

Branding The Species

Background

Voyager's Interstellar record is a disk with encoded information that was attached to two space probes currently making their way beyond our solar system.

The purpose of the Golden Disk was to be two-fold; on the one hand it was meant to communicate our existence to our neighbors in space, while at the same time it served the purpose of looking at ourselves here on earth as if through the lens of an alien civilization.

The contents of the disc were:

- 118 Pictures
- 27 Songs
- Audio recordings of planet earth, from construction work to whale greetings
- Introduction from the US President and the Secretary of the United Nations
- People's greetings to an alien species in fifty-four languages

(At the time there was a limit to the information the disk could hold. At present we have no such limitations, freeing us to beam up whatever we want.)

In 30 years, Voyager has traveled 10,454,184,000 km (at 39,000 km p/hr).
A message beamed into space at the speed of light (at 1,080,000,000 km p/hour) takes about 10 hours to catch up to Voyager.

As of yet we have not received any response, either because it was never received or the documentation of our existence failed to impress the recipients. However, in the last 3 decades a lot has changed; it's about time to catch up with Voyager and perhaps do a better job at representing / branding the species and its accomplishments.

Objectives

Students may either work in teams or on their own to come up with the contents for an updated digital time capsule. This rebranding of the species will be documented in analog (book) form, and will also be posted online on spacecollective.org, to be digitally beamed out into space at the end of the quarter.

Topics may include music, art, photography, architecture, science, philosophy and consciousness, as well as gadgets, inventions, sci-fi visions of the future, greetings to extraterrestrials (in the style of the Epiphanies section of SpaceCollective) or anything else that strikes you as pertinent. Your contributions may be existing work made by others or your own creations (i.e. music, sound design, photos, videos, etc.).

Since this will be a public project, comments and contributions by other SpaceCollective members may become a vital part of the process and can be incorporated in the project's final result.

Final transmission

After three weeks of posting your research online, everybody's content will be edited and organized as part of a final database.

At the end of the course, there will be a launch party during which people from the outside may share their own digital offerings for last minute inclusion in the data transmission into outer space.

Meanwhile back on earth printed versions of everybody's online work will live on in book form as terrestrial reminders of the interstellar message and the thought process that went into it.