



"...emblematic of a generation steeped in chaos
and an unabashed need for personal fulfillment..."

FAST COMPANY

THE MINDSHARE LOUNGE

Lightning in a Bottle, 2013



Mindshare
Los Angeles





JULY 11TH - 15TH • LAKE SKINNER • TEMECULA, CA

Lightning in a Bottle

festival

WHEN

Thursday, 7/11/2013 - Monday, 7/15/2013

WHERE

Lake Skinner, Temecula, CA

WHAT

Lightning in a Bottle is a celebration of Art, Sustainability, Music, Performance, and Life Itself. LIB attracts musical talent & renowned artists from around the world as well as providing a forum for dozens of speakers and workshops. LIB is dedicated to the environment and sustainability and has won the Outstanding Greener Festival Award, 3-years in a row!

OFFERING

The Mindshare Lounge is a place where knowledge hangs out, gets comfortable and blows your mind. The daily program includes art walks, talks by luminaries at the intersection of art and science as well as hands-on afternoon workshops. At dusk the Lounge evolves into a cozy retreat glowing with installations and visually stunning screenings of electronica augmented nature documentaries. It's like if David Attenborough and Bonobo had babies.

TEAM

There's a crew of talented people that are collaborating on the inaugural Mindshare Lounge, led by Mindshare Founder Doug Campbell. Calli Beck is providing the structure, a unique tent called "Remembrance". Jeff Murrell from Focus Entertainment is providing the AV. Adam Steinberg from Design Concepts is helping source the decor and Matt Pinner from Crash Space is leading the workshops. There's also a handful of talented artists in tow!





“REMEMBRANE” STRUCTURE

- ▶ Requires 40sq/ft. Bamboo posts sit on top of concrete metal stakes (1/2”) and need to be pounded 10” into ground.
- ▶ Large openings for air flow and also to create a sense of inclusion for the people outside. Sections of fabric can be
- ▶ Aesthetic is more modern meets trippy.
- ▶ More info at callibeckdesign.com



PLACEMENT CONSIDERATIONS

- ▶ **Shade:** placement is in the trees offering protection from the heat, especially good for daytime talks & workshops
- ▶ **Volume:** music from surrounding stages should be considered during talks & workshop hours (2-6pm)...
- ▶ **Silent Disco:** the lounge is next to a silent disco stage which begins at midnight.

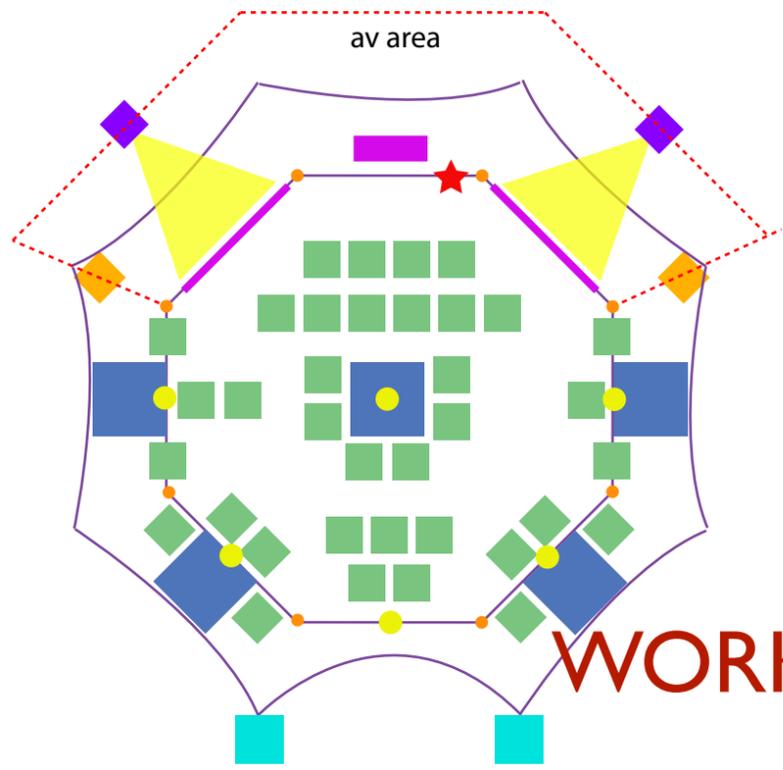


PARTICIPANTS / CREW

- ▶ **Structure and Build Crew is confirmed.**

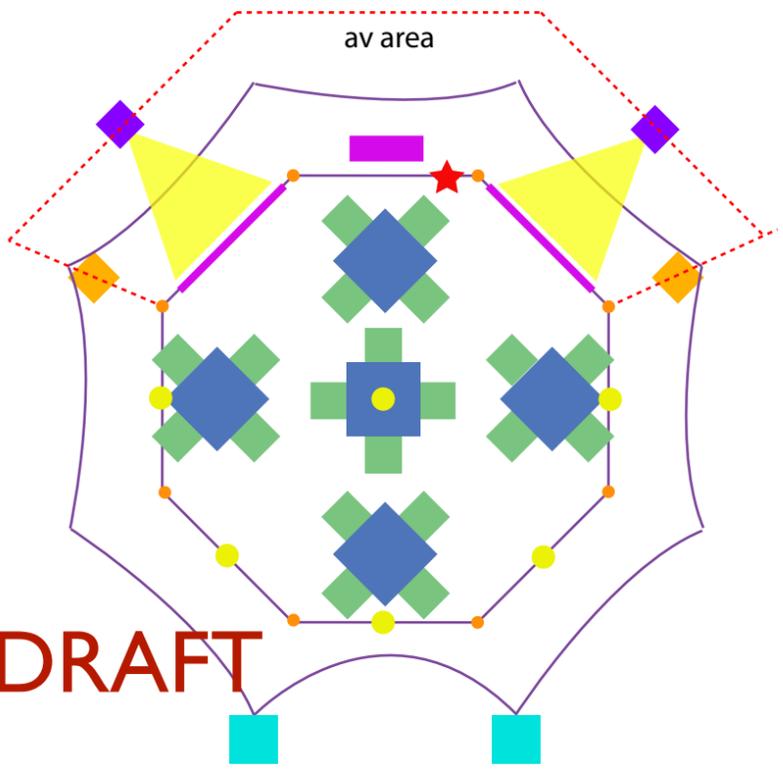


LOUNGE / TALKS LAYOUT



WORKSHOPS LAYOUT

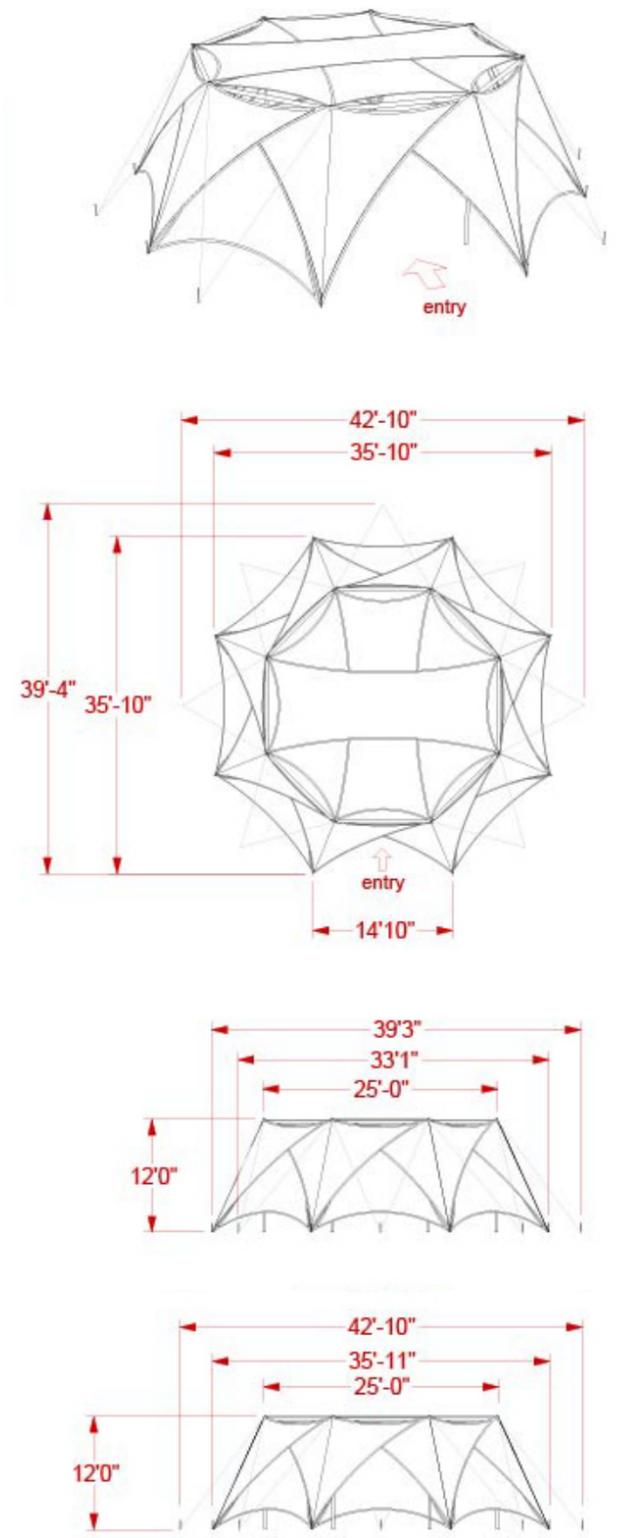
20 people - cushions doubled up
power strip at each workstation



WORKING DRAFT

-  8ft W x 4.5ft T RP hanging screens
-  42in barco flatscreen on roadcase (Mindshare)
-  4ft palette construction tables
-  projectors for evening lounge
-  fractoid (mike russek)

-  40 x 2ft cushions
-  presenter
-  laser cut light fixture
-  12ft bamboo posts
-  speakers





Mindshare Lounge

Mindshare Lounge
Camping (approximate)



AESTHETIC & FURNISHINGS

- Solid colors, cleaner lines, more modern yet still a comfortable place to lounge.

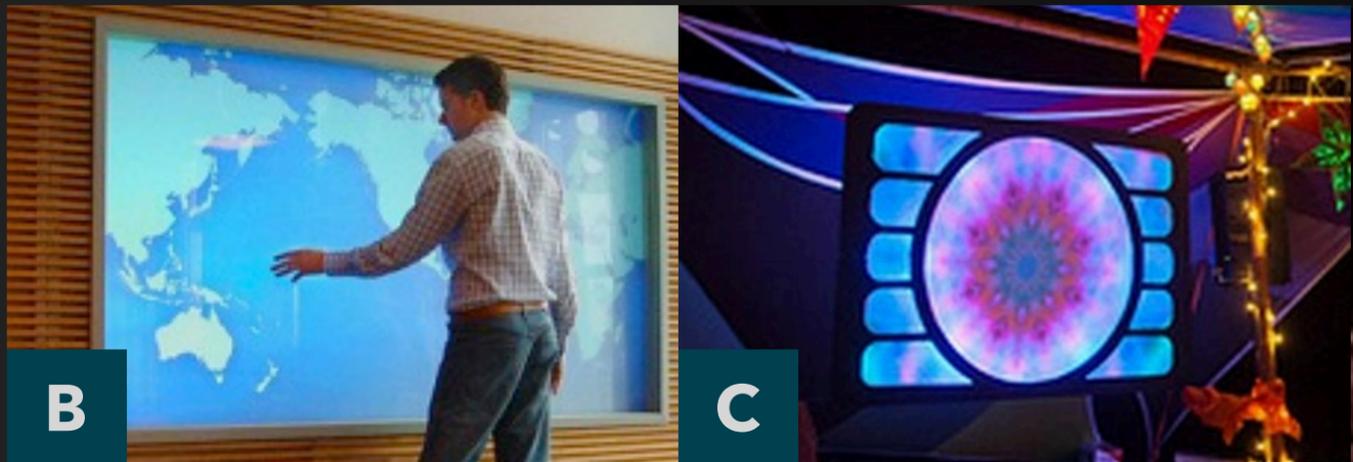
ELEMENTS TO DESIGN, CONSTRUCT / SOURCE:

- Simple podium / setup for presenters or chill DJ.
- Carpets - might have sourced some free red carpet (A)
- Palette ottomans, covered with foam and fit fabric (B)
- Cushions constructed on the cheap (C)
- Some cool laser cut shadow casting ambient lighting (D)
- Or with some trippy star projections! (E)

PARTICIPANTS / CREW

- **Adam Steinberg:** Furniture, stage, podium, decor & more.
- **Possibilities (TBD):** BodMod Furniture (B), Udi Levy - Love Shack Beanbags & Cushions





TECHNICAL SPECIFICATIONS

AUDIO VISUAL

- ▶ Large flat screen for daytime presentations **(A)**
- ▶ 2 flanking rear projector screens to augment the flat screen at night. **(B)**
- ▶ Laser cut overlays for rear projections could make them more interesting during the day. **(C)**
- ▶ Sound System: certainly enough for people to hear day time presentations.

LIGHTING - interior

- ▶ Ambient as to not interfere with projection video & art.

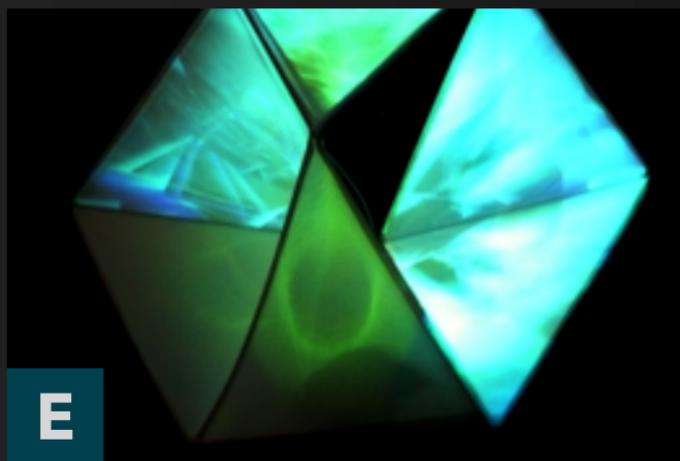
LIGHTING - exterior

- ▶ Lesson from SMART 2012: gobos in trees = awesome! **(D)**

PARTICIPANTS / CREW

- ▶ **Jeff Murrell:** (Focus Entertainment) to provide AV equipment in return for comps.





SmArt ON DISPLAY

- ▶ More interaction, less of a gallery. Data art inside, algorithmic projections, interactive projection art etc.
- ▶ Projection Mapping "Sculpture Garden"
- ▶ Performance ideas that take advantage of technology.

PARTICIPANTS / CREW

- ▶ **Mike Russek:** a large frontal flagship project, an upgrade to his 2012 interactive projection mapping project. **(A&B)**
- ▶ **Scott Pagano:** Crazy motion graphics **(C)**
- ▶ **Harmonic Lights:** Awesome Long Exposure Photo **(D)**
- ▶ **Hexcaliber:** Projection mapped sculpture **(E)**
- ▶ **MindMIDI:** making music with your brain waves **(F)**

ADDITIONAL SOURCES

- ▶ Are there existing LIB artists that would fit the "science meets art" angle that could be in or around the lounge?
- ▶ Call for Proposals from Past Mindshare / SmArt Artists



DAILY SCHEDULE (Fri-Sun)

➤ **Noon: Daily Art Walk led by Tyler & Dougie!**

Guided art walks leaving from the front of the Lounge featuring insightful conversations with the artists of LIB.

➤ **2pm-4pm: Mindshare Presentations**

Talks + Short Q&A centered on the topic of SmArt: where Art meets Science.

➤ **4pm-6pm: SmArt Workshops**

A daily workshop of where Fashion and Technology intersect. Sign up in advance and wear your creation out!

➤ **6pm-late: Screening Lounge**

Nature programs and mind boggling insights into our universe meets ear molesting electronic music.

➤ **Midnight - Late: Silent Disco Adjacent Lounge**

Low music and continued documentary and mind blowing content screenings & impromptu performance & art..

