

Immersive artistic tool to cut
Female Genital Mutilation

by Hedoné Collective



LOVE THE FLOWER

p o e t i c s t o r y b o a r d

*a call
to empower
women and stop
crimes against pleasure
through art and education*

*all artwork in this presentation by
Georgia O'Keeffe (1887-1986)*

"I love my mother. I love my family. I love Africa.

For over 3,000 years, the family truly believes that the daughter who is not circumcised is not clean, because what exists between our legs is not clean.

So it must be removed and cleaned up, as proof of virginity and virtue.

In the wedding night, the husband takes a blade or a knife and cuts it open before he forces himself into his bride...

Waris Dirie

Speech at United Nations (1997)



*"An uncircumcised girl cannot marry. Consequently, she's expelled from her village and put on the **same level as a whore**.*

This practice continues even though it is not written in the Koran. It is accepted that, as a result of this mutilation, women are sick mentally and physically for the rest of their lives. The same women who are the backbone of Africa.

I survived, but my 2 sisters did not...

Waris Dirie

Speech at United Nations (1997)



*"When I was a child, I said **I did not want to be a woman.***

*Why, when it is so painful and so unhappy?
But now, that I'm grown, I'm proud to be
who I am.*

*But, for the sake of all of us, let us try and
change what that means to be a woman."*



Waris Dirie, FGM Survivor
Model, social activist, author, actress
UN Special Ambassador (1997-2003)

Female Genital Mutilation
is a crime against humanity.



300M living women affected

*they don't live "over there"
some are closer than we think
(expats are all around)*

rooted in gender inequality

predates today's religions

*serves no health or other
benefit whatsoever*

*can be stopped
if we act together*

~~cutting~~

~~circumcising~~

~~desensitizing~~

~~torturing~~

~~infecting~~

~~incising~~

~~scarring~~

~~killing~~

~~...~~

It must stop now.
What can we do about it?

"Art is the lie..."





... that tells the truth."

- Pablo Picasso



Hedoné
has a unique
art therapy approach
to transform attitudes on FGM

using Psychomagia as a tool

“Psychomagia is a therapy form proposed
by A. Jodorowsky, who recommends
the cure of blockages and traumas
through artistic methods that
speak directly to the
subconscious.”



MULTISENSORIAL EXPERIENCE

*our
5-step
method to
psychomagia*



1. Superfoods Feast Gathering
2. Binaural Sound Meditation
3. Audiovisual VR Experience
4. Educative Talk & Open Mic
5. Music & Circular Dancing

This event is designed to reshape mindsets in areas where FGM is practiced. To be successful, we need to persuade whole communities. Effective transformation needs to be for the collective (or majority). We want to apply the method in small villages of 2,000 inhabitants or less in groups of no more than 50 participants per group. Each group will need ~2 hrs to complete the 5 steps.



SUPERFOODS FEAST GATHERING



To entice participants, a tasty selection of dishes rich in **Tryptophan** will be offered at screening events.

It is present in most protein-based foods: chocolate, oats, dried dates, milk, yogurt, cottage cheese, red meat, eggs, fish, poultry, sesame, chickpeas, almonds, sunflower seeds, pumpkin seeds, buckwheat, spirulina, and peanuts.

Tryptophan is proven to help us secrete higher levels of **serotonin**. This is very important for our intervention, as it aids cognitive functions like memory and **learning**.

BINAURAL SOUND MEDITATION



Breath work combined with **aromatherapy** and binaural sound can relax the mind for new knowledge. Linked to the sensory process, gamma brainwaves are closely associated with data processing and **attention**. Aromatherapy is a powerful tool when it comes to mood and behavior. Different scents like Rosemary, Jasmine and Cinnamon have been known to improve **mental function**, enhance focus, and trigger desirable impulses.

AUDIOVISUAL VR EXPERIENCE



High-quality VR headsets - with no compromise on sound - will teleport the audience into a dreamy journey, LOVE THE FLOWER. A 12-minute audiovisual collage of original immersive music and powerful imagery in virtual reality will send powerful messages to observers' subconscious by association to create a new vantage of the female genitalia: positive, sacred, and natural. The picture is a homogeneous combination of animation art, classical film, and special CGI effects, visualized as part of the larger 5-sense event experience.

EDUCATIVE TALK & OPEN MIC

Q&A round after FGM background talk with facts & figures focusing on the:

- * Origins of the practice predating all major religions
- * Percentage of cases that end up in fatality or permanent impairment
- * Data about economic progress in countries that have successfully ended FGM
- * How healthier women have transformed the socioeconomics of their communities



MUSIC & CIRCULAR DANCING



Contemporary methodology that integrates millennial practices to reestablish breathing **awareness and connection** beyond ourselves. This generates a high vibrational frequency sustained by music, chanting, and dancing, leading towards **collective ecstasy**. This group exercise will help stimulate the secretion of endorphins. Elevated serum beta-endorphin concentrations have been linked to several psychological and physiological benefit, including **enhanced mood** states.



LOVE THE FLOWER

p o e t i c s t o r y b o a r d

Script – L. (Dotheart)

Original Idea – Rubò (Hedoné)

Experience guided by local experts

Gaye Alieu, educator & activist from Gambia

Fatou Diata (Sister Fa), musician & activist from Senegal

WHAT DOES THE VR FILM CONTAIN?

Dream-like journey from realism to surrealism

Strong messages by metaphoric association

Mixed media footage from across genres

Expressive music via immersive gear

WHAT DOES THE VR FILM NOT CONTAIN?

Any genitalia or individual nudity

Any reference to or depiction of FGM

Any intelligible text, narration, or vocals

Any personification of appearing characters

WHAT DOES OUR SCRIPT LOOK LIKE?

LIKE
SCRIPT LOOK
WHAT DOES OUR

LOVE THE FLOWER

PART TITLE

I COMING

II WE

III HELL

IV HEAVEN

THEME

this
is only
happening
space and time
form and variety
cycles and richness
history and evolution
choreography and flow

we
are
more
in love
with more
togetherness
love is the glue
vulva is the flower

no
fear
stop
pain
death
misery
disease
suffering

yes
play
enjoy
beauty
vivacity
newness
pleasure
abundance

DESCRIPTION

how
have we
come this far
since the bang
the dance to date
form to this (reality)
evolution to now (life)
blackness to here (earth)
botanical to human (nature)
atomic to astrological (quanta)
to anything we perceive (qualia)

now
zoom into
where we start
La Flor de la Vida
is the flowering of life
from her womb of pleasure
in the garden of spirals that fractal
an environment for energy to manifest
for man to make his mark and her to grow
a mirror for consciousness as it touches itself
the blossoming into flower and fruit and seed

hurt
the cycles
by infringing
on the wisdom
of nature's growth
fast-forward through
the fast-forwarding eras
more for me in more of mine
wars for creed for speed for greed
the illusion of control and separating
peaks from valleys tipping her highness

love
her for her
being as she is
the harmonious full
coexisting since the go
when light was far and Om
came before we had a tongue
to lay the narratives of societies
rooted in an empathy for eternity
we are the perfection that just feels
naturally human and humanly natural

TAKEAWAY

life
is perfect
here on earth
mother of mothers
has brought us this far
tides of beauty in harmony
the cross-dimensional pattern
to the rhythm of the cycles
in creative intelligence
delivering deities
for which she
weaves out
nature

we
are the
florescence
nibbling nipples
pollenating this gravity
sun rays ink petals of poetry
when tulips kiss and apples drop
inspiration is impregnation
newness in multiplicity
our kids are orchids
orbiting as life
flowers
on

let
goddesses
do their thing
come as they could
and grow as they should
this darkness may be where
we were but not where we will
go and grow and do and be
we now know which walls
we crashed heads on
blood on blood
that must
stop

eternity
in the party
after the party
where everybody
loves everybody free
a garden of yes and yours
to play and learn and give all
to grow with a fullest face
showering in grace
wrapped in lace
abundance
in every
kiss

TRANSITION

time
ticks toc
peek-a-boo
and it all starts
from the first pixels
to capturing the richest
audiovisual poetry on screen
as the pre-we era decompresses
our virtual reality becomes conscious
of itself and we watch us multiply with it

we
see no
humans
but humanity
in human-made art
depicting other humans
in zoetrope from singing bowl
black mother's legs cross in a flower
blossoming in a newborn door to existence
flicking through godly genitals in nature and art

this
cutting
is a shadow
we bury behind us
a plastic-wrapped corpse
in a pesticide-fumigated tomb
deaf to the contractions in her womb
cyclones from volcanos flooding to plague
fossil forces armed in fuel and fire and the hand
invisible to capital earthquakes as shadows still haunt

here
if we are
heaven is here
heaven is not waiting
heaven is no more worrying
heaven is when we fear no more
heaven is when we don't suffer anymore
heave is round and wet and luscious and magic
heaven is fresh and sweet and color and full of songs
heaven is stuck in harmony because he and eve are even

PICTURE

looks
wavy loops
colorful but preserved
documentative in its dogma
intentional in minimal blossoming
while using VR-friendly and sensorial SFX

looks
(wo)man-made
in tribute to animated art
from zoetrope to flip-book to CGI
pre-film lens-less motion-based storytelling
[cut-out, stop-motion, puppetry, clay figures, manga]

looks
old and far
black sepia white
whatever captures ancient
to current darkness of mankind
our lowest lows minus finger-pointing

looks
unwatered till
magic potion colors life
draught dyeing barren blueing
bloom burrowing bustle blowing
plum pearling purple purring people

SOUND

transcendental and progressive
positive, storytellish, elemental
no vocals with lots of natural
pre-human-made sounds
spacey and jungly
in the same
time

delicate, emotive, and romantic
sounds of human-made stuff
tribal, ethnic, and melodic
beat establishes rhythm
for pulse to start in
who we bring
home

synthesized drama abounds
the mechanization of man
artificial, angular, faster
experimental beyond
the pace of nature
in still wanting
more

free-flowing percussion-brimming
deep-grooving home-coming
authentic instrumentation
flutes, hangs, bouzouki
harps, mandolins
with focus on
happy

PART 1 - **COMING** - PLOT

we
approach
earth from space
focus on botanical world
underseas and fungus to flowers
animals mating through human evolution
from a singing bowl to a zoetrope at transition

"the wisdom of nature has brought us this far"



PART 1 - **COMING** - THEME

this
is only
happening
space and time
form and variety
cycles and richness
history and evolution
choreography and flow



PART 1 - **COMING** - DESCRIPTION

how

have we
come this far
since the bang
the dance to date
form to this (reality)
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atomic to astrological (quanta)
to anything we perceive (qualia)



PART 1 - **COMING** - TAKEAWAYS

life
is perfect
here on earth
mother of mothers
has brought us this far
tides of beauty in harmony
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for which she
weaves out
nature



PART 1 - **COMING** - TRANSITION

time
ticks to
peek-a-boo
and it all starts
from the first pixels
to capturing the richest
audiovisual poetry on screen
as the pre-we era decompresses
our virtual reality becomes conscious
of itself and we watch us multiply with it



PART 1 - **COMING** - ATMOSPHERE

LOOKS

wavy loops
colorful but preserved
documentative in its dogma
intentional in minimal blossoming
while using VR-friendly and sensorial SFX

SOUNDS

transcendental and progressive
positive, storytellish, elemental
no vocals but a lot of nature
pre-human-made sounds
spacey and jungly
in the same
time



PART 2 - **WE** - PLOT

animate female figure with flower between legs
show how fruits are blossoming from flowers
humans loving each other and reproducing
newborn coming out of the flower (vulva)
natural elements resembling genitalia
sad woman bullied by community
defining how she should be
or else she's not fit
to bear child
or even
live

"her door to existence is present throughout nature"



PART 2 - **WE** - THEME

we
are
more
in love
with more
togetherness
love is the glue
vulva is the flower



PART 2 - **WE** - DESCRIPTION

now

zoom into

where we start

La Flor de la Vida

is the flowering of life

from her womb of pleasure

in the garden of spirals that fractal

an environment for energy to manifest

for man to make his mark and her to grow

the mirrors for consciousness touching itself

the blossoming into flower and fruit and seed



PART 2 - **WE** - TAKEAWAY

we
are the
florescence
nibbling nipples
pollenating this gravity
sun rays ink petals of poetry
when tulips kiss and apples drop
inspiration is impregnation
newness in multiplicity
our kids are orchids
orbiting as life
flowers
on



PART 2 - **WE** - TRANSITION

we
see no
humans
but humanity
in human-made art
depicting other humans
in zoetrope from singing bowl
black mother's legs cross in a flower
blossoming in a newborn door to existence
flicking through godly genitals in nature and art



PART 2 - **WE** - ATMOSPHERE

LOOKS

(wo)man-made
in tribute to animated art
from zoetrope to flip-book to CGI
pre-film lens-less motion-based storytelling
[cut-out, stop-motion, puppetry, clay figures, manga]

delicate, emotive, & romantic
sounds of human-made stuff
tribal, ethnic, and melodic
beat establishes rhythm
for pulse to start in
who we bring
home



PART 3 - **HELL** - PLOT

big
orchid
stem is cut
with a shaving knife
blood spreads across screen
images of violence and darkness
war, destruction, & disruption of nature
same evil at root of all such human practices
collaged to picture the darker sides of humanity
in association with the action of cutting the vulva

"our cutting of nature brings misery"



PART 3 - **HELL** - THEME

no
fear
stop
pain
death
misery
violence
suffering



PART 3 - **HELL** - DESCRIPTION

hurt

the cycles
by infringing
on the wisdom
of nature's growth
fast-forward through
the fast-forwarding eras
more for me in more of mine
wars for creed of speed in greed
the illusion of control and separating
peaks from valleys tipping her highness



PART 3 - **HELL** - TAKEAWAY

let
goddesses
do their thing
come as they could
and grow as they should
this darkness may be where
we were but not where we will
go and grow and do and be
we now know which walls
we crashed heads-on
blood on blood
that must
stop



PART 3 - **HELL** - TRANSITION

this
cutting
is a shadow
we burry behind us
a plastic-wrapped corpse
in a pesticide-fumigated tomb
deaf to the contractions in her womb
cyclones from volcanos flooding to plague
fossil forces armed in fuel and fire and the hand
invisible to capital earthquakes as shadows still haunt



PART 3 - **HELL** - ATMOSPHERE

LOOKS

old and far

black, sepia, white

whatever captures ancient
to current darkness of mankind
our lowest lows without finger-pointing

SOUNDS

synthesized drama abounds
the mechanization of man
artificial, angular, faster
experimental beyond
the pace of nature
in still wanting
more



PART 4 - **HEAVEN** - PLOT

everything
is empty and dry
colorless and barren until
kid waters and cares for flower
everything grows and flourishes
color comes back into the picture
happiness and abundance enjoyed
prosperity visible in better quality of life
the same woman that was rejected before
is now accepted and loved by her community

"loving the flower brings abundance"



PART 4 - **HEAVEN** - THEME

yes
play
enjoy
beauty
vivacity
pleasure
newness
abundance



PART 4 - **HEAVEN** - DESCRIPTION

love

her for her
being as she is
the harmonious full
coexisting since the go
when light was far and Om
came before we had a tongue
to lay the narratives of societies
rooted in an empathy for eternity
we are the perfection that just feels
naturally human and humanly natural



PART 4 - **HEAVEN** - TAKEAWAY

eternity
in the party
after the party
where everybody
loves everybody free
a garden of yes and yours
to play and learn and give all
to grow with a fullest face
showering in grace
wrapped in lace
abundance
in every
kiss



PART 4 - **HEAVEN** - TRANSITION

here
if we are
heaven is here
heaven is not waiting
heaven is no more worrying
heaven is when we fear no more
heaven is when we don't suffer anymore
heaven is round and wet and luscious and magic
heaven is fresh and sweet and color and full of songs
heaven is stuck in harmony because he and eve are even



PART 4 - **HEAVEN** - ATMOSPHERE

LOOKS

unwatered till

magic potion colors life

draught dyeing barren blueing

bloom burrowing bustle blowing

plum pearling purple purring people

SOUNDS

free-flowing percussion-brimming

deep-grooving home-coming

authentic instrumentation

flutes, hangs, bouzouki

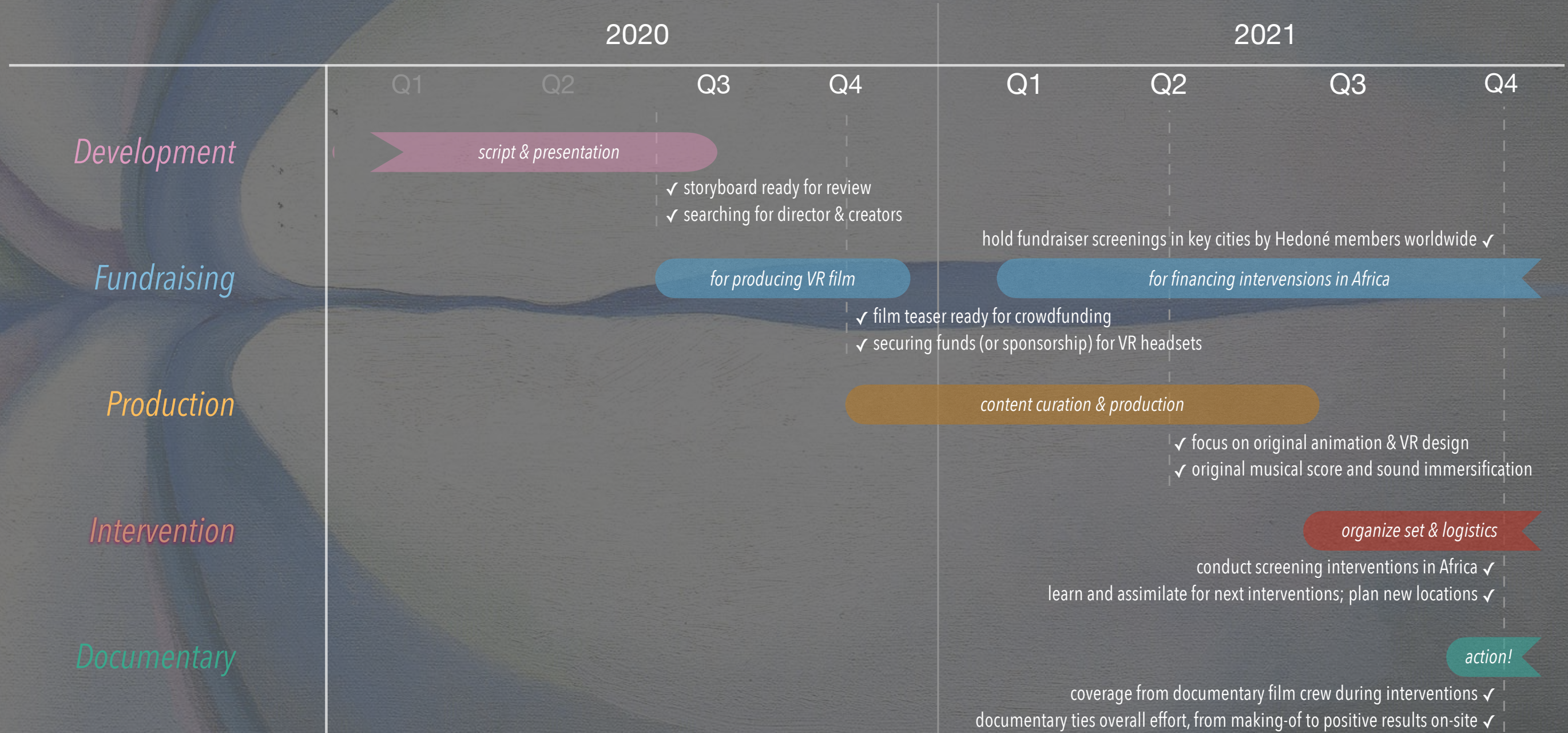
harps, mandolins

with focus on

happy



WHEN? - **TIMELINE** - HIGH-LEVEL



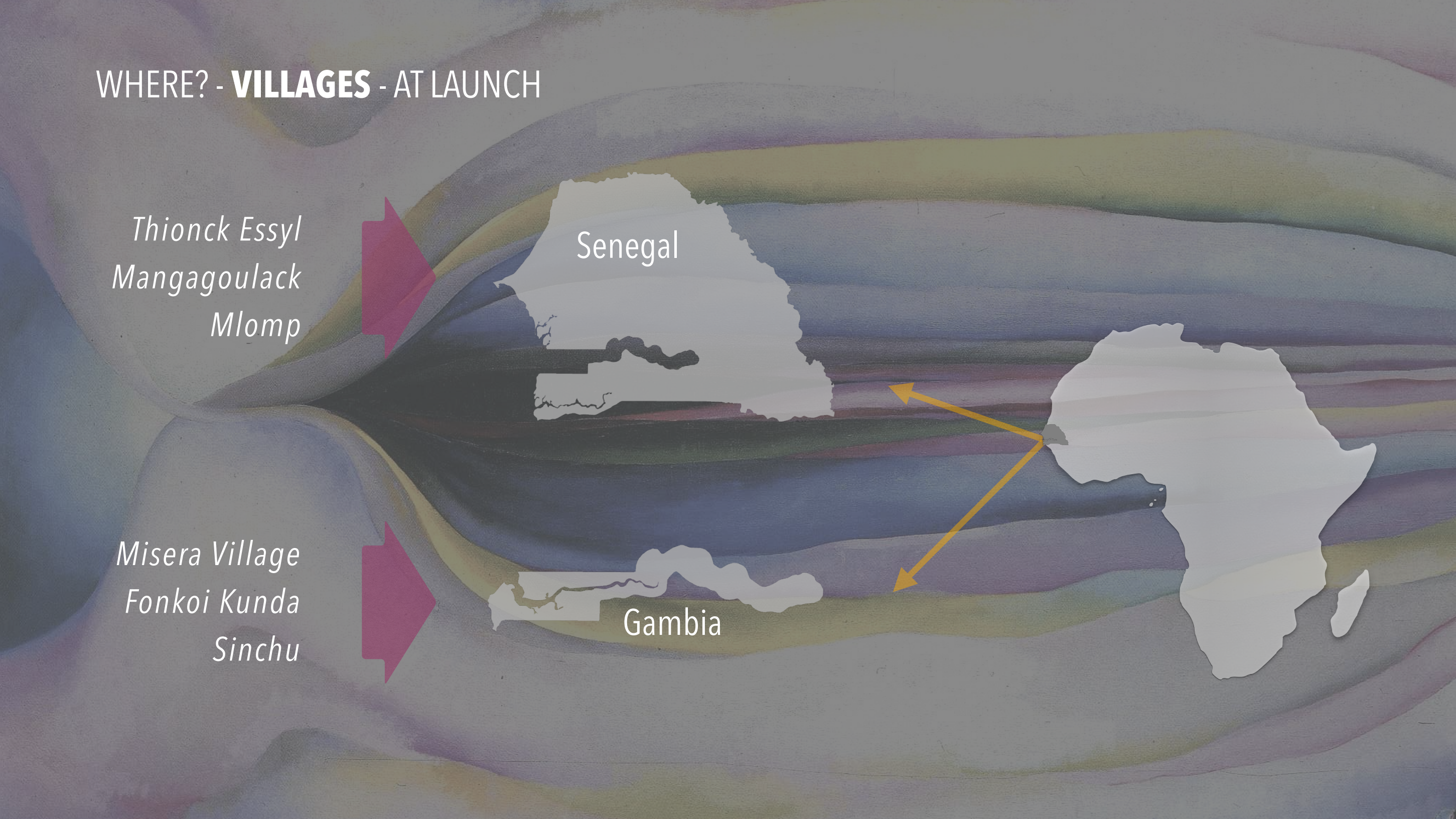
WHERE? - **VILLAGES** - AT LAUNCH

*Thionck Essyl
Mangagoulack
Mlomp*

Senegal

*Misera Village
Fonkoi Kunda
Sinchu*

Gambia



HOW? - **EMPOWERMENT** - LOCAL ROLE MODELS



[in close co-operation with local NGOs, activists, and role models]

Hedoné is proud to partner with and amplify the voice of singer and activist Sister Fa, a hero in the fight to stop violence against women. An FGM survivor herself, Sister Fa has created a formidable movement for gender equality through her grassroots campaign "*Education Without Excision*", which uses art and music to bring back an accolade of respect and empowerment directly to victims of cutting rituals in Senegal.

HOW CAN **YOU** HELP AT THIS STAGE?

Network

1. Introductions to production studios (traditional and online)
2. Introductions to VR gear manufacturers for sponsorship and collaboration
3. Introductions to niche artistic talent in filmmaking (director, VR expert, animators)

Fundraising

1. For producing VR film experience
2. For financing first interventions in Senegal & Gambia
3. For purchasing - or securing sponsorship for - required VR gear
4. Other fundraising ideas and strategies (ref. art therapy, gender equality, healthcare)



we
believe

art saves lives

it is our non-weapon
in the face of all weapons
if we want to 'cut the cutting'
bury it where life is being buried
we propose an 'audiovisual orgasm'
that can protect and grow their orgasm
we - lovers, doers, artists, and hedonists



we - lovers, doers, artists, and hedonists
have a duty to beauty and will react if
plucked, pushed, pulled, or pressed
freedom wins back where it's lost
when these who enjoy most of
their freedoms free those
who miss the freedom
at its very very least
- life-loving yeast
love-living
least - is
we



We are as little as our least.

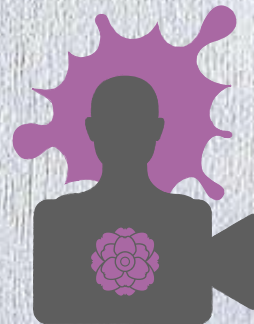


THE PLAYERS



SUPPORT FROM OTHER POTENTIAL PARTNER(S)

[e.g. healthcare, art therapy, gender equality, economic development]



FILMMAKING ARTISTS

[independents, representing studios, or in ad hoc teams; open to all creators of all ages, genders, and backgrounds]



TARGET COMMUNITY

[starting with villages <2,000 ppl in Senegal & Gambia]

HEDONÉ
[+ support network & local partner NGOs]



+



FUNDRAISER SCREENINGS OUTSIDE AFRICA

[Hedoné members hosting local screenings starting with Europe & Americas]



GLOBAL PUBLIC

[ongoing fundraising to finance actual interventions and raising awareness on FGM and Love the Flower online and offline worldwide]

THE GAME



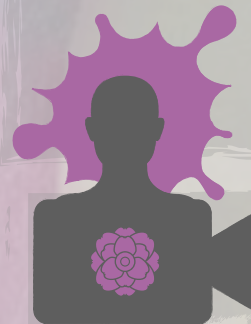
Final VR film montaged from submissions to intentionally **crowdsource the 'intentions'** of all contributing artists



+



Create even better immersive experience with original **best-of-breed footage from many** artist instead of one (or team)



Content creation and digital rights management **delegated to artists**; each stakeholder focuses on what they do best



Create **awareness beyond traditional player flow** on female genital mutilation and art therapy as transformative tool

Test and **improve an art therapy-based model** for other causes in other places upon the success of this one



THE WHY



SUPPORT FROM OTHER POTENTIAL PARTNER(S)

VGM PARTNER & PRIZE SPONSOR

*Because gear/brand will be on the heads
– and in the hearts and minds –
of these needing it most*

*Because of target customers, thanks
to screenings in 'developed' cities
worldwide (with Berlin, LA,
and Tulum to start)*

*Because VR should make the
reality we want less virtual*



BECAUSE THEY MATTER
[and this is your art and butter]



FILMMAKING ARTISTS

*Because you will do well from doing good;
noble purpose and sizable cash prize*

*Because contest will provide winning artist(s)
with an API-based badge to use online
showing realtime counts of people
transformed by your VR film*

*Because you're only doing the art
when it embodies fuller bodies*

THE PRIZE



+



VGM PARTNER & PRIZE SPONSOR

SUPPORT FROM OTHER POTENTIAL PARTNER(S)

(~\$15K prize)

We are searching for a partner(s) who would match the VGM's donation in cash value. This donation would in turn be used in full to fund the prize for the VR film contest.

Ideally, we would like this to come from an iconic visual artist or the organizations/endowments representing them and preserving their legacy.



FILMMAKING ARTISTS

*Your best adaptation of the spirit and script of **Love the Flower**; go wild and stay sweet*

Your submission can address all or any of the 4 parts of the script in 10 minutes or less

The rights to incorporate all or part of your content in the final crowdsourced montage to be used in Africa

That you promote your participation in the contest to help bring awareness and raise funds for the interventions in Africa; we will provide supporting tools and recognition

81 entry-level headsets to be used in (value ~\$15K)

- x 50 in Senegal & Gambia interventions
- x 15 in Europe (Berlin+) for fundraiser screenings
- x 15 in USA (LA+) for fundraiser screenings
- x 1 for testing and Love the Flower team

Introductions to VR artists and content creators to participate in Love the Flower contest

Helping promote the effort through your channels to raise awareness, funds, and creative collaboration

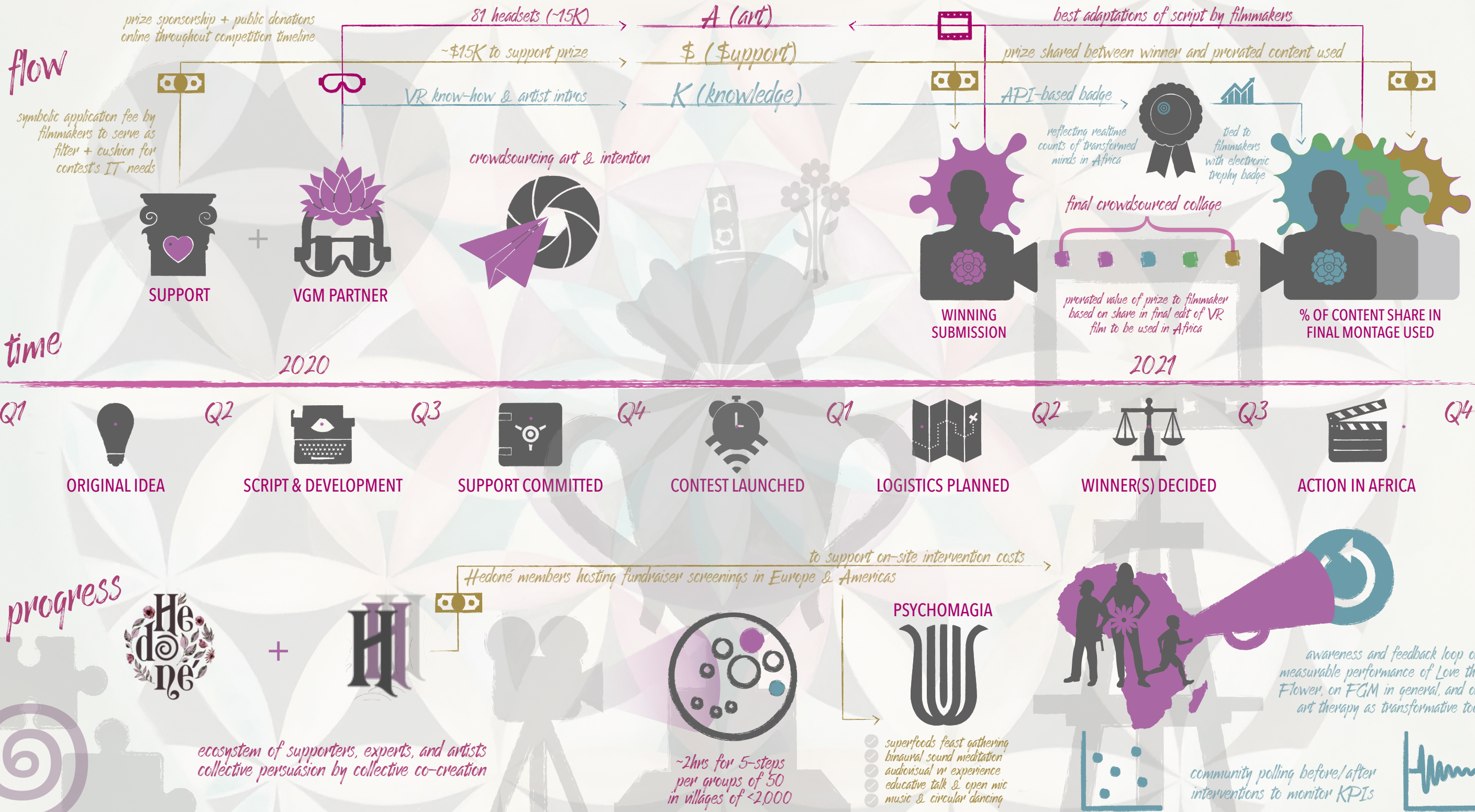
Technical support and guidance throughout



flow

time

progress



we love vr for good by **OCULUS**

 / vr for good Creators Lab

Creators Lab ▾

(and similar programs)

Creators Lab

Creators Lab from Oculus VR for Good pairs rising filmmakers with nonprofits to use the power of VR to tell stories and help people around the world better understand each other. Through VR, we aim to bring greater awareness to challenges people face globally.

The Key

Celine Tricart • Friends of Refugees

Home After War

Gayatri Parameswaran • GICHD

Children Do Not Play War

Fabiano Miao • GO Campaign

A cinematic VR experience that tells the stories of the children of war in Uganda through the words and images of Aloys, a twelve year-old girl.

[Learn More](#)

Mercy

Armando Kirwin • Mercy Ships

Girl Icon

Sadah Espili Proctor • Malala Fund

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LOVE THE FLOWER
poetic storyboard

a call
to empower
women and stop
crimes against pleasure
through art and education

*"There's nothing virtual about
the difference we can make.*

*We have the potential to transform education, improve
productivity, advance social movements, and expand
our understanding of people and cultures around the
world – all through the power of virtual reality."*

and we'd love to work with Georgia O'Keeffe Museum

COLLECTIONS

PEOPLE & ORGANIZATIONS

ABOUT

(and similar icons)

Search

Explore the

LIFE & ART

of Georgia O'Keeffe and her circle



O'KEEFFE'S ART



PHOTOGRAPHS



ARCHIVES



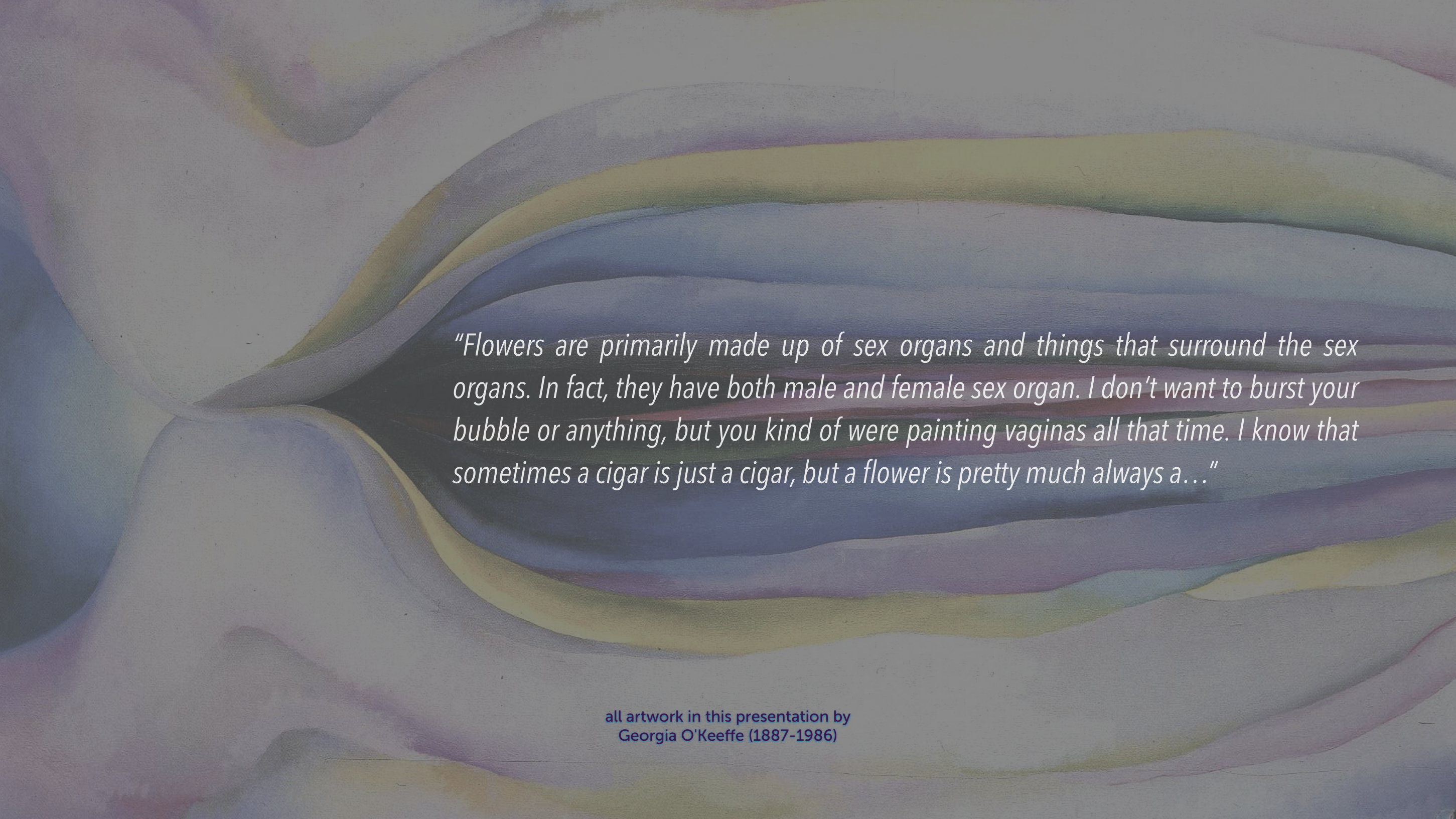
"My painting is what I have to give back to the world for what the world gives to me."

—GEORGIA O'KEEFFE, 1940

we
believe
art saves lives
it is our non-weapon
in the face of all weapons
if we want to 'cut the cutting'
bury it where life is being buried
we propose an 'audiovisual orgasm'
that can protect and grow their orgasm
we - lovers, doers, artists, and hedonists
have a duty to beauty and will react if
plucked, pushed, pulled, or pressed
freedom wins back where it's lost
when these who enjoy most of
their freedoms free those
who miss the freedom
at its very very least
- life-loving yeast
love-living
least - is
we
-
we
are
as little
as our least





An abstract painting by Georgia O'Keeffe, featuring soft, layered, and wavy bands of color. The palette includes muted purples, blues, greens, and yellows, creating a sense of depth and movement. The lines are fluid and organic, reminiscent of natural forms like petals or flowing water.

"Flowers are primarily made up of sex organs and things that surround the sex organs. In fact, they have both male and female sex organ. I don't want to burst your bubble or anything, but you kind of were painting vaginas all that time. I know that sometimes a cigar is just a cigar, but a flower is pretty much always a..."

all artwork in this presentation by
Georgia O'Keeffe (1887-1986)

hi@hedone.world

