoon Kang

# *Thank you

| Seungho Cho | Siwoo Kim | YunHyoun Kim | Byungoon Kang |
|---|---|---|---|
| "Discovered international perspective of diffrent caltures, to be honest." | "personaly it was the most meaningful project i've ever bin a part of." | "sometimes it's fascinating to do different things." | "it was great to get feedback from other major and calture students." |