



PROJECT CONNECT



CONCEPT

Prime8's Project Connect seeks to **end the stigma of addiction** by teaching the non-addicted population what it means and feels like to be addicted.

There is a growing realization that the goal of treating addiction is not just sobriety, it's human connection. This marks a major shift in how we as a society approach addiction and recovery and an opportunity for more humane and compassionate support for those that suffer from addiction.



A P P R O A C H

Project Connect is a transmedia project designed to envelop and engage audiences with a singular opportunity to learn what it truly means to be addicted. Through a unique combination of interactive data visualizations, audio content, and virtual reality, audiences will be guided through an immersive path of transformative impressions of addiction.

Exhibitions of Project Connect will provide safe, judgement-free spaces for audiences to discover and learn.



DATA VISUALIZATION

Providing audiences with information and new perspectives on addiction is essential. Presenting that information in an easily digestible, visually compelling, interactive way means audiences are sure to internalize the message. Prime8 will create innovative ways to present broad context for the widespread effects of addiction in our culture. Examples include; real-time maps using crowdsourced data to visualize how wide-spread the effects of addiction are around the world, an interactive timeline showing fluctuations of addiction as it relates to various societal factors over time, and social graphs showing the effects on success rates based on friends and loved ones' involvement.



AUDIO CONTENT

Stories matter. The aural tradition of person-to-person storytelling is part of our collective DNA. Through a series of interviews, we will record first-hand accounts from those with substance abuse disorders and other forms of addiction, those in their immediate circle that are affected, and the professionals who are on the front lines of treating addiction. This collection of curated personal accounts will illustrate how addiction is more than a single person's struggle with a disease. It affects us all.



VIRTUAL REALITY

The best way to fully identify with others is by “seeing the world through their eyes”. Virtual reality is the ideal platform to do just that, in a scalable way. The immersion and presence that VR affords creates a fertile environment for psychological and physiological changes to occur.

In the case of addiction, it can be alienating for someone to be put through a literal simulation of taking drugs, compulsive gambling, or excessive sexual behaviors they would never otherwise encounter. Project Connect’s approach will be to address the universal truths that lie at the foundation of addiction and bring them to life through interactive allegorical story experiences. This will create a level of engagement with audiences that ensures the message gets through.



WATER, WATER

(VR SYNOPSIS)

We are sitting alone in a living room. The TV is on, a nature program plays. A painting on the wall depicts ships at sea.

Suddenly, a small fire ignites on the arm of our chair. We notice a glass of water on the coffee table in front of us. It is the only thing we can use to put out the fire. We douse the fire, only to notice a new flame on the other arm. A new glass of water appears on the table, and so we repeat the process. Each flame we put out ignites a new one elsewhere. After awhile, the water we've used to put out the flames begins to pool and damage things around us.

An accumulation of spilled water reaches a lamp near the curtains causing an electrical spark that sets the curtains on fire. We use a nearby pitcher of water in an attempt to put this larger fire out. The water cascades and gushes from the pitcher. The fire is out, but the room begins to fill with water. The level is rising before our eyes. At first, it's manageable, but things turn more surreal.





The nature program on TV sends a roaring river rushing through the screen and onto the floor. Sea water comes pouring out of the painting like a waterfall. The water level rises higher until there are just inches of air left near the ceiling where we can breathe. Then we notice there is a leak in the ceiling. Before long, we are totally submerged.





Our world is very different now. Everything moves in slow motion. Sounds are muffled and distant. It's almost soothing, except...we can't live here. We are left adrift, watching our life float out of reach and out of control. Our cell phone floats into view. There's an incoming call; "Mom - Home" appears on the screen as it floats out of reach. We can't answer.

Suddenly the water drains from the living room. We see only the aftermath. Our world forever altered by the flood.



I M P A C T

Project Connect is to be a catalyst for broader conversations and initiatives. It calls audiences to action by harnessing their emotions and new understanding and funneling that energy directly toward partnering organizations and foundations. Taking this approach opens up an opportunity to promote lasting change and humane support for the disease of addiction.

Much has been said about how one becomes addicted, how they can get help, and the hard road they face in recovery. By contrast, very little has been said about what addiction actually is, a potent and deadly mental disorder. The portrait of addiction and recovery in our culture has always been one of an individual having to pull themselves up by their bootstraps, confronting a very difficult fight alone, on the outside of society, in anonymity. Project Connect seeks to paint a new portrait, one of acceptance, support, engagement, inclusion and **connection.**



TEAM



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Datavized