

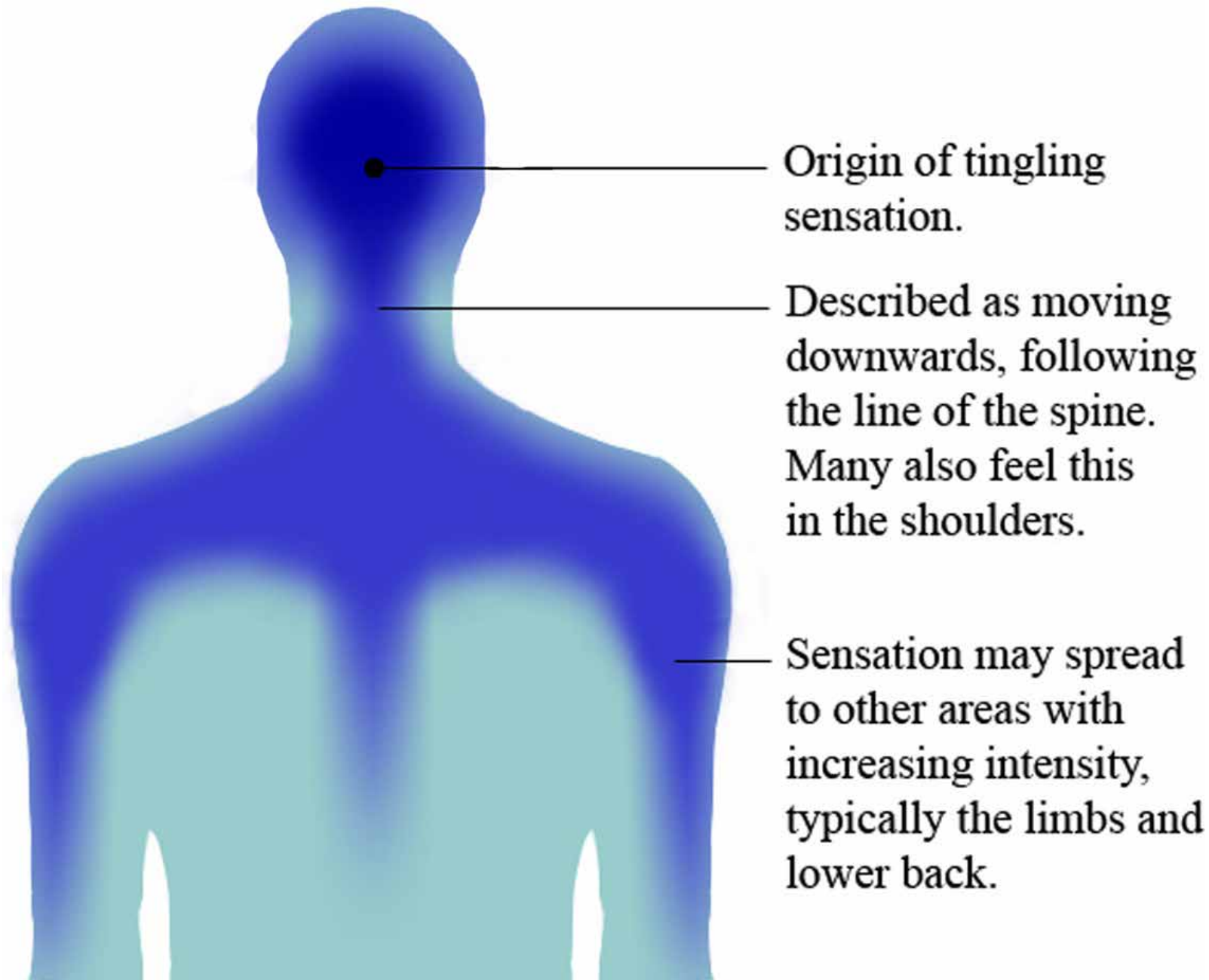
THE WORLD OF ASMR

LET'S CHILL SINCE 2010

Autonomous Sensory Meridian Response

ASMR is the term for the sensation people get when they watch stimulating videos or take part in other activities – usually ones that involve personal attention. Many people describe the feeling as “tingles” that run through the back of someone’s head and spine. Others say the feeling is deeply relaxing, and can even cause them to fall asleep or reduce anxiety or depression.

How does it work in our bodies?

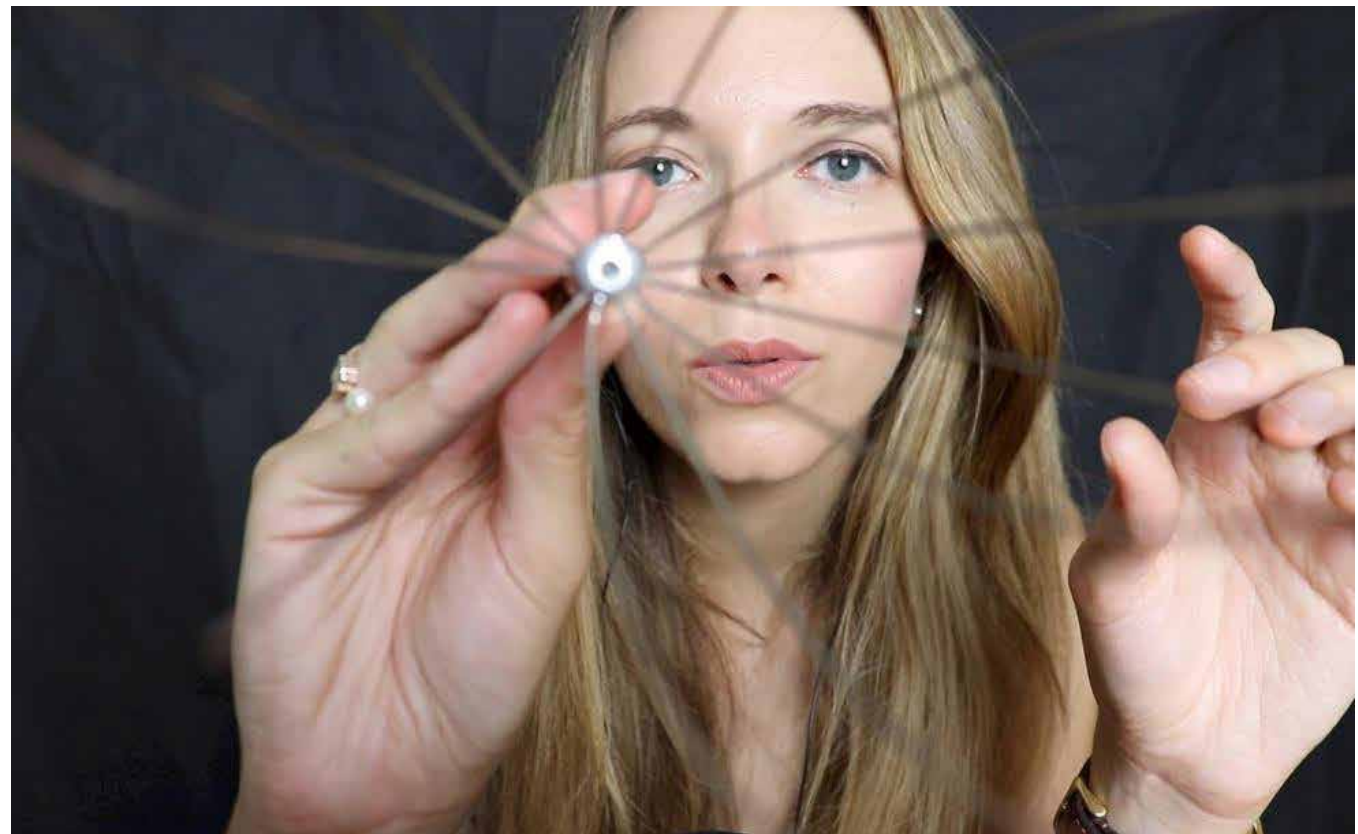


Most common tingles people get from watching a video:

- whispering
- tapping
- scratching
- personal attention
- role play
- massage
- crispy sounds
- eating
- hand movements
- slimes



People also appear to grow tolerant of triggers if they listen or watch them too much. So it's important for ASMR video makers to keep things fresh, and for viewers to make sure they don't overplay that one amazingly tingly video.



CURE FOR ANXIETY AND DEPRESSION?

“ASMR is definitely not the secret to treating depression and anxiety,” says Stephen Smith, a professor of psychology at the University of Winnipeg, who has studied the neural connections in ASMR people. “It could help some people as a ‘supplement’ of sorts to real treatment, but it should not be used instead of consulting a trained professional.”

He says the reason some perceive it as a form of treatment is because there are elements that are similar to mindfulness meditation, which we know has the ability to lead to a sense of calm.

“In meditation, people focus on an external image or an internal sensation and it’s focused attention that allows them to block out the outside world,” Smith said. “It’s been shown to help with things like anxiety or depression. ASMR is the same in that people are focusing on videos or repetitive noises and are experiencing these tingling sensations that allow them to block out the outside world.”

Hot topic for art students because it's a sensation/personal/weird and science has no concrete explanation for the tingles only speculations.



In de reeks *Lichting 2018* interviewt *de Filmkrant* de hele zomer vers afgestudeerd filmtalent van verschillende academies. Als laatste vertelt Guus Voorham (Willem de Kooning Academie) over zijn *found footage*-documentaire *Alone Together*: “Ik stuitte op een online industrie voor intimiteit.”

Je bouwde je afstudeerfilm *Alone Together* op uit video's van meisjes die tegen de camera praten alsof die hun geliefde is. De kijker neemt de plaats in van die (inwisselbare) geliefde. Deze 'girlfriend'-video's zijn een hit. Hoe kwam jij ermee in aanraking? “Ik klikte op YouTube door op ASMR-filmpjes ['Autonomous Sensory Meridian Response' – LvZ]. Die zijn inmiddels mainstream. Dat zijn clips met voornamelijk rustgevende geluidjes die een orgastisch effect op je brein hebben. Bij toeval stuitte ik op deze intimiteitsindustrie. Het ging niet om seks; dat is prostitutie en heeft met intimiteit weinig te maken. Nee, het gaat om de persoonlijke interactie tussen twee mensen. Ik dacht dat dat niet te koop was.”

Guus Voorham

Transformation from ONLINE to REALLIFE events

Whispers On Demand Los Angeles

30 SEPTEMBER 2017

Whisperlodge co-creator Melinda Lauw delivered customized one-on-one ASMR treatments.



FUTURE: WHAT IF WE CAN TRIGGER OURSELVES

ASMR - PROSTHESIS - TRANSHUMANISM