



# Hypertelling

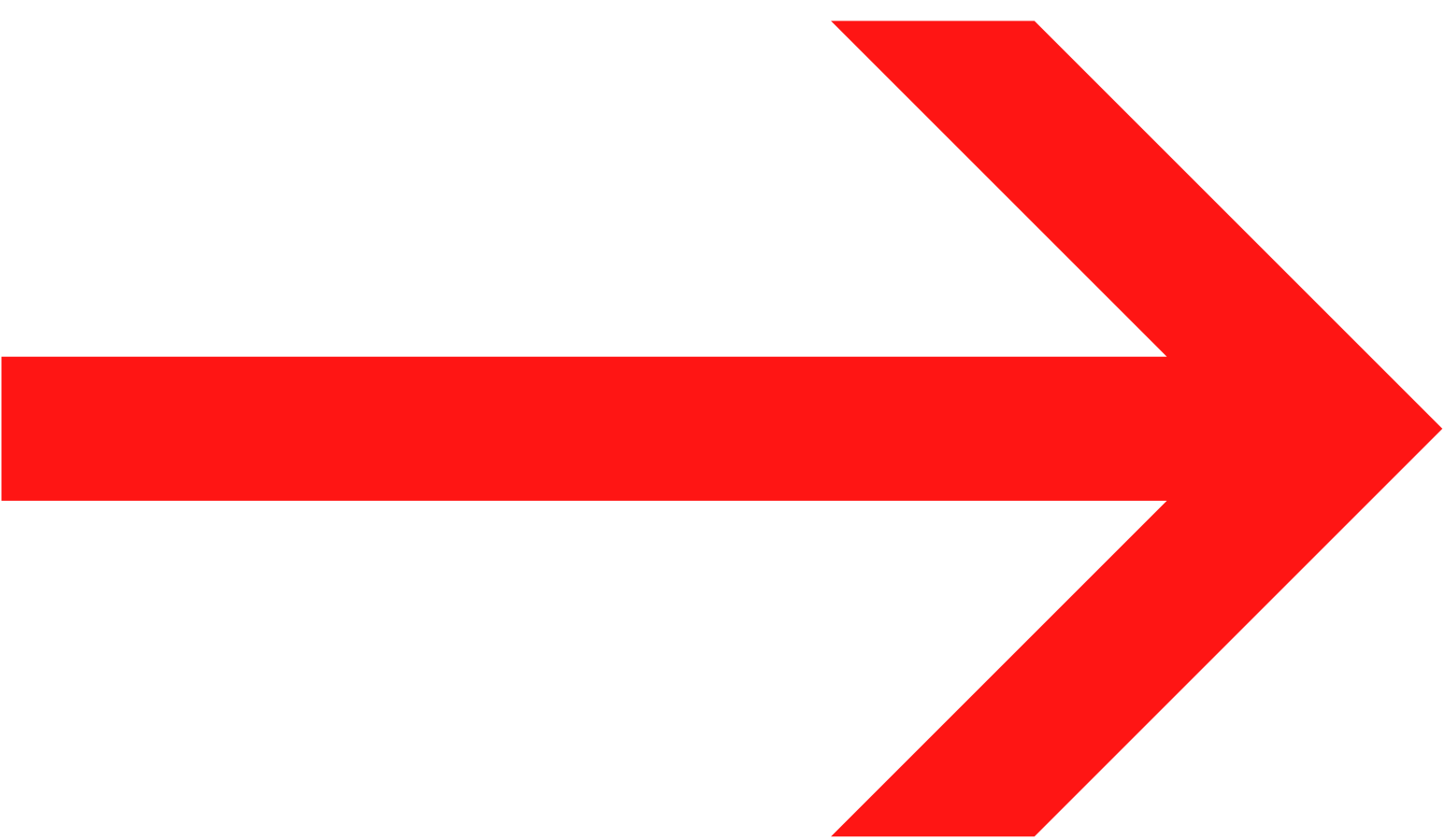
storytelling in the digital space — the intersection of the real and the virtual

from the zoo at google



technology has changed **everything!**

content is **liquid.**



communication is **always on**

and anything and everything is **malleable**



even the **power** has shifted

it's no longer about **audience**

now the **user** is in control!



and the **user** expects technology to be a tool

and the **user** expects technology to be a tool

**to entertain**

and the **user** expects technology to be a tool

**to entertain**

**to inform**



and the **user** expects technology to be a tool

**to entertain**

**to inform**

**to provide  
utility**

and the **user** expects to consume content

and the **user** expects to consume content

**whenever**

**wherever**

**however**



**but herein lies the dilemma**

**but herein lies the dilemma**

when the user has the power

**but herein lies the dilemma**

when the user has the power  
**the user is in control**



**but herein lies the dilemma**

when the user has the power  
**the user is in control**  
and content will take any tack  
the user desires





**SO THERE I WAS  
RIDING A MAJESTIC WOODPECKER**



**SOARING ABOVE THE AMAZON  
ON MY WAY TO THE MOON**





or perhaps you remember **the exquisite forest**?



and this is what we call **hypertelling**

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- hypertelling feeds off content.
- presumes user exploitation.
- is marked by interaction and user prerogative.
- anticipates change and modification.

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- hypertelling feeds off content.
- presumes user exploitation.
- is marked by interaction and user prerogative.
- anticipates change and modification.
- and bends to the whim of the user.



so how does technology fit into all this?



**technology**

**technology** has changed the way we tell stories

it's no longer just about **telling**

it's about doing — experiencing and creating

that is why we need to think less like writers and designers



that is why we need to think less like writers and designers  
**and more like inventors**





▲●● tango, cardboard, VR headsets, 360° video, augmented reality, virtual reality



we are at the cusp of a new era of storytelling in which the  
**user is the author**, the **experience is immersive** and the **story is non-linear**



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**scripts will look like decision trees**  
**directors will direct remotely**  
**there will be no stage, no audience**  
**and the user will be part of the cast.**





360° environments will **change our view** of storytelling and usher in virtual reality

**experiencing 3D  
video from the  
viewers  
perspective:**  
Marvel

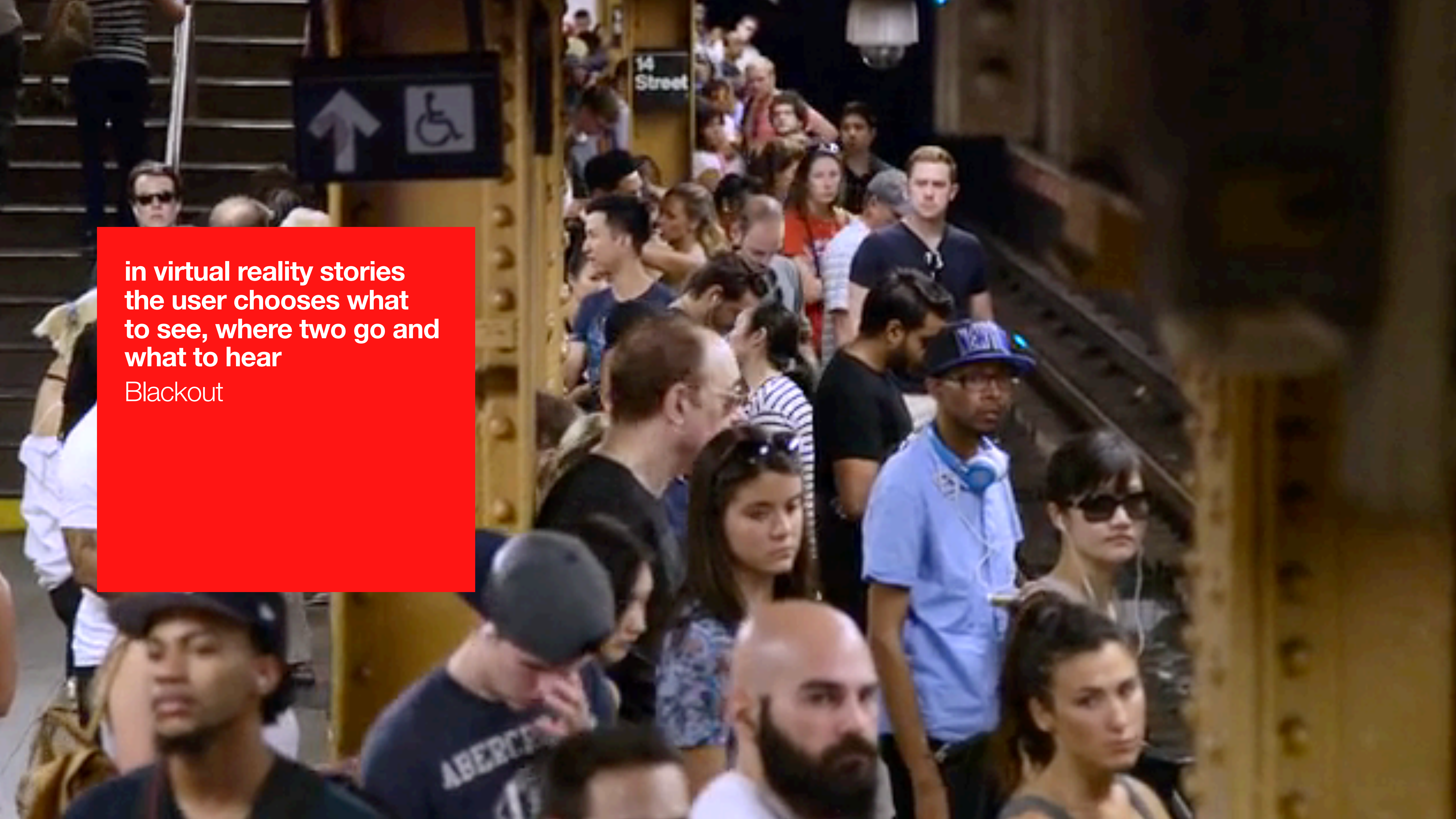
**experiencing 3D  
video from the  
user's perspective:**  
Neymar Effect / Nike





and the virtual reality story will be completely **up to the user**



A photograph of a crowded subway platform, likely in New York City, with many people waiting. A large red rectangular box is overlaid on the left side of the image, containing white text. In the background, a sign with an upward arrow and a wheelchair symbol is visible, along with a sign that reads "14 Street".

**in virtual reality stories  
the user chooses what  
to see, where to go and  
what to hear**

Blackout





and every story will **know you and reflect your unique preferences**

**tailoring the story to  
the viewer:**

visual perceptive  
media BBC



users will not only be viewers, **they will become actors**



# Real-time Facial Reenactment



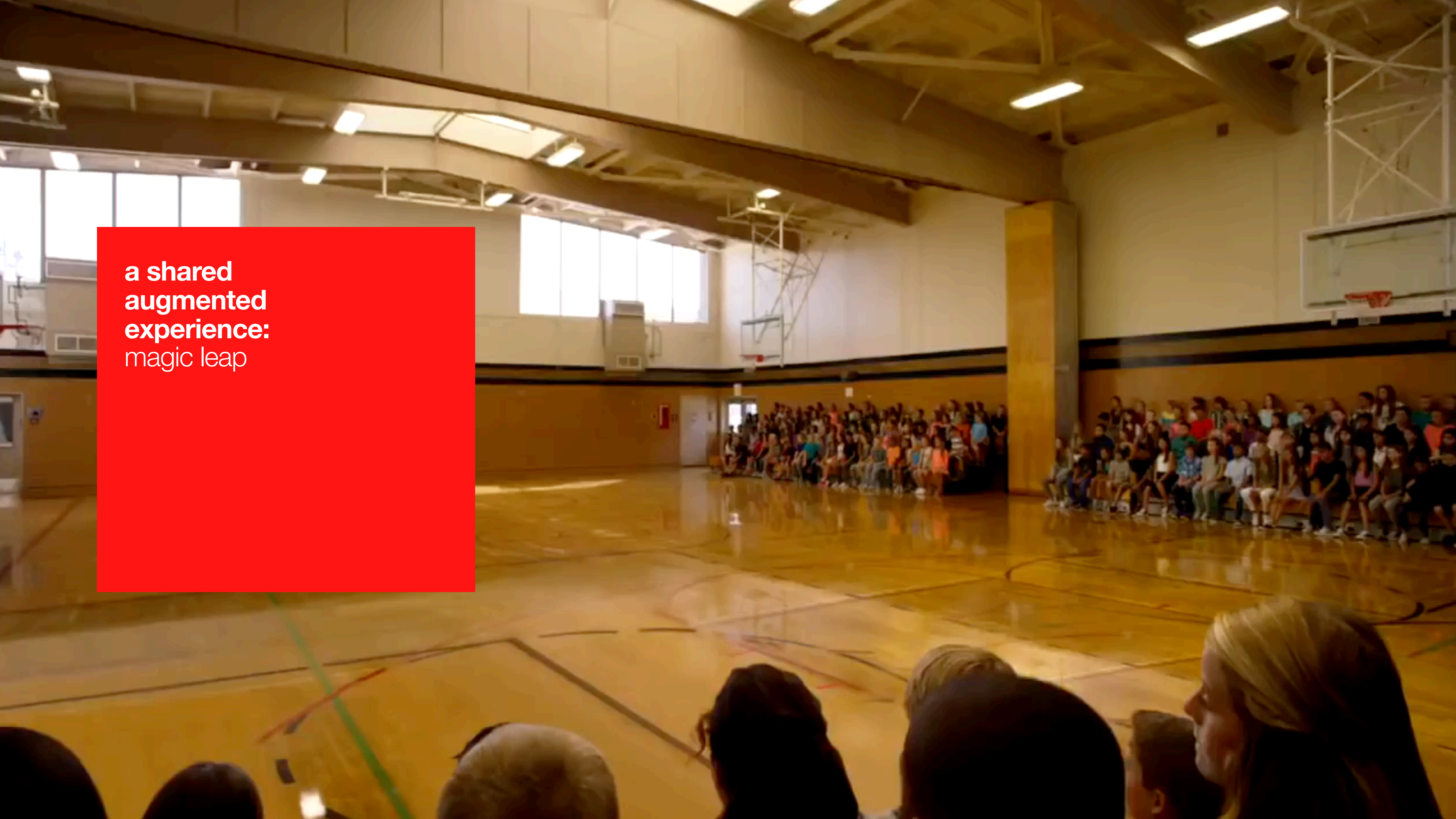
Live capture using a commodity webcam



and augmented reality will make the **analogue and digital** seamlessly coexist



**a shared  
augmented  
experience:**  
magic leap



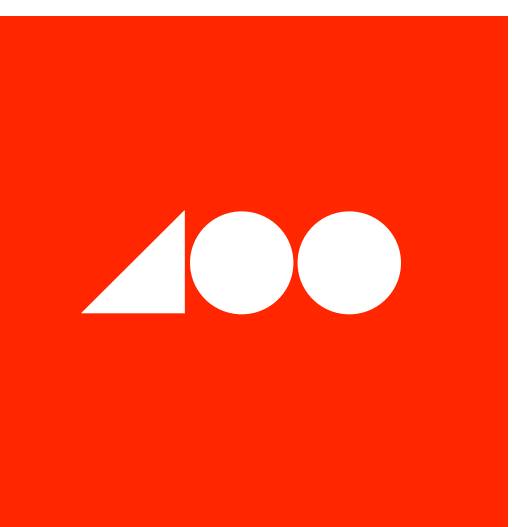




while the **solitary experience** of virtual reality will become **social**.

**Cardboard  
changing the way  
we teach:**  
Google Expeditions





this is what is **hypertelling**



this is what is **hypertelling** it is storytelling that is user focused



this is what is **hypertelling**

it is storytelling that is user focused  
it is immersive and experiential





this is what is **hypertelling**

it is storytelling that is user focused

it is immersive and experiential

it knows and reflects user preferences



this is what is **hypertelling**

it is storytelling that is user focused

it is immersive and experiential

it knows and reflects user preferences

it anticipates exploration, change and modification



this is what is **hypertelling**

it is storytelling that is user focused

it is immersive and experiential

it knows and reflects user preferences

it anticipates exploration, change and modification

and it is non-linear in it's structure



and even our art will be **expressed, created and exist** in this hypertelling world

**painting in space:**  
Tilt Brush



the lines are beginning to blur. the medium and the story are beginning to fuse.



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if we can tell a story and change a life no matter what the medium,



the lines are beginning to blur. the medium and the story are beginning to fuse.  
if we can tell a story and change a life no matter what the medium, **we all win!**





**so whadaya think?**



**is it strange?**



**is it strange?**

**sorta.**



**is it strange?**

**sorta.**

VR is gonna take gaming to a whole new definition of reality! Never mind the profound effect it will have on the fields of medicine, engineering and education.



**is it strange?**

**is it difficult?**

**sorta.**



**is it strange?**

**is it difficult?**

**sorta.**

**absolutely!**



**is it strange?**

**is it difficult?**

**sorta.**

**absolutely!**

although, Cardboard and YouTube are making 360° video extremely easy for the public to experience and create.



is it strange?

is it difficult?

is it important?

**sorta.**

**absolutely!**





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**is it difficult?**

**is it important?**

**sorta.**

**absolutely!**

**it is a natural evolution of storytelling.**



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**sorta.**

**absolutely!**

**it is a natural evolution of storytelling.**

the medium has always attempted to enhance the story whether by duplicating it, illustrating it, animating it or making it a movie. but there are significant social and cultural issues we will face. We may say “goodbye” to a common cultural narrative.





we are simply becoming **story doers**



we are simply becoming **story doers** rather than just storytellers



**thank you**