

the We

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Amsterdam, 2 October 2020

Subject: An invitation to theWe.online

Dear Guest,

How can We experience connectedness at a time when distance is the new norm? And when emotions of fear, insecurity and misunderstanding disrupt our coming together?

This is an issue that has occupied my mind in recent months. Not just on a personal level, but also in my work.

My work takes shape in Scripted Gatherings that explore the dynamics of collectivity by creating a temporary shared space. A careful interplay between space, scenography and the human presence. Staged encounters in which the role of the players is characterized by being part of something, being there and sharing responsibility. Within this scene everything is connected. And everything outside forgotten. The gathering ends by leaving the space.

Currently, the scripts of physical gatherings are defined by strict rules and offer no space.

Can We find other spaces to be together and temporarily forget the outside? Can We create new rituals to experience connection with each other? Can We initiate alternatives to the present gatherings?

theWe.online is a first attempt at this. A mix between an online community and a digital emblem. By turning the voice into a portal to collectivity, it aims to create an interstice where I can connect with the We through listening and participating.

With this letter, I would like to invite you to visit theWe.online. To enjoy the common sound. And hopefully join the We. You can use the url or scan the QR code at the top of this letter to enter the space. I hope to meet you there and wish you inspiration and creativity in the search for new forms of meaningful connections.

With kind regards,  
Cindy Moorman