



## Opportunity to be a Social Engineer!

Fascinate, Falmouth | 27th - 31st August 2014

Katie Etheridge's hit offline social networking art game **Facebook** is coming to Falmouth this summer, and **we are recruiting a team of volunteer Social Engineers** to work alongside Katie, help run the event, and be part of [Fascinate](#) 2014, running in parallel with [Falmouth Tall Ships Regatta](#).

### WHAT is Facebook?

Join the Facebook community and meet real live people!  
Your Face is turned into a badge and worn by someone you haven't met yet.  
Your mission is to get your Face back!

**An antidote to online social networking, Facebook plays with ideas of community, face to face contact, and control over our own images.** Originally commissioned by New Work Network for the National Review of Live Art, Glasgow, Facebook has gone viral at events at the British Film Institute, Penryn Arts Festival, University fresher's weeks in London and Falmouth, and Battersea Arts Centre's ONE-ON-ONE Festival.

**For Fascinate 2014, Facebook is going live in central Falmouth over 4 days during Falmouth Tall Ships Regatta.** Housed in a specially designed Fascinate hub on the moor, Facebook aims to engage up to 200 players a day. Facebook is a durational piece that builds over hours and days, setting in train 100's of random one-on-one encounters. Everyone can play! Sailors, students, shoppers, tourists, residents, conference goers, local businesses, passers by, families, dogs...



"It is a game, a detective agency, a dating service, a meeting point, a friendship circulation, a live Facebook, a socialising ... it gives people stuff to do, it connects them, there are wonderful moments of joy when people find their face or someone else's."

Sue Palmer, Facebook at BAC, March 2011

### **HOW does Facebook work?:**

At the Facebook hub, participants have their photograph taken, and collect and wear a badge with someone else's face on. We turn the participants face into a badge and it goes into the pool, to be picked up by someone else. The participant goes about their day/week, looking for their face, and for the person whose face they are wearing. When they spot either, they make contact and swap badges. Once they've got a badge they can carry on playing as long as they want.

### **WHAT will I be doing?:**

The Social Engineers work with Katie at the Facebook hub, engaging with the public and turning peoples faces into badges. This involves: photographing faces, printing and cutting out, assembling badges with a manual badge machine on a mini production line, and documenting participants experiences. Its fast, and fun, and you need to be good with your hands and with repetitive processes. You may also be talking to potential participants to explain to them how it works and encouraging them to play. You will get lunch.

**There will be a full training and briefing session at the beginning of the week.**

### **WHEN do I need to be available?**

Social Engineers need to be able to commit to a 2 hour training session on 25th or 26th August, and a **minimum of 2 shifts** between the 27th & 31st August. The main days will be Thursday, Friday, Saturday. Shifts will mainly be 9:00 - 14:00 and 13:00 - 18:00, plus one or two evenings.

**CONTACT:** [Katie.Etheridge@falmouth.ac.uk](mailto:Katie.Etheridge@falmouth.ac.uk) if you are interested or for further information.

Facebook @ Fascinate 2014 is supported by Falmouth University and Fascinate

"Facebooks fantastic. I'm really enjoying it. I think its a fantastic concept, I think its amazingly simple, I think its amazingly transportable, and I think its unbelievably accessible."

Paul Dungworth, Blast Theory Associate Artist, Penryn Arts Festival 2013

