A woman's profile is shown in a dark, monochromatic style. Her head is the focal point, with numerous white dots and thin lines radiating from it, suggesting a digital or neural network. The lines curve and spread out across the background, creating a sense of depth and connectivity. The overall aesthetic is futuristic and technological.

# Hyphen-LABS

*Designing ways to challenge bias  
through Virtual Reality*

Dr Romy Gad el Rab

The background features a dark, gradient background with vibrant, wavy lines in shades of purple and pink. These lines are composed of a fine grid of small dots or dashes, creating a sense of depth and movement. The overall aesthetic is modern and digital.

**EXCITING TIME FOR  
DIGITAL MEDIA**

DAVID  
BOWIE  
IS  
VIRTUAL





# DIGITAL/TECHNOLOGICAL DISCRIMINATION

*“Does technology have a race?” Drexel University  
Dark Matters, Simone Brown*

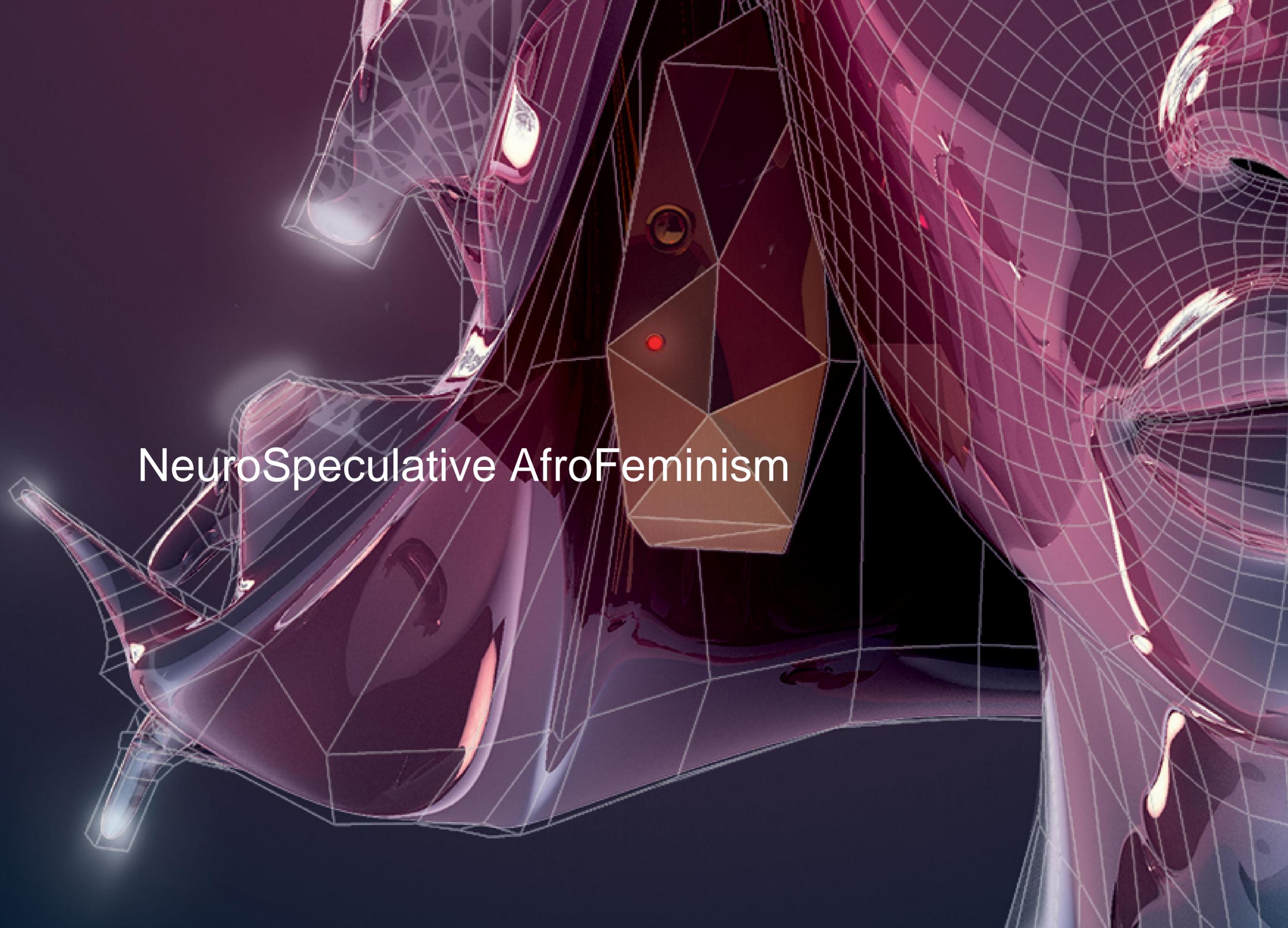
A person with long dreadlocks and a black cap is standing on the left, holding up a piece of fabric with a black and white pattern. They are addressing a group of people seated in a gallery. The audience is diverse in age and appearance, with some people taking photos on their phones. The room has white walls and a polished floor. In the background, there are signs on the wall, including one that says "BLACK LANTERN" and another that says "BLACK LANTERN BLAKE TULLOCH".

# COMMUNITIES MOST IMPACTED

*Communities of Color  
Displaced - Stateless People / Immigrants  
Gender Queer / LGBTQ  
[cyber]Womanism*

nsaf  
2016

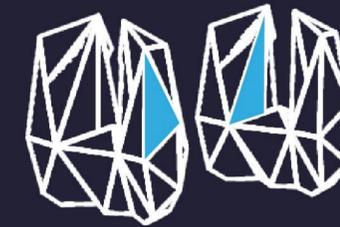
# NeuroSpeculative AfroFeminism



# 1 products

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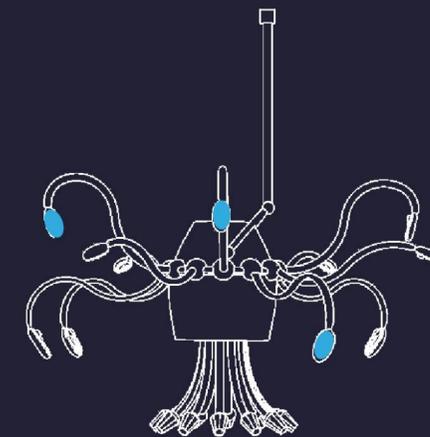
**Speculative low-to-high tech products** that fit seamlessly into the beauty ritual of black women. Doubly exposed in our digital and physically augmented experiences, these products offer both **protection and visibility**.



# 2 vr experience

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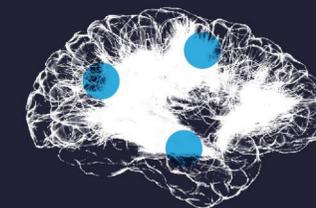
Set in a **Neuro-cosmetology Lab**, neuromodulation is done through **hair extensions and braiding techniques** reimagining this black female ritual through the **lens of technology and Neuroscience**.



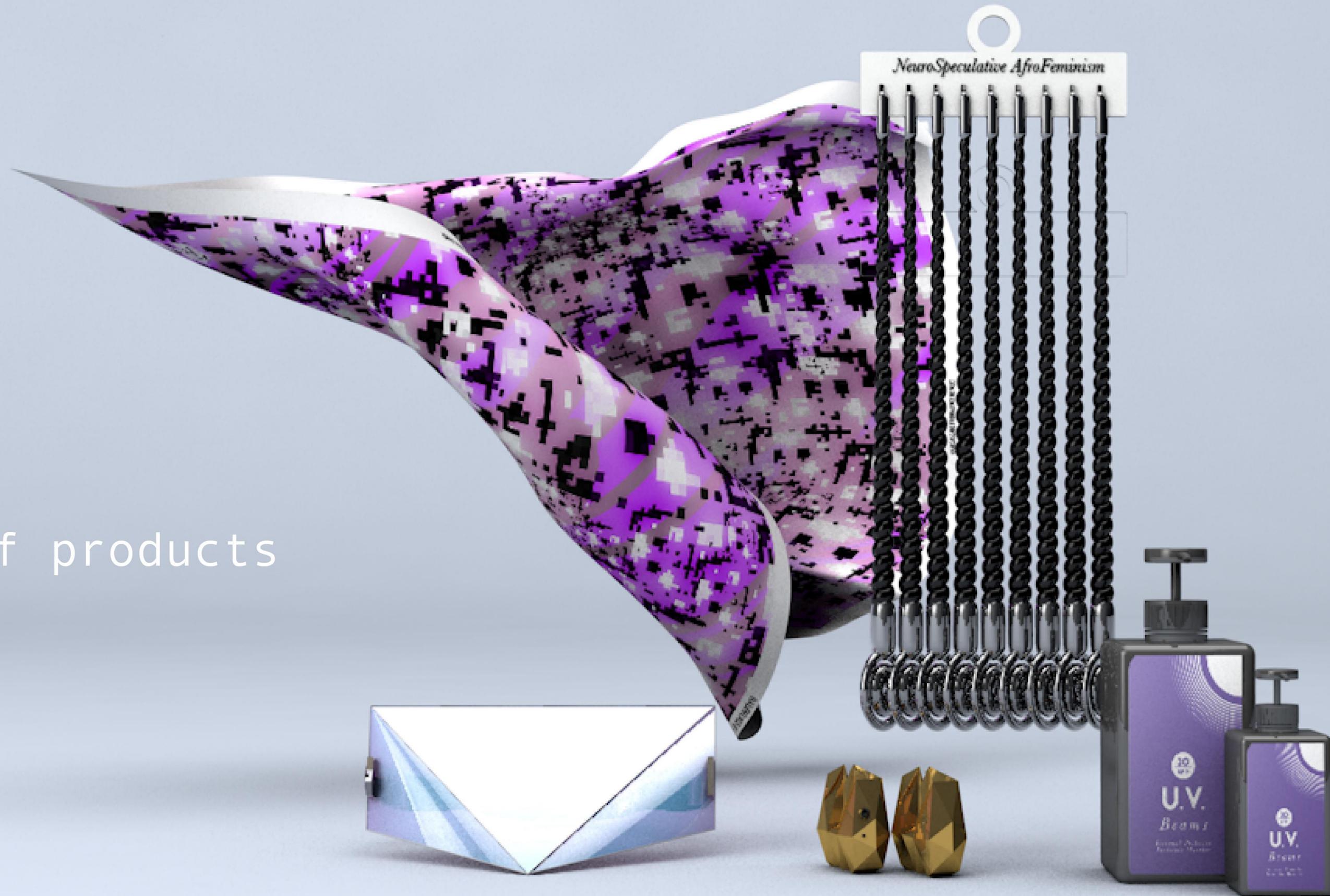
# 3 scientific research

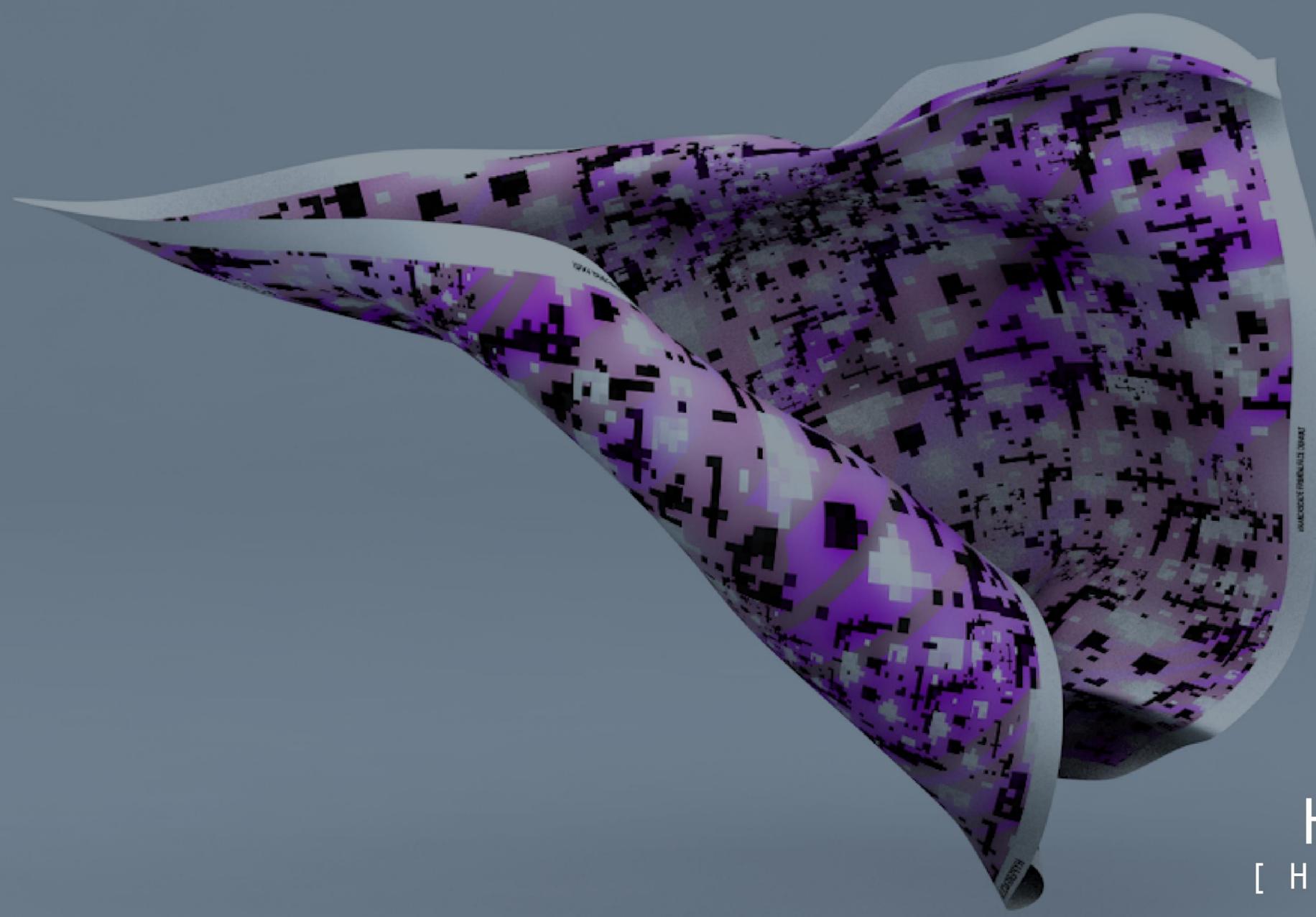
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The final component of the project is an **ongoing research** about how VR can affect viewers, potentially **reducing bias** and **fear** by immersing participants in positive, engaging portrayals of black women.



nsaf products





HyperFace  
[ H L X Adam Harvey ]

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Scarf





*NeuroSpeculative AfroFeminism*

*NeuroSpeculative AfroFeminism is a multi-layered possible future that transcends the constraints of the present. Our story is told through speculative product design, virtual reality, and cognitive research. Join us as we challenge the boundaries of perception.*



NSAF

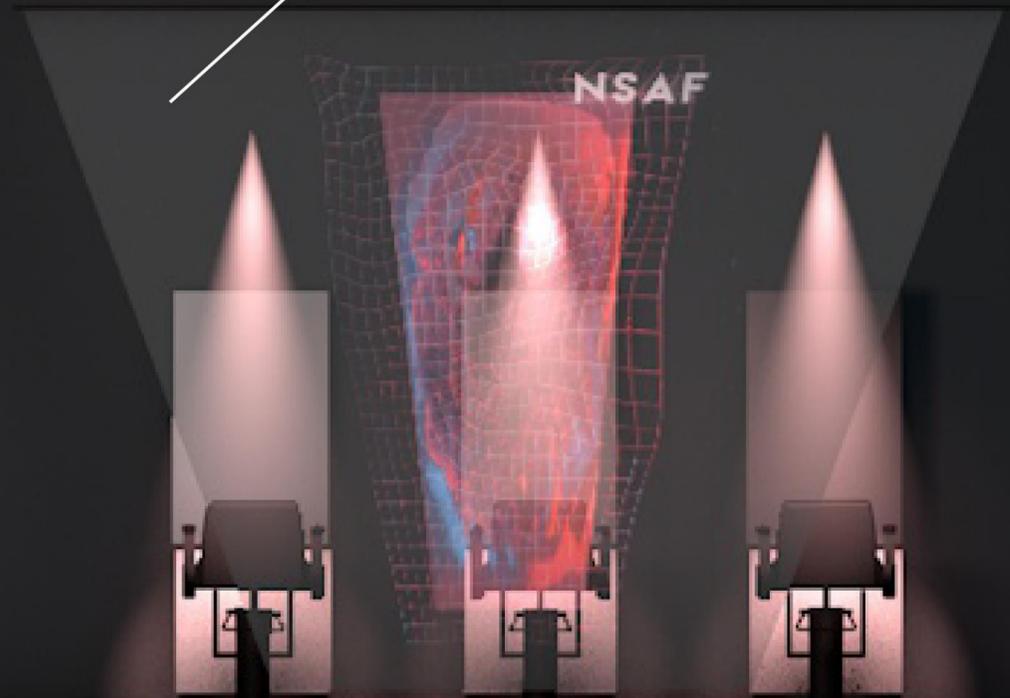


NSAF Gift Shop  
Products

NeuroCosmetology Salon  
3 VR Stations

Brain Lab  
Transcranial  
brain  
modulation  
and  
stimulation

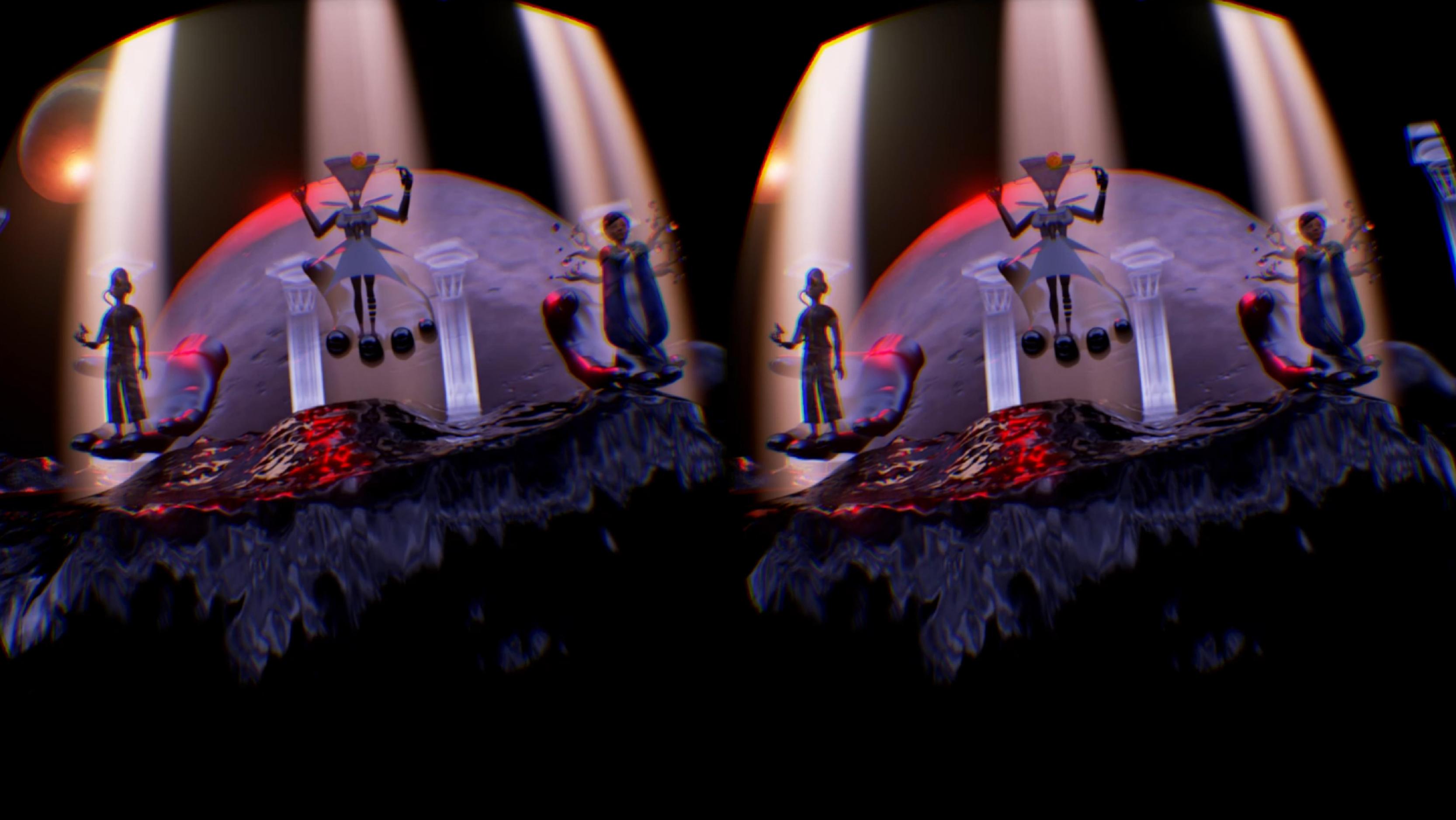
**NSAF**  
*NeuroSpeculative AfroFeminism*





VR Experience





**VIDEO NSAF TRAILER**



research

The background features a dark, gradient background with intricate, wavy patterns of purple and pink lines. These lines form a grid-like structure that curves and flows across the frame, creating a sense of depth and movement. The overall aesthetic is modern and digital.

# the impact of immersive media narrative on implicit bias





# THANK YOU!

 *@hyphen\_labs*

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 *www.hyphen-labs.com*