



# CELLARIUS

COMMUNITY GUIDELINES

The Cellarius Platform is designed to create a successful and cooperative community. The Community Guidelines stand as a witness of the principles we hold most dear. This is a living document, one we hope to build into a full Constitution over time. We aim to be completely transparent. We know that first attempts are never perfect and as such, we encourage the community to give us feedback as we recognize this is a work-in-progress. We ask for this document to be received in the same spirit in with which it is given.

## WHAT IS CELLARIUS UNIVERSE?

**The Cellarius Universe (CX)** is an original, transmedia<sup>1</sup> cyberpunk franchise that leverages blockchain technology and user-generated assets to create a collaborative, fan-curated story.

Our narrative begins in the near future and will expand through the galaxy in both space and time. Written works, art, and other media will explore the relationship between humans, sentient artificial superintelligence, and the full spectrum in between. In essence, the Cellarius Universe is a future-oriented mythology. It is also a collective storytelling project whose content and contours will be shaped by its community.

CX straddles the familiar cyberpunk themes of a dystopian and troubled future while maintaining a more optimistic outlook on humanity's destiny and place in the cosmos.

Despite its flaws, the will of humankind to survive and explore is inextinguishable.

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<sup>1</sup> "Transmedia storytelling represents a process where integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience. Ideally, each medium makes its own unique contribution to the unfolding of the story."

Jenkins, Henry. "Transmedia 202: Further Reflections." Confessions of an ACA-Fan, 31 July 2011, [http://henryjenkins.org/blog/2011/08/defining\\_transmedia\\_further\\_re.html](http://henryjenkins.org/blog/2011/08/defining_transmedia_further_re.html)

*"Prometheus heretofore  
went up to Heaven, and stole  
fire from thence. Have not I  
as much Boldness as he?"*

**Cyrano de Bergerac**



## **WHY CELLARIUS?**

Through generations of civilization, storytelling has been the lens through which humankind perceives its place in the universe. Decentralized story creation is the foundation of culture, an intricate web of social connections and experiences that provide context to each of us and how we fit into the cosmos. These stories go by many names—myths, fables, legends, folktales, ghost stories, nursery rhymes—but they all emerge from various individual contributions to art, writing, theatrical performance, religion, and oral tradition. They help society conceptualize the present with reference to the past and an expectation of the future.

Like many cultural processes, storytelling has evolved through the ages. Today, it has become heavily commercialized and often subject to governmental forces. Capitalism combined with strict intellectual property regulation has produced entertainment monoliths that control nearly all of the world’s most popular mythologies.

Just as Prometheus stole fire from the Gods and made it available to all of humanity, the Cellarius Project is an attempt to reverse the pendulum back to decentralized storytelling by returning the myth-creation process to the hands of the community.

# 1. PRINCIPLES

1.1. We believe in the power of collective storytelling and empowering our community to help us create the future of the Cellarius Universe through user-generated content.

1.2. Science fiction as a genre is essential cultural context for the radical and optimistic transformations wrought by advancements in technology.

1.3. The blockchain will enable a paradigm shift in our society and enable market incentives to bring about a Decentralized Renaissance in art, literature, film, gaming, and more.

1.3.1 The Cellarius platform is designed to create new financial models and incentivize diverse collaboration on the collective story. We envision content creators, patrons, and consumers working together symbiotically for everyone's entertainment and financial benefit.

1.4. Decentralized governance of the content and direction of the Cellarius Universe will be a core feature of the platform.

1.4.1. We encourage and expect the community to take an active role in governance, curation, Cellarius Core Canon voting, market pricing, patronage, outreach, and more.

1.5. Creative works uploaded to the Cellarius platform will be open to remixing and recontextualization by other users. We encourage and appreciate derivative works.

1.5.1. However, plagiarism will not be tolerated, particularly of other franchises.

1.5.1.1. Plagiarism: to steal and pass off (the ideas or words of another) as one's own, to use (another's production) without crediting the source.

1.6. We value the contributors' original content and actively work to represent a wide variety of lived experiences. Aspects of diversity include, but are not limited to, geographic origin, gender, sexuality, ability status, economic status, racial identity, ethnicity, and religion.

1.7. We value education and community engagement. As the platform grows, we expect people to develop in their storytelling abilities and understand that participation will involve varying levels of experience and expertise.

1.8. By joining this community, we all commit to protect the platform from grieving, slandering, bullying, and otherwise counterproductive behaviors.

1.9. Cellarius is primarily an online community, but we will make significant efforts to encourage, and sometimes sponsor, in-person events, both local and global, with the intention of building strong relationships between community members.

## 2. OUR VISION

Our team has designed CX to accomplish the following three goals:

2.1. Create an open marketplace where a truly global, diverse, and inclusive audience of collaborators can contribute content, and be recognized for those contributions;

2.2. Onboard collaborators and content consumers to blockchain technology, increasing awareness and educating users to the benefits of Web 3.0 technology; and

2.3. Build an inspiring, emotional, and thought-provoking collection of stories.

## 3. COMMUNICATIVE/PARTICIPATORY GROUND RULES

3.1. Safe Spaces: The contributions that we make to building this universe are meant to enrich it and to push the limits of previous forms of media and storytelling. We will have diverging ideas and still remain engaged, respectful, and effectual. This is a safe space for creativity and community. We are all responsible for reinforcing this dynamic.

3.2. Feedback: Participants may seek feedback on their content from the community. Feedback must be constructive and solely related to the content, not the creator.

3.3. Hate speech: Hate speech against people is not allowed in this community. This includes, but is not limited to harassment, ad-hominem attacks, outing of personally identifiable information, and threats to harm others.

3.4. Compassionate engagement: Participation in CX will grow from both online and offline engagement. Some people will be drawn to this project out of a love for the things that the collective story can become and redefine. Others will be drawn to financial incentives or an opportunity to be an influencer and shaper of the Cellarius Universe. Participation in CX will come from novices and experienced storytellers alike, as well as patrons and influencers. Experts will make use of their deep knowledge and expertise from different fields, while neophytes will imagine new paths into uncharted territory. All of us should encourage one another's growth and development as thinkers and storytellers, and exchange ideas respectfully.

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<sup>2</sup> Hate speech is defined as speech which attacks a person or group on the basis of attributes such as racial identity, religion, ethnic origin, sexuality, nationality, ability status, economic status, or gender; especially if the attack incites or attempts to persuade individuals to commit violence or discrimination in the "real" world.

## 4. GUIDELINES FOR CONTRIBUTION

4.1. All original content for the Cellarius Universe is welcome, including derivative works from other existing items in CX.

4.2. In order to maintain consistency between the potentially infinite storylines, we ask that content creators refer to the [Cellarius Universe Guide](#) as the foundation for all content.

4.3. All content submissions are expected to contain comprehensive metadata “tags” which properly identify contributors, keywords, topics, content warnings, and so forth.

4.4. “Cellarius Core Canon” (CCC) submissions should follow the guidelines set forth.

4.5. Contributors are expected to build their reputations over time, so identities on the platform are designed to be persistent, but with the option of creating pseudonyms. Pseudonyms will be privately linked to your account so that public anonymity is preserved.

4.6. Patronage is highly encouraged on the platform, which offers multiple avenues for supporting and collaborating with content creators.

4.7. Intellectual property terms and policies for the platform will evolve and change rapidly during the Alpha and Beta phases; please engage with us and provide feedback.

4.7.1 Initially, all content submitted to the Cellarius Platform is governed by our [EULA](#)

## 5. GUIDELINES FOR CURATION/VOTING/PATRONAGE

5.1. We believe in the power of positive reinforcement. We will include tools in the platform that let participants record appreciation and positive feedback for content and creators.

5.2. Curation tools such as flags for core canon discrepancies, metadata tags, comment boxes, and more should be used for constructive purposes only.

5.3. Voting is an integral part of how the community will reward and promote the content they embrace. We wish to incentivize active voting from all members.

5.3.1 Voting is planned to be tested and rolled out during the Beta phase.

5.4. Patrons will receive recognition and potentially value for the content they enable.

5.4.1. Initially, we plan to enable patrons through the use of bounties.

5.5. We will release many more details regarding curation, voting, and patronage as the mechanisms to participate are developed and shared throughout the development of the platform.

## PARTING WORDS

We cannot build the Cellarius Universe without you. The community is the lifeblood of this project, and together we can disrupt the power structures which monopolize our modern-day mythologies. By doing so, we aspire to bring about a Decentralized Renaissance in storytelling and art. This is not limited to a particular region or demographic, but a truly global platform where all are welcome. Please treat each other with respect and kindness. The richness of our collective story relies on people from all walks of life bringing together their individual elements of culture, experience, and talent. Our promise is a platform that will reward you for the value you provide.

## HOW TO CONTACT US



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