

AlphaSphere



SLD.

AlphaSphere brings you to a unique state of body and consciousness.
Words can barely describe the AlphaSphere experience.
This brochure is an attempt to bring it closer to you.

sha. | Developer of AlphaSphere

“A feeling of weightlessness,
like the sun rising from my inner core,
like a new day breaking.”

Testimonial from an Alpha experience report





AlphaSphere stimulates and connects your senses.

Different perceptual dimensions
blend into one holistic multisensory experience.

Hearing, seeing, feeling – AlphaSphere allows you to experience your senses not as separate sensations, but as a whole.

Colour, shape and light in unique combination with sound, vibrations and warmth lead to ultra-deep relaxation. You feel light and free, both physically and mentally. Rational and analytical thinking fade into the background. All feeling is directed towards your inner self.

It opens up a space for a new experience of your self and the world.



Shape

the wing-shaped lounge embraces and uplifts you



Vibrations

gentle vibrations caress your entire body



Warmth

the lounge's warm surface pampers your body



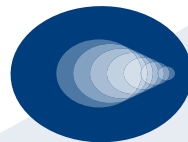
Colour

the magical blue radiance gives serenity



Light

a glorious sensorial cocoon envelops you



Breathing

your body rocks to the gentle rhythm of your breathing



Sound

three-dimensional clouds of sound open up your perception



AlphaSphere is relaxing and stimulating at the same time.

The following experiential dimensions are often mentioned by people that experience the AlphaSphere:

Reduces stress

- α enhances serenity and inner balance
- α gives you strength to deal with stressful situations
- α helps maintain a good work-life balance
- α increases calmness and mental efficiency

Recharges your batteries

- α helps you find new strength
- α creates a rewarding sensation of flowing
- α enables mental journeys to an inner reservoir of strength
- α activates natural self-healing powers

Enhances creativity

- α stimulates your imagination
- α helps focus on core issues
- α makes room for inspiration
- α provides a feeling of comfort and trust

Widens perception

- α creates pleasant physical sensations such as weightlessness
- α opens up a new dimension of sensorial delight
- α intensifies body perception and self-perception
- α broadens the limits of space and time

Scientific studies describe the range of experiences associated with AlphaSphere and prove its positive effects.

Psychological studies, University of Vienna

Prof. Thomas Slunecko of the Department of Psychology at the University of Vienna conducted a study to scientifically assess the experiential dimensions associated with AlphaSphere.

Most people reported going on “journeys” when experiencing the AlphaSphere. The destination of these journeys varied individually though they all had a bright and inherently positive feeling in common. They were all inward journeys to reservoirs of inner strength. Since everyone has a different path to these inner places, they have different experiences in the AlphaSphere. However, some dimensions typical of the Alphasphere are experienced by everyone.

Please see the latest Alpha studies online including original testimonials given by test persons at www.sha-art.com

Physiological test series, Insight Instruments

An additional series of observations was conducted to record and analyze physical changes by using psychophysiological sensors. This series of tests was carried out by Insight Instruments, a market leader in biofeedback in German-speaking countries.

Results show that:

- AlphaSphere enhances vegetative relaxation
- Helps harmonize breathing
- Loosens tight muscles
- Stimulates skin circulation

Follow-up sessions enhance these effects, providing even deeper relaxation and long-term stress reduction.

Please see the results of this test series online www.sha-art.com





AlphaSpace is the AlphaLounger's shell.

The AlphaExperience is embedded in a “spaceless space”.

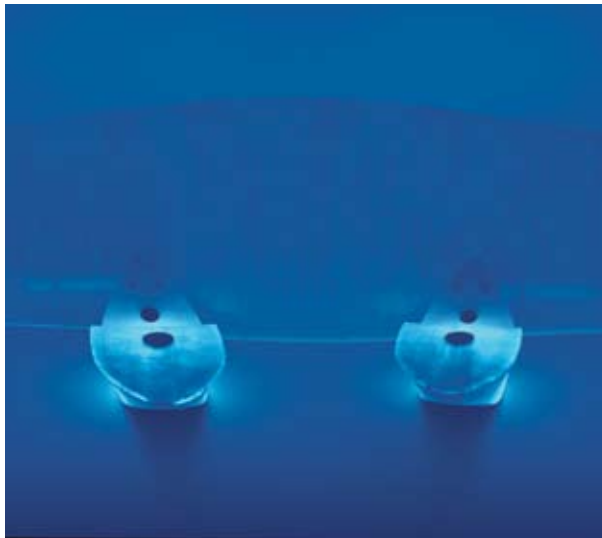
The shapes, colours and materials used for AlphaSpace are perfectly tailored to the AlphaLounger and heighten its multisensory impact.

Multi-layered lining creates a visual three-dimensional, wave-like movement, the so-called moiré effect. The human eye is rewarded with a new sensation of spatial depth. Spatial limits cease to exist. Your senses take off on a journey ...

A feeling of infinity.



Single Space
One AlphaLounger for a very personal inward journey



Double Space
Two AlphaLoungers for an AlphaExperience together



Multi Space
Several AlphaLoungers arranged in an AlphaLounge

The AlphaSphere consists of three components.

AlphaLounger

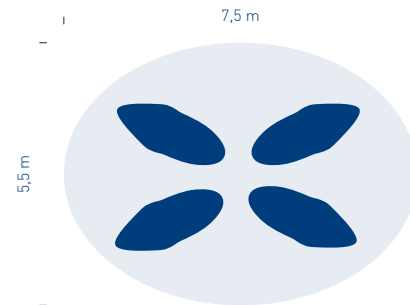
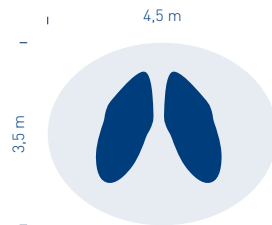
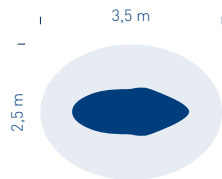
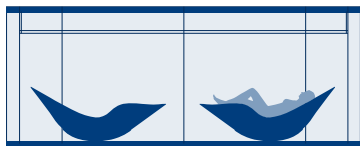
Being a “multisensory” tool, the AlphaLounger houses all necessary stimuli – it requires no additional technical equipment. The control unit is located in a separate black box connected to the AlphaLounger. The TechBox just needs to be plugged into a power outlet. Plug & Play!

AlphaPrograms

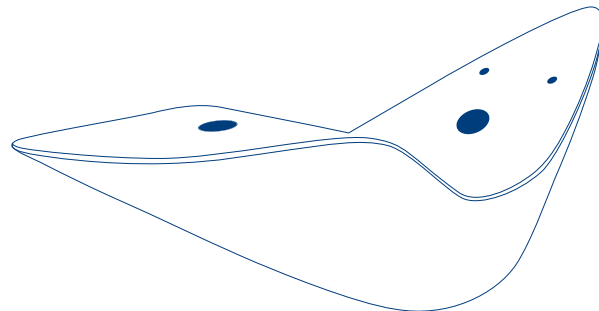
AlphaPrograms are the system’s “software”. Using the remote control, the user chooses a sound program, that runs automatically for 23 minutes or more. Different effects can be achieved by choosing different compositions such as sensitive, basic or intense. There are special programs to expand the range of applications, for example an especially gentle one for expecting mothers.

AlphaSpace

AlphaSpace provides an ideal 3-dimensional setting for the Lounger to achieve its effect. This both visually and acoustically detached retreat from the outside world allows the user to quickly reach the Alpha state without external influences. Its modular structure allows the architectonic integration of AlphaSpace into any given surroundings. Available styles range from the Basic model to the sound-absorbing Comfort model, right up to the high-end glass design model DeluxeSpace.



Technical specifications	AlphaLounger	TechBox
Measurements (L×W×H)	225×90×90 cm	60×50×50 cm
Weight	30 kg	40 kg
Cable length 5m, ø 20 mm; Standard power supply 230V/50Hz		



sha. – the Viennese artist and perception researcher –
has developed this “Space Ship” for journeys to the inner self.



The genesis of the AlphaSphere

When the House of Music in Vienna opened to the public, a unique sensory experience was at the center of everyone’s attention: sha. had created a “Sonosphere” where visitors could hear and feel real sounds from a maternal womb. Children showed amazing reactions, instinctively lying down on the floor – part of the enormous “Spatial Loudspeaker”. Children wanted to experience the sounds with their entire bodies and “grasp” them with all their senses.

Adults, on the other hand, apparently felt a “civilizational barrier” that kept them from doing the same. These reactions led to the creation of a cultural tool that would allow adults to plunge into an intense sensorial experience while remaining in a socially “safe” environment. This was how an artistic project about refined perception evolved into an interdisciplinary research process. This, in turn, led to the creation of a signature product line: the AlphaSphere, designed by sha. and his team of experts from the Vienna Institute of Perception Research.

International recognition for AlphaSphere

AlphaSphere received the “European Spa Award 2006”, awarded by the ESA (European Spa Association) in Monaco, the most prestigious award for spas in Europe.

AlphaSphere also won a prize introduced by the city of Vienna and awarded by the Creative Industries Program, to promote innovations.



Red Bull Hangar-7, Salzburg

**sha. breaks new ground
connecting art, research and business.**



ID, Vienna, EU-cultural program

The passion for discovering wider horizons of perception can be felt in his multifaceted explorations: sha. touches all of peoples' senses, allowing them to plunge into his "spheres" where they transcend conventional limits of space and time.

sha.'s spheres are "timeless" and "spaceless". Archaic and futuristic at the same time, near and yet infinitely far.



Caracalla Therme, Baden-Baden

sha. has realized his visions in many different situations and surroundings: from the prizewinning, interactive House of Music in Vienna, works of art for museums world-wide such as the Centre Pompidou in Paris to successful cooperations with André Heller, ORF, ARTE and BBC.

sha. has received several national and international awards.



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“A state where one doesn’t solve problems, but simply lets them go.”

Testimonial from an Alpha experience report