

# FoAM ARG Workshop

Six to Start

Adrian Hon & Matt Wieteska

October 2011



# *Aims*

Pragmatics of designing and running an ARG

How do we do good storytelling?

How do we bind different physical and online storytelling resources together?

Begin design of the *Borrowed Scenery* ARN



# Day 1: Morning

- ✦ Introductions & What is PARN and *Borrowed Scenery*?
- ✦ Imagine being part of PARN...
- ✦ ARG Case Studies
- ✦ What is the heart of PARN?



# Day 1: Afternoon

- ✦ Introduction to Collaborative Storytelling
- ✦ Assembled Stories and the Fiction/Reality border
- ✦ Community Formation best practices
- ✦ PARN Mood Board development



# Day 2: Morning

- ✦ PARN Mood Board Review
- ✦ ARGS in the Real World/Live Events
- ✦ Split into 3 groups, develop standalone experience
- ✦ Expand/Redesign another group's experience



# Day 2: Afternoon

- ✦ Crowdfunding Best Practices
- ✦ Further PARN design work
- ✦ Long-term PARN sustainability
- ✦ Presentations of PARN design work



# ARG Case Studies



P A M E L A:

O R,

V I R T U E Rewarded.

In a SERIES of

F A M I L I A R L E T T E R S

F R O M A

Beautiful Young D A M S E L,

To her P A R E N T S.

Now first Published

In order to cultivate the Principles of V I R T U E  
and R E L I G I O N in the Minds of the Y O U T H  
of B O T H S E X E S.

---

A Narrative which has its Foundation in T R U T H and  
N A T U R E; and at the same time that it agreeably entertains,  
by a Variety of *curious and affecting* I N C I D E N T S, is intirely divested  
of all those Images, which, in too many Pieces calculated for  
Amusement only, tend to *inflame* the Minds they should *instruct*.

---

In T W O V O L U M E S.

The S E C O N D E D I T I O N.

To which are prefixed, E X T R A C T S from several curious  
L E T T E R S written to the *Editor* on the Subject.

---

V O L. I.

---

L O N D O N:

Printed for C. R I V I N G T O N, in *St. Paul's Church-  
Yard*; and J. O S B O R N, in *Pater-noster Row*.

M D C C X L I.











David is 11 years old.  
He weighs 60 pounds.  
He is 4 feet, 6 inches tall.  
He has brown hair.

His love is real.  
But he is not.



A STEVEN SPIELBERG FILM  
**ARTIFICIAL INTELLIGENCE**

WARNER BROS. PICTURES and DREAMWORKS PICTURES present  
An AMBLIN/STANLEY KUBRICK Production A STEVEN SPIELBERG Film **A.I. ARTIFICIAL INTELLIGENCE** HALEY JOEL OSMENT  
JUDE LAW FRANCES O'CONNOR BRENDAN GLEESON and WILLIAM HURT Robot Characters Designed By STAN WINSTON STUDIO  
Special Visual Effects & Animation By INDUSTRIAL LIGHT & MAGIC Costume Designer BOB RINGWOOD Music By JOHN WILLIAMS  
Film Editor MICHAEL KAHN, A.C.E. Production Designer RICK CARTER Director of Photography JANUSZ KAMINSKI, A.S.C.  
Executive Producer JAN HARLAN WALTER F. PARKES Screenplay By STEVEN SPIELBERG Based on a Screen Story By IAN WATSON  
Based on the Short Story By BRIAN ALDISS Produced By KATHLEEN KENNEDY STEVEN SPIELBERG BONNIE CURTIS

**DREAMWORKS**  
PICTURES

AMBLIN  
ENTERTAINMENT

Directed By STEVEN SPIELBERG  
**SUMMER 2001**

WARNER BROS. PICTURES  
A TIME WARNER COMPANY  
www.warnerbros.com

AOL Keyword: A.I. [www.AImovie.com](http://www.AImovie.com)



## four women



## jeanine salla

- Full Professor, BWU-NY
- Dynatech Chair in Computational Psych.
- Complexity, recursion
- Red wine, Spanish dust, family
- [Fooled him](#)



## marco chm

- Consulting Scientist
- Fluid Dynamics Group, AIJ
- Force, topology
- Gardening, cardinals, friends
- [Served him](#)



## evan chm

- Superb swimmer, rotten poet
- Biothermal Analysis
- Change/target analysis, non-linear regression
- [Submersion](#), Inner Banks Cup '28 '33 '35, being in love



## cloudmaker

- Sentient sailing machine
- Inner Banks Marina, Durham
- Vector Mechanics.

## daria salla

- Problem child
- New York after hours
- Zeimann space, encryption



TINAG





# MAJESTIC™

CONTROL

100%







w1 7:39p

tel 0.000.WWO.TSOC  
Hear Daily Updates  
Leave a Message

Mystified? [START HERE](#)

**GASOLINE**

**4.12** /gal

AVAILABILITY: **100%**

**DIESEL**

**3.19** /gal

AVAILABILITY: **100%**

**JET FUEL**

**2.26** /gal

AVAILABILITY: **100%**

### WEEK 1: OIL SHOCKER: Gasoline over \$4/gal



Fuel prices jumped this week, led by gasoline which gained over a dollar a gallon on average. Oil distributors pointed to several "renegotiated" delivery contracts as proof that a long-rumored ...

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Your Life in This New Reality

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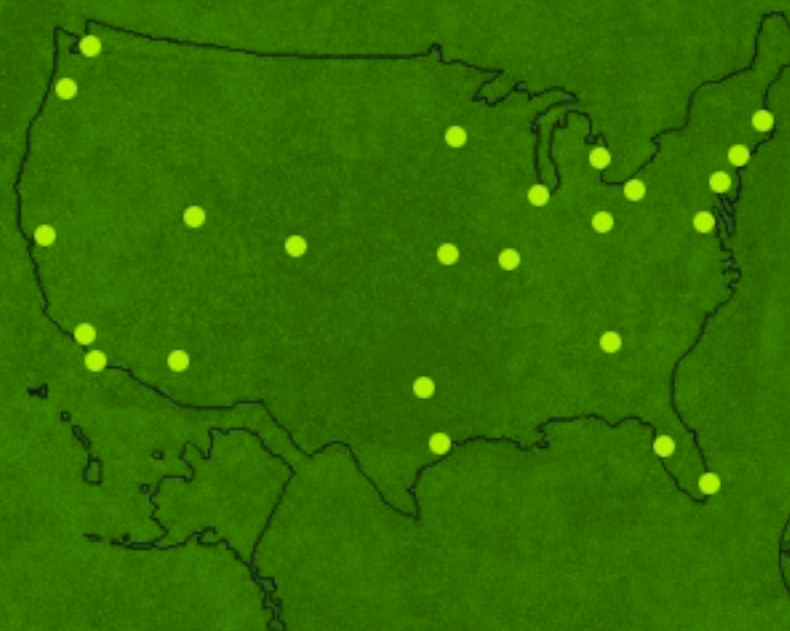
[LATEST STORIES](#)

[EXCLUSIVE VIDEO](#)  
From kalwithoutoil



w1 9:29a

w1 7:53p



IS YOUR AREA IN TROUBLE?

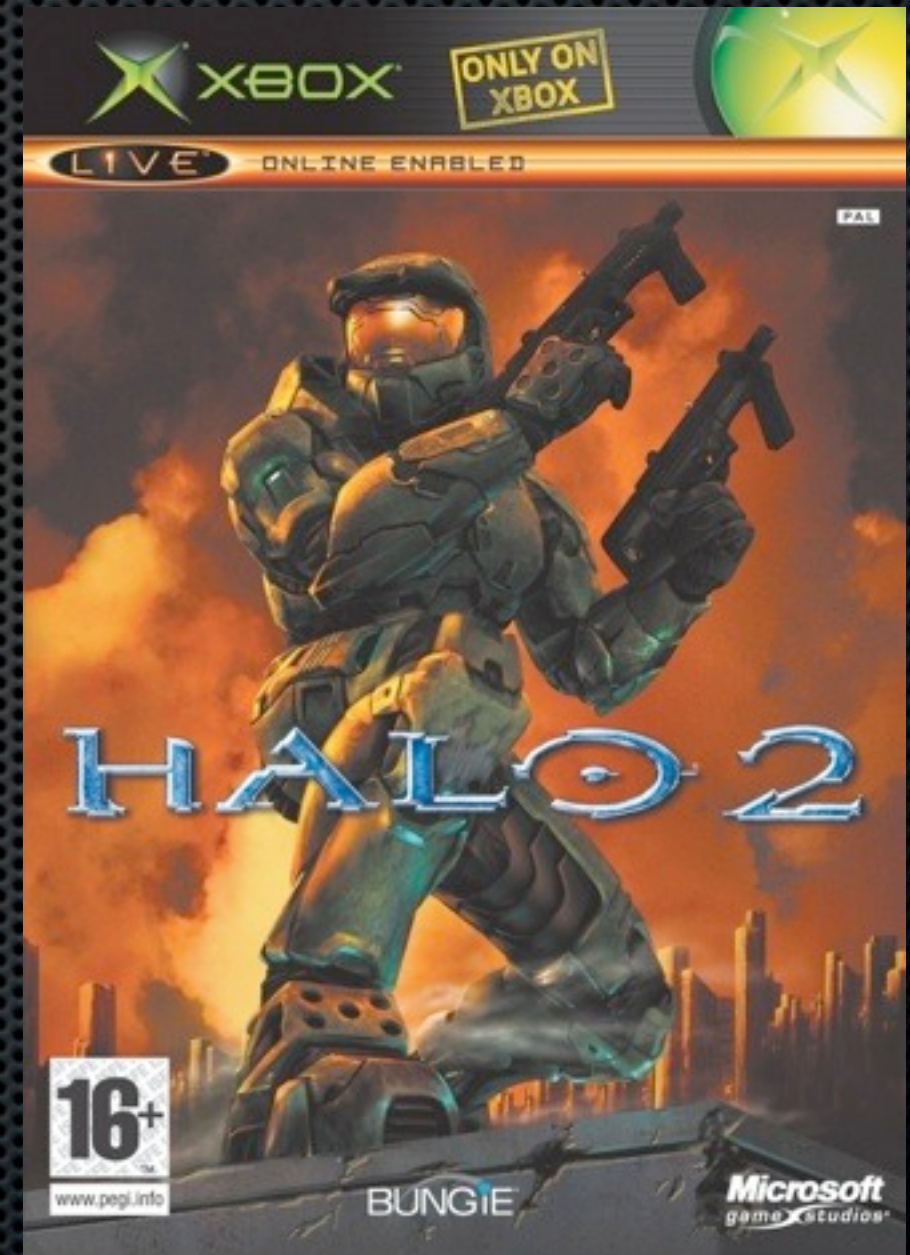
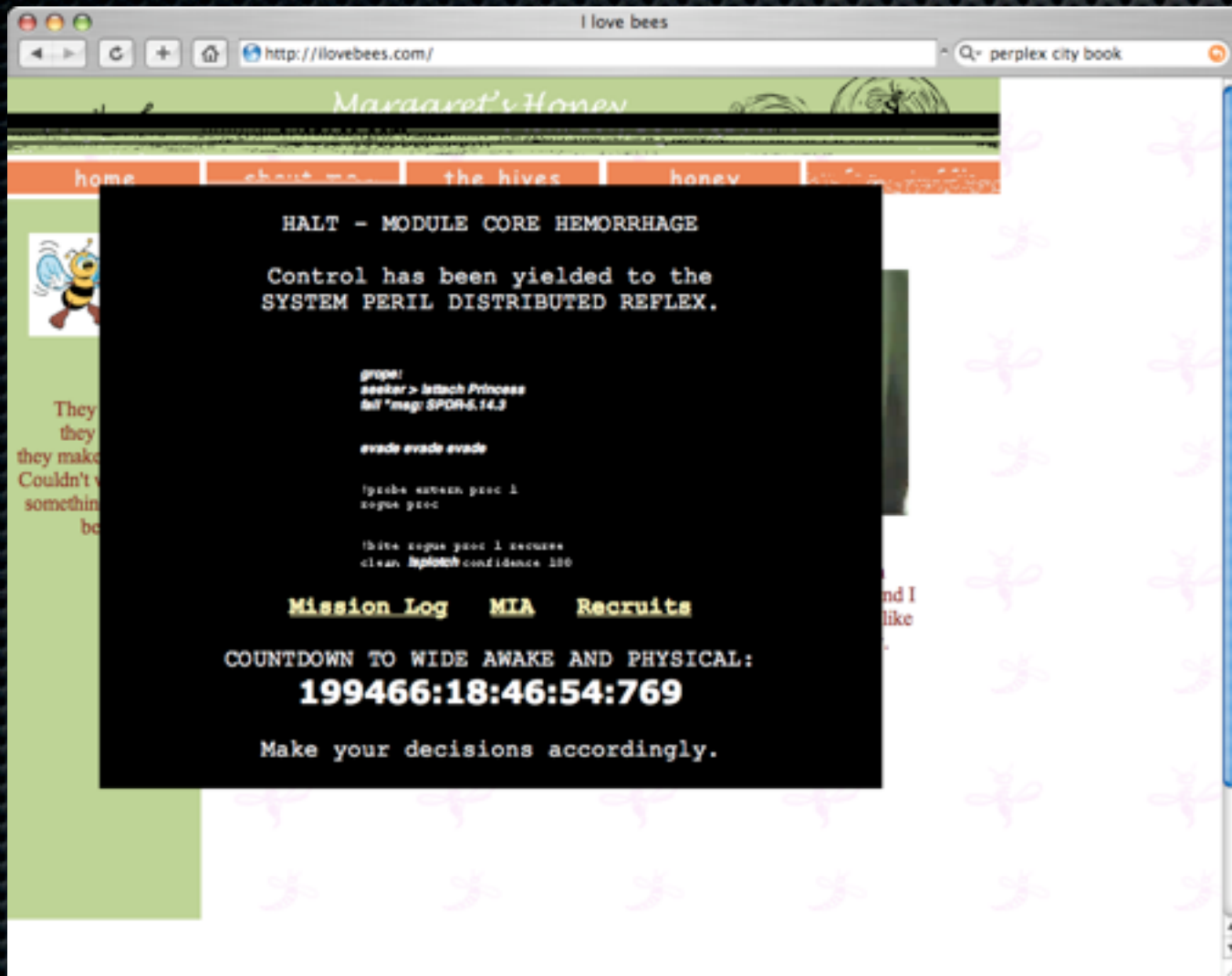
[Help Out](#)

[Stories Near and Far](#)


[Look! Netizen Heroes](#)













17:02  
WEDNESDAY PM

Sound  
OFF




**ELECTROMAGNETIC RESEARCH INITIATIVE**  
"To understand where our world is going, we must first seek to understand how the world was made."  
Find out more about the ERI\* here.




Electromagnetic Research Initiative

**LIFE EXTENSION PROJECT\***  
The grand summation of all of the Foundation's work from prevention and wellness, to the development of new gene therapies and the development of young minds is nothing less than the extension of life itself.  
Find out more about the LEP\* here.



Life Extension Project\*




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


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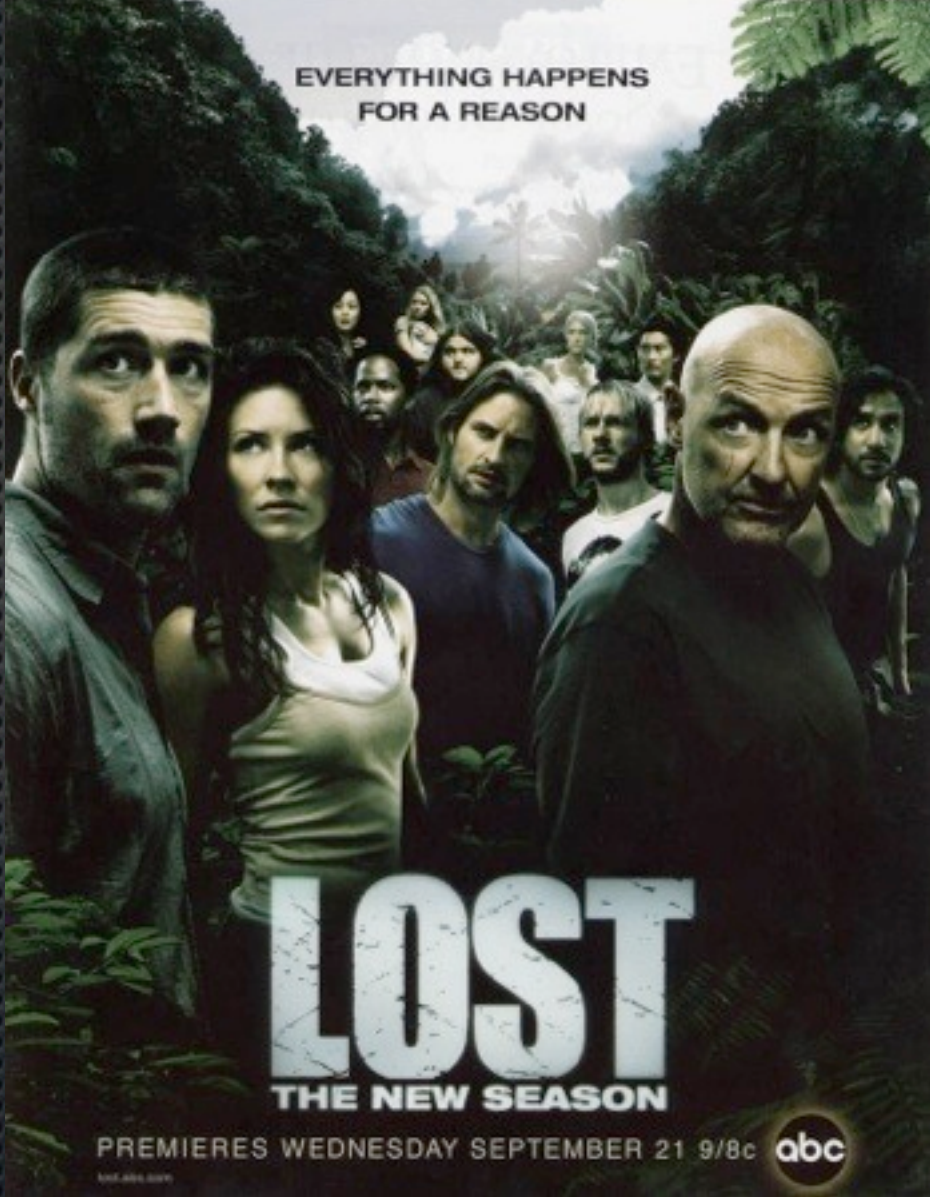







Life-Extension Project\* Educational Outreach Incorporated Institute for Genetic Advancements Mathematical Forecasting Initiative Worldwide Wellness and Prevention Development Program Educational Outreach Incorporated The Hanso Foundation

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
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EVERYTHING HAPPENS  
FOR A REASON



# LOST

THE NEW SEASON

PREMIERES WEDNESDAY SEPTEMBER 21 9/8c 

lost.abc.com



#027

# Bar None

Week 1 Season 1  
**PERPLEXCITY**  
www.perplexcity.com

SOLVE THE FOUR  
CARDS IN THE RED  
PAK! GET AND WIN!

29 PERPLEX  
POINTS

SOLVE THIS CARD  
AND WIN!

7 PERPLEX  
POINTS



0870 046 3475



Violet and I often have a quiet drink after work in our favourite bar on the Mobius Strip. It's not unusual for some bloke to try to chat her up and she usually brushes them off with a cutting one-liner. One night, a particularly persistent guy just wouldn't give up asking for her phone number, insisting that he recognised her from somewhere.

Eventually, she arched one eyebrow and said:

"My phone number has 11 digits and they sum to 44. Vowels in syyzgy, corners on a cube, deadly sine, null in German, love in tennis, strings on a violin, degrees of separation, atomic number of lithium, horsemen of the apocalypse, colours of the rainbow, dots in a quincunx."

He asked her to repeat the problem but, smiling, she refused.

**WHAT IS VIOLET'S PHONE NUMBER?**

Quirky Acuity

Monday, September 25, 2006

**Squid for breakfast, squid for lunch**  
Category: me  
Time: 01:11 PM

Who would have thought that Scarlet was such a squid fiend? I always thought she found them, well, a bit squelchy, but she's thrown herself into archipelago life with reckless abandon. First there was the squid roast, then the squid charring contest, the squid-bobbing, squid-decorating, squid-sucking, squid-singing and, of course, the marinated squid cook-off.

Still, with all this enthusiasm for local life she does seem to have made herself a couple of friends. A rather sweet local boy called Tam followed her home on Friday night - I left them eagerly discussing this year's new squid baits in the lounge of our little guesthouse while I went to bed. And then yesterday she seemed to have befriended an rosy-cheeked girl called Molly who had introduced her to some new squid-diving method.

After all this seafood excitement, Scarlet has actually managed to extract some useful pieces of information. The archipelago natives never go to Hobbs Island, mainly because the sandbanks there are so hard to navigate and it's such a barren rock that there's simply no reason they'd want to. But Scarlet's also heard there are odd local legends about the place. For one thing, the place is supposed to be particularly sacred to Gyvann - perhaps because of the Brotherhood retreat that was there about 5-600 years ago. For another, well, apparently there are ghosts.

No one could be particularly specific. Tam mentioned "howling shadow men", and Molly talked about the "half men". It's just not a place one should go to, and Molly seemed very worried that Scarlet was even thinking of it. My suspicion is that these were rumours started by the Lancewood research team to keep people away from their labs. All of which seem like excellent reasons to go back there this afternoon. As ever, you can follow our exciting adventures [live online](#) at 4pm today, and see what we got up

Blog Archives

WORDS

ABOUT ME

ABOUT QUIRKY ACUITY

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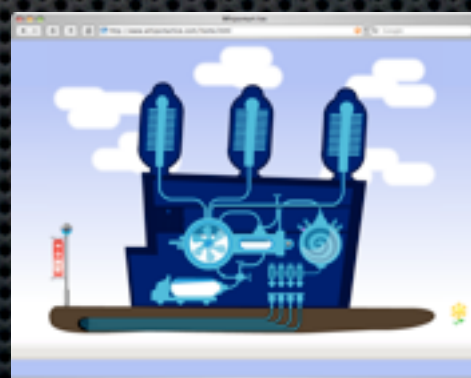
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## The Scarlett Kite

### About The Scarlett Kite



Hi! I'm Scarlett Kiteway, I'm 20 years old, a journalism student in Perplex City and this is my blog all about the excitement over the search for the Cube. I'll be keeping track of what the media over there is saying about it, and maybe a little bit about my life as well!

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Tuesday, January 31, 2006

**PCAG on Earth!**

Category: [me](#), 08:00 PM

Hello everyone! Sorry I've been so quiet for such a long time. I've been SO busy here at the animal rescue centre that I've hardly had a moment to myself. Still, when I got a message from Mind Candy about some upcoming events on Earth I just had to post the link here so you could see it! [Here it is.](#)

Thursday, November 24, 2005

**Special Offer this weekend**

Category: [me](#), 11:28 AM

I just heard back from Mind Candy that Firebox will be running their special offer this weekend. That means from 0:01am Saturday 26th to 11:59pm Sunday 27th (GMT), they'll be sending out five packs per order instead of four packs. Please remember that the times I gave above are in [London time](#), so if you live in another time zone, you should check that it's actually the weekend in London when you order!

Wednesday, November 23, 2005

**Second Wave is Out**

Category: [me](#), 03:35 PM

Second wave cards are definitely on sale now. How exciting! :-)) I just wanted to dash off a quick post to let you know Firebox isn't doing their special offer yet – though it should be coming in the next few days. Keep on the lookout here!



## Sections

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## Earlywine PRAS Initiative Rejected by City Council

9:20am 01/05/270 by CORINNE HATHAWAY

Council Leader Nathan Earlywine suffered an embarrassing setback late yesterday when the City Council voted unanimously against his comprehensive Public Resources Allocation Scheme. [Read More](#)

## Menzana Sues City, Cognivia

4:15pm 01/05/270 by ALWHIN COPI

Boutique pharmaceutical firm Menzana has filed a lawsuit against the city and its heavyweight competitor, Cognivia, claiming that Cognivia is unfairly using its massive resources to offer free drugs to the city under the Spearhead Scheme. As a result, Menzana attorneys say the market for competing drugs has bottomed out, and in time the company will have no choice but to file for bankruptcy and shut down. [Read More](#)

## Brotherhood Plans Syzygy Jubilee with Beauty Alliance

11:08am 01/05/270 by LUCAS VOORHIES

The Brotherhood of the Six has announced their long-anticipated plan for a jubilee celebration this year to commemorate the Syzygy, an astronomical event considered to have great religious import. [Read More](#)

## More Headlines

01/05/270 [Stock Market Declines](#)

The PCX suffered its third straight day of sharp losses today, as the CEO of Heathcote stepped down amid claims that the group falsified three years of earnings statements. Analysts remain skeptical that the market will recover much before the end of the month.

01/05/270 [Biology Find](#)

Biologists from Besley-Mazy College say they have deciphered the mechanism that causes some breeds of tretretre to develop varying hues and amounts of pigment in their fur, a find some fear may lead to the development of vanity strains of tretretre.

01/05/270 [CWG Lodges Complaint](#)

01/05/270 [Petel's Star Rising](#)

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EXPERT COMMENTARY

EXTRAORDINARY VALUE FOR MONEY



PERPLEX CITY ACADEMY GAMES  
ENHANCED ACCESS

SAPERE AUDE





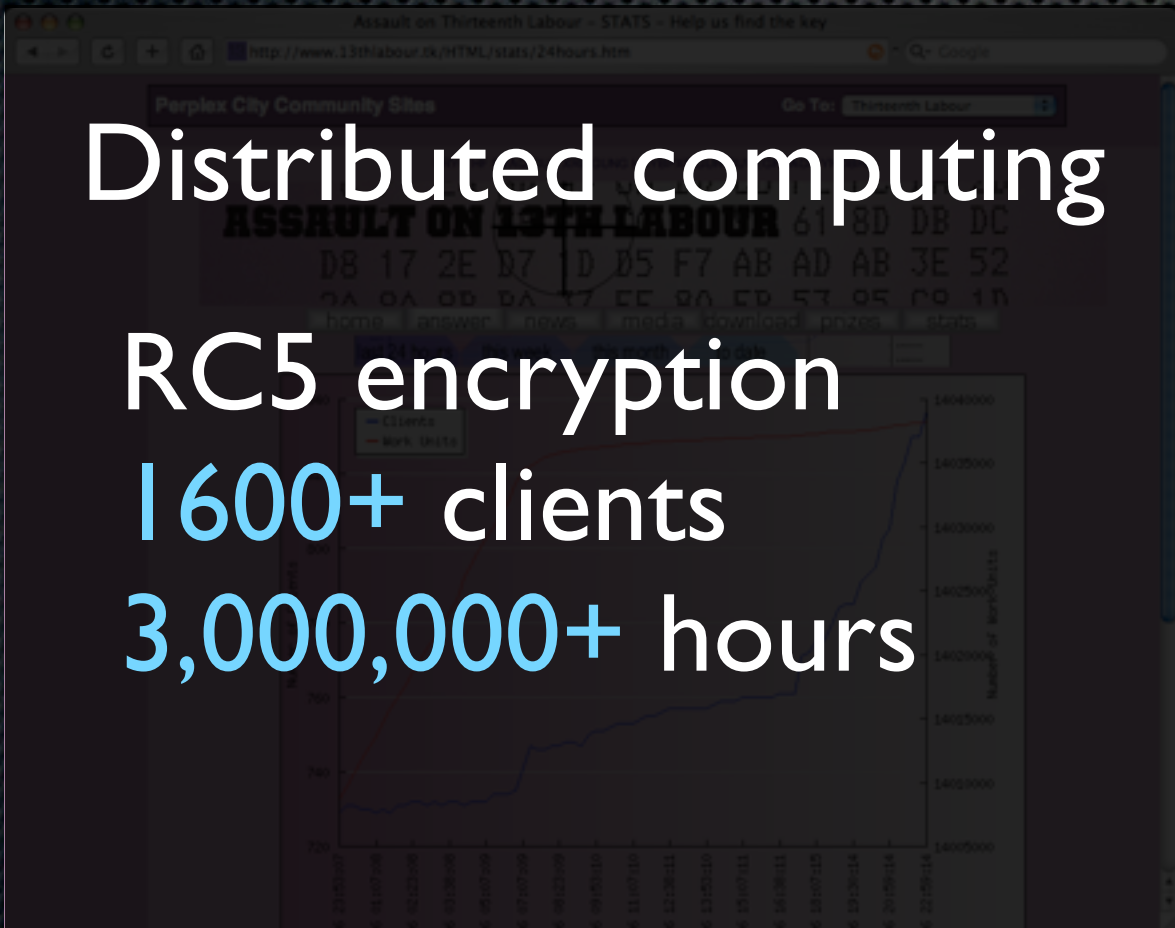
**Wiki**

- 1000 editors
- 1200 pages
- 12,500 edits
- 900,000+ page views



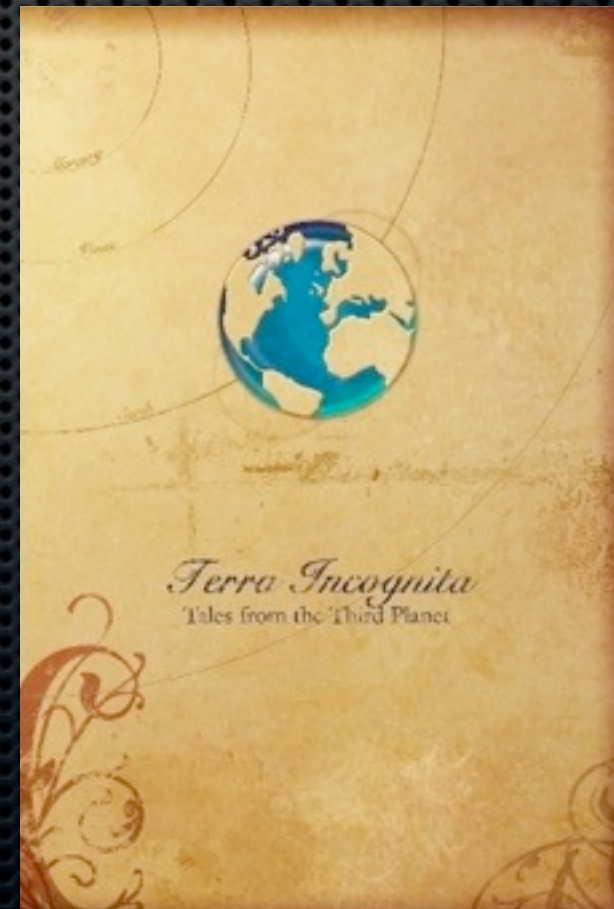
**Google Maps Mashup**

- 192 cards
- 600 locations
- Fully searchable



**Distributed computing**

- RC5 encryption
- 1600+ clients
- 3,000,000+ hours





# Cathy's Book

If found call (650) 266-8233





# Collaborative Storytelling



# Examples

- ✦ Boardgames
- ✦ Tarot
- ✦ RPGs and D&D
- ✦ Theatre (inc. Improv/Theatre of the Oppressed)







ST. PETERSBURG  
RUSSIA



WASHINGTON  
UNITED STATES



# PANDEMIC



INFECTION RATE



OUTBREAKS



Cubes Left:16 Cubes Left:18

Cubes Left:19

Cubes Left:15

Cures Discovered

EPIDEMIC!

- INCREASE**  
Move the Infection Rate Indicator up by 1
- INFECT**  
Draw a card off the bottom of the Infection Draw Pile and infect the indicated city with 3 cubes. Discard the card.
- INTENSIFY**  
Shuffle the Infection Draw Pile and place it on top of the Infection Draw Pile.

HONG KONG

- Order of Play**
- Take 4 actions
  - Draw 2 cards
    - Resolve epidemics
    - Discard to 7 cards
  - Draw infection cards







# Assembled Stories



# The Code Book



# CrackTheBBCCode

## ☆ How to Crack The Code

Page

Discussion

History

Notify Me



### How this page works

The rest of this site is full of useful information for most stages of the problem. However, as most of it was written before we'd got to the end, there is also much speculation, research into blind alleys, and even mistakes. By contrast, this page is written from the perspective of someone who's solved the whole thing, and I'm going to ask that only people who have done so should edit it. If anyone else has comments, suggestions or questions, use the associated discussion page. I have tried to make it accessible for people just starting out, so if you're already well advanced in the puzzle, you may want to skip large chunks of it – I will highlight in blue what are new insights into earlier problems and in red stuff we now know you can safely rule out.

I don't want to give spoilers for the whole thing, so this is only a walkthrough up to the point where new progress stopped being added to the wiki. I will give hints for what to do next, which instructions to think about when and how to interpret them, links to pages with more explicit information and importantly, will rule out many red herrings for you. I will also try to keep information in order of progression through the puzzle, so if you're anxious to avoid spoilers but need a hint for where you're stuck, step through this bit by bit.

### Getting Started and General Approach

OK, so you've just managed to download and open the Ultimate Challenge. (if you're still stuck trying to open it, then see [Episode Codebreakers](#) for help) You've probably also had at least a browse through it. Daunting, isn't it? (Makes the 3 codebreakers and associated puzzles you solved to get in seem like child's play) Where do you start?

First of all, make sure your version is up to date - BBC has recently uploaded a revised edition of the Ultimate Challenge book which contains corrections previously addressed in a published errata, and some more corrections which weren't highlighted. There are still a few errors outstanding [after meeting at the finale, I'm now in correspondence with the designer to address remaining issues, so hopefully an even better version will appear sooner or later -pqq] but none of them are as crucial to solving the puzzle as some of the original mistakes were. They're either irrelevant typos or things that can be worked around because it's not too difficult to see what was intended. Don't read too much significance into any you find. If you are working from a version downloaded before the 12th September, it is recommended to update to the current version.

A note on formatting – the PDF has 43 printed pages, but there's really twice that because there's 2 'book' pages to each printed page. Some people numbered them 1-86, but here we settled on a system of 1-43 with L or R appended to signify which half, and the BBC used that system too in their previous errata publications. Treat each (half) page individually – it may even be worth cutting your hardcopy in two.

So what do we have? Well, 1L, 1R and 43R can be discarded right away (the cover and the blank last page) No relevance, no

Search Wiki

#### ▼ All Pages

- home
- Connections Between Pa
- How to Crack The Code
- How to Crack the Code - ADFGVX
- AliceWordsearch
- BasilSquare
- BattleDates
- Battleship Potemkin
- Blank Page
- Bowling
- Braille (coloured dots)
- Caesar Vide
- Calendar Pages
- CBB's Codes and I Ching
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- CodeBreaker's Bible Pag
- Colour Overlay
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- see more

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- List of Answers
- PDF Errata

edit navigation



# CrackTheBBCCode

## List of answers

Page ▾

Discussion (16)

History

Notify Me

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## I Ching



**BBCtheCode** Aug 12, 2011 5:25 pm

Have started putting the I Ching numbers and letters in the I Ching column.

Could it be that the letters should be put into the order of the I Ching numbers?

And then decoded somehow?



re: I Ching

**patel267** Aug 12, 2011 5:28 pm

if you go the the CBB pages youll see that the decoded messages relate to a particular I Ching, giving them an order. I think that THIS is the order they have to be put into and then the letters will provide an additional code to decipher.



re: I Ching

**dave597** Aug 12, 2011 5:29 pm

@patel267 I agree with this conjecture.



re: I Ching

**BBCtheCode** Aug 12, 2011 5:31 pm

Great stuff!



re: I Ching

**tedmz** Aug 13, 2011 5:38 am

Notable I Ching hexagrams:

40: Liberation, Solution

55: Goal Reached, Ambition Achieved

63: Completion



re: I Ching

**tedmz** Aug 13, 2011 7:39 am

Of the 64 possible hexagrams only 44 are used.

The ones that are missing are:

24 24 29 44 49 49 44 45 47 49

Search Wiki

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- [How to Crack The Code](#)
- [How to Crack the Code -](#)
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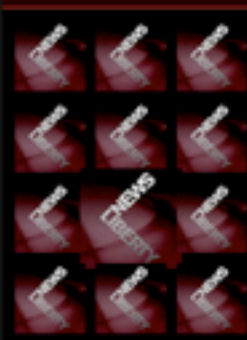




Explore the ruins of London following the aftermath of 27/7.

[Click here to view](#)

PHOTOS FROM READERS



WEATHER & FALLOUT



LEAD STORY

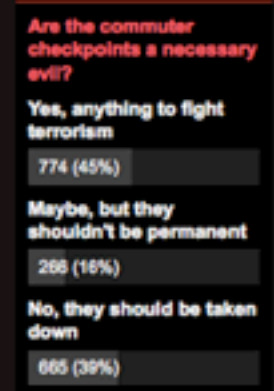


PM brings forward North Yorkshire visit by 10 days

FROM THE ARCHIVES



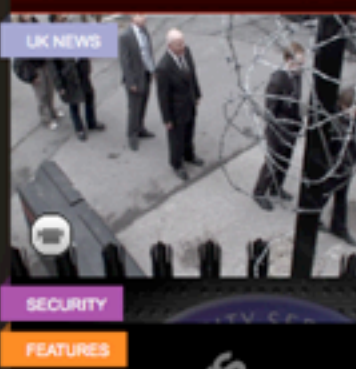
LIVE SURVEY



RECENT COMMENT

There are no comments currently available - why not write one of your own?

TOP STORES



**New commuter checkpoints set up**  
The Secretary of State for Transport unveiled the UK's first post-blast commuter checkpoint today, one of nearly 100 such security stations through which hundreds of thousands of travellers will soon pass.



**MI5 faces root-and-branch reform**  
Nuke site to be tourist hot spot

ADVERTISEMENT



ARCHIVE



**Outcry over removal of "walls of dead"**  
Birmingham City Council debates 'clean-up' of the pictures that line the walls of Victoria Square.





6. having looked at the blast radius map i am shocked at the area it covers, also from a seemingly small yeild. if the day came nothing could prepare us for the utter devistation that would follow..... god help us

steve

7. Having spent a lot of time living in Wapping, Im just glad I got out when I did. I had relatives in Bow though, and I dont hold out any hope for them now.

Powder Monkey

8. I had a lot of family in London. My brother's down there now looking for a few of my Dad's sisters. We're not holding out much hope though, not after a year.

Cool Breeze

9. I lived in North London, about where the Mild to Moderate radiation zone is... I was actually in Surrey where my other half lives, way out of the radiation zone on the day the bomb went off; And THANKFULLY my parents, brother and his family were all on holiday in Australia where my other brother lives.

A year on and I've still yet to see the rest of my family though, due to the fact that I've told them coming back just is not worth it...

Leyton

10. i was in richmond park with my girlfriend emily  
i saw the blast terrible things went through my mind  
we run to kingston upon thames  
and all the roads were blocked  
mass panic gripped the town

Anonymous



10:19 **Liberty News:** -----Liberty News July 2013: Live Chat-----

10:20 [Comment From Alex]

How long do you expect before London can be repopulated, if ever?

10:20 **Adam Bristow (Panel):** As you can imagine, the cleanup is an enormous task, it could be up to a decade before repopulation is possible.

10:21 [Comment From Aaran]

is it true that mi5 broke into camp windsmere?

10:22 **Liberty News:** We don't have a comment to make on that.

10:23 [Comment From Tom]

Gutted this website is shutting down what has happened to free speech

10:24 **Liberty News:** Free speech is vitally important. Liberty News believes that in this age when we could be under attack from anywhere at anytime, we should not lose sight of the need for a free press.

10:25 [Comment From Evan Y]

Do you not think that revealing MI5 operations is irresponsible reporting. Surely you are putting operatives at risk?

10:26 **Liberty News:** There's potential risk to operatives, but Liberty News does its best to keep the risk down while still informing the public. Operatives lives are important, but so are the millions of civilians living in this country.



# Real World/ Live Events



# Types

- ✦ Physical goods
- ✦ Location-based digital content
- ✦ Location-based physical content
- ✦ Real-life multiplayer
- ✦ 'Live events' (staged events with actors)



# Physical goods

- ✦ Books
- ✦ Cards
- ✦ Letters
- ✦ Playing objects
- ✦ Artefacts
- ✦ Tools/Plants?



Toys

Film

Book

iPhone  
Game

Console  
Game

Theme Park

Online  
Game

ARG







# JOURNEY TO THE END OF THE NIGHT



A FREE GAME BY CGØ  
SATURDAY, APRIL 19TH, 7PM

MEET AT WICKER PARK [DAMEN AT LEMOYNE]

[chicagø.org](http://chicagø.org)



A  
**subtle**mob  
project

AS IF IT WERE  
THE LAST TIME











02-UK 03:43 PM




# WANDERLUST S T O R I E S

Explore and create stories in the real world, wherever you are!

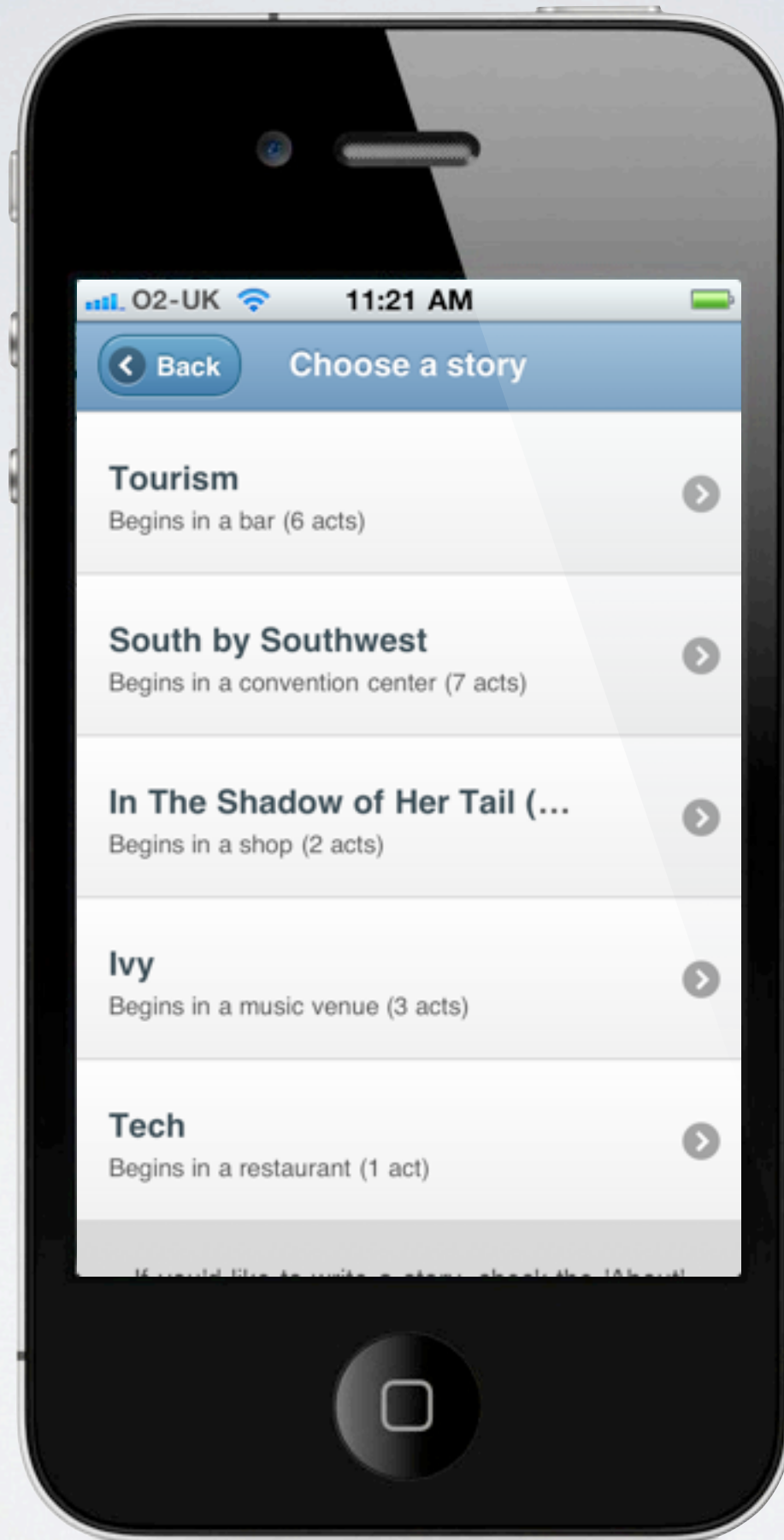
Continue...

Sign out

About

 Six to Start





Signal strength O2-UK Wi-Fi 11:21 AM Battery level

< Back

Choose a story

**Tourism**

Begins in a bar (6 acts)



**South by Southwest**

Begins in a convention center (7 acts)



**In The Shadow of Her Tail (...)**

Begins in a shop (2 acts)



**Ivy**

Begins in a music venue (3 acts)



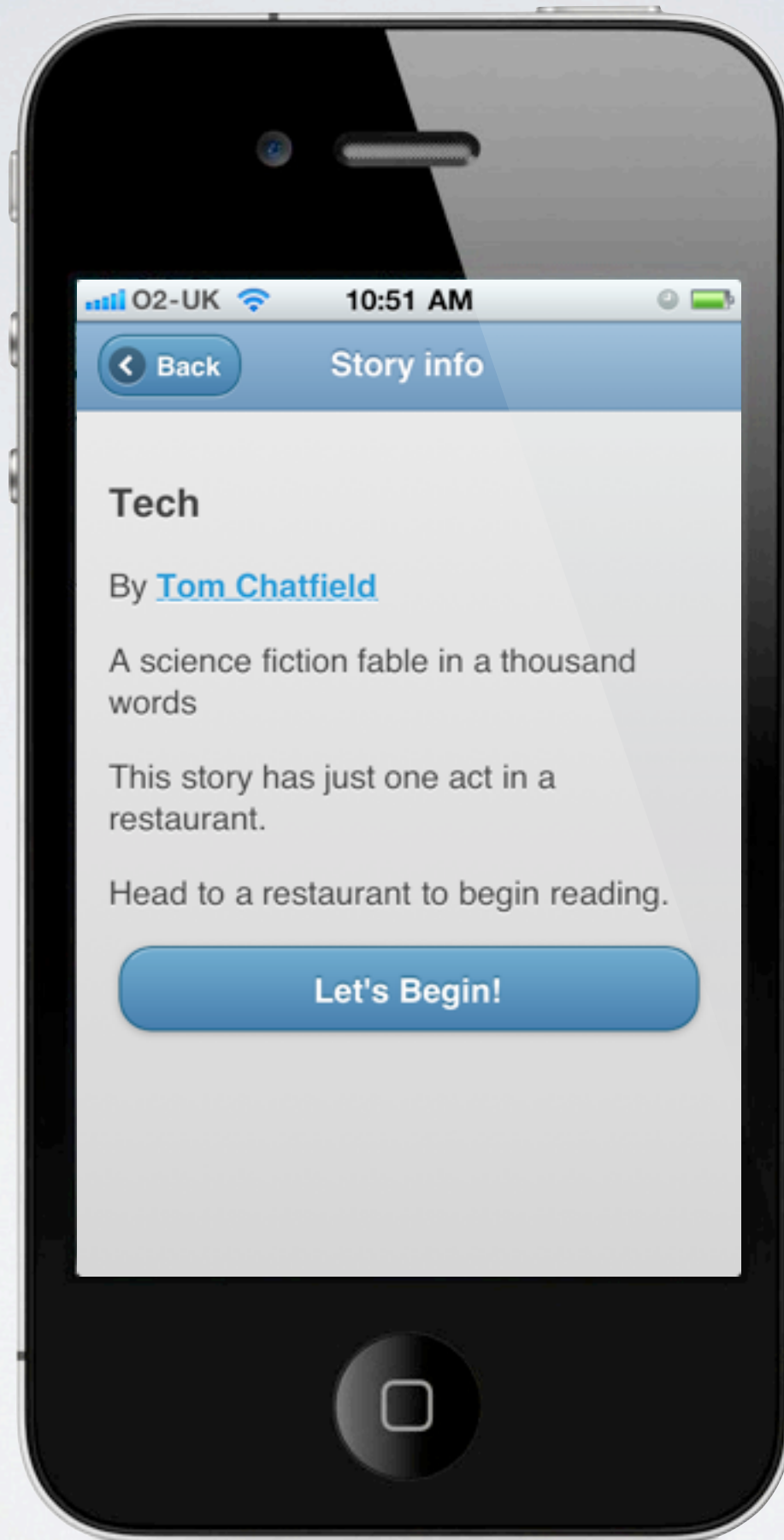
**Tech**

Begins in a restaurant (1 act)



If you'd like to write a story, check the 'About'





O2-UK 10:51 AM

Back

Story info

## Tech

By [Tom Chatfield](#)

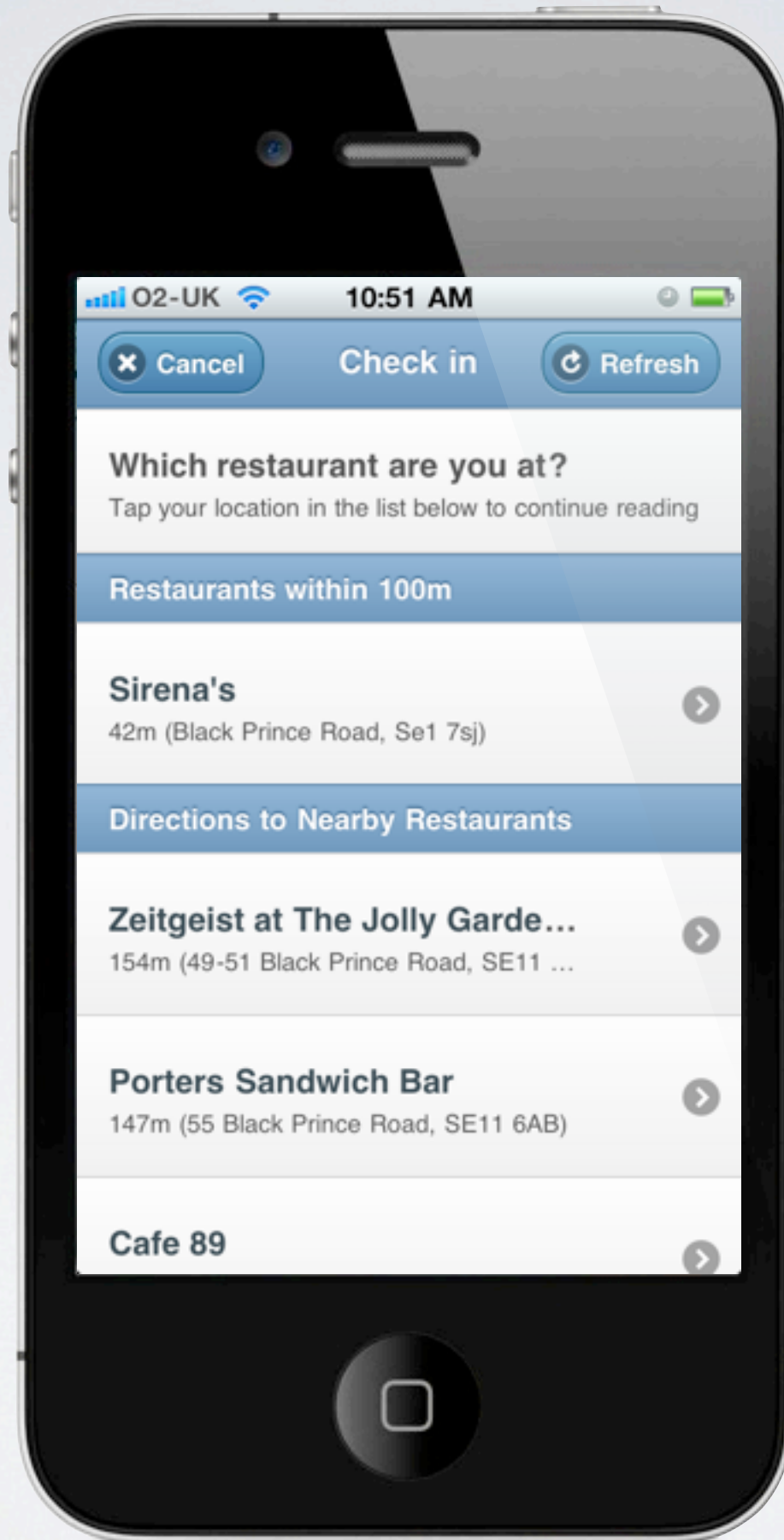
A science fiction fable in a thousand words

This story has just one act in a restaurant.

Head to a restaurant to begin reading.

Let's Begin!





O2-UK 10:51 AM

Cancel Check in Refresh

Which restaurant are you at?  
Tap your location in the list below to continue reading

Restaurants within 100m

**Sirena's** >  
42m (Black Prince Road, Se1 7sj)

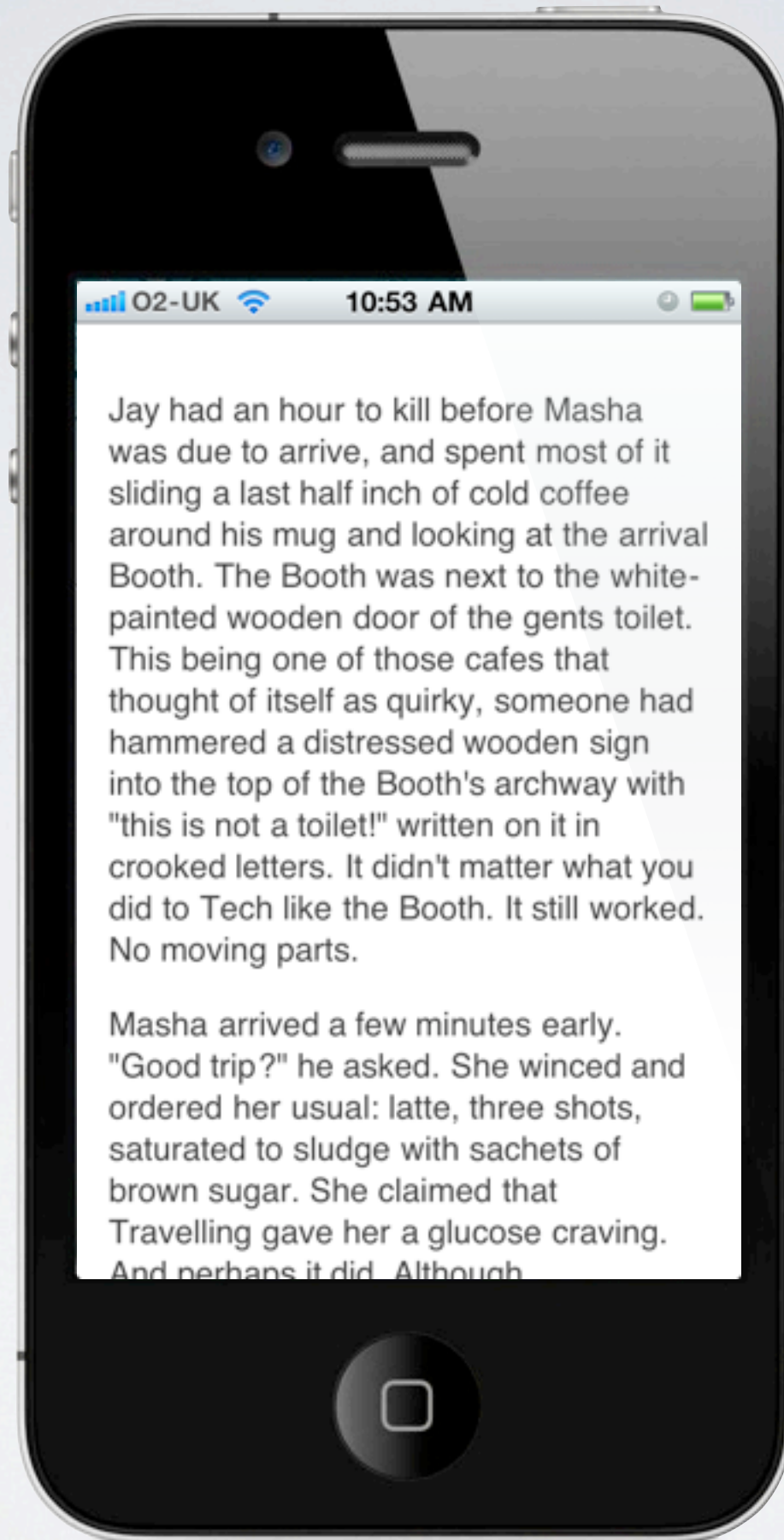
Directions to Nearby Restaurants

**Zeitgeist at The Jolly Garde...** >  
154m (49-51 Black Prince Road, SE11 ...)

**Porters Sandwich Bar** >  
147m (55 Black Prince Road, SE11 6AB)

**Cafe 89** >





Jay had an hour to kill before Masha was due to arrive, and spent most of it sliding a last half inch of cold coffee around his mug and looking at the arrival Booth. The Booth was next to the white-painted wooden door of the gents toilet. This being one of those cafes that thought of itself as quirky, someone had hammered a distressed wooden sign into the top of the Booth's archway with "this is not a toilet!" written on it in crooked letters. It didn't matter what you did to Tech like the Booth. It still worked. No moving parts.

Masha arrived a few minutes early. "Good trip?" he asked. She winced and ordered her usual: latte, three shots, saturated to sludge with sachets of brown sugar. She claimed that Travelling gave her a glucose craving. And perhaps it did. Although





Only one player can collect each artwork, so try to grab good ones early.

← Back

Continue →

## Select a mode



**Battle**

If the artworks came to life, which ones would be good in a fight?



**Mood**

Can you find works that feel exhilarating, menacing or absurd?



**Collector**

Which pieces would form the ultimate home art collection?

← Back



Round  
1/7

Score  
0

Play Card

*Auguste Rodin*

Auguste Rodin

The Kiss



Exhilaration: 7

Menace: 2

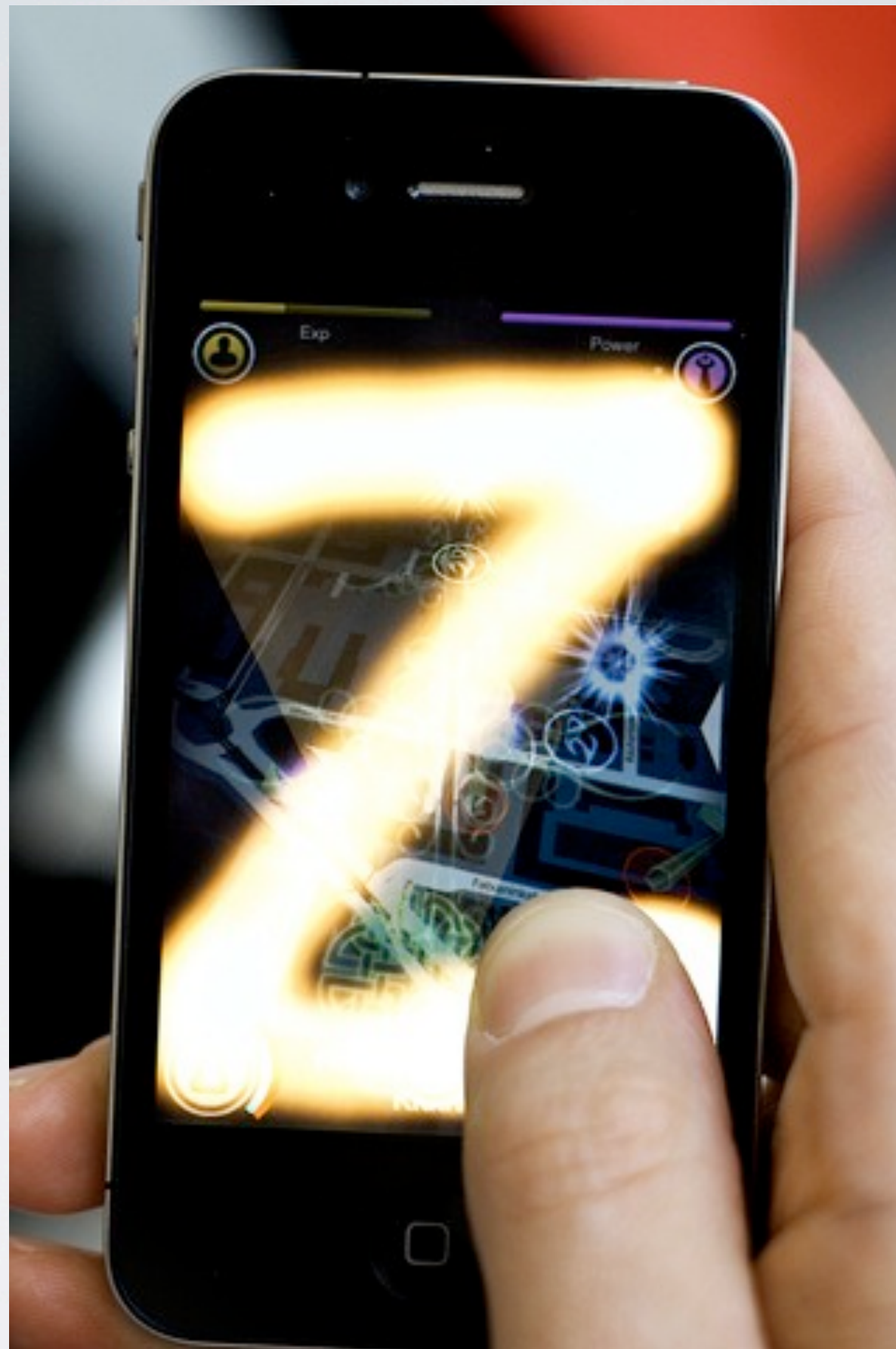
Absurdity: 3

Trumps is...  
Exhilaration











Just found a diamond in Julito! Any rival Mafioso in the area up for friendly some rivalry?





# Cache & Seek

**Total Distance**  
**0.51 km**

**Treasure Counts**  
**0**

**Runned Time**  
**00:07:00**



Map



**Game Start**

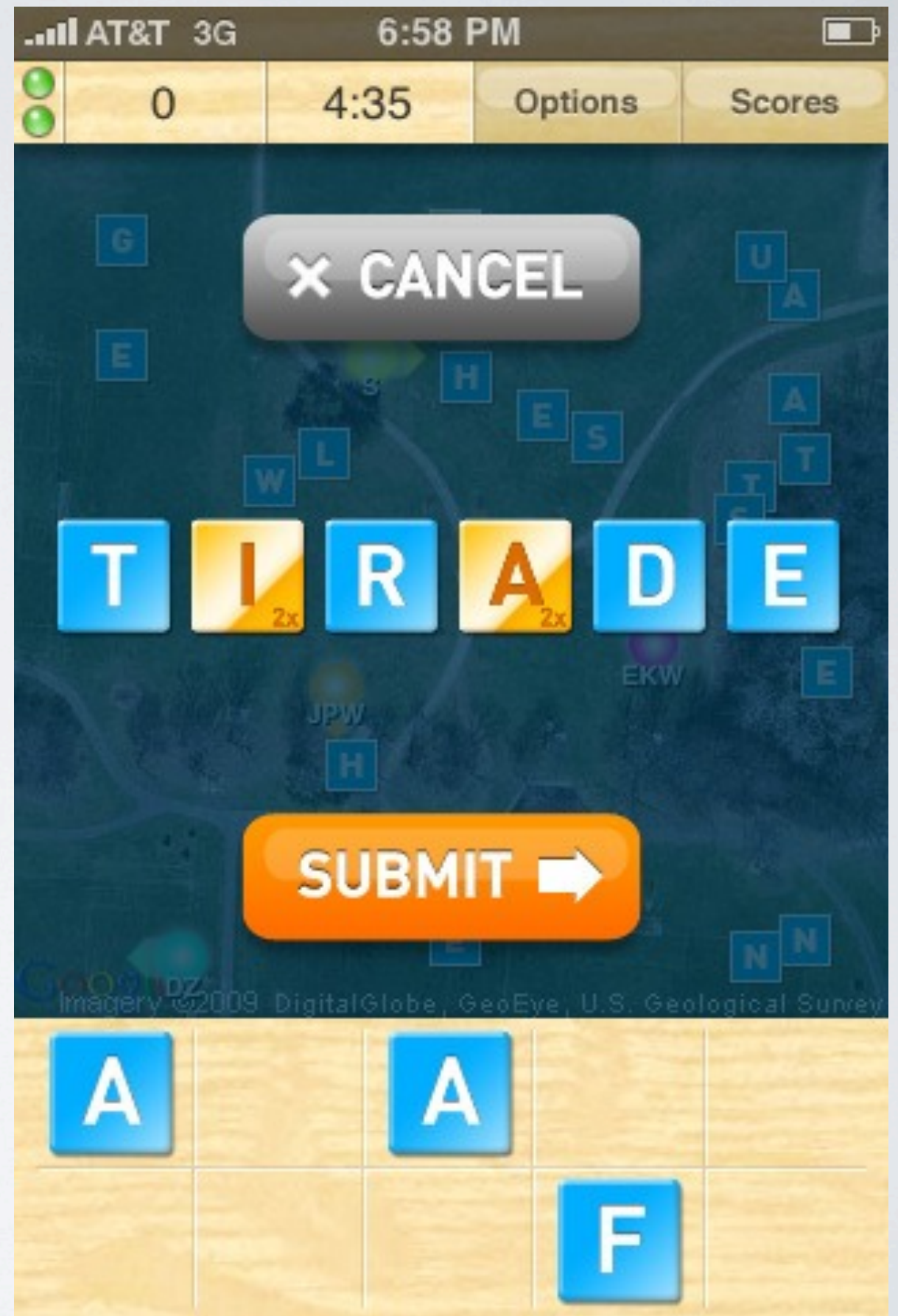
# Cache & Seek

**Remaining**  
**00:01:39**

**Next to Run**  
**0.05 ml**









I	T	A	P	R
E	O	E	D	E



Challenges

Activity

Info

American Apparel

138 Newbury St

## Challenges



**OK, you're checked-in!**

Now try a challenge...

+1



**Mimic the mannequin**

Grab a picture of yourself posing...

+5



**Say something**

Write a short note that's helpful

+2



**Snap a picture**

Simply grab a picture of this place

+2

+5

**Mirror the mannequin**

Snap a picture of yourself posing next to one of the store's mannequin. Be sure to get it as close as you can, you could be twins!



Take Photo



Places



Treks



Friends



Profile



More



Places



Treks



Friends



Profile



More



Back



# Rewards



## Free SCVNGRbot Candy Bar



5 / 5 pts

SCVNGR HQ 175 2nd St



## \$10 off \$20+ Purchase



15 / 20 pts

Journeys 100 Cambridgeside Pl W106



## Digital Footlocker



1 / 1 pts

GameStop 100 Cambridgeside Pl, Spc...  
+ 2 other rewards here



## \$25 Driving Credit!



1 / 25 pts

Zipcar Location Kendall Cinema  
+ 2 other rewards here

My Rewards

Rewards Nearby







DO YOU HAVE WHAT IT TAKES TO

# FIND THE FUTURE?

SOME PEOPLE GO THROUGH LIFE  
LETTING HISTORY HAPPEN TO THEM.  
OTHERS MAKE HISTORY.

*If you can find the future,  
you can make history.*

**ENTER**

THE NEW YORK PUBLIC LIBRARY

MDCCLXII





















42<sub>pts</sub>**Mad Robot Squad**  
Sophie's Bachelorette

01:56

## CHERRY TREE

Head into Washington Square park to find the lovely stone arch dedicated to our first president. Little known-fact: This arch is actually a replacement for the original wooden arch that stood in its

[SOLVE MISSION](#)

wa

[MAP](#)



# Crowdfunding



# Considerations

- ✦ Is the idea simple enough?
- ✦ How much do you (really) need?
- ✦ How do you reach people?
- ✦ Good rewards (that don't bankrupt you)
- ✦ Other nice things you get that aren't money



# Sustainability



# Considerations

- ✦ 1 month, 1 year, 3 years, 10 years, 50+ years...
- ✦ Structures, not just people
- ✦ Flexibility
- ✦ How to resolve conflicts?