

无限可能

时间 观察者

NEXUS:
THE TIME
OBSERVER



A Mixed-Reality
Narrative Exploration
Back to the Genesis of Time

15 MINUTES · 7 CHAPTERS · 1 OBSERVER

PRESENTED BY



manna
technology

PROJECT BACKGROUND



NEXUS: THE TIME OBSERVER is a 15-minute spatial narrative experience in **mixed reality**, tracing humanity's evolving relationship with time across seven chapters—from its earliest perception in nature and the invention of timekeeping to mechanical time, cosmology, philosophy and the imagined origins of time.

Conceived by **Manna Technology** on the occasion of the inaugural edition of **World Watch Day**, the project made its debut in November, 2025 at Bund 33, Shanghai, as part of Hantang Culture (one of the World Watch Day initiators)'s exhibition—*Touching Infinity: Art Beyond Time*.

Created as its mixed-reality counterpart, the project extends the story beyond the instruments that measure time to explore the ideas behind them and reveal the cultural aspect of the watchmaking history:

How do we perceive, understand and imagine time?



PROJECT FACTS

Creator
Manna Technology

Technology
Apple RealityKit

Length & Format
15 min.
7-chapter MR Experience

Specifics
Original Environment Design
4K Visual + Spatial Audio

Exhibition Debut Period
2025.12.08 – 2026.03.01

Venue
BUND 33, Shanghai

Educational Period*
2026.01.22 – 2026.07.31
2026.08 – still in operation

Venue
Shanghai Pudong Library
Rock Bund

*Included as part of middle school class relating to science and space



IDEA & CONTENT

SEVEN CHAPTERS, ONE JOURNEY THROUGH TIME

OBSERVE TIME → MEASURE TIME → PERCEIVE TIME → QUESTION TIME → IMAGINE TIME → OBSERVE HUMANITY



Within the rhythms of nature lies an invisible presence: time. By slowing down and observing, participants discover that what changes first may not be the world—but our perception of it.



A hemispherical sundial and interactive planetarium reveal a fundamental shift: the Sun does not circle us as it appears to. Change the observer's perspective, and an entire understanding of the world changes with it.



By the early 14th century, mechanical ingenuity had begun transforming invisible time into regulated motion, sound and display. Here, 'the observer' will identify and assemble the elemental parts of a mechanical movement. Within a fantastical space of gears and mechanisms, the human desire to measure time evolves into the imagination to travel through it.



Human time meets cosmic time. Inspired by Carl Sagan's work, the entire history of the universe is compressed into one year; Earth arrives only in September; humanity enters on the final night; recorded civilization occupies merely the final moments



The bending of space, the slowing of time. Inspired by Einstein's ideas of relativity and philosophies of temporality, participants encounter a world in which past, present and future—and even the apparent order of time itself—become questions of perspective.



The journey reaches its quietest place: a speculative realm before familiar temporal order. Possibility exists, yet direction and change disappear. Here, the Observer's arrival becomes the catalyst. Turn the hourglass. Let time begin. The void fractures. A universe is born.



At the end of the journey, the mysterious guide finally reveals itself: "I am you—from the future."

Created through human imagination in the space between reality and possibility, it exists whenever the Observer begins to perceive, question and imagine.

The journey ends where it began—with the human mind.
We are ourselves a form of time, and of infinite possibility.

The mind of man is capable of anything
—because everything is in it,
all the past as well as all the future.

Joseph Conrad, *Heart of Darkness*

Across 15 minutes,
NEXUS: THE TIME OBSERVER
begins by asking humanity's oldest question about time.

And it ends somewhere else:
Time is measured by instruments.
Experienced through perception.
Questioned through knowledge.
Transformed through imagination.

And every time we begin to observe and imagine,
a world of infinite possibilities begins again.

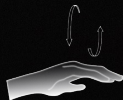
HIGHLIGHTS



01 — EMBODIED INTERACTION

Explore freely within a mixed-reality environment where movements, especially hand gestures, drive the narrative.

Move the Planetarium, assemble the mechanical movement, turn the hourglass... No longer a passive viewer, each visitor becomes an active participant.



02 — TECH-POWERED STORYTELLING

Top-tier tech and gear (then latest M5-powered Vision Pro) for cinema-grade immersion with 4K visuals and spatial audio.

From planetarium motion to cosmic time and the curvature of spacetime, abstract ideas become spatial encounters.



03 — RESEARCH-LED CONTENT

Developed as a conceptual counterpart to an exhibition tracing 700 years of timekeeping, the MR experience draws upon academic research assets from institutions including the Musée international d'horlogerie (MIH).

From planetary motion to cosmic time and the curvature of spacetime, abstract ideas become spatial encounters.



04 — FOR 'THE OBSERVER'

3 HEADBAND SIZES to accommodate different ages and fits

100°–800° LENS OPTIONS supporting a wider range of vision needs

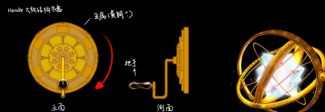
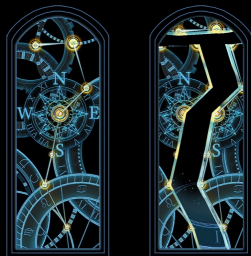
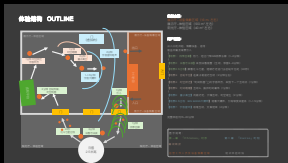
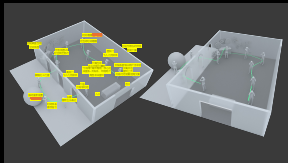
SINGLE-USE EYE MASKS
Hygienic and makeup-friendly

WEARABLE BATTERY
Hands free. Movement unrestricted.

WHEN TECHNOLOGY BECOMES EXPERIENCE WITH LONG-TERM CULTURAL EDUCATION ASSET POTENTIAL

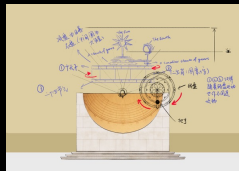
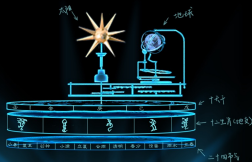
We aim to set a new benchmark for digital humanities with the world's first MR narrative dedicated to the philosophy of time—engaging culturally and intellectually curious audiences while opening new ground for collaboration across culture, technology and watchmaking.

2 MONTHS FROM CONCEPTION, CREATION, MODIFICATION TO OPERATION



Physical user journey planning,
every single icon design, every object in the
environment, animation, sound engineering,
storytelling... We all create from scratch.

The graphics above are only small part of
what we've actually created and crafted



KNOWING.... SEEING... AND EXPERIENCING

Making an advanced emerging technology approachable as a public cultural experience.

ACROSS GENERATIONS

Designed for different age groups, the experience offers multiple points of entry: intuitive interaction and visual wonder invite immediate discovery, while astronomy, history, physics and philosophy reward deeper exploration.

FROM KNOWLEDGE TO PARTICIPATION

Visitors do not simply receive information about time. They physically change perspective, manipulate spatial elements and trigger narrative events—turning abstract knowledge into embodied understanding. Historical objects reveal how humanity has measured time across 700 years. MR makes another dimension perceptible: how time has been observed, questioned and imagined.

The project has since entered school classrooms and a public library, evolving from an exhibition-based project into an immersive science-and-humanities experience with continued use across settings—extending watch culture beyond into broader cultural and educational contexts.



ABOUT US



manna
technology

Manna Technology brings together innovative formats and aesthetic storytelling to explore new possibilities in media strategy and audience interaction. Through bespoke creative out-of-home media and digital communication solutions, it connects brands with younger audiences, transforming each encounter into an aesthetic experience woven into the fabric of the city.

From 3D projection mapping, large-scale naked-eye 3D animation and drone lighting shows to immersive experiences powered by MR, AR and VR, Manna Technology reimagines how digital media can inhabit and animate urban space. By bringing technology, creativity and emotion together, it creates memorable cultural touchpoints while opening new digital pathways for traditional culture to be experienced, interpreted and carried forward.



MR / VR / AR IMMERSIVE EXPERIENCE
CREATION



IMMERSIVE INTERACTIVE
EXPERIENCE



3D PROJECTION MAPPING
/ DRONE LIGHTING SHOW / DIGITAL ART
INSTALLATION



MINI-PROGRAM / HTML5 DESIGN



CUSTOMIZED LIVE STREAMING

The image features a stylized, abstract illustration. A silhouette of a person in a suit is walking from left to right on a bright yellow path. The path is bordered by dark, shadowed areas. In the background, there are rolling yellow hills and a large white circle on the right side, resembling a sun or moon. A thin white arc connects the path to the circle. The text 'THANK YOU' is centered above the person in a black, serif font.

THANK YOU

This file contains information that is privileged,
confidential or exempt from disclosure.