

THOUGHT STARTERS

OT.S.

04

www.
overtone.
space

AN
INITIATIVE
BY
ULRICH
DRECHSLER

05

06

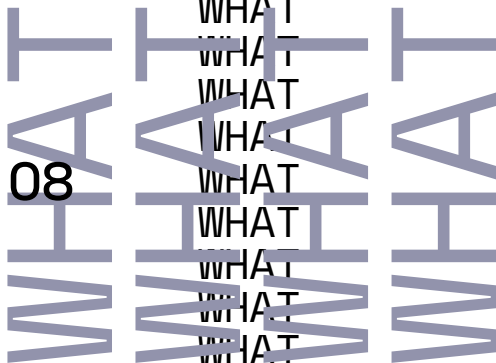
Let's
start
exploring
one of
tomorrow's
most
exciting
innovation
in
commu-
nications.

HOW
DOES
MUSIC
PLAY
A
CRUCIAL
ROLE
IN
SHAPING
OUR
FUTURE
?

07

↑
economy,
research
& science

→
sustain-
ability,
mobility



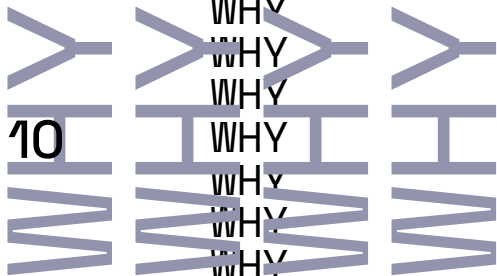
education,
social
coexistence
←

AI,
new &
deep tech
↓

On the verge of
new social and
technological shifts
overtone.space
researches
and implements
unique ideas
on how the
communicative
potential of sound
and music can
be used at the
intersection of
new industries
to shape our
future together.

09

↑
How can
we change
this?



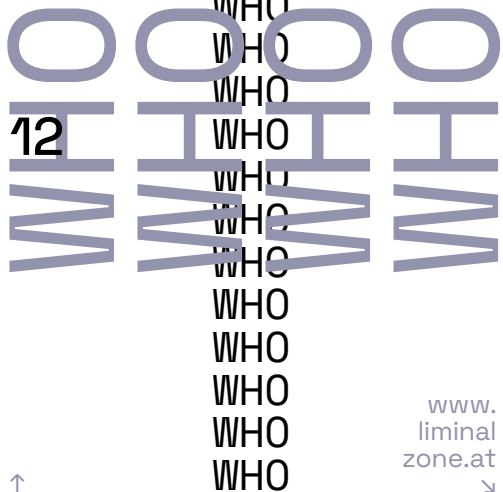
What
could
we gain
←

→
What
could it
achieve?

from
these
changes
?

Today, music serves almost exclusively as a medium for the worldwide entertainment industry. The holistic potential that music has developed over tens of thousands of years in terms of multi-sensory communication and how it can be used in all areas of our future remains largely untapped.

↶
Listen to
Ulrich's
music



www.
liminal
zone.at
↷

Award-winning
musician, composer
and conceptionist
Ulrich Drechsler
lives and works
successfully
in two worlds.
As an artist, 13
he is regarded
as one of the most
stylistically versatile
creatives in the
fields of cross-
genre contemporary,
neo-classical and
club music.

As a
conceptionist,
Ulrich Drechsler
has been
researching and
designing flexible
and future-
14 oriented solutions
to open up new
holistic fields
of action for the
medium of music
and related disciplines
for more than
25 years.

His focus is on
how the empirical,
interactive potential
of sound can be
used to develop
entirely new inter-
sections with topics
from a wide range 15
of fields like science,
new economic and
technological currents,
AI, education,
sociological and
anthropological
futurology.

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THOUGHT
STARTERS

Thought
Start
ers

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With
unparalleled
experiential
knowledge,
sound & music
are among
the oldest
means of
communication
known to
mankind.

WHAT
CAN
WE
LEARN
FROM
THEM
TODAY
?

19

20

Music
always
takes
place in
the now,
uses the
resources
available in
the now and
therefore
always seeks
the necessary
solution in
the now.

HOW
CAN
WE
USE
THIS
ABILITY
TO
HELP
ANSWER
TODAY'S
CHALLENGES
?

21

22

Music
always
communicates
simultaneously
with our auditory,
subconscious
and kinaesthetic
sensation. It is
one of the few
remaining media for
transcendental
experience.

HOW
CAN WE
COMBINE
THIS
SKILL
WITH
OTHER
FORMS OF
COMMUNICATION
IN THE
FUTURE
?

23

24

Linguistic intelligence is used to communicate information, impressions and experiences to create a sense of community. In contrast, musical and sonic intelligence is used to communicate the same content emotionally.

COULD
THIS,
PROPERLY
COMBINED,
CREATE
A NEW
MULTISENSORY,
UNIVERSAL
FORM
OF
NARRATIVE
?

25

26

In the future,
it will be
essential to make
communication
accessible to
all the senses
so that the
increasingly
complex
structures of
human development
can be easily
understood
by everyone.

HOW
COULD
THIS
BE
SUPPORTED
BY
SOUND
?

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HOW
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28 HOW HOW HOW
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Think
of sound
and music
as a
universally
malleable
and
usable resource
that can
interact with
and enrich
almost
anything.

29

30 This can
take the form of
bespoke concepts,
targeted sound
designs,
workshops,
training,
collaborative
projects and
interdisciplinary
innovation.
The possibilities
are endless.

HOW
ABOUT
A
BOLD
CONVERSATION
TO
EXPAND
OUR
IMAGINATIONS
BEYOND
THE
KNOWN
?

31

32

EXPLORE TOGETHER

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neiw.studio

Version 1.0.



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