

Culture & Society

Title:

A global format that accompanies prominent personalities for seven days back to their cultural roots

Subheading:

ONE Pulse ODC connects origin, music, and a dialogue-driven AI host who guides the journey throughout the week.

Text:

ONE Pulse ODC accompanies a prominent personality each week—primarily within the United States—back to the cultural roots of their family and identity. The format follows a clearly structured seven-day program combining encounters, rituals, local traditions, and musical elements created by composers from the respective region. Each original composition emerges through regional competitions and festivals, actively involving local artists.

A central role is played by **Radius**, an animated retro-style TV avatar and AI host. Radius engages in dialogue with the participant, contextualizes experiences, and explains cultural backgrounds. He also moderates the nightly reflection sessions between 9 p.m. and midnight, delivering recaps, responding to questions from the community, and creating a sense of closeness.

ONE Pulse ODC positions itself as a global journey—showing cultures without judging them and allowing people to speak through their own stories.