

ENTER THE TENGU

an urban game
that involves
seduction
indulgence
disguise
exhibitionism
and a surprise



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preface.

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For Jordan Bryon (30. bday)

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Hugh
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The man playing the Erhu in the tunnel underneath Central
Terry Richardson

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THE GIST

designing the game took us about 45h over 5 weeks.
the game itself ran for 1.5 h.

Enter the Tengu is an urban game, a digital scavenger hunt that uses technology and other objects to lead two players from a mysterious starting point to a locked treasure box at the end of the journey.

This game was designed as a surprise for Jordan Bryon. The birthday girl was lead to White Rabbit Gallery in Sydney – who cooperated to hang a fake artwork – and the couple found the QR code on a mounting board. The artwork was the game experience, which is outlined in detail in this case study.

The project was born out of my idea to play a LARP for Jordan's birthday. During my search for a LARP expert in Sydney, a friend recommended me Claire as an experienced ARG-designer. When we met up and Claire was so full of ideas and passionate, we were instantly into it.

We started by creating a psychograph for Jordan, thinking about all the things she loves, hates, cringes over, gets annoyed by, little ticks and flaws, idiosyncrasies. We also noted little encounters we had in the near past and created situations between Jordan and me that would later relate to the game and make Jordan feel synchronicity.

We had roughly two months to prepare. Until the last week we met up once per week. Claire found Tengu quite early on and we loved it because it fitted Jordan's passions and ticks in so many ways. What followed were some odd ends but mostly productive meetings that pushed the game further.

Before game design came the story. The evil spirit Tengu was meant to challenge Jordan to face her dark side. The stations

in the game would each address a different vice. Once we had the mission down, we designed clues, puzzles, tasks and user flow. We went to scout the location 5 weeks beforehand to find good spots and talk to café and shop owners. They were all interested and excited to help. Two weeks before we went again to get GPS coordinates and fine-tune the locations.

Approaching White Rabbit Gallery was the most formal part of the adventure. We emailed a designed info package. I called several times and eventually during the last week the manager gave us green light. There was an alternative plan to hijack the 'Art and about' logo and place the QR code outside the gallery, but this having the plug inside was a special treat for us.

In between we had little encounters with Jordan being nosy and about to find out that something was in planning, so we had to hide our activities well when we went into the intense production phase. 'Intense' means we spent four weeknights to prepare video, website, stickers, notes, templates, the mounting board, the mask, a frame, find a treasure box and utensils. We had Claire's friend Hugh helping us with Japanese language translations. And remixed an old 1920s animation about Tengu to fit our video message. The music was recorded passing by a Chinese musician near Central.

On the day itself Claire and a friend arrived on location 45 minutes before the game started to prepare and hang the plug in the gallery. They stayed around to observe our journey and made sure to help us in case we got stuck.

FIRST ENCOUNTER

a mounting board at the white rabbit collection in sydney suggested that enter the tengu is an artwork by taiwanese artist mei man.

Mei Man 美滿

b. 1984, Kaohsiung City, Taiwan

Enter the Tengu, 2012

Mixed Media

Mei's interactive exhibit draws on the legendary Japanese myth of the Karasu Tengu, a mischievous goblin known for his gluttony, deviance and trickery. The interactive game picks up on the idea that DARK is equalled in LIGHT within every human being; to discover the potential to be GOOD we must explore the depth of how BAD we can be. Her recent work calls the viewer to go beyond cognition and journey into the soul of Karasu Tengu, thereby embodying how our immanent opposites are in fact one and the same.

To become part of the artwork scan the QR code below and let yourselves be guided by the spirit of Tengu. To enter the ranks of the Karasu, document your adventure and send it to iamtengu@enterthetengu.com. (running time approx. 45 min.)



PLATFORMS

locations

- white rabbit gallery
- café
- op-shop
- alleyway
- acklane

tools

- website
- video
- photography
- gps
- sms
- objects
- stickers
- paper notes
- stencils
- napkins
- a treasure box
- a hidden key

mechanics

- role play
- swap trade
- interplayer flirtation
- puzzles
- clues

俺は天狗だ！俺を止めることはできない！望むものはすべて俺のものだ！おい、くそ僧侶！お前の下らない説教などお笑いぐさだ！

俺は全てを喰り食って、呑み込むんだ！俺のパワーは凄いだ！ハっハっハっ。俺について来い！楽しめるぞ。ハっハっハっ。

THE FIRST CLUE

the qr code led to a website with instructions and a video clip that contained the clue to begin the journey and find the first station.

You're entering the world of Tengu. Brace yourselves for a journey that explores how this mischievous goblin triggers good and evil. Are you ready to challenge your morals?

Instructions to adventure:

You can resist or surrender, you can never be sure what Tengu makes of it. If you want to learn about the nature of the dark side within you, then follow Tengu now. If you do:

- you must learn how Tengu thinks, get inside his skin
- follow the clues as Tengu is all around you, look for symbols and signs
- you are allowed to be naughty as Tengu is a naughty goblin, but beware that all of your actions are your own risk and you bear all consequences (see disclaimer)
- do not deface or take any content unless you have been instructed to do so as other people want to play too.
- you may ask for help and draw others into your journey
- have fun as you enter the tengu.



THE EXPERIENCE

[1] 10.30am: Arrive at White Rabbit Collection

Look through exhibition. Find a sign exhibiting artist Mei Man's work - or absence of work. Her artwork is one that you have to find and experience, it is a journey for the user, and adventure into your shadow.

Trigger:

There is a QR code on the sign that leads to a website.

Assets:

- Karasu Tengu artwork (confirm with WRC) or
- Sign with QR code (confirm with WRC)
- Artist profile (to give to WRC Staff, pad story)

[2] 10.50am: Read www.enterthetengu.wordpress.com

QR code leads to website with an introduction, background info and a clue to the first station.

Trigger:

Stop motion vid that features the first clue at The Angry Fix.

Assets:

- website
- vid

[3] 11.00am: The Angry Fix

At the Angry Fix we order the Tengu Special and are served a rich Marsbar Cheesecake (paid for in advance). Underneath a napkin is a drawing of a Tengu with a penis nose. Flipping over the fold of the serviette we find: Dirty Mind? Find Terry.

Trigger:

Note and drawing on napkin

Assets:

- napkin
- pre-order cheesecake

[4] 11.20am: Terry Richardson Book

On the page is a scroll with Japanese writing on one side and English in the center, giving GPS coordinates and a phone number.

Assets:

- terry richardson book
- branded message
- GPS coordinates 54 Regent St.

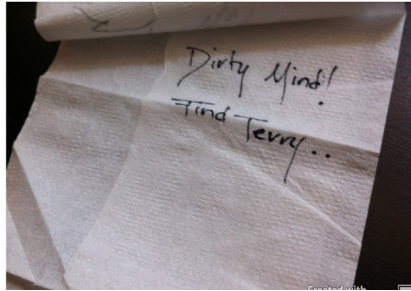
ぼけ へんたい やりま いやらし あほ



**Tengu challenges you to expose
your animal parts. Capture
them for the world to see in a
frame**

**Go to: -33.887315,151.201867
Send to: +61433451000**

尻こき スケベ わるが ぐたばれ! ぼけ



[5] 11.30am: Alleyway

We put up a frame. The frame has numbers down one side. Tengu's instructions were specific, it must be a photo, you must show your animal side/nudity and you must send the picture to the number on the frame. It is a stranger's number, but that's what Tengu wants you to do.

Trigger:

A phone number and conversation with a stranger

Assets:

- paper stencil frame

[6] 11.40am: Response (might need back up plan)

Immediately there is a response from the number. Who is this? How dare you send such a photo? No response from Jordan is needed as a new message will follow the last 30 seconds later with a ha ha ha ha ha h aha h ahahahahahahahahah it's me!!!! Glad you're following my instructions, life is more fun on the mischievous side. Follow the link. <http://enterthetengu.wordpress.com/24/>

Trigger:

Link to site with message:

The animal spirit is strong in you. But now the Tengu requires you to be tricky. In ancient folklore the Tengu was said to have played tricks on the arrogant Buddhist monks by inhabiting the bodies of other people. Now it's your turn to inhabit another body.

You will inhabit the body of Mr or Mrs Yoku and go to 83 Regent Street. There you must ask and get Mr or Mrs Yoku's black onyx ring that they accidentally gave to the vendor.

Be wily, be smart, be Tengu.

Assets:

- Prepare or send txt message
- provide link with address of Op-shop

[7] 11.40am: Op-Shop

The Ring has a msg that hints to stencils on the pavement.

Trigger:

The poison ring with a message: 'Follow the Tengu'

Assets:

- prep Op-shop owner and give him the ring
- poison ring

[8] 11.50am: The way

Washable stencils or small paper stickers lead the way

Assets:

- stickers or
- washable paint and stencils

[9] 11.55am: The suitcase

We hide the box on top of the brick wall. we have to climb up. on the box a msg saying 'Jordan', then Tengu sees everything. we can't open it. msg says Go to a place where you were inappropriate before. do it again.

Trigger:

A note on the suitcase leading her to a known spot around the corner and leading her on to make out with her partner.

Assets:

- suitcase
- message

天狗の後を追いたまえ

[10] 12.00pm: Seduction

Ele has key to box on her. Jordan finds it.

Trigger:

She'll find the key to the suitcase on her girlfriend's body.

Assets:

- key

[11] 12.10pm: The suitcase #2

The suitcase has various items and message: tengu costume, mask and shoulder feathers. The Terryworld book. A message from Tengu and a personal message.

Trigger:

The key and a message 'Congratulations. You entered the Tengu. For the next 36 hours wear this mask and be as mischievous as you like – be the Tengu.'

Assets:

- tengu mask
- name tag
- congrats message
- bday message
- Terryworld book

[END] 12.15pm: Public space at the WRC

Her friends surprise her with champagne.

10.00am: Alley Way

Place frame in alley
Place sticker on way to frame

10.10am: Op Shop

Call Lee 0449258525 and give ring
Put inside ring – note

10.20am: Sidewalk

Place stickers from Op Shop past Angry Fix

10.25am: The Angry Fix

Give staff napkin
Place scroll in Terry Richardson book
Pay for Tengu special (give napkin to Barrista)

10.35am: Sidewalk and spot

Place stickers along to spot (don't place suitcase yet)

10.45am: White Rabbit Gallery (or just outside)

Place Exhibition sign (do this last)

11.55am: Respond to text message

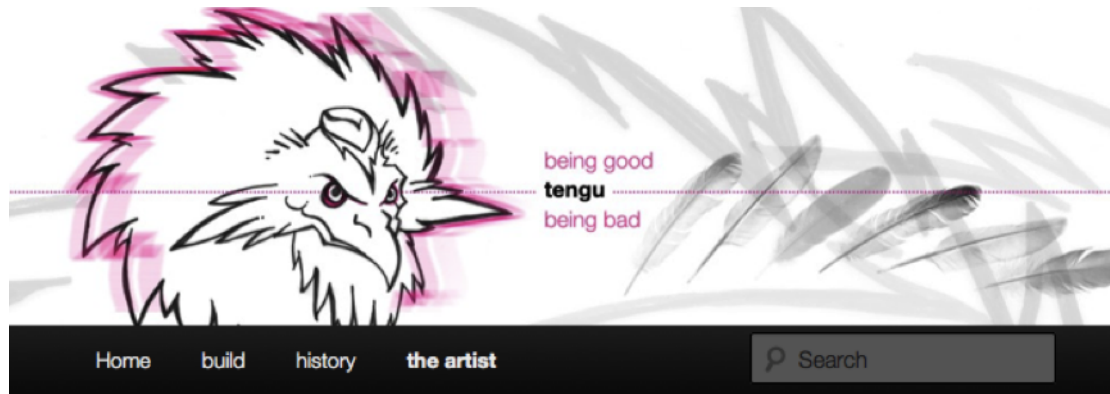
How dare you send such a photo?
a ha ha ha ha ha h aha h ahahahahahahahahah it's
me!!!! Glad you're following my instructions, life is
more fun on the mischievous side. Follow the link.
<http://enterthetengu.wordpress.com/24/>

12.00pm: Secret Spot

Place suitcase

THE WEBSITE

Claire set up a wordpress with a simple theme to work flawlessly on a mobile. The site has the first cue, an explanation of the game, information about the artist, a liability disclaimer and Tengu's history to pad the story.



the artist

mei man 美满

b. 1984, Kaohsiung City, Taiwan.

The Chinese born started as a painter and wood carver before turning towards media art in 2000. Her first works were shown at the European Media Art Festival 2004 and transmediale 2006; recently the 26-year-old



THE ARTIST

we put an invented artist profile on the website to pad the story

mei man 美滿

b. 1984, Kaohsiung City, Taiwan.

The Chinese born started as a painter and wood carver before turning towards media art in 2000. Her first works were shown at the European Media Art Festival 2004 and transmediale 2006; recently the 26-year-old had an installation at STRP 2011. Moving away from human-computer-interaction, Mei now uses technology to connect people with people and with significant objects. Drawing upon Asian traditions, she attributes how the contemporary is a remix of our heritage by weaving ancient mythologies into her experiences.

Mei's latest interactive exhibit 'enter the Tengu' draws on the legendary Japanese myth of the Karasu Tengu, a mischievous goblin known for his gluttony, deviance and trickery. The interactive game picks up on the idea that DARK is equaled in LIGHT within every human being; to discover the potential to be GOOD we must explore the depth of how BAD we can be. Her recent work calls the viewer to go beyond cognition and journey into the soul of Karasu Tengu, thereby embodying how our immanent opposites are in fact one and the same.

美滿

TENGU HISTORY

天狗 are a class of supernatural creatures. Long held as demons and harbingers of war, their image softened into one of protective, if still mischievous, spirits of the mountain forests. Tengu have been called arrogant, mischievous, self-centered and dangerous; their appearance being a bizarre combination of human and bird with fearsome eyes shining with the mischief. They enjoy spreading chaos and confusion among humans, punishing the vain, kidnapping the foolish and playing on the weak.

However, the Tengu's way – as resentful as it seems – bears an important lesson. They serve as mentors to humans they find worthy. They remind us that we should be free to do what we want, be playful and take ourselves and our surrounding not too seriously. Tengu are credited with a vast array of supernatural powers. Along with shape-shifting, Tengu are said to be capable of teleporting instantly from one place to another, and of speaking telepathically to humans without moving their beaks. They are also famed for their skills in martial arts, and are said to have trained the ninja, taught samurai, schooled famous heroes in kendō and possessed the founder of aikidō. What becomes obvious is that a kiss by a Tengu can transform the seemingly bad into prestige and power.

Tengu live in colonies under the leadership of a single Tengu – The Karasu Tengu.

天
狗

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mei 美
man 满

ILLUSTRATION

by tine holzmann

天狗 - Tengu are a class of supernatural creatures. Long held as demons & harbingers of war their image softened into one of protective, if still dangerous, spirits of the mountains & forests.



They sometimes serve as mentors in the art of war and strategy to human they find worthy. Tengu live in colonies under the leadership of a single Tengu - the

Karasu Tengu

PLAYERS RECAP

Ele played the game with Jordan. This is her memory of it.

I saw Bonnie standing at the reception of White Rabbit Gallery. That was the moment I got nervous. I was blown away that she let us hang the plug with the QR code and our fake artist and artwork description. When I handed her my rucksack to be stored while we roam the gallery, she whispered 'you know where the sign is on the ground floor?' I smiled and nodded briefly, already making my way over to Jordan, who checked out a video of flying suitcases near the stairs.

Walking through the gallery I was constantly aware that everyone knew about the game and was in on it. I saw the guards smiling at us, felt I was pulling Jordan along much faster than I normally would, but she didn't seem to notice. I exhaled with very artwork we passed and she wasn't into it, so we could just walk on.

Our Tengu plug was in between the two last artworks we would pass. Jordan had already pointed out the sculptures because she loved the detail. I was relieved because I knew we wouldn't just pass the wall. I looked at the plugs, three in a row, one had a QR code but no artwork assigned, so I said... "What's this?" Jordan looked over, saying nothing. I said "Seems this artwork's brilliance is that it's missing?" Jordan kept on talking about something else and I got a bit nervous, pulling out my phone to scan the QR code. She observed and commented on my scanner app to be better than hers and I died inside because I already thought she knew this was all a setup for her. Lying when you think the other person knows but plays along is Actually somehow exciting, but also incredibly weird.

When I got my rhythm and tried to turn Jord's attention towards the website that was linked to the QR code, we heard a "hello" from the gallery on the first floor and I died inside. It

was an acquaintance we both knew and hadn't seen for a long time, I thought I should go and talk to her, and Jordy enjoyed the banter. I felt she wanted to move on and leave the gallery. I just had to keep on going. Calling her attention back to the website worked and we started watching the 30 second video clip that had the first clue.

Mei Man 美滿

b. 1984, Kaohsiung City, Taiwan

Enter the Tengu, 2012
mixed media

Mei's interactive exhibit draws on the legendary Japanese myth of the Karasu Tengu, a mischievous goblin known for his gluttony, deviance and trickery. The interactive game picks up on the idea that DARK is equaled in LIGHT within every human being; to discover the potential to be GOOD we must explore the depth of how BAD we can be. Her recent work calls the viewer to go beyond cognition and journey into the soul of Karasu Tengu, thereby embodying how our immanent opposites are in fact one and the same.

To become part of the artwork scan the QR code below and let yourself be guided by the spirit of Tengu. (running time approx. 45 min.)



No kidding, during the first 15 seconds that the video played, I got two messages on my phone, which both showed at the top of the screen. One was from a friend saying she hoped the surprise works well, the other one from Claire, saying it's all setup. I was mortified and pulled the phone away. Turned out the one message was in German, but I hadn't computed fast enough that Jordan couldn't read it, and she didn't pay attention to the other one because I had already pulled the phone away. Now, we had to start the video again, and I had to get her attention back once more. We watched it and saw the "Angry Fix" hint. Although it wasn't great that we used my phone – I wanted J to use hers – this turned out to be good at this time because I could cover up and say that it gave us an address. I suggested we should try the adventure and we asked Bonnie at the reception if the address we got was where I thought it was. She said yes and J said "We're going to do the experience by this Taiwanese artist!" Bonnie said, "Oh that's cool. Have fun!" and my heart just jumped up and down and up and down and up and down.

We left my rucksack at the gallery, which turned out to be doubly stupid, because we had to run back to get money for our coffee at the Angry Fix and we left Jordy's phone in the rucksack, which meant that I did all the little things like typing in GPS coordinates, taking and sending photos, translating things, and it would have been nicer for J to do it herself but b) I couldn't give her my phone because there could have been messages coming in, plus I realized that I hadn't deleted the history on my phone, so she would have seen that I had already used the GPS coordinates that we got.

She loved it nonetheless.

We went to the café and asked whether they had something related to "Tengu" and the owner said "Yeah we have a Tengu special", so we ordered it. While we were waiting Jordan suggested to go back to the gallery because she hadn't noticed that we get a Tengu special. Later on she said she was so

absent-minded in the beginning and wished she could do it again to savour it more. She was so great though and for me it seemed she was totally into it. I told her "no, no we got a clue here, he's bringing it", she was "oh!" and when he put down the plate she found the serviette with the Penis-nose Tengu and a message "Dirty Mind? Find Terry!"

Jordan was hooked again and started looking around. She asked the other two customers whether they were Terry. We had a bit of a banter but they said no they had no idea. So we asked the café owner and he said "Those are questions for the universe. But Terry is a man of books." We instantly turned to the bookshelf and found Terryworld, a porn book that Jordan instantly took a massive liking to. We found a note, saying we should expose our animal parts in a frame, go to -33.887182.151.201759 and send the photo to a number (which was Claire's number).

I typed in the GPS code, we (ran back to get our money and) paid searched for the address. We reached 54 Regent Street, which was the building next to the alleyway where we had put up a paper stencil frame. Jordan was happy with any kind of frame and wanted to push her bum against a glass door. I doubted that this was the place and she tagged along searching for another 'frame'. We found it and took two actually quite artsy pics of her bare boobs and my bare arse. While we were doing this I was frantic to get Claire's number out of my phone without deleting the number we needed. I quickly deleted our entire message history and saved her under "x". Then we sent the first pic and got a message back "dare you to send me a photo like this". We laughed and I asked "Shall I send the 2nd one?" "Yeah sure!" So we did and got a message with a link.

The page we got instructed us to pretend to be Mr and Ms Yoku and get a ring back from the Op-shop in 83 Regent Street. We marched over discussing what the message meant, because Jordy wanted to go in there and "inhabit Mr and Ms Yoku", because that was how she understood the message.



Admittedly, it was a bit cryptic, so I pretended to read it more closely and told her how I thought the task was going to be.

We agreed that my interpretation made more sense and we walked into this crazy chaotic Op-shop, where Lee – the owner – was sitting at his desk, writing a tag. Jordan took initiative and told him we had accidentally given away our mum's ring and that she was furious and needed it back. He refused and said he was just about to write a price tag and that we couldn't have it for free. Jords showed off her amazing negotiation skills and in the end we traded the doggy bag with our Tengu

special remainders for the ring. Lee had put the ring in a little bag and gave us the bag. He had also put little fake presents in there, those ones that are plastic and have a wrap around them, but they're actually just deco. Was so funny that J didn't even pay attention to the ring but opened the little presents (looking like lollies, missus sweet tooth).

Trying to show her that it was a poison ring that hid a message I took the ring back out of the bag and tried to put it on her finger, making a joke about us marrying eventually (we had talked about my best friend's wedding that day and that



I had been 'married' to her since we had left school, so I was devastated. :) The ring didn't fit and she tried to attach it to her pink overall. Wouldn't fit either, so she put it back into the bag, I waited while she searched the bag. Then a minute later, took the ring out again and said "There must be something." We found the opening and the message inside. Jordy jumped and squeaked. So good.

Next hurdle. The message was in Japanese. Claire and I had thought, Jordan would be able to read it – she speaks Japanese – but ... BUT ... the central character in the message was a Kanji that Jordan couldn't decipher. She said "It's something 'behind'" and wanted to convince Lee we should go behind the shop and find the next clue there. I tried to ask whether it was a verb or a noun because a message would most likely be an imperative, but she didn't get that it could be "Follow the Tengu." I send a message to "x", asking for help and we got a translation. Still, the message was unclear and Jordan wanted to go deeper into shop. I pulled her out and started searching on the street. Lee texted on his phone, standing in the door. Later Jordan would tell me "It's him! He's behind this! He was texting you when you got the translation of the clue." I laughed so hard inside. And it was even better when he followed us around to the corner, when Jordan turned around and said "see!" Soo good! Thanks Lee for being an awesome awesome player!

So I trodded a few meters away and found a sticker on the pavement. I yelled and called Jordan over. When I pointed out the Tengu sticker and wanted to lift it off the ground she said "No, you can't take it. Others want to play too!" Yes! Seems she was still convinced this was an artwork. However, she also asked me twice, a little absent-mindedly: "Are you behind this?" I just said "I wish! This is awesome!"

So we had the Tengu stickers that lead the way and we followed them for a few minutes, walking down a lane towards UTS. We had fun spotting the next sticker and I prepared my-



self mentally for the finale, when Jordan would see the treasure box with her name-tag on it.

She stood there, eyes wide open, her jaw dropped, saying nothing, then screaming, lifting her arms up over her head, shaking them in disbelief. She couldn't say much apart from "This is the incredible!" Later she said she had first thought that I must have sent a message with her name, but then she thought that it was her design and it wasn't possible. It was awesome to see it and the best reaction I have ever had to a surprise. My heart just opened wider and wider and I wanted to cry but had to laugh and observe and take it all in. It was such a reward and I instantly wanted Claire to be there, too, so she could see the joy she had created.

It took us quite a while to get the box down off the high alcove and a guy nearby helped us. Jordan saw the lock and the message that she had to seduce me to find the key. She felt me up and found it in the lace border of my undies. It was cute. I sat on the box, it was warm, summery, my undies showed a little underneath the top of my pants and she found the key pretty quickly... after trying my bra first.

She found her presents and a Tengu mask saying that she was awarded to be the Tengu for 36 hours (until the end of her birthday the following day) and be as mischievous as she'd like.

We called out Claire and Oli, who hid nearby, had a laugh and chat with them, then went back to get our bikes at White Rabbit, where 10 of Jordan's friend and her mum and John had gathered with champagne to surprise her. Worked really well. She didn't expect any of this at all.

I was just blown away by how awesome all of the involved people played along. They were fantastic. The comments of the café owner couldn't have been better, and Lee's play was fantastic. Bonnie is a legend, and I fucked up by not making Jordan use her phone to be able to immerse more into the experience.

Afterwards Claire and I thought we should change the game in way that it could be automated and work without external parties. Tbc.



