

About G.E. McAtnoff and F.I.B.



G.E. McAtnoff believed in the power of communication. He knew a message was not articulated or received in a vacuum; that it could be expressed in more than words and that all the senses could be involved. He believed that awesome power is possessed when a communicator knows how to visually, aurally, tactilely, aromatically and gastronomically manipulate the message and a person's response.

As the founder and lead creator of *Fauxtopia*, McAtnoff brought together artists, designers, musicians, actors, technicians, filmmakers, scientists, architects, environmental planners, chefs, and good old-fashioned storytellers. He drew upon their expertise to create a place that was unlike –but in many ways, exactly like– the real world. He called his team, *Fauxbricators* –those who can fabricate something that can become someone else's reality.

F.I.B. Fauxbricating! is the corporate research and development arm of Fauxtopia. **F.I.B.** is an acronym for "Fantasy. Industrial. Business." Collectively they created a theme park based on how we the public experience reality: what we hear, what we read, what we eat, and even what we smell and feel. Reality is created here. But what the *Fauxbricators* have also shown us is that we are very easily influenced by convincing and entertaining messages. We are fooled by these *Fauxbricators* –and yet always seemingly delighted to be. They wield a soft power that seeps into culture, gives us joy, affecting us physically, mentally and emotionally, and often manipulating us in ways we may, or may not, realize.



Above: G.E. presenting the first map of Fauxtopia.
Time Magazine Cover, October 15, 1973.
G.E. entering F.I.B. Fauxbricating! offices.
G.E. working with Fauxbricator Veronica Flute

"Fiction is Our Function."

G.E. McAtnoff
Founder of Fauxtopia
ca. 1964