

Via Web forums, participants investigated the documents—manifestos—which spun up descriptions of brilliant but suppressed discoveries relating to paths that certain scientists had forged into alternate realities.

Soon, those haunted dimensions existed in the minds and fantasies of Ong's Hat's many participants. That was evident as they responded to the original postings by uploading their own—all manner of reflections and artifacts: personal anecdotes, audio recordings, and videos—to augment what became a really immersive world, and it was vast, - Chronicle of Higher Education

Ong's Hat was more of an experiment in transmedia storytelling than what we would now consider to be an ARG but its DNA – the concept of telling a story across various platforms and new media- is evident in every alternate reality game that came after. - Games Magazine

In the '90s and early 2000s, seekers looking into the legend online began to believe that just reading about Ong's Hat was starting to affect them. "People reported various synchronicities, strange dreams, unusual visual perceptions, and shifts in reality monitoring.

-Legend-Tripping Online: Supernatural Folklore and the Search for Ong's Hat

For better or worse, the trail to Ong's Hat was always supposed to be, as Matheny put it, a "liminal place," where someone with a foot on solid ground could suspend disbelief and entertain strange possibilities. The power of the Ong's Hat saga, said Metcalfe, came from the fact that the story's real parts were just as strange or even weirder than the fictional elements. - Gizmodo

On the early internet, a conspiracy theory known as Ong's Hat flourished. It combined real physics, speculative science, mysticism, and radical politics, to tell a tale about a secret cult of interdimensional travelers. Throughout the 1990s and early 2000s, clues would emerge about the travel cult: brochures, book catalogs, mysterious interviews, buried artifacts, and more. For years, users worked together to solve the mystery of Ong's Hat and the man who masterminded it all. - Slate

ONG'S HAT THE BEGINNING

JOSEPH MATHENY

# Ong's Hat The Beginning



Joseph Matheny

Authorized Version