

## Hyper-Stimulation

The year is 2063. The city, Montreal. Negative emotions are artificially suppressed. Advertisements are persistently bombarding us on multi-sensorial levels. Maximum time efficiency is finally attained. We are creatures of hyper-stimulation.

With the turn of the century, the eye became increasingly stimulated by subconscious intrusive advertisements throughout the city. Attention spans began to decrease and moments of inefficiency became unbearable. The endless pressure to attain ultimate productivity was the source of widespread discontent. To fulfill this insatiable population, society was forced to react in a revolutionary manner. Solely integrating technology in the urban landscape was not an adequate response to this dilemma. The time came to shift our focus inward in order to find the solution through an alteration of the self.

The predominance of medication as a source for quickly alleviating pain fostered ideas for potential chemicals that could enhance the body. Today, with the successful development of technological vapour and its overall praised effect, this substance is an integral component of the air we breathe. Our body is transformed into a mechanized device, through which we discover details previously overlooked. Latent moments are eliminated by our augmented perception of information on multi-sensorial levels. Sight, touch, hearing, smell and taste permit us to absorb our surroundings. We no longer filter information; instead, we are empowered by our limitless spatial embodiment. As active sensorial beings in the urban fabric, we have succeeded in blurring the boundaries between ourselves and our environment.



