

An Interview with Mr Eugene Soh

Founder of Mind Palace and Dude.Sg



Eugene Soh

Image Credit: Eugene Soh

Culture Academy	Would you introduce yourself, Dude.sg and Mind Palace for our readers?
Eugene Soh	Hi everyone, my name is Eugene, I'm an artist and programmer and I founded 2 companies, Dude Studios, where we do art and tech projects, interactive installations, VR and recently in the last 2 years, more AR - including this AR effect space shooter game and 2 effects for Lego this year. I also run a social

	enterprise, Mind Palace, where we use the same skill-set to build VR experiences for nursing homes and elder care facilities.
Culture Academy	Could you tell us about how your art brings people together, both in terms of creating new communities through their appreciation of your art, as well as, re-creating communities through memories?
Eugene Soh	Can't bring people physically together these days so we do it virtually via the metaverse! Making AR multiplayer effects for Facebook messenger and Instagram Live, lets people video call each other and play games and feel closer while apart. In the nursing homes we build Immersive rooms to transport the elderly to a world familiar to them or play group exercise games - having fun while getting fitter at the same time.
Culture Academy	Mind Palace uses VR technology that intersects heritage, art, technology, and health. Do you see this as a growing art trend? Do you think VR technology would become the next disruptive technology for art?
Eugene Soh	We moved from Google-based VR to immersive rooms which can loosely still be called "VR" because it's still does the same thing of transporting the user to a virtual environment. Growing trend for sure! For VR to really become mainstream, everyone should own a headset. I think the chances are higher for AR glasses though... if and when Facebook decides to launch them.
Culture Academy	If VR were to become the dominant way for most people to appreciate art, how might it influence the way people think about art?
Eugene Soh	People would become more and more accepting of digital art that exists only in the digital world.
Culture Academy	Are artistic collaborations across disciplines, particularly between artists and programmers, growing in Singapore?
Eugene Soh	As an artist and programmer myself, I have recently done quite a few projects in collaboration with Artists, like the recent music ARTistry@Somerset with Zendyll! Artists are interested in exploring tech and they need experts like me to bring their vision to life. With tech more ingrained in the younger generation, it's influence will grow not only in the arts but in all aspects of our lives.
Culture Academy	What are some strategies to help bridge these two communities?
Eugene Soh	More funding and recognition of projects that are daring and never been done before. Programmers with a fine arts/creative/artistic background are hard to come by, don't let their flame die and the bridges will continue to be built.