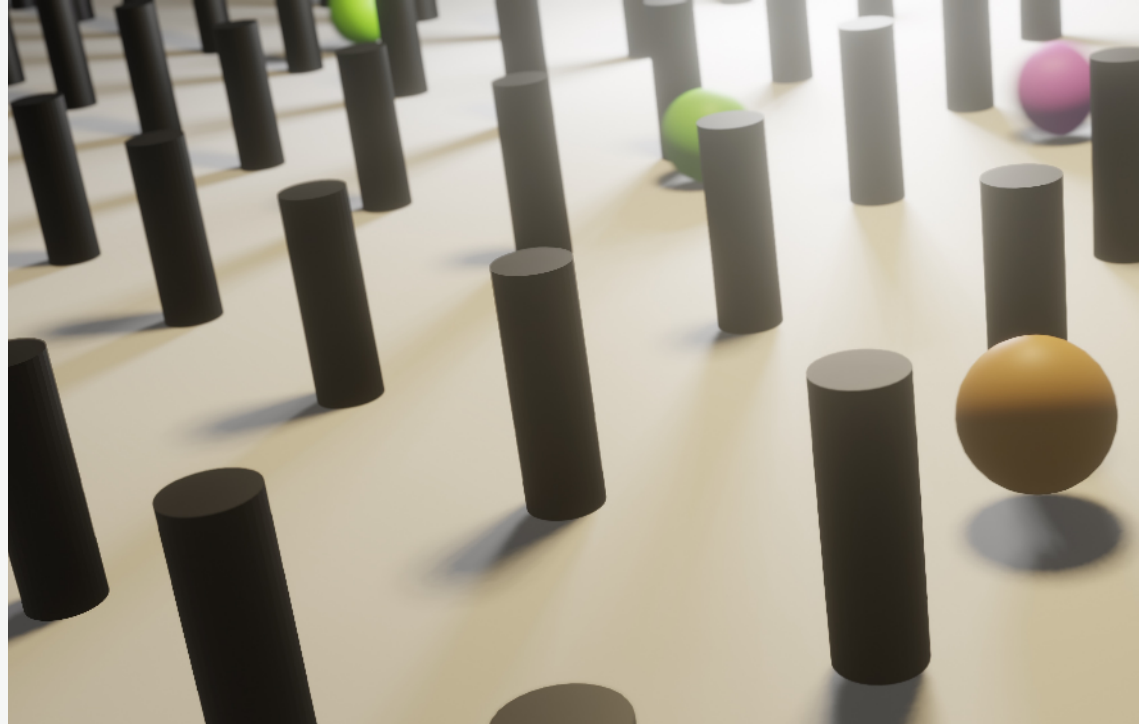# The Mystic Collective

STRP 2021: We All Are Asteroids

The 'Me Age' has come to a grinding halt. But what is the future?

Personal connection is lacking in a digital age; traditional collectives like the local community, church and charity are fading away.

But new collectives are already lurking in the background...

The Mystic Collective

Collectivity was first based on location and origin, later on social status and then interests. The 21st century has brought a new type of collective: secret collectives based on behavior. You are constantly added to new collectives - without knowing it. Did you know that Netflix assigned you to one of their 2,000 taste communities?

Secret collectives are our new future. The collectives will grow beyond the companies that originally owned them (Facebook, Netflix, Google): algorithms connect your profiles from different products and pull data from offline and online sources.

Collectives grow ever more invasive in order to maintain and strengthen themselves. The algorithms behind the collective will motivate you as a person to connect with and help others. You 'serendipitously' meet people you can get along with, have great discussions, create beautiful things, and buy more products. This is done in small steps ("nudging"), which lead to major consequences: friendships form, love happens, people start families, emigrate ...

These 'mystic' collectives will ultimately transform our society.

The Galton Board

We will explain the Mystic Collective using a 4 meter high 'tricked' Galton board: a machine that sorts coloured balls in a magical way. The tricked board has sensors hidden in the board and uses compressed air to guide the balls in a certain direction based on their color. Sorting the balls into their own collectives.

The online experience

The Galton Board will be livestreamed on Youtube, day and night. During the night time, blacklight, projections and stroboscopes will transform the board, simulating the 'learning phase' of the mystic-collective-algorithm. The discussions under the Youtube-feed will focus on the puzzle: how does this work?

Previous works

The work is partially inspired by a CGI-video of Konstantin Otrembsky

Sketch of the Galton Board

Budget	Price (euros)
Material study and prototyping	3.000
Labour costs	5.000
Electronics ~150 rgb-sensors, air compressor and tubing, control-units, lighting, cameras	3.500
Non-electronic materials Wood for the Galton Board, plugs, coloured balls, plexiglass, stands, explanation poster	4.000
Setup of digital services	750
Transport	1.2000
Risk and profit (6%)	1.047
	+
Total (euros):	18.497
	(excluding BTW)

CV of Matthijs Zwinderman

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Profile
I'm an enthusiastic knowledge-absorber. I have a versatile profile, always on the edge between people and technology. I understand complex systems and processes quickly, and can foresee the consequences of changes in such systems. I have a rich imagination: I guarantee you 100 ideas for any brainstorm subject given to me.

Experience
- Senior Designer at Angi Studio - 2013 - Present
  Responsible for research, project management, innovation workshops and interaction design

- Prototyping Instructor, TU Eindhoven; Eindhoven — 2014-2017
  Developed the module prototyping at the request of the Technical University Eindhoven.

Education
- TU Eindhoven — User System Interaction, PDEng, 2012
  Highlighted project: concept creation and implementation of the app "Oh Music Where Art Thou", a musical-navigation method. Won several awards including best poster at the 13th International Conference on Human Computer Interaction with Mobile Devices and Services in Finland

- Rijksuniversiteit Groningen — Artificial Intelligence, MSc., 2009
  Master thesis: programmed and evaluated an object recognition robot with active vision. Human collaborators teach the robot new objects, which the robot would later recognize. Published in the 19th International Symposium in Robot and Human Interactive Communication in Italy