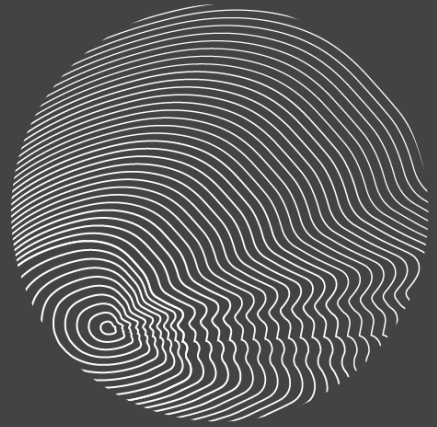
~ *The Book of* ~



SECRETMAP

WHO ARE WE?

Secretmap
doesn't limit itself
in building cool experiences:

–

*It's a collective of **creative people and organizations** from all horizons who gather to design a **system** to re-define our future through **innovative thinking***

following the Convergence model (Evo - Devo).

OUR GOAL

WHAT IS AWARENESS?

Our 1st goal is

Rising people's ability for awareness.

It is different from what medias call "rising awareness" by just spreading knowledge (which is always partial, distorted or even corrupted).

It is empowering people to **see clearer** through the spectrum of their *own* life, to be **more conscious** of their own capacity for interpretation, not by feeding them more information, but by **self-teaching** them how to handle information and **think independently**.

OUR GOAL

DESIGN OUR FUTURE

Through **awareness**, we believe that **universal values** humanity is seeking beyond any linguistic, cultural or perceptual differences will **rise naturally,** because all system stabilize (law of general Entropy).

Appeasing political tensions, restoring inter-community dialogue, dissipation of fear-based social dynamics, end of conformism, ecological attention and sustainability, development of spirituality, mental health and free pursuit of self-fulfilling lives, global peace and harmony...

We think that if our system is designed properly, those values will rise up by themselves without us actively needing to encode them in. Though it is important to keep our mindset in check to make sure that what is motivating our work is from a place of hope and altruism. It is as much a work related to **the way we work** as it is to **the fruit of our work**.

WHY?

We live in environments that provide the most comfort, highest level of education and variety of resources of the planet and of all History. We (have to) believe that

It is Possible

for **us** to shape that future. It is our desire and responsibility to take action through the **tools that we have**.

Other altruistic movements like this existed in the past. The Medicis profited from the economical flourishing of Italy and gave birth to the **Renaissance** in Europe through a global **artistic awakening,** after a period called the Dark Ages.



Art by Antonio Mora

TOOL 1

ONTOLOGICAL DESIGN

We design our environment and our environment design us back. It is the **reflective** (or holographic) **nature of the universe**, a relative to Dualism.

"As above, so below". Individuals are reflections of the system they live in. And their reality is a reflection of their mindset.

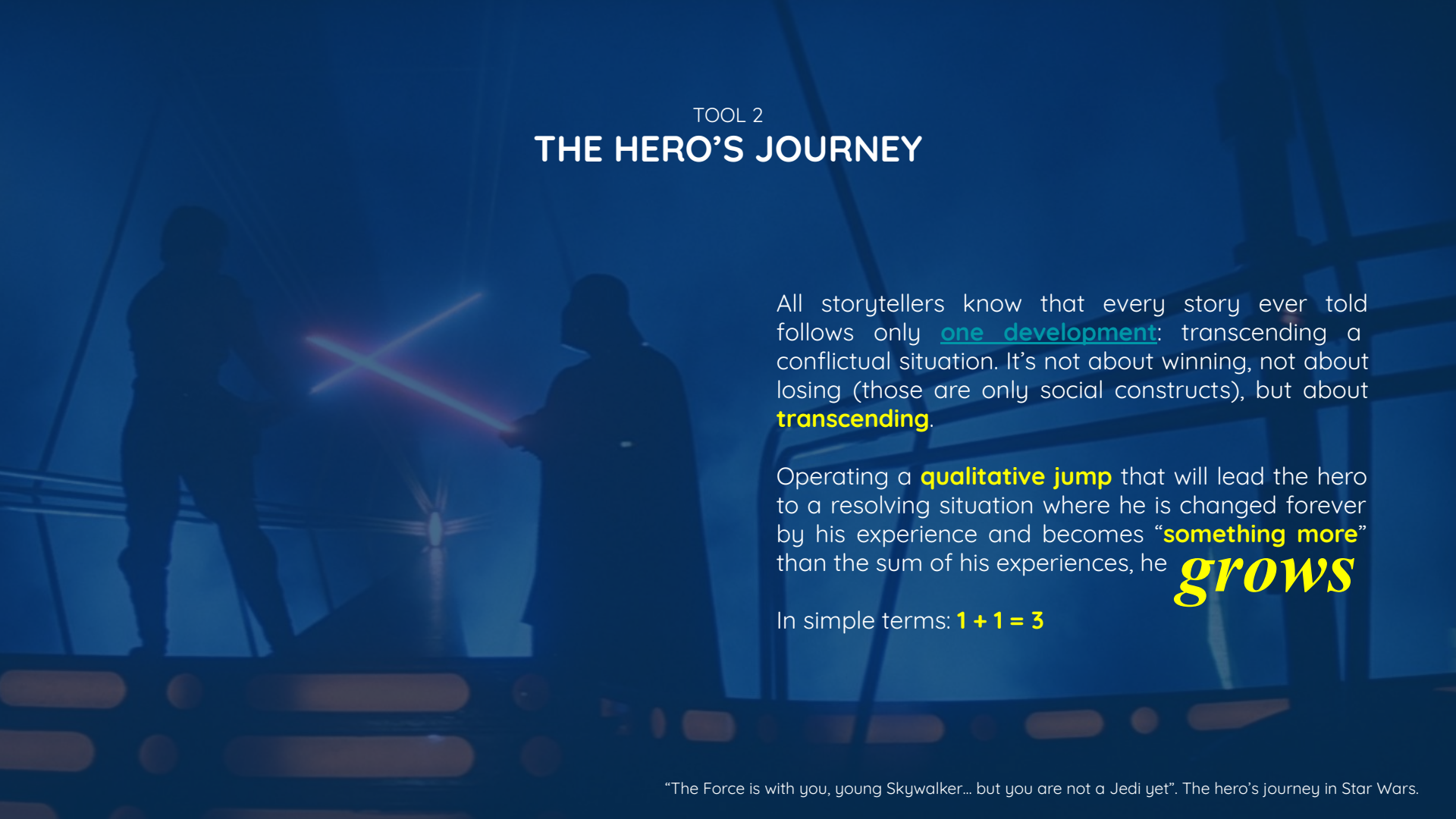
This **feedback loop**, a constant fusion of information, like any chemical reaction creates an evolutionary stage, a jump in quality.

Everything mirrors everything

Subject	Object
Inner-world	Outer-world
Mind	Body
Individual	Society
Virtual reality	Actual reality
Process	Product
Mean	End

TOOL 2

THE HERO'S JOURNEY



All storytellers know that every story ever told follows only **one development**: transcending a conflictual situation. It's not about winning, not about losing (those are only social constructs), but about **transcending**.

Operating a **qualitative jump** that will lead the hero to a resolving situation where he is changed forever by his experience and becomes "**something more**" than the sum of his experiences, he ***grows***

In simple terms: **1 + 1 = 3**

"The Force is with you, young Skywalker... but you are not a Jedi yet". The hero's journey in Star Wars.

WHAT IS NEEDED?

The Art Machine

As creative people, we can agree on this: **Art empowers**. Art is an expression of our own reality. It is a mirror, the feedback loop that we need, a vector by which we **wake up, develop awareness and rise consciousness**.

By creating a system of total immersion transforming everybody into a creator, we make a ***tool of awakening.***

A system of artistic expansion that empowers people by allowing them to reflect on their own reality.

Our system is designed to pull individuals through that "**qualitative jump**" to become **one harmonized organism**.

We push society out of this culture of conformism and give the power back to the people.

First men paintings (17.000 y/o) Lascaux caves - France

HOW?

By using those tools, those patterns noticeable around us in nature. We can **reverse engineer** them and apply them to our current framework.

This allows us to draw the evolution of our process and project it onto our vision.

CURRENT FRAMEWORKS

Today's forward thinking company base their research and strategies on the following **hierarchy of frameworks**



0. Nature

1. Culture

2. Governance

3. Structure

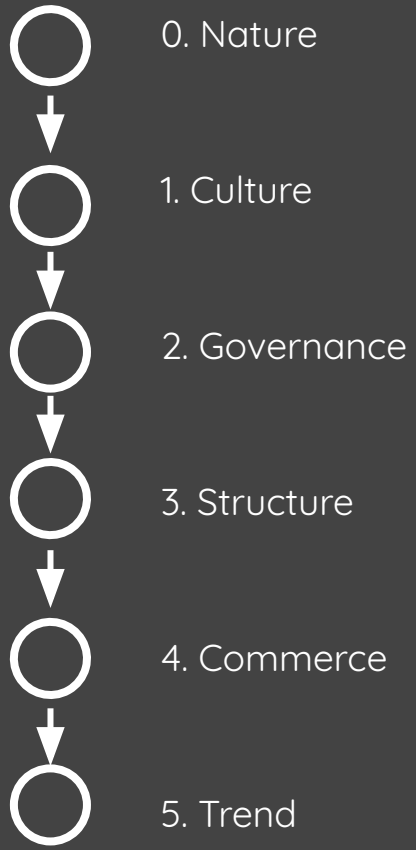
4. Commerce

5. Trend

From Nick Foster, head of design at Google X

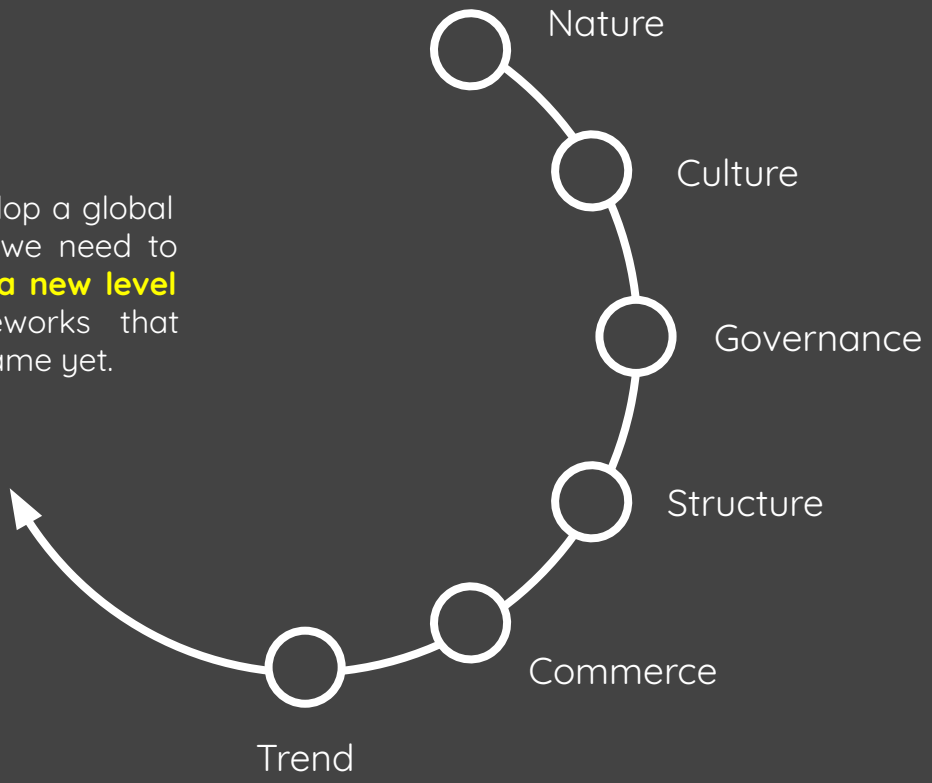
CURRENT FRAMEWORKS

Through quantitative iteration,
each framework operates
a **qualitative jump** to give birth
to a higher frame of thinking.



NEXT FRAMEWORKS

To research and develop a global convergence system we need to **push** this thinking to **a new level** and consider frameworks that haven't entered the game yet.



TOOL 3

THE STRING THEORY

One of the most powerful and innovative theoretical framework existing today is the **string theory** which **unifies** physic and metaphysic models all across the board.

A sort of:

theory of everything.

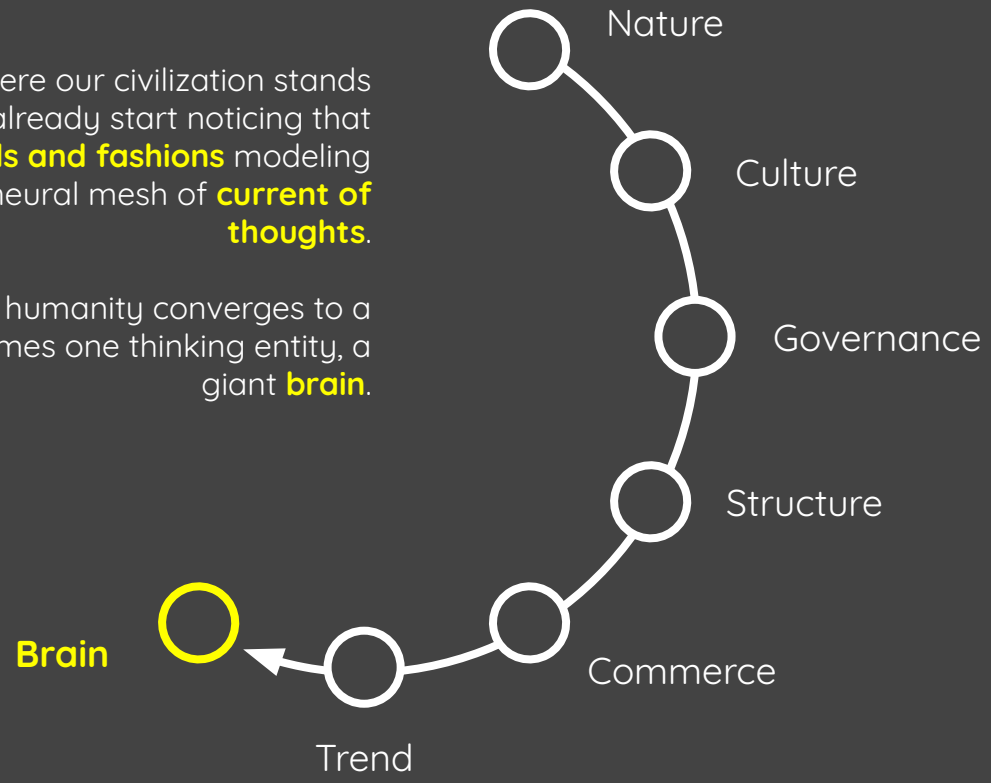
Not only that, but we can also recognize the similar pattern of **qualitative jump** between our previous model and the strings of the string theory.

This can help us speculate on what level of thinking we should project ourselves.

NEXT FRAMEWORKS

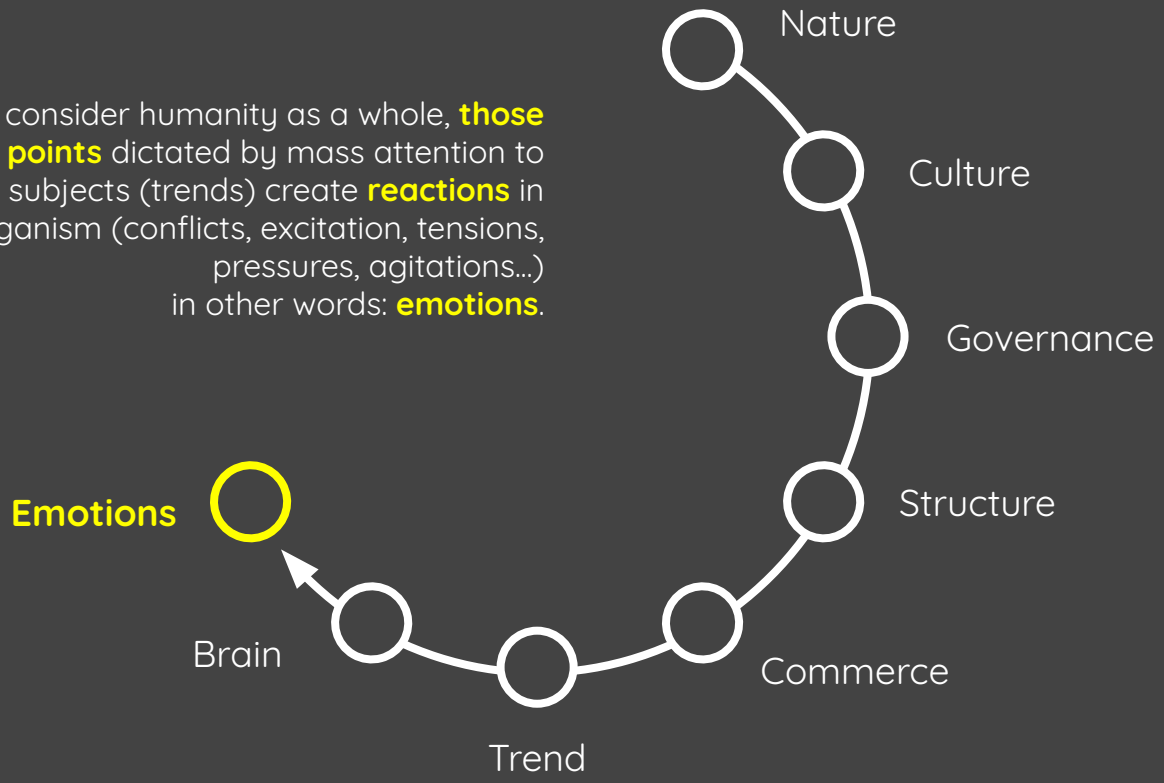
At the level where our civilization stands currently, we can already start noticing that the mesh of **trends and fashions** modeling society forms a neural mesh of **current of thoughts**.

In other words, humanity converges to a stage where it becomes one thinking entity, a giant **brain**.

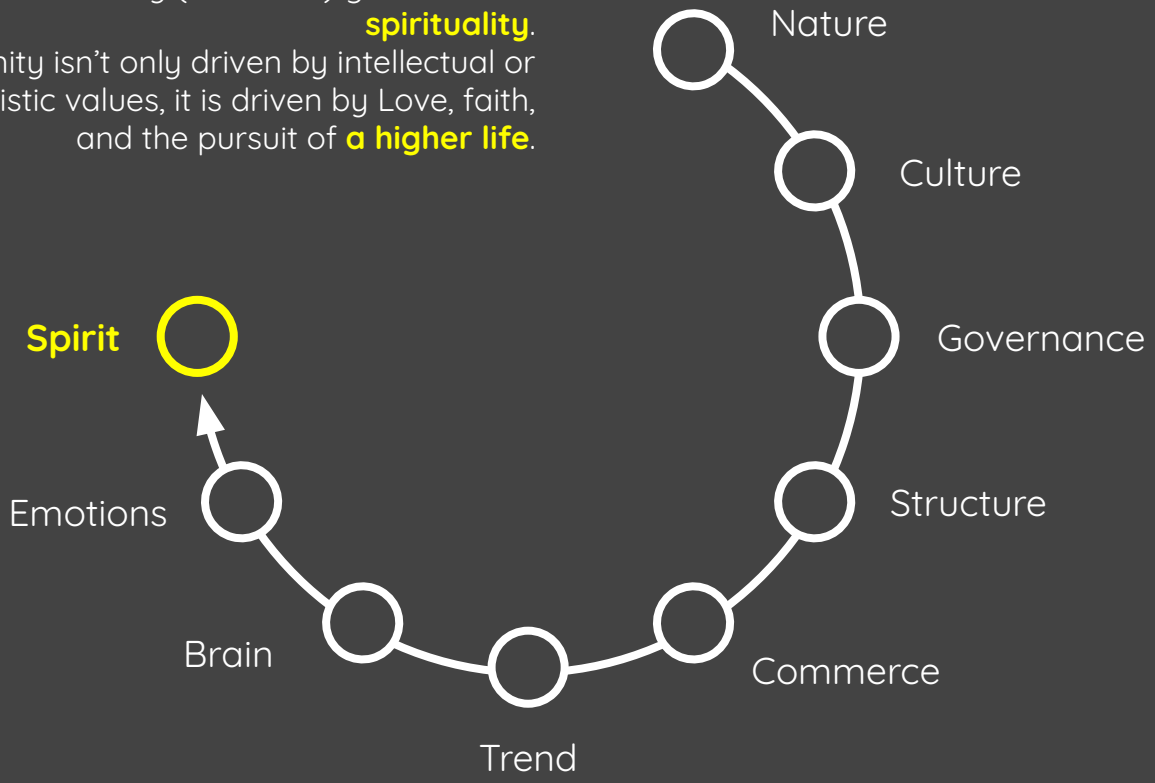


NEXT FRAMEWORKS

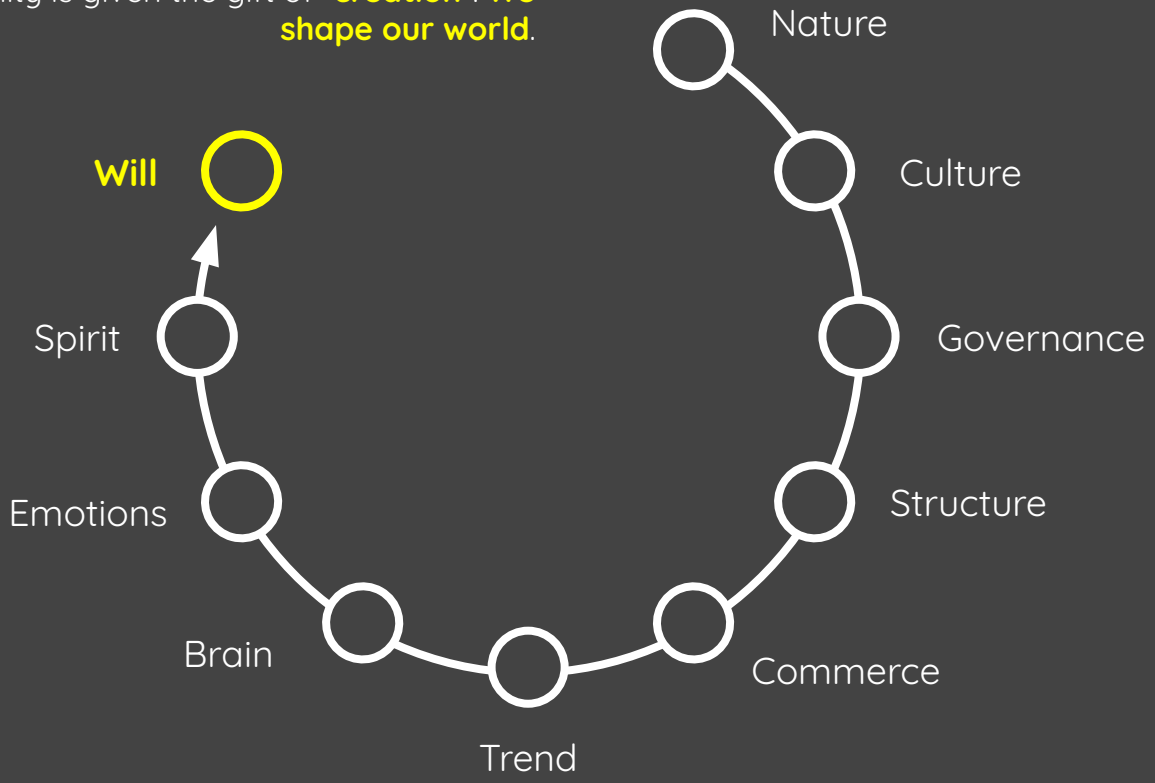
If we consider humanity as a whole, **those focal points** dictated by mass attention to specific subjects (trends) create **reactions** in this organism (conflicts, excitation, tensions, pressures, agitations...)
in other words: **emotions**.

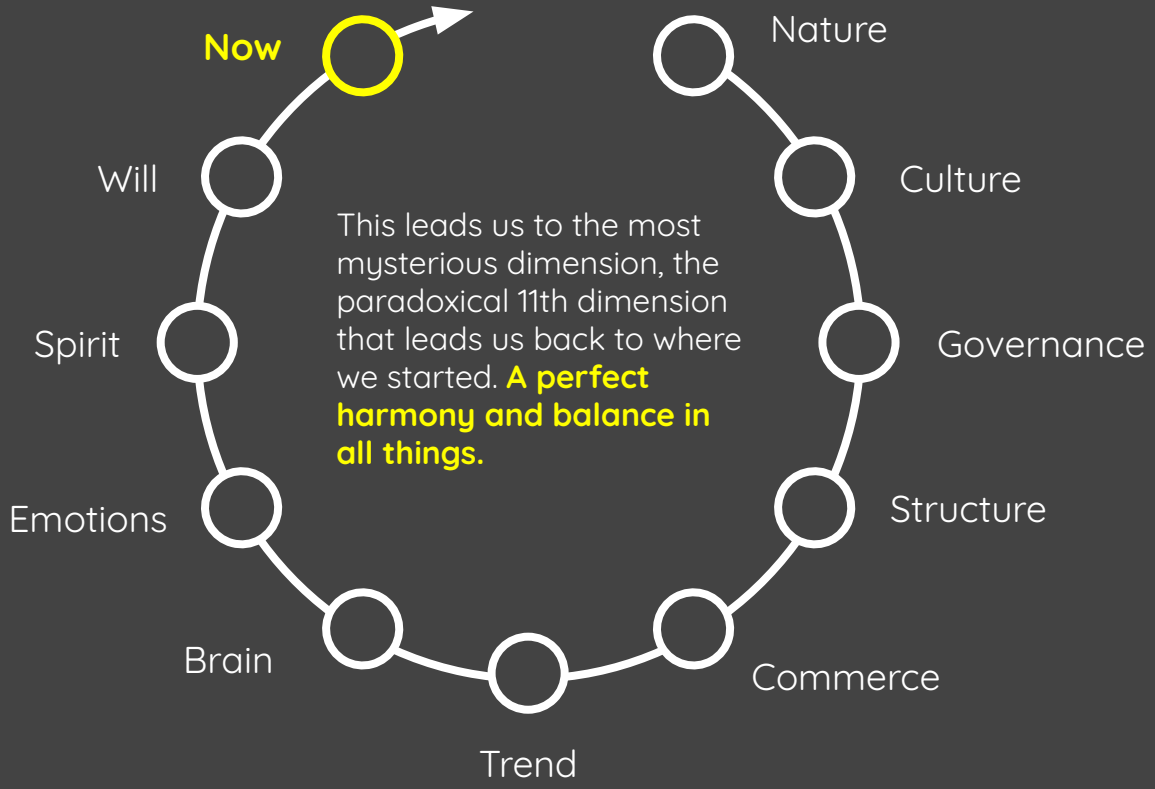


The symbiose between an intellect (brain) and a body (emotions) gives birth to **spirituality**.
Humanity isn't only driven by intellectual or hedonistic values, it is driven by Love, faith, and the pursuit of **a higher life**.



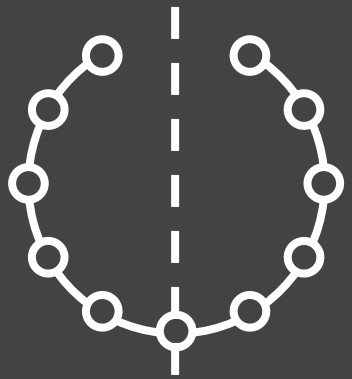
The combination of all this turns our civilization into an organism that “**wants**” to live more and better. From that moment, humanity is given the gift of “**creation**”. **We shape our world**.




Now
Nature
Will
Culture
Spirit
Governance
Emotions
Structure
Brain
Commerce
Trend
This leads us to the most mysterious dimension, the paradoxical 11th dimension that leads us back to where we started. A perfect harmony and balance in all things.

The reflective pattern is also noticeable in the string theory where dimensions have similarities across the 5th dimension

Outer world



Inner world

Now that we have a pattern that can
presumably fit all the pieces in one puzzle,
we can **project it to our system.**

OUR FRAMEWORK

The first existing entity in our system is the **audience** willing to experience something new.



Hero’s Journey

OUR FRAMEWORK

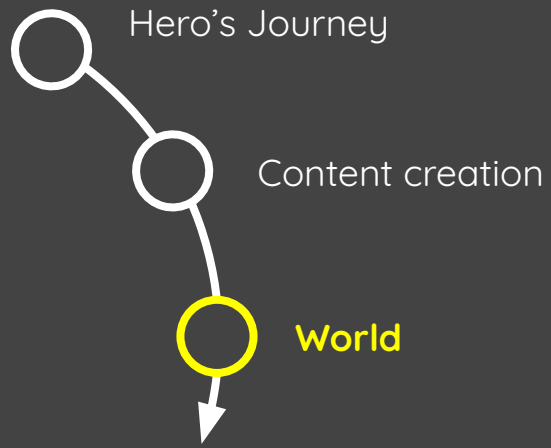
This audience generates data through our system following a set of **parameters**.



Hero’s Journey

Content creation

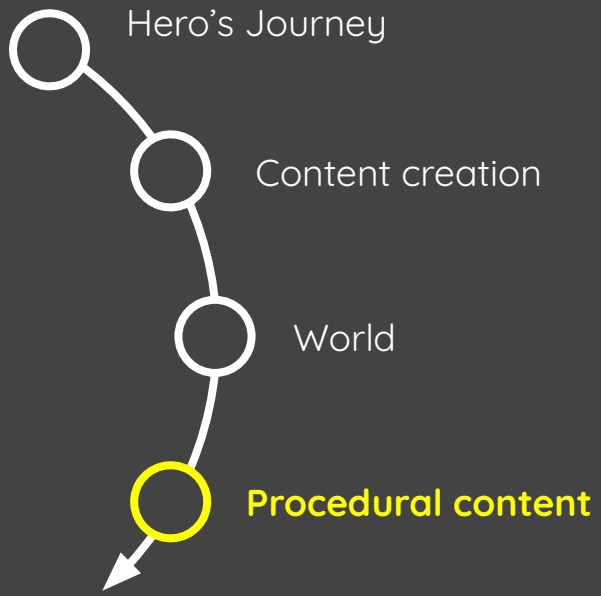
OUR FRAMEWORK



This data form a block: their profil, their **world**.

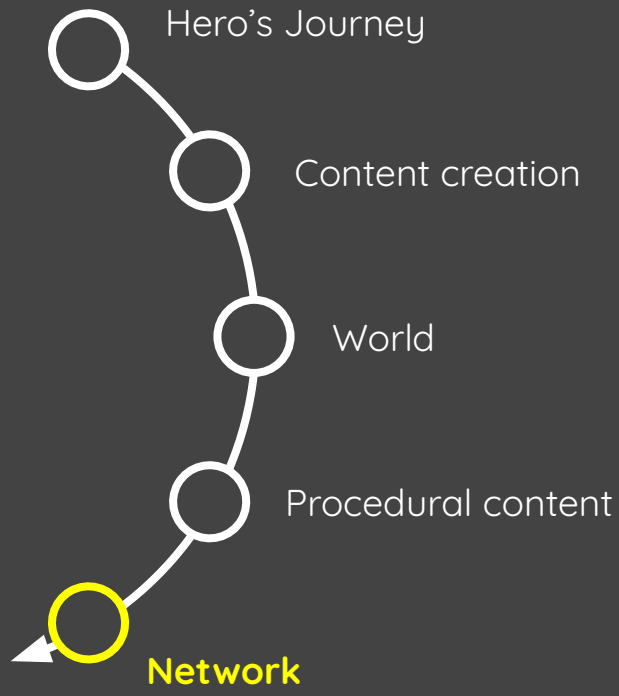
OUR FRAMEWORK

Alongside their world, our system creates an infinite number of **randomized world** by merging parameters in every possible ways between people and forming a galaxy of **potential worlds** that people can explore.



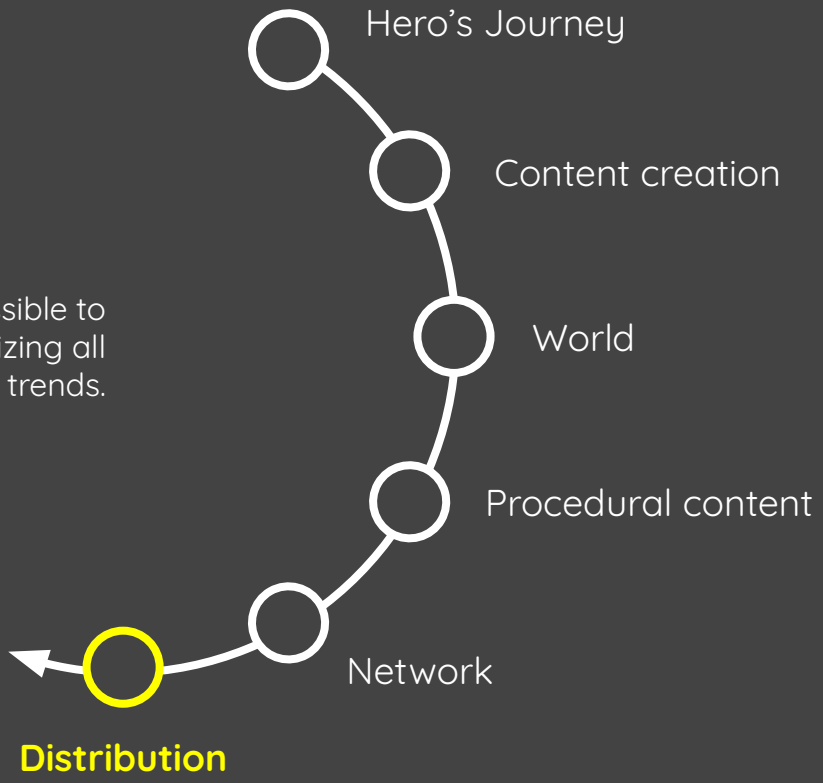
OUR FRAMEWORK

Those worlds are organized by a network.
A blockchain mesh.



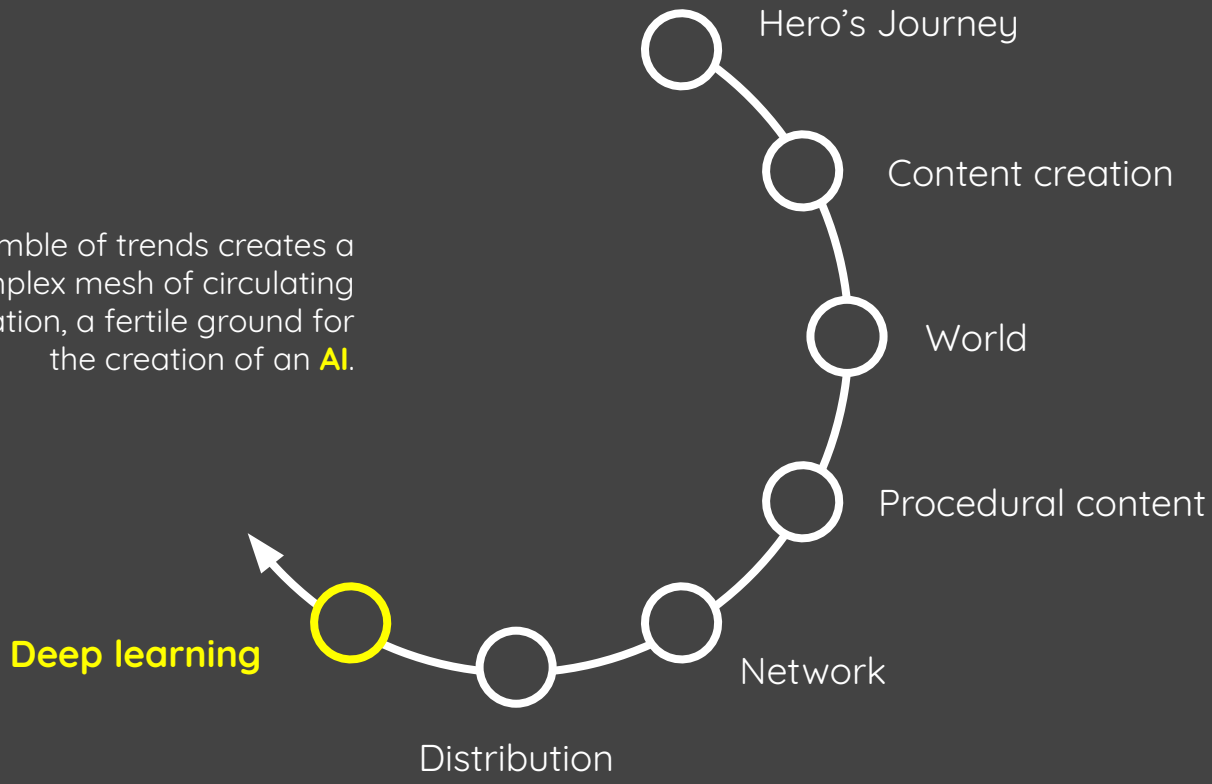
OUR FRAMEWORK

This network is gathered and accessible to **distribution**, a value system hierarchizing all worlds through trends.



OUR FRAMEWORK

This ensemble of trends creates a complex mesh of circulating information, a fertile ground for the creation of an **AI**.

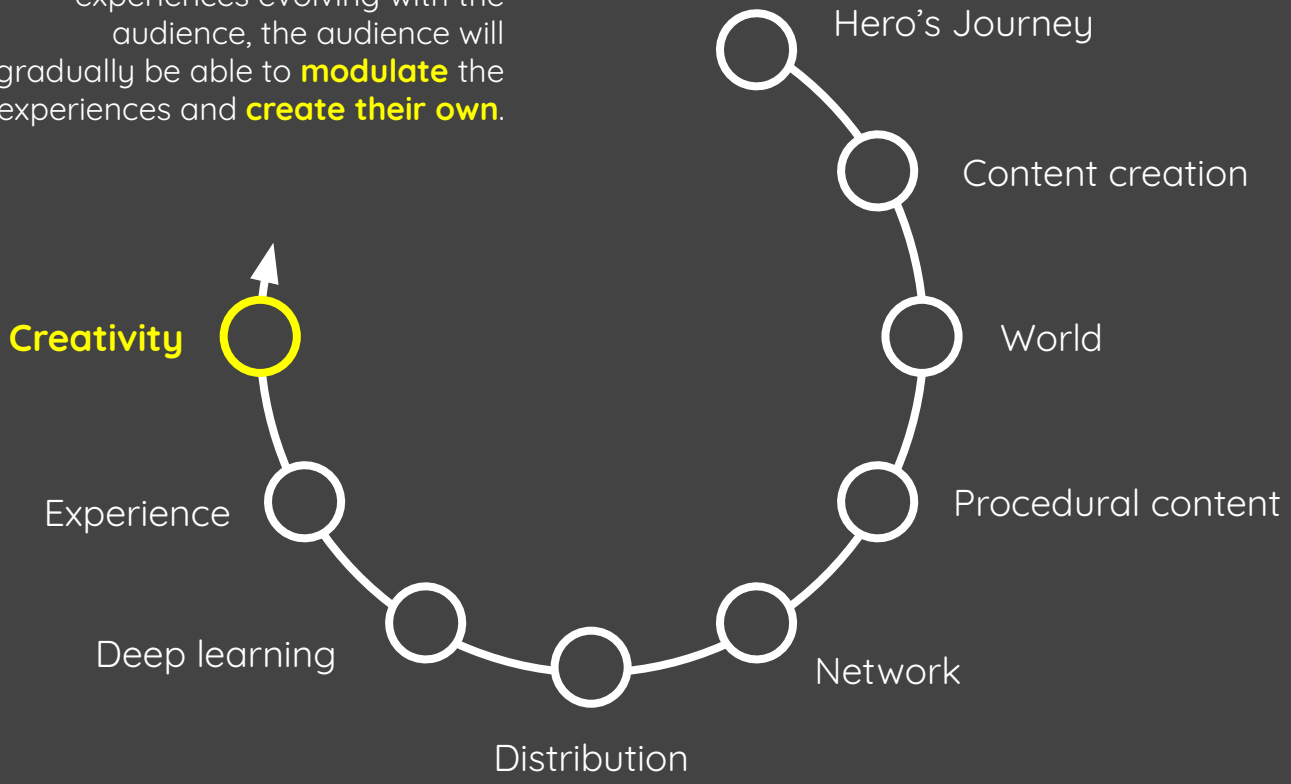


OUR FRAMEWORK

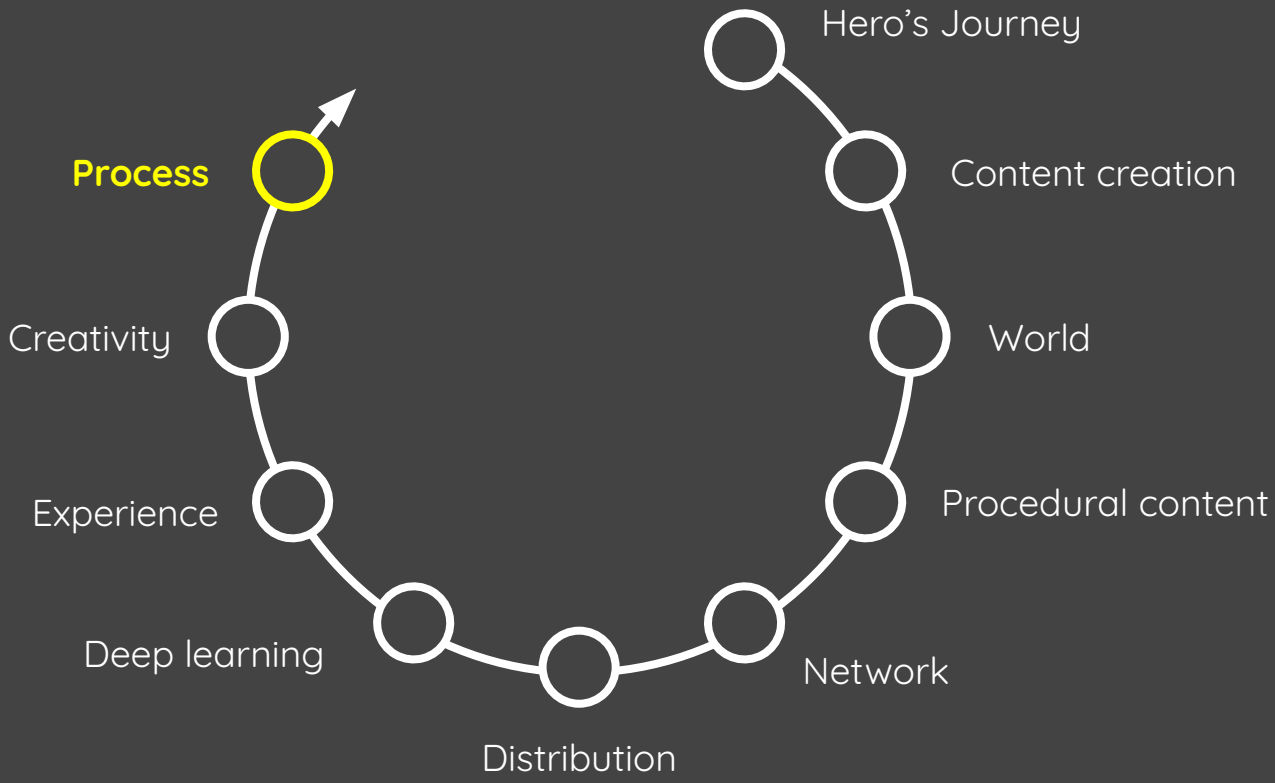
This AI, organizing the experiences through deep learning will be able to propose a customized journey through those **experiences** to the audience. The audience is not conformed by a specific guideline, they follow their own journey.



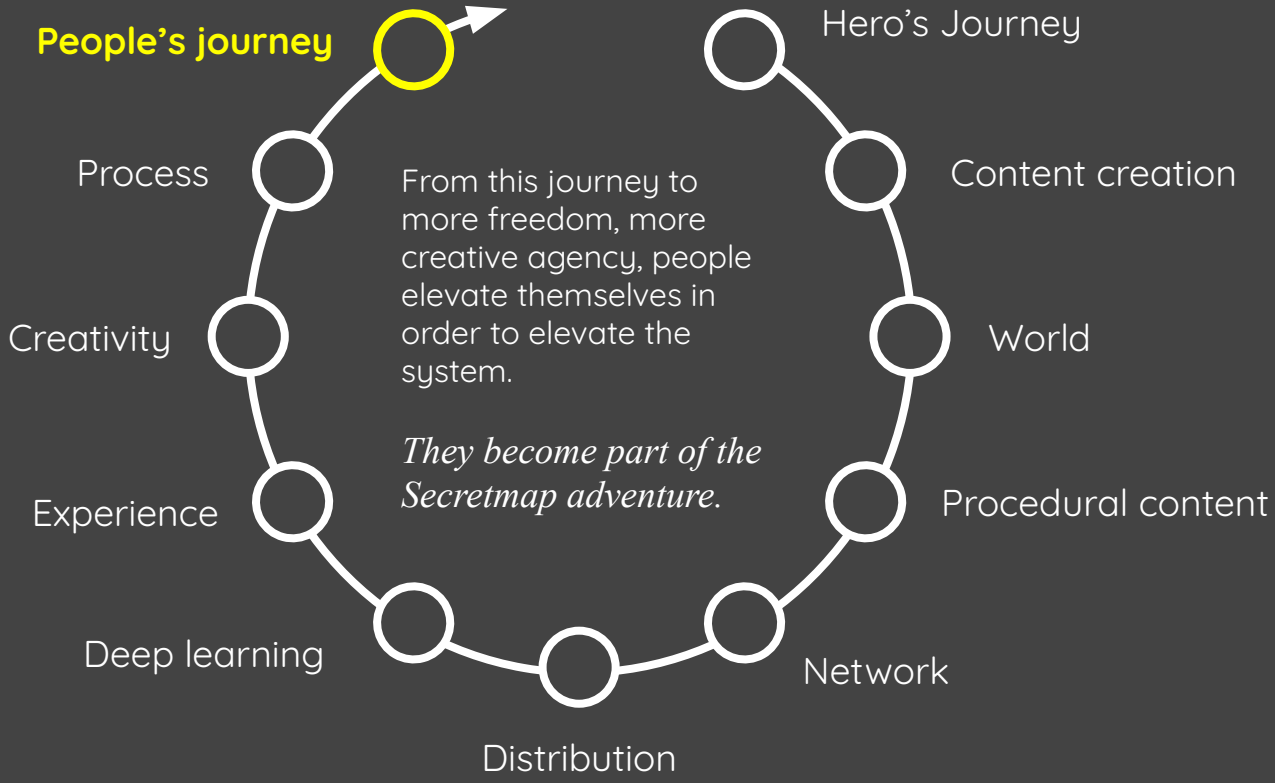
Through this feedback loop of audience creating experiences and experiences evolving with the audience, the audience will gradually be able to **modulate** the experiences and **create their own**.



From this ability to create their own world people will be able to start elaborating ways to simulate their ideal world through a **reflective process**.

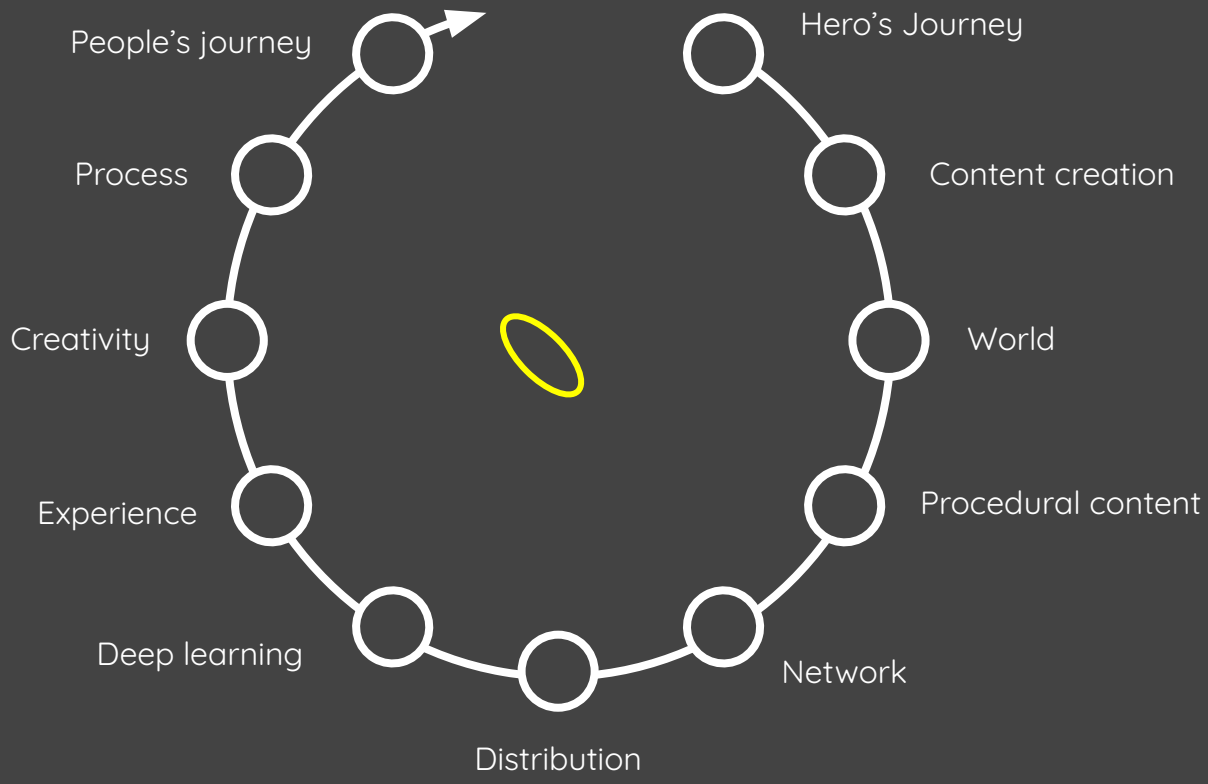


OUR FRAMEWORK

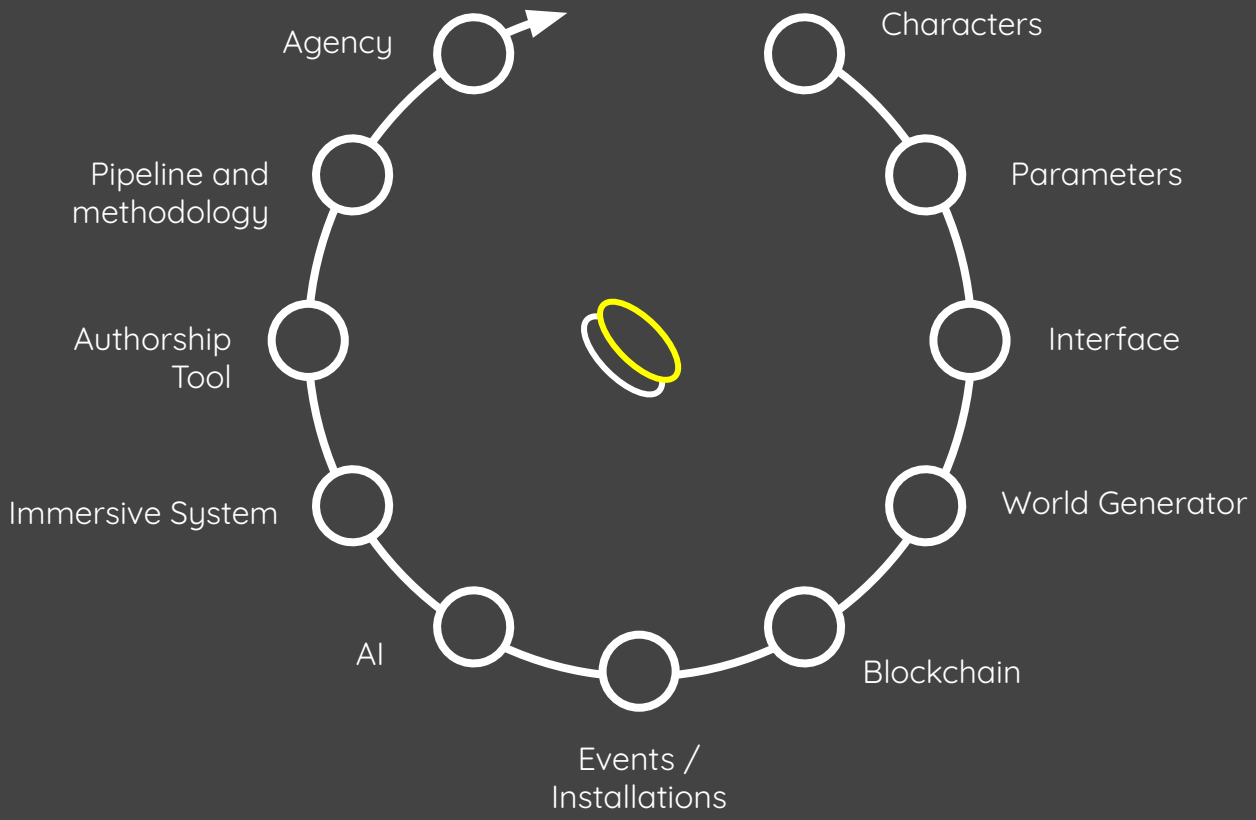


Now let’s talk in more practical term.
Where do we start? Where do we fit?

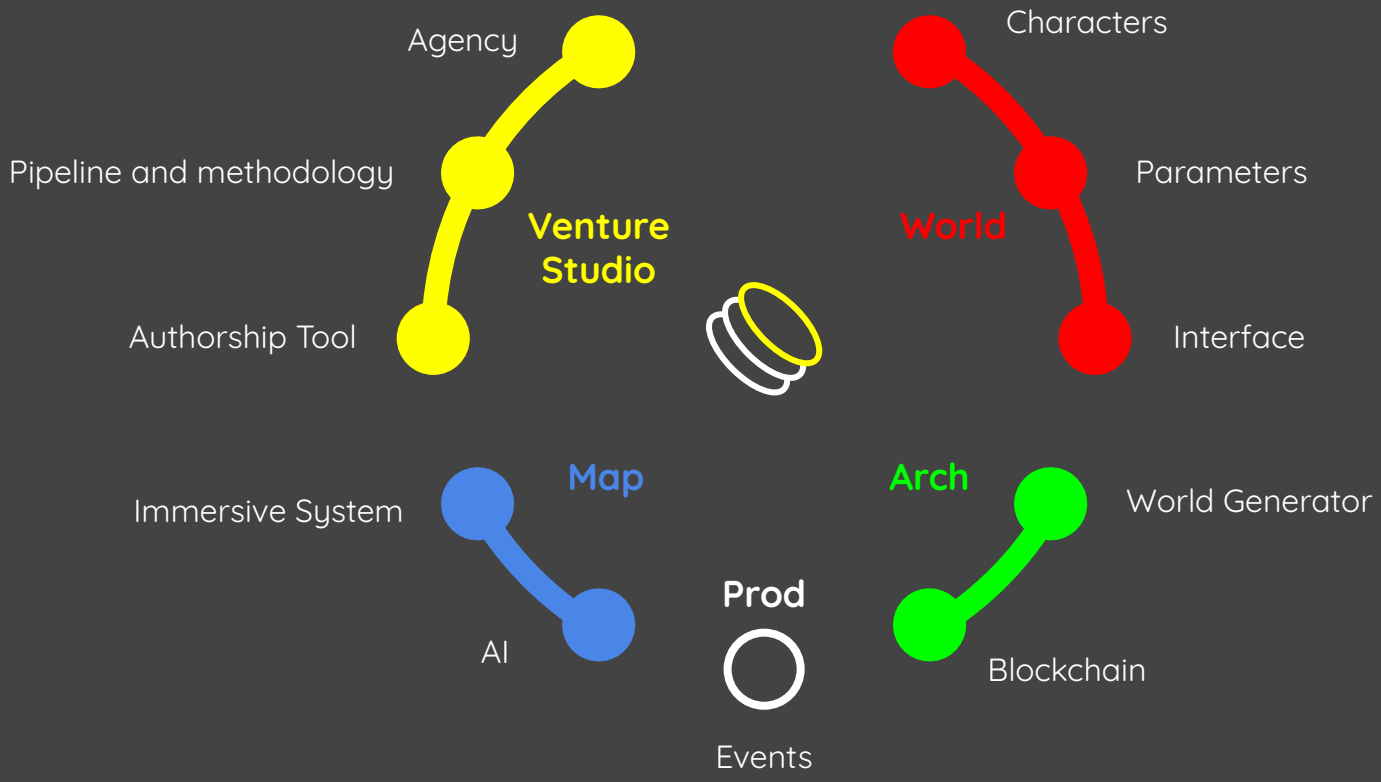
OUR FRAMEWORK



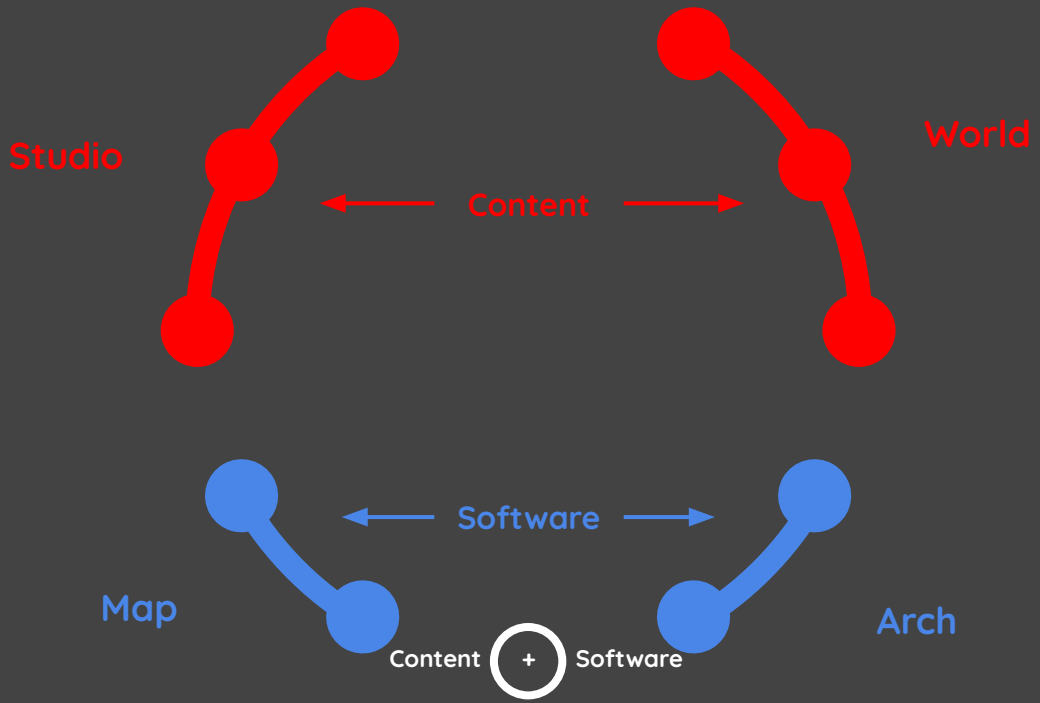
FOCUSES


Agency
Characters
Pipeline and methodology
Parameters
Authorship Tool
Interface
Immersive System
World Generator
AI
Blockchain
Events / Installations

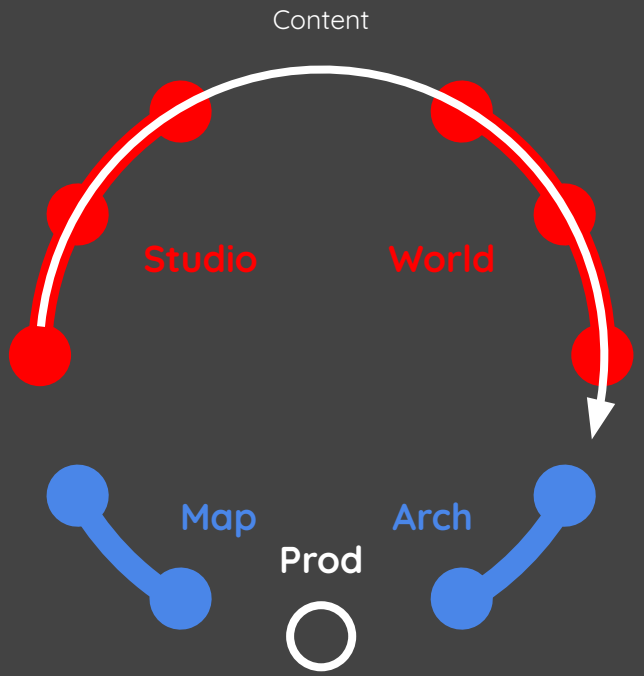
SECRETMAP BRANCHES



COMPANY BRANCHES



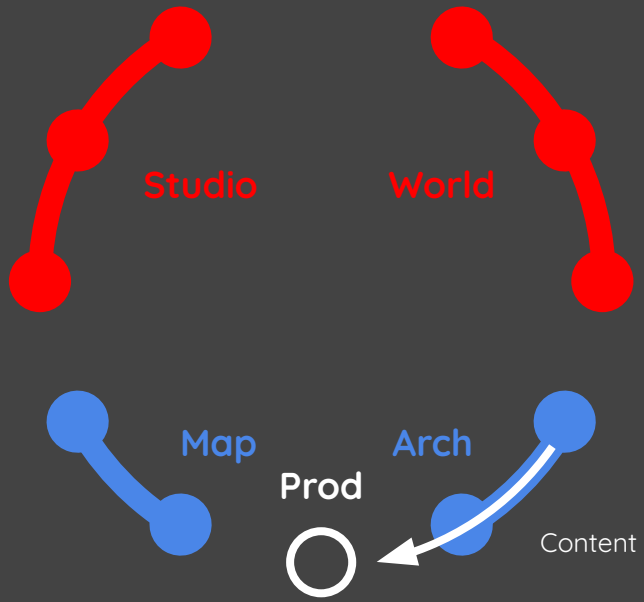
WORKFLOW



Content either created by the agency or procedurally created by the World Generator.

Content is sent to the Arch server and connects to the galaxy of worlds.

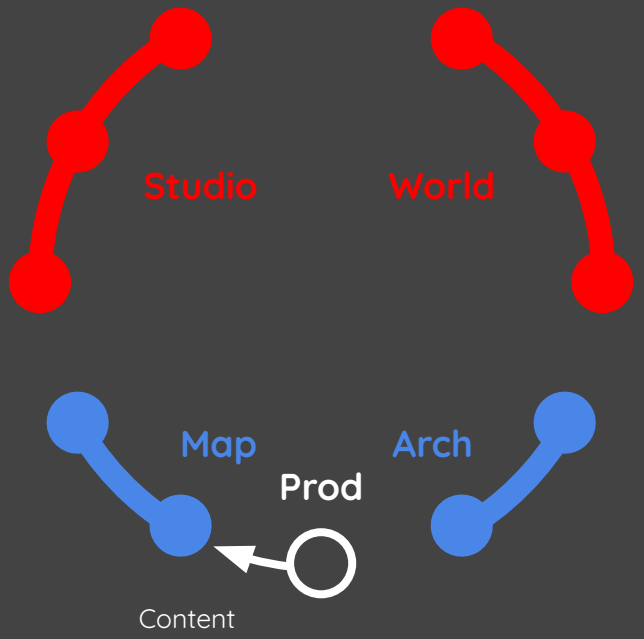
WORKFLOW



Content is sent to production which creates events or PR content.

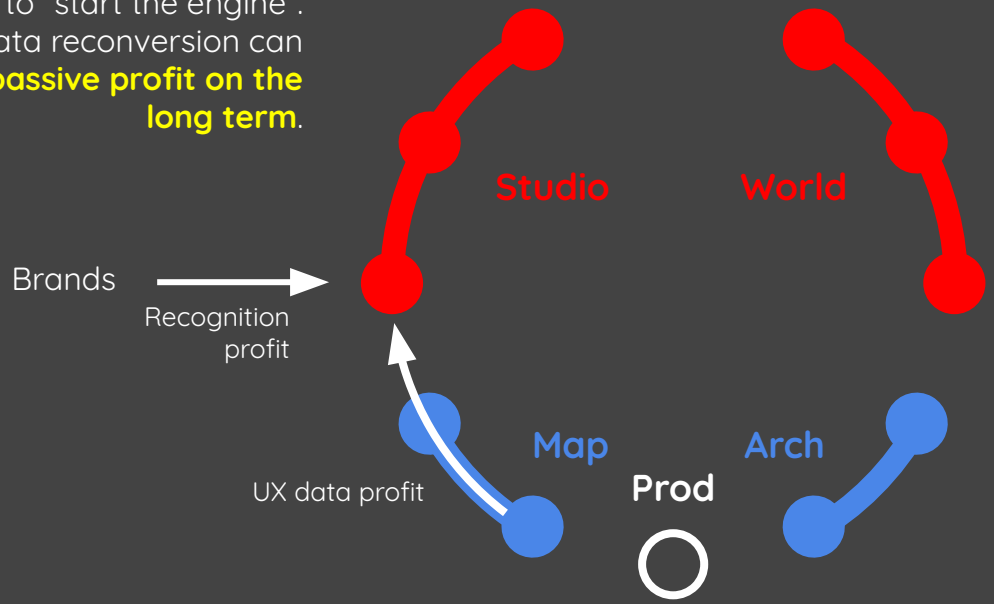
WORKFLOW

Content is communicated and enjoyable through the app and the immersive system, “the map”

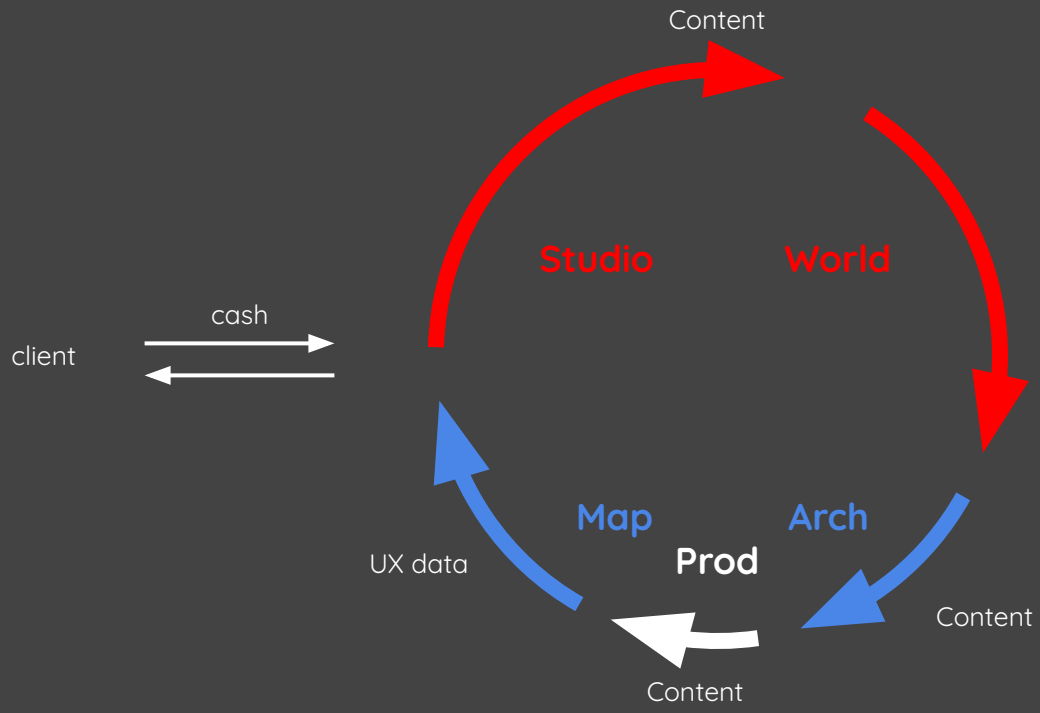


WORKFLOW

Brand recognition generates **active profit on the short-term** in order to “start the engine”. And UX data reconversion can generate **passive profit on the long term**.

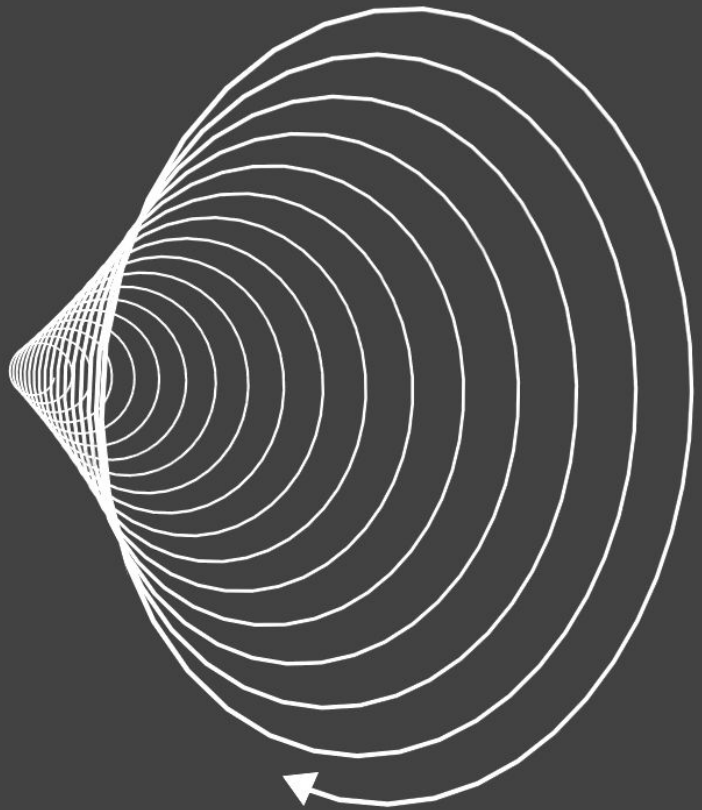


WORKFLOW



With a closed circuit, we ultimately create a fully automated ***self-sustaining*** system of production, design and distribution.

WORKFLOW



With an equilibrium between content & software and injection of budget from clients, our System becomes ***self-generating*** as well, which means the methodology is constantly improving with the machine, like a robot building itself.

WORKFLOW

With an ever growing company comes ever growing actors. All actors must be **openly willing to participate** at their scale and to remove themselves (with appropriate measures) if they want to, in order for the product to remain **deliberately qualitative**.

However, with an optimal communication and self-criticizing process, the System itself should be *an amazing tool of*

self-growth at every scale

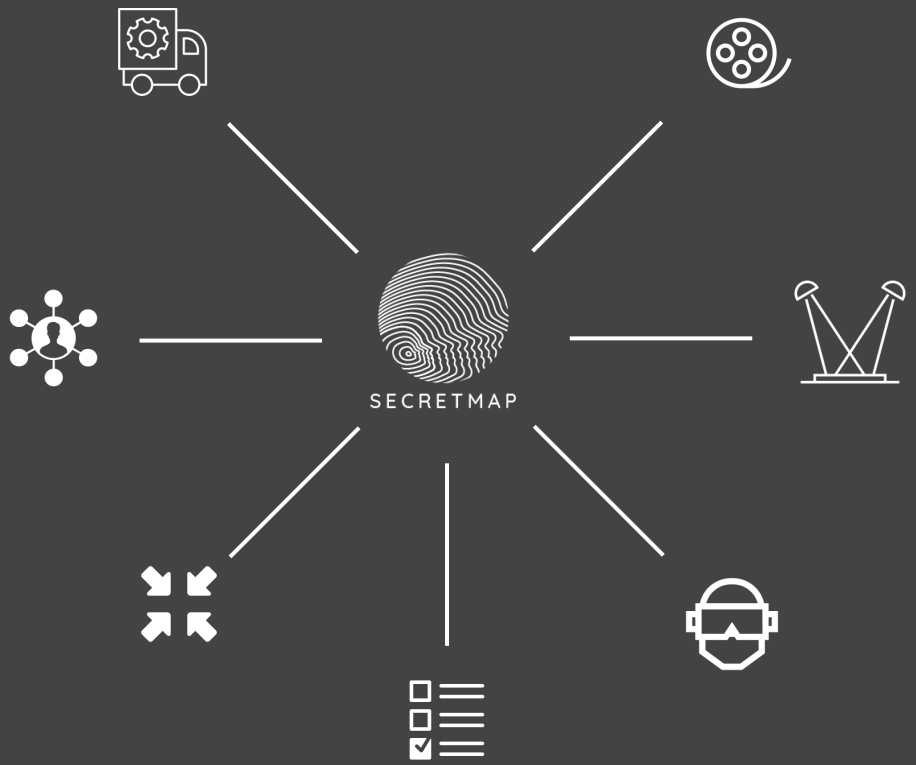
individual, company, community, cultural and even civilizational.

Spiraling treetop walkway made by the architecture studio EFFEKT

WORKFLOW

secretmap is the System, the *"umbrella"* under which all the pieces operate, the mesh that links everything.

All pieces remain interchangeable for the technology, contexts, individual goals will change.



We have an incredible portfolio of content,
a growing team, a structure and a vision.
Now let’s plan out!

LONG-TERM PLANNING

SHORT-TERM PLANNING