

---

# *Warm New Land*

---



A SLOW-DESIGNED SOUND & VISION APP ABOUT RELIEF

*press release*



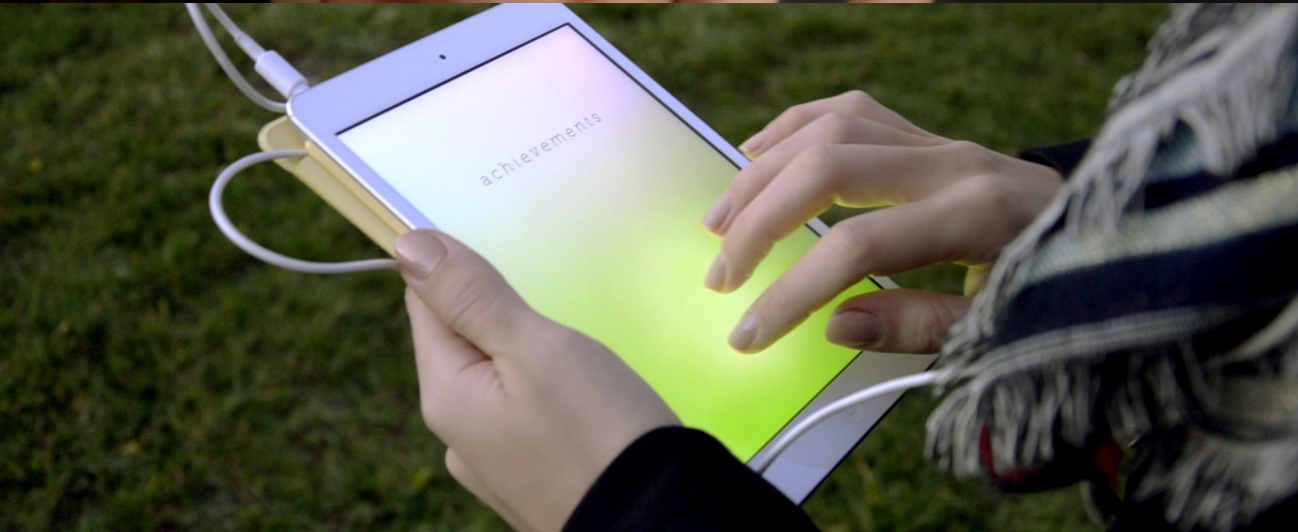
The way we use mobile technology is often demanding, ubiquitous and overwhelming.

Whether it be for keeping track of events or staying in touch with our friends, it begs for attention all day long. We navigate through oceans of make believes and red herrings, losing track of our marks, sometimes of ourselves. While some people have a natural need to take a step back once in a while, others get overpowered by the pace, leaving no time to breath.

How could we use that same space, the one within the borders of our touch screens, to focus on more liberating thoughts?

An experience that forces us to slow things down and self-reflect.

**Warm New Land** was named after Aldous Huxley's *Brave New World*, as a counterpoint to his dystopian over-controlled world where science and technology have slowly erased everything that made us human. This app aims at using technology to let us reconnect with our deeper selves in a free, creative and open-minded way.



**Warm New Land** was designed around 3 ideas :

### Empowering physical contact

We swipe, we pinch, we tap... these gestures have become a second nature. In order to progress, **Warm New Land** forces you to stay in contact with the screen in a more unusual way – the way you feel like, with as many fingers as possible. The colors and sound that react to your touch will slowly generate an energy, eventually focusing on your fingers, enhancing their every move, reconnecting your attention to the most basic senses.

### Encouraging creativity

As your fingers flow on the surface, it modulates sound and vision, letting you slowly set up the atmosphere. Whether you explore it randomly or play with it like an instrument, **Warm New Land** wants you to let go, and associate moments, words, and feelings to these moods.

### Opening up to introspection

A light narrative is leading the way. It will suggest, never proclaim. You are free to take time to reflect upon it. Let your ideas flow along, dive in and make it last if it takes you to unexpected and exciting grounds.

Or reach for the surface as it becomes darker.

*The depth of the experience is now tied to your will.*

***Warm New Land*** was developed by Rémi Engel using Unity 5 + Pure Data.  
It is available for free on the App Store for both iPad and iPhone/iPod Touch.  
For more information, please contact [bonjour@remiengel.com](mailto:bonjour@remiengel.com)

***RÉ***