



002



Since you are holding this proposal and reading these words, Steve is trusting you with his very identity: his brand & ideas.

The following pages are full of information about Steve's enterprise, his artistic practicies, and proposal that he hopes will help you communicate his values, realize his vision, and reinforce his brand.

Sincerely, welcome to "Choice" - Nouns x Steve Proposal.



Version: v1.0

Updated: Oct 06, 2024

Originally Created: Aug 05, 2024 Created By: Steve Zafeiriou Questions: steve@saphirelabs.com

003



CHOICE PROPOSAL







PAGE 004

ABOUT THE LAB

INTRODUCTION TO SAPHIRE AND THE ARTIST STEVE ZAFEIRIOU

PAGE 008

CHOICE & EXTENTION

WHAT IT IS, ARTISTIC CONTEXT, CORRELATION TO NOUNS, THE INSTALLATION AND MORE.

PAGE 030

THE PROPOSAL: NOUNS X

STEVE

ALL INFORMATION ABOUT FUNDING, TIMELINE, RESEARCH ETC.

About The Lab

Autonomous Computational Systems. Interactive Installations. *and more.

Saphire Labs is more than just an art studio. We are a technology-driven art laboratory building physical & digital experiences.

We are researching human behaviour using code and engineering.

PAGE 05

About The Lab

PAGE 06

About Steve Zafeiriou

PAGE 07

Short Resume



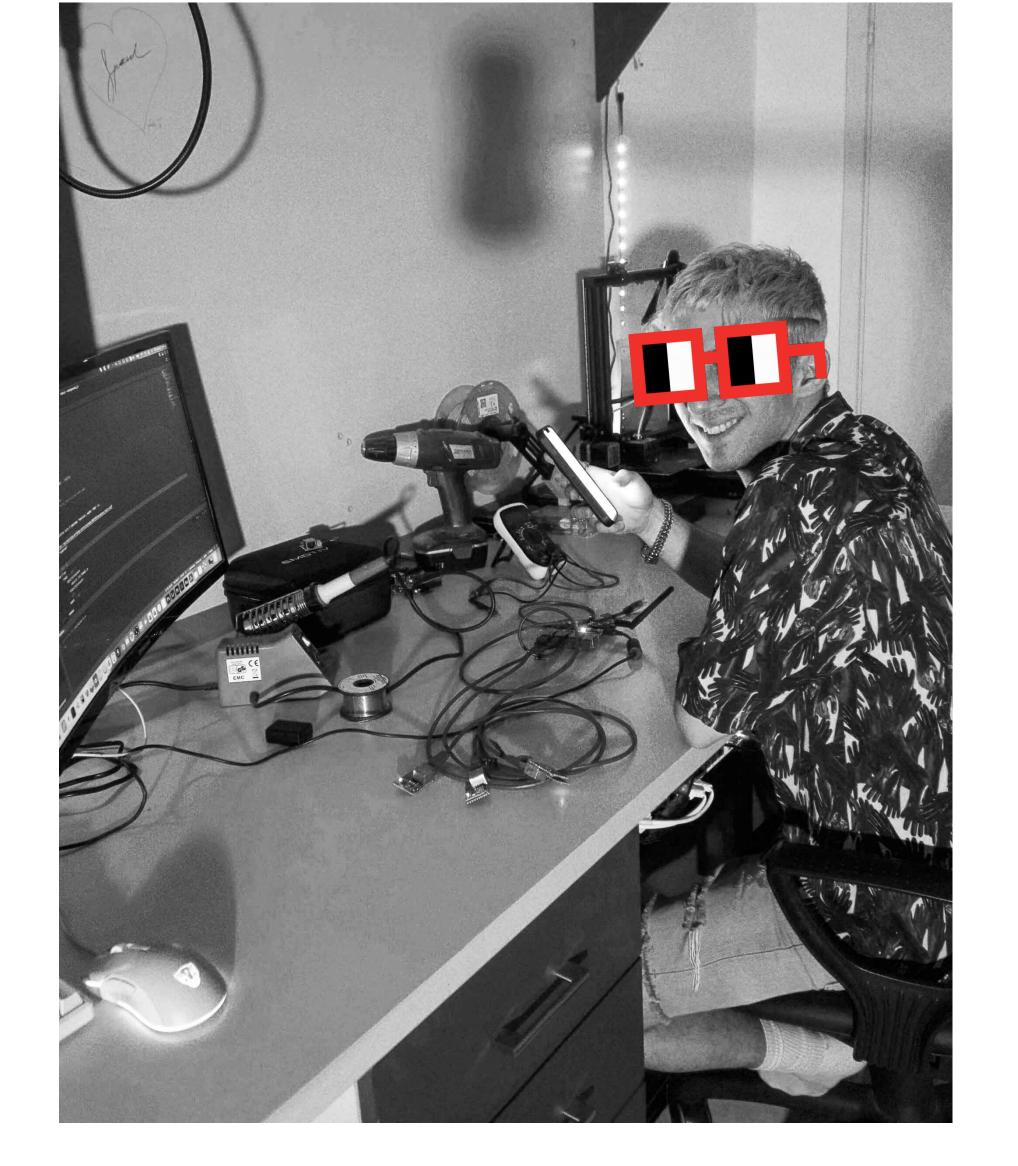
A Technology-Driven Art Lab, building physical & digital experiences.

The artistic laboratory of Saphire Labs (founded Feb. 2022) is a space for experimentation and creation. We use a range of mediums, ranging from autonomous computational systems and electronic circuits to build interactive installations and digital media.

Our artworks aims to provoke thought and introspection, encouraging the audience to question their perceptions and the constructs of the world around them.

By blending technology with artistic expression, we open up new dialogues about the nature of existence and the power of perception.

This approach and dedication to our work have led to the establishment of Saphire Labs, where we continue to push the boundaries of new media art.



"A Nerd In Search of IKIGAI (A Reason for Being)"

Media Artist, Technologist

STEVE ZAFEIRIOU

Steve Zafeiriou (b. 1998, Thessaloniki, Greece) is a New Media Artist, Technologist and founder of Saphire Labs. His artistic focus is on the "Illusory Perception of Reality", a theme that runs through his work with generative algorithms, electronic circuits, and interactive installations.

Steve's data-driven sculptures and technology-driven art explore how human behavior influences perception, urging viewers to rethink their understanding of the world around them. By combining art and technology, he challenges the subjective nature of reality and our interactions with it.



Short Resume (CV)

007

Experience

2022-NOW	Saphire Labs, Founder - New Media Artist -Technologist	2023
2024	Mini x Time Out Campgain - Storyflow Entertainment Ltd	
2023	J'adore Club Theater, Audiovisual Performances	2014
2019	Facesoft Ltd, 3D Data Annotator on Facial Expression Recognition	

Awards

Nominee

Art as Response to Mental Health Exhibition, Doncaster Art Fair, "People's Choice"

26th EU Contest of Young Scientists, Greece's Selected

CHOICE PROPOSAL

Selected Exhibitions

SEPT 2024	British Art Fai Saatchi Gallei	•		ism
MAY 2024	MATAROA AW International Greece		_	onik Faii
MAR 2024	Kei London, A London, UK	art Insight a	and Inspira [.]	tion
SEPT 2023	Culture Tech, - MOMus Mus	-		
SEPT 2023	BYOB Festiv OpenBach Ga	•		e (
JUNE-JULE 2023	Art as Respons Doncaster Art		-	line
APRIL-SEPT 2023	Tension, N		Museum saloniki, Gre	o eec

STEVE ZAFEIRIOU

VERSION 1.0 UPDATED AUG 2024

oe Choice

[portable]
Interactive
Sculpture &
Installation

The core concept of "Choice" revolves around the idea that small, consistent actions can lead to significant evolutionary changes over time. By engaging with the artwork, viewers experience firsthand how their movements—representing choices—dynamically alter the visual output, creating a constantly evolving piece that reflects the interplay between individual behavior and collective reality.

Page 09

What is Choice?

Page 14

Choice Extentions (the Installation)

Page 19

Artistic Research

Page 22

How Choice correlates with Nouns Culture



What is Choice?

010. The Sculpture

011. The "Brain"





Choice is a sculpture



THIS IS THE FIRST PROTOTYPE OF THE INTERACTIVE SCULPTURE "CHOICE" (V1), EXHIBITED AT BRITISH ART FAIR 2024, SAATCHI GALLERY, LONDON - SEPT. 2024.

"Choice" is a multidimensional interactive artwork from the collection "Our Behaviour Shapes Our Reality," merging Darwinian evolutionary theory with data-driven art. This sculpture employs sensors to capture movements, which are then used to autonomously generate the digital art displayed.

To exhibit this sculpture, Steve developed an installation that will referenced as "Choice Extension". The sculpture connects to the installation via USB (in version one) to transfer generated data. When connected, the sculpture and installation collaborate to initiate a new pixelverse (hopefully "nouniverse").

Upon creation, each new generative image is transmitted to the Extension and temporarily stored in a database for 15 minutes. The Extension then generates a QR code that redirects the user to a validation UI, where the user can choose to validate or discard their creation. Additionally, users have the option to save, print, or mint the images (minting is not currently available). Validated images are stored permanently, although this feature is currently experimental.

Each user has a dynamic profile that includes badges and the ability to view and save their generated artworks (further details are provided in section 3).

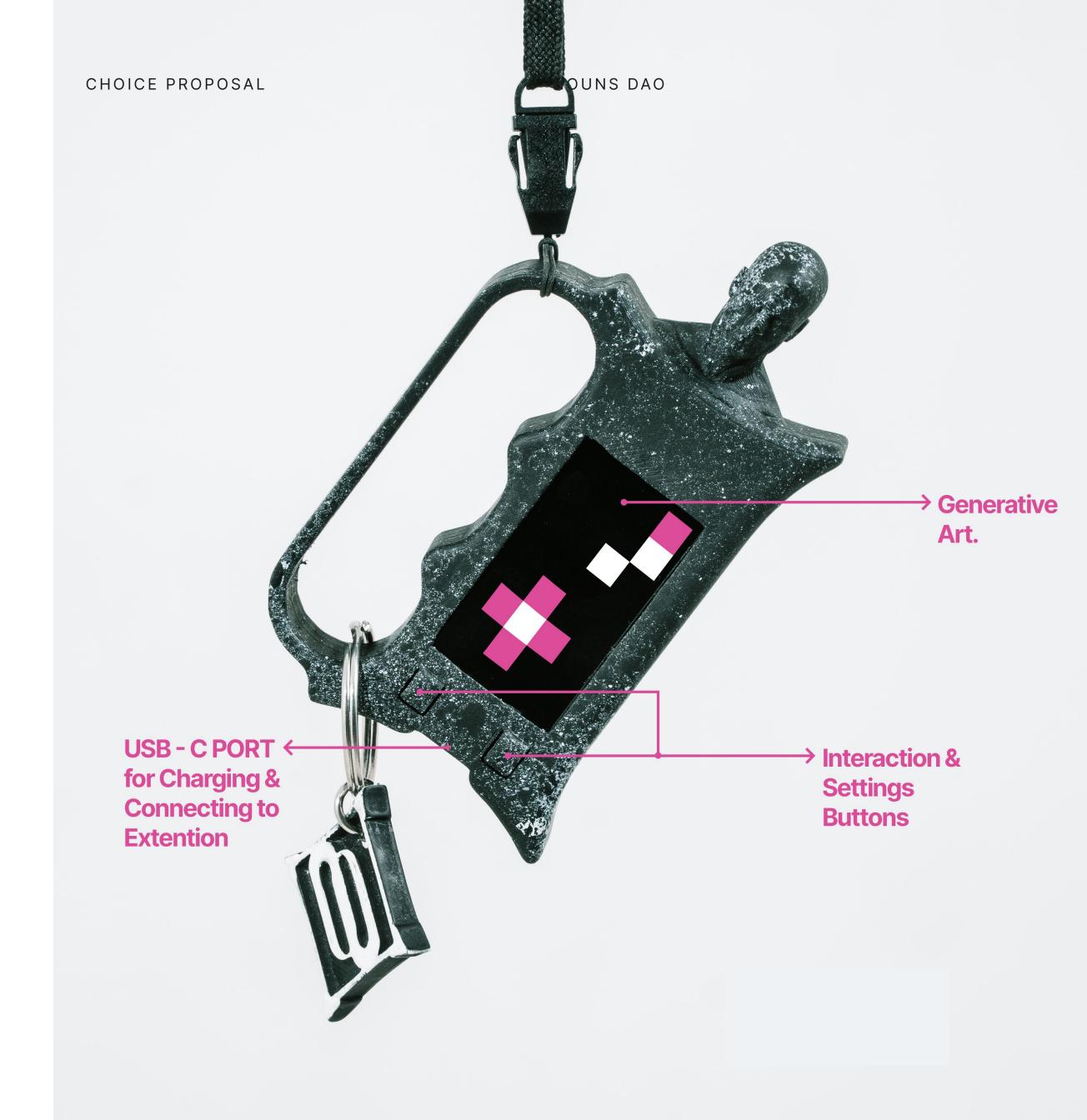


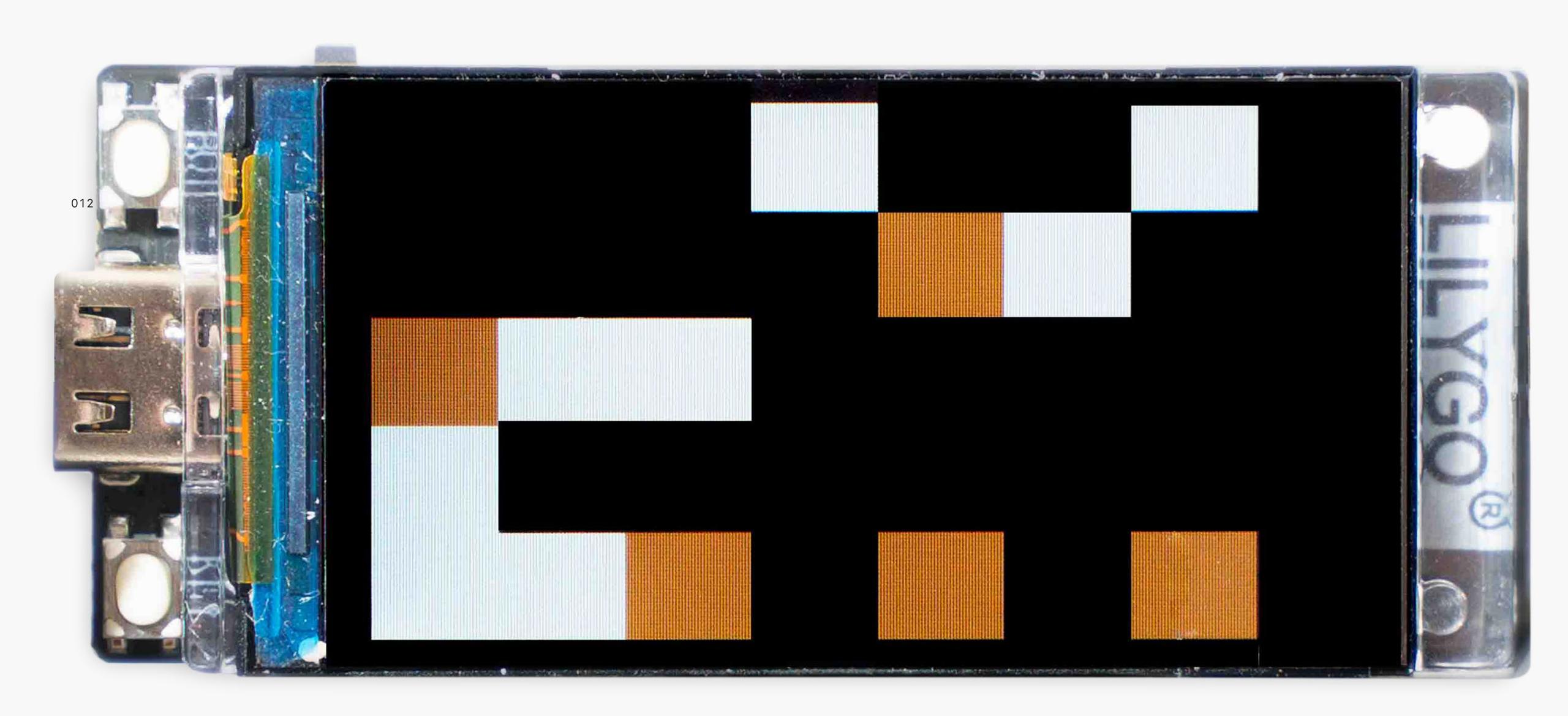
Choice is powered by an open-source hardware: LilyGo T-Display S3 - ESP32-S3 R8 WiFi BLE microcontroller. This component has all necessary certifications and can be used for commercial distribution (Acknowledgements: Copyright (c) 2022 Xinyuan-LilyGO).

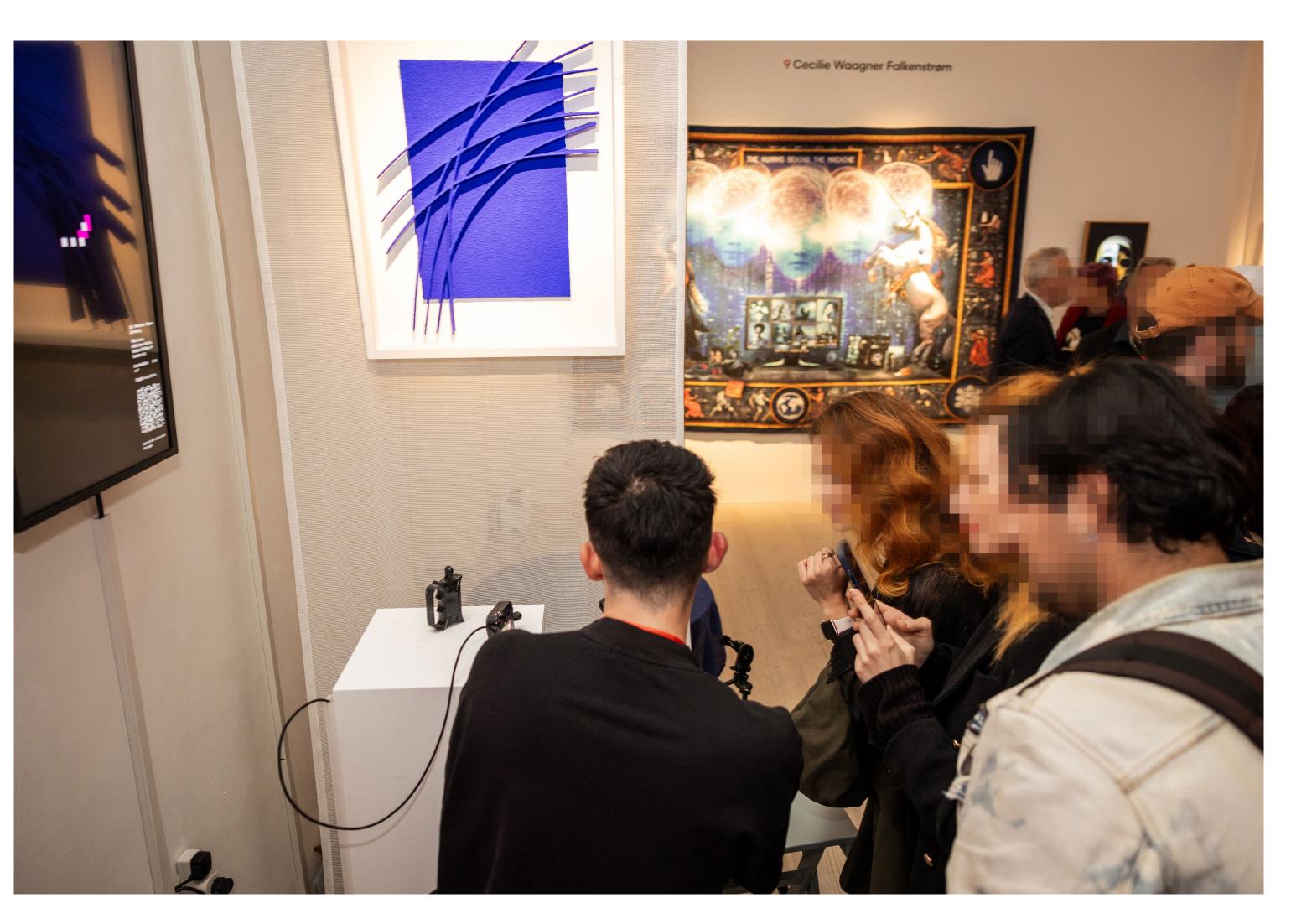
Choice's Firmware includes functionalities such as sensor data processing, button handling, display control, and OTA (over the air) updates via WiFi.

Choice has a brain.









BRITISH ART FAIR 2024, SAATCHI GALLERY, LONDON

015. Web App & Extention

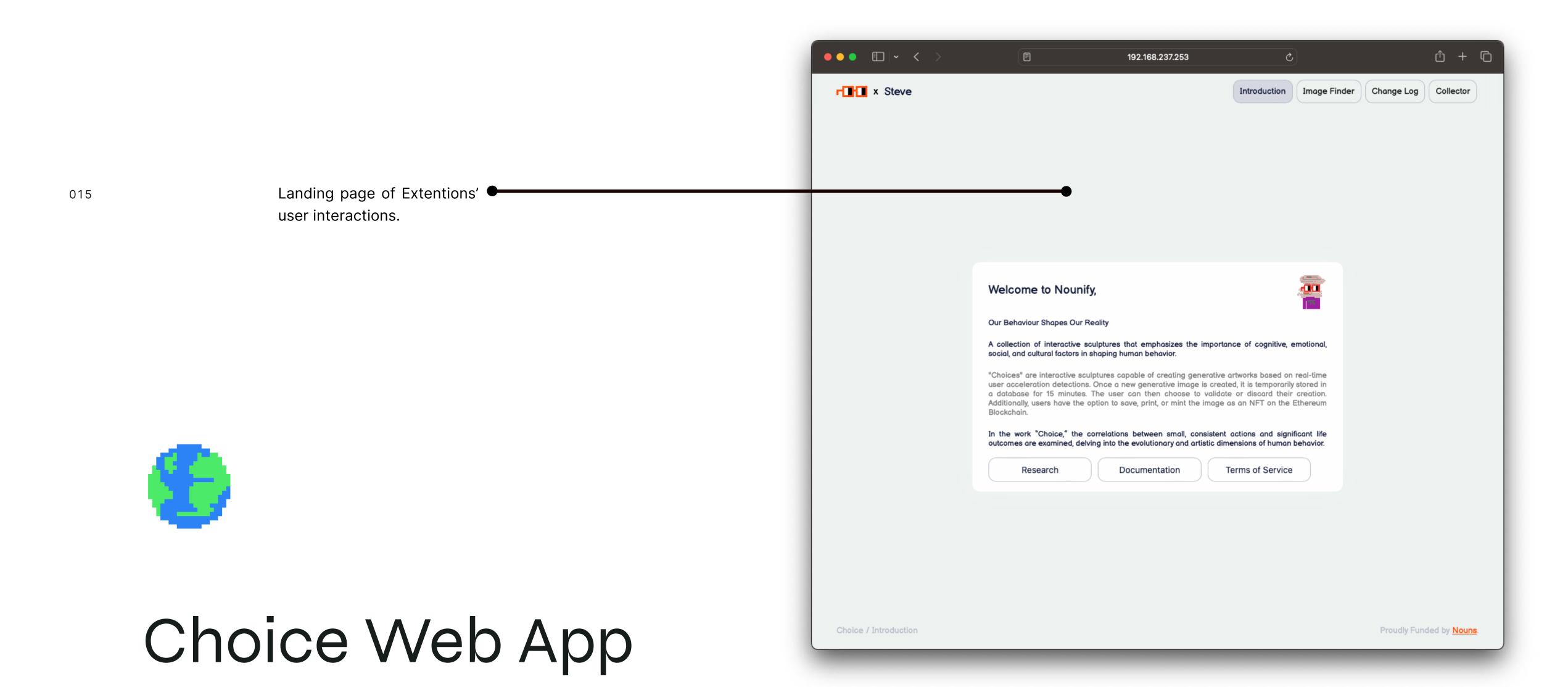


Choice Extention, Image Finder & "Collector" Profiles.

Nouns Culture

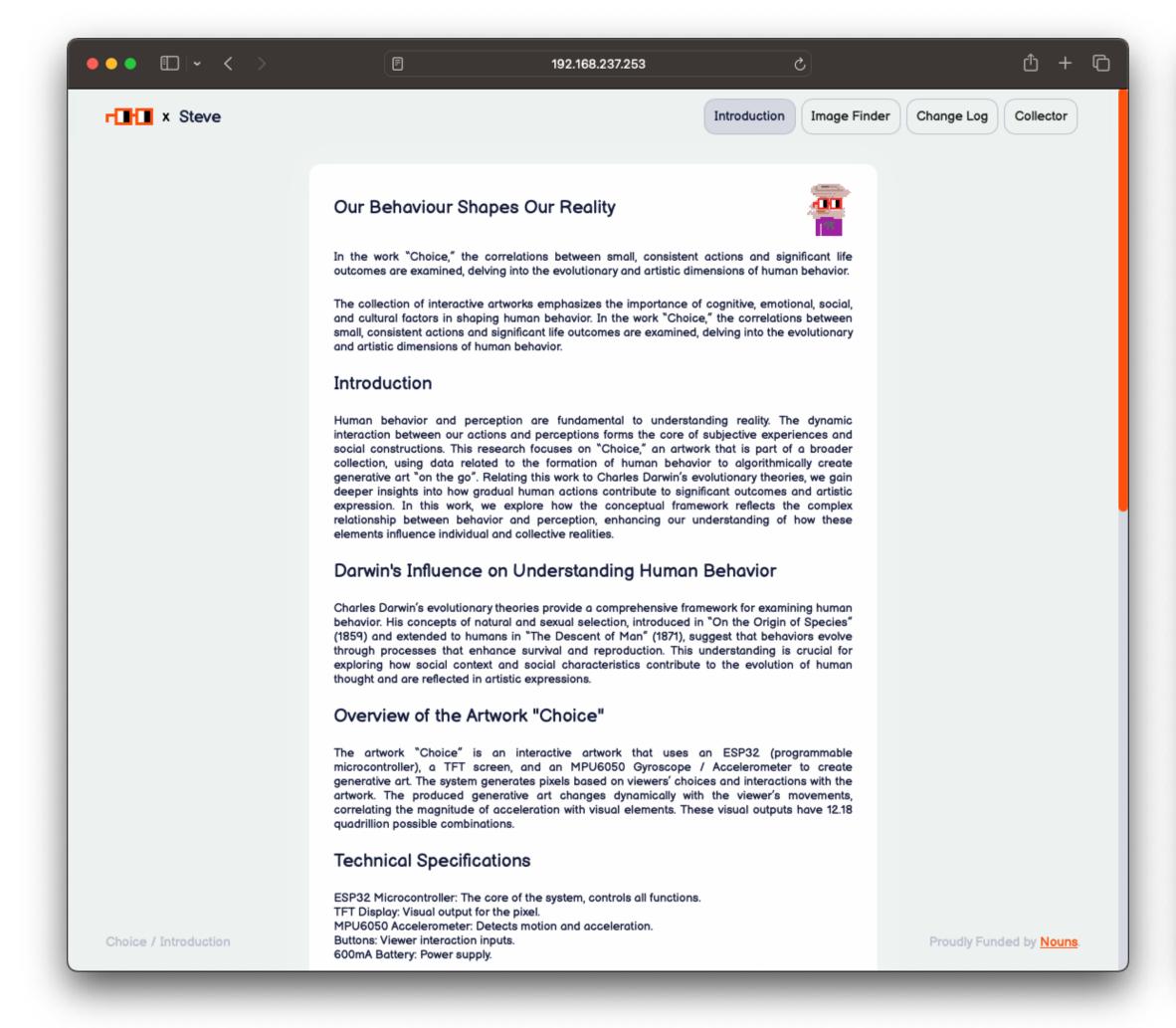
NOUNS DAO

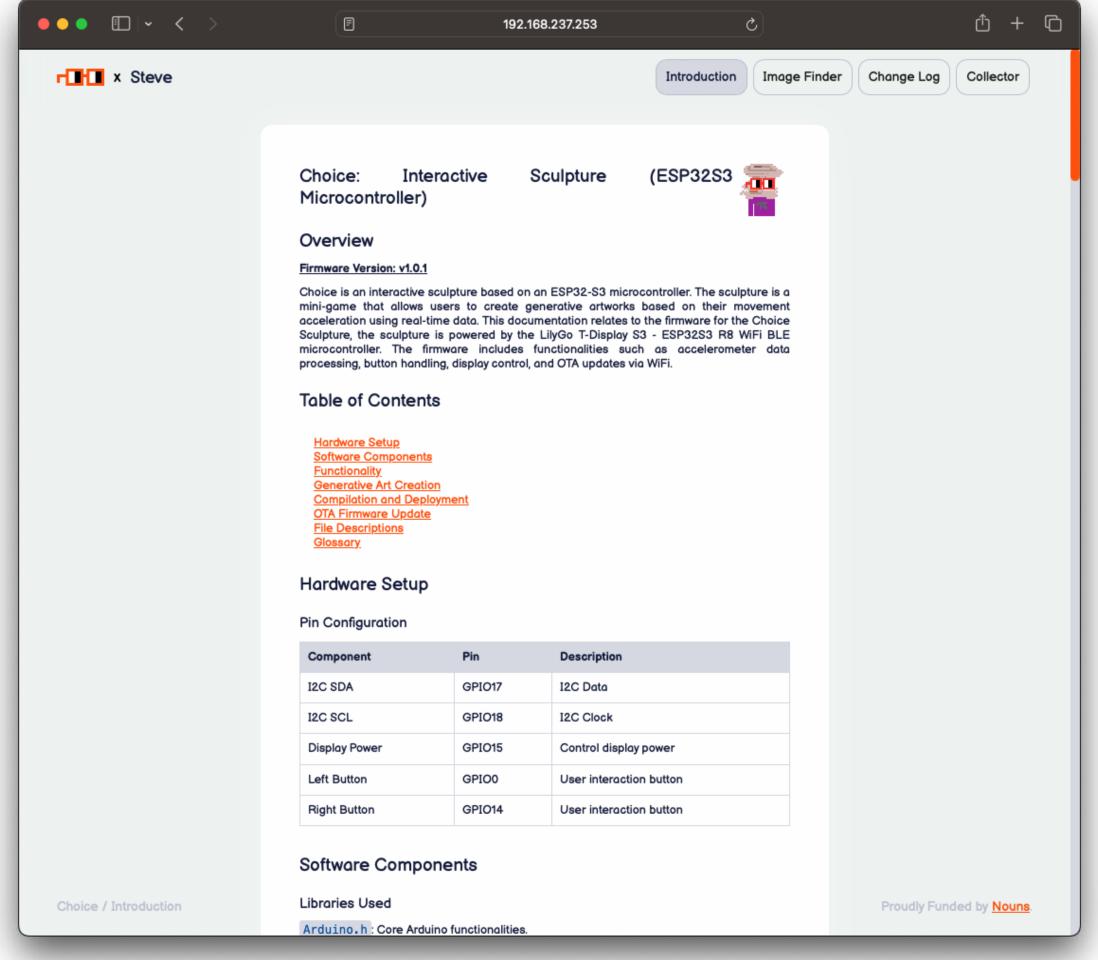
CHOICE PROPOSAL



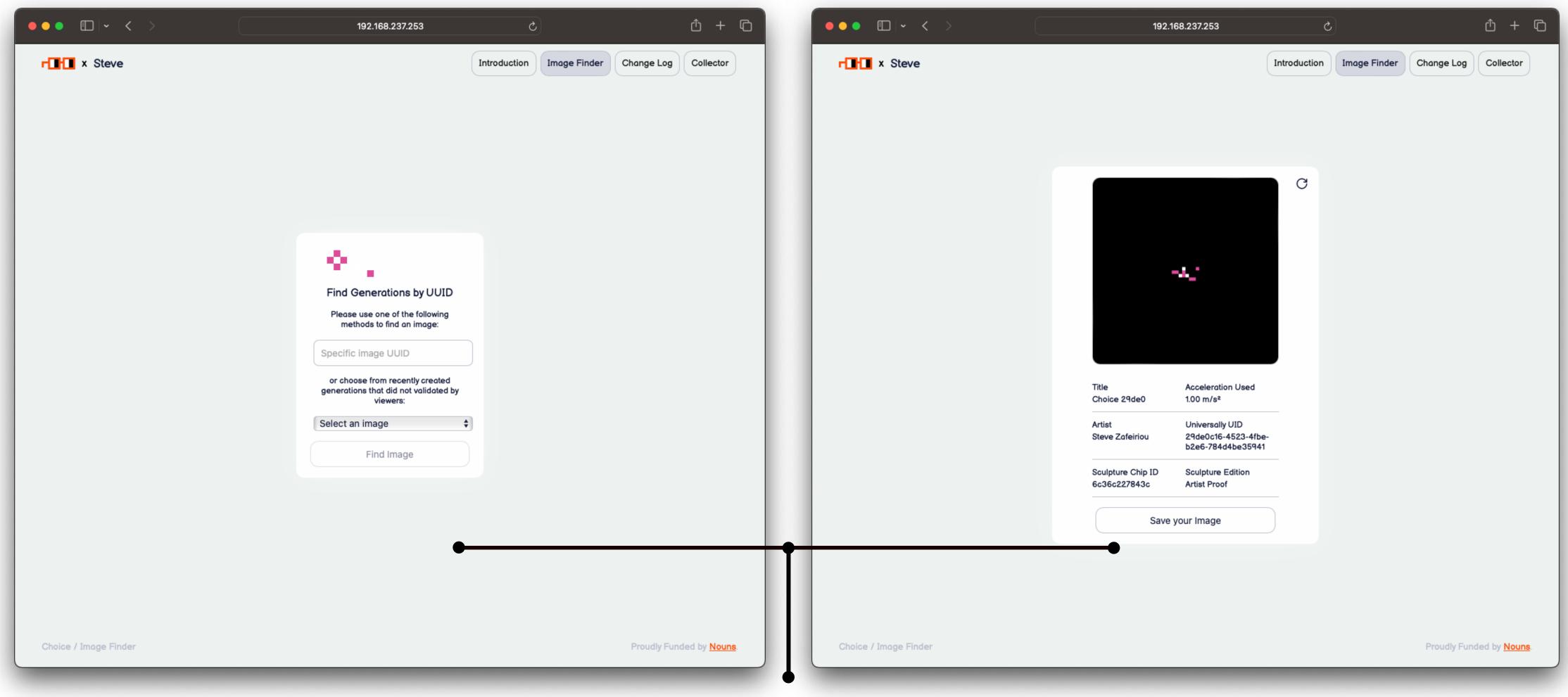


CHOICE PROPOSAL NOUNS DAO



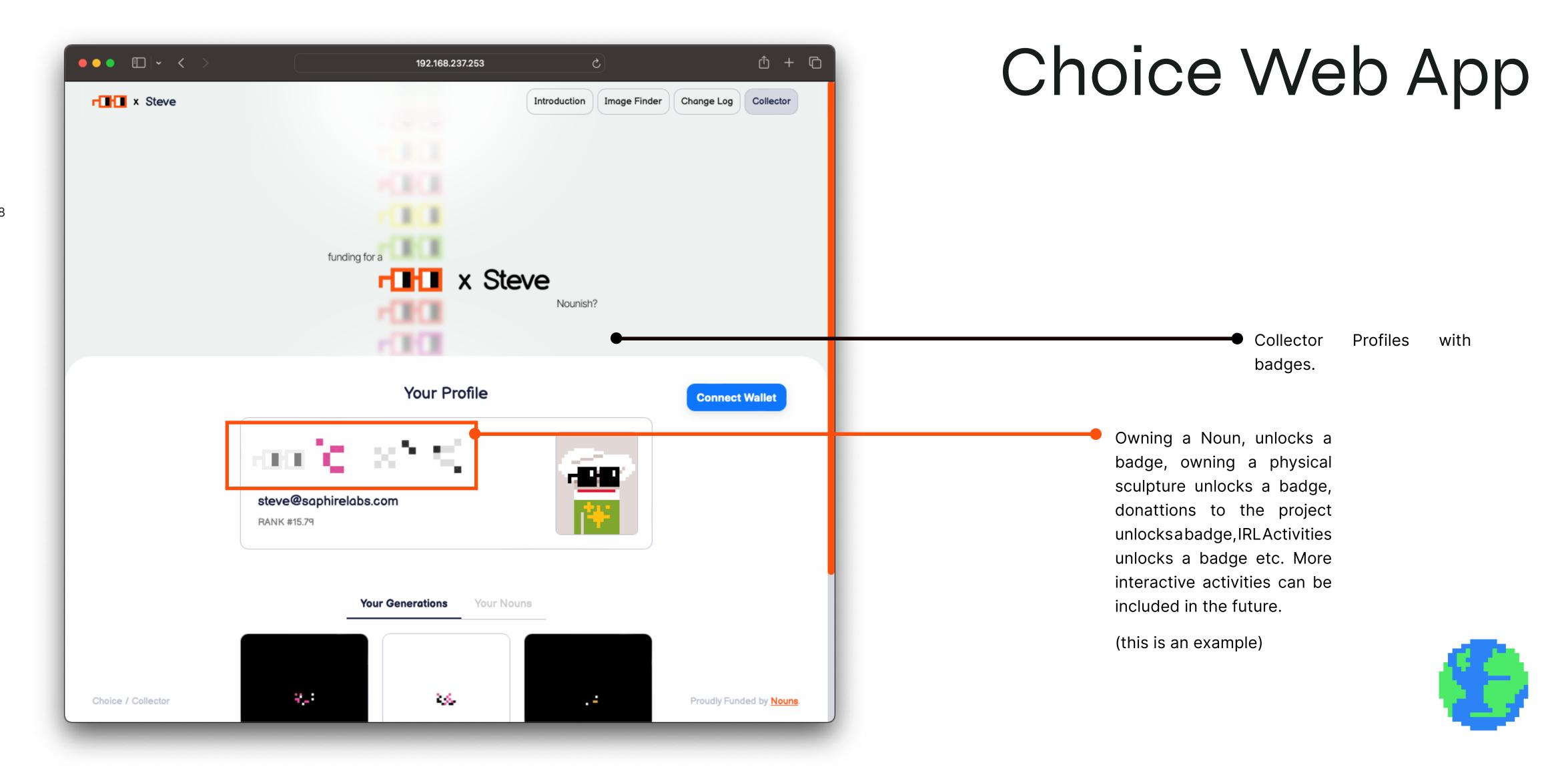




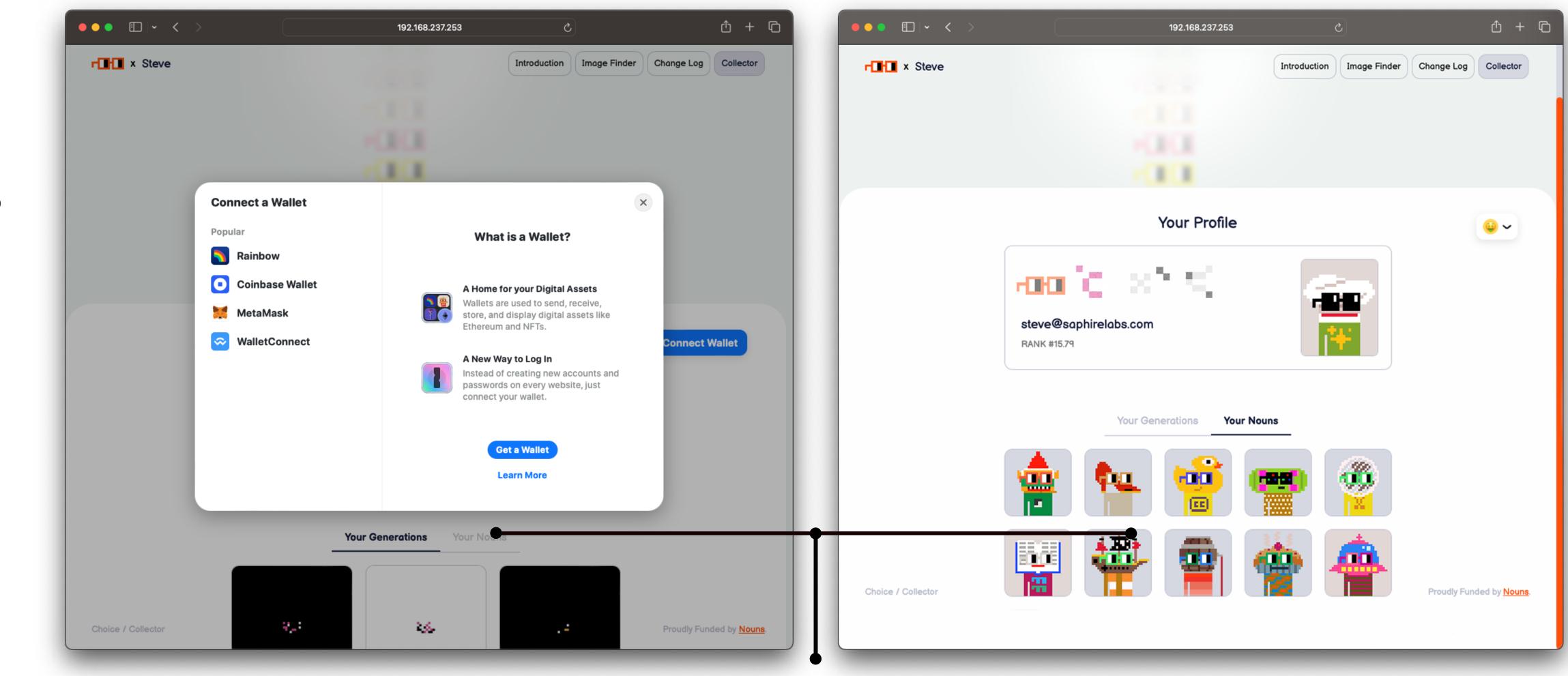


Choice Extetion "Image Finder"



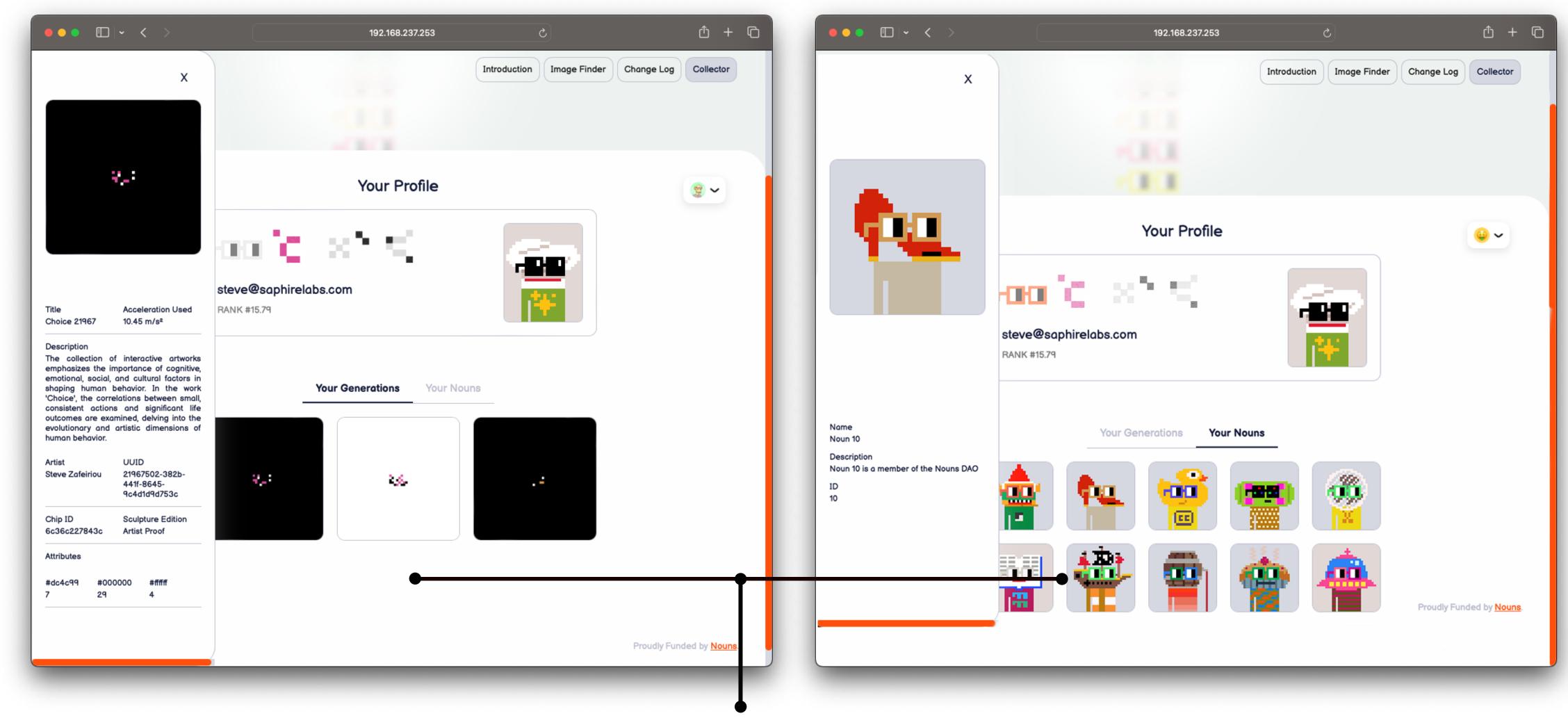






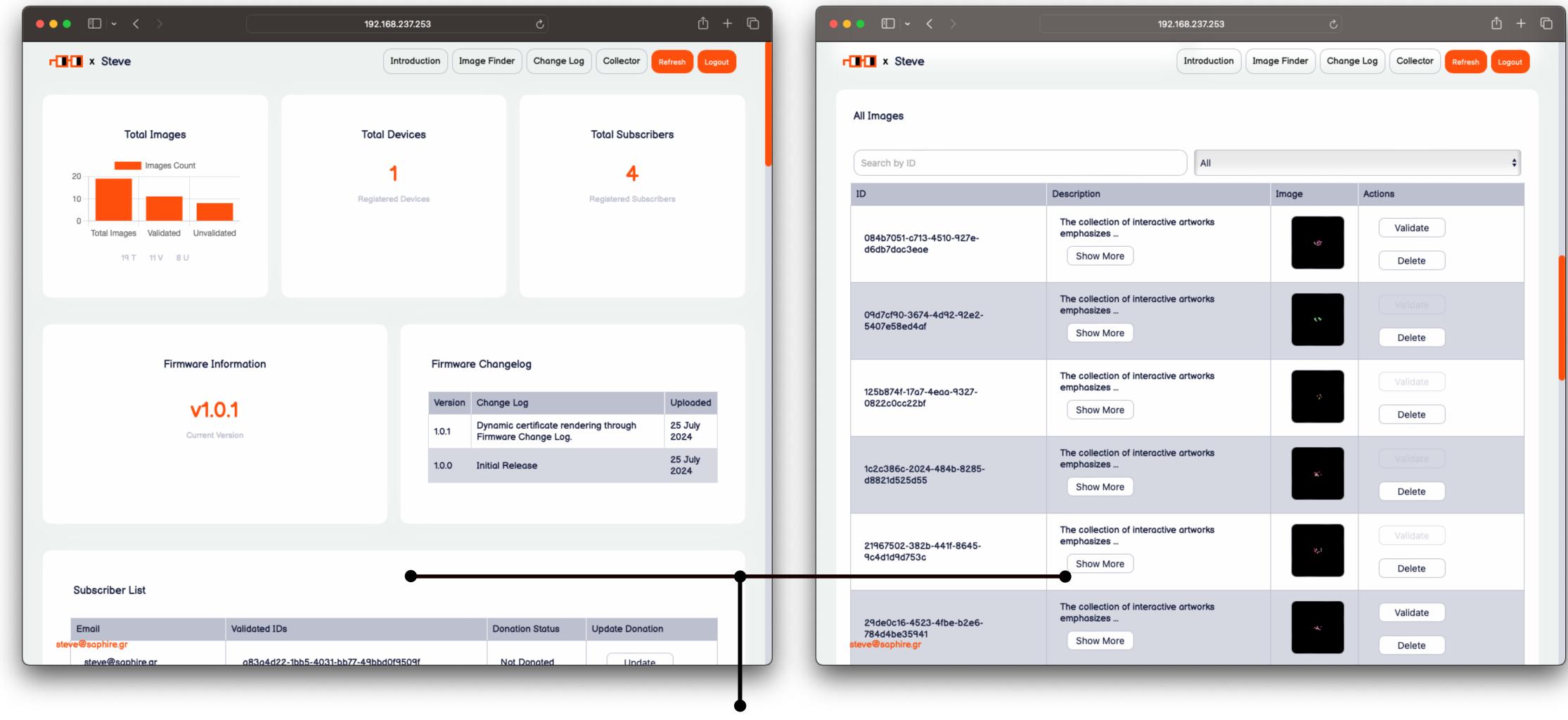
You can also find your fav Nouns collection. (For this example, nounders.eth wallet used for fetching nouns)





You can view your Generated Images from Nounify Sculpture, and your Nouns collection.



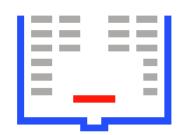


Admin page, with Analytics, Firmware OTA Update and more.



The Artistic Research behind Choice & Choice Extention.





READ FULL RESEARCH AT

STEVEZAFEIRIOU.COM/ARTICLES

"Choice" is a multidimensional interactive artwork from the collection "Our Behaviour Shapes Our Reality," merging Darwinian evolutionary theory with data-driven art. This piece employs an ESP32 microcontroller, gyroscope, and accelerometer sensors to capture viewer movements, which are then used to autonomously generate the digital art displayed.

The core concept of "Choice" revolves around the idea that small, consistent actions can lead to significant evolutionary changes over time. By engaging with the artwork, viewers experience firsthand how their movements—representing choices—dynamically alter the visual output, creating a constantly evolving piece that reflects the interplay between individual behavior and collective reality.

This process not only highlights the evolutionary principle of adaptation but also emphasizes the impact of incremental choices in shaping both personal and communal experiences. The artwork stands as a testament to the profound connection between motion, decision-making, and the continuous development of life and art.

Artistic Context

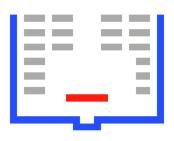


024

CHOICE PROPOSAL NOUNS DAO

The research aims to explore how the abstract visual language of **digital art** can be transformed into **physical sensations**.





READ FULL RESEARCH AT

STEVEZAFEIRIOU.COM/ARTICLES

Steve 's artwork, seeks to expand the boundaries of digital art by experimenting with the integration of haptic feedback to translate generative pixel art into a tactile experience. The proposed research aims to explore how the abstract visual language of digital pixels can be transformed into physical sensations, allowing viewers to engage with the artwork in new and immersive ways. The implementation of haptic feedback within the sculpture is an innovative concept that requires further experimentation and development. By securing a small grand, Steve intends to research the technical possibilities and artistic implications of this approach, pushing forward the intersection of digital and physical art forms. This research will not only deepen the audience's engagement with the artwork but also contribute to the broader understanding of how multisensory experiences can enhance the perception of digital art.

Sensory Research



The Technical Documentation behind Choice & Choice Extention.





Choice Documentation

Pin Configuration

\sim		\sim
11	٠,	6
	_	r 1

Component	Pin	Description
I2C SDA	GPI017	I2C Data
I2C SCL	GPIO18	I2C Clock
Display Power	GP1015	Control display power
Left Button	GPIO0	User interaction button
Right Button	GPI014	User interaction button

Software Components

Libraries Used

- Arduino.h: Core Arduino functionalities.
- Wire.h: I2C communication.
- Adafruit_MPU6050.h: Interface with the MPU6050 accelerometer.
- esp_sleep.h: Deep sleep functionalities.
- TFT_eSPI.h: TFT display control.
- WiFi.h: WiFi functionalities.
- WebServer.h: Web server for handling OTA updates.
- HTTPClient.h: HTTP client for fetching OTA updates.
- ArduinoJson.h: JSON parsing and serialization.

Generative Art Creation

Using Accelerometer Data

The Choice Sculpture uses real-time accelerometer data from the MPU8050 sensor to create generative artworks. The process involves detecting movements and translating the data into visual patterns displayed on the TFT screen.

Data Processing

CHOICE PROPOSAL

1. Movement Detection:

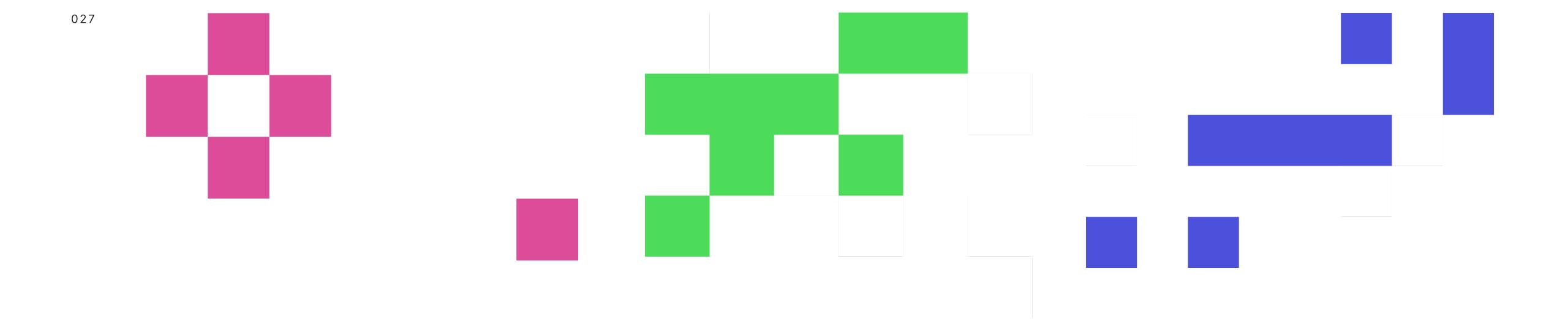
- The accelerometer continuously monitors the acceleration along the Y-axis.
- When a significant movement (above a set threshold) is detected, the device captures this data.

```
// Read accelerometer data
sensors_event_t a, g, temp;
npu.getEvent(&a, &g, &temp);

float accely = a.acceleration.y;
unsigned long currentTime = millis();
```

2. State Management:

- The device uses a state machine to differentiate between upward and downward movements.
- When an upward movement is detected and followed by a downward movement within a specific time window, the device registers it as a valid gesture.





Why This Interactive Sculpture Correlates to Nouns Culture?



A Namish Sculpture?



The interactive sculpture aligns with the Nouns culture for several reasons:

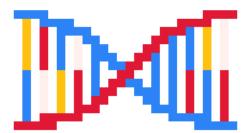
Firstly, the sculpture's emphasis on the intersection of human behavior and technology reflects the innovative and forward-thinking ethos that underpins the Nouns project. Nouns DAO is at the forefront of leveraging blockchain technology to create unique digital assets, and this artwork embodies a similar spirit by integrating advanced microprocessor technology and sensory data to generate dynamic, generative pixel art.

Secondly, the interactive nature of the sculpture mirrors the community-driven and participatory aspects of Nouns DAO. Just as Noun holders actively engage in governance and decision-making processes, the sculpture invites users to become active participants in the creation of art. By using their own movements to influence the artwork, users experience a direct and personal connection to the creative process, akin to the way Noun holders shape the direction of the DAO.

Moreover, the generative art produced by the sculpture resonates with the aesthetic and conceptual elements of the Nouns NFTs. Both the sculpture and Nouns NFTs employ a pixel art style, creating a visual and thematic harmony between the two. This alignment enhances the sculpture's potential to serve as a physical manifestation of Nouns culture, bridging the digital and physical worlds.

The temporary storage and QR code functionality further extend this correlation by facilitating user interaction with digital mediums, similar to how Nouns NFTs operate within the blockchain ecosystem. This integration of digital technology ensures that the artwork remains accessible and relevant to the tech-savvy and digitally native audience that Nouns DAO attracts.

In conclusion, the interactive sculpture not only complements the aesthetic and conceptual framework of Nouns DAO but also embodies its core values of innovation, community participation, and the fusion of digital and physical experiences. By supporting this project, Nouns DAO would reinforce its commitment to pioneering artistic and technological advancements while simultaneously expanding its cultural influence and outreach.



03



[Artist goes Nounish] The Proposal

Each sculpture and installation is designed and crafted by Steve or his team / partners by hand, forever.

Page 31

Motivation Requested Fund

Page 33

Small Grand

Proposal

Page 36

Timeline

Page 39

Page 37

Production **Function**

Funding

Page 40

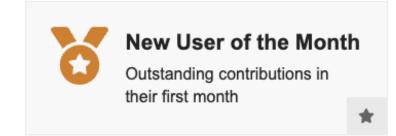
Extention Purpose



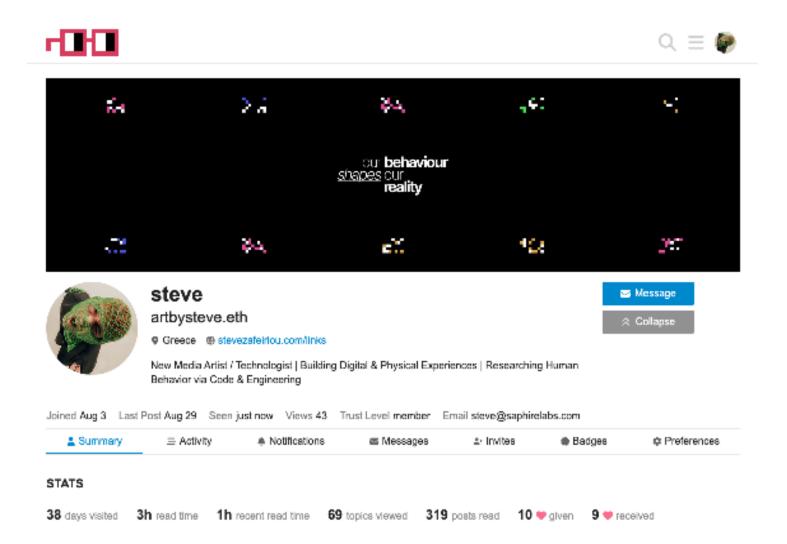
The Motivation behind this Nounish proposal.

Motivation

CHOICE PROPOSAL



Steve's primary **motivations** for proposing this project for funding from Nouns DAO are to actively engage with the Nouns DAO community, contributing creatively and collaboratively to its mission and culture.



Steve aims to promote the innovative spirit and collaborative ethos of Nouns globally through his artistic endeavors. This project seeks to explore and push the boundaries of how art and technology intersect, creating new, interactive experiences that resonate with the Nouns community. Additionally, it will help expand his artistic career by receiving support from the first open source brand "Nouns". Steve also hopes to create connections within the Nouns community, encouraging collective creativity and participation in the arts. Finally, this project will provide Steve with more practical experience in web3 development and smart contract implementation, enhancing his technical expertise and contributing to the technological advancement of the Nouns ecosystem. By supporting this project, Nouns will reinforce its commitment to pioneering artistic and technological advancements while simultaneously expanding its cultural influence and outreach.



Small Grand Proposal: Nouns x Steve.

034. Nouns x Steve

035. Timeline

039. Porpuse & Placement

036. Requested Fund



As outlined on the Nouns Notion site in the "Build on Nouns" section:

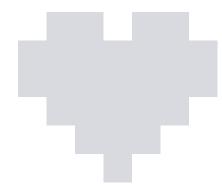
"Nouns is an open standard for generative art. Because all artwork was released under the public domain and the code is open source, artists and developers are free to build and use Nouns in any way they want. Nouns is just as much yours as it is ours. This is an open invitation to artists and developers to build on Nouns - we'd like to fund you!"

In alignment with Nouns DAO and Nounish.com's mission to support Nouns-inspired artwork, this proposal seeks funding for the upgrade of Steve's interactive sculpture and further research and development in sensory digital experiences. The initial version of the sculpture and installation has already been created and exhibited at British Art Fair 2024, Saatchi Gallery, London, UK. This proposal focuses on the upgrade and research of "Choice (v2)" and "Choice Extension (v2)". All related files, including generative art, sculpture firmware, installation web app, and "Choice Web App" (UI to interact with the installation), will be open-sourced to foster a creative culture and ensure the long-term potential of this project.

This proposal pertains to phase one, qualifying for the Small Grants category, and includes a comprehensive timeline, expenses, potential revenue, and other relevant details.

Nouns x Steve





Upon acceptance, development, and completion of this proposal, Steve will submit phase two of the Choice project. This proposal commits to a 4-6 month timeline for this specific artwork and research related to haptic experiences, although his dedication to updating and building a community around this project will continue indefinitely.

Timeline for Upgrading to v2.0

CHOICE PROPOSAL NOUNS DAO

PERIOD	ACTIVITIES
1-2 Months	1. Redesign Sculpture's 3D model case (CAD to be completed by external partner).
	2. Update web applications, incorporating NOUNS branding throughout the project.
	3. Deployment of web applications online.
	4. Order materials, electronic components, packaging etc.
2-3 Month	5. Order 3D printed sculpture cases.
	6. Solder electronic components and start researching and experimenting with haptic feedback.
	7. Deployment of firmware to microcontrollers.
	8. Test each device for proper functionality (order and repeat process if issues arise).
1-2 Month	9. Redesign Choice Extention (physical installation)
	10. Begin construction of the installation (estimated time: 30 - 45 days - the construction will be completed by external partner)
1 Month	11. Design and create user manual, documentation, Artwork Booklet and other graphic work related to the project.
Ongoing	12. Apply for exhibition open calls globally

CHOICE PROPOSAL



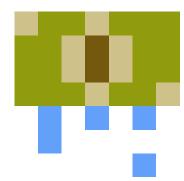
This proposal seeks support to develop the sculpture using Nouns Branding Assets, including all upcoming exhibitions and web apps and support for physical sensory experience research based on digital art.

The sculpture will feature an original Noun of your choice (preferably treasury-owned, or Steve's if contributed by the DAO). The installation will be enhanced to a larger format, incorporating Nouns Branding and more Nounism interactivity, such as the Auction House or auction list. The initial version (v1) already exhibited at British Art Fair 2024, Saatchi Gallery, London, UK and Steve aims to showcase it in further exhibitions.

Support from Nouns will significantly boost Steve's artistic career and help spread Nouns culture through future exhibitions and public appearances. He will proudly display "Funded & Supported by Nouns DAO" across his social profiles, websites, artworks, and more. This funding will enable the creation of an interactive sculpture and installation beyond his financial capabilities.

Each sculpture and installation will be handcrafted by Steve and his team / partners. If there is interest in distribution, that can be explored.

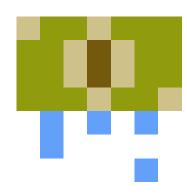
Requested Fund





As a gesture of goodwill and potential long-term collaboration, Steve also request **1 NOUN NFT** to participate, engage, and vote in Nouns DAO actively.

*Please note that the requested funds can be adjusted by either reducing the number of sculptures or excluding the construction of the installation or other expenses not focused into the haptic feedback research.



** This estimation table is generated based on thorough research conducted both online and through consultations with local companies.

ITEM (a/ sculpture and b/ installation)	COST (EUR €)
a/ Mechanical Engineering Expenses (contract	€ 4,900
for sculpture and installation CAD)	
a/ Electronic Components (for 20 sculpture	€ 6,450
prototypes including VAT & EU import	
expenses)	
a/ 3D Printed cases (including VAT & import	€ 2,300
costs for 20 prototypes)	
a/ Packaging materials, User Manual Prints,	€ 3,600
Booklets	
b/ Installation Expenses (physical installation	€ 8,700
construction, hardware & materials, media	
server, etc.)	
a & b/ Cloud Expenses (server, domains etc.	€ 4,500
for 5 years)	
a & b/ Video Production / Documentary	€ 11,200
of the development process and Artist	
Compensation*	
Total Requested Small Grand	€ 41,650 / 17.35 ETH

Requested Fund

*ARTIST COMPENSATION: THIS REFLECTS THE TIME, EXPERTISE, AND CREATIVE LABOR
STEVE WILL DEDICATE TO THE RESEARCH, DEVELOPMENT, AND EXECUTION OF THE PROJECT
FOR 4-6 MONTHS.



The requested funding will be allocated to support the development and expansion of the proposed sculpture, incorporating Nouns Branding and enhancing the artistic experience for a broader audience. Specifically, the funds will cover:

Materials and Equipment: To create a new version of the sculpture, integrating Nouns branding in both its physical and conceptual aspects. This includes high-quality materials and the necessary equipment for construction, as well as the integration of digital technology into the artwork.

Research and Development: A significant portion of the funds will be dedicated to the research and implementation of haptic feedback technology. This element will transform the sculpture into an inclusive, multi-sensory experience that allows individuals with limited visibility to engage with the artwork. By integrating tactile feedback into the design, the goal is to convert digital art into a physical sensory experience, making the artwork more accessible to all.

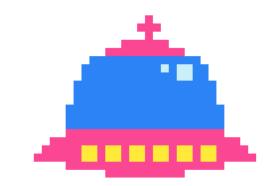
The research will also explore how digital art can be experienced through physical sensations, thus creating a new form of engagement where viewers can interact with the piece beyond visual perception. This innovation aims to push the limits of digital art into the realm of sensory exploration, contributing to inclusivity in the art world and enriching the way digital art is experienced.

Production Funding

NOUNS DAO



The installation "Choice Extention" aim to share and promote Noun's Culture.



The "Choice Extension" installation can be installed in organizations, public spaces, events, and other locations upon request.

*If the DAO is interested in further distribution to galleries and other venues, Steve is willing to explore these opportunities.

Installations Purpose and Placement



Steve's artistic practice investigates human behavior and perception through the integration of code, engineering, and interactive technology. With the project "Choice," Steve explores how our decisions shape not only our personal realities but also influence our perception of the world. The project seeks to explore the relationship between choice, perception, and behavior through the context of digital art.

040

This Small Grand will enable Steve to further develop and research innovative methods for experiencing digital art through sensory feedback, particularly focusing on the incorporation of haptic technology. By introducing physical sensations into the digital experience, the project aims to make art more accessible and engaging, especially for individuals with limited vision. The research focuses on the development of multi-sensory experiences, allowing participants to interact with the artwork in a way that pushes the limits of traditional visual-only engagement.

This exploration is significant because it can lead to broader technological innovations that enhance inclusivity in both the art world and other fields, such as assistive technology for individuals with disabilities. By integrating haptic feedback and sensory elements, this project has the potential to advance how we understand and interact with digital mediums, pushing the boundaries of art and technology.

This Small Grand will support the exploration of sensory digital art as a potential tool for education, and social inclusion. The research will experiment with how sensory stimuli (such as touch and vibrations) can influence emotional responses and deepen the engagement with art for diverse audiences. Steve's ongoing commitment to exploring the intersections of art, technology, and human perception aligns with Nouns DAO's mission of innovation and community empowerment.

The project proposes a long-term collaboration with Nouns DAO, fostering the evolution of this research **and its potential to contribute to the wider cultural landscape**. Steve remains dedicated to sharing the findings with the community, creating space for further collaboration and open dialogue on the future of sensory digital art.

Purpose of Proposal



In return, Nouns DAO will receive a comprehensive and valuable package that showcases both the artistic journey and the impact of their Small Grand.

Artwork Booklet and Research: A professionally designed 80+ page book that details the artistic context, development process, and research behind the project. This booklet will serve as a lasting document, capturing the evolution of the artwork and the innovative research, and offering an insight into how the project contributes to both art and technology.

Short Form and Long Form Content: High-quality video and written content will be produced to document each stage of the project's development, from research to the creation of the final artwork. This content will be shared across social media platforms, promoting Nouns DAO and its Culture to a broad audience. These posts will highlight Nouns' commitment to innovation and inclusivity, reaching global communities in both short clips and in-depth narratives.

Exhibition Participation: The completed artwork will participate in future exhibitions, prominently showcasing "Funded by Nouns" on promotional materials, including exhibition labels and stickers. This branding will ensure Nouns DAO receives recognition for its support, helping to establish its influence in both the art and tech communities.

Ongoing Collaboration: Steve remains open to further collaboration with Nouns DAO, continuing to explore and expand the boundaries of sensory digital art. This partnership could lead to new creative opportunities, deeper research, and additional projects that align with Nouns DAO's mission of fostering cutting-edge innovation.

Thank you.

WEN STEVE X NOUNS?



From Steve Zafeiriou, thank you for your attention to detail and your support.

If you need any help or have any questions, especially when reviewing this document, please do not hesitate to reach out to by email, phone, social profiles, or discource.

You can read Steve's "nft-verse" journey at timeline.stevezafeiriou.