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**John Templeton Foundation, Online Funding Inquiry OFI
Project Description**

How can a life like character foster intellectual humility: an illustrative house-of-life concept being interactively evaluated

February 10, 2023

1 Prolog

In case this proposal appears to be a simple spare time craft, I can understand. Either way, I am grateful for your foundations invaluable contribution to society.
Thank you very much for reading this far and to offer this great opportunity. All the best to you and the foundation.

With best regards,
yours Reto

2 Overview

Goal is to cultivate a fulfilling sense of purpose, where purpose ideally holds aspects of serving others and the development of the transcendental part of ones self.

To achieve this, a setup of three main elements is attempted.

1. Philosophical overall concept (house-of-life)

2. Materialistic frame of reference (artisan manufacturing of wooden cars)

3. Relatable personification (artisan character and its twin alternate egos)
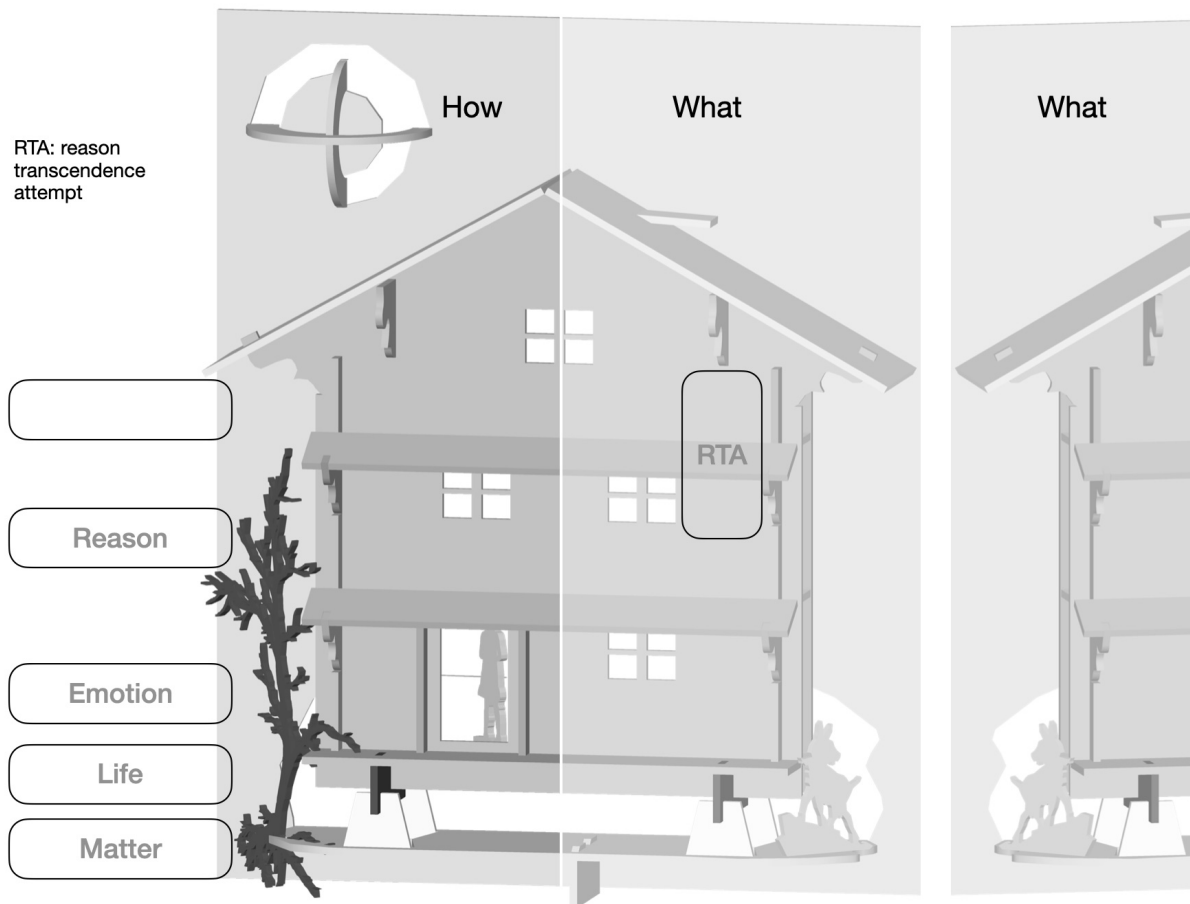
All three elements were put in place several years ago. The grant would provide for an accelerated advance mainly elements 1. (house-of-life). Numbers 2. and 3. currently appear to be in an adequate condition and will be gently developed as required.

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3 House-of-life

Development (month 1 to 12):

Goal is an illustrative aid which helps to keep an overview of ones current life situation.

Such an overview can help experiencing a harmonious a state of mind of calm and confidence. From there, intellectual humility might grow in a natural way due to it being a basic human quality by nature.

RTA: reason
transcendence
attempt

How   What   What

Reason

RTA

Emotion

Life

Matter

The aid must be appealing, intuitive and inspiring. Generally it should not judge but only illustrate the life conditions and interests of the individual. During months 1 to 12 additional detailing is performed:

- Template goal and functionalities definitions

- Scientific, philosophical background

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- Template design

- Data gathering and evaluation strategy

- Presentation, publication, interaction concept

Execution (month 13 to 29):
findings of the developed are put in place, executed and feedback data is gathered.

Evaluation (months 29 to 22).

Summary of findings (month 33).

4 Artisan manufacturing of wooden cars

Goal is finding a symbiotic coexistence between technology and society. Therefore including a commercial activity into the demonstration and interaction setup provides credibility and ground for constructive discussion.
The choice of artisan made wooden RC cars as commercial activity is mostly of little importance. It however combines technology, society, nature, and design in a way accessible to a broader public.
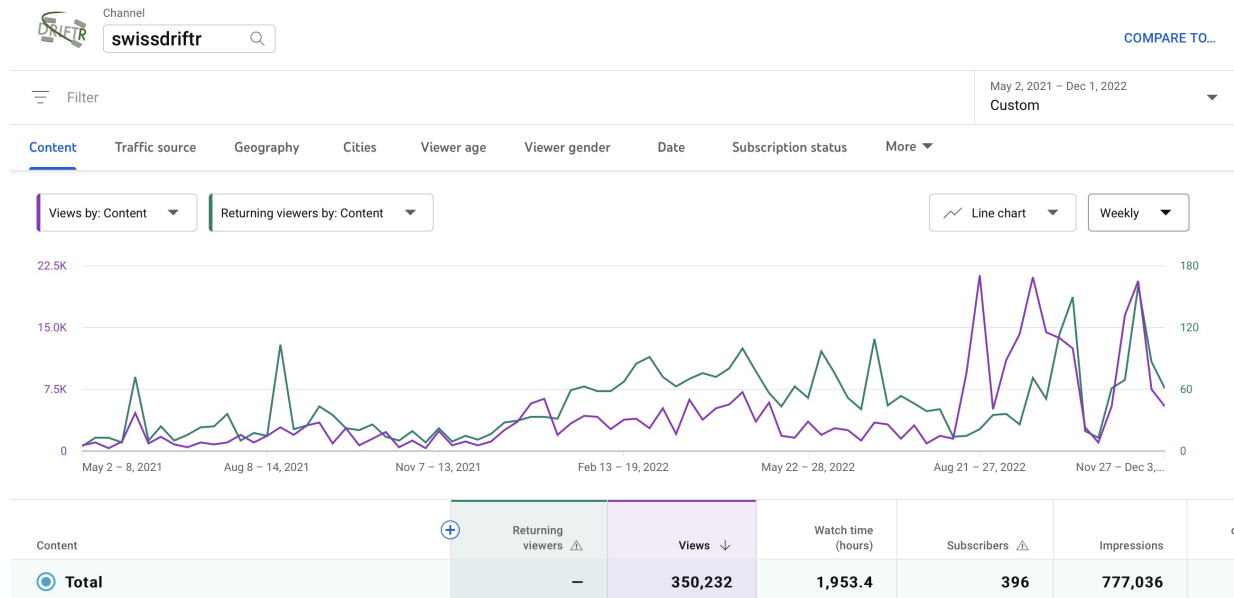
Most required investments and development are very advanced or concluded:

- Location (three rooms, total 440 CHF/ month)

- Two CNC machines (total initial investment 30 kCHF)

- Various equipment and furniture

- Detailed procedures of how to manufacture wooden RC car kits

Content creation (month 1 to 33):
Since 2019, photographs and short videos are shared publicly on several channels (youtube, instagram, tiktok, snapchat and reddit). This work is continued during the project.
Below the exemplary view development on the youtube channel. All other platforms show gentle but steadily increasing public interest as well.

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| Channel | swissdriftr | | | | COMPARE TO... |

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May 2, 2021 – Dec 1, 2022
Custom

Content | Traffic source | Geography | Cities | Viewer age | Viewer gender | Date | Subscription status | More ▾

Views by: Content ▾ | Returning viewers by: Content ▾ | Line chart ▾ | Weekly ▾

Content		Returning viewers ⚠	Views ↓	Watch time (hours)	Subscribers ⚠	Impressions	
⦿ **Total**		—	350,232	1,953.4	396	777,036	

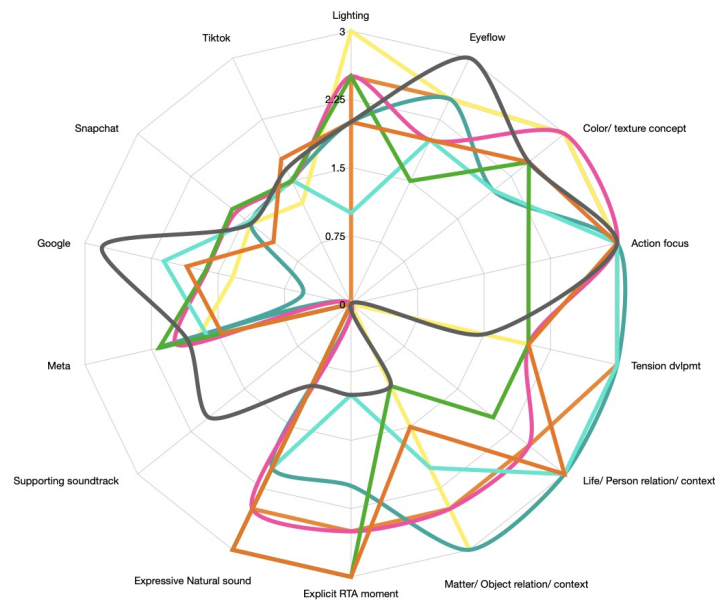## Evaluation (month 1 to 33)

Content quality is tracked by means of its public success. Further the correlation to following aspects is evaluated in order to further optimisation.

- Reason transcendence attempt (main focus according to the hous-of-life concept)

- Person relation (artisan character in the manufacturing context)

- Object relation (hous-of-life concept and wooden RC cars)

- Lighting, eye-flow, color and texture, concept

- Action focus

- Story tension development

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RTA: reason transcendence attempt	Lighting	Eyeflow	Color/ texture concept	Action focus	Tension dvlpmt	Life/ Person relation/ context	Matter/ Object relation/ context	Explicit RTA moment	Expressive Natural sound	Supporting soundtrack	Meta	Google	Snapchat	Tiktok	Meta	Google	Snapchat	Tiktok
230113 2mm end mill	2	2	2.5	3	2	3	1.5	3	3	0	1.45	1.85	1.09	1.76	818	510	152	342
230123 d7 ice dance	3	2.5	3	3	2	0	3	0	2	0	1.73	1.33	1.41	1.23	296	463	662	291
221207 cherry parts	2	3	2.5	3	1.5	0	1	1	1	2	1.83	2.80	1.41	1.64	471	410	673	192
230127 buchenzylinder	2.5	1.5	2.5	2	2	2	1	3	3	0	2.16	1.63	1.67	1.5	210	190	220	100
221109 tx beech plate	1	2	2	3	3	3	2	1	2	0	1.61	2.11	1.44	1.51	170	167	770	106
030223 trim access	2.5	2	3	3	2	2.5	2.5	2.5	2.5	0	1.97	1.62	1.61	1.5	900	180	170	100
2301307 7m first ride	2	2.5	2	3	3	3	3	2	2	0	2.16	0.53	1.40	1.51	210	12	650	107
060223 Marcos ski prep	2.5	2.5	3	3	3	2.5	2.5	2.5	2.5	0								
9																		
10																		
11																		
12																		

Legend:
— 221207 cherry parts — 230113 2mm end mill — 230127 buchenzylinder — 221109 tx beech plate — 030223 trim access
— 2301307 7m first ride — 230123 d7 ice dance — 060223 Marcos ski prep — 9 — 10
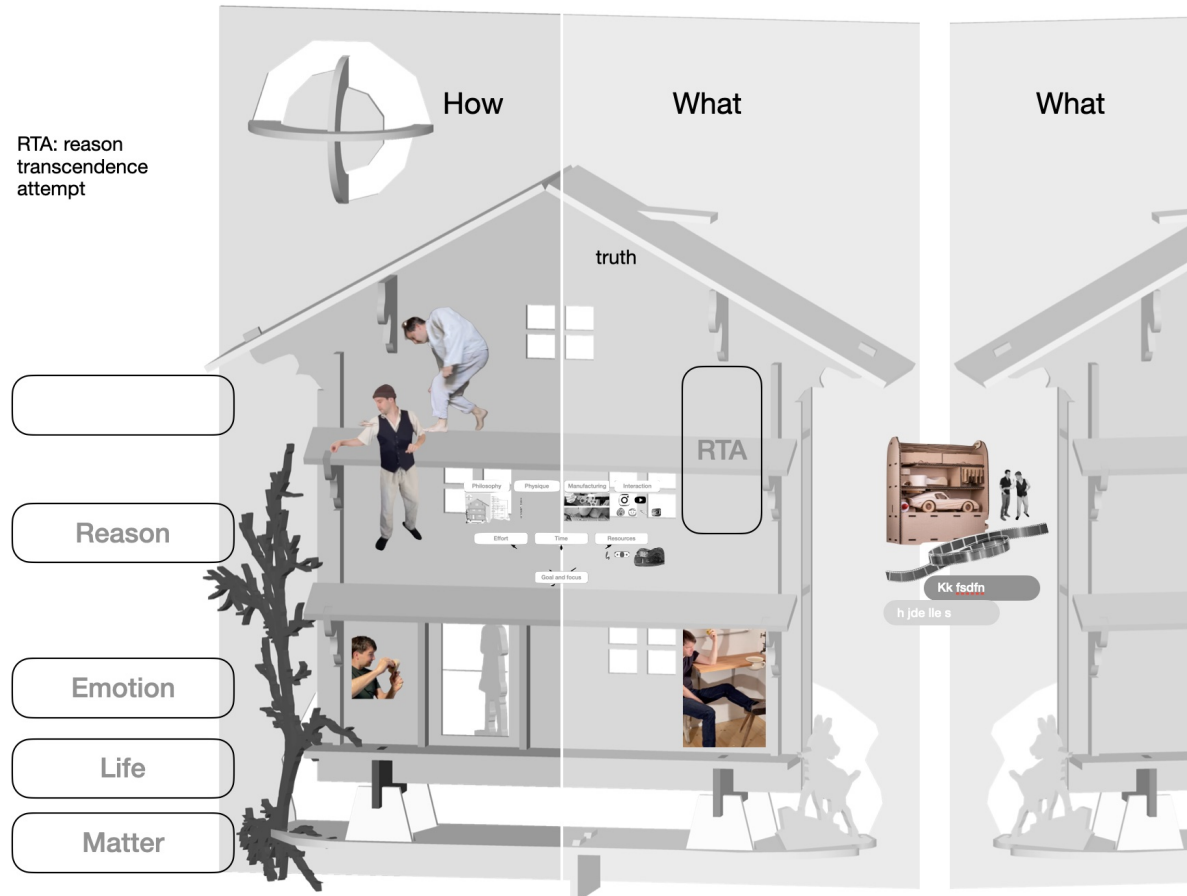— 11 — 12

Summary of findings (month 33)

5   Artisan character and its twin alternate egos

Goal is to inspire a vision of creativity which is in service of beauty and elegance in their most simple, truthful form.

Its not about the person, not the art, not technology. Its about attempting to get in touch with this moment one can not describe, but which can be experienced. Which can be experienced in the absence of reason, doing the most simplistic thing, but which probably requires a state of mind to begin with, which is only achievable by reason.

The basic development was initiated in 2021 and will be detailed during the project. It is a representation of the hous-of-life concept, and its different stages of matter, emotion, reason and transcendence.

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6 Quality review

Goal is to ensure the project proceeds as planned. Every 6 month an independent person will be payed to inspect the project status and write a short report. The 6 reviews shall be performed by at least three different authors, which can be named by either the Grant or the Project party.

The Grant party can stop the project and its financial contribution anytime and at free will, with three months prior notice.