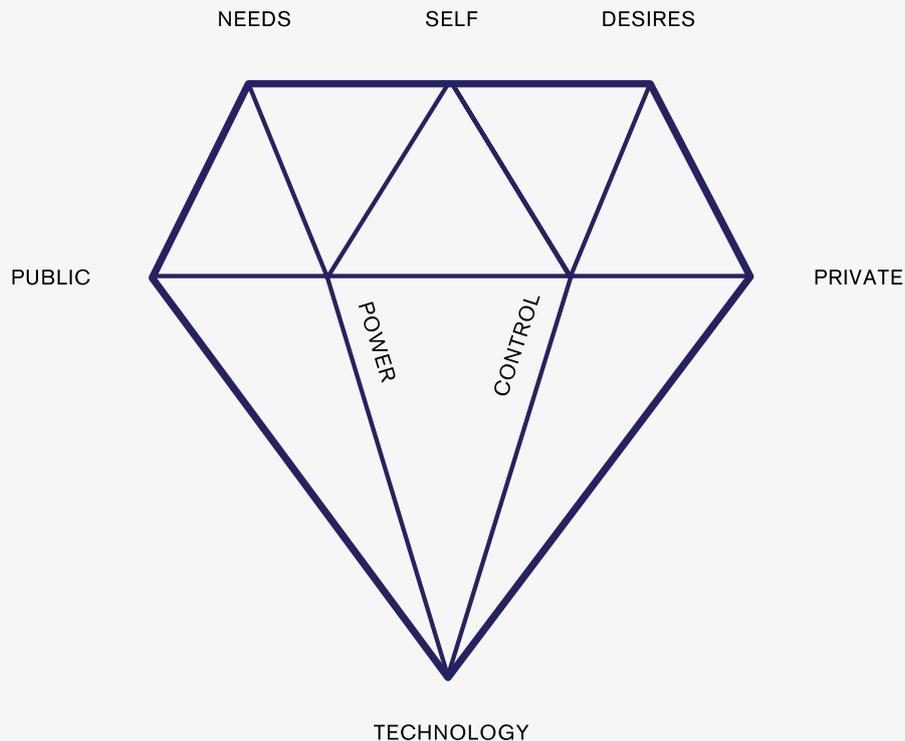


D-012 HOW THINGS DREAM

MFG PALTRINIERI - MIRKO SMERDEL - TOMMASO TANINI



How Things Dream (2016 - present) is an ongoing project that uses the brand identity and corporate communication strategies of AURA, a fictional tech corporation, to imagine and explore the consequences of today's growing relationship between technology, neo-liberalism and new forms of control.

By manipulating specific elements of corporate aesthetic and combining them with more eclectic references, Discipula envisions a transnational company, AURA, whose power permeates

all aspects of everyday life down to the deepest depth. Through IoT applications and the analysis of BIG DATA as a source of information on patterns of human behaviour, AURA provides essential services in areas such as domotics, healthcare, security, education and governance.

AURA's communications, both appropriating and distorting the real, represent a window on one of many possible futures: a post-democratic world characterised by the final imposition of a corporate-centred global regime; one in which surveillance

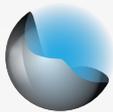
and control are fully accepted and integrated in the modification of daily life.

Actualizing Discipula's interest for the mechanisms and techniques of advertisement, AURA's slogans and visual imagery are often slipped into the daily information flow via magazines, outdoor

advertisements and performances.

All this with the intention of creating a tension between context and content through which to further highlight AURA's underpinning ideology and message against the backdrop of real-life.

●
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AURA SOLUTIONS

Introducing the world of AURA

THE COMMUNICATION SERIES

Domotics/Healthcare/Security/Education/Governance

CHAKRAS IDENTITY STUDIES

Towards a deeper level of sharing

MORPHEUS

Aura is already inside you. Just close your eyes

QUESTIONNAIRE

Let us know you better

COLOUR TESTS

Perfecting our language

OUTDOOR MEDIA ACTION

Communicating in the public space

ENDORSEMENT

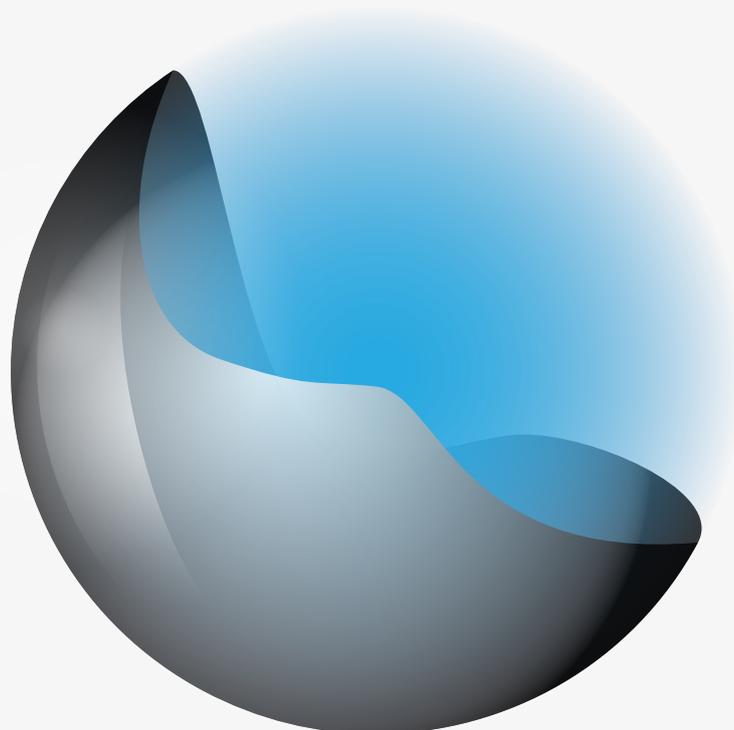
Building creative partnerships

THE COMMUNICATION SERIES

The Communication Series introduces the world of AURA, its brand identity and products division:

DOMOTICS. HEALTHCARE,
SECURITY, EDUCATION,
GOVERNANCE.

Revolving around a series of image and text based advertisements describing in detail the company's products and services, *the Communication Series* exists both as Dibond prints and as real advertisements published on magazines and presented in public space.





TRANSPARENCY MEANS SECURITY AND FREEDOM



You have seen your son turning into a man. Your eyes have followed each of his steps.

You provided a safe environment for him to grow. It is now time to put your trust in the world and let him go.

Artificial intelligence and predictive analytics will carry on your great work.

POLE (Person, Object, Location and Event) data modelling systems store and record suspicious entities and activities.

Automated algorithms help share data in a responsible way, informing better decision-making and risk prevention strategies.

Be confident. Your loved ones are in good hands.

TRANSPARENCY MAKES THE WORLD A SAFER PLACE.





YOUR NEW HOUSE A CHANCE TO IMPROVE YOURSELF



The sun is about to set. It's the first Friday night in your new house. What are you going to do tonight?

Moving into a new property can be stressful: new control patterns to set, routines to adjust, DDoS vulnerability to deal with.

It's never easy to overlay previous configurations and develop the best correspondence from the outset.

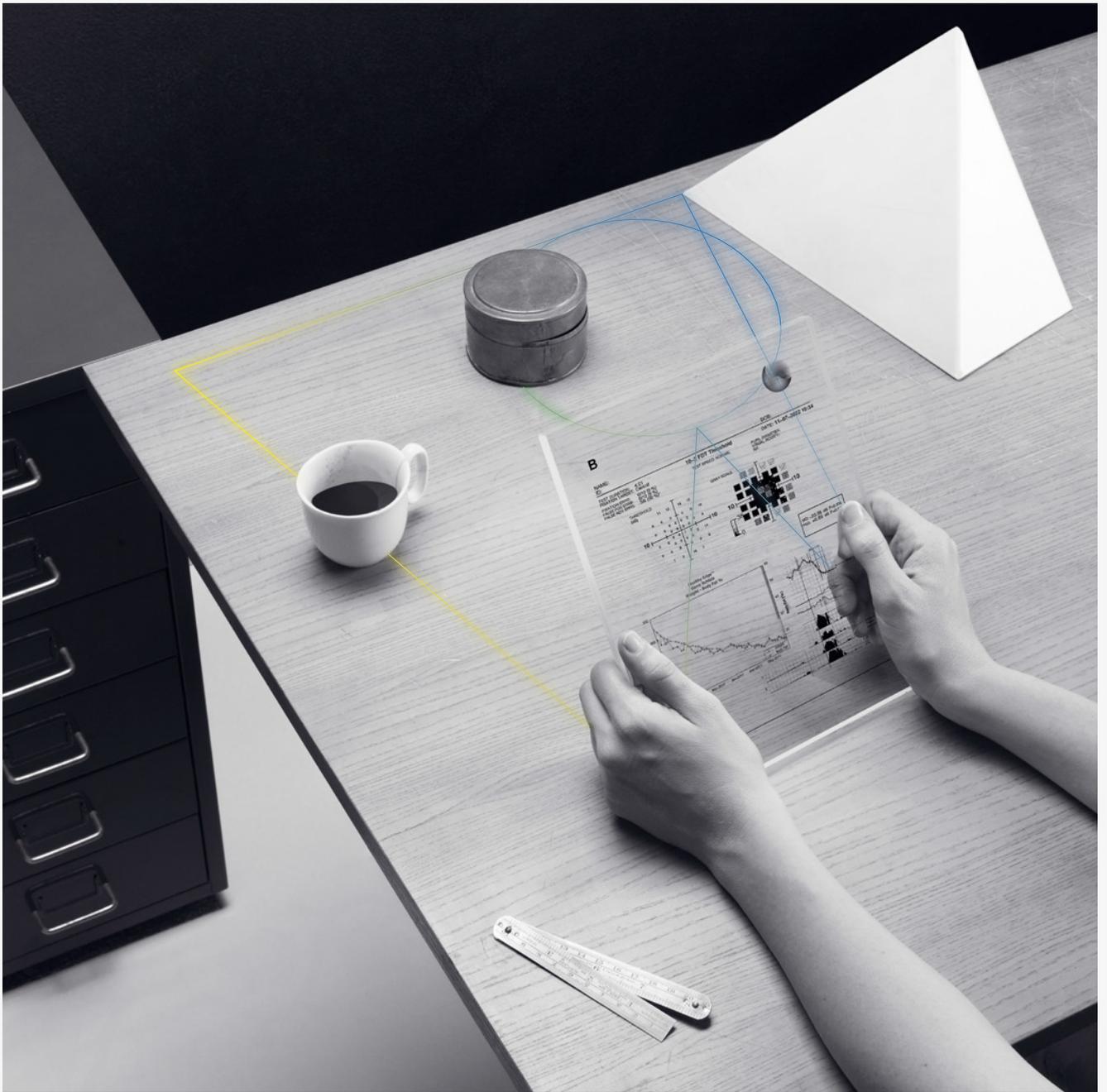
Now you can choose to make long instability periods and communication gaps a thing of the past.

With X10.2 protocol technology, you will instantly enjoy your ideal environment.

So, take a seat. Relax, and feel the room adjusting around your thoughts.

YOUR NEW HOUSE, A BETTER YOU.





HEALTH THE OPPOSITE OF HEALTHCARE



Health is what keeps you out of the healthcare system in the first place.

Did you enjoy your physical activity today?

Every mile you run, you discover a bit more about your body, gaining knowledge and expertise.

And with sensors more sensitive than your skin feeding ever growing databases,
evidence based knowledge has finally replaced the subjective judgment of a physician.

So, thanks to your fitness session we could all live a little longer.

YOUR HEALTH IS FOR THE COMMON GOOD.





Digital print on aluminium, floor stand bracket on wheels, 190 (variable) x 85 x 70 cm



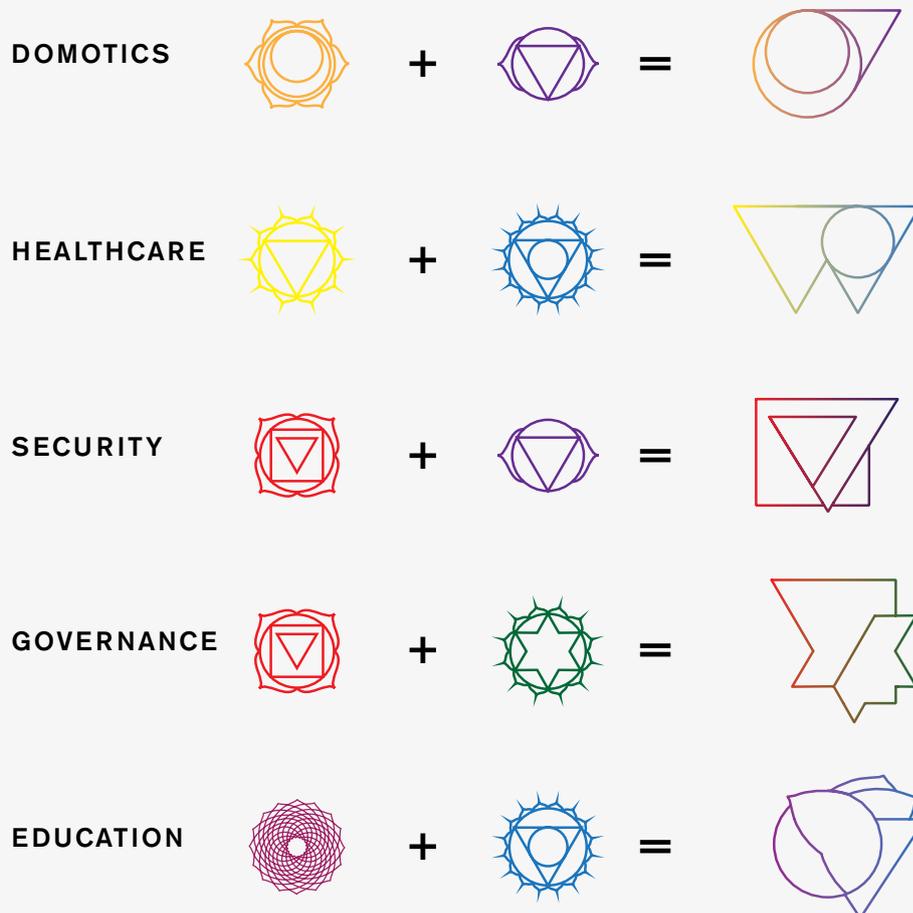
HOW THINGS DREAM - Installation view, Centre de la Photographie, Genève, September 2017

CHAKRAS IDENTITY STUDY

Each AURA division is identified by a logo which is the result of the combination of two different chakras. *Chakras Identity Study* is a series of hand coloured prints mounted on UV printed glass that focuses on and visually explains the role of Chakras inside AURA's universe.

By presenting the symbols assigned to each area of AURA and explaining their genesis, the series highlights the growing convergence between technology, corporatism and new age spirituality.

						
Root (Muladhara)	Sacral (Swadhisthana)	Solar plexus (Manipura)	Heart (Anahata)	Throat (Vishuddhi)	Third eye (Ajna)	Crown (Sahasrara)
SECURITY GROUNDING PROTECTION	INTIMACY EMOTIONS SEXUALITY	ENERGY VITALITY PERSONAL POWER	RELATIONSHIP LOVE INTEGRATION	COMMUNICATION CREATIVITY HEALING	INTUITION CLAIRVOYANCE PSYCHIC SENSES	UNDERSTANDING COSMIC CONSCIOUSNESS ENLIGHTENMENT





HTD - CHAKRA IDENTITY STUDY 01 - Domotics, UV print on glass, Pantone ink on tracing paper, aluminium frame, 55 x 40 cm



HTD - CHAKRA IDENTITY STUDY 02 - Healthcare, UV print on glass, Pantone ink on tracing paper, aluminium frame, 55 x 40 cm



HTD - CHAKRA IDENTITY STUDY 03 - Security, UV print on glass, Pantone ink on tracing paper, aluminium frame, 55 x 40 cm



HTD - CHAKRA IDENTITY STUDY 04 - Governance, UV print on glass, Pantone ink on tracing paper, aluminium frame, 55 x 40 cm



HTD - CHAKRA IDENTITY STUDY 05 - Education,
 UV print on glass, Pantone ink on tracing paper,
 aluminium frame, 55 x 40 cm



HTD - CHAKRA IDENTITY STUDY 00 - Index,
 UV print on glass, Pantone ink on tracing paper,
 aluminium frame, 65 x 35 cm

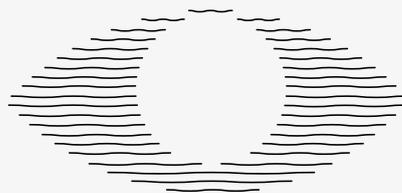
MORPHEUS

Within the narrative of *How Things Dream*, *Morpheus* represents the most controversial and dystopian manifestation of AURA.

More precisely, *Morpheus* consists in an experimental technology capable of extracting and displaying stills from people's dreams; these images can then be shared

on a dedicated social network created and managed by AURA itself.

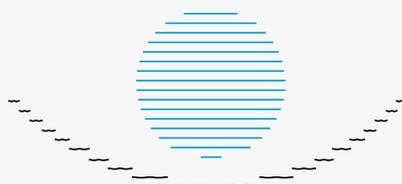
A revolutionary technology like *Morpheus* represents a metaphor of two interconnected phenomena: capitalism's hunger for information and the impossibility for many individuals not only to recognise, but also to contain such invasiveness disguised as innovation.



AURA IS ALREADY INSIDE YOU



JUST CLOSE YOUR EYES





HTD - MORPHEUS - Landscape AD 01
Digital Print on paper, Forex, Plexiglass, 200 x 100 cm



HTD - MORPHEUS - Landscape AD 02,
Inkjet print on paper, UV print on Perspex, 70 x 100 cm

QUESTIONNAIRE

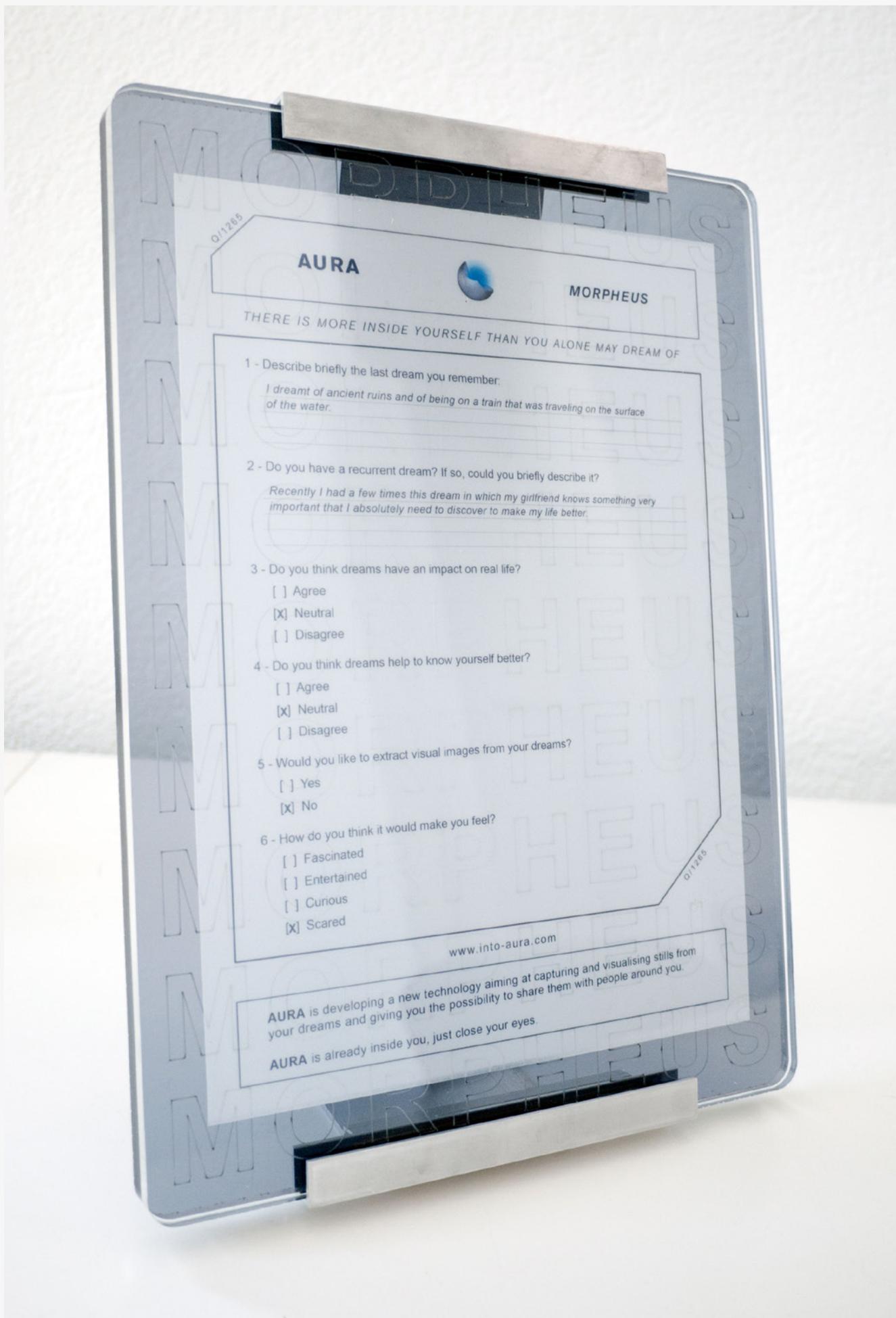
The world of *How Things Dream* exists online at into-aura.com, where, among other things, people can complete an anonymous questionnaire about dreams.

This online investigation aims at promoting *Morpheus* by asking visitors to describe recent and recurrent dreams, as well as their feelings towards such a hypothetical revolutionary technology.

While remaining consistent with the fictional dimension of the project, the collected answers will also bring together an archive of real opinions, which may serve as material for Discipula to create new works, either from individual questionnaires or using the archive as a whole.

The image shows a side-by-side comparison of a questionnaire. On the left is a desktop browser view of the website, and on the right is a mobile app view. Both versions feature the AURA logo and the title "Dentro di te c'è molto più di quanto tu possa immaginare." The desktop version has three text input fields and a radio button question: "Pensi che i sogni possano influenzare la vita reale?" with options "Concordo" and "Sono neutrale". The mobile app view shows the same content adapted for a smaller screen.

Website screenshot - www.into-aura.com



Q/1264

AURA



MORPHEUS

THERE IS MORE INSIDE YOURSELF THAN YOU ALONE MAY DREAM OF

- 1 - Describe briefly the last dream you remember.
I dreamt of ancient ruins and of being on a train that was traveling on the surface of the water.
- 2 - Do you have a recurrent dream? If so, could you briefly describe it?
Recently I had a few times this dream in which my girlfriend knows something very important that I absolutely need to discover to make my life better.
- 3 - Do you think dreams have an impact on real life?
 Agree
 Neutral
 Disagree
- 4 - Do you think dreams help to know yourself better?
 Agree
 Neutral
 Disagree
- 5 - Would you like to extract visual images from your dreams?
 Yes
 No
- 6 - How do you think it would make you feel?
 Fascinated
 Entertained
 Curious
 Scared

Q/1264

www.into-aura.com

AURA is developing a new technology aiming at capturing and visualising stills from your dreams and giving you the possibility to share them with people around you.

AURA is already inside you, just close your eyes.



HTD - MORPHEUS - Logo Colour Test 02 (Series of 3),
spray paint and embossing on cotton paper, 63 x 45 cm



HTD - MORPHEUS - SLEEP CONCERT, 8 hours performance
at Path festival, Verona, October 2017

OUTDOOR MEDIA ACTION

Outdoor Media Action is a public intervention that took place in Milan from 27th November to 10th December 2017.

The project used six LED screens, provided by the media agency M4. Located in densely trafficked areas of the city (Via Farini, Teatro Piccolo, Cadorna Station, Teatro Nazionale, Viale Forlanini and Corso Buenos Aires) the screens displayed

Aura's advertisements promoting Aura and Morpheus brands.

Carefully reflecting on the nature of the messages presented and the way they are conveyed, the project aims at highlighting notions of power, submission and self-awareness in the processes of mass communication within the current capitalist regime.



HTD: Morpheus, OMA Ad 02 (Teatro Piccolo)



HTD: Morpheus, OMA Ad 01 (via Farini)



HTD: Morpheus, OMA Ad 03 (Corso Buenos Aires)

ENDORSEMENT

Endorsement is a live set and multimedia installation project built around the imaginary partnership between AURA and electronic musician Nicola Ratti. Premiered on the 30th of November 2017 at BASE Milano as part of the electronic music festival Mash#17, *Endorsement* examines the invasion of corporate interests inside models of independent cultural production.

Assuming the kind of pervasive presence associated with aggressive advertising, the installation occupied different spaces of the hosting

venue. Screens and systems of sound diffusion promoting AURA's products were installed on the outside as well as in the lobby, bar and stairs of the venue.

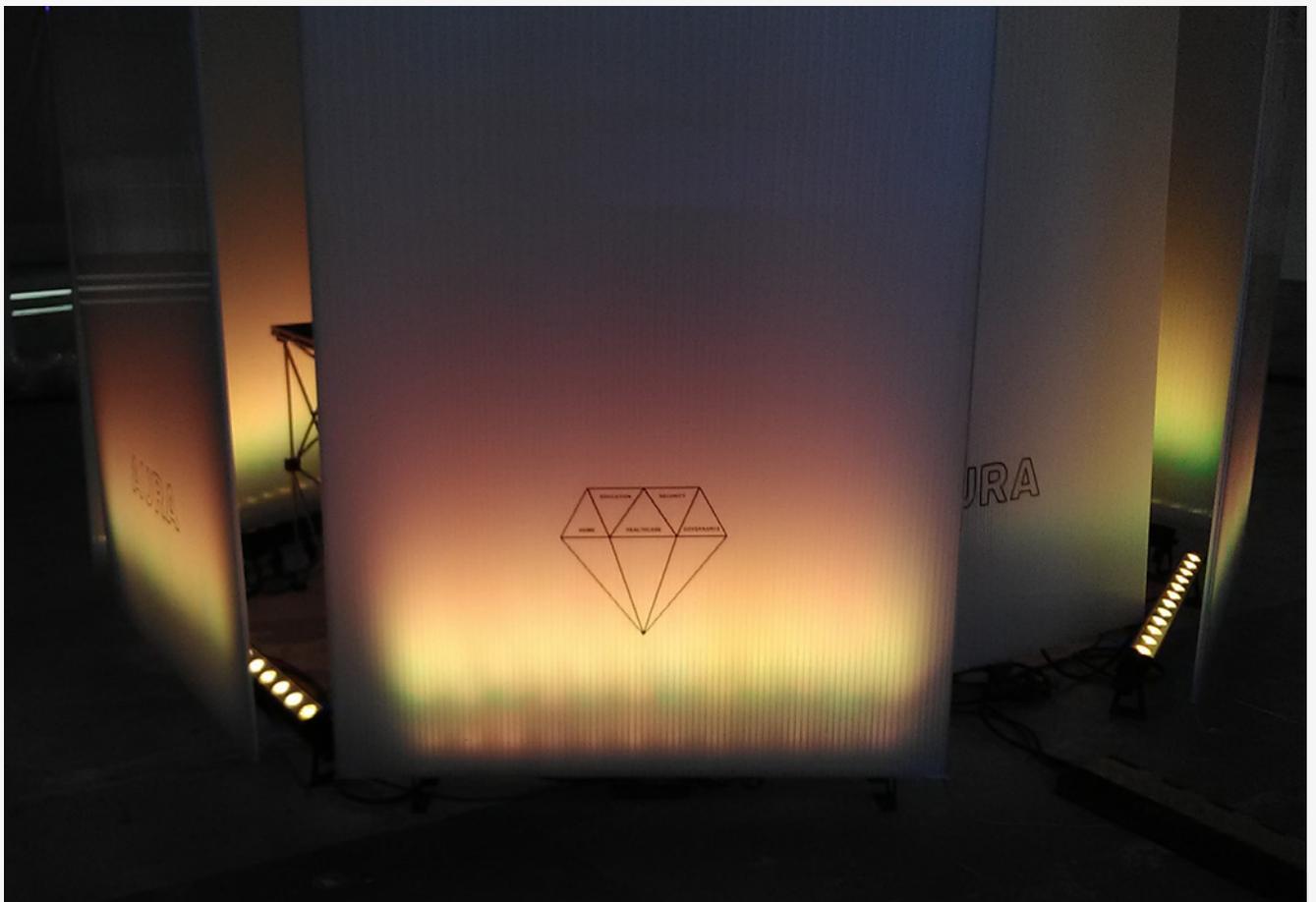
The performance was centred around a monolithic hexagonal structure made of polycarbonate panels in which the musician and his set up were hidden. During the live set images were projected on the structure while vocal messages intruded into Ratti's live performance to promote the brand.

<http://www.ursss.com/2018/01/nicola-ratti-discipula/>





HTD - ENDORSEMENT - Live performance and installation
at Mash festival, Milano, December 2017



HTD - ENDORSEMENT - Live performance and installation
at Mash festival, Milano, December 2017



HTD - ENDORSEMENT - Live performance and installation
at Mash festival, Milano, December 2017



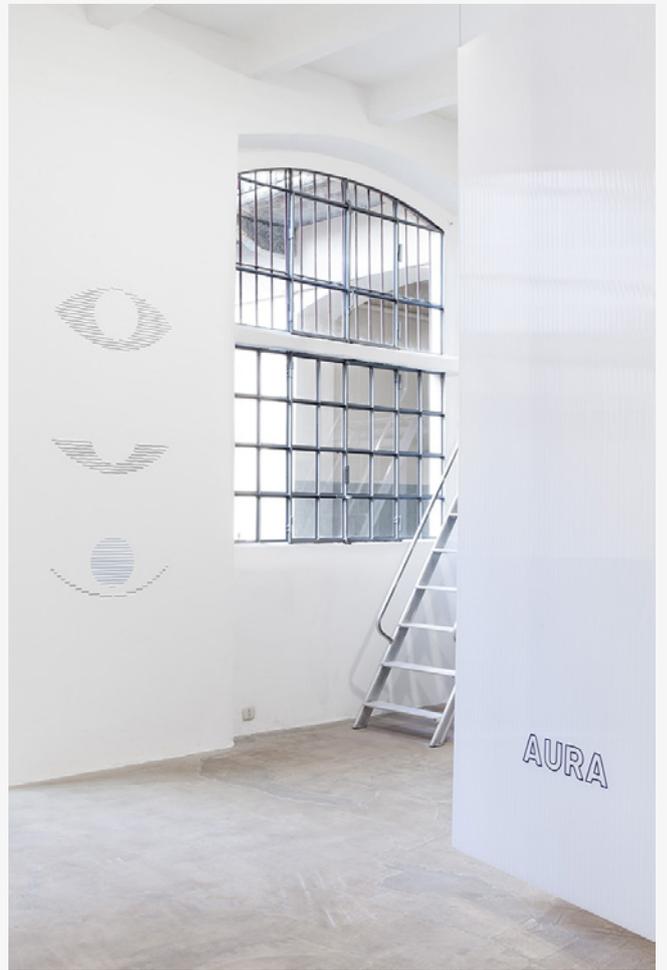
HTD - ENDORSEMENT - Live performance and installation
at Mash festival, Milano, December 2017



HOW THINGS DREAM - Installation view, Spazio Gamma, Milano, October 2018



HOW THINGS DREAM - Installation view, Spazio Gamma, Milano, October 2018



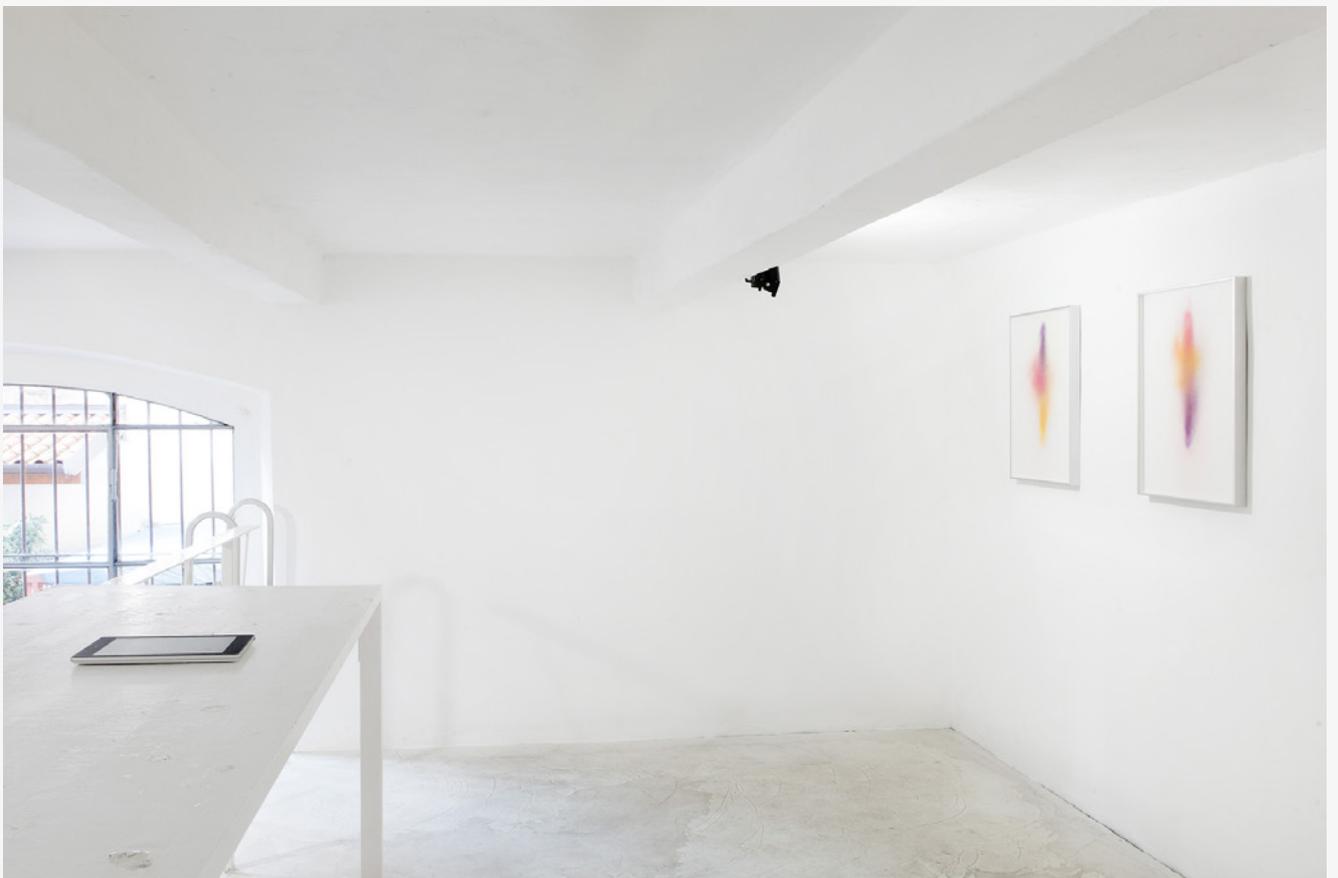
HOW THINGS DREAM - Installation view, Spazio Gamma, Milano, October 2018



HOW THINGS DREAM - Installation view, Spazio Gamma, Milano, October 2018



HOW THINGS DREAM - Installation view, Spazio Gamma, Milano, October 2018



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