

Locative media, kort verslag van een VP workshop met Valentina Nisi, Arnhem DEN/VP Conferentie.

Valentina Nisi, Lotte Meijer, Rob van Kranenburg

communicatie

In *Evolution, Alienation and Gossip*, The role of mobile telecommunications in the 21st century, schrijft Kate Fox:

“The space-age technology of mobile phones has allowed us to return to the more natural and humane communication patterns of pre-industrial society, when we lived in small, stable communities, and enjoyed frequent 'grooming talk' with a tightly integrated social network.”¹

Volgens haar is twee derde van onze conversatie geheel geïnspireerd door sociale topics:

“discussions of personal relationships and experiences; who is doing what with whom; who is 'in' and who is 'out' and why; how to deal with difficult social situations; the behaviour and relationships of friends, family and celebrities; our own problems with lovers, family, friends, colleagues and neighbours; the minutiae of everyday social life - in a word, gossip”,

M.a.w. roddel, augmenting actie.

The fact is that our social future will be determined by the human qualities of the activities being mediated through hundreds of millions of programmed devices, and by our ability consciously to resonate with and thereby to recognize these qualities.²

In A future world of super senses, stelt Martin Rantzer of Ericsson Foresight:

“New communication senses will be needed in the future to enable people to absorb the enormous mass of information with which they are confronted.”

¹ Fox, Kate. *Evolution, Alienation and Gossip, The role of mobile telecommunications in the 21st century.*

<http://www.sirc.org/publik/gossip.shtml>

² Talbott, Steve, [<mailto:stevet@OREILLY.COM>] Sent: 28 January 2003 20:16
To: NETFUTURE@MAELSTROM.STJOHNS.EDU Subject: NetFuture #141 Issue #141 A Publication of The Nature Institute January 28, 2003 Editor: Stephen L. Talbott (stevet@oreilly.com). Notes concerning *One River: Explorations and Discoveries in the Amazon. Rain Forest*, by Wade Davis (New York: Simon and Schuster, 1996). Paperback, 537 pages, \$16.

Niet breedband is de bottleneck, maar onze eigen interfaces (visueel, auditief). Onze breinen worden overladen met prikkels en input. "The boundaries of what constitutes consumer electronics and computers are getting blurred," is een uitspraak van Gerard J. Kleisterlee, CEO van Philips: "As we get wireless networking in the home, everything starts to talk to everything."³

Het implementeren van digitale connectiviteit (RFID, Zigbee, WIMAX) in een analoge wereld zonder een design voor alle zintuigen leidt tot een onvermijdelijke informatie overload. In zo'n ubicomp (ubiquitous computing) omgeving is de nieuwe intelligentie "knowledge and tools that are outside people's heads" (Stewart and Cohen, 1997)

In zo'n omgeving moet een gebruiker niet alleen visueel en tekstueel geletterd zijn, maar ook een zekere mate van lichamelijke geletterdheid (corporeal literacy), een intuïtief inzicht in extelligentie en een praktische kennis van alle zintuigen.

Philips Ambient Intelligence onderzoeker Mark van Doorn legt hieronder in een brief naar de NY Theater professor Richard Schechner – het belang uit van een, fundamenteel begrip van alle dagelijkse geletterdheden:

"Dear mr. Schechner,

My name is Mark van Doorn and I work as a scientific researcher at Philips Research in the Netherlands. In particular I do computer science research in a field known as Ambient Intelligence. Ambient Intelligence (AmI) is a vision on the future of consumer electronics that refers to the presence of a digital environment that is sensitive, adaptive and responsive to the presence of people. The goal of AmI is to make people perform their daily tasks better by supporting them with interactive media applications. To give an example, when a child picks up his toothbrush, a cartoon could be projected in a bathroom mirror that invites him to brush his teeth for two minutes. In our approach, we view AmI as a personal story that emerges out of the continuous interaction that a user/actor has with what we call an 'ambient narrative' that has been written in advance by an experience designer. An ambient narrative is basically an interactive narrative that is situated in the real-world like the script of a live action role playing game but augmented with digital interactive media (somewhat like the special effects that add to the drama in a theatre play or movie).

Before you can augment performances with interactive media applications, you need to have an understanding of what

³ Hansell, Saul, At Big Consumer Electronics Show, the Buzz Is All About Connections January 13, 2003
<http://www.nytimes.com/2003/01/13/technology/13DIGI.html?ex=1043457162&ei=1&en=124b1e27fe81246e>

performances are and what it means to perform. I really enjoyed reading your book "Performance Studies: An Introduction" because it gave some basic answers to these questions in an understandable manner. I was wondering if you might know about any specific research in performance studies that investigates the role of digital media in relation to everyday rituals or performances in professional service environments (hospitals, hotels, shopping malls and so on). Understanding how to write these kinds of ambient narratives will be a multi-disciplinary exercise that requires not only knowledge of interactive media design but also interior & product design, architecture and performances in general. I can see that this understanding becomes increasingly relevant as we move into what some call an experience economy! .⁴

De kracht van Locative media

Als we de kracht van onze analoge communicatie strategieën (tekstuele, visuele en lichamelijke geletterdheid) en digitale connectiviteit (Bluetooth, infrarood, GPS, RFID, Wimax, Zigbee) kunnen koppelen, dan krijgen we de mogelijkheid om mensen realtime in verschillende data werelden aan te spreken: *locative media*. In de commerciële toepassingen wordt dan gedacht aan location based services, in de gemeenten loopt de VVV voorop om I-Pack of ander handheld pda tours uit te zetten.

Wij kozen ervoor om in navolging van het Dublin Liberties Project om de aanwezigen te vragen te brainstormen rond achtergestelde buurten in hun gemeente. Er waren zo'n dertig aanwezigen die in drie groepen werden verdeeld.

The Dublin Liberties: a networked community portrait

"Valentina Nisi's current project is a distributed location based story about an old Dublin neighbourhood, incorporating the community feedback into the narrative database. The goal of this interactive media portrait is to offer the contemporary community a view into the history of their neighbourhood and to provide an evolving repository for stories community members wish to add. Each short story is developed as a unit for a particular setting in the community and, can be delivered via mobile technology in the appropriate location. The project and its challenges could play an important part in discovering how new media can feed into a spontaneous process of self-discovery for the community as a community. The story is available to the public in form of media fragments wirelessly distributed the GPS enabled mobile devices to the

⁴ From: mark.van.doorn@philips.com Subject: media-enhanced environments designed to support everyday life rituals To: richard.schechner@nyu.edu Mark van Doorn Media Interaction Philips Research Eindhoven

wandering audience.”ⁱ

<http://www.mle.ie/~vnisi/>

De VP workshop: structuur

10-10:15 Introductions all around

10:25 Question: what is the most disadvantaged area in your city 10 minutes.
Choose the most productive ones. We have three locations.

Groups of 7

10:30-11:00 Half hour to come up with scenario keeping in mind France

11:00-11:30 Valentina talks about her work

COFFEE Break 10 minutes

11:40-11:55 5 minute presentations

Presentation of case in 5 minutes pitch.

12:00-12:10 Rob talks about Trondheim workshopⁱⁱ

12:10- 12:30 We pick the best together and define stakeholders that they would need to fund it/do it/find alliances with.

Workshop beschrijving:

Wat: - to use technology to bring values such as local information memories, places, atmosphere, folklore, to the foreground and share it through digital technology.

Case voor de workshop: traumatic places, problematic areas (past, present, future); how could we use sensor based technology and place based stories to highlight the dilemmas or accelerate the solutions?

Wie: Valentina Nisi:

“From my experience with the liberties project, I see this kind of work having huge potential, from pointing towards an alternative kind of tourism, that is interesting for a wide range of audiences, from local people and residents in the city to foreigners approach to distributed narratives also enhances and encourage the discovery of poor or disadvantaged areas of the city where people wouldn't normally go.”

Wie: Rob van Kranenburg:

“The main challenge in architecture is that "half of designing a city is going to be information spaces that accompany it because lots of people will use this to navigate around."(Townsend). Building ethics thus becomes media ethics. Research in sonic and locative environments from the past decades in performance practice thus becomes very relevant for actual uses and organizations of mixed reality spaces. From the first initial research phase of

identifying and visualizing trajectories and sonic patterns, to the second step of sounding out the spaces in between, the challenge now lies in developing interfaces and a media ethics for synchronisation and spatial organization.

Wie: Lotte Meijer:

“Bolter and Grusin’s concept of Remediation works two ways: New media borrow their visual language from previous media, and at the same time older media products are refashioned through the application of new media’s visual language. If one pulls this point out of the visual realm again, one can see that the refashioning

of older forms can be seen in a larger context, where the emergence of new media causes not only a change in visual language but a refashioning of any form of expression, organization, format or behaviour. The education in Dutch high schools has changed in the past eight years, they no longer teach simple facts to pupils, but rather teach how to find answers. This is an example of how new media concept asked for a change of organization. The effects are not limited to media. The “possibilities that new media bring” can now be seen as the application of new media thoughts and concepts with technical devices. But the application of new media is not limited to these devices, new media concepts and strategies can also be used without the use of technology. Sometimes, the changing behaviour that is caused by the use of new technology actually asks for a reconsideration of off line concepts and strategies.”ⁱⁱⁱ

Wat we doen:

The focus of this half day workshop is on audience experience. We will concentrate on:

-using narrative projects to catalyse community reaction and in particular trigger stories and memories

-the importance of giving people a kick start, an example or even an excuse to start talking and telling anecdotes.

- how to organize some workshops to collect and produce the stories with the community. then put the content back on location and see how it grows

Uitkomsten:



De drie groepen produceerden in een half uur drie scenario's van hoge kwaliteit. Eén meer commerciële applicatie rond Vincent van Gogh voor een open plek in Nuenen, een nieuwe manier van gebruik maken van urban screens, schermen in de openbare ruimte en een zeer interessant scenario voor een nieuw te

ontwikkelen ruimte in Rotterdam. Tussen de oude woningen met een ooit zeer grote gezellige sociale controle en de nieuwe condo's aan het water ligt een weg en een open plek. Er is geen contact tussen de verschillende bewoners groepen. De rijkere bewoners aan de waterkant rijden in een auto door de ruimte die daardoor geen gedeelde publieke ruimte kan worden. Voorstel: zorg dat de weg niet rechtstreeks naar de waterkant gaat, en maak van de open plek een 'Hallo' zone, een plaats waar iedereen hallo moet zeggen.

ⁱ <http://www.ichim.org/jahia/Jahia/pid/376>

ⁱⁱ <http://teksnews.blogspirit.com/archive/2005/10/07/matchmaking-workshop-envisioning-new-situations.html>

ⁱⁱⁱ <http://www.lottemeijer.com/site2005/imageshesis.pdf>