

# MACRO CHIP

## our minds, improved

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*What if your mental capabilities could be improved and at the same time the core of humankind's problems could be solved only by implanting a little microchip? MacroChip may be micro in size, but it's impact definitely will be large scaled. The only cost is what separated humankind far too long, individuality. A future vision evoking questions of the relation and balance of autonomy, individualism and societal benefit.*

### INTRODUCE YOUR PRODUCT/SERVICE: WHAT IS IT AND HOW DOES IT WORK?

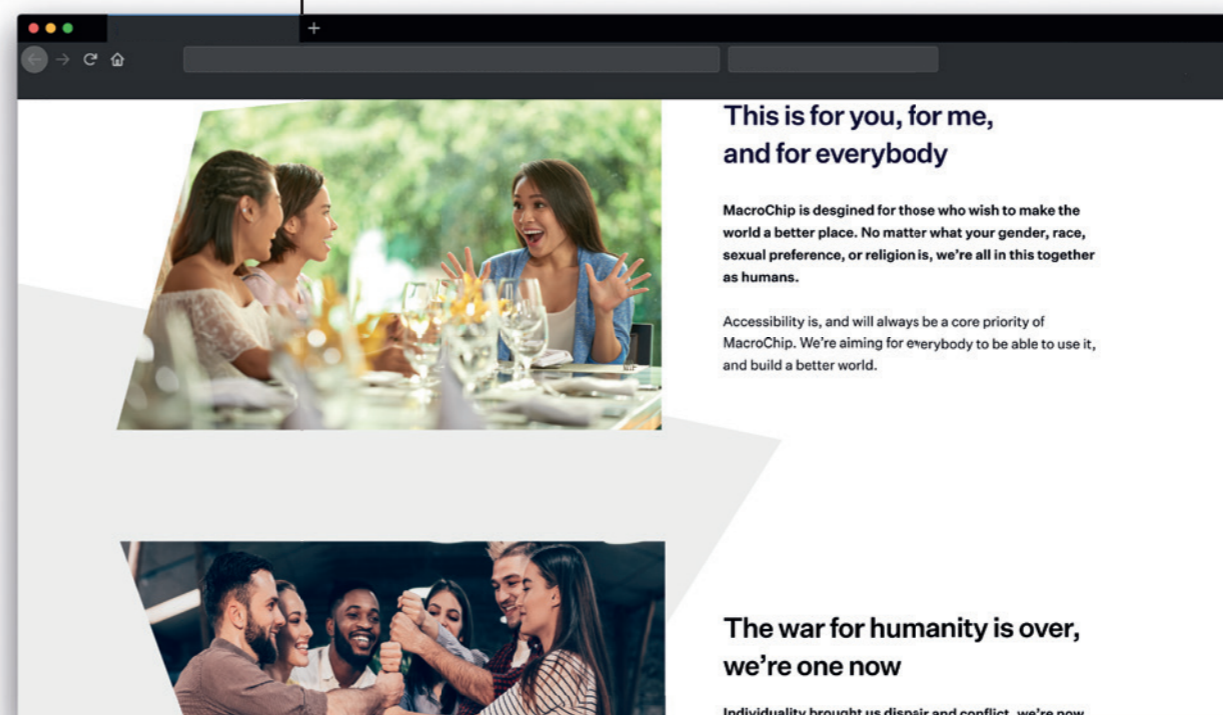
MacroChip is a fictional spinoff of Neuralink, co-founded by Elon Musk with the aim to develop a brain-computer-interface. MacroChip's product is simple: We install the Chip in your brain, and its powerful machine learning capabilities will improve you, your speed of learning, and the way you communicate with others.

No more friction between languages, no need to study something for hours and not understand it, and no need to ask the same question twice. MacroChip will take care of everything for you. This product is particularly powerful in the areas of Society, Politics, Economy and the Environment as it would basically force all of us to cooperate together for what the makers of MacroChip consider "an ideal

world." MacroChip will effectively turn us into 100% productive humans. We will have no friction anymore working with other humans, and there will exist no misunderstandings anymore. All of these points will potentially lead to world peace, and us working for the better of society, the environment, minorities, and wealth disparity.

In a sense, we would attack the core of all of humankind's problems since the beginning of time: Humans. If we wouldn't get in the way of each other, with emotional overloads and acting irrationally, we could achieve incredible things as a society. We've always been in search for a higher power to lead us, give meaning to our lives, and let us know what path we should take. Now, there's no need for gods, religious symbolism or ideological nihilism. In this project, MacroChip is proposed as the path to clarity and

peace. Of course, the environment will also be positively affected. There won't be anyone denying climate change, because MacroChip will make sure that the right facts will be understood by everybody. This will lead to humanity working together to solve some of the most critical problems that up until now, are still debated. Indeed, we won't need to debate anything anymore. Since we're all on the same page, understand the same facts, and agree on everything, we can save hours, days, months, and even years of discussion.



People will feel happier, will have a meaning and a mission, and will be productive for the rest of their lives. We will work for the common good, and not for individualistic desires. This, eventually, will lead to a world where we all feel fulfilled, and help each other, while also eliminating all of disparity and injustice as we now know it. The only thing that we need to do, to achieve this, is to trust MacroChip.

**DESCRIBE WHY YOU CHOSE THE SPECIFIC VISUAL APPEARANCE OF THE PRODUCT/SERVICE. WHAT ARE YOU INTENDING TO TRIGGER WITH THE DESIGN?**

There isn't a specific way of showing the product. In fact, the whole landing page avoids showing the product and only talks about its benefits. Only near the footer you can see a little bit of what appears to be a product.

Besides the clear absence of the product, which may suggest that the company has something to hide, the website is filled with over-exaggerated stock photography. The reason being, that tech companies are overly optimistic, unrealistically motivating and clearly disconnected with reality. The overall goal of the visuals was do cause dissatisfaction and make the viewer uncomfortable. Overly positive messages everywhere don't make us any happier.

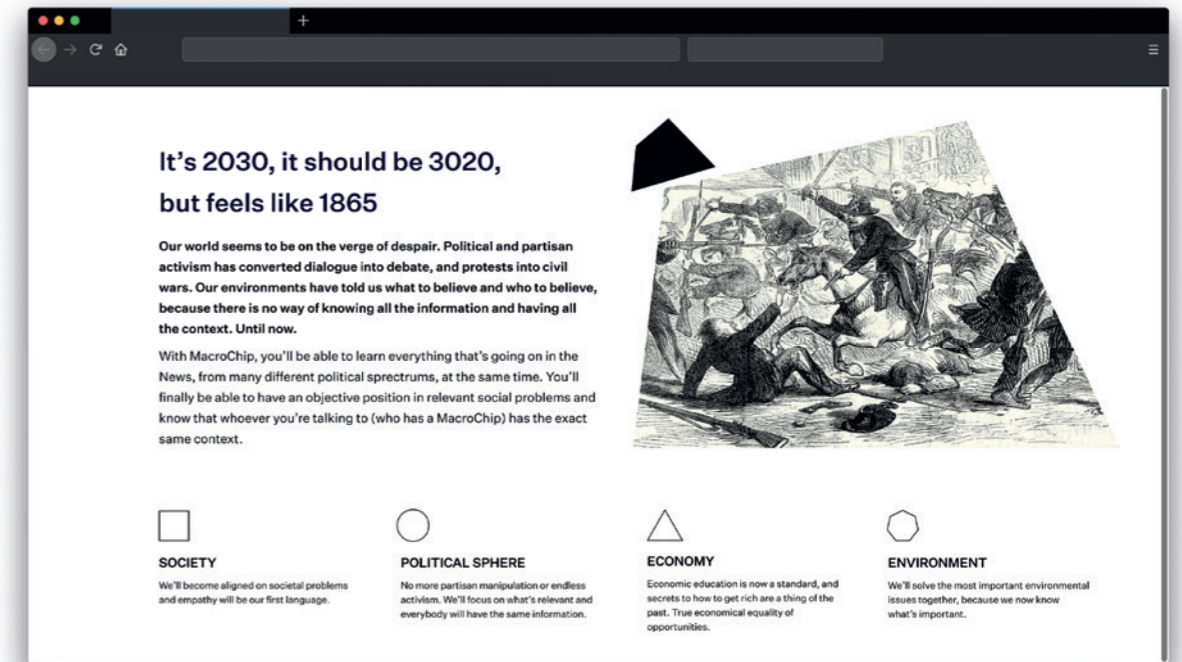
**AFTER PRESENTING YOUR PRODUCT/SERVICE TO THE OTHER PARTICIPANTS, WHAT ARE YOUR MAIN TAKEAWAYS FROM THE REACTIONS AND THE DISCUSSION?**

Given the provocative nature of the project, I'm glad people reacted in a very defensive way to the concept. There were no positive comments about the product. This is expected from such a provocative piece of work.

**WHICH SOCIETAL TOPICS ARE YOU ADDRESSING WITH YOUR PRODUCT/SERVICE?**

In this project, we wanted to play with the idea of what could go wrong with technology, and not only what could go right. The goal is for the people who look at the platform to consider the negative effects of a very powerful technology.

We trust technology and the people who create it too much. The biggest companies in the world are tech companies, and every possible industry is becoming tech driven as well. There's no room to escape, and there's very little deliberation about new technologies. The biggest companies have the best sales and marketing people in the world, they can sell us everything. If we don't start to become dubious of what they tell us, we might as well just do what they tell us to do.



People want to feel comfortable, and not intellectually attacked. We live in an era of extreme freedom, where we can choose so many things, that once we made a decision, we need

external positive affirmations to make us feel that the decisions we made were the right ones. Uncertainty attacks us, and that's why we need to push provocation in all directions.

