

DAFFY & GIFBOX.TV
LONDON present



i am ~~not~~ a robot
a social vr party



developed by
SUPERBRIGHT & holojam & NYU

presented at
SIGGRAPH 2017



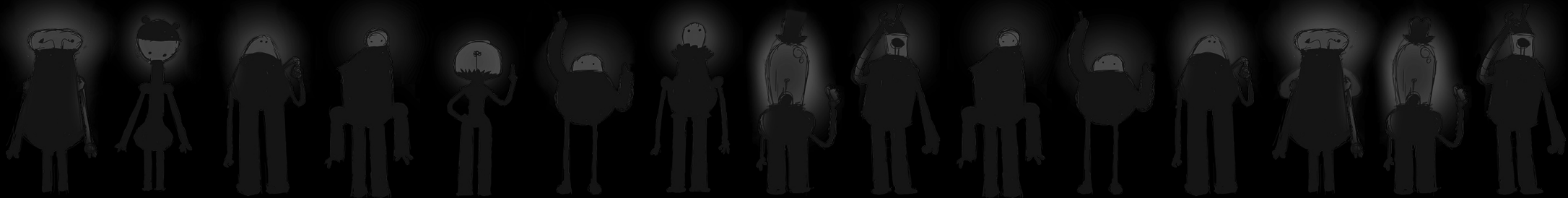
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I AM... ROBOT is a wildly avant-garde social VR party.

Directed by DAFFY LONDON known for his VR work directing the AVENGERS EXPERIENCE for SAMSUNG / MARVEL. Self funded, it premiered as the key installation at the VR VILLAGE at SIGGRAPH 2017 and G4C in France, 2018.

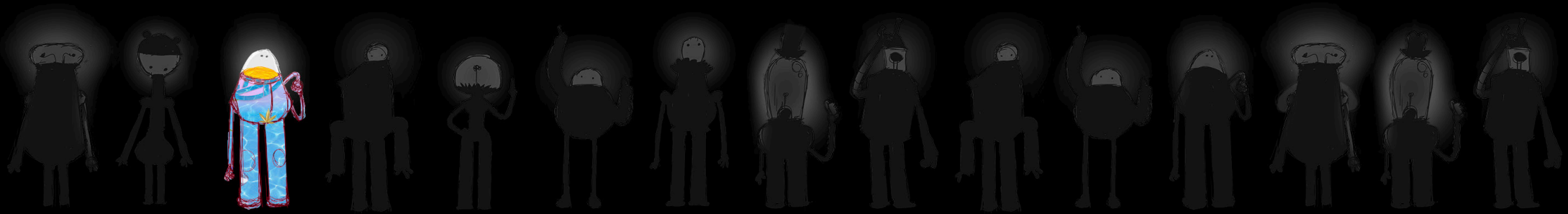
Studying the way children play with each other and make new friends without discrimination, I AM... ROBOT strips folk of identity and rules., infuses them with love, charges their senses with loud music, all allowing bonds to form via a series of group VR activities. There's art to make, games to play, and silliness to be had. People dive in, meet the group, and then interact with new wacky worlds which change every two minutes like god flicking through a remote. The result is one of the funnest VR moments our hosts have seen.



"i was AD3M 420

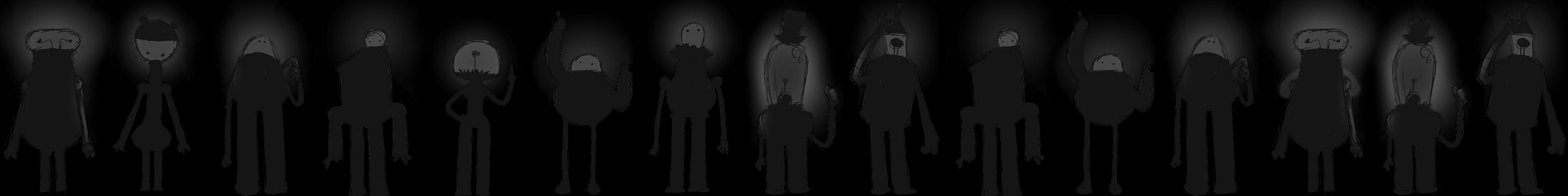
wow. I AM... ROBOT was extremely popular in the VR Village at SIGGRAPH, not only as a social MULTI-PERSON, dynamic and polished experience for attendees, but also helping to elevate what we regard as the immersive realities to a whole new level."

Denise Quesnel - VR Village, SIGGRAPH 2017



With a non-stop concept, guests are looked after from the moment they queue, to entering a physical VR party in full swing. Featuring untethered headsets, five guests in a shared space with all characters visible to all, peppered with real world haptics such as loud speakers and fragrances. Starting from “shy newbie” to becoming the old school “host with the most” the VR journey allows us to reflect on how quickly we have the ability to connect, but so often don’t.

At the end there is socialising with new friends on our real world couch, with stickers and cocktails. The full mapped out experience pays homage to DISNEY’s Imagineering concepts.



"i was shOOsha X

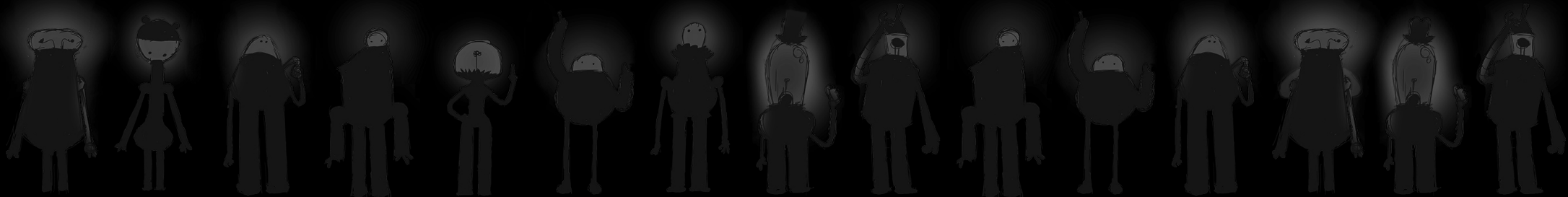
Once inside, it quickly made me want let go of the "physical reality" tether, I AM... ROBOT is easily the most immersive VR projects I've ever experienced."

Evan Hirsch - The PlayNice Institute



Four disciplines came together to realise this unique piece. I AM... ROBOT was a combination of artistry and vision from DAFFY XR, modernity and technical McGyvering of NYU, managed by the the slick production prowess of SUPERBRIGHT, and presented to the public by LA POCHA NOSTRA masters of social engagement and performance clownery.

To our delight, aside from the party aspect, and beyond our expectations, our experience left a life changing mark on the socially awkward, and those who struggle daily with identity.



"i was remCo

I'm a person with social anxiety and going out to clubs always renders me 'friend who watches people's bags at a booth'. I thank I AM... ROBOT for the best clubbing experience in my life! I put that headset on and I cut loose like never before."

Paloma Rodriguez - Volunteer Docent - SIGGRAPH 2017

"i was ranGEE B

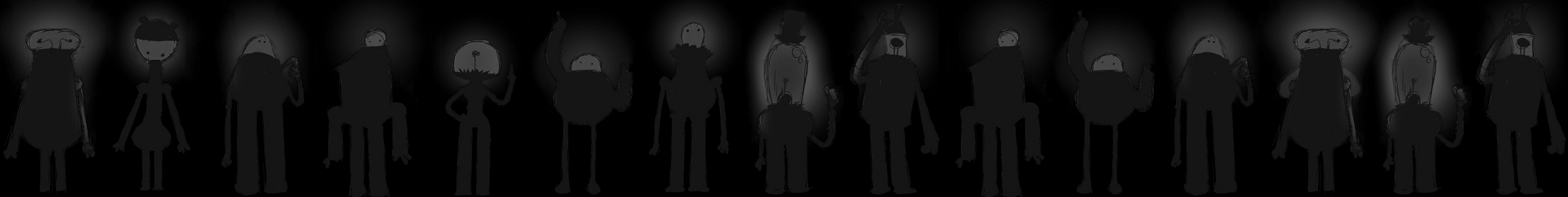
As a transgender male at SIGGRAPH I had found myself out of my comfort zone. Once I got into I AM... ROBOT, I was really astonished by the very fluid concept of identity. As a robot I felt the most human compassion I'd felt in a long while."

Milo Christian Koleske - Volunteer Docent - SIGGRAPH 2017



Within this frenzied 20 minutes, starting from bopping shoulders in the queue, guests experience their own unique birth, get assigned the role of an androgynous robot. They play volley bubble, spin painting, learn to do 'the robot' with Dancing Kim etc. At SIGGRAPH grumpy men in suits were lynched by our people, and within minutes fluttering and dancing as ballerinas.

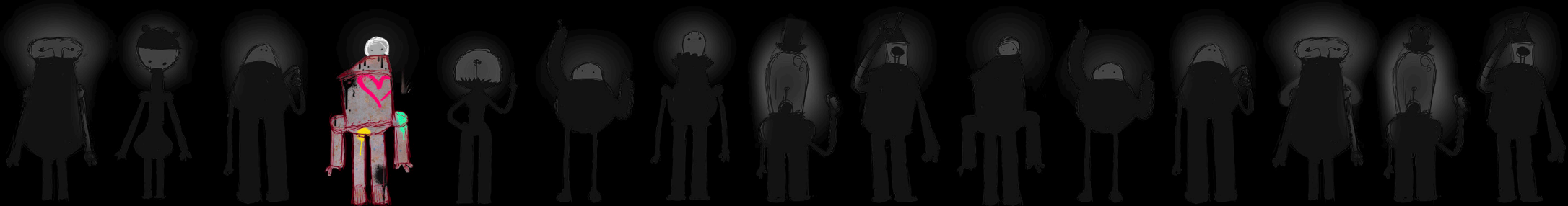
Tired old VR stalwarts were rolling on the floor like they were back at woodstock, telling us they finally grasped why people got so excited about this emerging technology. We pushed over 1000 through our party to critical acclaim. We had hoped, but could not have possibly conceived that this would go so well. People even requeued.



"i was leVer 0.0

My favorite memory is of one woman who did the experience and danced like no one was watching - enough for me to assume that she was a party person. When she came outside though, and when asked how she felt, she said that she was someone who hates being in huge and crowded parties."

Umang Wadhwa - Volunteer Docent - SIGGRAPH 2017



I AM... ROBOT is designed to be skinnable, scalable and portable, it can be erected in venues such as events, theme parks and shopping malls. As well as looking to make this a social party on platforms such as STEAM, it is designed to be just the first iteration of a variety of social VR parties. All carrying I AM...

I AM... MINION for Universal Studios

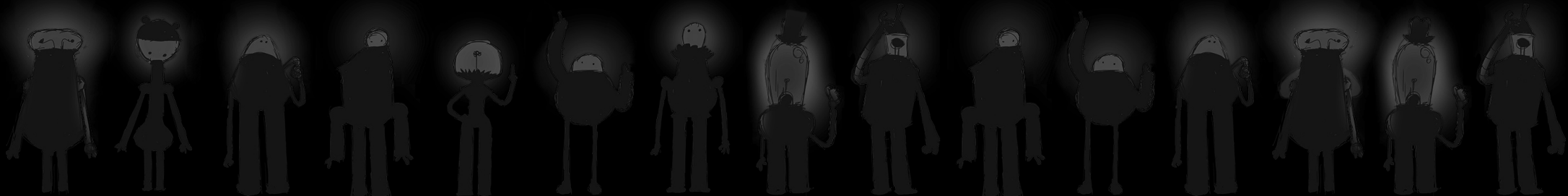
I AM... STEVEN UNIVERSE for Comic Con

I AM... NAOMI CAMPBELL for Fashion Week

I AM... SPIDERMAN for Six Flags

I AM... TRIXIE MATTEL for Drag Con

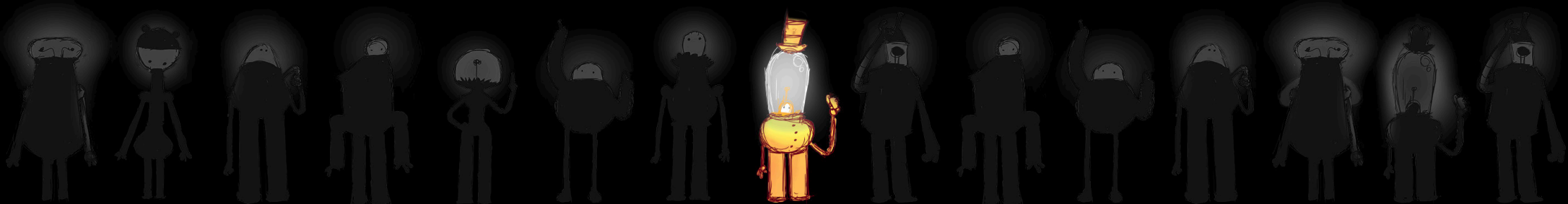
I AM... I AM... I AM...



"i was CoNBo LuX

There's something affirming about the fact that you put people in this crazy alternate world, everyone looks like a robot. All the colours are crazy and voices are altered, and yet they recognise each other! They're still relating on this really human level. That's the beautiful thing about people."

Professor Ken Perlin - Key Supporter Future Reality Labs, NYU

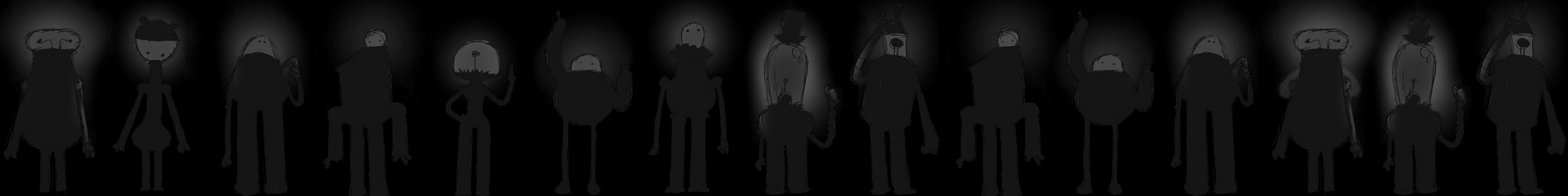


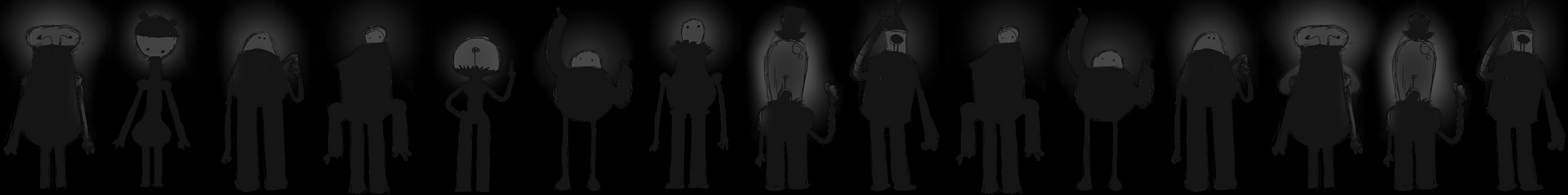
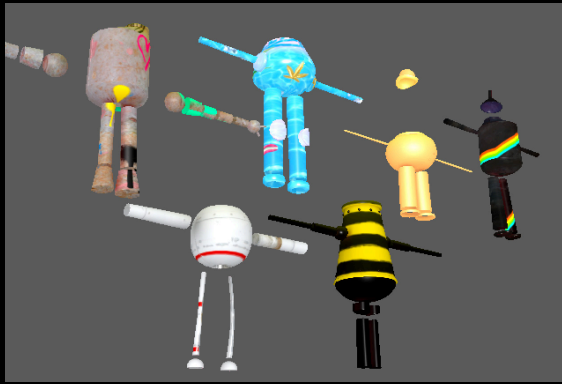
The IP for the project belongs entirely to DAFFY LONDON, who is now looking for new partners to work it up to a commercial product. With partner established, the next required steps are to :

- find one off event sponsorships
- rebuild the code
- update the technology
- rerig / remap the characters
- build extra worlds

The intention is to present this at a large event like SXSW, FMX and COMIC-CON. The event needs recording professionally, including interviews, reactions and in-experience captures. This reel gives the project the fuel to present and sell to other festivals or the larger more permanent contracts in parks.

Contact [daffy@daffylondon.com](mailto:daffylondon.com) if you'd like a full presentation of the project, including its scope.





DAFFY

LONDON

