



THE INSTITUTE FOR HUMAN CREATIVITY

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[humancreativity.org](http://humancreativity.org)





## OUTLINE

- IHC MISSION
- CHALLENGE
- GUIDING QUOTE
- BLUEPRINT
- IDENTITY
- ARCHITECTURE + EXPERIENCE
- CATHEDRAL OF SOUND
- LIGHT TECHNOLOGY
- COMMUNITY & CURATION
- GOAL
- JOURNEY
- PARTNERS & SUPPORTERS
- APPENDIX



## MISSION

The Institute for Human Creativity is a certified 501(c)(3) non-profit with the mission to **activate creativity for social and environmental betterment.** This year, we are supporting our mission through the creation of the **Tree of Life project.**



## CHALLENGE

*“**90%** of wildland fires in the United States are **caused by people.**”*

-U.S. Department of Interior



Societal disconnect from our planet.

*“Between 1990 and 2016, **the world lost 1.3 million square kilometers of forest.**”*

- The World Bank

“No problem can be solved from the same level of consciousness that created it”

-Albert Einstein





## BLUEPRINT

*The power of art to transform*

**ART**

**TECHNOLOGY**

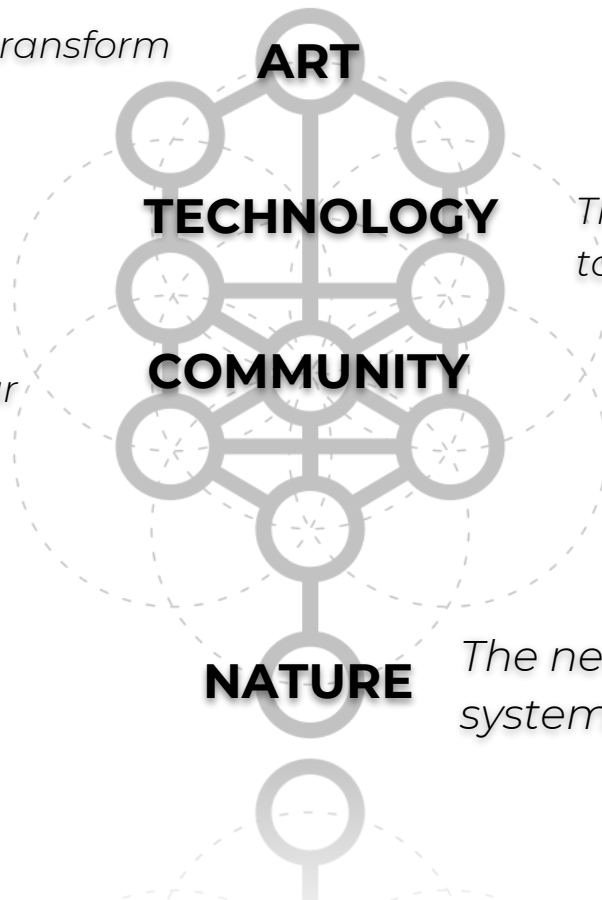
*The ability of technology  
to create new possibilities*

*The opportunity to grow our  
relationship with Earth*

**COMMUNITY**

**NATURE**

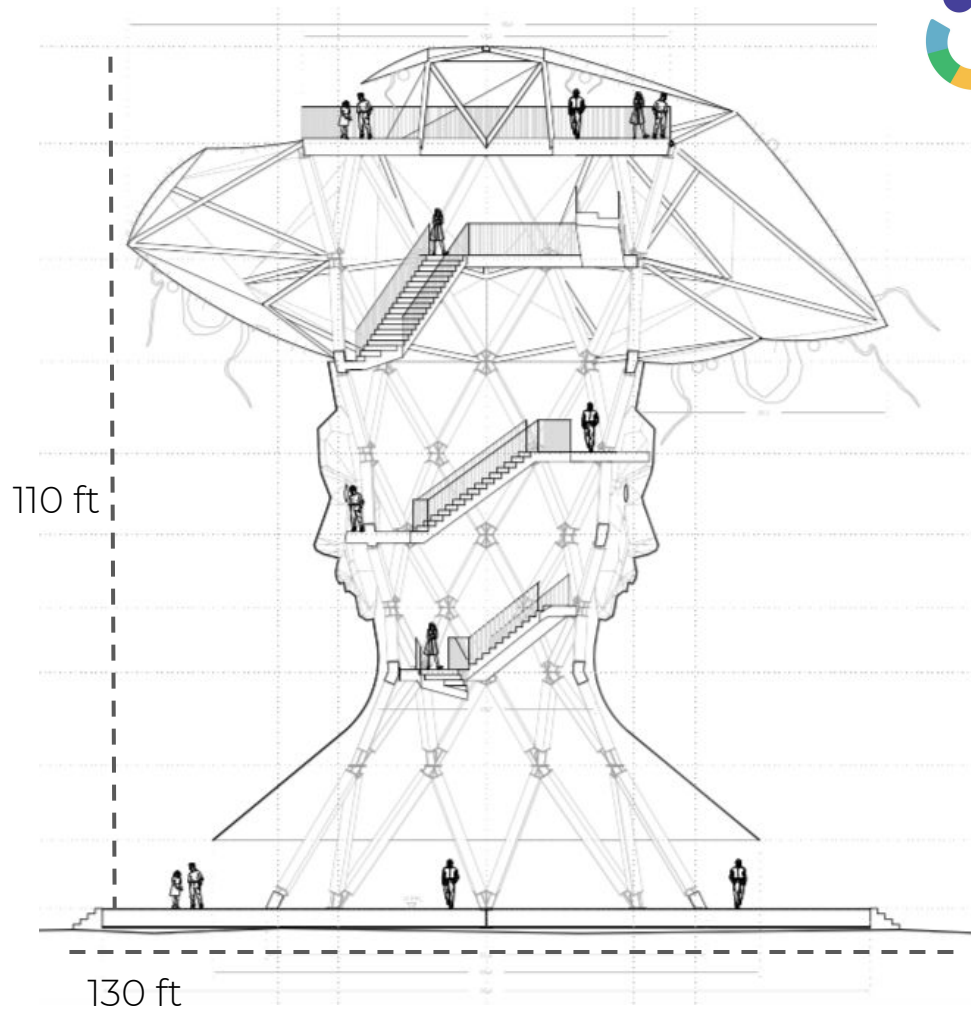
*The need to re-integrate human  
systems + Earth's systems*





## IDENTITY

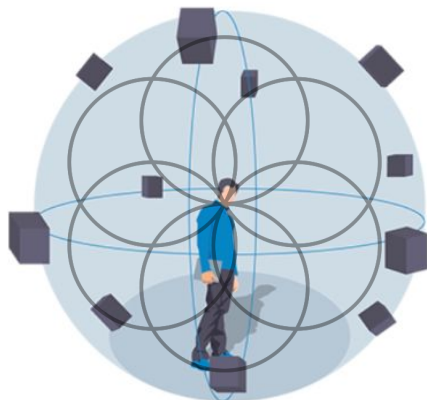
The Tree of Life is a 11 story **monument to nature**, a **cathedral of sound**, a **large scale interactive art experience** made from **sustainable and innovative materials**, offering us a *place to transform*.





## CATHEDRAL OF SOUND

4D Ambisonic sound **enables the production of sound holograms** vivid, spatial appearances of sound that enrich and transform our perception.



“The spatial depth and dimensionality steers attention to the inner workings of our perception. **Listening becomes a process of unification** between ourselves and space as a whole.”





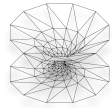
**Interactive and immersive light art** is synchronized with ambisonic sound and environmental factors to create experiential + performance art to evoke wonder and awe.



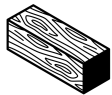
# ARCHITECTURE + EXPERIENCE



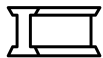
Biomimicry & Regenerative Design



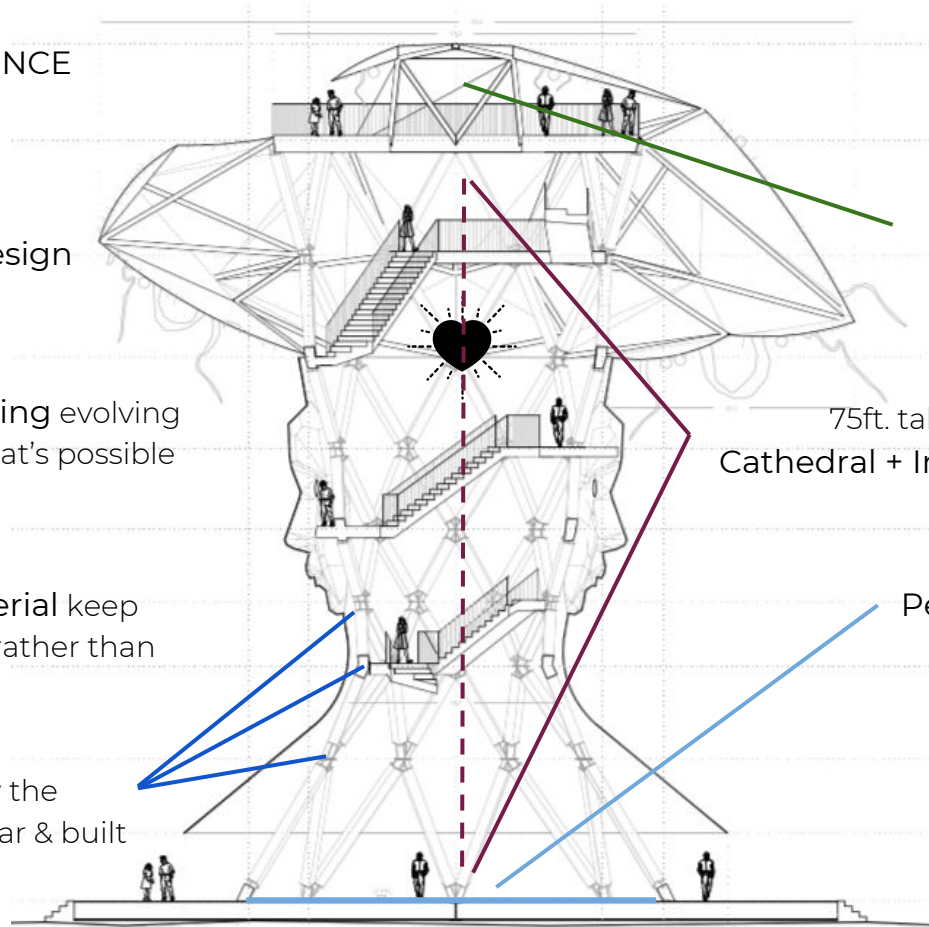
Computer Modeling evolving and optimizing what's possible



Sustainable Material keep our forests intact, rather than clear cut them



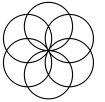
Connectors allow the piece to be modular & built in 2 weeks



Treehouse Canopy



75ft. tall Ambisonic Sound Cathedral + Interactive Light Art



Performance Space





## COMMUNITY SPACE

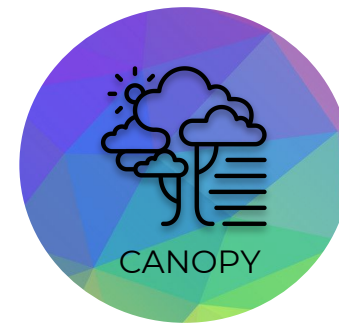
*The Tree of Life is activated by its participants and experiences.*



Welcome to a space that evokes wonder and awe. Designed with ambisonic sound & interactive lighting, this space is curated with performances and experiences that invite spontaneity, synchronicity and memorable experiences.



Global community of performers, speakers, musicians, teachers, healers and artists organizing events and gatherings focused around sustainability and creativity. You might walk into a rock opera or a talk on sustainability that invite you to change the way you see the world.

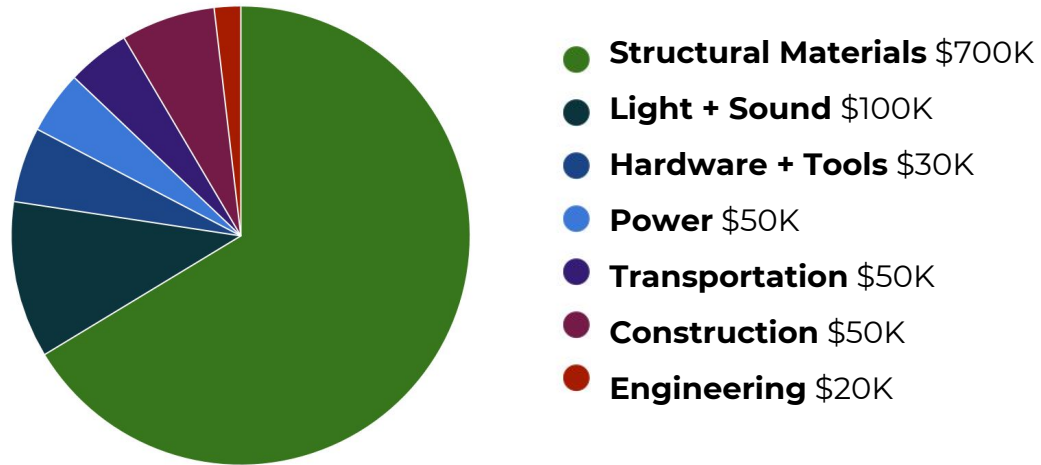


30 ft. tall tree house 8 stories above the ground, elevates you toward the sky and grants you the vision, peace & perspective of the Eagle. This is place to bask in the stars or watch the mesmerizing movement of Black Rock City.



## GOAL

We are seeking **1 million dollars to bring the Tree of Life** Project to life at Black Rock City 2019 and to its permanent location afterwards.



# JOURNEY



**NOW**

Building & Fundraising



**AUGUST 2019**

Activation of Tree of Life at Black Rock City, Burning Man 2019



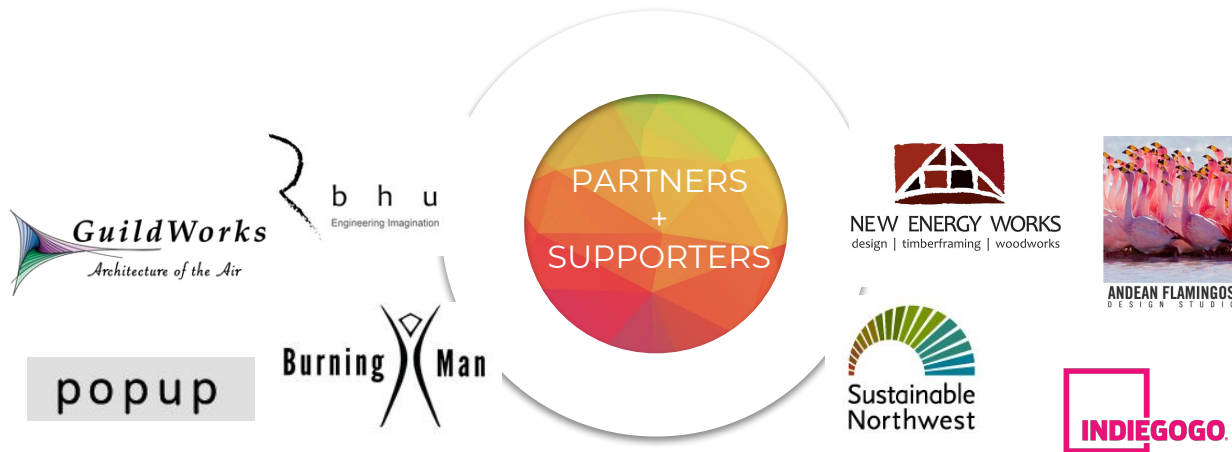
**SEPTEMBER 2019**

Tree of Life installed in its permanent location



## PARTNERS & SUPPORTERS

Would you like to become a financial supporter of the Tree of Life Project?



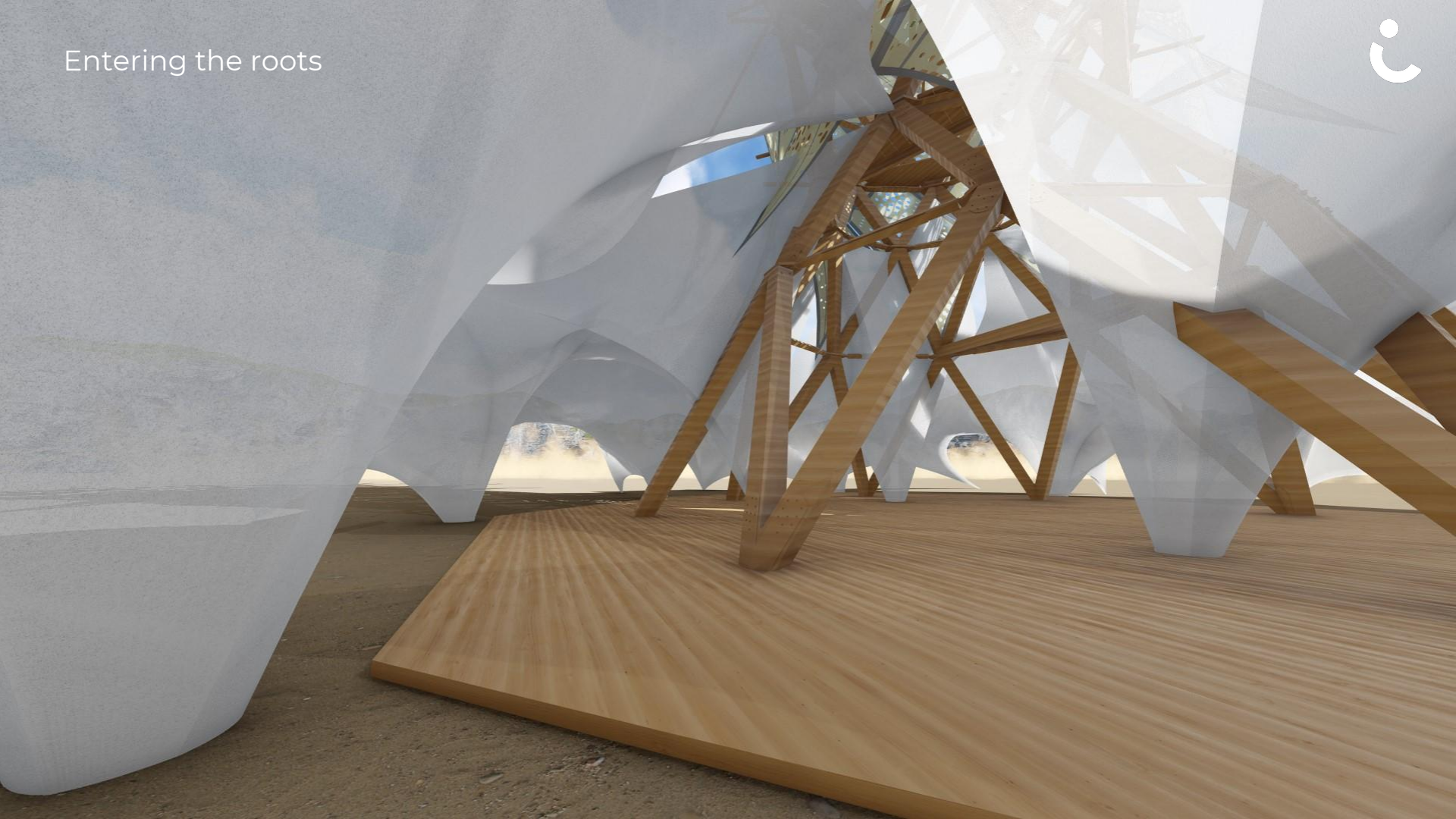
Jeff Stein || Anonymous Donors || Warren Segner || Bill Snare



# Appendix of Renderings



Entering the roots





Interior atrium view from ground floor



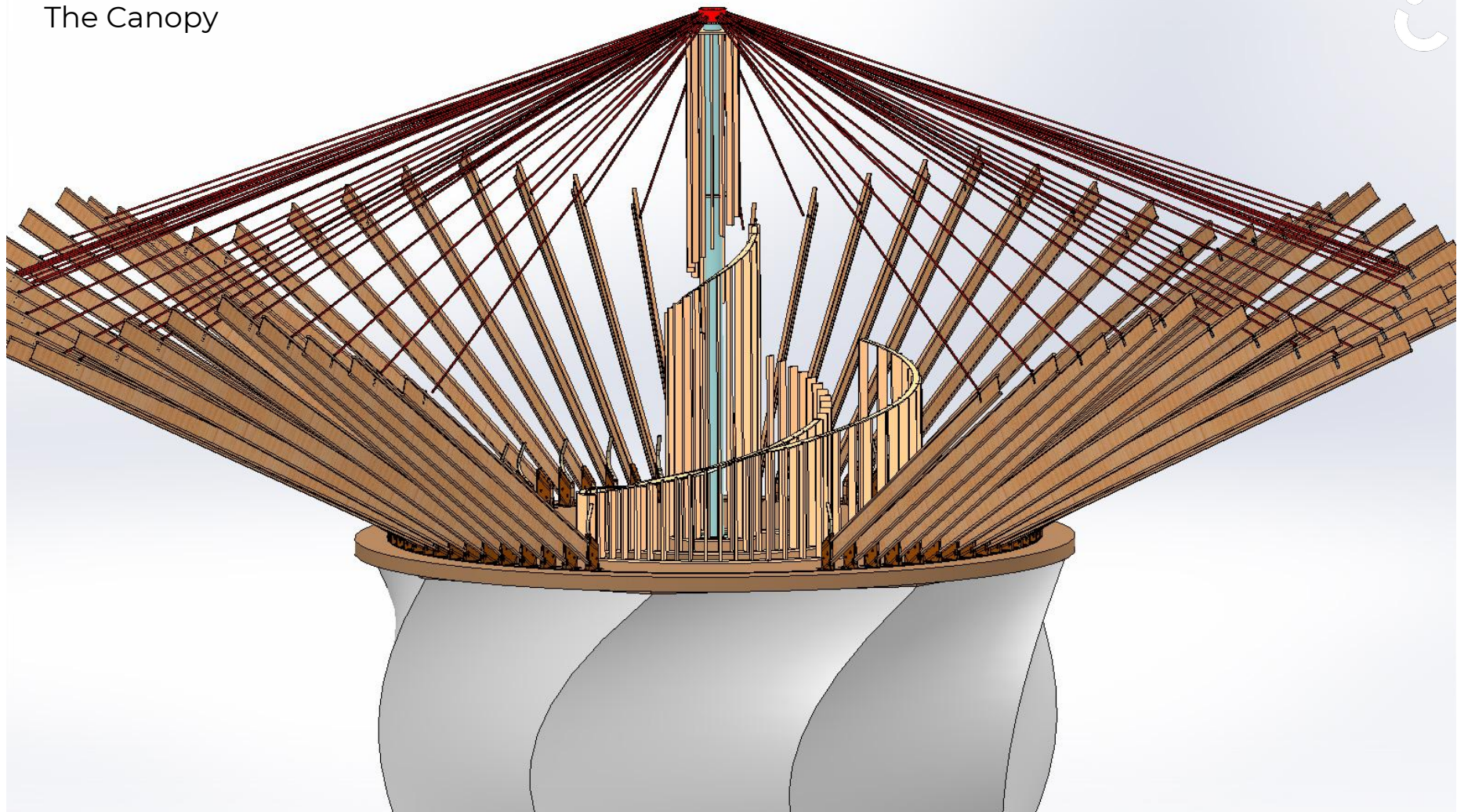
Performance Space



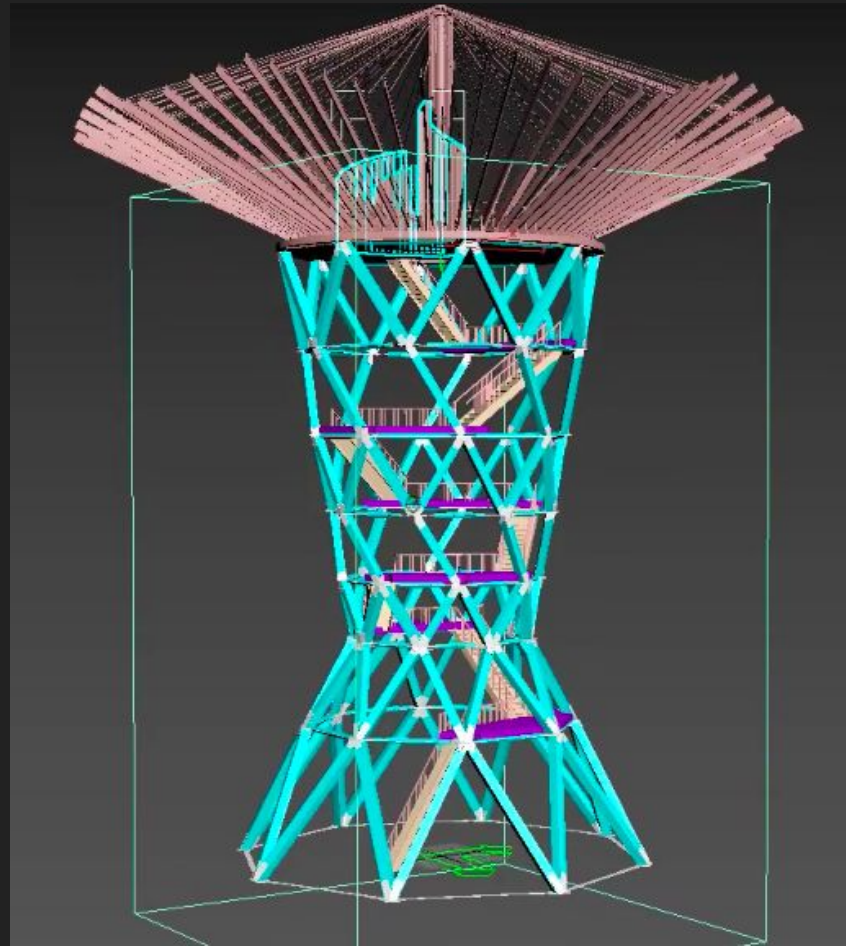
Atrium view looking toward the ground



# The Canopy



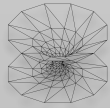
# CAD Architectural Images with no fabric



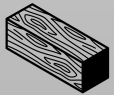
## ARCHITECTURE + EXPERIENCE



Biomimicry &  
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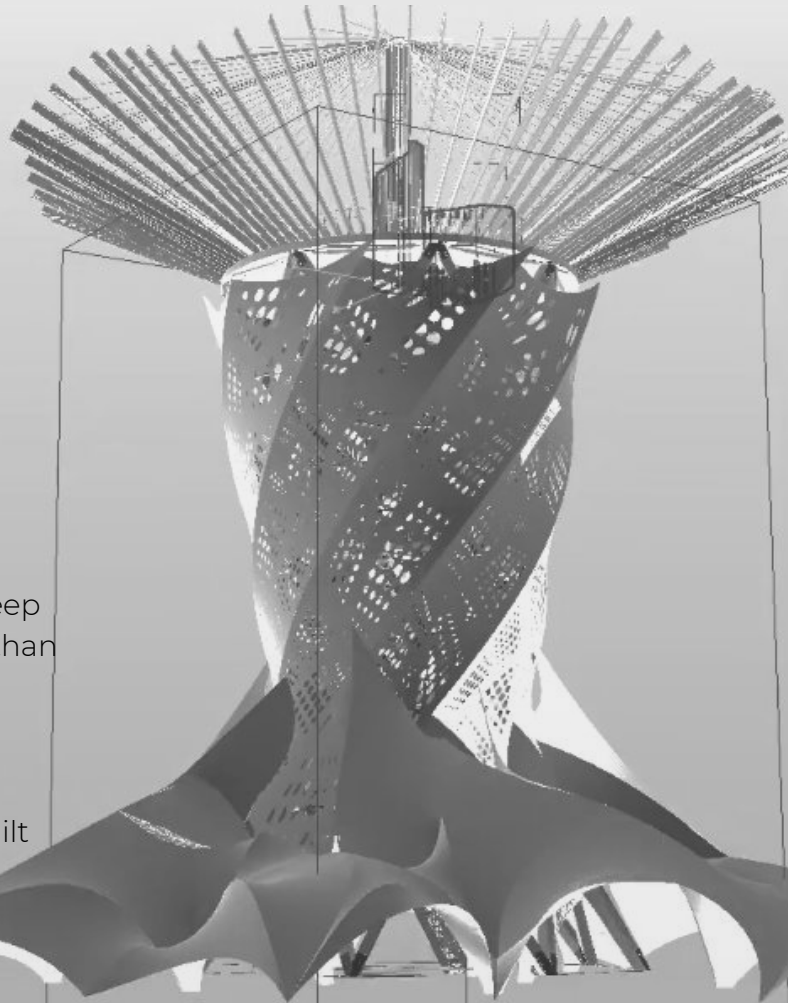
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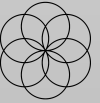
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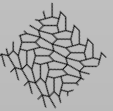
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75ft. tall Ambisonic  
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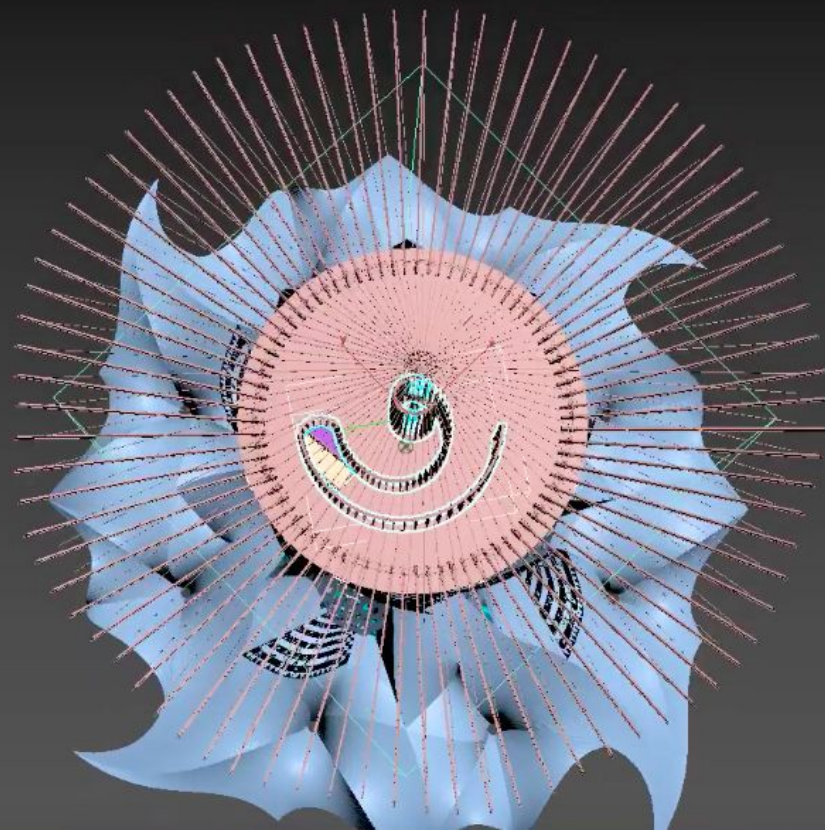
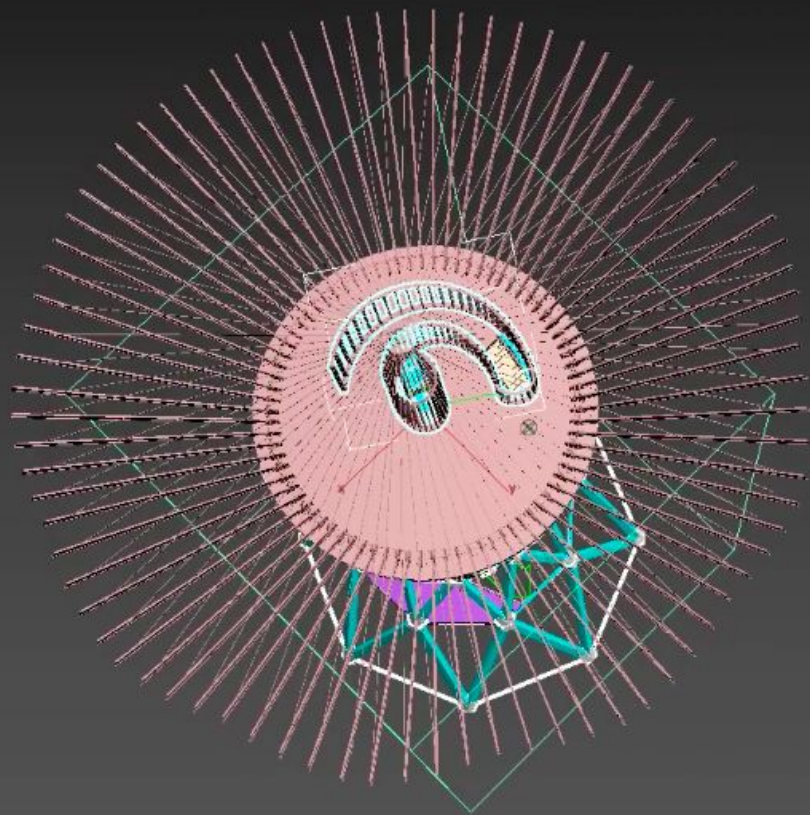
Biomimetic Fabric Art



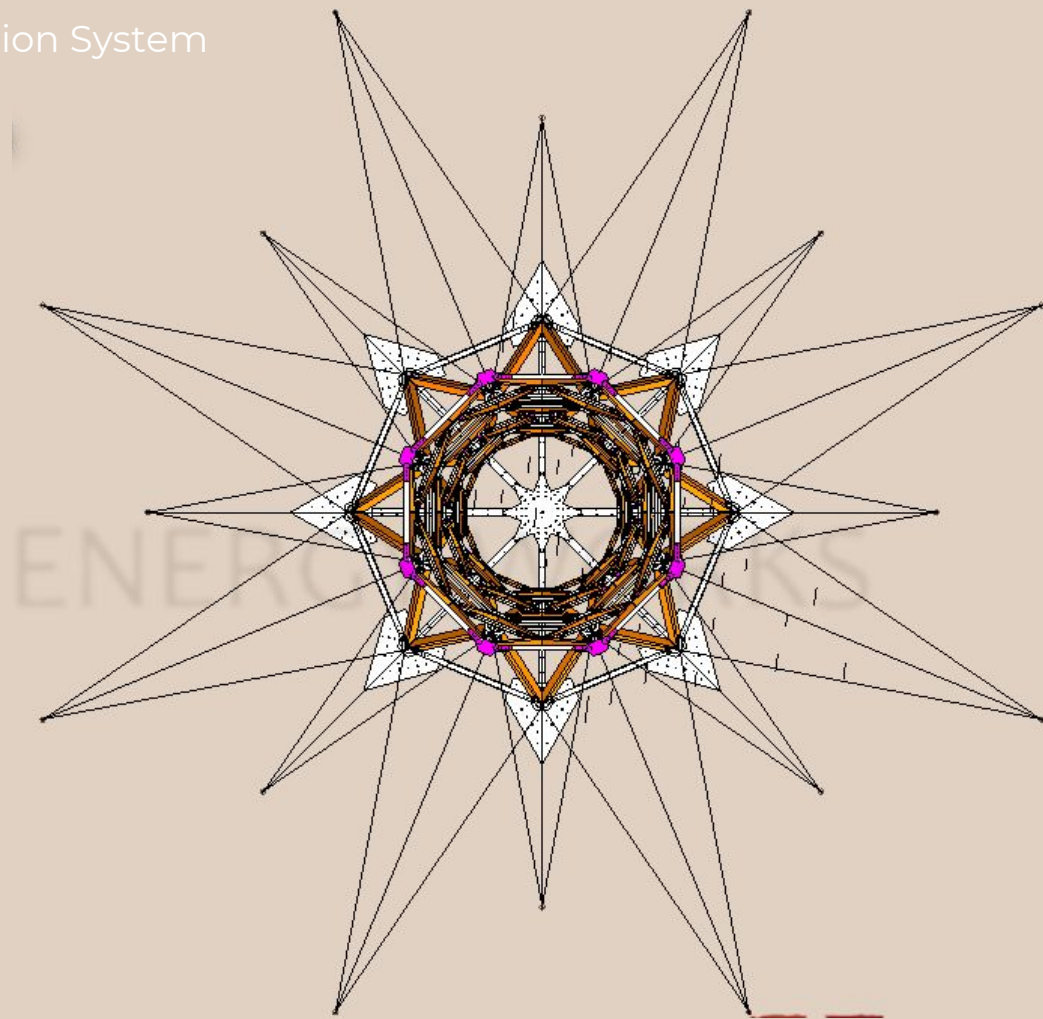
Performance Space



CAD top view with no fabric (left) & with fabric (right)



# Guy Wire Foundation System

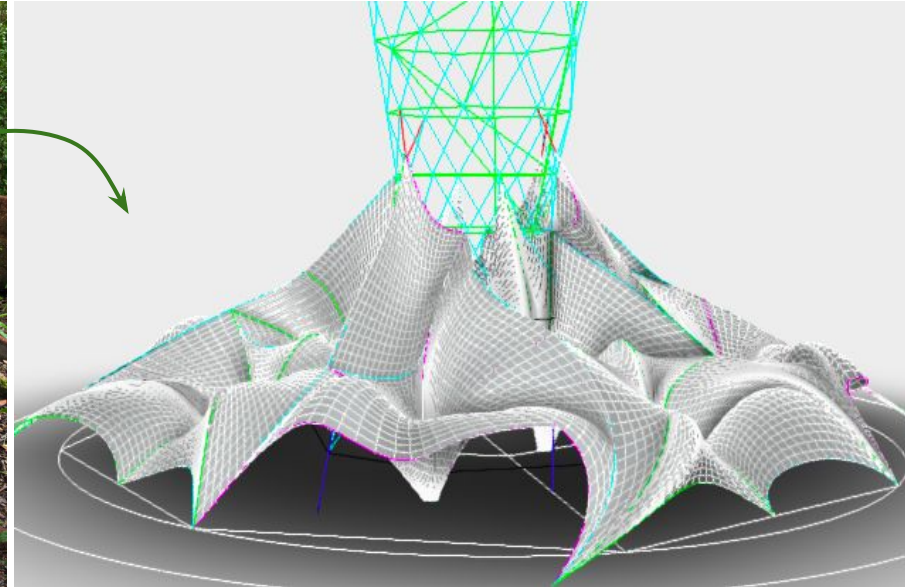






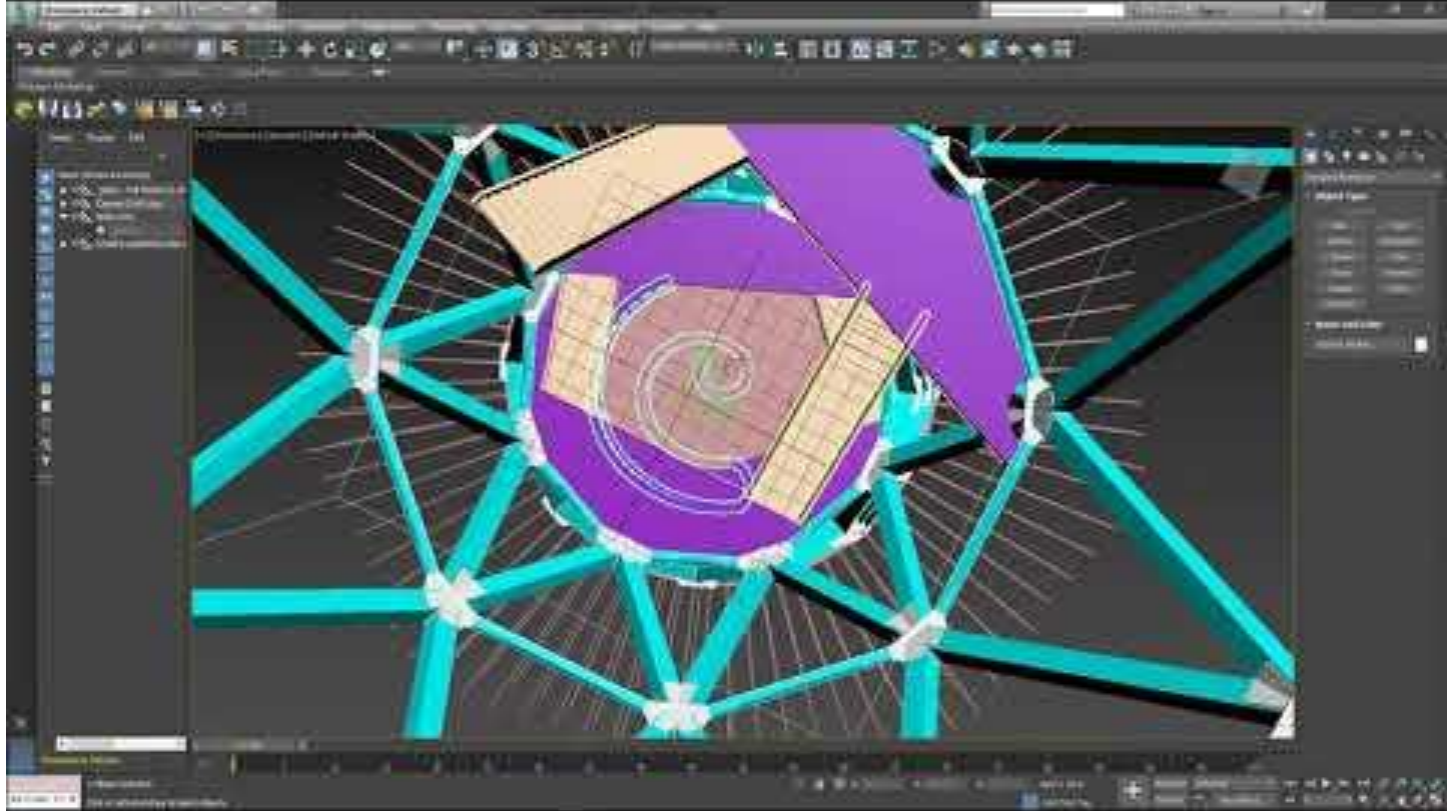
## BIOMIMICRY

The Roots designed surrounding the performance space are inspired by the **Puna Trees** of the Amazon.





Architectural Tour Video- [https://youtu.be/PhG664\\_VnbE](https://youtu.be/PhG664_VnbE)





THANK YOU!