



KISS<sup>3</sup>

Re:

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TRANSFORMATIVE EXPERIENCES

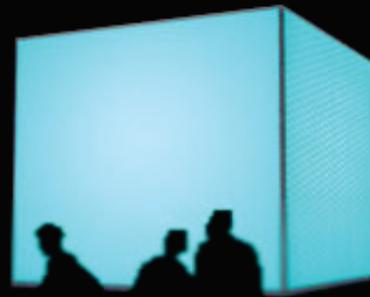
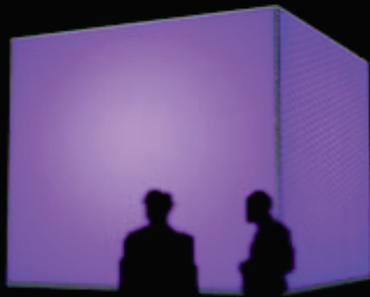
ART & SCIENCE RESEARCH FOUNDATION

> THE MUSIC OF THE LOVE HORMONE - OXYTOCIN

> ART & SCIENCE RESEARCH

> NEUROPSYCHOLOGICAL TEST OF THE AUDIENCE

INTERACTIVE EXHIBITION, PERFORMANCE, WORKSHOPS, LECTURES, DISCUSSIONS



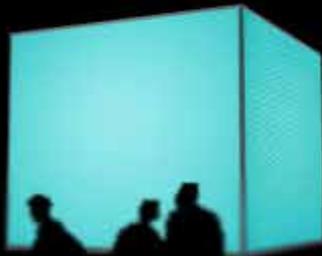
*Same as Science discovers the fundamental ingredients of Matter,  
Re: is developing an Art & Science research methodology to  
define the fundamental ingredients of Emotions, the grammar of  
embodied knowledge.*

*You experience Art & Science experiences You.  
Re:*



Due to the clash with this dynamically changing reality, the Personality strives to adapt much faster in order to achieve effective social presence, i.e. to clearly experience and understand a multidisciplinary interconnected reality through the synthesis of the drastic evolution of Science, Art and Technological frontiers. Art and Science are manifestations of the experience as a whole - Science provides an understanding of universal experience and Art provides a universal understanding of personal experience. The development of this inclusion will help solving one of the challenging problems out there: a person's divergence from contemporary massive overflow of scientific, artistic and technological innovations. Taking a reference from history and the Renaissance period, where societies were faced with a similar burden, our aim is to assess whether the inclusion of Art, Science and Tech Innovation might be able to help to address those issues as a stepping-stone towards accessibility.

Art & Science has contributed to our experience and perception of reality in a number of influential ways. One aspect is the way that we receive our knowledge through mediated images and Music. Art provides a broad agenda of design, visualization and sonification practices playing as vital integral tools in various scientific and applied fields. The obvious approach to adapt society to the growing inaccessible complexity would be through an interactive and inclusive Art object '**Experience**', designed to extend the spectrum of what is visible and achievable, and introducing the correlation between the discoveries in variety of disciplines. This will give rise of new pathways of communication and new knowledge sharing and production.



### PROJECT HISTORY

This project started as series of questions at different circumstances when confronted with the elusive olfactory world of aromas and how it affects our ephemeral sensory experiences, our body and our perception.

The answers derived from different disciplines, paths and resources and this let to wonder how to represent them as a part of a quest in the context of our visual culture.

This is a new fundamental step in the emerging Art-Sci-Tech movement. Its purpose is to introduce the process of art creation and observe it through the design of scientific feedback. This builds a strong and unique human-centered relationship between Art-Science-Technology.

The multi-sensory installation serves as mobile Lab to both: assist on the ongoing scientific research and present it in its experiential visceral art form.

This results in the design of multidisciplinary methodology that attempts to harness the sensory processes on micro and macro level and investigates their role in the architectural perception and structural design process of: form-structure-meaning-experience, developed via art-sci-tech "innocent" way.

### WHY TRIVIAL INNOCENCE

TRIVIAL at its origin from Latin means the cross-road of tree roads. The tree roads we cross are: art, science and oxytocin. INNOCENCE - because they all investigate and provide the knowledge received through our human senses, and they and these processes are Innocent.

This project will unblind the story behind the Love hormone at a cellular, musical and olfactory level, as choreographed experience inside and outside of you.

This project started as series of questions at different circumstances when confronted with the interactive world of human senses and emotions, and the sense of smell in particular, as the most intimate one.

The answers derived from different platforms, paths and this let to wonder how to represent them as a part of a quest to find how are senses and emotions related in the context of our visual culture.

This resulted in the design of multidisciplinary methodology, developed through art-science-technology collaboration, that attempts to harness the narrative of the sense of smell, with focus on one specific molecule - the love hormone - Oxytocin.

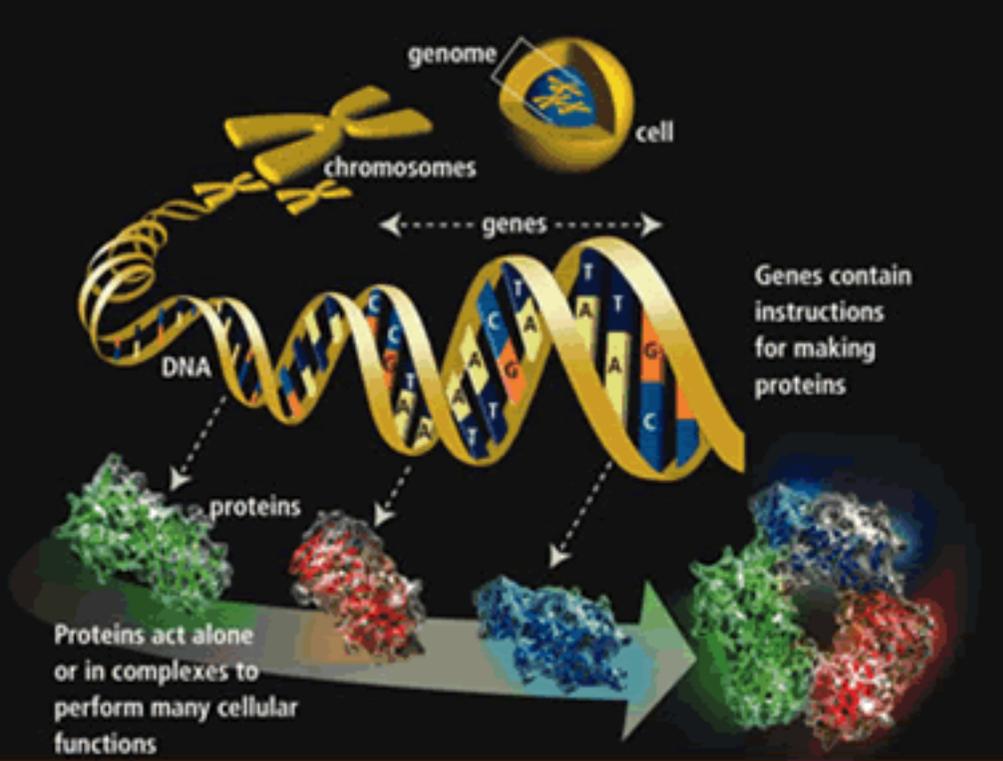
The project investigates its nature, as playing a fundamental role in stable relationships and in the Kiss.

### 3 BODIES IN RESONANCE

- the Scientific Body (science disciplines & extended senses)
- the Emotional Body (music & Oxytocin)
- the Physical Body (human senses & neuropsychological processes)

.....  
Art & Science Kiss through the Love Hormon. Oxytocin

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the multi-sensory Art Installation will serve as a research Lab for neurological analysis of the effects of the findings of this project and the results will be presentaed at the end.



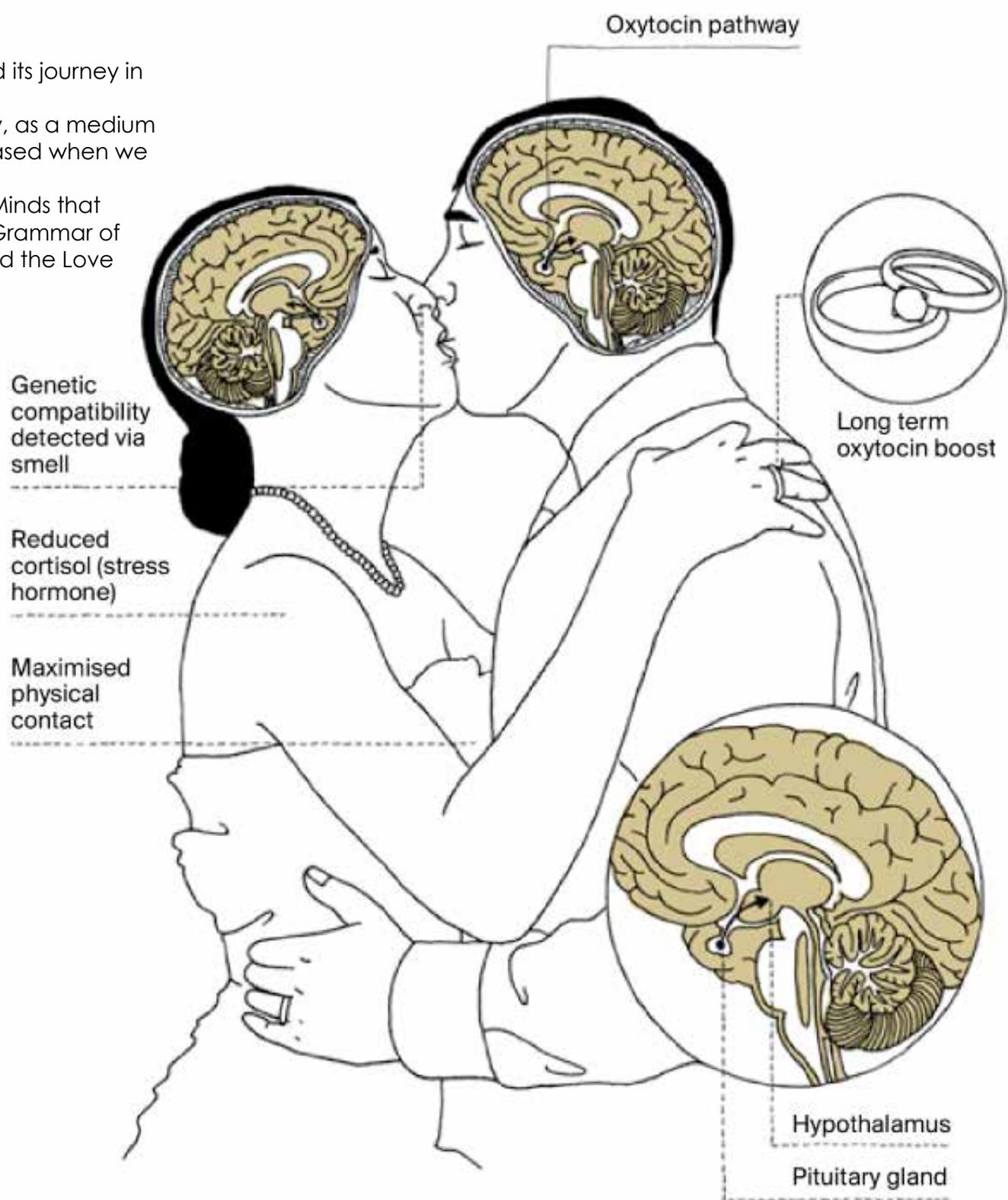
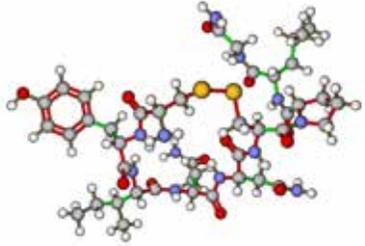
## FROM GENETICS - THROUGH PROTEINS - TO MUSIC VIA ART-SCI-TECH SUPERCOMPUTING

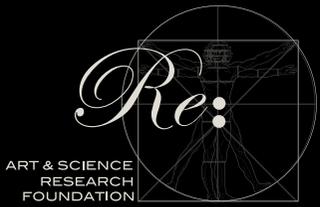
### 10 KEYFACTS ABOUT OXYTOCIN :

1. **IT'S EASY TO GET** : TOUCH, HUG, KISS
2. **A LOVE POTION THAT'S BUILT RIGHT IN DNA**: HIGHLY CRITICAL IN HUMAN PAIR-BONDING
3. **IT HELPS MOM TO BE MOM**: MOTHER-CHILD BONDING
4. **REDUCES SOCIAL FEARS** : INDUCE FEELINGS OF OPTIMISM, INCREASE SELF-ESTEEM, AND BUILD TRUST. EXAMPLE OF HOW THE MIND GETS ITS PLASTICITY.
5. **HEALING AND PAIN RELIEF**: ANTI-INFLAMMATORY PROPERTIES, RISE IN OXYTOCIN LEVELS CAN RELIEVE PAIN.
6. **A DIET AID**: RESPONSIBLE FOR A SERIES OF BENEFICIAL METABOLIC EFFECTS
7. **AN ANTIDEPRESSANT**: POTENTIAL FOR TREATING PEOPLE WITH CLINICAL DEPRESSION, AND EVEN ANXIETY DISORDERS.
8. **STRESS RELIEF**: REDUCE CORTISOL IN THE BODY AND LOWER BLOOD PRESSURE
9. **INCREASES GENEROSITY**: OXYTOCIN IS CONNECTED TO FEELINGS OF EMPATHY
10. **IT'S WHAT MAKES US HUMAN**: PLAYS A CRUCIAL ROLE IN FORGING OUR ABILITY TO SPARK AND MAINTAIN RELATIONSHIPS, WHILE ENDOWING US WITH THE ABILITY TO EMPATHIZE, TRUST, AND EVEN LOVE ONE ANOTHER. WITHOUT IT, WE WOULD BE SOMETHING SIGNIFICANTLY LESS THAN WHAT WE ARE.

**KISS x 3** represents:

- # the role of Oxytocin as a molecule, and its journey in the Human Body.
- # the role of Oxytocin in the Human Body, as a medium of Emotion that makes us KISS and is released when we KISS.
- # the role of Oxytocin and the Beautiful Minds that reveal the essence of its Trivial story: the Grammar of interaction, Rhetoric and the Logic behind the Love Hormone.





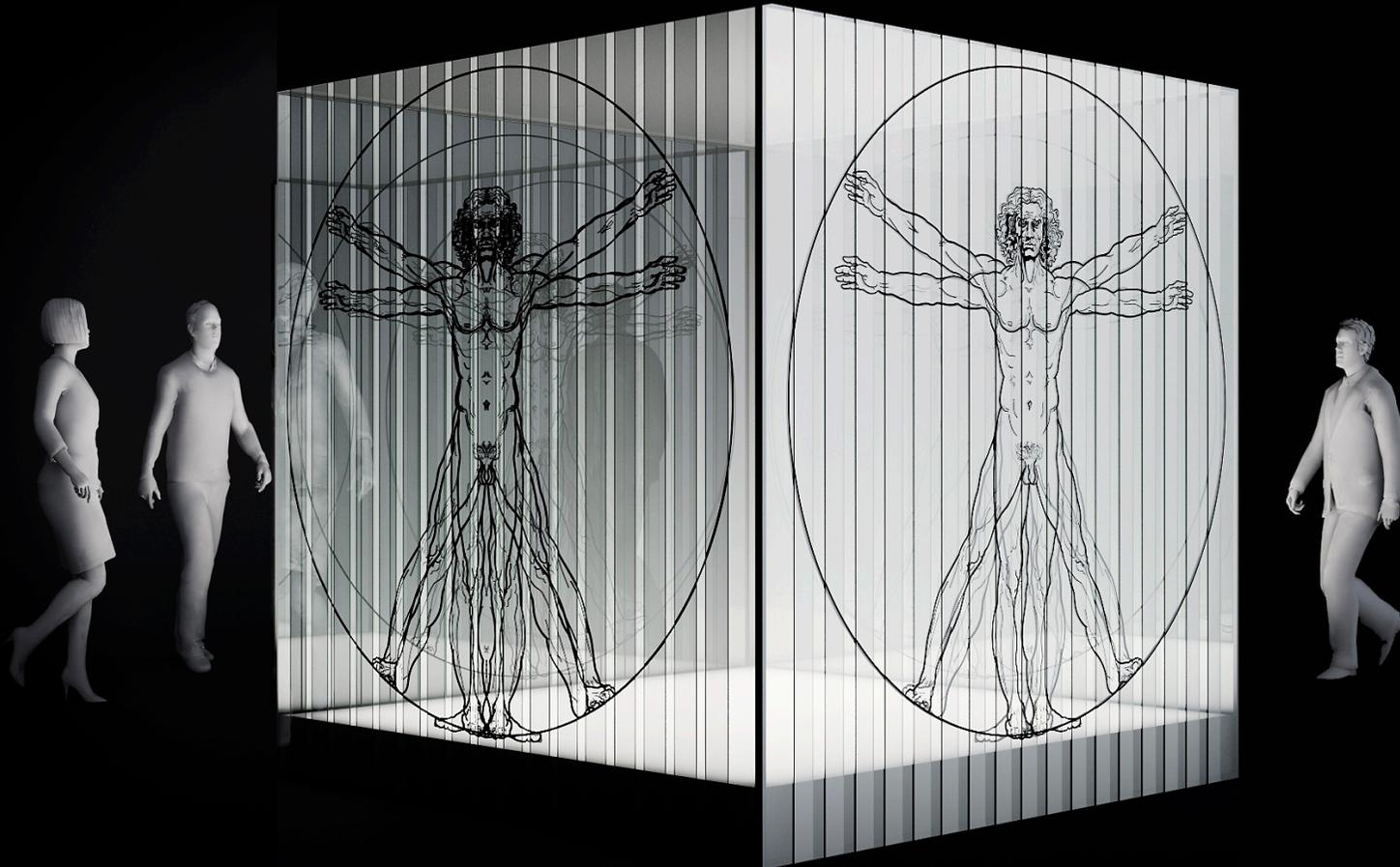
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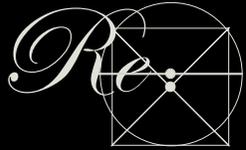


KISS<sup>3</sup>

PRESENTS:

# THE KISS OF OXYTOCIN





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# THE KISS OF OXYTOCIN

## KISS<sup>3</sup>

### TRIVIAL INNOCENCE

ART & SCIENCE & TECH

ART

MUSIC  
POLY-SENSORY  
INSTALLATION  
VISUAL ART

COMMUNICATION

SCIENCE

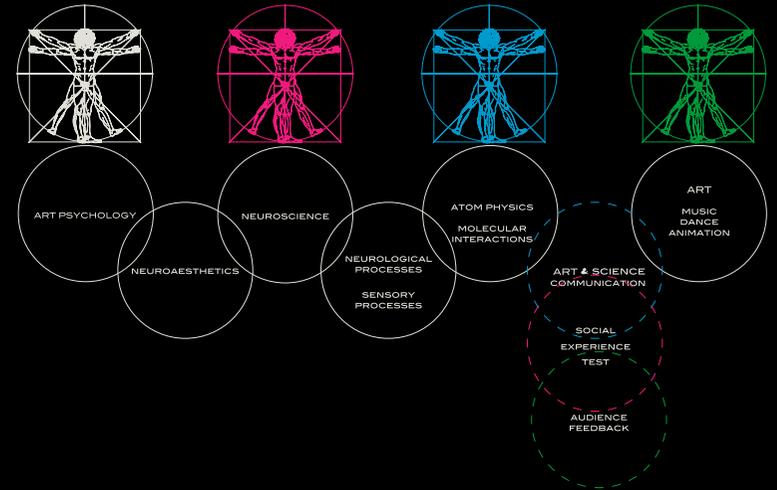
PHYSICS  
BIOLOGY  
CHEMISTRY  
NEUROLOGY  
PSYCHOLOGY

PROPORTION

TECH

IT  
3D GRAPHIC  
SUPERCOMPUTING  
BIOFEEDBACK

TYPE OF INTERACTION



AUSTRIAN  
EMBASSY  
SOFIA