



# Chrysalis: Belonging & Connection





*How Chrysalis can bring people together.*

# Chrysalis & Belonging

Belonging is at the core of Chrysalis' design.

The main goal of Chrysalis is to encourage people with anxiety to find community with one another.

There are elements of belonging ingrained into the experience, some being more obvious than others. In this report, we'll highlight four belonging elements within Chrysalis:

-  Symbol
-  Shared identity
-  Orientation
-  Contribution



# Symbol

This is an AI generated concept for the Chrysalis logo.

The logo combines three different symbols: vinyl records, butterflies, and semi-colons. The vinyl record wings are a simple visual representation for music.



Butterflies are a popular mental health symbol. A movement called the Butterfly Project, which originated on Tumblr, encouraged people to draw butterflies on the areas of their body they wanted to harm<sup>1</sup>. As the project gained popularity, butterflies became a general symbol for self-harm/mental health struggles.

Semi-colons are an even more popular mental health symbol. In grammar, semi-colons are used by a writer when they could have ended a sentence but chose not to. Similarly, many people who use semi-colons as a symbol experienced suicidal ideation and could have ended their life, but chose to keep fighting<sup>2</sup>.

By combining these symbols, attendees have a shared visual representation of their time at Chrysalis, their love of music, and their continued drive to continue their mental health journey.

---

# Shared Identity

Chrysalis was created because many people with anxiety feel isolated from others. They feel like no one will understand how they feel. This isolation just makes their mental health further deteriorate.

By attending Chrysalis, attendees have the opportunity to meet people who do understand them. Attendees will also explicitly know that most other attendees have anxiety, making an invisible condition visible.



Affinity bias is a form of bias that makes us more likely to surround ourselves with those we share similarities with (like identity). While the term “bias” has a negative connotation, it is not always a malicious thing. In this circumstance, affinity bias can help attendees.

If an attendee knows from the start that they share the identity of having anxiety with a stranger, they may be more likely to start a conversation. They will be more likely to gravitate towards others because the chance of having similarities is increased. The attendee will feel more at ease, because of their affinity bias. They will then feel more comfortable experiencing Chrysalis.

---

# Orientation

When attendees first sign-up, there will be a series of “first steps” they should take before the actual day of the concert. Some activities are done individually, and others are done collectively with other attendees.

## Individual: Exploring the Space

On the Chrysalis website, there will be an option to take a virtual tour of the venue. This will either be a Google Maps Street View-esque self-tour, or a recorded tour led by one of the venue staff.

This feature is designed to allow attendees to familiarize themselves with the space to mitigate any anxieties around entering new places. There will also be information regarding parking, which is a concern for many non-anxious people.

## Collective: Social Media Connection

There will also be an option for attendees to communicate with one another through social media. This will be done either through a specific app or a platform like Facebook.

Some colleges use a similar practice through an app called ZeeMee. Students can download the app, create a profile that describes who they are, and meet likeminded people a part of their class.

Giving people the opportunity to connect with others who have the same interests (or even struggles) before the concert can empower them to push through and go, because they know for sure they will not be alone.

---

# Contribution



When attendees arrive, they will all have a chance to mingle, meet up with friends they met online during the orientation stage, and do small bonding activities. Attendees can set up buddy systems with each other as well to stay safe during the actual concert.

After the performances, attendees will have the chance to meet the artists, reflect on what they learned about themselves, and write notes of gratitude/encouragement.

Through the entire event, these activities allow the attendees to contribute toward the experiences of those around each other. They can break out of their shells and give their support to others through the buddy system or notes of encouragement.

Research even shows that helping others can improve your personal mental health. Psychology Today reported that helping others releases endorphins in your brain - a phenomenon called Helper's High<sup>3</sup>.

For many, helping others is much easier than helping yourself. By giving support to others, attendees will be able to enter a better mental state so they can more easily start to work on their own struggles (with the support of others).

---

# Thank You



# Works Cited

<sup>3</sup>Carter, Sherrie B. "Helper's High: The Benefits (and Risks) of Altruism." *Psychology Today*, 4 Sept. 2014. <https://www.psychologytoday.com/us/blog/high-octane-women/201409/helpers-high-the-benefits-and-risks-of-altruism>.

<sup>2</sup>*Project Semicolon*. Project Semicolon. <https://projectsemicolon.com/#:~:text=Be%20a%20voice%20for%20hope,health%20through%20World%20Semicolon%20Day>.

<sup>1</sup>The Mighty Staff. "What Does a Butterfly Tattoo Mean in Mental Health?" *The Mighty*, 16 Sept. 2025. <https://themighty.com/topic/mental-health/what-does-a-butterfly-tattoo-mean-in-mental-health/>.

