

WORTTEX

MA
FASHION MEDIA AND
COMMUNICATIONS

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Vortex is an experimental film. Through a feedback installation mediated by **orchids**, it explores the relationship between body, consciousness, and feedback media. Grounded in cybernetic **feedback** loops and posthuman theory, the project examines how identity is generated, controlled, and continuously evolved when consciousness, body, and algorithms form a symbiotic system, thereby reshaping the way a new generation **identity**.

Research question

How will the feedback loop generate fluid identities and shape the identity evolution of future generations?



Aim and Objectives

This paper **aims** to explore how fluid identities emerge in feedback loops and reshape the feedback model of identity generation.

Objectives

- Create a new feedback model
- Organize inputs and outputs in feedback systems
- Evaluate user influence in feedback loops
- Study intergenerational transitions and identity construction pathways





Bratz dolls were first introduced in 2001 by MGA Entertainment.

Compare the Bratz look on social media.

BRATZ DOLL



Dress up for Bratz

Players adjust the doll's clothing

New look enters social feedback

The diverse styles of Bratz dolls provide children and teenagers with a "surrogate," allowing them to express their idealized selves through clothing, styling, and character settings.

Case Study 2

"Dress to Impress" is a popular fashion dress-up competition game on the Roblox platform.

Players select outfits for their avatars within a limited time.

System-assigned theme

Dress to impress

"Rating Interface" provided by the algorithm or community

- Scores
- Leaderboard rankings
- Comments

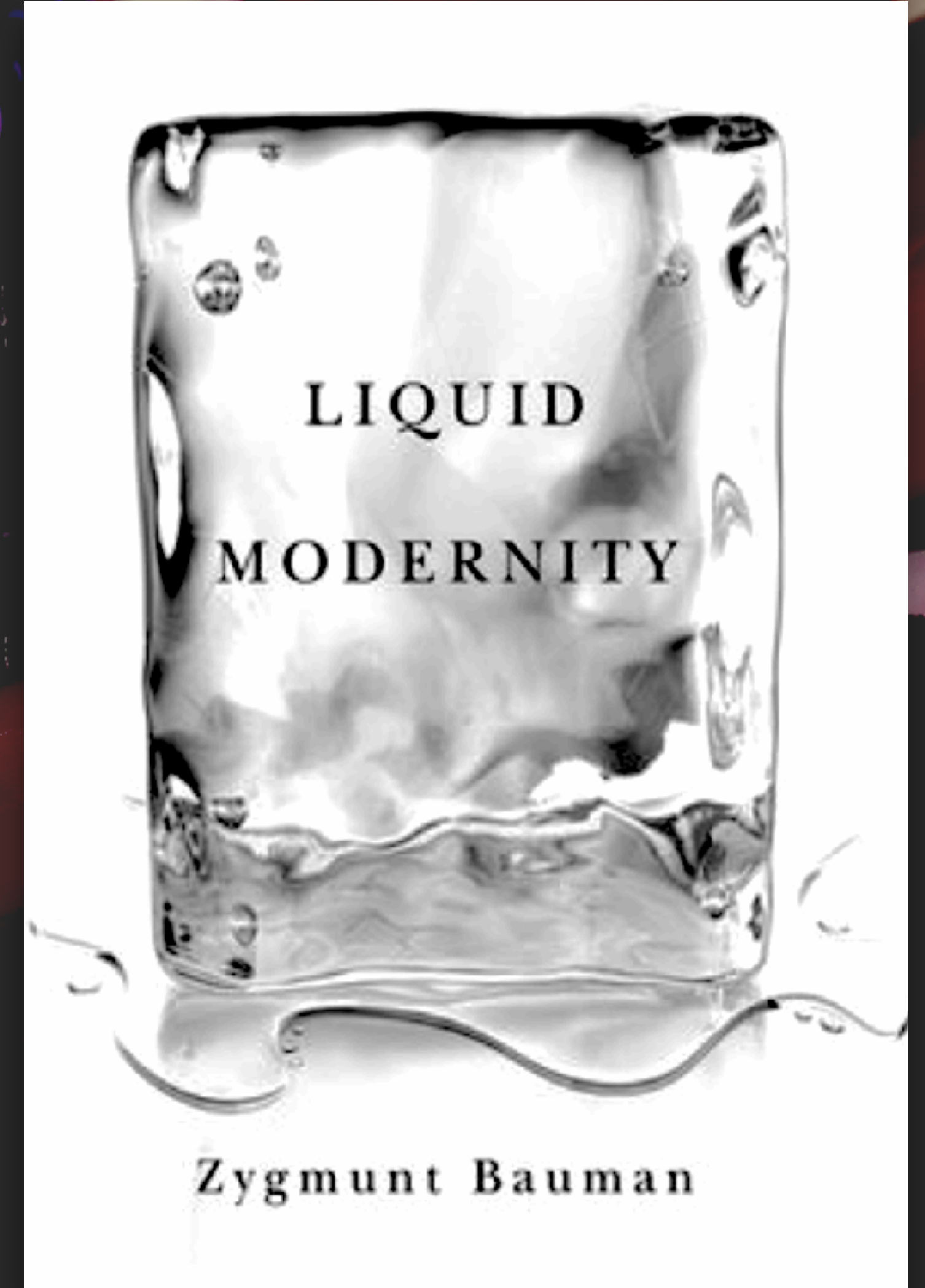
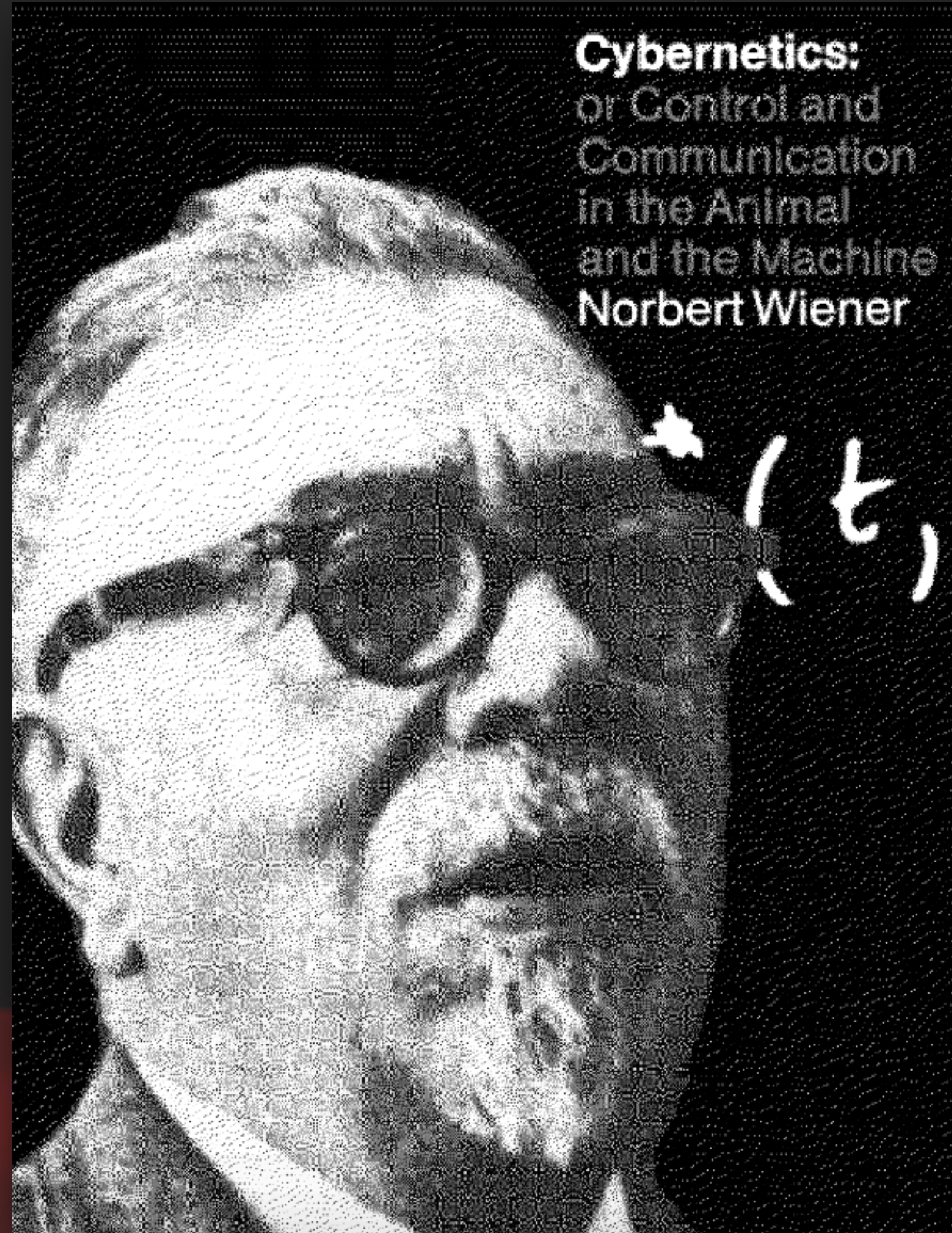
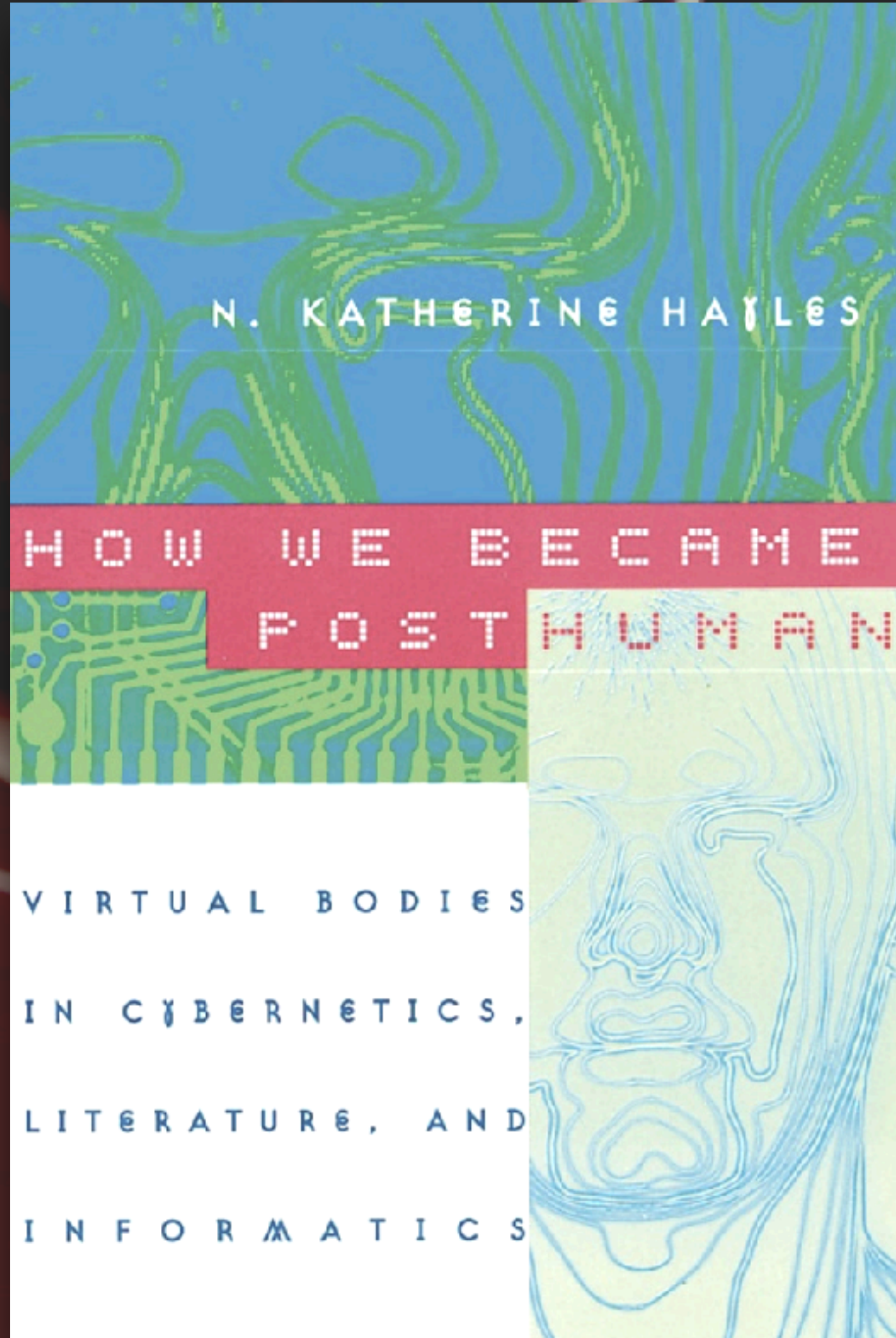
Players adjust their outfit strategies in the next round based on feedback.



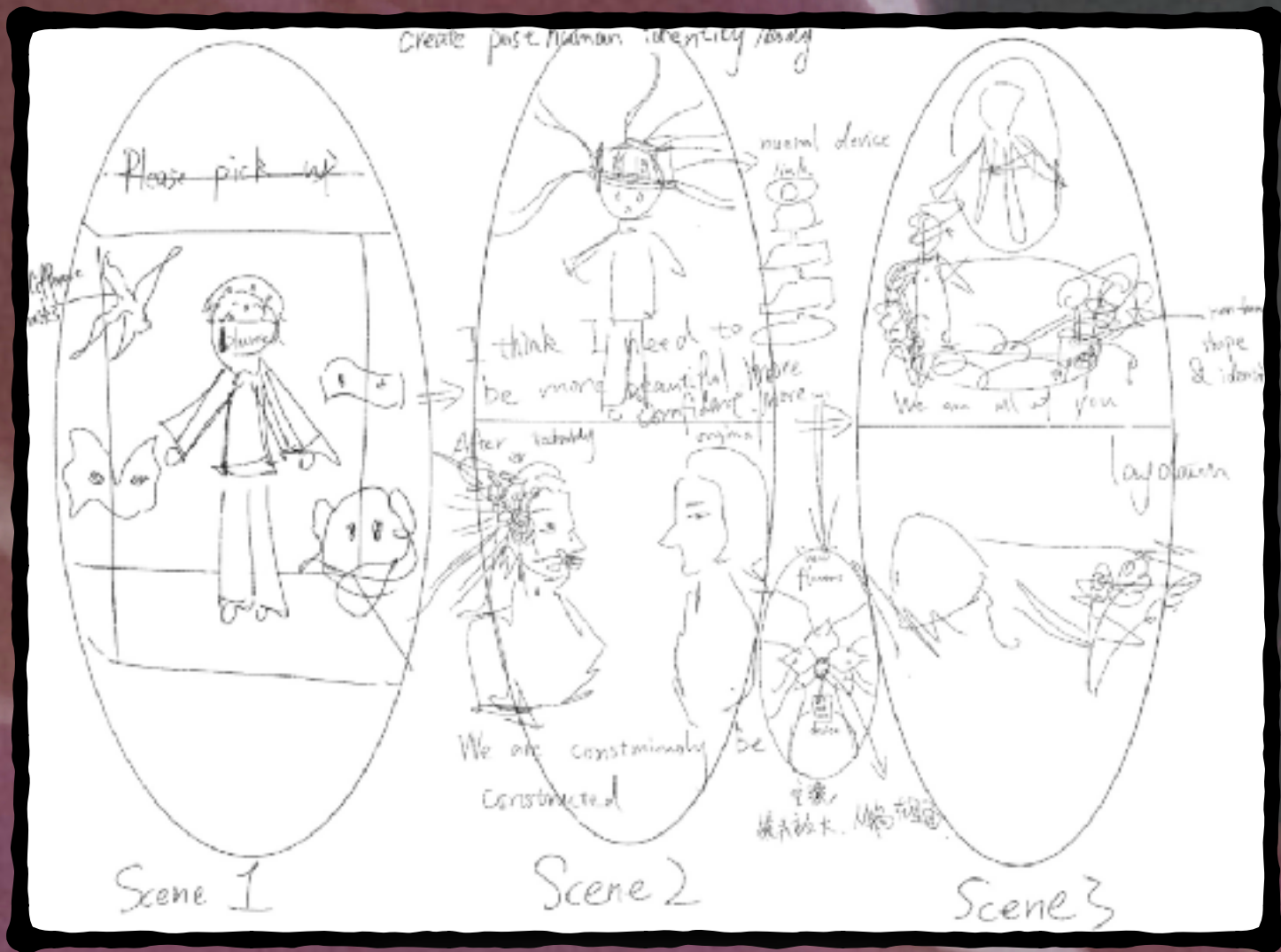
Planning

	Date:7.17-7.25	Date:7.25-8.20	Date:8.21-9.09	Date:9.10-9.18
	concept and story	creative develop & animation	Video edit and essay	Deliver
Completed	1.complete storyline(narritive background) 2.eassy outline & eassy intro (500) 3.loop digrams	<div style="border: 1px solid black; padding: 5px;">essay outline, music design, Typography Design</div>		
Unassigned	character prototype <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">visualization,storyboard,storyline,essay introduction</div>	1.character design (blender) 2.space construction (ue) 3.character animation (maximo) 4.decoration (nomad) 5.essay 3 chapter (body)	1.Narrative Design 2.music 3.Video edit (80%) 4.complete essay	1.PPT(30 pages) 2.1000 words critical evaluation 3.video complete
In progress	1.story board & storyline 2.low prototype	<div style="border: 1px solid black; padding: 5px;">essay format,video, PPT</div>		

Reading



Storyline

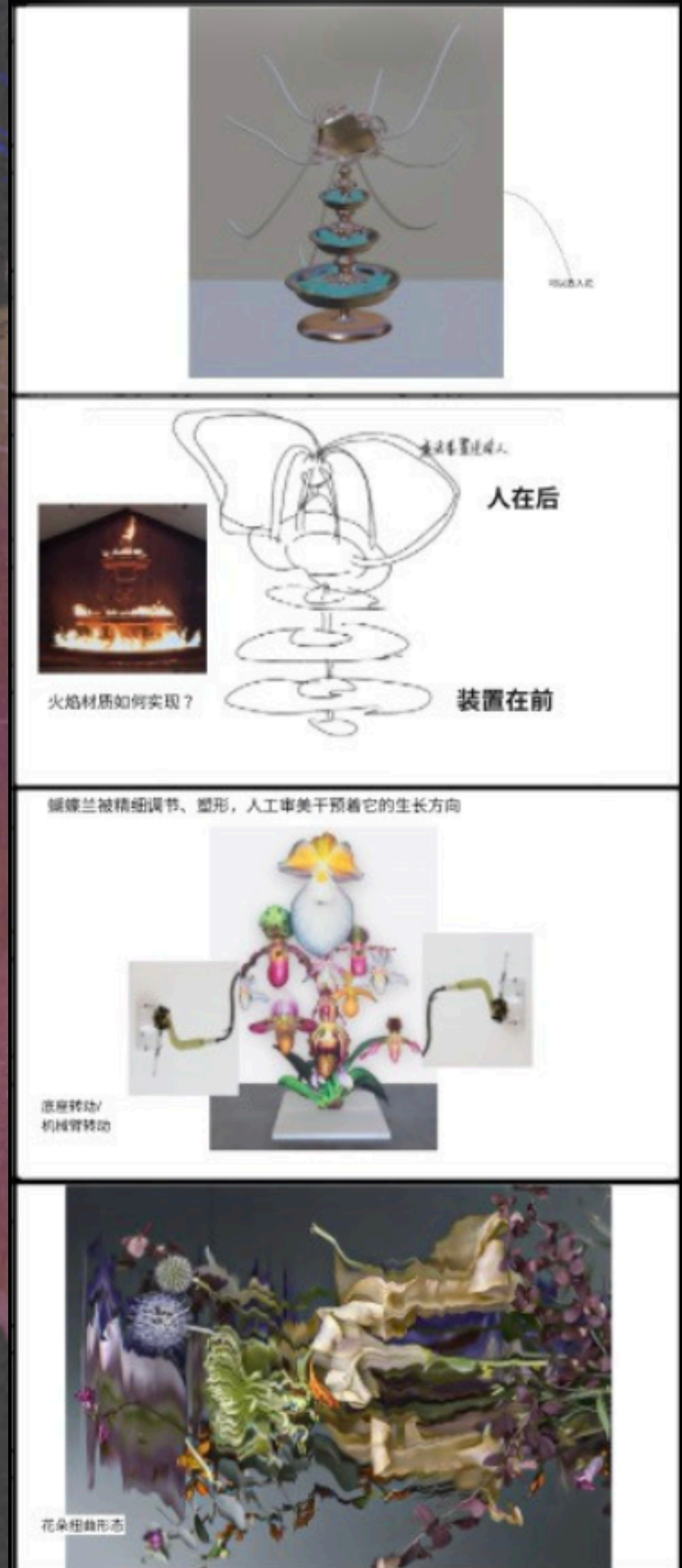


Early Script

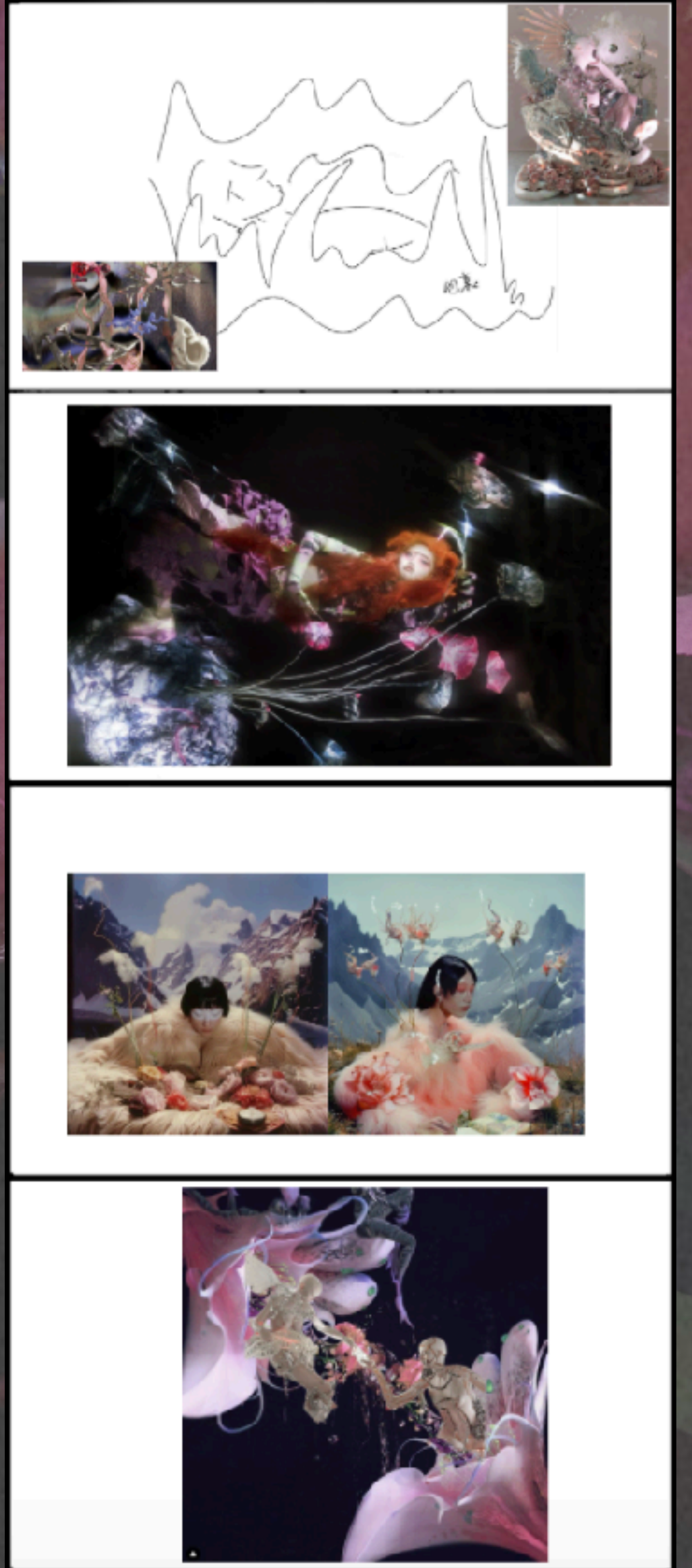
Mirroring



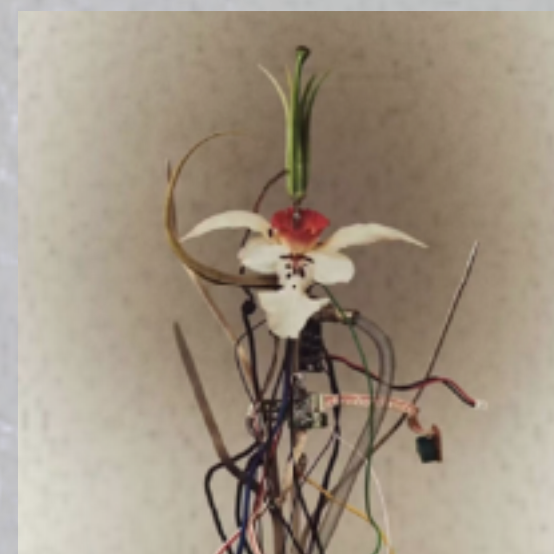
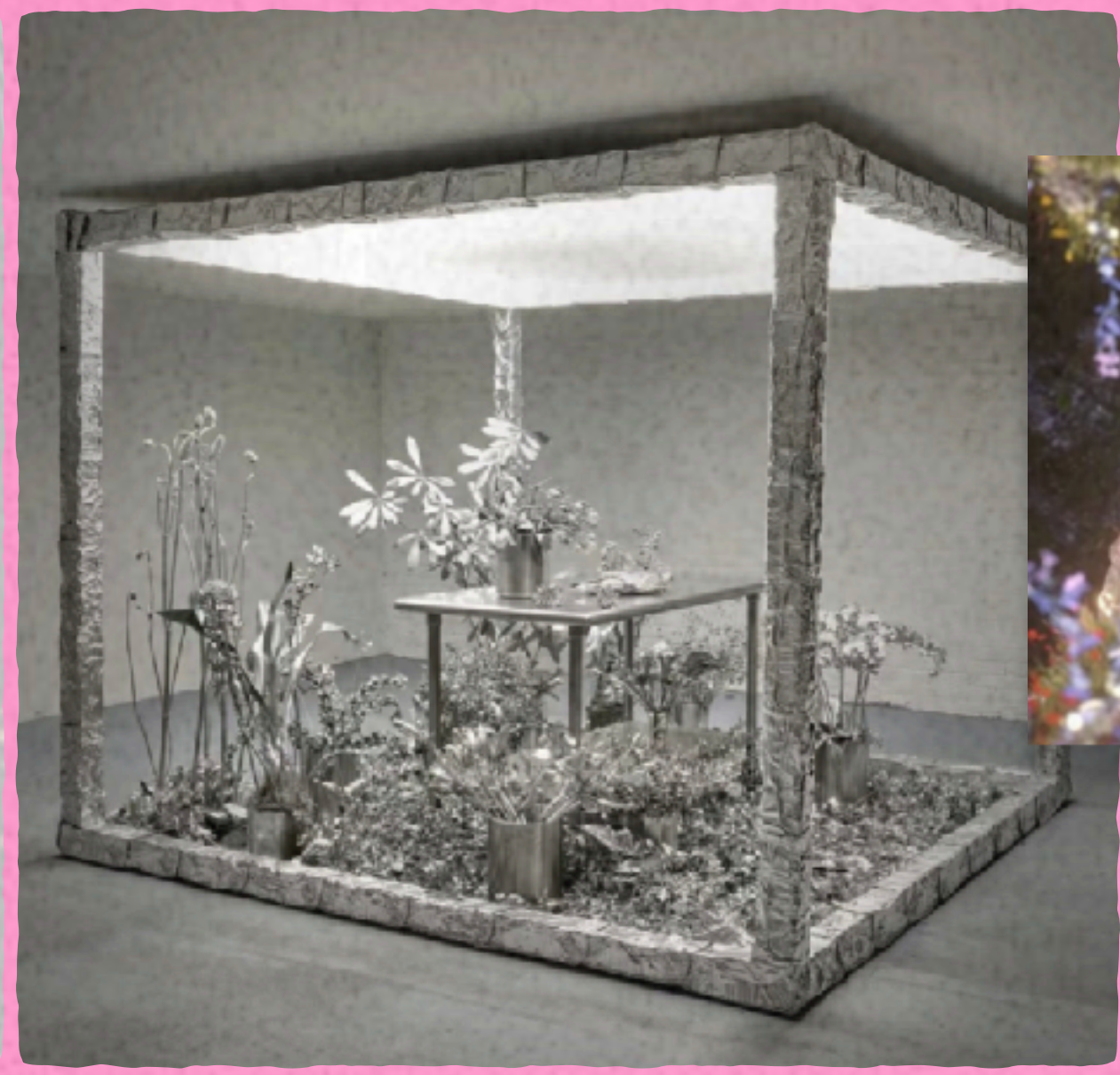
Entanglement



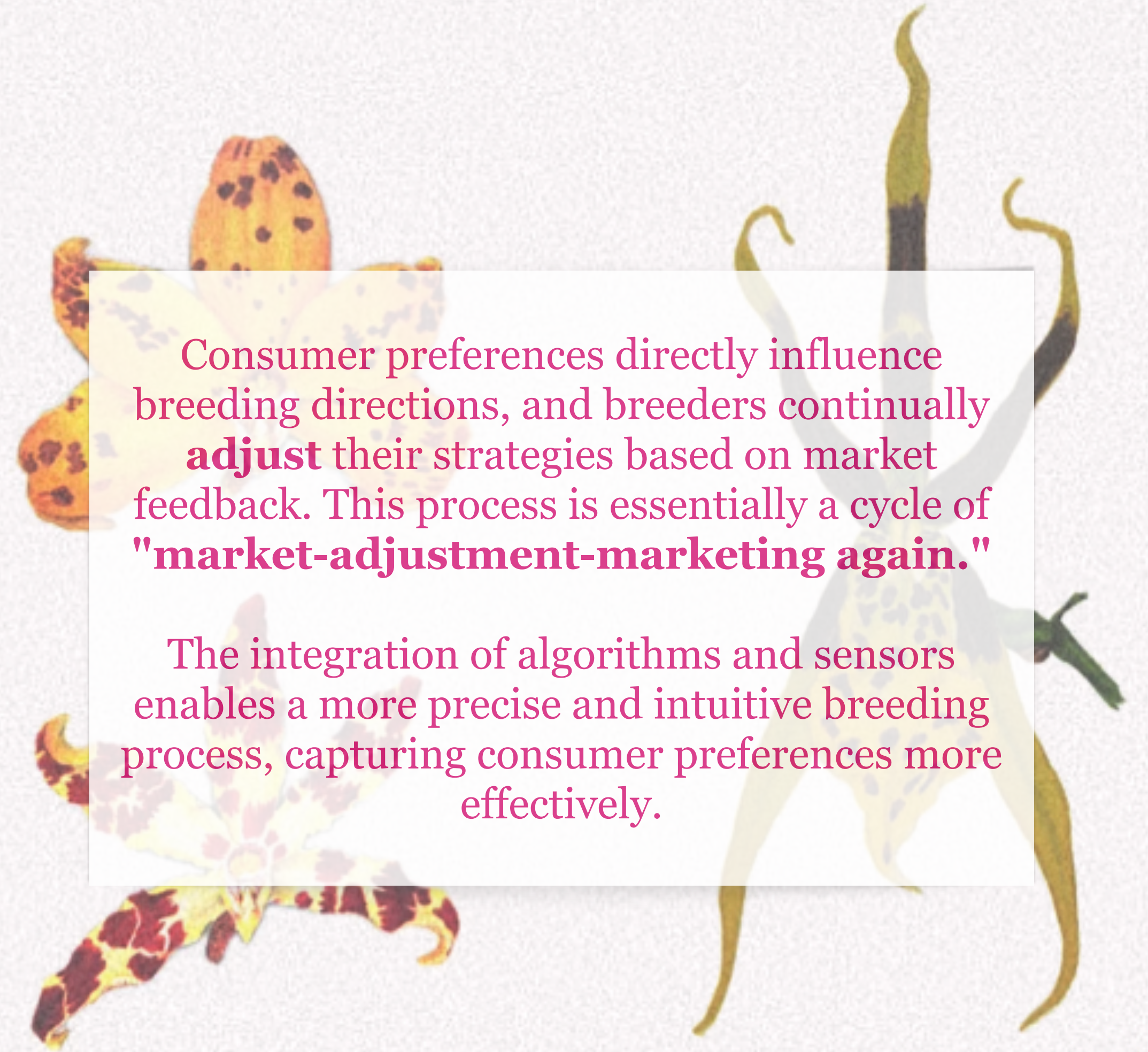
Symbiosis



Moodboard



Why Orchid?

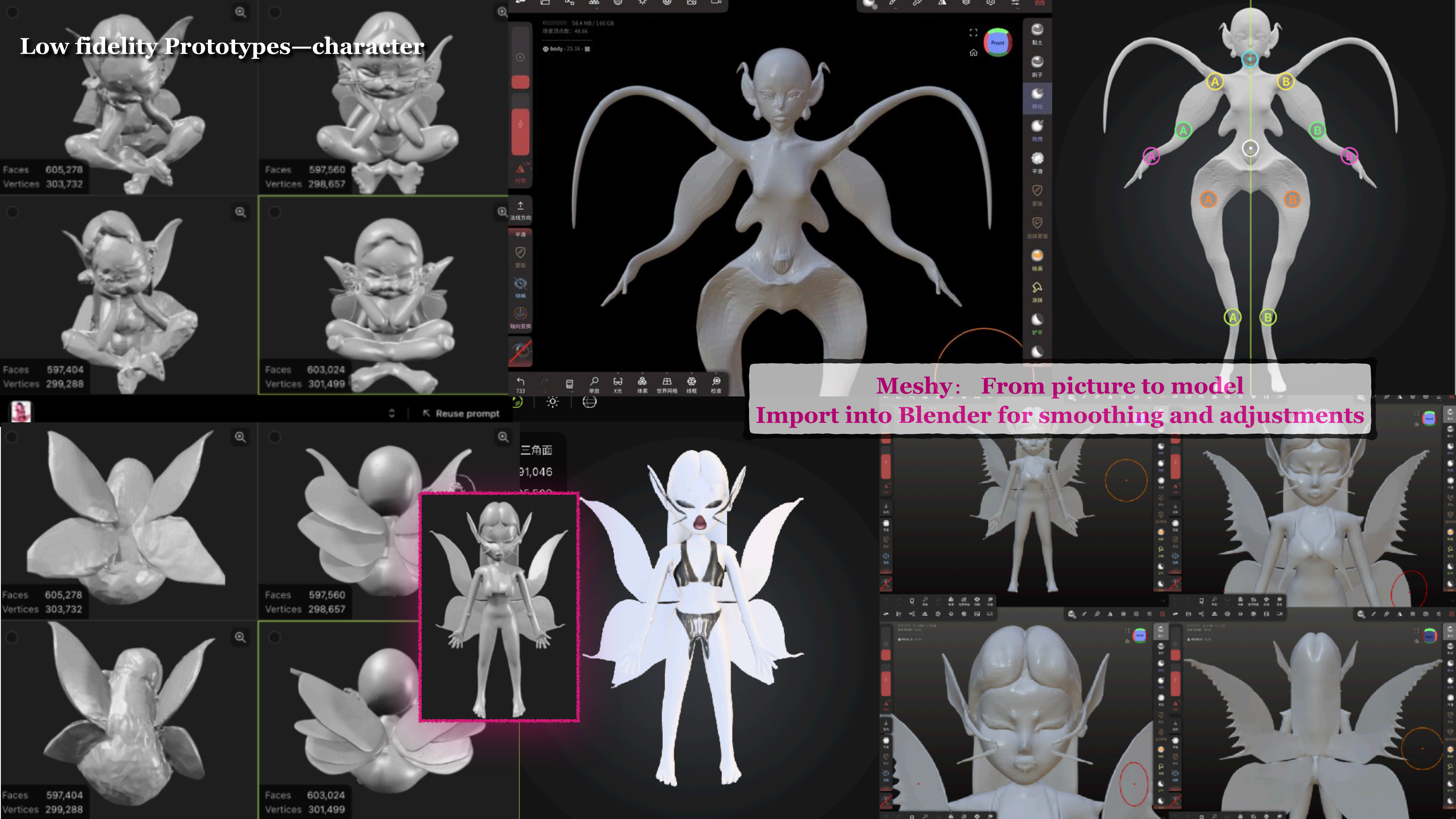


Consumer preferences directly influence breeding directions, and breeders continually **adjust** their strategies based on market feedback. This process is essentially a cycle of **"market-adjustment-marketing again."**

The integration of algorithms and sensors enables a more precise and intuitive breeding process, capturing consumer preferences more effectively.

Orchids are one of the most hybridized families in the plant kingdom. They account for a disproportionately high proportion of the world's registered artificial hybrids.

Low fidelity Prototypes—character



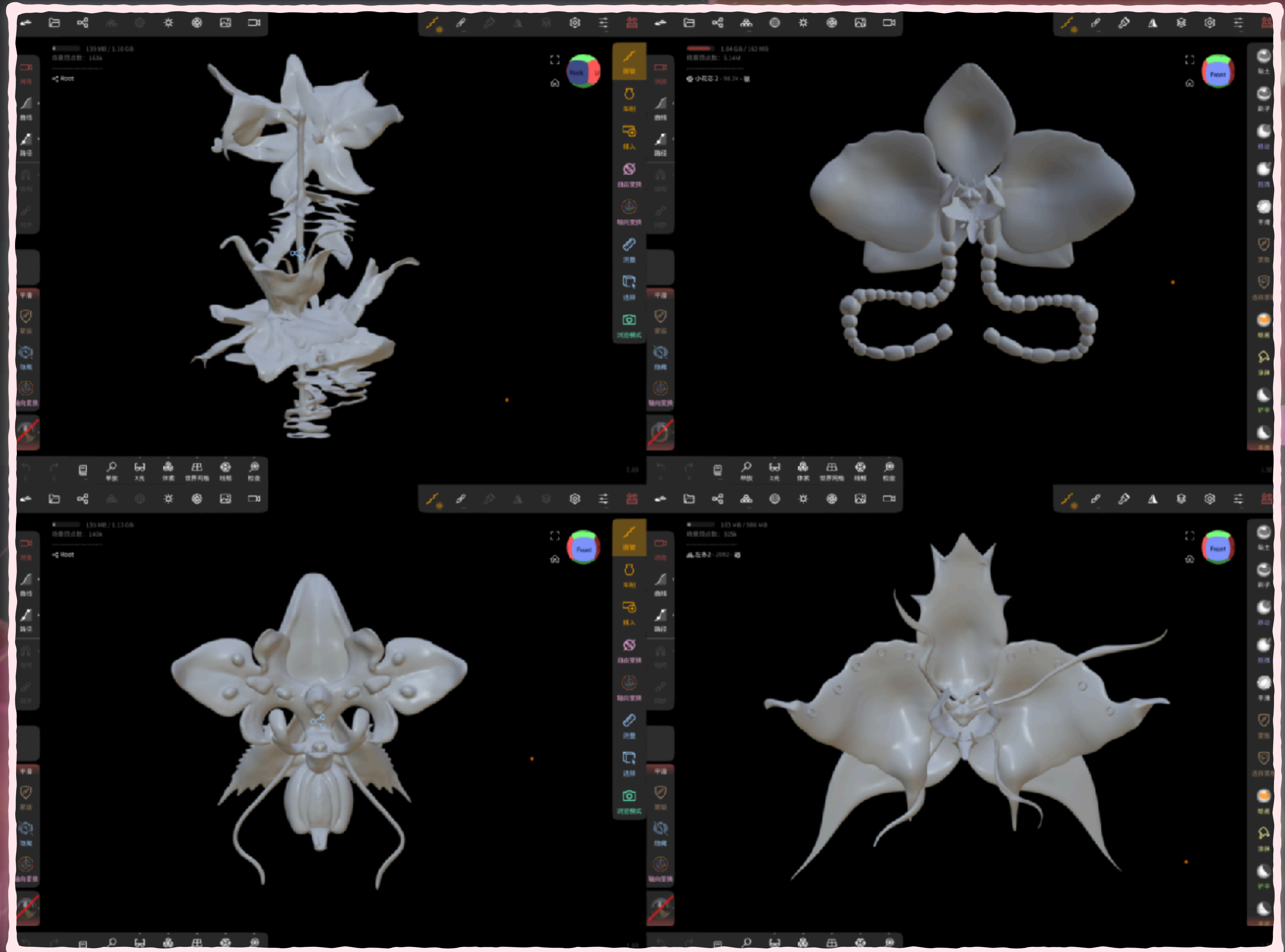
Meshy: From picture to model
Import into Blender for smoothing and adjustments

Low fidelity Prototypes

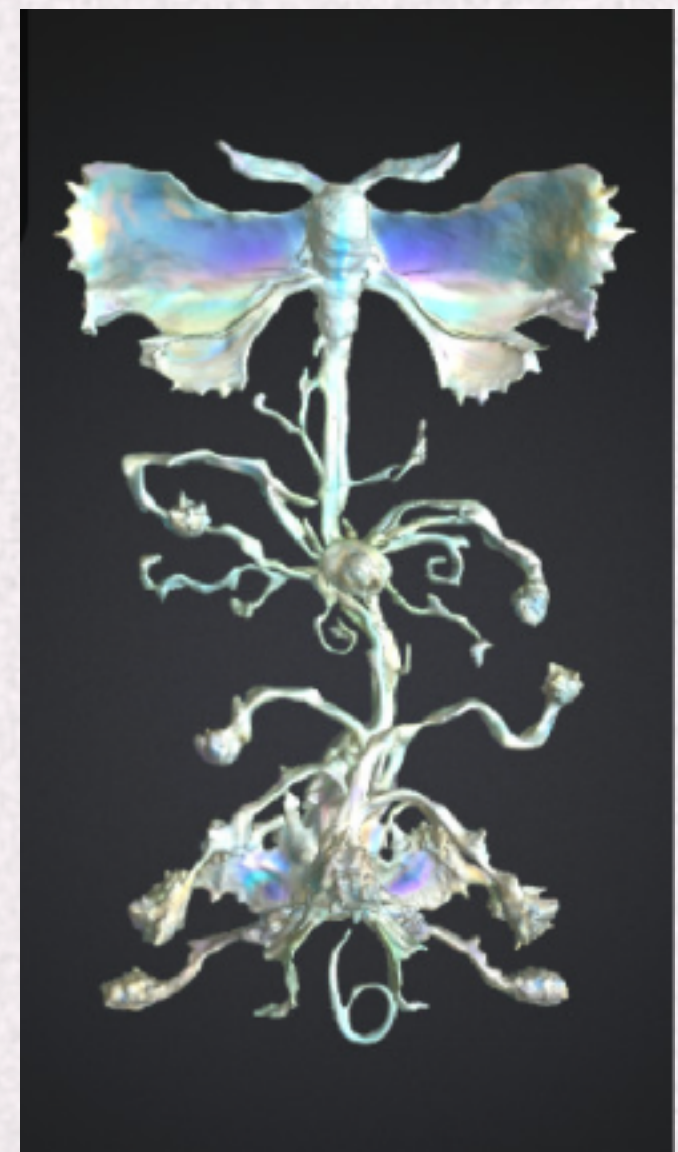
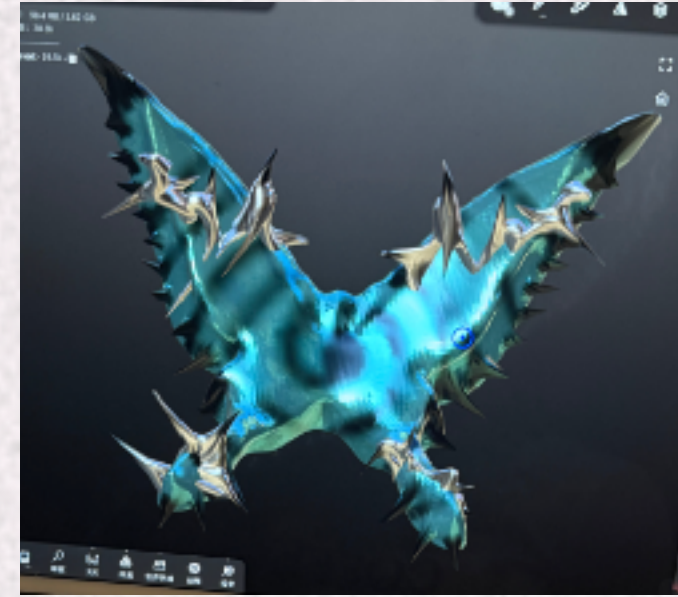
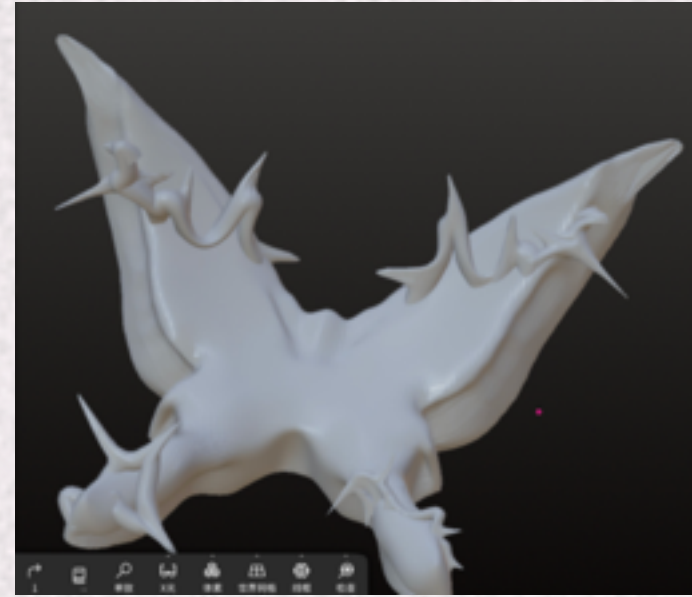


• Complete the orchid model

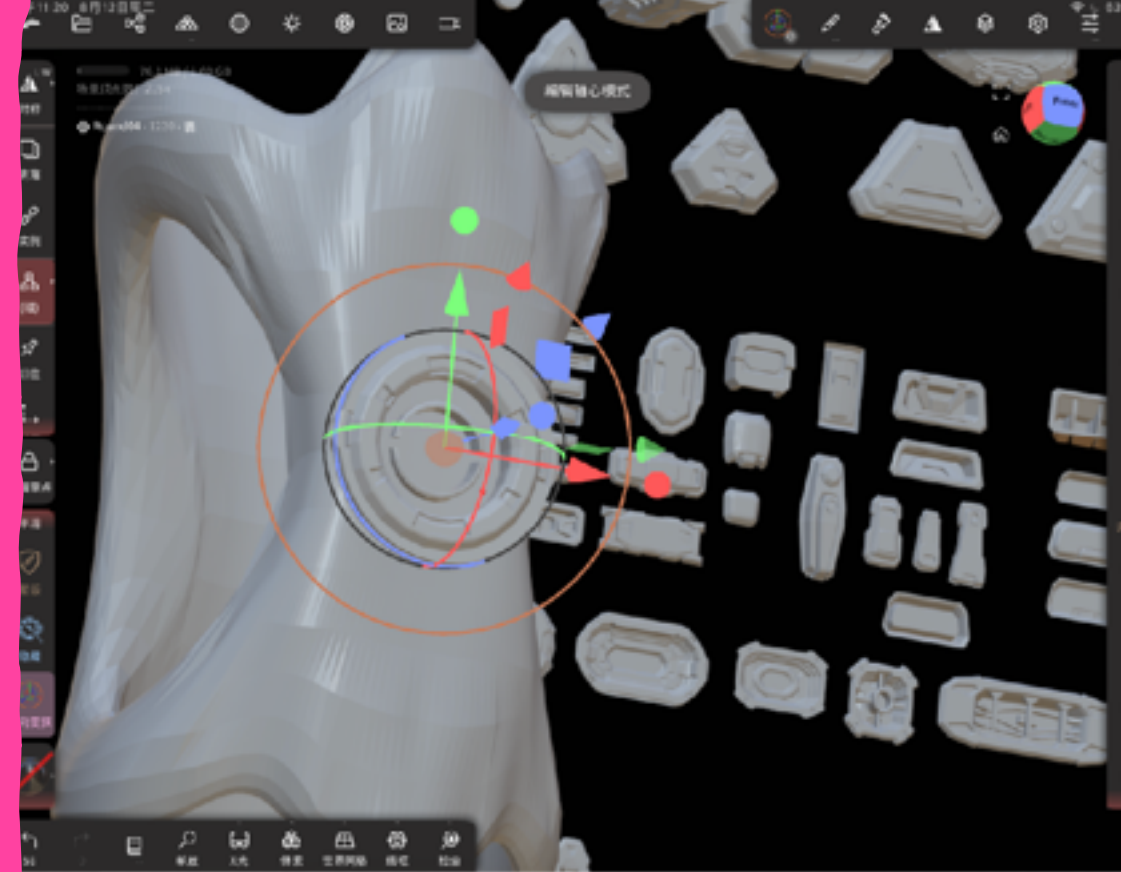
• Design different orchid forms based on it



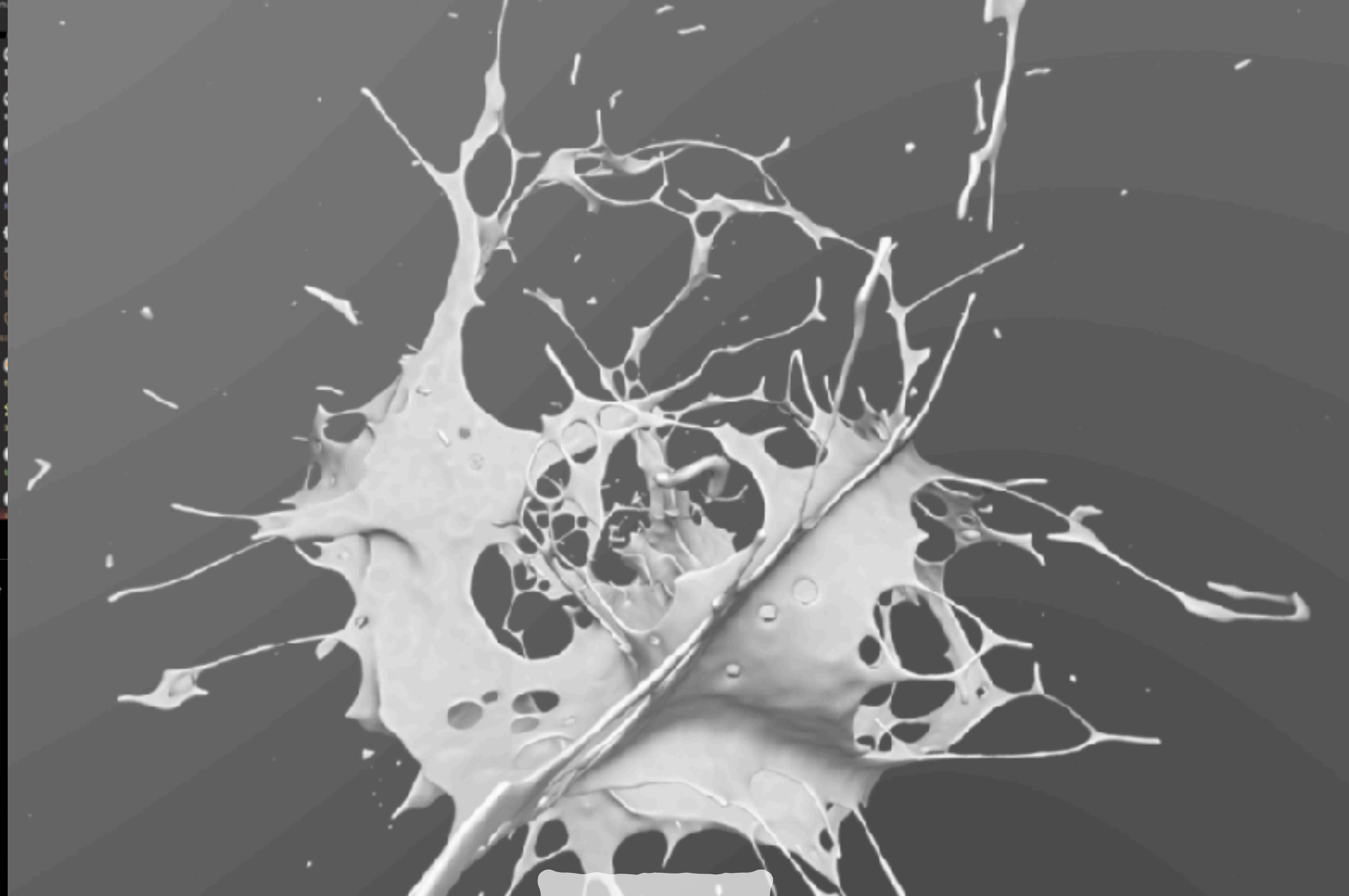
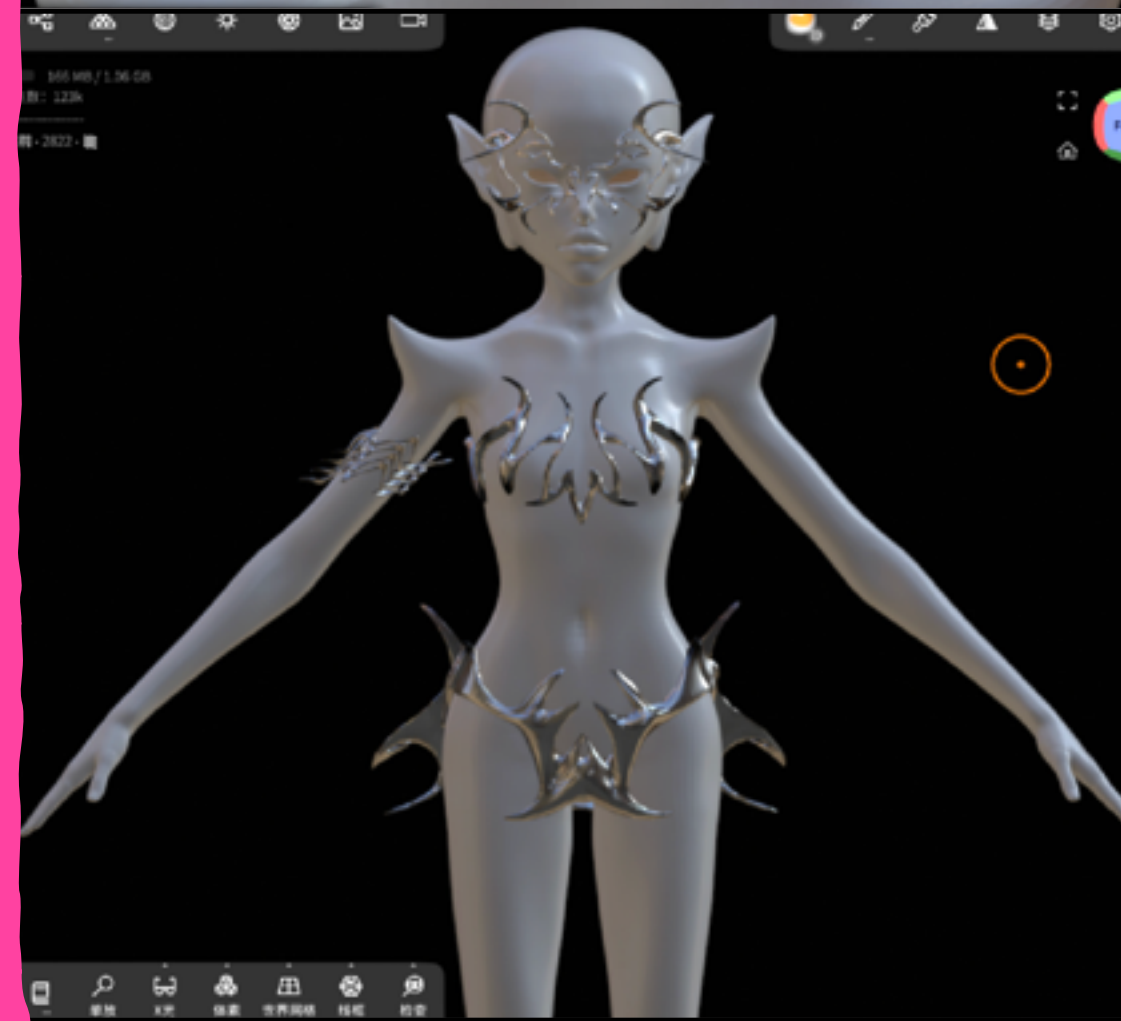
Low fidelity Prototypes



Scene prototypes that are not used



Digital clothes design



Scene3



Mid fidelity Prototypes



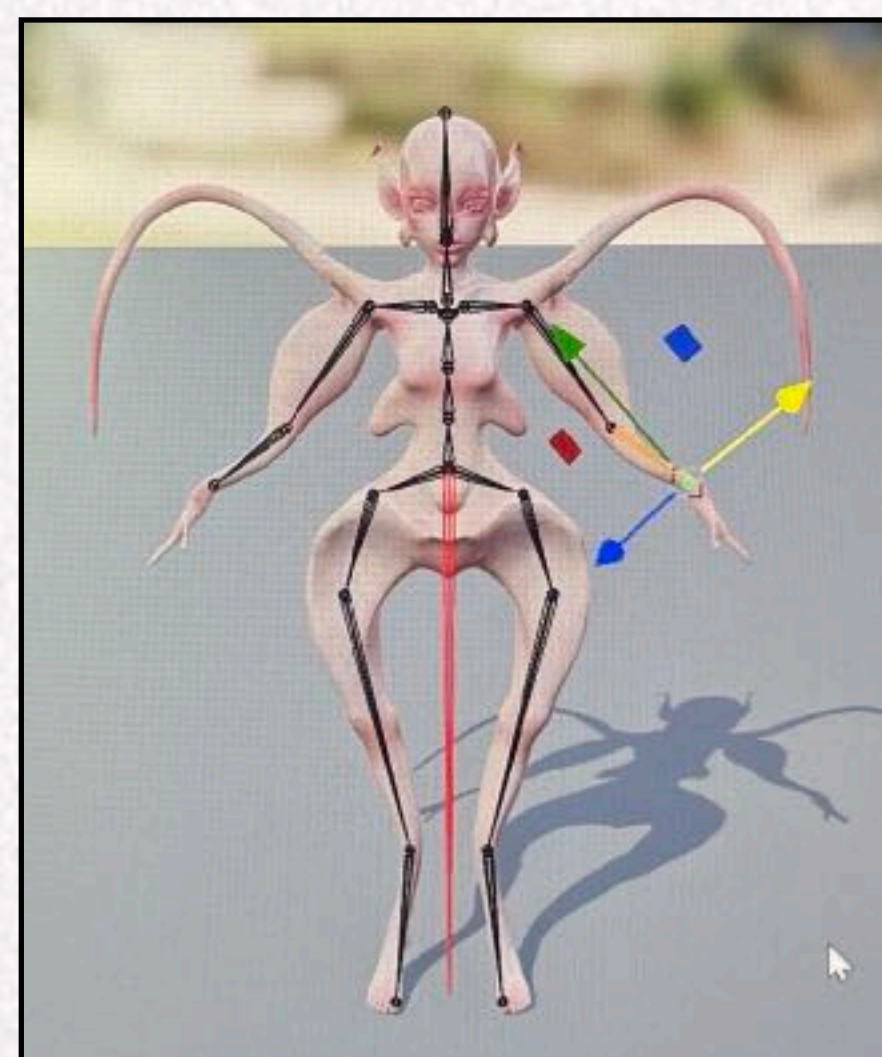
Modeling 1



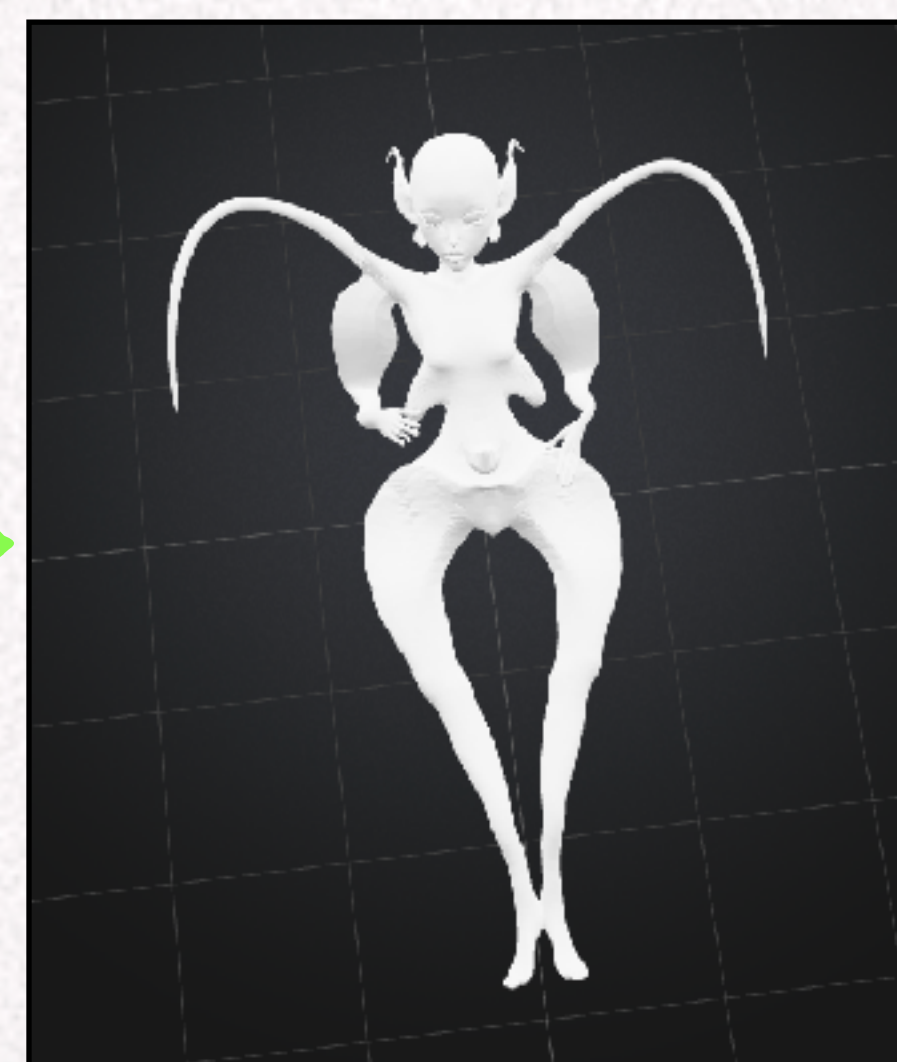
Material and colors



Modeling 2



Rig

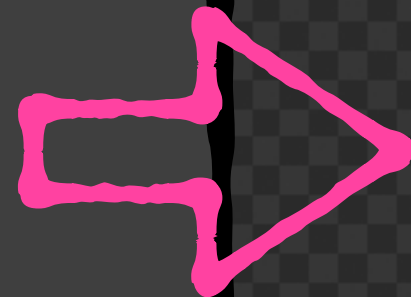
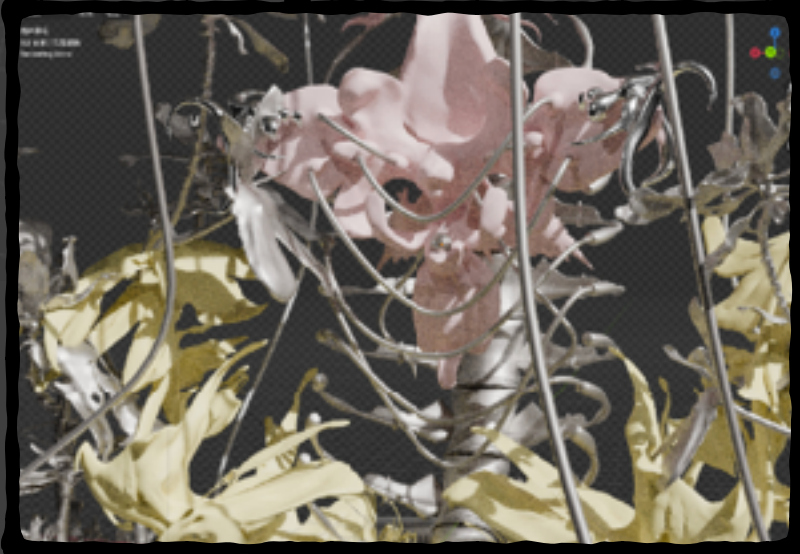
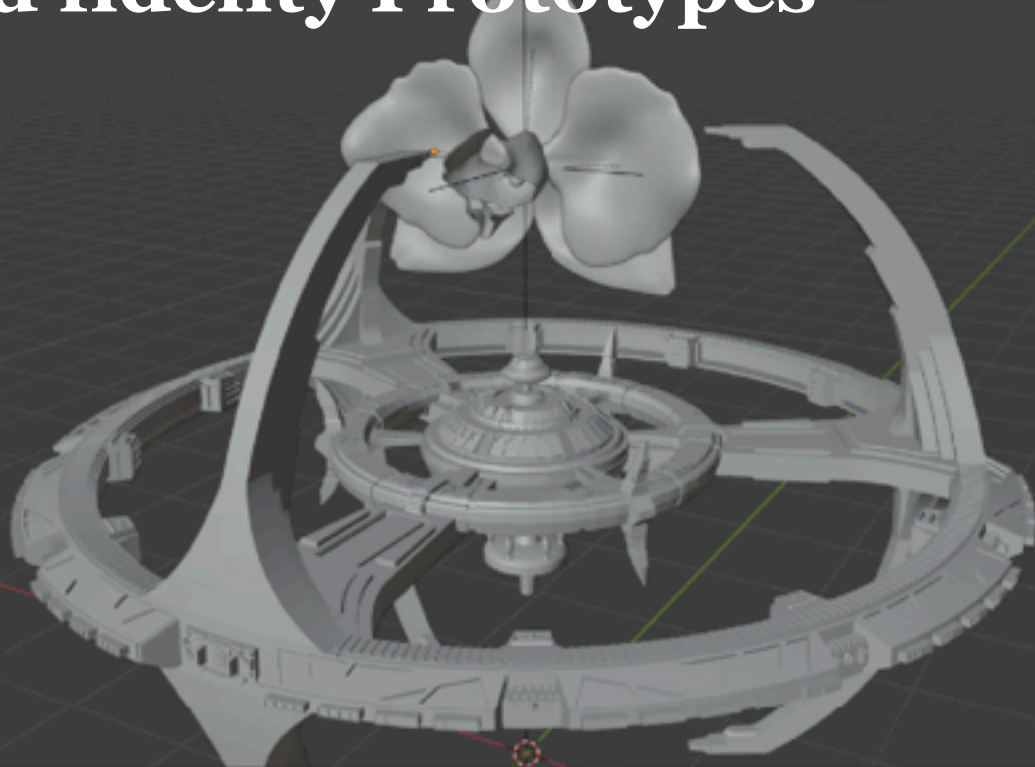


Animation attempt

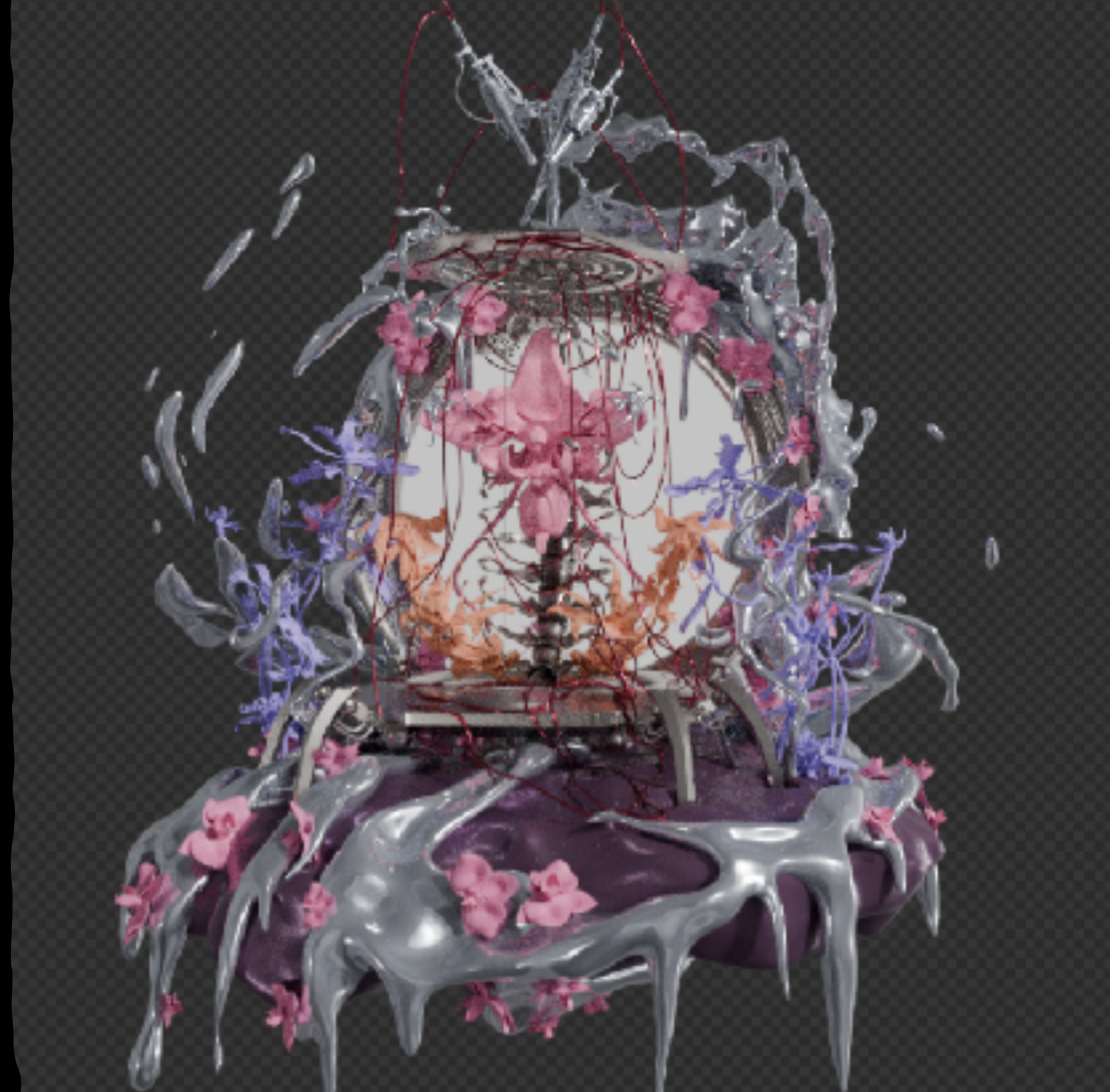
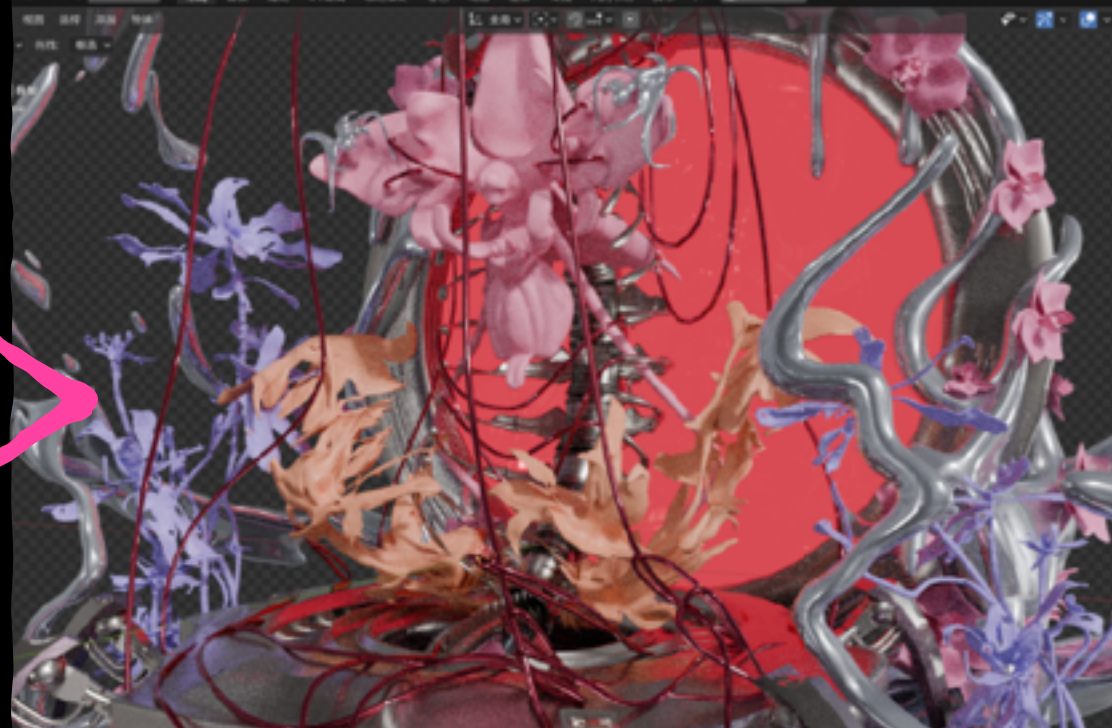
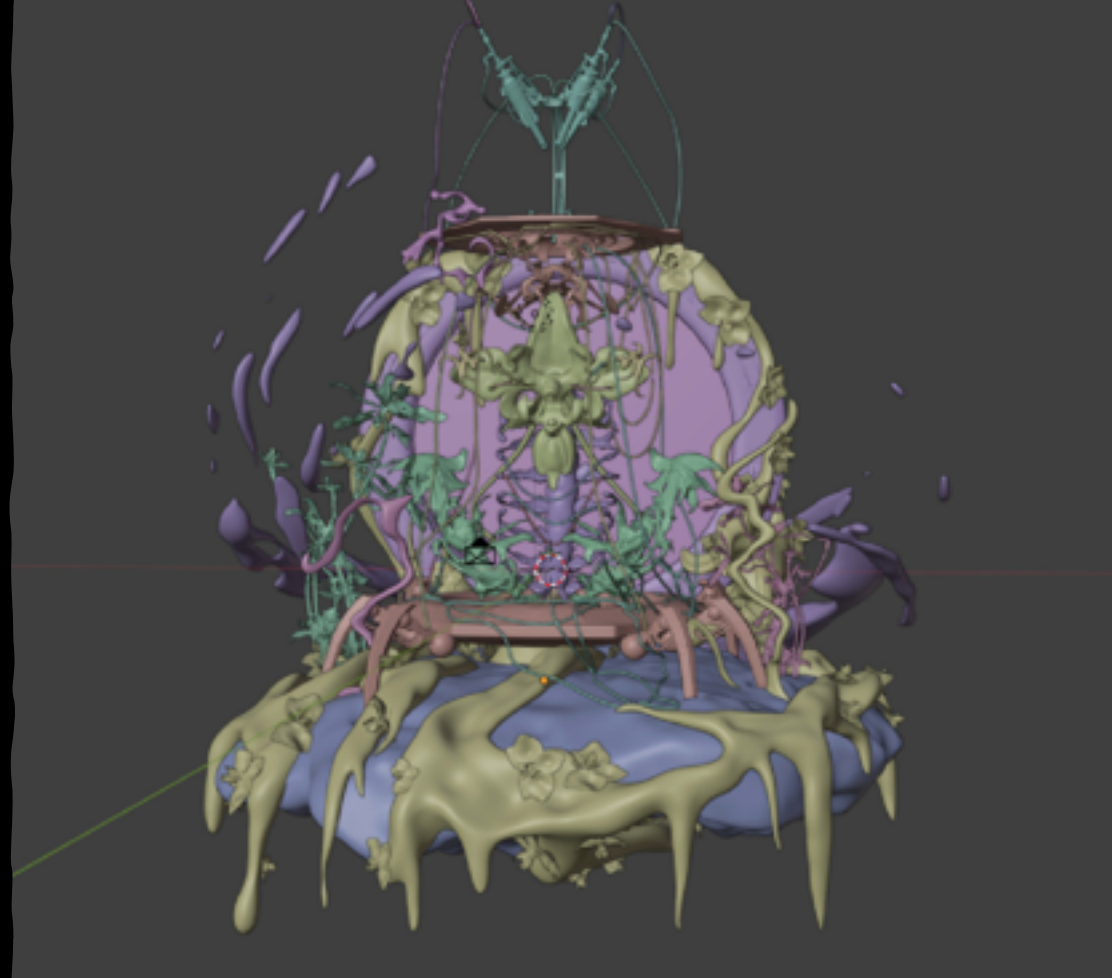
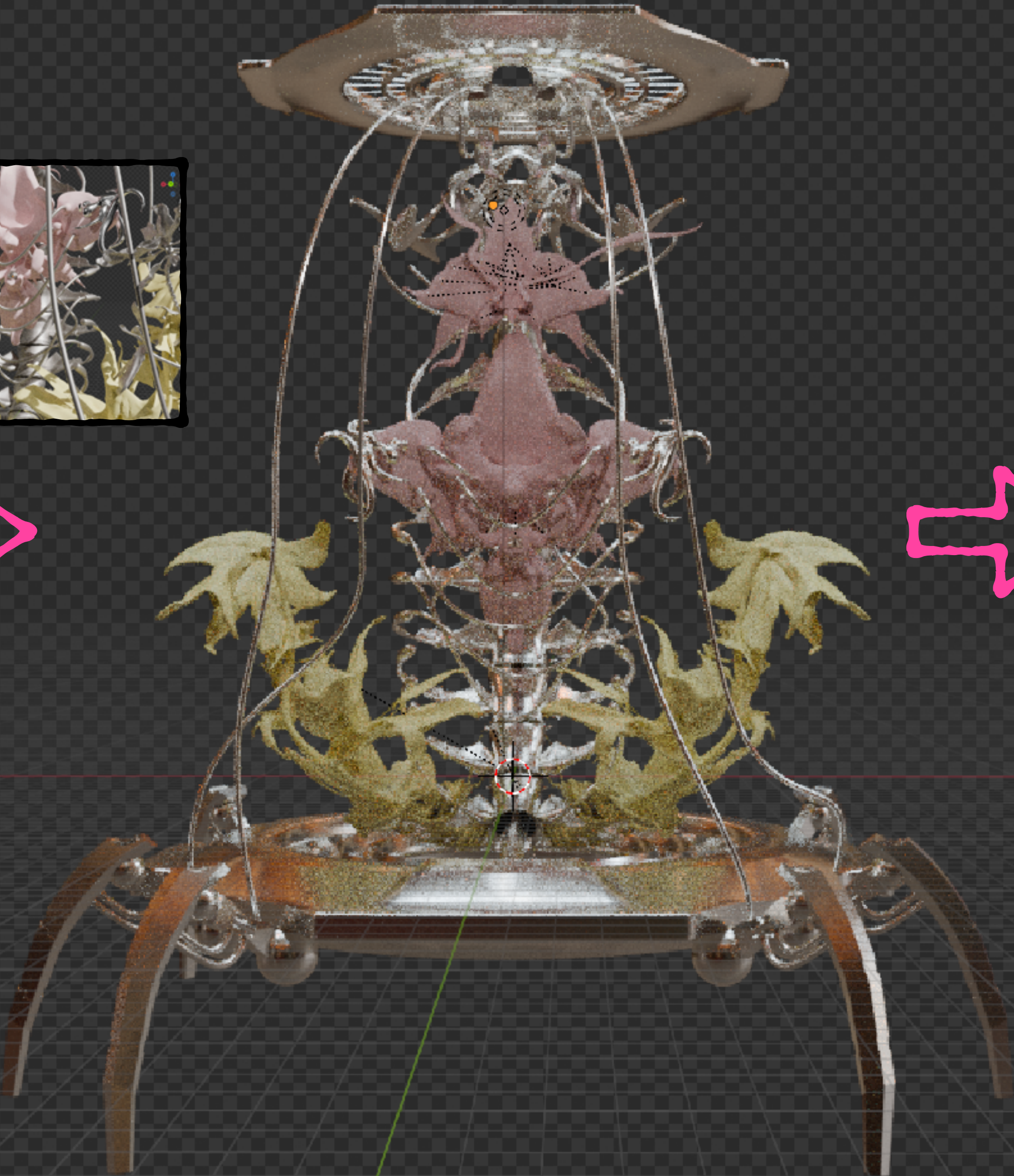


Material and colors

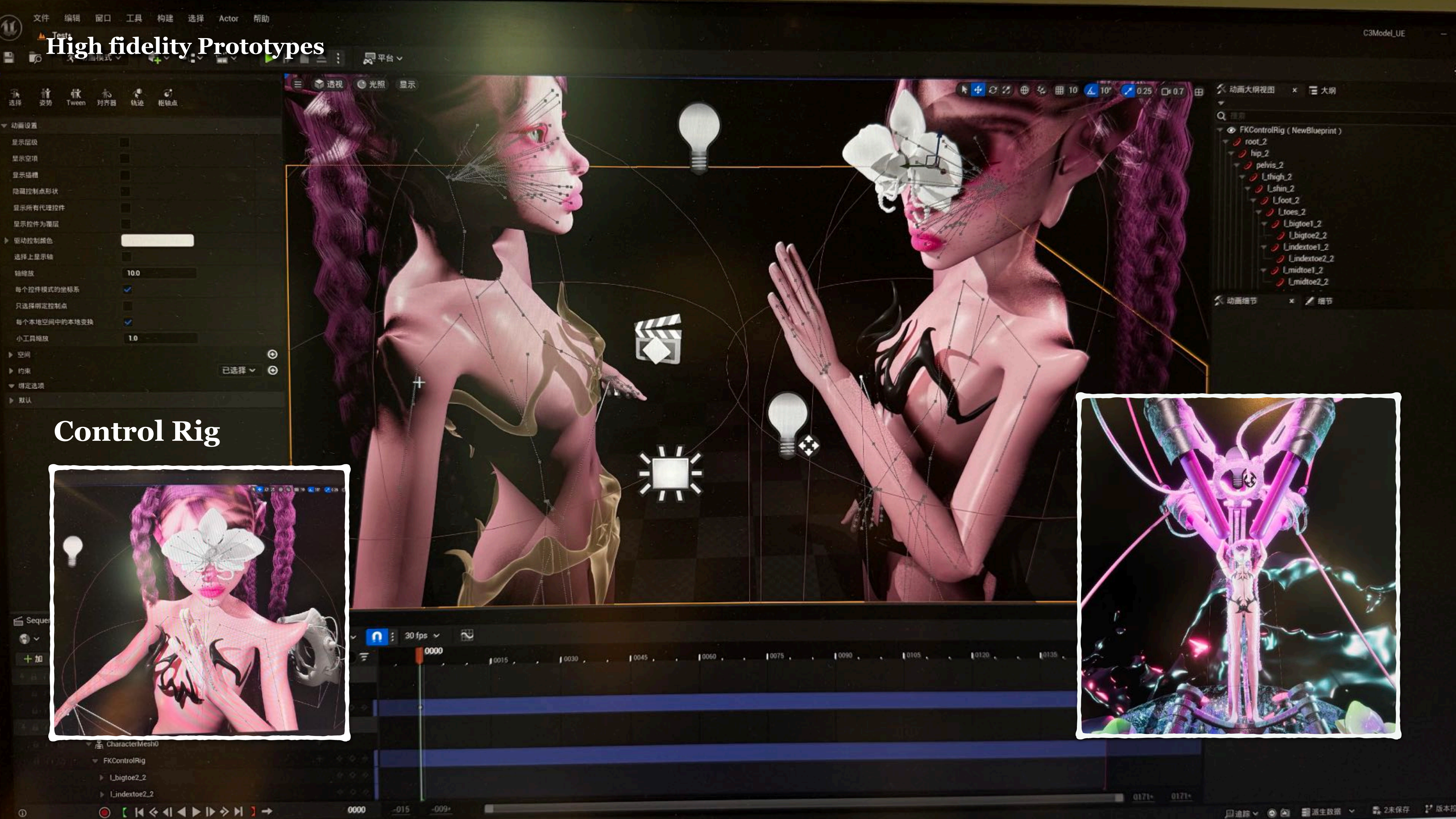
Mid fidelity Prototypes



Device details
Material and colors attempt



High fidelity Prototypes



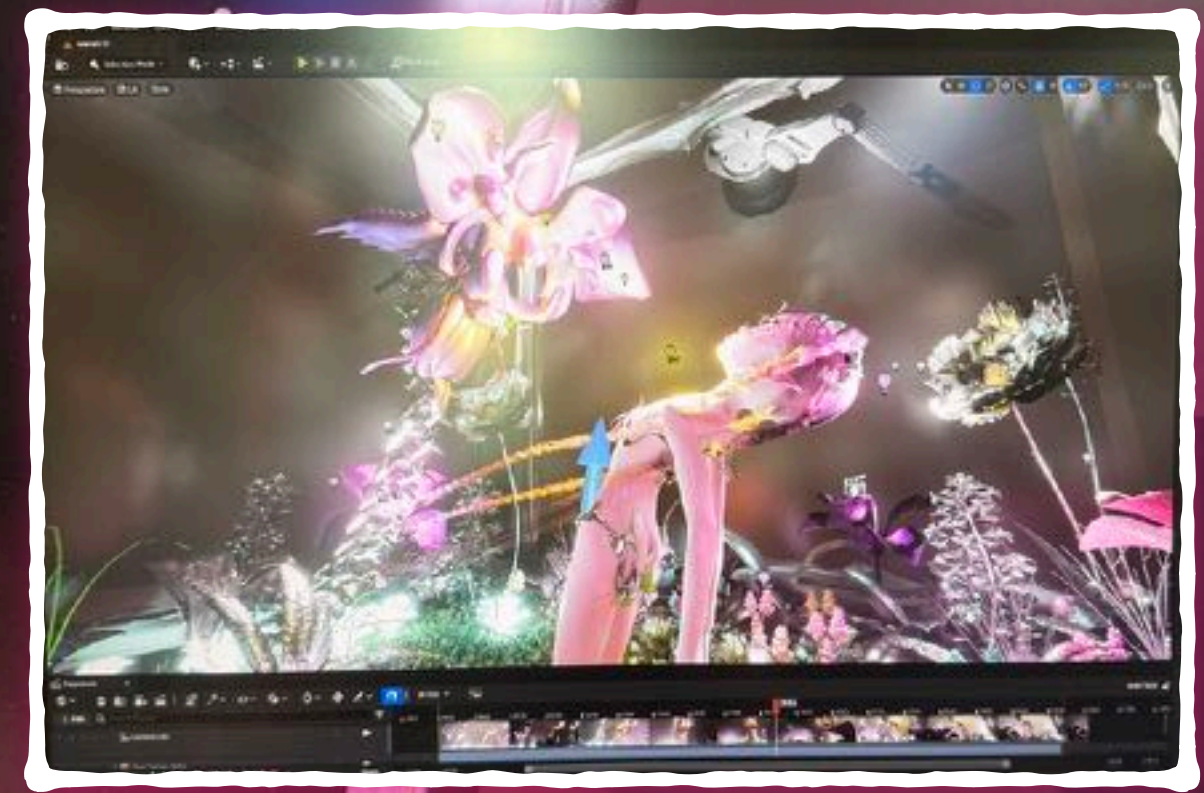
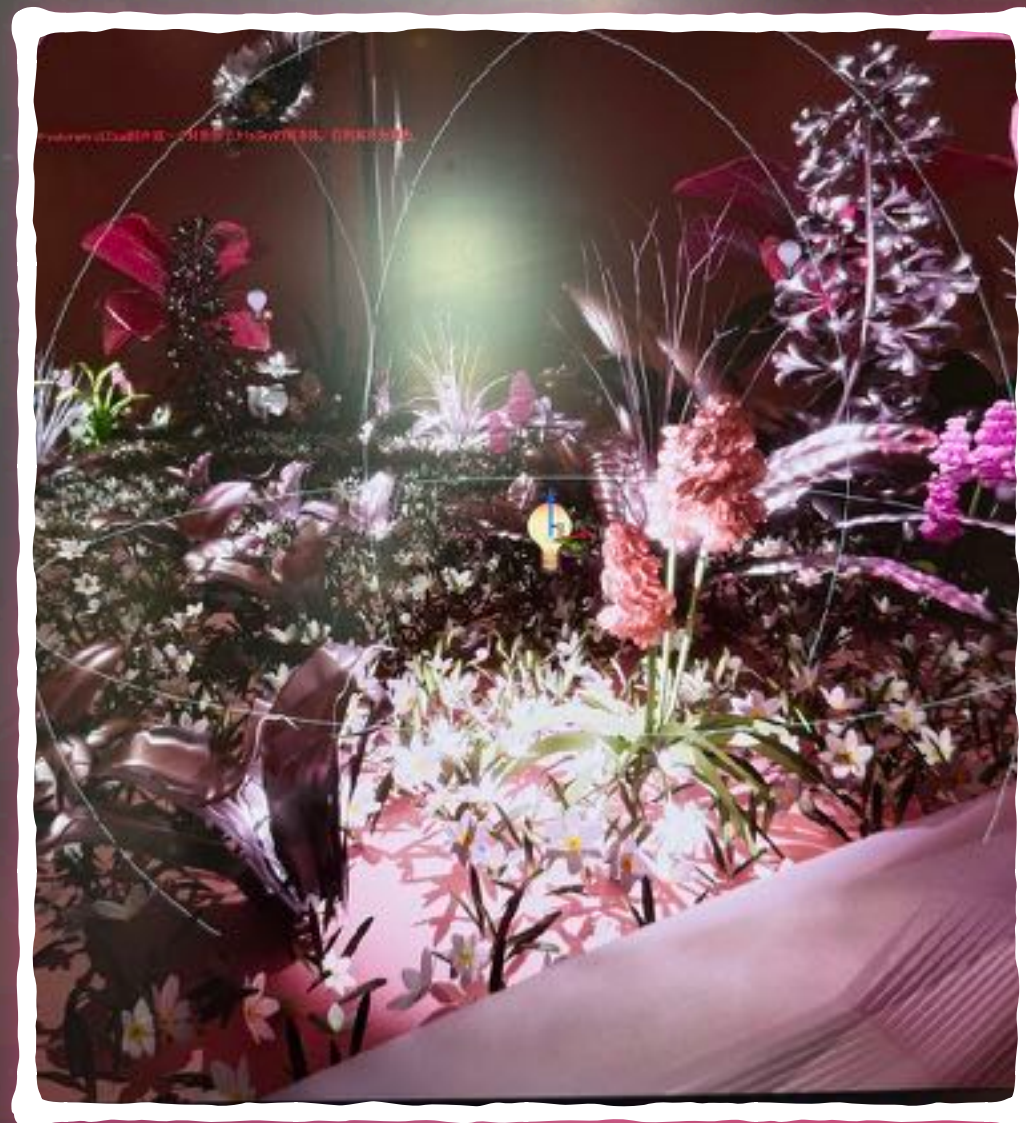
Control Rig



High fidelity Prototypes

显示

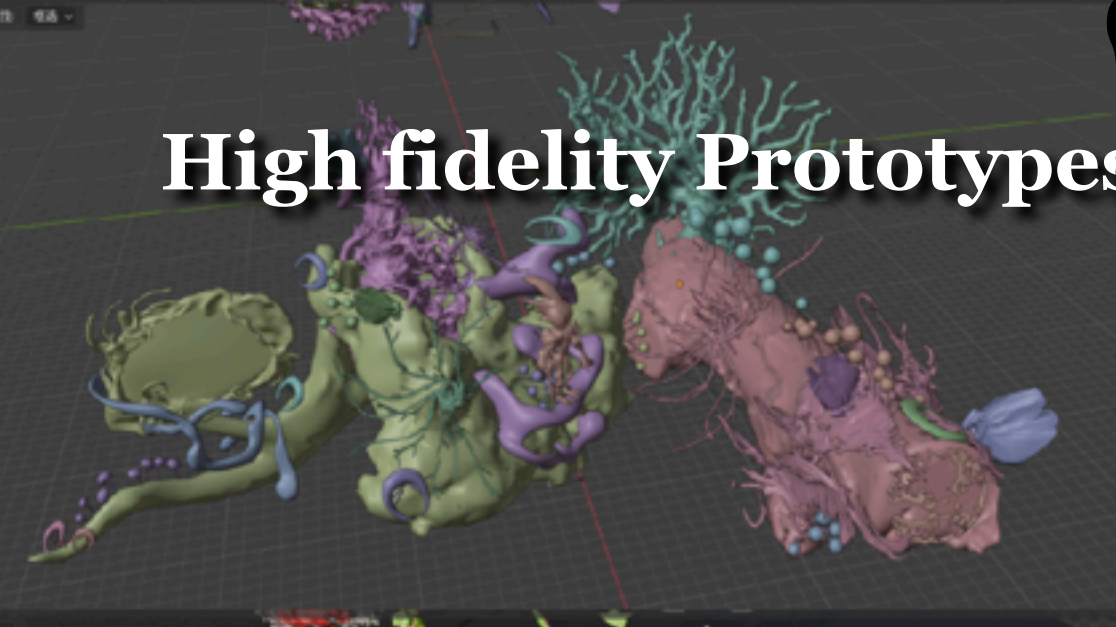
天空光照。它需要至少一个SkyAtmosphere组件、一个volumetricCloud组件或一个材质标记为IsSky的网格体，否则将变为黑色。



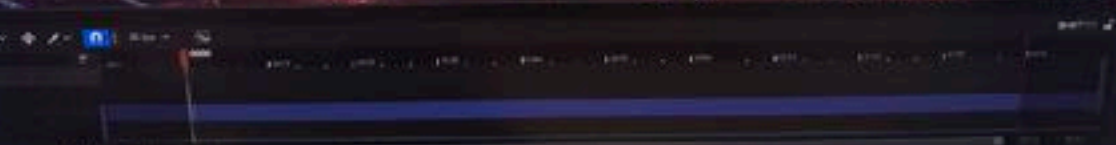
Scenario design

- Sealed glass cabinet
- Artificial garden
- Robotic arm
- Large-scale orchid installation

High fidelity Prototypes

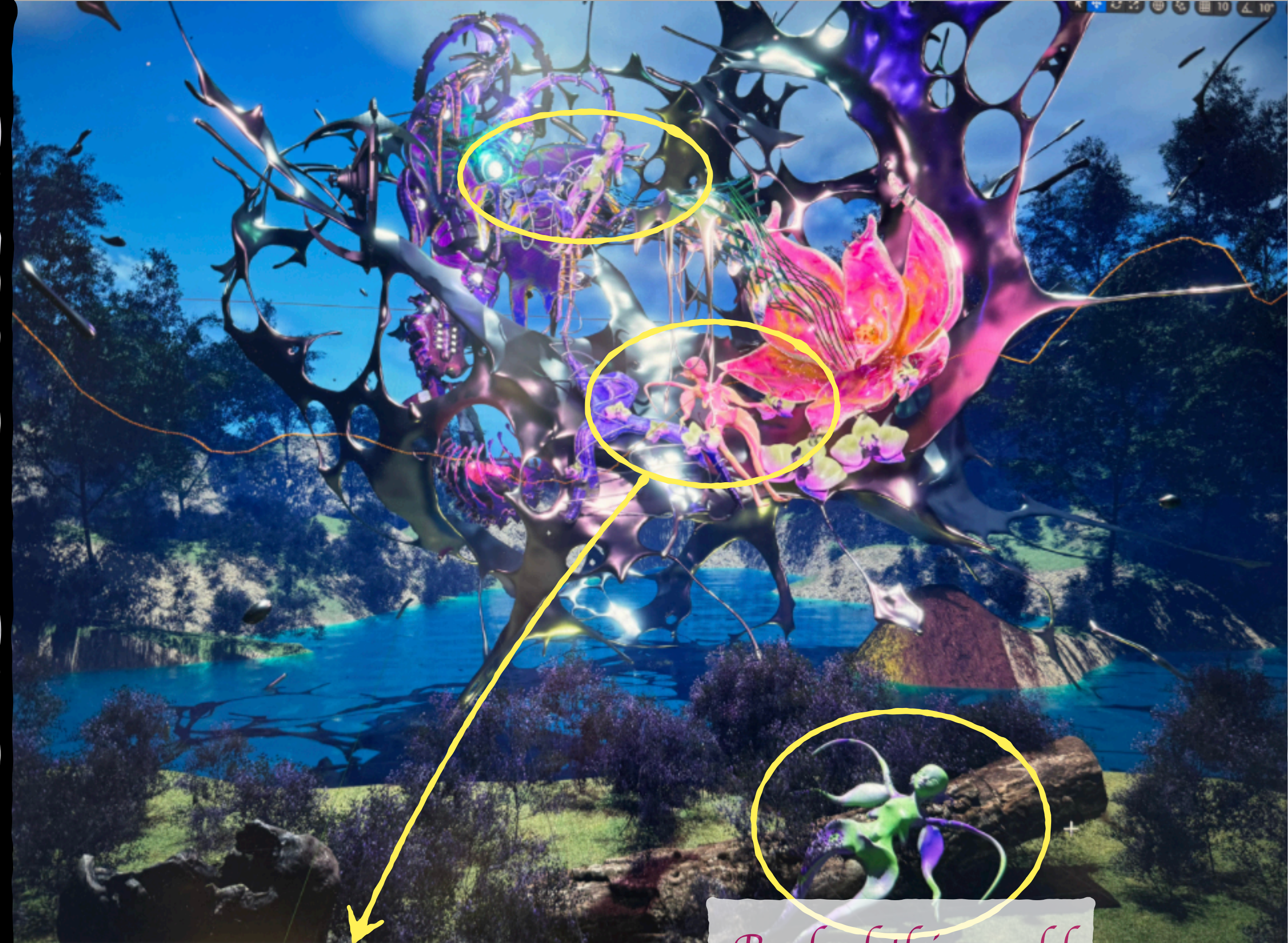


Front of this world



Scenario design

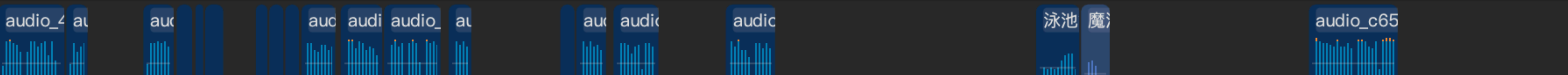
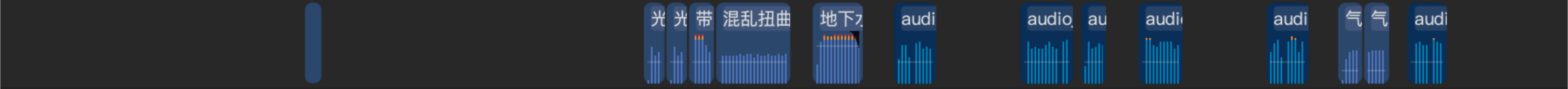
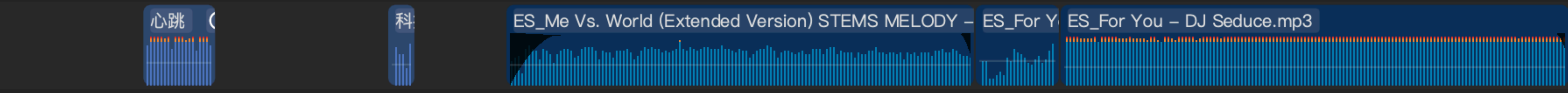
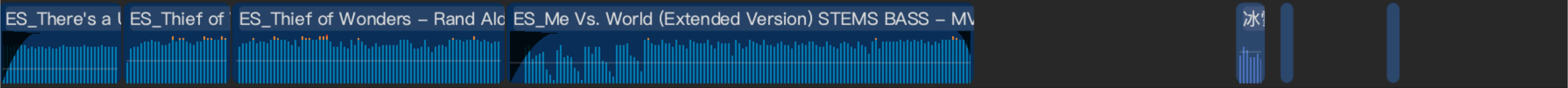
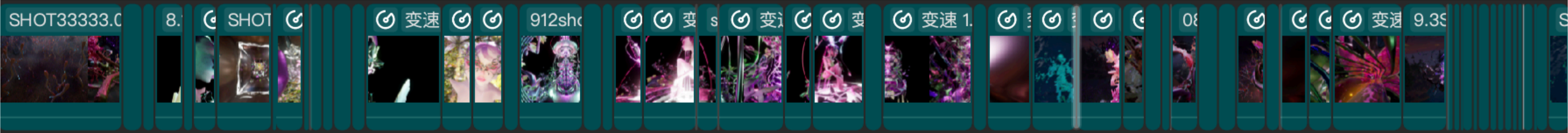
New World
Distorted Fluid
Technologically Modified Natural Environment



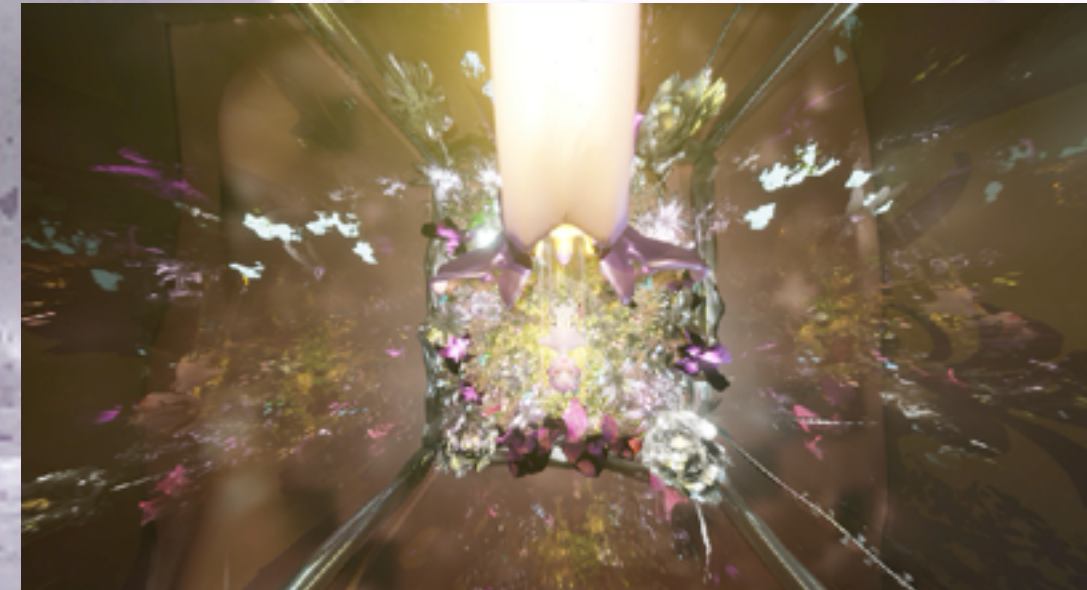
Back of this world



Editing



Key frames



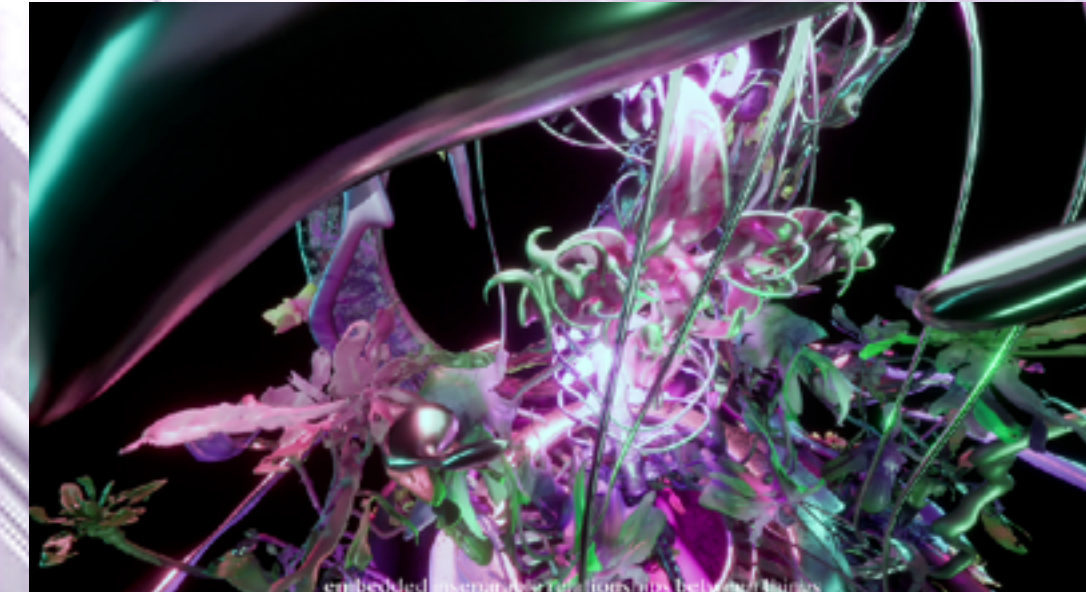
gradually treating my body as a fashion accessory



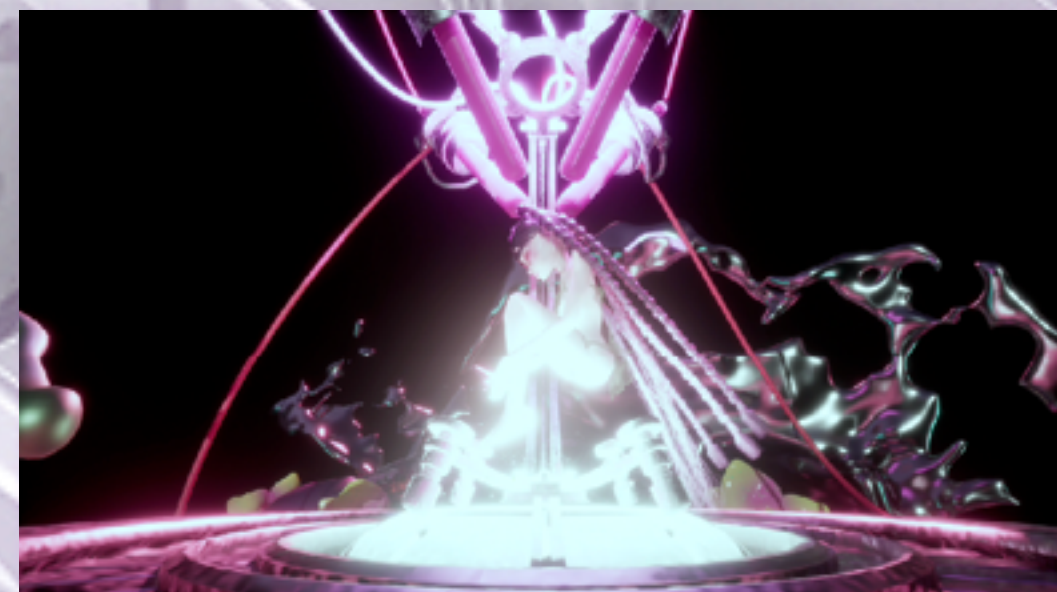
the development of fashion and technology



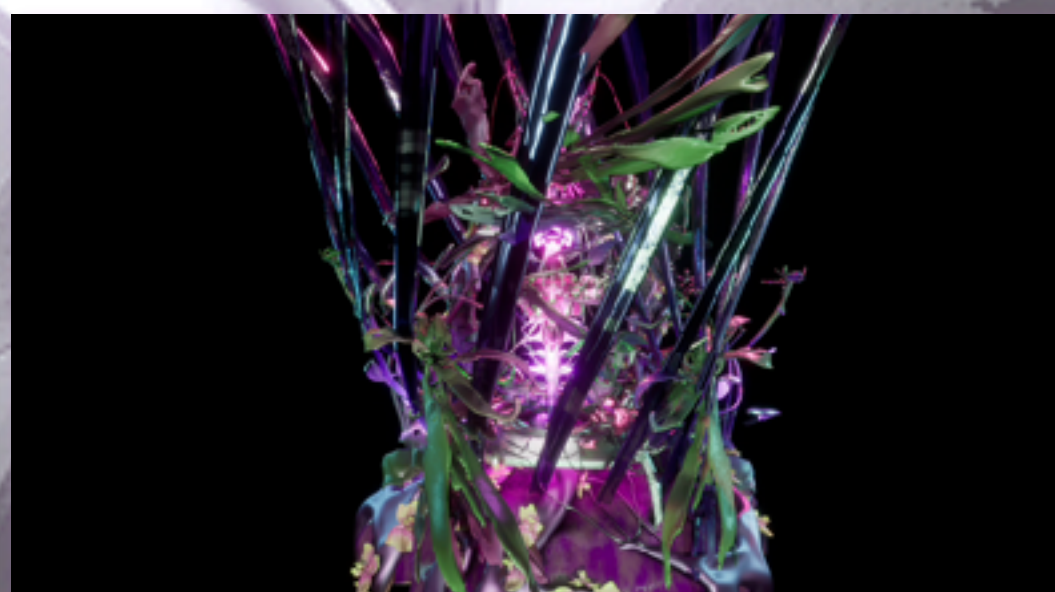
crafted by AI technology



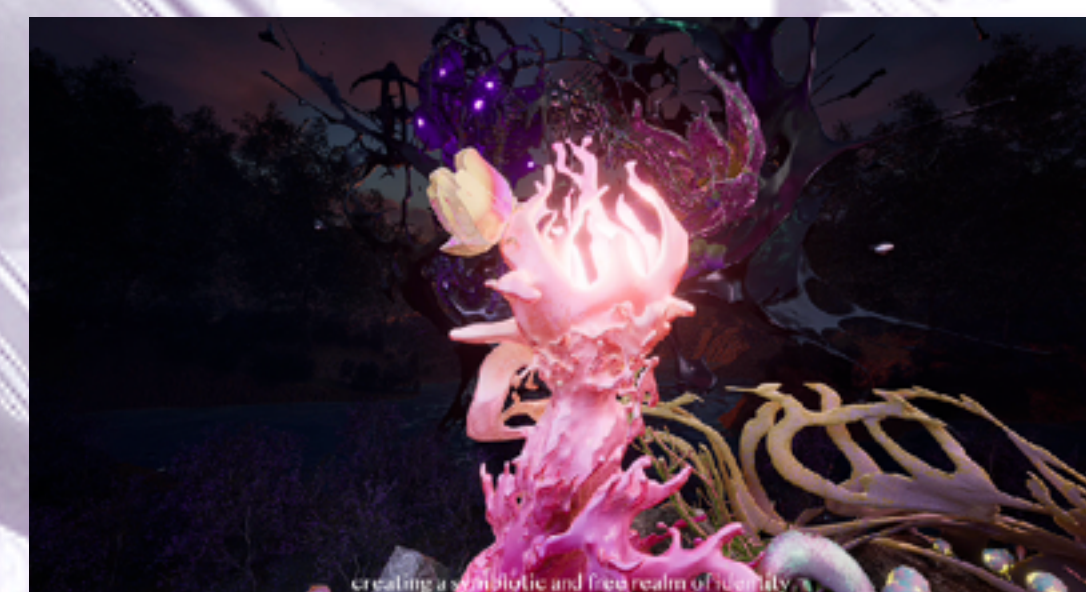
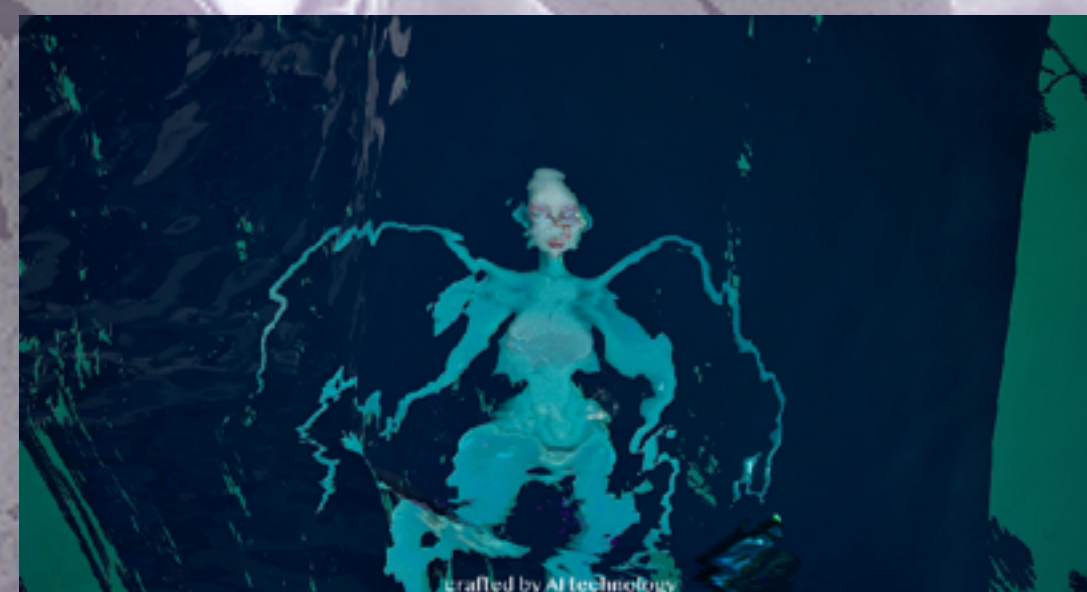
creating a synthetic and real realm of identity



soil beings coexisting with nature and technology



the development of fashion and technology





Thanks for Reading

Fashion media and communication

Hongyu Chen

24012690

*Special thanks
Daniel Felstead*

*Jenn Leung
Nellapiatek*