



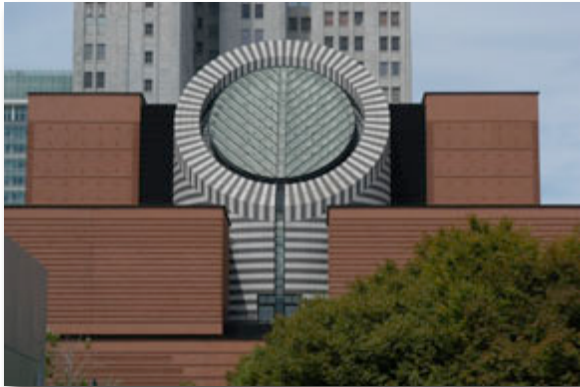
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Art in the Urban Environment The *San Francisco Art Hunt* at the Moscone/Yerba Buena Center



To demonstrate a few of the features of our immersive technologies, we've created a sort of scavenger-hunt within an urban environment. All instructions and clues are delivered via cell phone SMS (text messaging), and players progress by replying directly to the SMS messages.



The *San Francisco Art Hunt @ Yerba Buena Center-Moscone Center* is a fully-playable 45-minute demonstration. Anyone with a T-Mobile, Sprint, Verizon or Cingular mobile phone capable of 2-way text messaging can play the game. It's played in a two-city-block area with an extra bonus "round" for those who want to take on an extra challenge.

The game introduces its players to a number of works of art in a public, urban area accessible to all. And to the idea that *public art* is something that can be noticed and appreciated by almost anyone who takes the time to seek it out. The game uses modern communication technologies to immerse the player in

that environment and challenge him or her to "participate."



Players start by sending the SMS/TXT message "YBC" to art@red7.com - this triggers the first in-game messages, including the first game clue.

The Game Route



The player is asked to "find the waterfall in the park" and to identify the famous person commemorated by this work of art. The waterfall is a beautifully-designed curtain with a walkway behind it which the player can explore. Inside there are panels containing some of the famous quotes of Dr. Martin Luther King, Jr.

When the player replies with Dr. King's name, the game sends the next clue, which suggests that the player locate the top of the waterfall where there's a beautiful reflecting pool that feeds the falls, and wait for the next clue.



This next clue directs the player to walk toward the Metreon building in order to find a bronze statue standing on the sidewalk. This statue is a businessman or salesman with hair, ties and clothing flying in the wind. What's unusual about him is that he has three right hands, two left hands, multiple ears, six fingers on some of the hands—his name is *The Shaking Man*. The player is asked for the name of this statue, and once that's nailed down, the player can get extra credit for reporting how many hands the Shaking Man has. In a sponsored game, there could be premiums offered, which the players could receive based on their game play. We have written the scenario for this game so there are *alternative paths* thru the questions and answers, providing opportunities for players to get more out of the game if they have more time to play.

Games can also be created for team play or individual play, and can be competitive or cooperative. In a competitive game, players might be timed or scored against each other. In a cooperative game, players or teams would have to share their clues in order to "win" or to complete the route.



The player continues by crossing the bridge from Moscone North to Moscone South, then going downstairs to find a large globe—a sculpture entitled *Urge*. This work of art is particularly interesting because the human figure on top of the globe is articulated in such a way that if you sit on a bench near the sculpture, the figure crouches down, and when you stand up again, the figure stands up.



And for the next step, the player crosses Moscone Center's entry to find a Keith Haring sculpture of three brightly-colored child-like playing figures. (When we took our reference photos of this sculpture there was even a small live child playing in among the legs of the larger metal figures of the artwork!)

In every case so far, there has been a plaque or visually obvious way the

player could identify the work of art and answer our question. As an extra-credit item, for those who wish to go farther, we added a challenge.



There is a sculpture of a reclining human figure atop the façade of the “W” hotel, named *Nomadic Dreamer*. In this case there is no plaque or other identification. We give the player the challenge of determining the name of this sculpture. We got the name by asking at the concierge desk inside the hotel.

What's the Point?

Aside from the sheer joy of learning how much art there is in the urban environment around us, that we pass by every day and probably do not notice, there are many ways this type of game could be used either for public service or commercially. For instance, we anticipate creating games like this for Los Angeles, Chicago, New York, Paris, Tokyo and other venues where *The Missing Peace* will be seen between 2006 and 2010. A sponsor will be sought for the creation and operation of each game, and the purpose will be to “advertise” the upcoming exhibit, plus sensitize visitors to the rich variety of art in their environments. In each case we would provide free tickets to the exhibit for a number of players who successfully complete a game and all of its extra challenges. Or we might offer a “drawing” from among those who complete the game, with prizes our souvenirs awarded to the winners.

Commercial applications would be based on exposing the players to products, or cross-promoting products, perhaps providing special discounts or offers based on completion of all or part of a game.

Making Richer Games

The game described here is an SMS-only game. Some cell phones are capable of far richer interaction including the presentation of pictures and video. The full-immersion technology is fully capable of integrating these into a game.

Just about the only drawback right now is that it's the player who pays for the SMS messaging, which runs 5¢ to 10¢ per message, and there are typically around 20 messages exchanged in this one game.

Our SMS-to-email technology allows over 86% of US mobile phone users to easily play these games. Users of T-Mobile, Sprint, Verizon can play by responding directly to messages, and Cingular users can play by originating a new message in response to each challenge or clue.

Follow-up Actions

We believe that simple games like these can be great vehicles to promote exhibitions and products. Now that they're available to 86% of mobile phone system users, they're broadly available enough to really have an impact. Creative use of cooperation and competition will make them even more interesting and fun for participants.

Send the text message “YBC” to art@red7.com and try it now!