



## **Being someone else also means giving away yourself**

**iSwitch.net** offers a platform for curious people from all over the world to temporarily switch lives with each other. The place to meet, exchange and report on your experiences is our train, symbol for collective transition.

### **Offer your life**

After filling out a personal questionnaire you are given an ID that allows you to enter the train, where you meet other people offering their "life" in exchange for yours. The exchangeable part of your identity is defined by several habits that describe your usual behavior, your everyday life, your personality. Switching lives on iSwitch.net means exchanging these habits as tasks with another person. This way you have a double experience: how it feels to live the life of someone else, and how someone else feels living yours.

### **Find each other**

Now you are free to browse through the different wagons and compartments of the train and look for an interesting iSwitch partner. In our Flash-based train environment, people reveal their personality (their habits) on mouseover. With a simple click, you can leave them a note saying that you are interested in their "life". In your suitcase on the bottom of the screen you always have an overview of your outgoing and incoming requests for an identity switch.

### **Switch**

When two participants decide to switch lives, they have to agree on terms of duration and details of the exchange, and make a deal inside the iSwitch system. The actual experience takes place outside the web, in the real world. So for example, Giorgos has to carry out Yu Mo's pre-defined tasks and vice versa.

### **Experience and report**

During the exchange period, participants record their experiences in their online journals on iSwitch.net, using simple text or rich media (pictures, audio, video). These reports are accessible for the iSwitch partner, but also for everyone visiting the website.

### **Community**

Fellow travellers on the train (members of iSwitch.net) can now evaluate the reports by giving comments in a public forum and rating the experiences. iSwitchers who get good ratings, many comments, and have gone through several switches, will rise in their experience level and eventually obtain a "community inspector" status. Experienced users are thus encouraged to take a look at the reports and agreements other users make and delete offensive material or tasks. The outcome is a self-regulating system, where users take care of each other in a community of identity exchangers.

### **Weekly TV show (optional)**

Every week, one couple of iSwitchers is chosen by the editors to be on the TV show. During the following week, each of the two will be accompanied by a camera team, documenting their "switch experience", the difficulties and the pleasures they face in carrying out the iSwitch partner's tasks. This material is then shown at the beginning of the show, introducing the two participants who will meet in the studio and talk about their experiences during. At the end of the show, the candidates for next week will be introduced, for the fan community to monitor and discuss them on iSwitch.net.