



# Cassie Thornton

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## The Hologram

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**Arte Útil archive nr:**  
587

**Initiator:**  
Cassie Thornton

**Location:**  
Everywhere

**Category:**  
economy, social

**Users:**  
Everyone

**Maintained by:**  
UC Berkeley Art Museum & Pacific  
Film Archive, Furtherfield, De  
Fabriek Eindhoven, A Blade of  
Grass, Creatures, its users

**Duration:**  
2020 - ongoing

**Description:**

The Hologram is an integrative care model for the distribution of mental, emotional, social and physical care where the currency is time. Care is distributed through a protocol elaborated by the early users of the project, who collectively developed a toolkit, a course and a community of practice to support each other in the process. The person in need decides to become 'The Hologram' and invites three friends who become 'The Triangle'. The group should commit to periodic meetings, either in person or online, to support the mental, emotional, social and physical health of the hologram. To activate the process, users can find a book, a guide, and a meeting helper on the project's website or attend one of the courses regularly offered by a group of facilitators. Users are encouraged to actively participate in the community of practice every month to share their experiences with the Hologram and potentially bettering the protocol.

**Goals:**

Through practising the Hologram, it is possible to ask for long-term help, support and solidarity without money exchange. The Hologram does not substitute professional medical care but fosters the construction of a strong multidimensional network, collectively oriented social practices and trust that can outlive capitalism. The protocol of the Hologram ensures that all caretakers are cared for and regards properly supporting someone else's wellbeing as therapeutic in itself.

**Beneficial Outcomes:**

Users receive mental, physical, emotional and social support and are trained to give it to others using the same protocol. So far, over 200 people worldwide have participated and activated the Hologram online or in person, and many of them have participated in one of the 6 courses. Free educational resources such as video recording, toolkits and manuals are available for free on the project's website.

**Images:**





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