

# Abstract

Born and bred in contemporary Pakistani society, I often felt the conscious need of being relevant to certain groups of people following fixed views socially. These groups naively or ignorantly forced me to think/do with certain filters on. This phenomenon is known as Emotional Contagion, which is a behavior found in humans, other primates, and dogs. Professor Elaine Hatfield, who teaches social psychology at the university of Hawaii presented a view on EC as the phrase "emotional contagion" embodies the idea that humans synchronize their own emotions with the emotions expressed by those around them, whether consciously or unconsciously.

This exists globally, in every individual's mind which manipulates them to act in a certain manner. Eventually, the state of questioning led me into talking surveys to understand this phenomenon in detail. After that process, I focused on the similarities found in each of them which helped me understand the fact that during the process of emotional contagion, the victim is never able to maintain a single expression and that is exactly what I went through myself. His/her expression varies as it is forced. In my work I am presenting variations of different expressions (of myself) which are designed using the technique of line art and dismantled which makes it hard to understand. Concluding my project, I have visualized the awful feeling felt during the constant shift of expressions on my face caused during the act of emotional contagion.



# Identity

the fact of being who or what a person or thing is.

# Situationsim

The theory that human behaviour is determined by surrounding circumstances rather than by personal qualities.



## Isidore Isou

Romanian French visual artist, poet, director, novelist & economist.

Known for:  
Situationsim  
Letterism  
Traité de Bave et d'Eternité

# Situationist International

The IS developed a critique of capitalism based on a mixture of Marxism and surrealism.



<http://www.notbored.org/yes.html>



By: Mark Wallen  
"Whatever happened to the future"  
1980

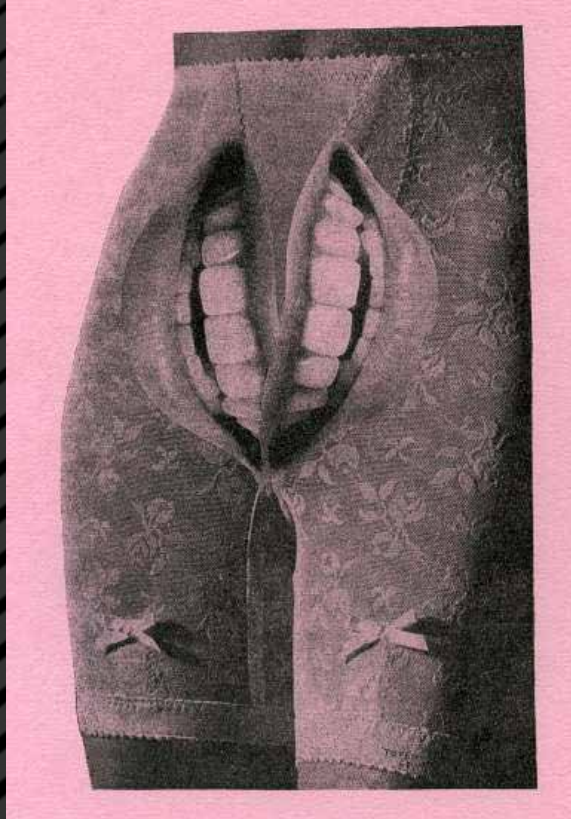


By: Guy Debord  
"Psychogeographic guide of Paris"  
1955

# Surrealism

André Breton - 1924

movement in art and literature which sought to release the creative potential of the unconscious mind, for example by the irrational juxtaposition of images.



By: Toyen  
"The Smile"  
1967



By: Luis Bunuel  
"The Discreet Charm of the Bourgeoisie"  
1972

# Michael Reeder



The Otherrealm  
2019







**Focal area of this project:**

# **Emotional Contagion**

Emotional contagion is the phenomenon of having one person's emotions and related behaviors directly trigger similar emotions and behaviors in other people.

# Elaine Hatfield

American social psychologist and a professor of Psychology at the University of Hawai'.  
An experiment held at the University of Hawai' by Professor Elaine Hatfield  
"The effect of power on susceptibility to emotional contagion"



This experiment explored two questions: Do people tend to display and experience other people's emotions? If so, what impact does power have on people's susceptibility to emotional contagion? .  
College students, given the role of "teacher" (powerful person) or "learner"  
(powerless person), observed videotapes of another (fictitious) subject relating an emotional experience.

Entire eyebrow pulled up, eyelids pulled up, mouth hangs open, pupils dilated.

## **SURPRISE**



Eyebrows pulled down, upper eyelids pulled up, lower eyelids pulled up, margins of lips rolled in, lips may be tightened.

## **ANGER**



Eyebrows pulled up and together, upper eyelids pulled up, mouth stretched

## **FEAR**



## **DISGUST**



## **HAPPINESS**



## **CONTEMPT**



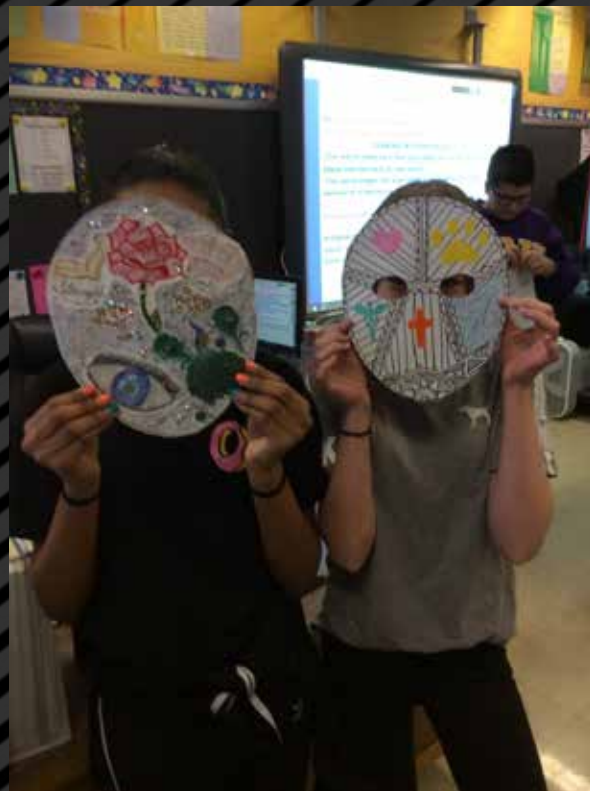
Eyebrows pulled down, nose wrinkled, upper lip pulled up, lips loose.

Muscle around the eyes tightened, "crows feet" wrinkles around the eyes, cheeks raised, lip corners raised diagonally.

Eyes neutral with the lip corner pulled up and back on one side.

# Mask Symbolism

A mask is an ancient form of an expressive facial disguise, it was used to frighten enemies and contain identity. In modern day the mask is generally known to be a symbol of the concealment of the ego behind an artificial mask.



# Theatre Masks



The sock and buskin are two ancient symbols of comedy and tragedy. In Greek theatre, actors in tragic roles wore a boot called a buskin (Latin cothurnus). The actors with comedic roles only wore a thin soled shoe called a sock (Latin soccus).

# Facial Heat Map

A heat map (or heatmap) is a graphical representation of data where the individual values contained in a matrix are represented as colors.

"Heat map" is a newer term but shading matrices have existed for over a century.



Happiness



Fear



Surprise



Anger



Disgust

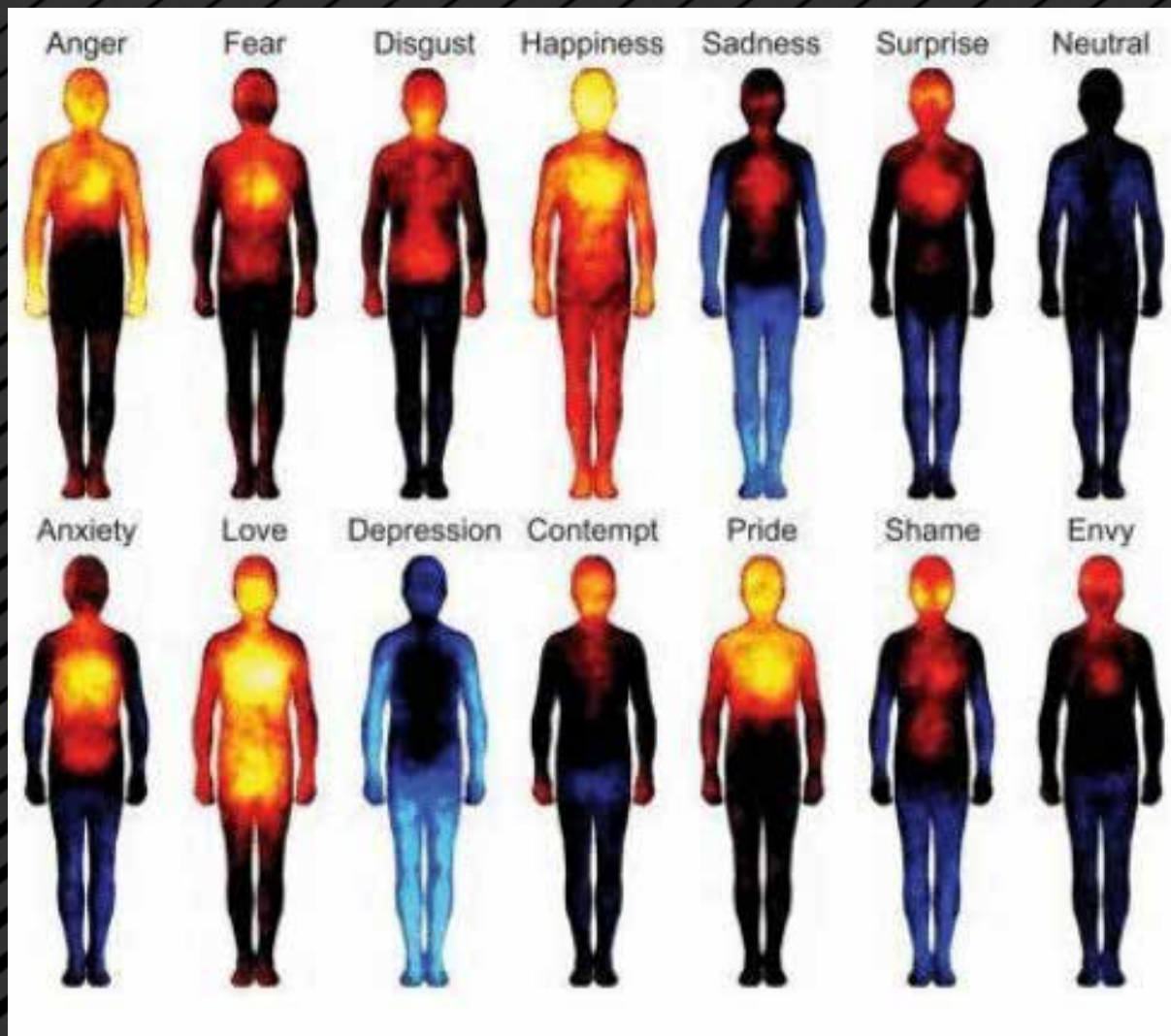


Sadness

Weight = 0



Weight = 1



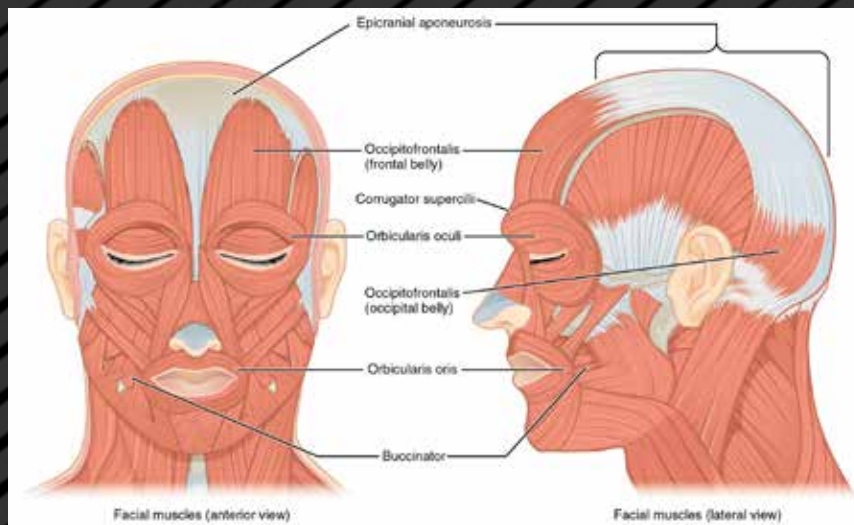
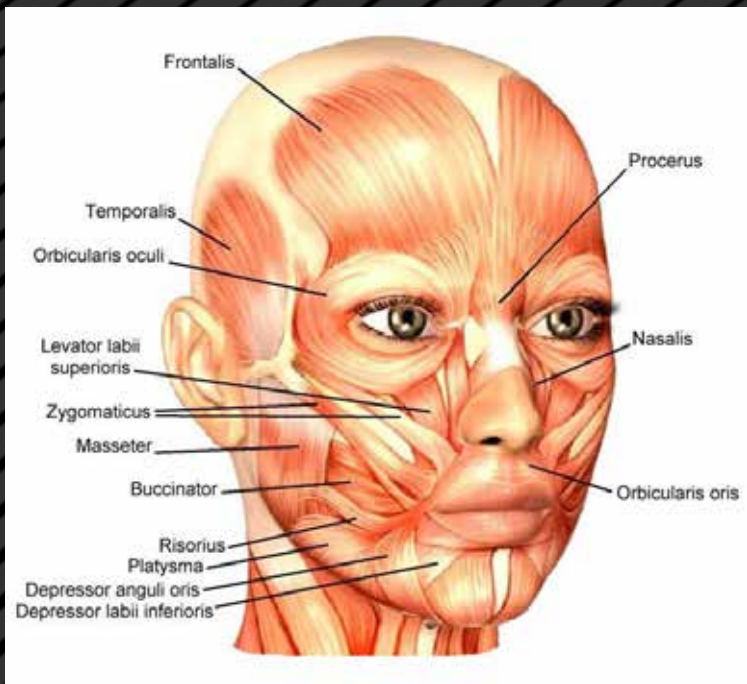
Cold: Dark Blue

0%



100%

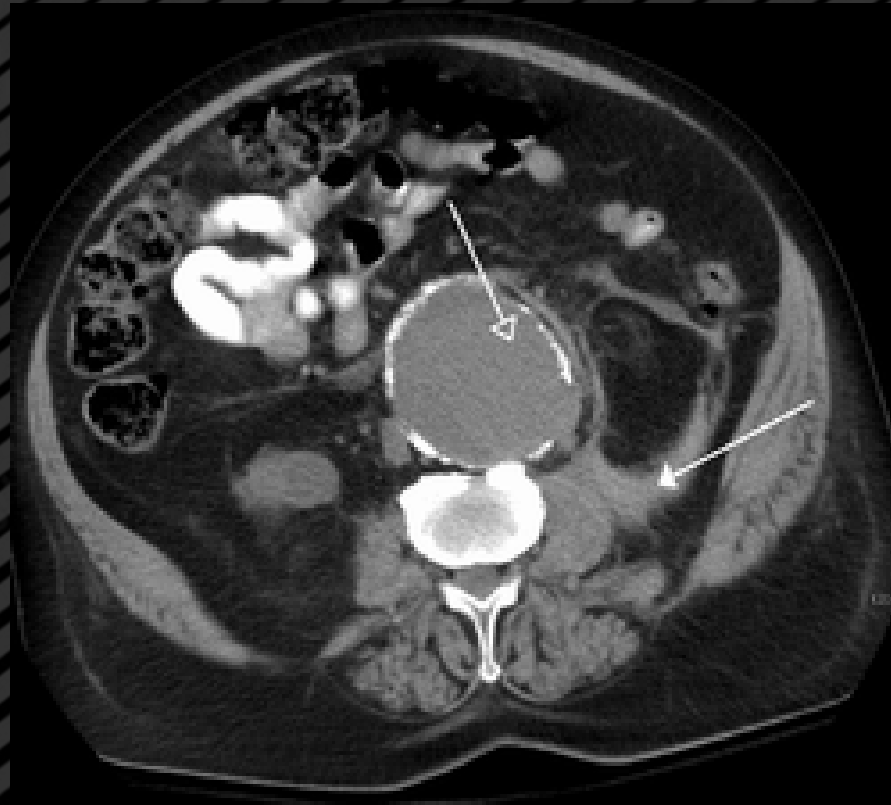
Hot: White





# Medical Imaging

Medical imaging is the technique and process of creating visual representations of the interior of a body for clinical analysis and medical intervention, as well as visual representation of the function of some organs or tissues (physiology). Medical imaging seeks to reveal internal structures hidden by the skin and bones, as well as to diagnose and treat disease. Medical imaging also establishes a database of normal anatomy and physiology to make it possible to identify abnormalities.



# Visuals



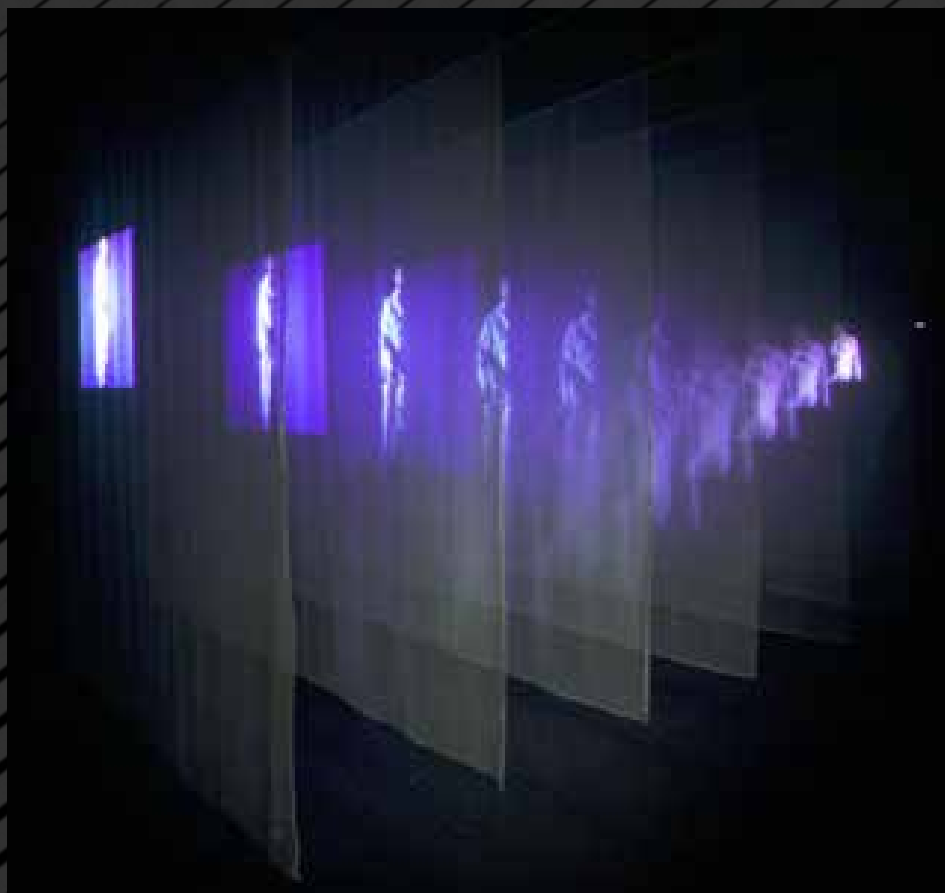
Daniel Rozin  
PomPom Mirror, 2015



Daniel Rozin  
Peg Mirror, 2007

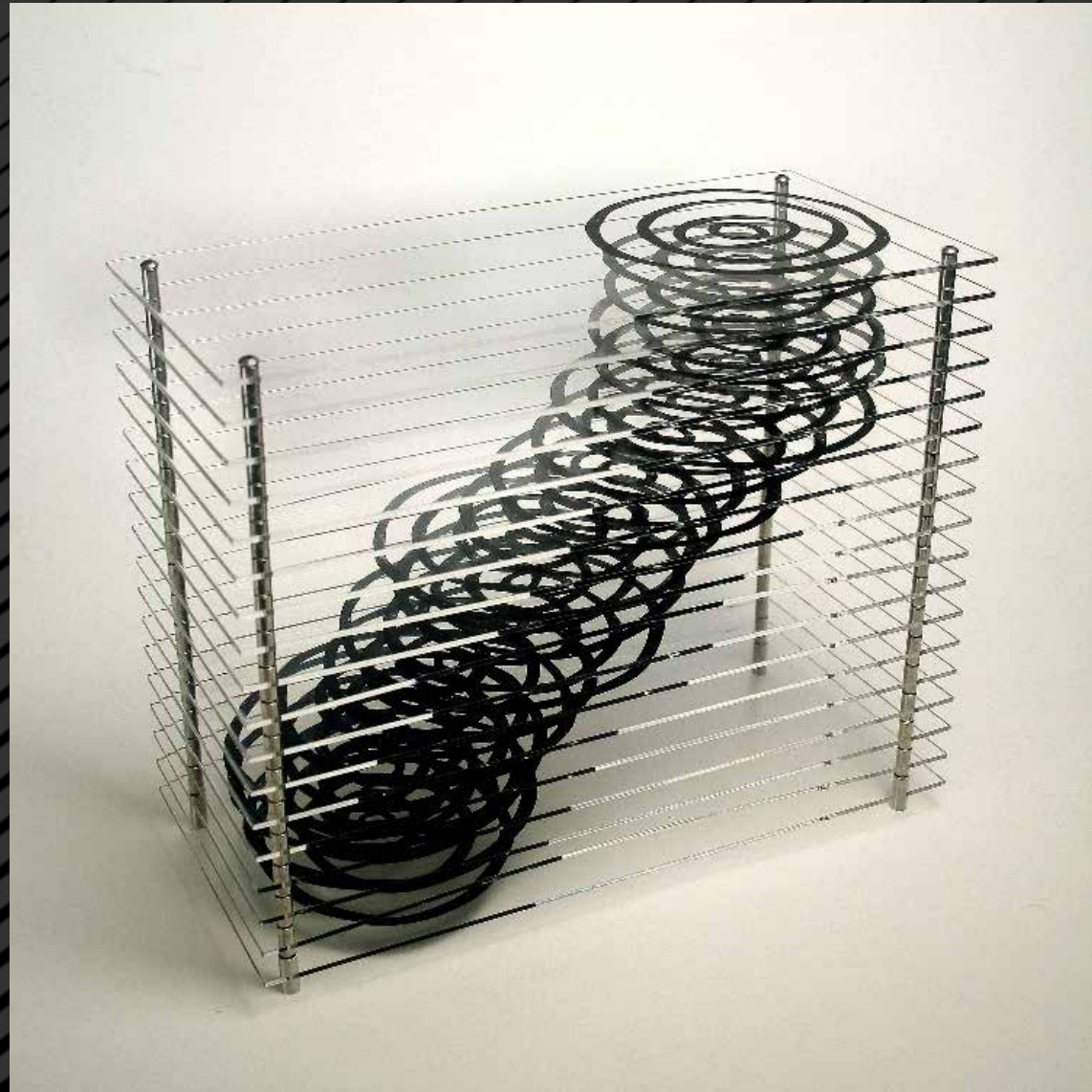


Nobuhiro Nakanishi  
Unknown  
2017



Bill Viola  
The Veiling  
1995

Viola creates projective narrative environments that explore the nature and consciousness and universal human experiences such as birth and death. The artist's subject matter is rooted in the history of Western and Eastern art, as well as in such spiritual traditions as Sufism and Zen Buddhism. This installation was acquired in 2002 in a unique three-way partnership with the Whitney, the Tate, London, and the Centre Pompidou in Paris, marking the first international shared museum purchase of a major contemporary work.



[https://www.ornafeinstein.com/dendro\\_dynamics\\_1\\_3dmonoprint.html](https://www.ornafeinstein.com/dendro_dynamics_1_3dmonoprint.html)



# Visuals



Size to be finalized

Image created  
by shadow casted

4 ft (48 inches)

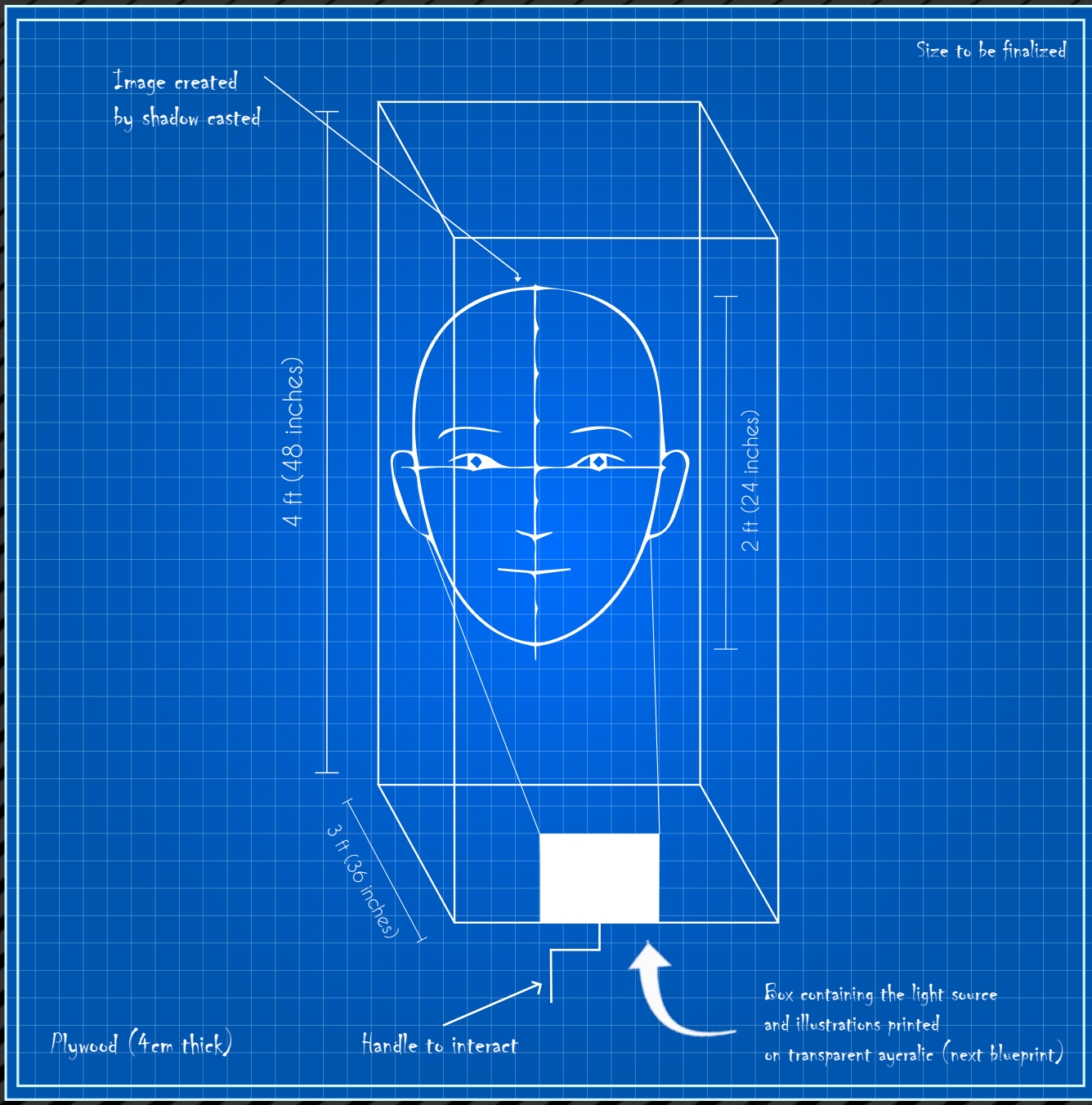
2 ft (24 inches)

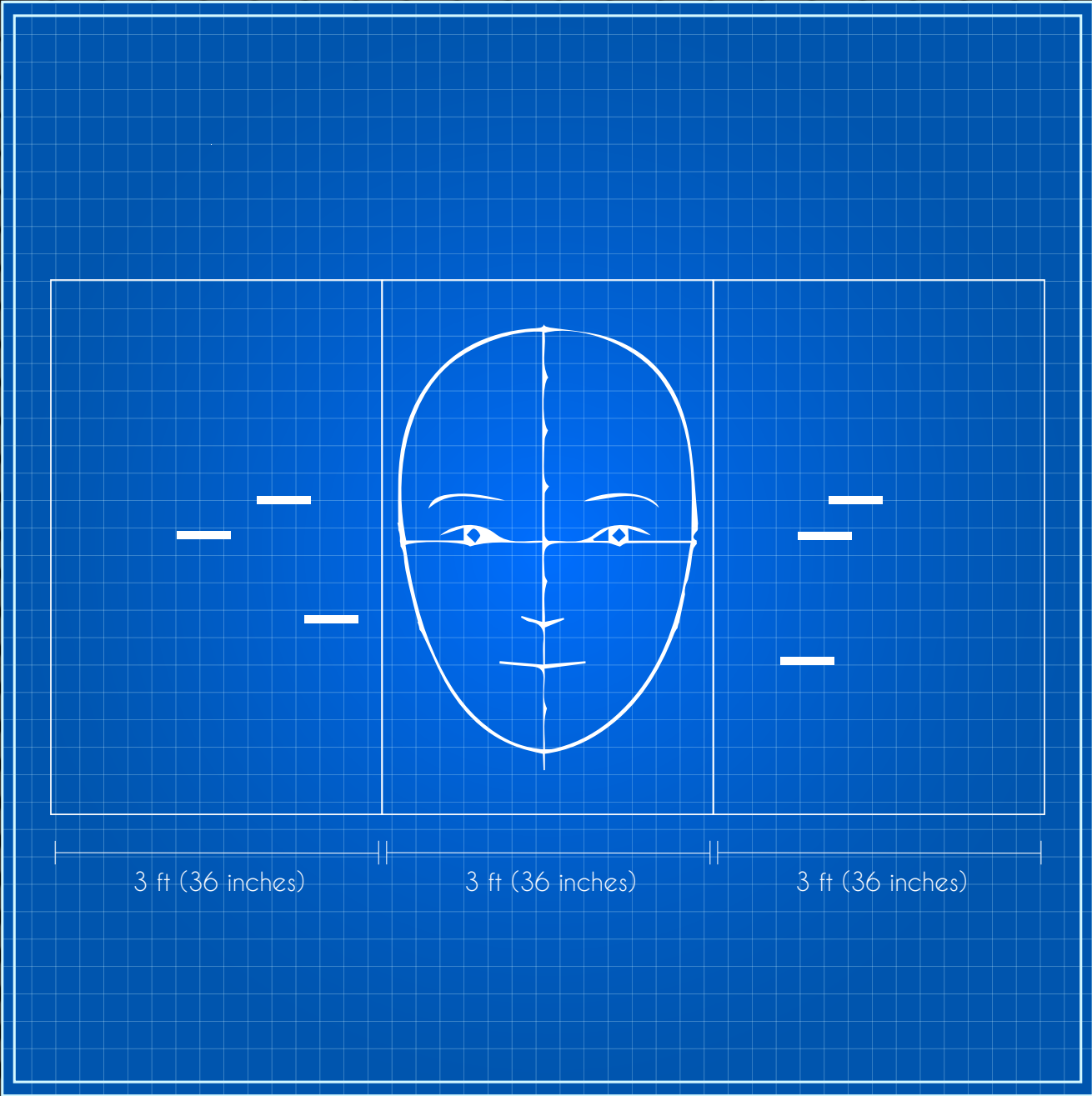
3 ft (36 inches)

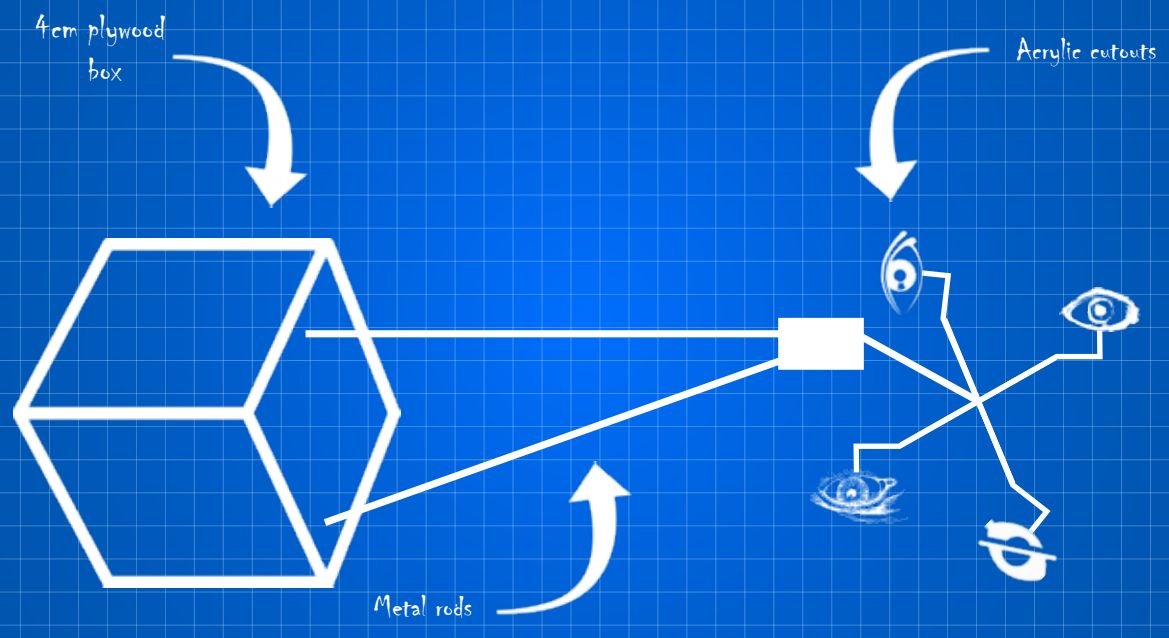
Plywood (4cm thick)

Handle to interact

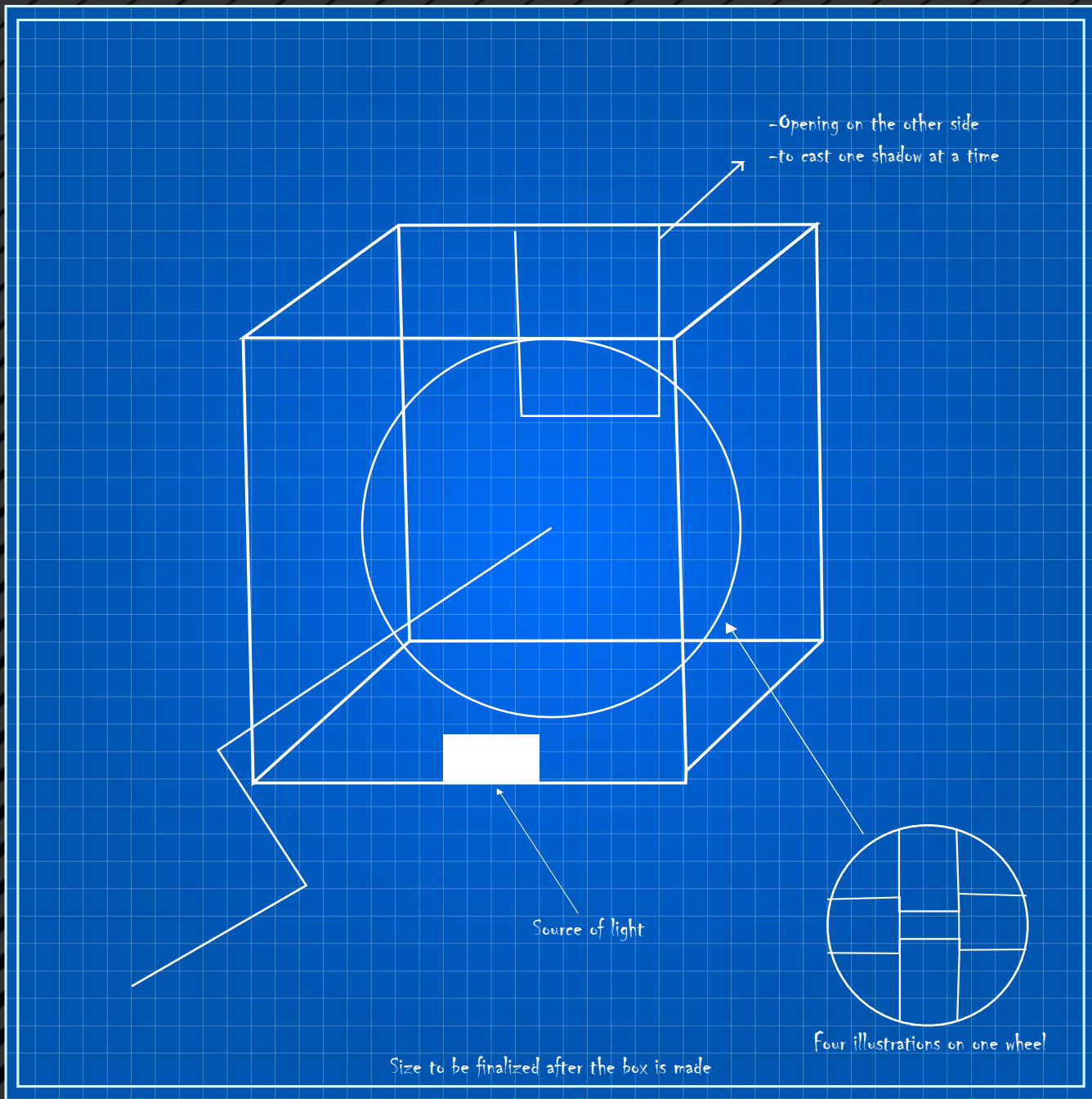
Box containing the light source  
and illustrations printed  
on transparent acrylic (next blueprint)





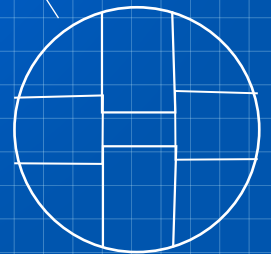


Size to be finalized after the box is made



-Opening on the other side  
-to cast one shadow at a time

Source of light



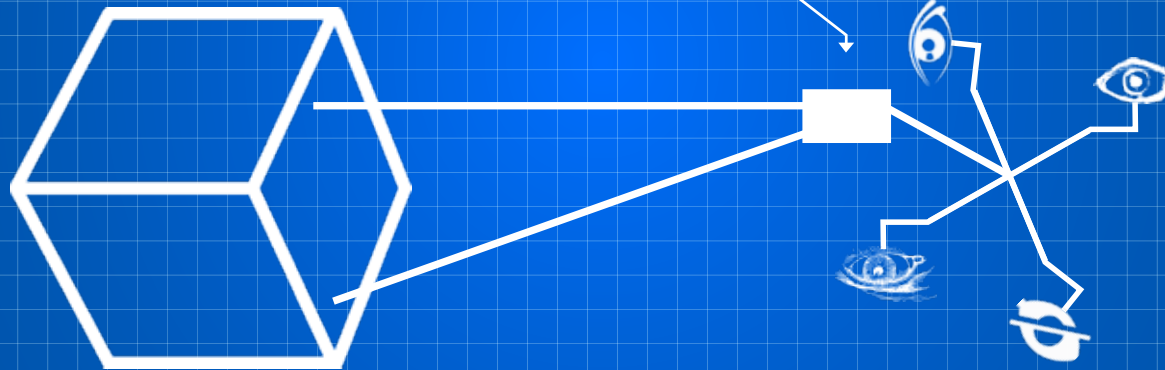
Four illustrations on one wheel

Size to be finalized after the box is made



Certification: CE; Weight: 260g (APPROX);  
CAD Dimension reference picture; Diameter 38.5mm,  
Length 57mm, Shaft 3.17mm;

Type: Micro DC Motor;  
Rated voltage: 12V;  
No-Load Speed:  
18000±10% RPM; Torque: 150g.cm;

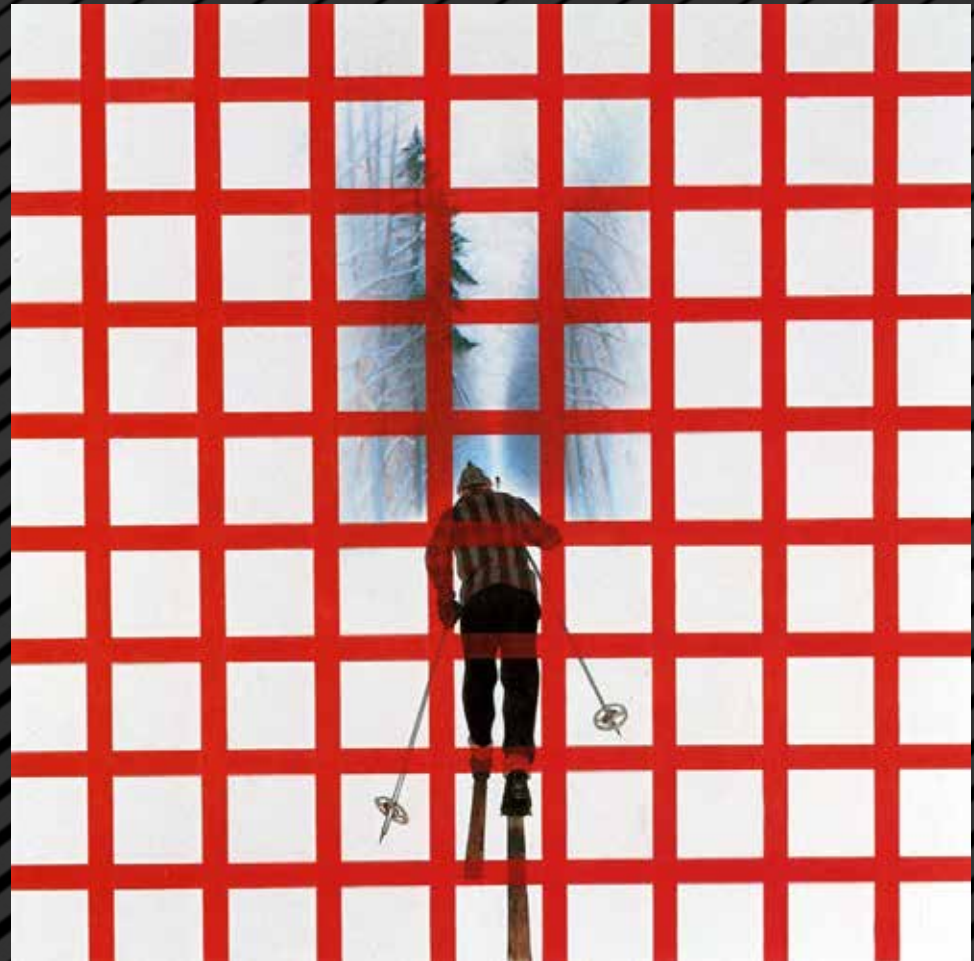


Size to be finalized after the box is made

# **Animation**



Kate  
"Unknown"  
2018



Eric Bulatov  
"Skier"  
1971