AVATARISM

Antoinette LaFarge

By: Group 5
WHAT IS IT?

http://www.youtube.com/watch?v=Kwke0LNardc
DEFINING AVATARISM

• Sanskrit word: “descent”

• A person generally in online communities or game worlds

• Virtual alter egos

• Often graphical
ANTOINETTE LAFARGE

• Background:

• Professor of Digital Media, Art Department, UCI
• Associate Director, UCI Game Culture & Technology
• Affiliated Faculty, Center in Law, Society, & Culture, UCI
• Associate Dean for Graduate Affairs, Claire Trevor School of the Arts, UCI (2009-2012)
• Director of the Plaintext Players
• Director Museum of Forgery
• Associate Editor of Anthology
• Associate of the Institute of Cultural Inquiry
ANTOINETTE LAFARGE (CONT.)

• About her work:
  • Lifelong obsession with virtuality
  • Impersonation and Identity
  • Improvisation and Performance
  • Game & Pay
  • Expanded Narrative
PROJECTS

- Far-Flung follows function
- Galileo in America
- Hangmen Also Die
- WOW
- Chronovacuum
- Playing the Rapture
- Rapture installations
- Demotic
- The Roman Forum Project
- Reading Frankenstein
- WISP
IN-PERSON AVATAR

• Aka Project WISP

• What is it?
  • Having another human be your personal avatar and how would people respond to that or if it is socially acceptable
  • An intervention project

• Process:
  • Train a professional actor
  • Choose which biography

• Challenges:
  • Hard for people to accept another person posed as her
  • “Technical” difficulties
• Project WOW

• 2009 Exhibition

• Fascination & frustration with War of Warcraft

• Troubling relationship & oversimplification in writing

• Self-interests
  • What are WE doing to ourselves?
THE UNCANNY VALLEY

• A term coined by robotics Professor Masahiro Mori
  • The point at which something looks/moves/acts human, but actually isn’t

• Noted in “Other Uncanny Valleys” blog post in Difference Engines
  • http://www.differenceengines.com/?p=1031

• Arts 11 Lecture
  • http://sites.uci.edu/01807w14/lectures/jan-16-i-robot/
THE UNCANNY VALLEY (CONT.)

https://www.youtube.com/watch?v=CNdAlPoh8a4
• Avatar Uncanny Valley

https://www.youtube.com/watch?v=1wK1lxr-UmM
THE UNCANNY VALLEY (CONT.)

• Planet of the Apes

https://www.youtube.com/watch?v=5TsHcomGhpM
THANK YOU!

Questions | Comments

THE END