

# SYNESTHESIA

PROJECT NEWSLETTER

WEEKS 1 & 2

September 6, 2013



## HERE IT GOES AGAIN!

After a rocky start, beginning our semester with neither a client nor project in sight, team Synesthesia is off to a running start. Making the best of a bad situation, we brainstormed potential project ideas that would make use of our particular skill sets and came up with the idea of creating a system that visualizes music and decided to contact bands that might be able to perform with the tech we designed- which is how we wound up working with OK Go.

In week 1 we met with Damian Kulash, the lead singer of the group,

over Skype to discuss our possible collaboration. The band is currently working on a new album, due out early next year, and is looking for an interesting stage act for that tour. Our goal now is to create something visually captivating for the band to interact with that clearly conveys the fact that it's being activated live.

Moving forward we're looking to pitch 3 ideas to the band early next week and solidify our concept by the end of week 3.



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