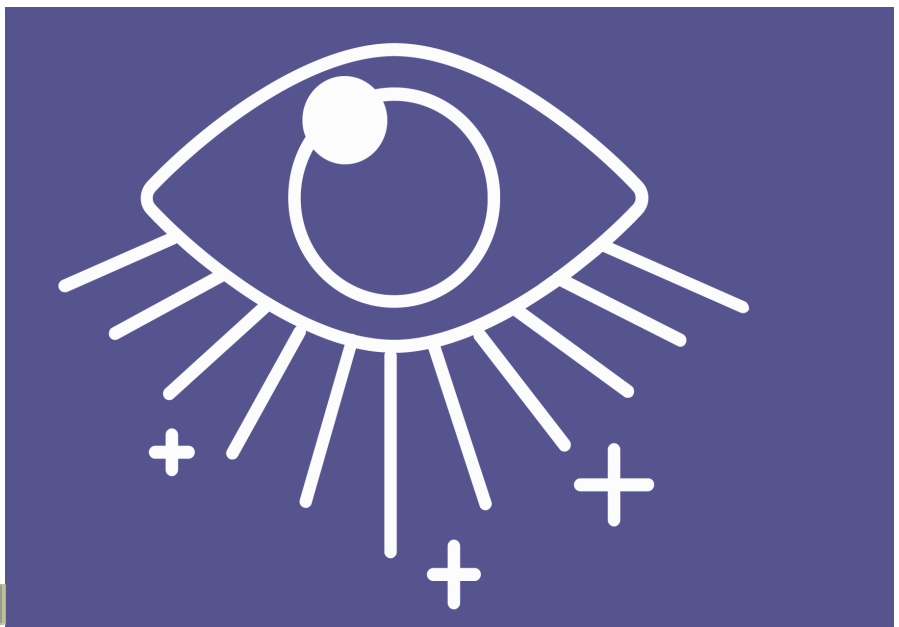


The Story So Far

A Semi-Concise, Mostly Factual Account of the Mesmer & Braid ARG Narrative



This record is maintained by Christoffensen. This is meant as a summary and companion document. Contains spoilers! While some key sites and assets are linked directly, a full archive of project assets, emails, and related videos/images can be found [here](#) (thanks Jozejifrau!). Let me know if you have any questions, corrections, comments, or suggestions. I try to credit discoveries where applicable, so please also let me know if you should be credited!

Some History

Wolfgang Mesmer was born in 1876, and founded The Mesmer Company 22 years later in 1898. According to Edifice Journal of Architecture, Mesmer¹ “conjured” (the architect’s preferred term) at least one building prior to the official founding of the company, when Haus Imagini opened in Vienna in 1893. Visitors to Haus

Imagini reported that it inspired beautiful dreams in the following days.

In the years that followed, Mesmer created numerous projects around the globe, and earned himself a reputation for his esoteric techniques and apparent affinity for the occult. Projects in the Mesmernet digital archive date back as far as 1918, and stretch past Mesmer's tenure as head of The Mesmer Co. According to his son, Wolf Mesmer Jr., Mesmer was the first to identify the "synoplacius assignments" we know as roles, and was himself an Eggressquire.

In his later years, Mesmer grew increasingly more esoteric and difficult to work with. In 1965, after 67 years at the helm, and on the heels of possible client lawsuits, Mesmer was forced to step down and cede leadership of his company to Wolf Mesmer Jr. Wolfgang Mesmer passed away(?) in 1976 and was buried(?) on his final project, the Wanderlust Estate.

Wolf Mesmer Jr.'s time at the helm of the Mesmer Co. was largely uneventful, and the prestigious firm slipped out of the limelight. No new projects were logged in the Mesmernet archives until 1971, during which time the company apparently underwent a redesign, and the remainder of the archived projects were drafted between 1971-1978. Although he seems to have kept at least a modicum of contact with his father until the senior's death(?), evidence suggests a strained relationship at best. Even after his father's passing (and to the dismay of the Mesmer & Braid board of directors) Wolf Jr. continued to visit Wanderlust Estate until it burned down in 1999. Wolf Jr. is a Nookfinder.

In 1978, Wolf Jr. met a young Vera Braid (who had caught the late Mesmer Sr's attention several years earlier) and married her almost immediately. Four years later he made her a partner, and the Mesmer Company officially became Mesmer & Braid in 1982. Little is known about Mesmer & Braid's activities after this time, when Braid effectively took over for her husband. Aside from a collection of projects named on the Mesmer & Braid homepage

and Braid's own mention of Autohaus, nothing is known of current Mesmer & Braid projects.

Braid has been compared to Wolfgang Mesmer for her ambition and technical skills, and cites him as a personal inspiration. From a young age, Braid was an artistic prodigy and an advanced student of science and technology, ultimately becoming one of Stanford University's youngest graduates. She is a Glowright, a role known for artistry and sapience.

Present Day

7/20/20

- First day that the M&B [homepage](#) is accessed by Yankee White via a puzzle hidden in an interview with Steve Peters (if you found the homepage before July 20, let me know!).
 - ◆ [The Collaborator Assessment Test](#) sorts people into one of five roles (later discovered to be random): **Arcadeer, Chronservator, Egressquire, Glowright, and Nookfinder.**
 - ◆ -more- links to a [trailer](#) for [HoloVista](#), a mobile game being developed by [Aconite](#). In the game, you play as **Carmen Razo** (@carmelafternoon on socials), a new hire at the mysterious architecture firm, Mesmer & Braid.
 - ◆ A contact number is listed: **(646) 736-1377** (U.S.) or **+44 117 456 5101** (UK/EU). When called, a recording urges you to take the Collaborator Assessment.

8/12/20

- A [reddit post](#) on r/ARG from user [u/movealittlecloser](#) directs people to a [video message](#) from Mesmer & Braid

8/12-8/30

- Users who took the collaborator assessment and signed up for the HoloVista mailing list receive several emails at various times, probably relating to when they signed up. The emails feature various assets like
 - ◆ This [video](#) on Jacques Lacan's Mirror Stage
 - ◆ A promise of future messages including correspondence directly from in-game characters
 - ◆ A series of [DM's](#) from **Carmen Razo**
 - ◆ A message from M&B saying they would contact collaborators by the end of the month
- Beginning 8/25, M&B Instagram and Twitter are updated once daily for six days with six pieces of a larger image. We are told the room is called **Imminentarium**
 - ◆ 8/25 First image posted, user Tomboomerknuckles notices a "6" hidden in the image
 - ◆ 8/26 second image, script font "five" hidden
 - ◆ 8/27 third image, roman numeral "IV"
 - ◆ 8/28 fourth image, Japanese Hiragana translating to "three"
 - ◆ 8/29 fifth image, Nepalese characters for "two"
 - ◆ 8/30 final image posted, confusion abounds, Perryman realizes we're all looking at it upside down and finally we get the Thai characters for "one"

8/31/20 - Big Day!!

- Mesmer & Braid contact everybody who took the collaborator assessment. We are given access to the [Mesmernet Collaborator Portal](#) and Asset Repository (**PW=mesmer**)
- The Mesmernet Portal has several announcements:
 - ◆ Reminder: Do not publicly discuss any projects not cleared to be featured on our main page, both on social media and in public. (Be aware of your surroundings if traveling off campus for meals.)
 - ◆ All campus R&D divisions now require Lime level clearance for entry.

- ◆ It appears that some resourceful M&B folks have set up a social community on Reddit. While not an official M&B offering, it looks like a great place to meet your fellow Collaborators.
- ◆ It has come to our attention that someone is replacing instructional signs around the offices with almost exact duplicates. as some sort of prank. Instructional signs are important and are to be posted by HR ONLY. If you see such a sign, please send us a photo so we can replace it. Thank you. *(includes a picture of a defaced office sign- This is Not an Exit, Do Not Jump Over the Carnivorous Plants)*
- The Asset Repository features several onboarding documents, a locked folder for current projects, another locked folder labeled psych, several locked folders for various admin things, an archive of past projects with blueprints and invoices (some of which have locked sub-folders), an archive of images from the assessment (renamed as phobia prefixes) as well as locked folders for data from test-takers, and various news clippings about M&B.
- A TikTok account named [Blurbex49](#) posts a video of himself stumbling onto the Wanderlust Estate property line. On the fence is a no trespassing sign from The Mesmer Co. featuring ten unique glyphs. He asks if anybody knows more about The Mesmer Co.
 - ◆ These glyphs appear the same as those redacted from the Wanderlust Estate plan.

9/1/20

- Several users contact Blurbex49 with more information. He posts [another video](#) exploring the M&B homepage. Blurbex says he doesn't like doing tests, and tries to access Mesmernet without completing a collaborator assessment, but is blocked. Somebody (**unknown- did anybody actually send Blurbex the wanderlust blueprints?**) provided the Wanderlust plans for him anyway, and he promised to go back and explore further on 9/4
- Several users contact M&B with defaced office signs and receive replies.
 - ◆ Yankee White is told the Wanderlust trespassing sign is not what HR is looking for, but that an old-timer at the office saw the picture and went white
 - ◆ A reddit user is told that communications standards must be upheld.

9/4/20 - Another busy day

- The **Mesmernet** Portal features several new announcements:
 - ◆ Executive Announcement: The executive team has been informed of a potential liability in the form of a curious social media account, @blurbex49, who has seemingly stumbled onto a company asset presumed deprecated. Please keep in mind that projects are archived for a reason, and that our legacy is paramount to our standing as an industry leader. Thank you, and

have a great Holiday Weekend to those of you in the U.S.

- ◆ Check your Spam Folders: For those of you who haven't been getting our emails (most of which are important), be sure to check your spam folders and add contact@mesmerandbraid to your contact list so your spam filter lets it through. If you are still having problems, you can re-enter your contact info [here](#) to re-subscribe.
- ◆ Sign Pranksters: Thanks to those of you who brought more of these defaced office signs to our attention. We strive to keep a professional workspace here at M&B, and your diligence is helping us achieve this. If you continue to see any signs that don't look quite right, email them to us. Thank you. *(accompanied by four new defaced office signs sent by collaborators Yankee White, Mapmaker, Matthew S., and Christoffensen)*

→ Collaborators receive an email from M&B echoing the executive announcement, and offering the support of Collaborator Relations if anything is unclear after week one.

→ **Blurbex** drops another [video](#) exploring inside Wanderlust Estate. He discovers a stone pyramid protected by a fence deep within the estate, but is unable to get closer

- ◆ MESMER is engraved on top of the pyramid, with the latin words Patientia Statera underneath
 - Christoffensen translates from latin for the phrase Endurance, Balance which gives us the

password to the locked **Balance folder** in **Blastoderm**. (**Balance PW= endurance**)

- The **Balance folder** contains the cover page of a super retro pamphlet for Blastoderm and an invoice for 300 cu.ft. of granite from egypt.
 - A message faintly copied into the carbon paper of the invoice reads: "Ethel These bricks for the Blastoderm tomb are incredible! Could you order another batch for me charged to my personal account?"

→ Wren joins the server and gives us a Latin lesson.

- ◆ Animotabula, Vigorcapta, Mitavique ---> "I push away tablets/books/doors, I was taking hold of liveliness, and I will make water"

9/7/20

→ **Blurbex** [replies](#) to Son-Flower on Twitter, promising to return to Wanderlust on 9/8 to investigate The Balls™

9/8/20- you want puzzles, i'll give you puzzles

→ Updates on the Mesmernet portal:

- ◆ Quiz: To all new Collaborators, Please download and complete this quiz. Once complete, turn in to your Collaborator Relations representative.

- ◆ Defaced Signs Update: Thanks to many of you, we have caught the defaced sign ringleader. After determining that this individual was the original sign defacer who inspired many copycats, they have been reprimanded and will have their sauna privileges revoked for 60 days.

→ Collaborators also receive an email urging them to take the Collaborator Quiz

- ◆ Once completed, the quiz answers are (2,3,4,1,4) a code!

- ◆ By calling the M&B number and entering the code, Christoffensen discovers that collaborators can choose their role and hear a pre-recorded message from Wolf Mesmer Jr., (listed in order of the recording, thanks thatpuzzleguy for transcriptions)

- **Nookfinder** : Greetings to you, my fellow Nookfinders. This is Wolf Mesmer Jr. I'm not surprised that your curiosity and itinerance have led you along this path. As one who has found himself with perhaps an abundance of conflicting perspectives, I can honestly recommend you always heed your progress. Yes- but also to look to those around you who may not be of your assignment. Even eyes who are not seeking can show you an unseen path. I look forward to observing the progress of your collaboration.
- **Arcadeer**: I will always admire your openness, Arcadeers.

Greetings, this is Wolf Mesmer Jr. Many times throughout my life, I found myself wishing I could be as gregarious as an Arcadeer. Perhaps if I was as able to bring people together as well as you, things could've turned out much differently than they have. As ever, I will aspire to find a path alongside yours. And perhaps that mythic bridge lies just around the next bend. I look forward to observing the progress of your collaboration.

- **Glowright:** Greetings, Glowrights, this is Wolf Mesmer Jr. and I've got a special place in my heart for you. I never met a Glowright I liked until 1978, and then I married her almost immediately. Your artistry and your sapience has brought you this far and I have no doubt that they will help you guide Mesmer & Braid into the future it once shaped. I look forward to observing the progress of your collaboration.
- **Egressquire:** The mighty Egressquires. Greetings, this is Wolf Mesmer Jr. It isn't widely known, but my father, who identified these synoplacius (**sp?**) assignments, was himself an Egressquire. I will always admire the ways in which you challenge boundaries, even if you may overstep those bounds

at your own peril. I would tell you to beware letting your gaze outreach your grasp, but we both know your competitive streak will always win out. I look forward to observing the progress of your collaboration.

- **Chronservator:** Greetings, this is Wolf Mesmer Jr. I envy you, the Chronservators. It is a noble temperament, your vigilance and your mindfulness for conservation, but legacy can be a curious thing. Is it something to be shaped, or something to be acknowledged, warts and all? I suppose it depends on which master a legacy is to serve. I trust that your sensitivity and awareness will help guide Mesmer and Braid to the truth the world needs. I look forward to observing the progress of your collaboration.

→ Blurbex drops another [video](#)! He went back for the balls, but the balls were a bottle all along.

- ◆ There's a message written inside on the missing corner of Wanderlust utilities plan, as well as several more glyphs.

- ◆ "I know what the clients have been saying. I know the board thinks I've gone mad. No doubt due to my desynchronized 'harmonics' or some such nonsense. They don't understand what I am trying to do. Doesn't take a

genius to see what's coming. Know that I don't blame you, son. But I wouldn't begrudge you blaming me. I guess Wanderlust will be my last site. Fitting considering the client. You know I've never been much of a quitter: Going to tuck away a few things there, where the board can't find them."

- ◆ Using the hint toward "harmonics" and putting together the underlined NONS and QUITTER, Perryman found the **Harmonics PW: nonsequitur**
- ◆ The Harmics folder gives us a news clipping and an inter-office memo about client dissatisfaction. The memo mentions specifically that Mrs. Kravitz, who presumably commissioned the Bedlam plan, is unhappy with Wolfgang Mesmer.

9/12/20 What's In The Box?!

- **Mesmernet** and email announcement that California offices are closed due to fires.
- **Blurbex** braves the smoke and ventures back to Wanderlust Estate for a TikTok Double Feature. Using the discovered corner of the wanderlust utilities cross-section, Blurb locates a Mesmer Co. ammo box full of clues although the building in the plans is no longer there.
 - ◆ Holme Bay, Tighmert, the Illinois Tollway Map, Going Nowhere, etc are all nudges towards Oasis, but I'll be damned if we know why.

- ◆ Several more [glyphs](#) printed on the lid of the box
- ◆ A series of dates scratched onto the outside, six dates under the heading Sr. and nine under the heading Jr.

9/13/20

→ After being thoroughly stumped for a day, the server is saved by **Deathsatchel!** Hurrah! As M&B's latest tweet hinted, we had the right key but were trying to wrong lock. **OASIS (62747) is the code to access WMJ's voicemail(?) through the M&B phone number**

- ◆ "YOU HAVE 1 SAVED MESSAGE
Hello Mr. Mesmer. This is Kim.
I have updated your Mesmernet
file system as you instructed
and included what you have
asked for. For now it is a
temporary password: your best
friend plus that Gaudi
building your father loves.
You know the one you pretend
to like, but everyone can tell
you don't. Be sure to change
that to something more secure
as soon as you can. Let me
know if you have any
questions. Thanks!"

- ◆ Luckily WMJ didn't listen to Kim and neglected to change the password to **personal_papers**

- Sequoya put the clues together to get the **personal papers PW: nigelsagradafamilia**
- Personal Papers contains a news clipping from 1999 about a fire that destroyed Wanderlust

Estate. We can also deduce that Wolfgang Mesmer died in 1976.

- Also in Personal Papers is an invoice with a set of instructions written in pen: The journey to truth is not only one of imagination it is purposeful, walk your truth. From the southeast conservatory, follow the stream to the west, under the oak archway. you'll pass a bamboo grove and enter a tunnel of roses. Emerging from it, you'll see a small retaining along the stream to your right. Your quarry lies in a cubby hole

9/16/20- Disco Wednesday

→ A new announcement from WMJ on the Mesmernet Portal! Hurray for the reinstatement of casual fridays- Per the Dress Code: get your jeans, simple blouses, and boots ready for Friday! Also Vera's Mix slaps hard.

- ◆ Yankee White notices that the first letter of each sentence gives BITLY, and accordingly Vera's mix can be found at bit.ly/verasdreammix

- Vera's mix has some bangin' disco tunes. The first letter of each track (assuming we find the last two eventually) give us an

anagram for **somnambulate**
which is the Disco folder PW.

Deathsatchel didn't even need the last two tracks to crack that one

- Disco folder gives us some background on Vera Braid as well as a postcard of Stanford University. Three more locked folders as well: **geology**, **research_and_development**, and **automation**

→ **Blurbex** [hits the estate](#) once more! Following the directions from the Southeast Conservatory (which no longer exists) he finds a 6-digit cryptex device wrapped in a piece of leather, which itself has six new glyphs written on it.

- ◆ The cryptex currently reads BLAMED
- ◆ The new glyphs seem to be enough to put together a working alphabet, and suggest that the correct cryptex key could be ~~RANDOM~~

9/20/2020 in which we torture Blurbex by guessing every six letter word known to man (plus latin)

→ Casual Friday was apparently a hit, although none of us were around to see it.

- ◆ Mesmernet urges us to send in photos of our ensembles for the "Ceremonial Archive."
- ◆ Also, "Additionally, while many of you decided to adopt formal titles on Casual Friday in an attempt at ironic humor, we encourage you to drop the "Sirs", "Madams", and "Esquires", and return to the use of your common names. We try to keep a loose, collaborative atmosphere at Mesmer & Braid. (We're looking at you, Sir Dancealot)" ??

→ Blurbex [gets an early start](#) by letting us know that RANDOM is not the cryptex key! TL;DR lots and lots of things were suggested, Blurbex (nick) may have gotten more than he bargained for but...

◆ The original reading on the cryptex was **BLAMED** which is an anagram of **Bedlam**, where it seemed we would finally get to use our stupid **plants invoice**. Taking the first letter of each plants' common name (like Thatpuzzleguy did two weeks ago) finally gives us **AUBREY** and the cryptex opens!

◆ Inside Blurbex finds a **key** and another invoice, this time hinting towards **Proprietary**, for a series of strange items. Hercules, Oblong, Riddle, Rush, Bread Loaf, and Auto are all apparently names of cities, and the quantity of two for each hinted at two-letter state abbreviations. Also I guess you can see the outline of the states right on the back. But anyway- **NY, IL, CA, VT, OR, and AS** anagram to **clairvoyants (proprietary password)** (found by Catherwood/Joshiewa)

- In **Proprietary**, we have the transcript of an M&B Board meeting from 1999, in which Vera Braid and two unknown board members (**XA** and **EJ**) argue over Wolf Jr.'s visits to Wanderlust and hint at a possible deathbed confession of great weight from the late Mesmer Sr.
- We also have a photo of the Sun Porch Nursery (in the Wanderlust Manor) with something circled and labeled with the ancient Greek characters for **Hercules**

(thanks Soldead for the linguistic anthropology)

9/21-22

- Blurbex finally capitulates and posts a twitter poll asking whether he should take the collaborator assessment. The majority votes yes, and Blurbex finds out that he's an **Arcadeer**

9/24 The End?

- An email from M&B tells us that our “active collaboration period” with Mesmer & Braid is coming to an end, but that we will retain access to the mesmernet repository.
- Blurbex returns to Wanderlust and finds the Sun Porch Nursery with ease, in true adventurer fashion. At the marked spot in the photo is a locked and buried box.
 - ◆ Inside the box is a Mesmer Co. “asset”- a football-sized shiny fuschia hercules beetle statue with hidden removable mandible-knife (letter opener?)
 - **Glyphs** on the blade translate to **Incubator**
 - ◆ The Beetle is marked with an archival card that bears the note “return to office management” and the department name **elytra (office_mgmt PW)** -found by That Dutch Mira. p.s. Elytra are the tough forewings of beetles that protect the actual flight-wings. The more you know!
- Inside the **Office_mgmt** folder we get (our last?) new clues-
 - ◆ An illustration of two people (WMJ and Vera? Kim?) in a room using a type of prismatic lens to bend light
 - **Glyphs** on the illustration read:
“Welcome collaborators,

the end of your quest is
near, I hope you have
enjoyed the journey to
truth”

- ◆ The download file for the complete **Mesmerglyph** font
- ◆ A text document called **Telephony.txt** which details the workings of the company's phone messaging system
 - The instructions are for Telephony v.2 beta, released only a couple days ago, and mention a new **voice prompt feature** exclusive to this new version.
 - Calling the M&B line and saying the five decoded glyph-words in the following order: **Pathfinder, Random, Incubator, Skylight, Matchbox** gives collaborators access to [three messages](#) in **WMJ's box** (thanks Rowan for the transcriptions) (Yankee White found the correct keyword order)
 - Vera is going forward in blazing a new path (with **Autohaus**) with or without WMJ's help.
 - An anonymous caller leaves a short message apologizing to WMJ for what happened to Wanderlust
 - Finally, drumroll... Our long awaited moment of cat's in the cradle, daddy issues catharsis comes in a message from Wolfgang Senior, presumably on his deathbed.

