

UAR2201: Cyberart

Title: The Closet Dreamer

Tagline: Realise your dreams by connecting yours

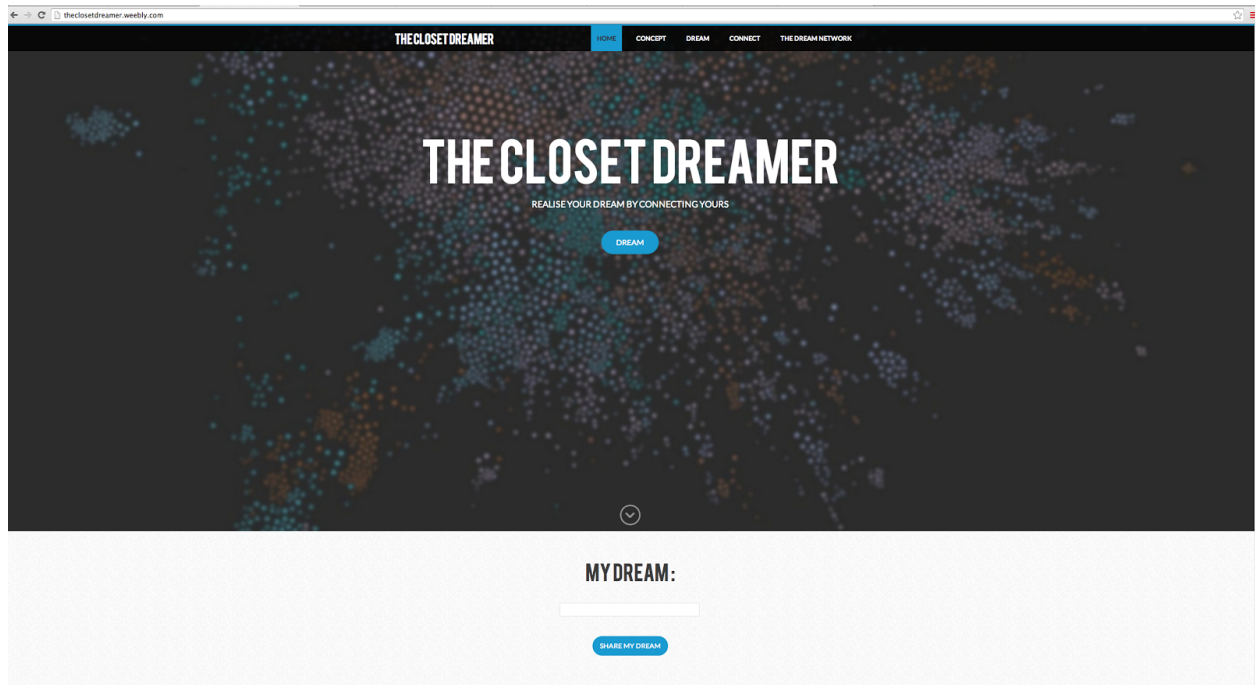
Product: The Dream Network

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Concept/Functions:

Our group posits that this transactional art piece displays 3 different functions:

1. Individual level: Enables self-expression
2. Interpersonal level: Allows individuals to link up with others with similar dreams
3. Societal/Network level: Enables individuals to find others with complementary dreams, and collaborate to achieve them. This process involves the creation of synergy.

Definition of a “Dream”:

The greatest wish or goal an individual would want to achieve or work towards to.

The Meaning of “The Closet Dreamer” Name:

We chose the name The Closet Dreamer because our concept was created to appeal to “closet dreamers” - people who have dreams/goals but have hid and kept them to themselves and have not shared them due to various reasons. Most people have a dream or goal they

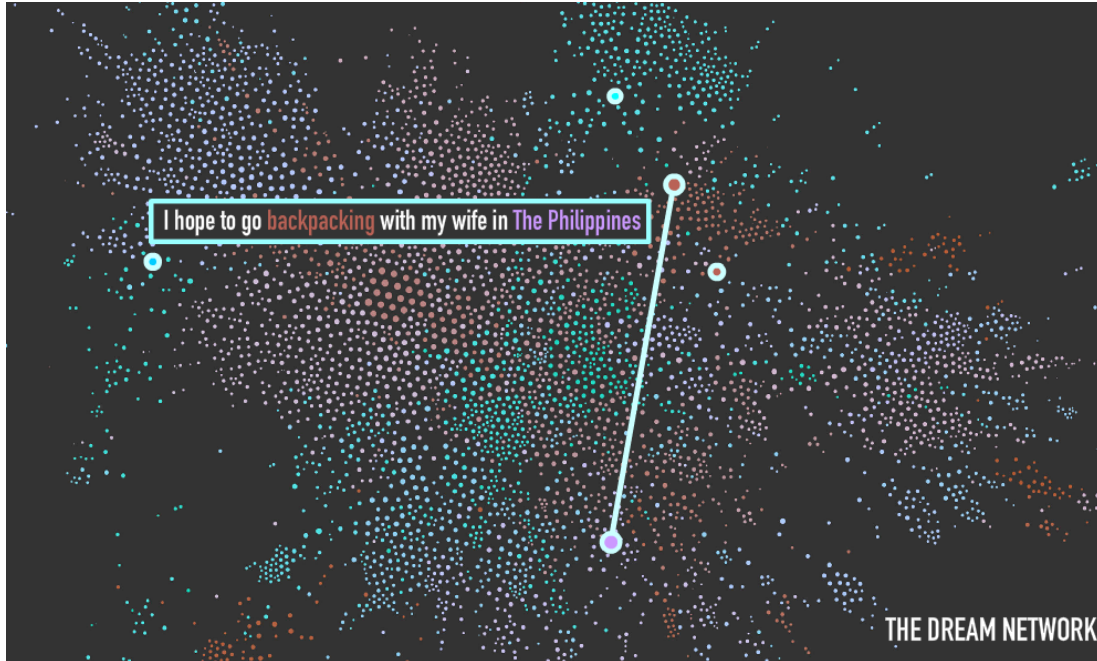
want to achieve but may not know how or lack the ability to work towards them, while some may need support of others who understand and share their goals. Hence, this concept and the name “The Closet Dreamer” would cater to the masses, because almost everyone would have a dream they have yet to achieve. Through our concept of “The Closet Dreamer”, we hope to provide a platform for individuals to take their dreams “out of their closet” and share them openly, while forming connections and finding resources to help them achieve their dream.

How It Works:

Becoming a Dreamer

An individual enters his/her dream into the platform and selects ‘keywords’ (or themes) that are central to their dreams. Each person is entitled to make a maximum of 5 keyword selections. The individual then clicks ‘Share My Dream’ and enters his/her contact details (E-mail address as the compulsory field, and phone number and location as optional fields). These keywords will translate into the different nodes linked by a line in The Dream Network. A line of connecting nodes thus represents a person’s dream. A specific keyword corresponds to a node of a specific colour. The number of times a specific-coloured node appears in The Dream Network corresponds to the frequency the dream keyword appears. As such, the popularity of a certain keyword or theme can be identified by the density of the different-coloured node clusters.

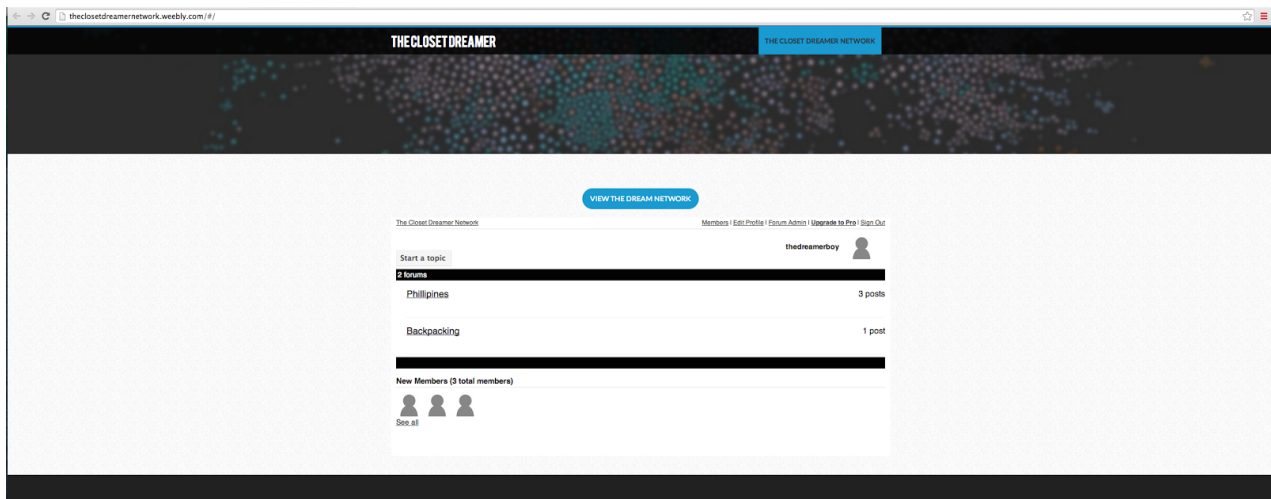
For example, upon entering the dream “I hope to go **backpacking** with my wife in **The Philippines**”, the individual chooses the keywords “**backpacking**” and “**The Philippines**” as being central themes to his dream. A node would then appear in each of the “backpacking” and “The Philippines” clusters, which are indicated by the red and purple colours in The Dream Network respectively. Looking at the map, the density of the different colour clusters eg. number of red and purple nodes in the area, represents the total number of people entering the same keywords “**backpacking**” and “**The Philippines**”.



Connecting with Similar Dreamers

Based on the keywords indicated in their dream, individuals will gain access to chat-rooms corresponding to the keywords/themes in their dream. People with similar dreams (containing the same keywords) will be grouped into forum chat-rooms according to their dreams (keywords). Hence, members with dreams containing a shared theme will be able to link up with each other to achieve shared goals.

Using the same example of the dream “I hope to go backpacking with my wife in The Philippines”, the individual will have access to both the chatrooms named “Backpacking” and “Philippines”. The chat-rooms will look like the following:



In this example, two people with dreams containing the keyword “backpacking” will become members of the “backpacking” group, where there are others with the keyword “backpacking”

in the dreams. People with dreams without the “backpacking” keyword would hence not be members and have no access to this group.

As part of the group, members will be able to interact with one another in the chat-rooms to share more details of their dreams and possibly how they can work together or help each other achieve their similar dreams. For example, people in the “backpacking” group may find others who want to travel to the same places and thus link up and travel together; people wanting to backpack to different places can also share common backpacking tips or advice.

If the individual changes his/her dream, his/her membership and access to the chat-rooms will change according to the new keywords chosen. In our previous backpacking example, if the individual changes his dream (perhaps he achieved it already) from “backpacking in The Philippines” to “setting up a social enterprise in India”, he will no longer have access to the “backpacking” and “The Philippines” groups, but will now have access to the “social enterprise” and “India” groups.

Identifying Complementary Dreamers

Individuals can also view The Dream Network to find others with complementary dreams, so they can possibly dovetail and formulate potential collaborations with them to achieve their goals together. For example, the person hoping to go backpacking in The Philippines may spot another dream on The Dream Network, which states “I want to meet more people by hosting backpackers and travellers in my home in The Philippines”. He can then send an invitation to this person and should the recipient be willing to link up, they can both help each other realise their dreams; the backpacker and his wife now have a home to stay in the Philippines and information from a local to aid him in his itinerary, budgeting and other plans, while the other is able to be a host and make new friends with the foreigners. The ability of The Dream Network to facilitate connections between people with different dreams and resources, across boundaries and different social positions, help to create synergy and achieve greater efficiency in society as people strive towards their goals.

Each person is allowed to only have 5 pending invitations to others with complementary dreams. This is to prevent the people in the platform from spamming others with invites. Only when an invitation is rejected or accepted, the individual is entitled to make an additional invite. In this way, the person is still eventually be able to link up with many others with complementary dreams. Recipients of the invitations can view the dream keywords they are being invited to, and see if the dreams are possibly complementary. If they accept the invitations, they will be given access to the chat-rooms with members whose dreams also contain the respective keywords.

Why The Closet Dreamer is a Transactional Art Piece:

1. Conversion of Various Forms of Capitals

There is a conversion of various forms of capital amongst the individuals contributing to The Dream Network. When an individual inputs his/her dream, he/she brings together his past experiences, knowledge, skills, expertise, traditions, culture, and passion (intellectual, cultural and emotional capitals) - all of which played a part in shaping the dream. The Closet Dreamer acts as a platform to facilitate the exchange of intellectual, cultural and emotional capitals amongst individuals with both similar or complementary dreams.

Through the creation of chat-rooms categorized according to the dream keywords, individuals are pooled together and are able to interact with one another and form connections, creating social capital. Getting to know others with similar dreams allow them to work together to achieve common goals. It also allows individuals to identify others with complementary dreams to dovetail and increase societal efficiency when working towards the dreams. These interactions increase the awareness of goals and dreams of others - increasing cultural capital, and provide inspiration and motivation for individuals to pursue their own. This is because some individuals might not have thought of the dreams they have always wanted, and are only able to formulate their dreams from looking at others'. Members of the public can also access The Dream Network. Exploring The Dream Network can also inspire them and create cultural capital by also helping to illuminate the dreams of the society and cultures in the present and across time.

Furthermore, collaborative effort is required to create The Dream Network, making it an interactive art piece. Through the algorithm that colour-codes keywords into nodes connected with lines, individuals work together (social capital) to establish the aesthetic value of The Dream Network (cultural capital).

2. Self-Empowerment

The Closet Dreamer empowers individuals, providing them with a platform to voice out their dreams and have access to resources which they would otherwise not have to achieve their dreams. Apart from having decision-making power on their own, they will have a range of options that they have determined for themselves and would be able to make an informed choice. Once connected to The Dream Network – they are then empowered to exercise assertiveness in collective decision-making, deciding on how best to progress and achieve their dreams. This can help alleviate the problems of unequal distribution and unequal access to resources among different social positions, that are often present in society. Overall, The Dream Network can help in increasing each dreamer's confidence and their ability to achieve their dreams and change their lives.

3. Art as Deal-Making, Negotiation and Contracts

The function The Closet Dreamer offers - ability to initiate contact with another party with complementary dreams - allows individuals to be involved in a "deal-making" process. This is because the recipient of the invitation has to decide if connecting with the sender is a wise decision, for example by considering the relevance of their dream, before forming a connection with him/her. Upon establishing contact, individuals are put into another process of

having to negotiate with one another to come up with plans to achieve their goals together in a more efficient and synergistic manner.

4. Incentives and Rationality

During the decision-making process involving the establishment of contact with another individual, one is faced with the opportunity to weigh the benefits and costs of doing so, subjected to their rationality. Only when the incentives/benefits of establishing a contact with someone having complementary dreams is more apparent than the cost, such as a clear synergy between the dreams, the recipient of the invitation would be enticed to accept the invitation.

5. Interdisciplinary Aspects

Our team drew inspiration from social network maps that plots the connections between individuals in their communities, and provides an overview of the inter-connectedness of society as a whole. Our team would like to extend this theory to create a similar network, in the form of an art-work, that allows people to collaborate and explore opportunities to work synergistically.

For more information on Transactional Art, please visit: www.transactional-arts.com

The Dream Network images adapted from: <http://www.randalolson.com/2014/10/27/the-reddit-world-map/>