

Summoning Ceremony Event Plan v3 1-31-25

1. Overview & Objectives

- **Objective:** Revise the event plan to reduce liability and cost while increasing emotional resonance and aesthetic effect.
- **Structure:** The event consists of three main sections:
 1. **Opening Ceremony** – Establishes the event's tone and energy.
 2. **Daytime Experience** – Provides immersive sound and an interactive installation.
 3. **Closing Ceremony (Summoning Ceremony)** – Culminates in a theatrical, symbolic event.

2. Opening Ceremony

Time: Duration of event = approximately 20 minutes

Elements:

1. **Holotropic Breathwork**
 - A facilitator will lead a session to create a mildly psychedelic, focused, grounded-energetic atmosphere.
2. **ASMR Oration**
 - A **hired actor** will embody a spiritual guru persona.
 - The actor will wear a sensitive head-mounted microphone for hands-free amplification.
 - Their voice will be broadcast in an ASMR-style narration throughout the space.
3. **Sound Design**
 - A **gong sound bath** and **minimalist ambient soundtrack** (composed by sound artist Curtis Tamm).
 - Audience seated in a **circular formation** on meditation pillows, eyes closed.
4. **Tone & Experience**
 - Balances **meditative, intimate, and lightly humorous** elements.
 - Low-cost and highly effective atmosphere-setting exercise.

3. Daytime Experience

Core Focus Areas for Lore:

- **Rich, immersive sound** throughout the venue played in between presentations.
- **Cartographer's Table Installation** as an interactive focal point.

A. Soundscape & Audio Design

1. **Continuous ambient Water Temple-style soundtrack** between presentations.
 - Composed by **Curtis Tamm** and personally managed by TW.
 - Creates an immersive sonic environment without overwhelming attendees: minimal ambient sound bath.
 - Gong sounds to signal transitions between event phases (at the start of each new presenter).
2. **AV & Speaker Placement**

- Sound should **permeate the entire space** (upstairs and downstairs).
- Overhead speakers to ensure **a continuous sonic presence**, placed in the mezzanine.
- If possible, speakers placed on all levels of venue. More realistic = 4 points around main room.

B. Cartographer's Table Installation

1. Visual Element:

- A **projector displaying a Figma file** with the Allo World Map.
- Screen placement options:
 - Over the **kitchen area** or behind the **presenter stage** (can be used for DAO design contest presentations and then return to the map in between presenters).

2. Interactivity:

- QR code provided for attendees to access the Figma file, added to the brochure.
- Encourage engagement with the Figma file: sticky notes, comments, and lore exploration.
- We should all continue to direct attention to this throughout the day to capture attendee sentiment.

4. Closing Ceremony: The Summoning Ceremony

Time: ~4:00 PM (before dark unfortunately, but NBD)

Objective: Create a dramatic, theatrical conclusion featuring the symbolic “summoning” of a fountain.

A. Setup & Theatrical Elements

1. Actor's Transformation:

- The same **hired actor** from the opening ceremony now appears as a **mystical cloaked figure**.
- Vocal shift from whispered ASMR to **powerful, authoritative oration**.
- The actor **incants a spell** to summon the fountain, with enhanced audio production and sound effects.

2. Lighting & Atmosphere:

- **Stage light positioned in the mezzanine** to project down onto the speaker.
- **All other lights and projectors turned off** to heighten focus.
- Doodlebuggers cat herd to **hush the crowd** before the ritual begins, accompanied by gong playing.

3. Audience Configuration:

- **50 attendees seated in a circle** on meditation pillows in the center of the room.
- The **actor positioned in the middle**, guiding the event with speech and gestures.

B. Sound & Build-Up to Climax

1. Live Sound Elements:

- A **tension-filled, escalating composition** leading to a dramatic crescendo.
- **Deep bass, increasing intensity, and immersive textures**.
- Gong playing interwoven with the soundtrack. Stops when the oration starts.
- A **strong, immersive sonic build-up** to enhance the moment.

C. The Climax: Summoning the Fountain

1. Installation Concept:

- **Inflatable fountain structure** made of parachute material.
- Hidden under a **rock-textured cloth**, appearing as a **mound** or **emerging natural spring**.
- **High-powered fan** underneath, ready to activate with a remote (bluetooth switch will work great).

2. Dramatic Moment:

- At the peak of the **actor's incantation**, the actor **removes the cloth**.
- The **fan is turned on**, causing the **parachute fabric fountain to rise and expand**.
- **Multiple shades of blue fabric** sewn together to resemble flowing water.
- **Surprising, humorous, and visually striking** reveal.

3. Post-Summoning:

- The **inflatable fountain remains in place** through the cocktail party.
- At event's end, the **fan is turned off**, and the material is packed away.
- The **fan component may be reusable or returned**, while the parachute fabric will likely be a one-time-use element.

5. Execution Plan & Open Questions

A. Materials & Sourcing

- **Primary concern:** Where to source the **tubular, wavy hand parachute materials** for the installation.
- Possible sourcing options:
 - Online suppliers of **air dancer tubes** (e.g., used car dealership-style inflatables).
 - Fabric suppliers that carry **lightweight, ripstop nylon** suitable for this type of installation.

B. Assembly & Labor

1. **Ideal Execution Plan:**
 - **Hire a tailor or skilled fabric artist** to sew the parachute material.
 - Provide them with **detailed design specifications** (TW can provide).
2. **Backup Plan:**
 - TW sews the materials personally.
 - **Downside:** Time-consuming and diverts TW's focus from higher-level strategy and higher-value lore prep.

Summiting Ceremony Equipment & Materials List

v3 1-31-25

1. Audio-Visual Equipment

(For immersive sound, actor amplification, and visual installations)

Sound Equipment:

- ☐ **Overhead speakers** (multiple for venue-wide sound coverage)
- ☐ **Audio mixer** (for managing transitions and live sound elements)
- ☐ **Microphone (wireless, sensitive, hands-free)** (for ASMR-style narration and later powerful oration)
- ☐ **Sound effects processor or software** (for voice modulation in summoning ceremony)
- ☐ **Gong** (for ceremony transitions and immersive sound layering)

Lighting & Projection:

- ☐ **Stage light (adjustable, mezzanine-mounted)** (to spotlight the actor during the summoning ceremony)
- ☐ **Projector** (for Cartographer's Table installation)
- ☐ **Projection screen** (either:
 - Over the **kitchen area**, or
 - Behind the **speaker stage**)

Playback & Control:

- ☐ **Laptop or audio playback device** (to play Curtis Tam's soundtrack)
- ☐ **Auxiliary cables / wireless transmission gear** (to connect playback devices to speakers)

2. Fan & Inflatable Fountain Installation

(For the climactic moment in the summoning ceremony)

Fan Mechanism:

- ☐ **High-powered industrial fan** (capable of vertically inflating fabric)
- ☐ **Power strip & extension cords** (for safe placement of the fan in the center of the room)

Inflatable Fountain Fabric:

- ☐ **Multiple tubular air dancer inflatables (shades of blue)**
 - Research sourcing for **used car dealership-style wavy men**
 - Consider lightweight **parachute fabric or ripstop nylon** for custom assembly
- ☐ **Sewing supplies / industrial fabric glue** (for assembling the pieces into a cohesive fountain shape)
- ☐ **Seamstress or fabric artist labor cost** (to sew the inflatable elements)

Installation & Concealment Elements:

- ☐ **Rock-textured tablecloth or fabric** (to hide the fan before activation)
- ☐ **Weighting system or securing straps** (to anchor the inflatable material to the fan)

3. Seating & Spatial Setup

(For audience arrangement and transitions between ceremony phases)

- ☐ **Meditation pillows (for 50 attendees)** (circular configuration during ceremonies)
- ☐ **Marking tape or subtle floor markers** (for guiding audience placement)

4. Miscellaneous / Other Props

(For enhancing the thematic and theatrical impact of the event)

- ☐ **Actor's microphone setup** (ASMR-capable in morning, powerful projection in evening)
 - ☐ **Monk/guru costume (for morning oration)**
 - ☐ **Mystical cloak / ceremonial robe (for summoning ceremony)**
 - ☐ **Handheld visual prop (to signal the final moment of the summoning spell)**
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The Confluence Ceremony 1-20-25

Interior

Main Room

Mini Fountain Installation

- **Experiential Summary:** The main room is transformed into a sanctuary of flowing water, with numerous small fountains creating a symphony of gentle sounds and a visually captivating environment. This installation immediately immerses attendees in the theme of confluence, creating a tranquil yet stimulating atmosphere that primes them for the day's events. The room is designed to feel like a hidden oasis. A sense of wonder is instilled, as guests are encouraged to wander from fountain to fountain, with each fountain being different.
- **Technical Details:**
 - 50-100 small fountains of various designs and styles are arranged throughout the main room. These fountains range from elegant, minimalist designs to more whimsical and kitschy ones.
 - They are placed on pedestals, shelves, and integrated into the existing architecture, creating a dynamic and engaging landscape of water features.

- Each fountain will have a small QR code. When attendees scan the code, they will receive a small amount of \$ALLO.
- **Technical Execution:**
 - Sourcing Fountains
 - Power Requirements
 - Requires standard electrical outlets.
 - Assess the venue's electrical capacity to ensure it can handle the load. Will need to know the electrical requirements of each fountain pump.
 - Use power strips and extension cords (safely and aesthetically) if necessary.
 - Consider battery-operated fountains for flexibility and to reduce reliance on electrical outlets. Alternative power sources might require a larger upfront investment, and may result in more waste created.
 - Have a plan for hiding wires and cords from view. This might include taping them down, using cord covers, or strategically placing fountains near outlets. We should consider clustering fountains together.
 - Water Supply and Drainage:
 - Most small fountains are self-contained, requiring manual filling.
 - Have a plan in place for collecting and reusing or recycling the water at the end of the event.
 - Placement and Aesthetics:
 - Create a layout plan that ensures even distribution of fountains throughout the room.
 - Use pedestals, shelves, and varying heights to create visual interest. Must be free standing!
 - Consider the acoustics of each fountain and how they will interact with each other.
 - Integrate subtle lighting to enhance the visual effect of the water.
 - QR Codes and token distribution:
 - First, need to decide if this is important or interesting at all.
 - Depends on a dev lift! Need to figure this out separately.
 - Generate unique QR codes for each fountain. Print onto cool looking sticks and apply to fountains.
- **Rough Budget:**
 - 50 small battery powered fountains @ ~\$25/each = \$1250
 - 50 pedestal stands @ \$150/10pc = \$750
 - 50 QR codes = \$50 from stickermule

Water Soundscape

- **Experiential Summary:** A carefully crafted soundscape of water-related sounds envelops the space, creating a calming and immersive atmosphere. The sounds blend natural recordings, manipulated audio, and potentially live musicians, enhancing the thematic focus and creating a sense of tranquility. It feels like walking into a living, breathing ecosystem, where the gentle sounds of water guide your journey. The sound will mostly come from the actual fountains, but is augmented by hidden speakers.
- **Technical Details:**
 - Musicians playing instruments that evoke the sound of water (e.g., water drums, flutes, synthesizers) perform live, creating a dynamic and responsive soundscape. Their music blends with pre-recorded sounds of flowing water, rain, and other natural water elements.
 - Played through a multi-channel speaker system hidden throughout the venue. (Hiding the speakers is optional).
 - Hydrophones or cheap microphones are added to all of the fountains to amplify their sounds. (Could be replaced with pre recorded sounds).
- **Technical Execution:**
 - Musicians:
 - Identify and book musicians experienced in creating ambient and evocative soundscapes. - TW has leads on this.
 - Provide a clear brief outlining the desired mood and aesthetic.
 - Sound System:
 - Source a high-quality, multi-channel sound system capable of distributing sound evenly throughout the space. Probably renting this system.
 - Conceal speakers to maintain the immersive experience. (optional)
 - Hire a sound engineer to design and operate the sound system during the event. - TW can do this, or the musician could also handle it depending on selection.
 - Pre-recorded Sounds:
 - Source or create high-quality recordings of various water sounds (e.g., flowing streams, waterfalls, rain, ocean waves).
 - Edit and mix the recordings to create a cohesive and dynamic soundscape.
 - TW has some sound engineer friends that could do this.
- **Rough Budget:**
 - Musician comp: 1 day (8 hrs) @ 100/hr = \$800
 - Sound System rental: \$300-400/day

The Confluence Ritual (Interior Portion)

- **Experiential Summary:**
 - The Confluence Ritual is a symbolic performance that unfolds throughout the day, representing the stages of Allo's development and the gathering of community support. It begins indoors, with water being poured between vessels of increasing size, representing the flow of energy and resources. The ritual culminates outdoors with the activation of the main fountain. It feels like witnessing a sacred rite, where each action is imbued with meaning and purpose. The audience is not merely observing, but participating in a symbolic act of creation.
 - Doodlebuggers, acting as "water-bearers," perform the ritual throughout the day. They use unique tools and pour water between a series of clear vessels, each representing a key aspect of Allo (e.g., Simple Grants, Community Governance, etc.). Their actions are accompanied by narration or projected text explaining the significance of each step. Select audience members participate by pouring water they've collected into designated vessels. The vessels will be amplified, such that the sound of water will be clearly audible to everyone in the room.
- **Technical Details:**
 - **Vessel Design and Acquisition:**
 - Source a series of visually appealing clear vessels of increasing size.
 - Ensure the vessels are durable and easy to handle.
 - Consider the material (glass, acrylic) and its acoustic properties.
 - **Narration/Projection:**
 - Develop a script for the narration that accompanies each stage of the ritual.
 - **Audience Participation:**
 - Designate a "spring" where attendees can collect water throughout the day.
 - Develop a system for selecting audience members to participate in the ritual.
 - Provide clear instructions to participants by clearly demonstrating the ritual and encouraging it's memetic distribution and iteration by the audience. A simple bell or sound signals the mini events.
- **Rough Budget:**
 - 3-4 water pitchers @ \$25/each = \$100

Guided Meditation/Opening Performance

- **Experiential Summary:** The day's events begin with a focusing/centering guided meditation that is also a kind of spoken-word performance that sets the tone and intention for the Confluence Ceremony. This creates a sense of presence and shared focus, preparing attendees for the symbolic journey ahead. The feeling is one of grounding, connection, and anticipation.
- **Technical Details:**
 - **Performer Selection**
 - Could be TW, but that might not be convincing.
 - Should not be a crypto person.
 - It's not actually a "look within" meditation, but just appropriates this style in order to convey some of the intro remarks on Allo in a calm and soothing way.
 - Props: gong?
 - Wireless mic for the speaker

- Write out the script - TW can/should do this?
- Rough Budget
 - BIG OL GONG: gotta be someone we can borrow this from and avoid buying/renting, but if we need to a very cool 34" gong can be purchased and returned for \$1000.

Exterior

The Outdoor Fountain

- Experiential Summary:
 - The outdoor fountain is the centerpiece of the Confluence Ceremony, a magnificent symbol of Allo's emergence into the Web3 world. Its activation is a moment of collective celebration, a powerful visual and auditory spectacle that marks the culmination of the day's events. The fountain becomes a landmark for the conference, a place where attendees can gather, reflect, and connect with the spirit of Allo.
 - After the 26th ceremony, people will be drawn to this fountain from across the conference. Once they arrive, they will anoint themselves with water from the fountain and take pictures. They will upload these pictures to social media for a reward.
- Technical Details:
 - Design and Fabrication: Lots of options here.
 - Commission a local artist or prop shop to design and build the fountain. Alternatively, TW can build it. Depends on the specs.
 - Develop detailed design specifications, including size, materials, water flow, and lighting.
 - Ensure the design is both aesthetically pleasing and technically sound.
 - Water Source and Drainage:
 - Fill the fountain with salt water. Yes, it will be filled all day by the "water bearers," but that's just for show. Need to research and confirm the right kind of salt.
 - Develop a system for draining and potentially reusing or recycling the water after the event.
 - Pump & Power Supply:
 - Ensure adequate power supply for the fountain's pumps and lighting. Should be standard 120v, but confirm pump selection.
 - Run extension cords from the main house. Should be a very low power install. Need to avoid generators as the noise will distract from the vibes.
 - Lighting:
 - Design a dynamic lighting system that enhances the fountain's visual impact, especially at night. Install the lights so they are not fragile or cause hazards, and will not interfere with the gathering of people.
 - Consider using programmable LED lights to create different effects. Can be remote controlled with iphone app and avoid complicated DMX programming. Also easy to return after use.
 - Activation Mechanism: Fountain Lever or Button
 - Develop a reliable and visually engaging mechanism for activating the fountain (e.g., a button, a lever, a sensor triggered by the water flow from the ritual). This will serve purely as a prop, as the fountain can be activated with a bluetooth power switch or manually.

- Rough Budget:
 - Fountain mechanism:
 - \$150 for a 67"x24" fountain pump
 - Basin
 - [\\$1700 for a 86"x63"x12"deep \(60-75 gal\) faux rock pond](#)

The KOL Blessing

- **Experiential Summary:** A respected Web3 Key Opinion Leader (KOL) delivers a blessing or a short speech before the fountain's activation. This adds a layer of significance to the event, connecting Allo's mission to the broader Web3 ecosystem. It feels like a moment of validation, a recognition of Allo's potential from a trusted voice within the community. This moment might be similar to a "christening" of a ship before it sets sail on its maiden voyage.
- **Technical Details:**
 - **KOL Selection and Invitation:**
 - Identify and invite a suitable KOL: Vitalik!? Or someone of Kevin + Rena's choosing.
 - Clearly communicate the event's theme and the desired message to the KOL, but let them write their own commencement speech in their own style.
 - **Sound Projections:**
 - Provide a high-quality microphone and sound system for the KOL's speech. If we repurpose the interior system, it will need to be relocated for this moment.

Pilgrimage and Photo Opportunity

- **Experiential Summary:** After the ceremony, the activated fountain becomes a "pilgrimage" site for conference attendees. They can visit the fountain, "anoint" themselves with water, take photos, and share them on social media, amplifying Allo's message and creating a sense of community around the project. It feels like a symbolic act of participation, a way to connect with Allo on a personal level.
- **Technical Execution:**
 - **Signage to be placed around ETHD:**
 - Create clear and aesthetically pleasing signage with lore for finding the fountain like going on a pilgrimage to a mythological place. Provide instructions for interacting with the fountain and the designated hashtag.
 - **Social Media Monitoring:**
 - Track the use of the hashtag and engage with users who share their photos. How do we want to handle this? What kind of experience do we want to offer them?
 - Consider offering rewards or incentives for sharing. Tokens? NFTs? What really drives the audience of ETHD?

Oracle's Well

- **Experiential Summary:** The Oracle's Well is a playful and interactive installation that allows attendees to ask questions about Allo and receive answers from an AI agent, whose voice seems to emerge from the darkness of the well. This provides a fun and engaging way to learn more about the Allo project, while also showcasing the potential of an InfiniteRegen AI agent that we prepare/train on all of the Allo lore (which we should probably be doing regardless of the installation). It feels like consulting a wise oracle, receiving guidance and insights in a mystical yet technologically advanced way.
- **Technical Details:**
 - **AI Agent Development:**

- Use Gemini + NotebookLM to synthesize all the core Allo lore + docs into a master script.
- Use this output to train an agent. Tinker with the text-to-speech functionality to find an appealing/fitting voice. Add some reverb to the audio signal so it sounds like it's coming from a deep underground place. Install might be as simple as a bluetooth speaker connected to a laptop running the model, but we will probably need to figure out a Max/MSP button to provide "push to speak" functionality to avoid it always listening and becoming annoying.
- Develop a conversational and engaging personality for the chatbot. Test well before the event.

The Cartographer's Table

- Experiential Summary:
 - The Cartographer's Table is an interactive installation that allows attendees to explore the Allo ecosystem in a visual and engaging way. They can see the flow of capital, learn about different projects, and even "claim" a territory for their own project or investment using digital tokens. This fosters a deeper understanding of Allo's potential and encourages active participation in its growth. The feeling is one of discovery, exploration, and the excitement of shaping a new world.
 - A large table (physical or digital projection) displays a dynamic map of the Allo ecosystem. Attendees can interact with the map to explore different projects, view funding flows, and learn about key metrics. They might use physical tokens or a digital interface to "claim" a territory on the map, representing their intention to build or invest in that area. This could be linked to a digital land NFT, using the Harberger's Tax model/mechanics, creating secondary market opportunities.
- Technical Details:
 - Map Design:
 - Create a visually appealing and informative map of the Allo ecosystem. - combo of intelligence from Owocki, TW art directing, and an artist executing.
 - Determine the level of detail and the key data points to be displayed. - Rena's input on the tactical agenda funneled in here.
 - Consider using a stylized aesthetic that aligns with the overall event theme. Maybe over the course of the event the map is slowly revealed, pulling back the fog of war one step at a time, so the map serves to track our progress through the on-stage talks.
 - Interactive Elements:
 - Develop a system for interacting with the map (e.g., touch screen, physical tokens on a magnetic white board, or just a simple static projection?).
 - Design interactive features that allow users to explore projects, view data, and "claim" territory.
 - NFT Integration (Optional):
 - If using digital land NFTs, develop a system for minting, assigning, and displaying ownership on the map. Lots of options already exist and we have lots of frens working in this space.
 - Explore the use of Harberger's Tax for managing land ownership and creating secondary market dynamics. TW can provide much more detail if we feel like this is an exciting idea to explore.

Budget

- Mini Fountain Purchases (Interior): Cost of purchasing or renting small fountains.
 - 50 [small battery powered fountains](#) @ ~\$7/each = \$350
 - 50 [pedestal stands](#) @ \$120/10pc = \$600
 - 50 [QR codes from Stickmule](#) (applied to fountains to make them into swag) = \$51
- Sound System: needs to be priced from local rental service
 - [Pair of PA speakers](#) @ \$175/week
 - Probably don't need stands
 - 2 microphones
 - 2-4 channel mixer
 - XLR cables
 - (this does not include Yalor's wireless PA, which may also be used with his permission)
- Projection Equipment:
 - 2 [powerful digital projectors](#) @ \$300/each/week = \$600
 - Suede's fee for setup and operations = \$500 (might be able to cut this and have TW operate, depending on final concept)
 - Commission Curtis Tamm (sound designer) for a full day soundtrack = \$300
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Two Concepts for Summoning Ceremony 1-14-25

Concept Spec #1: The Foundation Fountain

1. TL;DR:

The Foundation Fountain is a day-long event culminating in a powerful ceremony where a physical fountain is symbolically built, representing the collaborative creation of the Allo ecosystem. Each stage of the day contributes to the fountain's foundation, symbolizing the key principles and building blocks of Allo. The event blends presentations, interactive elements, and a climactic reveal, culminating in the activation of the fountain, signifying Allo's official launch into the Web3 world. This experience is designed to be both intellectually stimulating and emotionally resonant, leaving attendees with a profound sense of the project's potential and their role in its realization. This is not just an announcement, but a genesis – a tangible manifestation of Allo's birth from collective effort and shared vision.

2. The Feeling:

The atmosphere is charged with anticipation and a sense of shared purpose. As the day progresses, there's a palpable sense of building towards something significant. The presentations are not just informative, they are inspiring, each one laying another brick in the foundation of a new future. The interactive elements draw attendees in, making them feel like active participants in this unfolding story. The end of day summoning is a moment of collective realization - a shared understanding of the magnitude of what's being built. The fountain's activation is a cathartic release, a visual and auditory spectacle that embodies the energy, innovation, and collaborative spirit of Allo. The feeling is one of awe, belonging, and excitement for the future.

3. Concept:

The Foundation Fountain is built piece by piece throughout the day, symbolizing the collaborative effort of building the Allo ecosystem. Each presentation delivers key concepts about Allo, aligned with a specific stream of the fountain that will be summoned later. Respected Web3 KOLs each contribute a unique "keystone" to the fountain's structure. The ceremony culminates with a KOL (Vitalik???), disguised as a cloaked Doodlebugger, revealing their identity and placing the final keystone, activating the fountain.

4. Visuals:

- The Foundation: A central platform or foundation area serves as the focal point throughout the event. It starts as a bare, minimalist structure, awaiting the addition of the keystones.

- **Keystones:** Uniquely designed objects, each representing a key concept or value of Allo (e.g., transparency, efficiency, community governance, developer tools, funding mechanisms). They are visually striking and could be made of various materials like sculpted stone, etched glass, or illuminated resin. Each keystone is associated with a specific KOL and a particular "stream" of the fountain.
- **Presentation Visuals:** Projections and screens display visuals that accompany each presentation. These visuals subtly reinforce the lore, using imagery related to water, flow, networks, and growth. They dynamically connect to the "streams" of the fountain, creating a sense of energy converging towards the central platform.
- **The Fountain:** The completed fountain is a beautiful, modern structure. It could be made of metal, glass, or a combination of materials. Its design incorporates elements that symbolize Allo's principles. When activated, it produces a dynamic display of faux-water, changing colors and patterns to reflect different streams of Allo presented over the course of the day. The actual faux-fountain can be constructed in a variety of ways: strips of parachute materials activated with fans, a custom made inflatable sculpture, fog machine with lights. The key point is that there's no real water involved.

5. Symbolic Actions:

- **Presentations as Building Blocks:** Each presentation is framed as a contribution to the fountain's foundation. Doodlebuggers deliver presentations, each culminating in the introduction of a specific KOL. A Doodlebugger places the stone on the foundation after every presentation.
- **KOL Keystone Placement:** Each KOL briefly speaks about their connection to the project and how it relates to one of the streams of the fountain. They then place their unique "keystone" onto the foundation as a symbolic pledge of support. Each placement is a small ceremony in itself, accompanied by distinct visual and auditory cues, emphasizing its significance.
- **Main KOL's Reveal:** (Maybe Vitalik Buterin), disguised as a cloaked Doodlebugger, participates in the ceremony, perhaps even delivering a presentation in disguise. In the climactic moment, he reveals his identity, places the final keystone, and delivers a powerful message about the future of decentralized funding and Allo's role in it.
- **Fountain Activation:** The placement of the final keystone triggers the fountain's activation. Faux-water surges forth in a captivating display, accompanied by an uplifting and inspiring soundscape.

6. Options for Additional Audience Participation:

- **Collaborative Digital Artwork:** Attendees contribute to a digital artwork throughout the day using a tool like Base.paint or a shared digital whiteboard. This artwork reflects their collective vision for Allo and could be displayed in the venue. It represents the community's input in shaping the ecosystem.
- **Symbolic Tokens:** Attendees receive a unique physical or digital token upon entry, symbolizing their participation in the Allo community. This token could grant them access to exclusive content, an airdrop, or other benefits. Once it is claimed, they can toss the token into the fountain. We collect the messages ("wishes") after the ceremony and share them with the community.

7. Emotional Climax:

The activation of the Foundation Fountain is the emotional high point of the event. The visual and auditory spectacle of the water surging forth, combined with the main KOL's (Vitalik's?) reveal and the display of the collaborative artwork, creates a powerful sense of accomplishment, excitement, and shared purpose. It's a moment of collective catharsis, marking the official launch of Allo and the beginning of a new era in decentralized funding.

8. Post-Event:

The activated fountain remains on display for the duration of the larger ETHD conference. It becomes a focal point, a place where attendees can “pilgrimage to,” gather, reflect, and connect. They can cast wishes by tossing symbolic coins (with messages) into the fountain and take photos to share on social media, amplifying Allo's message in exchange for rewards. The fountain serves as a lasting symbol of Allo's launch and its community-driven ethos.

Concept Spec #2: The Confluence Ceremony

1. TL;DR:

The Confluence Ceremony is a day-long event that immerses attendees in the symbolism of water, representing the flow of capital and the convergence of community energy. The event features subtle water-themed installations, a guided meditation, and a unique ritual where water is passed between vessels, symbolizing the growth of the Allo ecosystem. The ceremony culminates in the activation of a large, beautiful outdoor fountain (a real one with water), signifying Allo's emergence into the Web3 world. This experience is designed to be both serene and powerful, leaving attendees with a deep appreciation for Allo's mission and a sense of connection to its community. It's a celebration of flow, collaboration, and the transformative power of collective action.

2. The Feeling:

The Confluence Ceremony evokes a sense of tranquility, anticipation, and ultimately, powerful emergence. Imagine stepping into a space where the gentle sounds of water immediately soothe the senses. The atmosphere is calm, yet purposeful. As the day unfolds, there's a growing sense of connection to something larger than oneself. The guided meditation deepens this feeling, grounding attendees in the present moment and opening them to the symbolism of the ritual. Participating in the water ritual, alongside others, creates a tangible sense of shared purpose. The activation of the outdoor fountain is a moment of wonder – a spectacle that embodies the force and beauty of collective action. The feeling is one of serenity, connection, inspiration, and a deep belief in the power of decentralized communities.

3. Concept:

The venue is subtly imbued with the presence of water throughout the day. A guided meditation and symbolic performance open the ceremony, connecting attendees to the vital flow of capital. Doodlebuggers, as “water-bearers,” representing the keepers of Allo's foundational principles, guide a ritual where water is passed between vessels of increasing size, symbolizing the growth and expansion of the Allo ecosystem. Audience members participate, their contributions representing the influx of community energy. The ritual culminates in the activation of a real, impressive outdoor fountain, signifying the emergence of Allo into the wider Web3 world.

4. Visuals:

- **Water Installations:** Small active cycling fountains are placed throughout the venue. There are many different styles of fountains, ranging from elegant to kitschy and everything inbetween, creating an incredible art installation in their own right. We could source the fountains from a variety of sources and there are a lot of variations to consider here... 500 of the same fountain ordered in bulk from China? 500 different fountains purchased on craigslist and Etsy? A fountain making contest with Denver artists that the attendees vote on during the event? Etc etc.
- **Soundscape:** Musicians playing instruments that evoke the sound of water create a calming and immersive soundscape. The sound of water is also subtly amplified throughout the space through hidden speakers. Also lots of possibilities here.
- **The Vessels:** A series of clear vessels of increasing size are strategically placed to create a path or flow towards the outdoor fountain. Each vessel represents a stage in Allo's development or a key aspect of its functionality (e.g., a vessel for "Simple Grants," another for "Community Governance"). The vessels are elegant and visually appealing, possibly made of glass or a similar transparent material. (This might be redundant or interchangeable with the small fountain idea above.)
- **The Outdoor Fountain:** A significant, visually striking fountain is the centerpiece of the outdoor space. It's designed and built by a local artist or prop shop, and it incorporates lighting for a dramatic nighttime display. The fountain is large enough to be a focal point for the entire conference area to want to visit and interact with. It is filled with water and uses low energy pumps to move the water. Lots of different lighting effects are possible.

5. Symbolic Actions:

- **Guided Meditation/Performance:** The ceremony opens with a calming guided meditation and/or spoken-word performance to ground and focus the group. This sets the tone for the event, invoking the symbolism of water, abundance, the flow of capital, and the concept of "hyperstitions" – the power of shared narratives to shape the future. It introduces the Doodlebuggers as stewards of Allo's vision.
- **The Confluence Ritual:**
 - Doodlebuggers, as "water-bearers," guide the ritual throughout the day. They pour water from one vessel to the next, using unique tools and techniques. Each vessel and each action represents a specific principle or function of Allo.
 - Each pour is accompanied by a brief narration (by a Doodlebugger or a designated speaker) or projected text explaining its significance, making the abstract concept of capital allocation more tangible. The vessels are amplified, so the sound of pouring water becomes a central part of the soundscape, creating a meditative and immersive experience.
 - **Audience Participation:** Attendees can collect water from a symbolic "spring" throughout the day, representing their individual contributions to the ecosystem. During the ceremony, select audience members (representing Builders, Funders, and potentially KOLs) pour their collected water into designated vessels/small fountains, symbolizing the confluence of different stakeholders within Allo.
- **The Climax:** The combined water from all participants flows into the outdoor fountain's basin, triggering its activation. The fountain erupts in a powerful and beautiful display of water, light, and sound.

6. Emotional Climax:

- The activation of the main fountain is the emotional peak of the event. The powerful visual and auditory spectacle of the water surging forth, combined with the symbolism of the ritual, creates a sense of awe, wonder, and collective achievement. It's a moment of profound connection, signifying the emergence of Allo and the power of its community.
- A respected Web3 KOL (potentially Vitalik, but not necessarily disguised) appears during the ceremony to offer a blessing or a short speech about the importance of Allo's mission before the fountain is activated. This adds a sense of gravitas and validation to the event.
- The fountain's activation could trigger a cascade of other effects (lighting changes, a surprise musical element or performance, or the release of a scent), enhancing the sensory experience.

7. Post-Event:

- **Pilgrimage and Photo Opportunity:** The activated fountain becomes a focal point for the remainder of the conference. It serves as a symbolic "pilgrimage" site where attendees can reflect, connect, and take photos to share on social media (#AlloFountain). They can perform symbolic actions like anointing themselves with the water, signifying their small but meaningful participation in the Allo ecosystem.

Additional Ideas:

These can kinda stand on their own, combined with any larger idea...

- **Oracle Well:** A separate installation near the activated fountain allows attendees to interact with an AI agent trained on Allo's knowledge base. They can ask questions, receive guidance, and deepen their understanding of the project. This adds a playful, interactive element to the post-ceremony experience.
- **The Cartographer's Table:** A dedicated space where attendees can interact with a large, detailed map of the Allo ecosystem. They can explore different projects, see the flow of capital, and even "claim" a territory for their own project or investment. This could be a physical map with interactive elements or a digital projection. Incorporate Harbergers Tax NFTs? Claim a piece of land as a temporary autonomous zone? Could be some fun/exciting secondary markets.

Ongoing Ideation on the Summoning Ceremony and New Physical Memetics 1-13-25

These notes respond to the content generated over the weekend:

[Allo Physical Memetics Hallucinations](#)

[Allo.Capital Summoning Agenda 26 Feb 2025 - Tactical](#)

TL;DR Summary (short form notes):

Summoning Ceremony

- The summoning ceremony is scheduled for February 26 and will announce Allo Capital without signaling the token.
- It is important to determine how much of Allo.Capital can be revealed at the ceremony without signaling the token.
- The success metric is creating a high-impact experience that onboards the next epoch of builders and funders to the Allo ecosystem.

- A clear call to action is required, defining what users are being onboarded to do after the ceremony.
- The roadmap appears to lead to a token launch in the summer or after March, but clarity is needed on how the token activates participation.

Minimally Viable Execution

- Focus on the least amount of effort and cost to achieve the goal, though sparing no expense could be considered if justified.
- Decisions about the ceremony's design should align with defined success metrics.
- Consider the first impressions of the audience and the atmosphere of the space, including how it looks, feels, and sounds.

Key Moments of the Ceremony

- Define the first impression of attendees upon entering the venue in the morning.
- Ensure the event does not feel like "another Gitcoin event" but rather evokes something entirely new.
- The evening summoning ritual should involve collective effort and potentially a threshold for success.
- Determine the mechanism of the fountain being summoned and its symbolic or practical significance.
- The ceremony's purpose should include informing attendees about the fountain's activation and its meaning.

Artifacts and Interactions

- The team is brainstorming physical artifacts (e.g., stickers, T-shirts, RFID chips, installations) and ephemeral elements (e.g., sound and lighting installations).
- Focus on minimizing waste and aligning artifacts with a sophisticated and resourceful vision.
- Prioritize quality over quantity, investing in one or two significant projects to ensure clarity and impact.
- Avoid gimmicks like unnecessary physical artifacts that lack a clear purpose.
- Learn from previous projects, such as RaidBrood beer releases, to avoid fetishizing mechanisms without clear next steps for engagement.

Virtual vs. Physical Artifacts

- Question the emphasis on physical artifacts, as Allo Capital operates exclusively in the digital realm.
- Consider optimizing the experience for individual users on their devices rather than relying on physical installations.
- A virtual artifact could provide high-fidelity information and training for AI agents, allowing attendees to role-play their AI agents within a gamified environment.

User Experience and Engagement

- The user journey must be clear, with a defined destination before creating the story.
- Emphasize reciprocal engagement to build a knowledge base, rather than one-way broadcasting of information.
- Leverage activities like tokenomics hackathons to engage the community meaningfully.
- Encourage participants to adopt virtual identities and roles within the Allo ecosystem.

Lore and Mimetic Development

- The lore should guide user engagement while maintaining control over its narrative.

- Advocate for meme-driven development to concentrate and share mimetic value across the ecosystem.
- Consider decentralized communication hubs, such as Warpcast/Fasrcaster, to encourage collaboration among DAOs and squads.

Alignments and First Impressions

- The first impression at the ceremony should clearly communicate alignments, goals, and values.
- Avoid vague messaging around articulating inclusivity and purpose.
- The event should distinguish Allo Capital from traditional VC culture and establish a unique identity.

Open Questions and Next Steps

- What specific information about future events will be revealed at the ceremony, and how will this affect user engagement?
- How will the summoning ritual be structured, and what level of participation is required for success?
- How can the user experience during the ceremony be designed to capture valuable feedback and insights?
- What should be the takeaway for participants, and how can artifacts (physical or virtual) support this?

Long Form Notes:

1. The token is not being launched on the 26th (still correct?), so what exactly is being summoned? How much will be revealed? How far does the roadmap illuminate? What exactly are the key highlights? On this point, it would be good to differentiate between all of the various tech specs and plans generated thus far in this group and the concrete/pragmatic "script" of announcements presented on the 26th. Are we sharing everything? I think not: we're sharing a highly calculated portion of the design/strategy/org identity to the community. I suggest we start a sketch for this script to converge on the "what" so we can better understand "how" = the creative strategy that best serves the what. (Plz forgive me if it already exists and I just haven't seen it).

On this point, HMW identify the precise CTA for each persona? HMW begin to map their user journeys to that action (set for sometime further out than the 26th to be sure) and optimize the information/experience of the 26th to best serve that goal? I know some things are still uncertain about the airdrop and what comes next, but trying to identify the success metrics for that future participation and working back will inform the decisions we make now. I know lots of ideation is happening on this also, so apologies if I'm behind.

2. HMW define the MVE (minimally viable experience) for the event in order to best concentrate our efforts? The Physical Memetics doc contains more than a dozen ideas, each of which could consume all of our focus to maximize impact in the next 6 weeks. Just considering the timeline, I think we have: 1 week to ideate and converge, 1 week to generate all content for any artifact from 0-100, 1 week to prep and troubleshoot production, 3 weeks for production, maybe 1 day to install. Does this track? Am I correct in suspecting we should aim for quality not quantity? Therefore, does it make sense to try to ID a small set of ideas, design them to support and amplify each other, and avoid flooding the user with too many experiences? (ETHD is already so overwhelming. Allo's clean, sharp, mature, sophisticated (etc) vision could be a breath of fresh air and relief from that bigger shit show)

3. The gathering is a powerful opportunity to gather user data: sentiment, needs, offerings, critique, etc. So far, the event appears to be focused on broadcast from the one (Doodlebuggers, Allo Founders) to the many (all attendees, and the viral dissemination that follows throughout ETHD and on the interwebz post conference). HMW consider this more of a reciprocal exchange? If we want to start with user and market validation (as we should as a burgeoning venture studio?), we emphasize the MVP/MVE, but how does this align with the notion

that we need to present a fully formed idea not a WIP/half-baked conception? There's a tension here I'd like to explore further, if it feels fruitful. Some ideas in the docs seem to consider this: the whiteboard for attendees to declare their offerings or what they want to learn, possibly adding comment features to the voting UX/UI, adding messaging to the deflationary token disto idea... any way we can gather data so that for the user more participation = more rewards and for us more participation = more quality data that we can use to inform the token drop later.

4. Key moments of the gathering seem to be:

- First impressions, entering the space. "Wow Allo is so sophisticated."
- General vibes: "Does it feel like a Bitcoin event, or something very different?"
- Cerebral aftermath: "I attended this cool "summoning ceremony" and can tell you very clearly what happened and what it means."
- Emotional/participatory aftermath: "I left this cool event at the Bitcoin house (Allo.Capital house?) and can tell you very clearly how I participated and how that taught me something about what Allo is up to."

...I think the strongest ideas currently are the voting mechanics around the \$ALLO design/strategy pitch contest, deflationary airdrop tokenomics experiment, and (potentially) a very inspired EOD summoning event. Out of all the swag ideas, I find the suggestion that we might prepare and distribute some physical form of the Tome of Knowledge (in a box or kit, or not) the most appealing, as it is the most concrete description of what these other things mean. My fear is that all of these other ideas will distract from this core mission/vision/opportunity.

5. To elaborate further, I have questions and concerns about this new emphasis on physical and/or digi-physical artifacts. The underlying mechanisms (voting, decision making, meme-driven development, experimenting with a symbolic token to demonstrate keystone Allo concepts) feel important. Do we need these physical vehicles to get the idea across? Or will this result in a literal waste, with these things ending up in the trash? To avoid this, I would say there is a need to consider the creator-collector dynamics and creation of secondary markets for the artifacts, which is definitely no easy feat and will consume our energy without clearly supporting our core mission of deep engagement. And isn't the core experience URL/on-chain anyways?

I want to suggest something maybe a little controversial here: instead of making disposable/loss leader gimmicks filled with ELI5 messages to attract the human attention to the high-fidelity info on a website, or docs, or ToK, or book, or elsewhere... a breadcrumb trail that leads to a wealth of info later... HMW we focus on distributing the high-fidelity information directly to the users' AI agents/gardens and moving towards accelerating their activation with the entire pandora's box all at once? Or another way of saying it: instead of relying on the human agents to distribute the meme, HMW build an AI swarm trained on high-fi info to distribute the meme. This would amount to a pivot in creative and event attention/financial resources, away from fostering degen FOMO and larping (at least partially), towards a packet of resources tailored for quick adoption and distribution by the AI agents. Yes to utilizing gamification dynamics, but optimize for the AI players. Does this seem appealing to consider?

6. As an after thought, I want to ask plainly (not as a confrontation, but so we can be honest with ourselves): does Allo.Capital align with trad VC culture? Are we mocking trad VC culture? Do we consider this studio to be the future of (post-)VC culture? There are hints and tidbits of answers throughout our meetings, and also some mixed signals, but HMW we articulate this as concretely as possible for where we currently stand? I think this will reflect strongly on all of the previous points.

Event Context & Venue

- Date & Location: February 26 at the “Gitcoin House,” a converted church in Denver.
- Space Details:
 - Large, flexible common area (former church sanctuary).
 - Possible outdoor area (though it will be cold in Denver).
 - Religious/spiritual architectural elements (steeple, stained glass, high ceilings, exposed beams) combined with modern white walls.
 - No formal stage but a modular area for seating, presentations, and a PA system.

2. Structure & Purpose of the Day

- Full Day of Programming:
 - Broken into blocks covering all facets of Allo.Capital’s current work.
 - Showcases the output of the Doodlebuggers group (the creative, organizational, and analytical pillars).
- Three Pillars of Allo.Capital:
 - Software Development – Mechanism design for on-chain capital allocation.
 - Fund – Acting as a venture studio or VC fund to gather resources for the ecosystem.
 - Intelligence – Analytical research + lore-building (storytelling) to strengthen the Allo community.
- More details of the content below.

3. What Is Being “Summoned”?

- Allo.Capital as an Organization:
 - A new venture studio bringing together developers, funders, and recipients.
- Community:
 - Developers, funders, and projects who come to “drink” from this newly emergent fountain.
- Viral Memetic Lore:
 - The fountain as an epoch-shifting symbol in Web3.
- Token Launch Consideration:
 - The Allo token may not launch until later, so the ceremony focuses on summoning the organization and community rather than the token itself.

4. Refining the “Regen Crypto” Legacy

- Past Cycle Shortcomings:
 - Overemphasis on morality/“hippie-dippie” woo woo vibe without robust mechanisms.
 - “Greenwashing”—style narratives lacking concrete, implementable solutions.
- New Approach:
 - Mechanisms “with teeth”: sharper, clearer designs that ensure capital flows effectively.
 - Non-zero-sum thinking with transparent and measurable impact.
- Summoning Ceremony Intent:
 - Position Allo.Capital as a clear, methodical, and solution-oriented evolution of regenerative crypto.

5. Ceremony Design & Experience

- Central “Fountain” Symbol:
 - Could be a static, iconic representation or a participatory, performative installation.
 - Engaging attendees in the ritual of “summoning” the fountain to make it unforgettable and meme-worthy.

- Inducing a powerful sense of significance so that attendees feel part of a major inflection point in the ecosystem.
 - **Peripheral Experiences:**
 - Multiple activations around the venue and throughout ETH Denver after February 26.
 - The fountain “flows” into tributaries across the conference: distributing capital and drawing more participants into Allo’s orbit.
 - **Post-Summoning Follow-Up:**
 - Ongoing activations during the main conference days (Feb 27 – Mar 2).
 - Actual capital distribution demonstrations, onboarding sessions, and community engagement events.
 - Clear calls to action for participants to remain involved, measured by signups, resource flow, or alignment signals.
- 6. Connecting to a Larger Narrative**
- “Lore Brief” & Guidelines:
 - Consolidate these ideas into a cohesive narrative.
 - The summoning ceremony and fountain metaphor become the cornerstone of Allo.Capital’s brand, story, and outreach strategy.
 - **Metrics & Visibility:**
 - Tying the success of the ceremony to verifiable outcomes (community membership, funds committed, projects launched).
 - Ensuring the “fountain” concept resonates across the ecosystem, so participants feel compelled to carry the meme forward.

Current Concepts for the Content of the Ceremony (that’s a lot of Cs lol)

Allo.Capital Summoning Ceremony in Denver

We will be summoning a DAO called Allo.Capital with the intention to manifest a crypto-economic-memetic structure that becomes the capital allocation layer of the tokenized internet.

Rough Agenda

1. Morning Break
 - Breakfast, yoga, breathwork
2. Coherence (Kickoff)
 - Introduction: What is Allo.Capital?
3. Decoherence (Unconference)
4. Midday Break
 - Food, yoga, breathwork
5. Coherence (Afternoon Kickoff)
 - Unveiling of new books by Will Ruddick, Ethereum Localism community, and *How to DAO*
6. Decoherence (Unconference)
7. Coherence (Closing Ceremony)
8. Social Event
 - Afternoon/evening gathering

Preliminary List of Topics

1. What is Allo.Capital?
 2. Tokenomics
 3. Coolest Frontier Allo Tech
 4. Designs/Aesthetics
 5. Memes
 6. Research
-

List of Research Prompts

1. How do we fund what matters better, faster, cheaper?
 2. What do top KOLs (e.g., Vitalik) think, and could we “AI-ize” their perspectives to traverse the design space more efficiently?
 3. With AI here, what does it mean for on-chain capital allocation? And how does it affect social safety nets?
 4. The Ethereum Foundation may decentralize one day—how might we achieve that?
 5. Lessons from past experiments in capital allocation: indigenous wisdom, community currencies, etc.?
 6. The “uncanny valley” between R&D and productization of science—how do we cross it?
 7. How might we remove small but frequent time-sinks in capital allocation (e.g., KYC)?
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Initial Ideation on the Allo Fountain Summoning Ceremony 1-3-2025

Context

The Allo Fountain Summoning Ceremony is a performance that will take place at ETHDenver, at the Gitcoin house, on February 26th. The purpose of this performance is to symbolically "summon" the Allo Fountain, which represents the core concepts of Allo Studio. Allo stands for allocation, specifically on-chain capital allocation mechanisms. The Allo Studio venture is built around three pillars:

1. **Software Development**
2. **Fund**
3. **Intelligence**

Additionally, the ceremony will mark the introduction of the Allo Token, designed to serve as a coordination mechanism for aligning the incentives of the studio, the community, and the broader ecosystem. The token aims to establish a sustainable developer economy to iterate upon the protocol and concepts. Details about these elements are being compiled as part of ongoing research and documentation efforts across teams.

High-Level Performance Planning

1. **Inputs for the Ceremony**
 - **The New Meta:**
The new meta is the meme or idea developed to influence the community's hearts and minds. It

communicates the vision, values, and allure of Allo Studio and its concepts. This meta will serve as the philosophical and narrative foundation of the performance.

- **The Lore:**

Drawing from the lore brief in the Tome, this input includes the imagery, aesthetics, and designs associated with the Allo Fountain. It also incorporates style guides, personas, and storytelling templates to shape the esthetic direction of the ceremony.

- **The Tome of Knowledge:**

The common knowledge repository, currently a Google Doc, tracks the studio's progress across various arenas of engagement. For the ceremony, it is essential to determine which elements of this knowledge are communicated and how they align with the performance's objectives.

2. Constraints to Consider

- **Location:**

The venue for the performance will significantly influence its scope. The choice of the Gitcoin house will provide some formal constraints.

- **Duration:**

The length of the performance will dictate its format. A brief performance may focus on scripted elements, while a longer one could involve audience participation.

- **Audience:**

The size and composition of the audience will shape the ceremony's tone and structure. A smaller audience may allow for intimate storytelling.

Creative Concepts

- **Live Performance Elements:**

- The ceremony could feature live actors, such as a character or priest delivering a scripted invocation to summon the fountain.
- High-fidelity light and sound direction should enhance the immersive experience.
- Video projections or animations on stage could further elevate the visual impact.
- Incorporating live music, choreography, and operatic elements could create a spine-tingling, transformative experience.

- **Sousveillance Approach:**

- Unlike traditional surveillance, sousveillance involves audience members recording the event from multiple perspectives.
 - Coordinating audience participation in documentation can provide a richer, multi-angled representation of the live experience.
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