

ART & SCIENCE  
RESEARCH FOUNDATION

PRESENT:

# THE KISS OF OXYTOCIN

TRIVIAL  
INNOCENCE

ART & SCIENCE & HIGH TECH



6TH JULY  
WORLD KISS DAY

VIVACOM ARTHALL  
START: 18H

UL. "GEN. YOSIF V. GURKO" 4  
1000 SOFIA, BULGARIA



### Why Trivial Innocence?

Trivial at its origin from Latin means the crossroad of three roads.  
The three roads we cross are: art, science and oxytocin.  
Innocent - because they all investigate and provide the knowledge received through our human senses, and they 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 led 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 and science and high 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.

The Scientific Body (extended senses)  
the Emotional Body (music & dance & video - mediator)  
the Human Body (human senses)

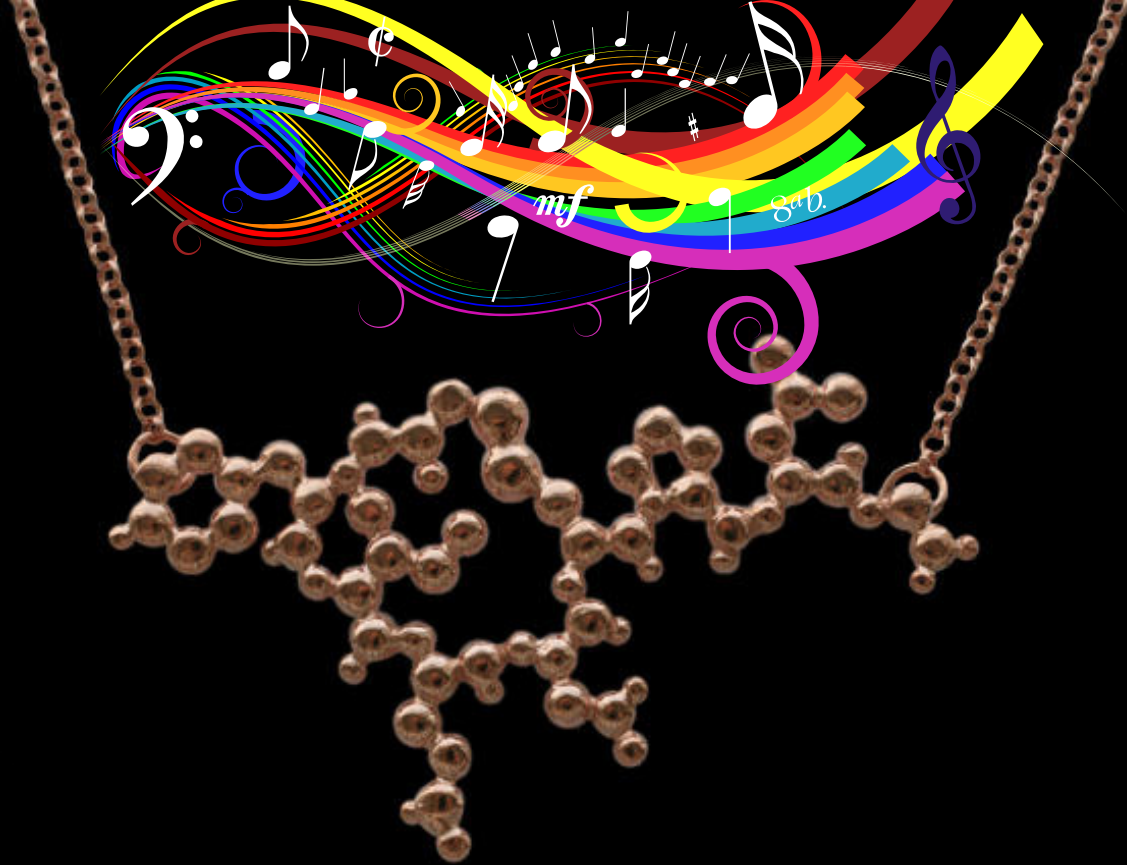
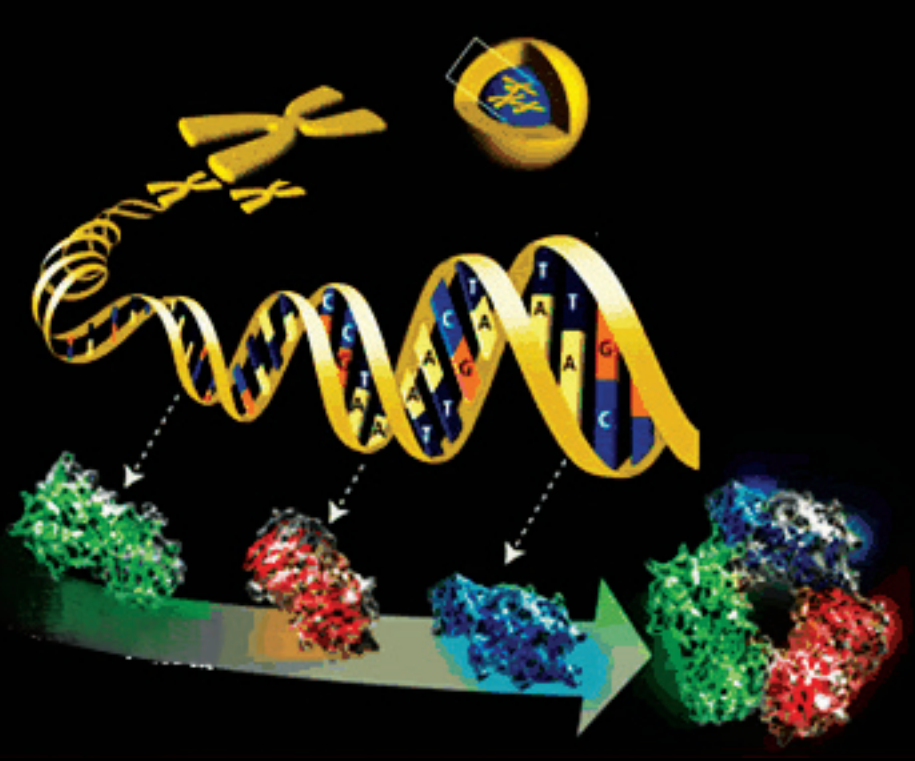
\*\*\*\*\*

The Art & Science Kiss through

The Love Hormone.  
Oxytocin

.....

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 presented at the end.



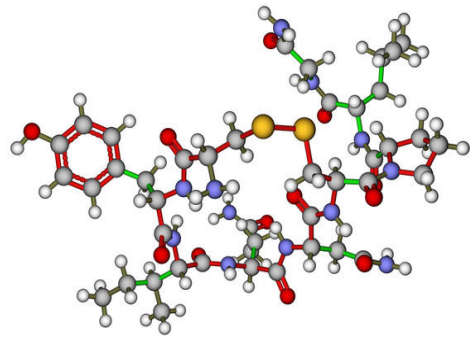
## FROM DNA GENES - TO PROTEIN OXYTOCIN - TO MUSIC THROUGH SUPERCOMPUTER

### OXYTOCIN :

- + IT'S EASY TO GET : TOUCH, HUG, KISS
- + A LOVE POTION THAT'S BUILT RIGHT IN DNA: HIGHLY CRITICAL IN HUMAN PAIR-BONDING
- + IT HELPS MOM TO BE MOM: MOTHER-CHILD BONDING
- + REDUCES SOCIAL FEARS : INDUCE FEELINGS OF OPTIMISM, INCREASE SELF-ESTEEM, AND BUILD TRUST. EXAMPLE OF HOW THE MIND GETS ITS PLASTICITY.
- + HEALING AND PAIN RELIEF: ANTI-INFLAMMATORY PROPERTIES, RISE IN OXYTOCIN LEVELS CAN RELIEVE PAIN.
- + A DIET AID: RESPONSIBLE FOR A SERIES OF BENEFICIAL METABOLIC EFFECTS
- + AN ANTIDEPRESSANT: POTENTIAL FOR TREATING PEOPLE WITH CLINICAL DEPRESSION, AND EVEN ANXIETY DISORDERS.
- + STRESS RELIEF: REDUCE CORTISOL IN THE BODY AND LOWER BLOOD PRESSURE
- + INCREASES GENEROSITY: OXYTOCIN CONNECTED TO FEELINGS OF EMPATHY
- + 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.**

the role of Oxytocin  
as a molecule, and its journey in the Human Body.  
the Human Body, as a molecule  
Emotion that makes us KISS and is released when we  
KISS.  
and the Beautiful Minds that reveal this story.

to represent the essence of the Trivia:  
the Grammar of Oxytocin and its interaction, Rhetoric,  
and the Logic behind the Kiss.



OXYTOCIN

THE MECHANISM FOR HUMAN CONNECTION  
THE BIOLOGY OF EMPATHY

GENETIC  
COMPATABILITY  
DETECTED VIA  
SMELL

REDUCED  
CORTISOL(STRESS  
HORMONE)

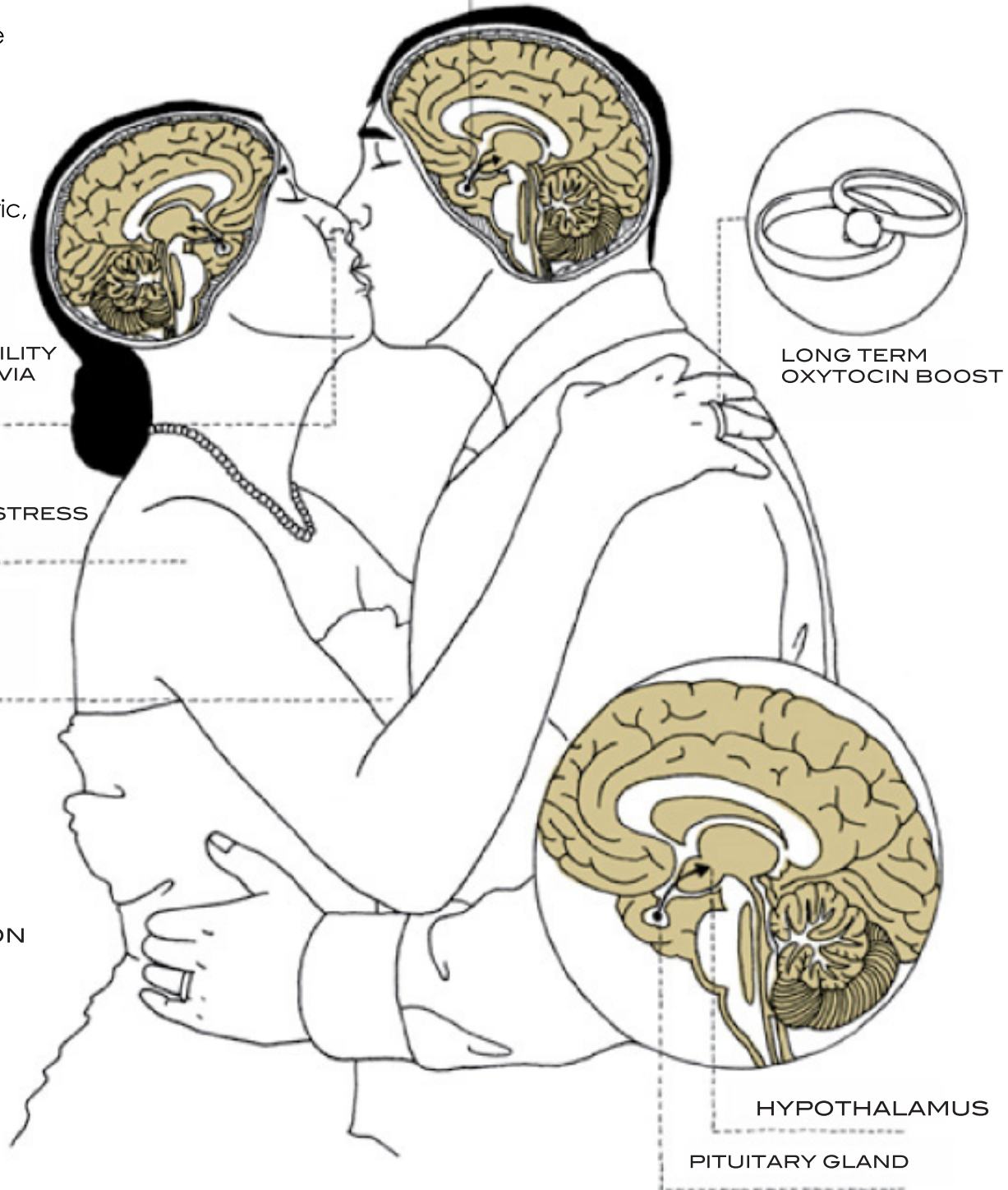
MAXIMIZED  
PHYSICAL  
CONTACT

OXYTOCIN PATHWAY

LONG TERM  
OXYTOCIN BOOST

HYPOTHALAMUS

PITUITARY GLAND



## PROJECT HISTORY

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

The answers derived from different platforms, 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.

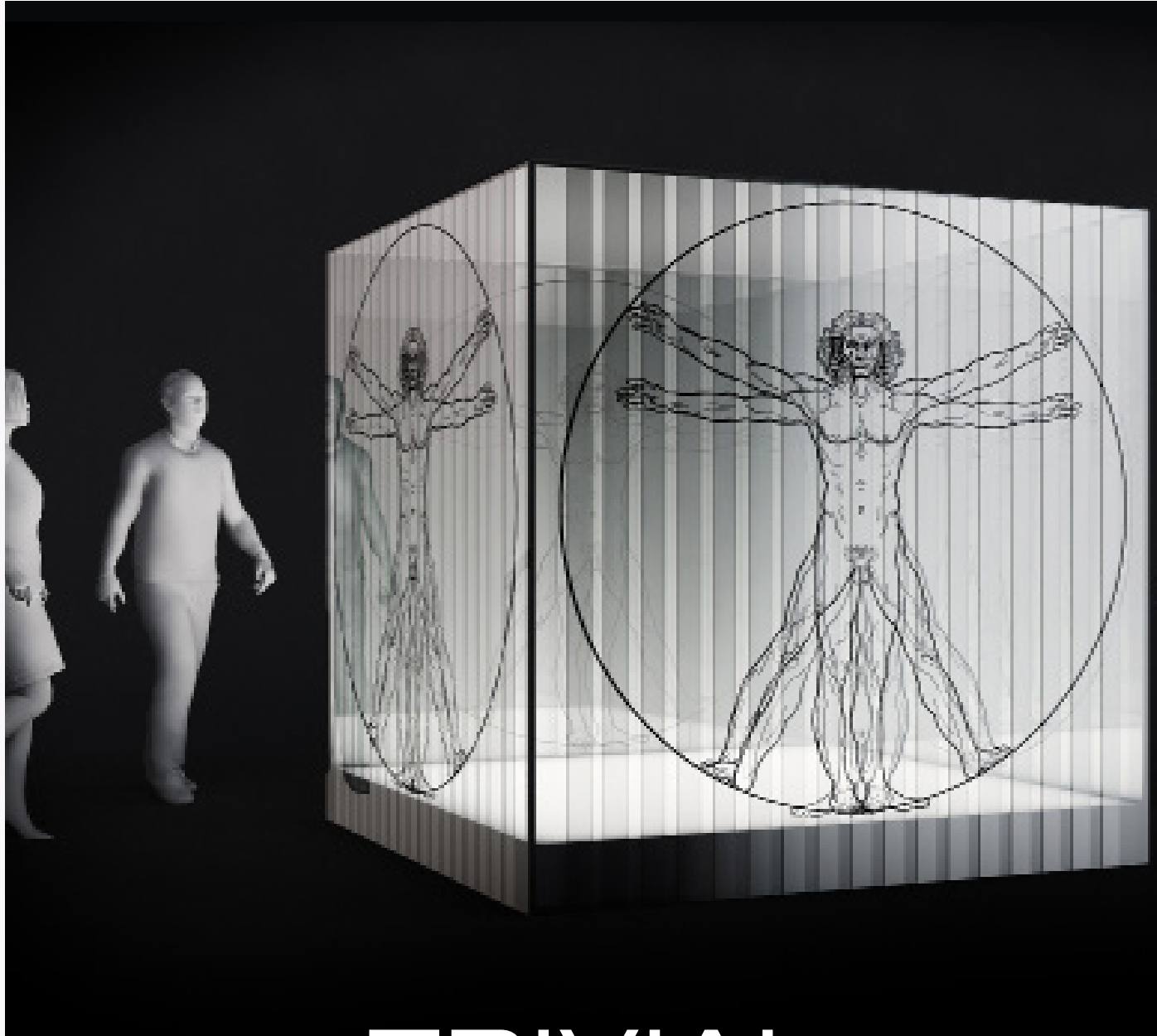
This is the first fundamental step towards a new emerging art platform, i.e. the Art & Science movement.

Its purpose is to to introduce the process of creation on the art platform and observe it through the design of scientific feedback. This will build a strong and unique relationship between Art & Science, relationship that investigates the relationship itself, i.e. the human proportions from a very tiny scale (this time oxytocin) and back to the senses with music and light and oxytocin in the air.

The multi-sensory installation plans to travel and will serve as a Lab, and its aim is to both: assist on the ongoing scientific research and present it in its experiential art form.

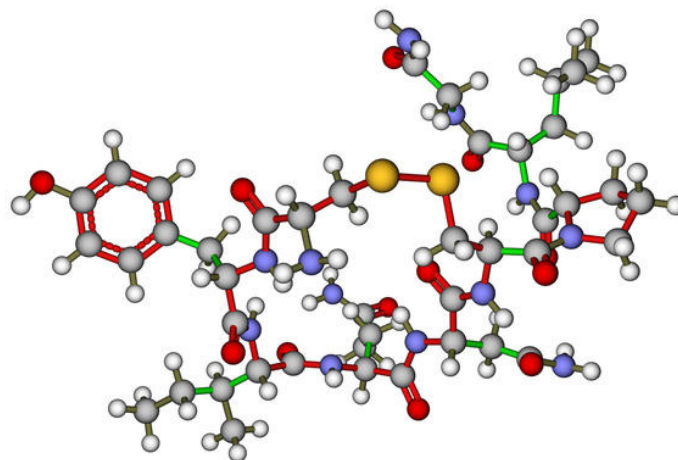
This will results in the design of multidisciplinary methodology that attempts to harness the sensory processes (sense of smell) on micro and macro level and investigate its role in the architectural perception and structural design process:

the process of form > structure > meaning > experience (i.e. interaction) developed in a scientific "innocent" way.



# TRIVIAL INNOCENCE





#### THE TEAM :

- CVETANA IVANOVA - AUTHOR, ART & SCIENCE FOUNDATION "RE:"
- LEANDER LITOV - SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI"; CERN
- PETER TZANEV - PSYCHOLOGY OF ARTS, NATIONAL ACADEMY OF ARTS
- MICHAIL YOSSIFOV - COMPOSER AND MUSICIAN
- MILEN PETROV - CHOREOGRAPHY AND DANCE PERFORMANCE
- DIMITAR KOLEV - NEUROLOGY, NEUROFEEDBACK
- BOGOMIL ILIEV - PARTNER, XENIUM MEDIA