

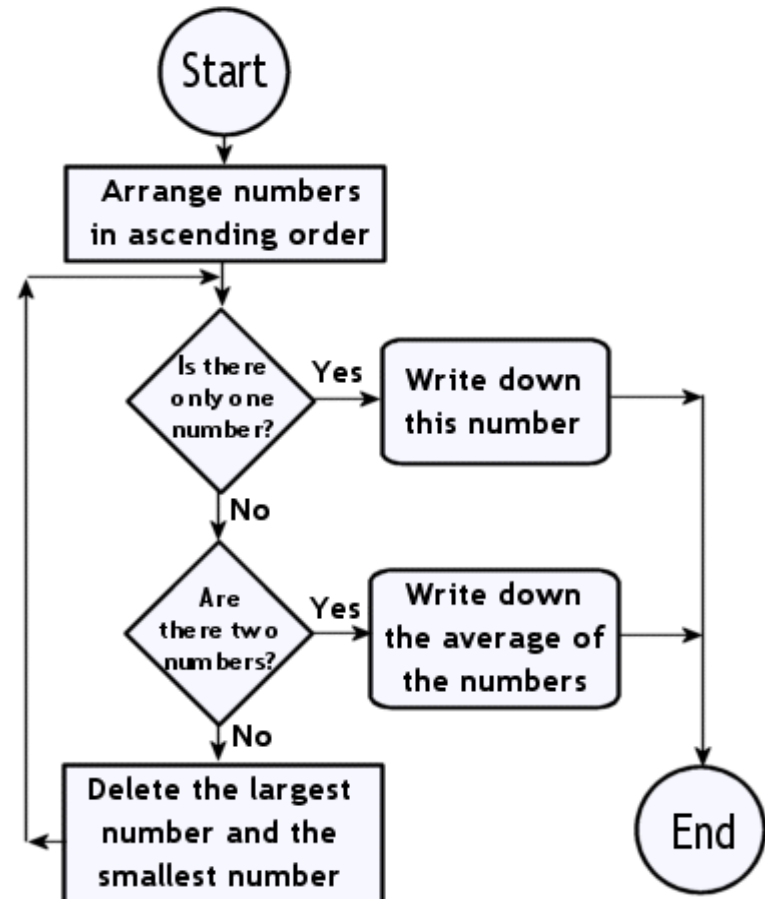


Learning from Technology

Lessons from Digital Culture about
Convergence, Collaboration and Creativity

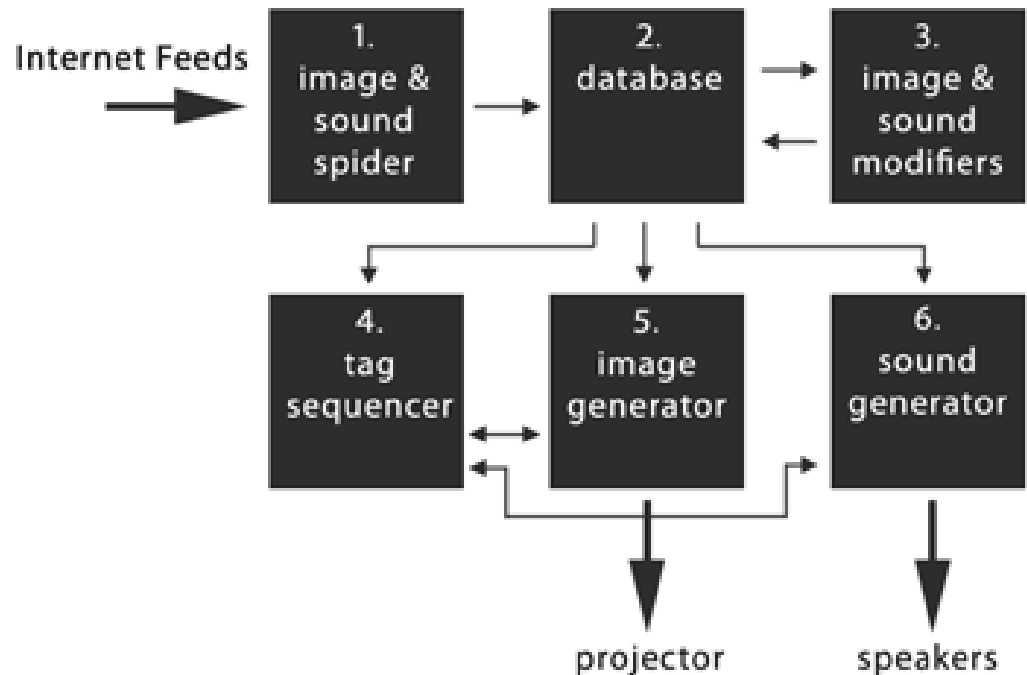
The Rough Introduction...

- Invited to stimulate discussion...



The Rough Introduction...

- Invited to stimulate discussion...
- Predict some propositions



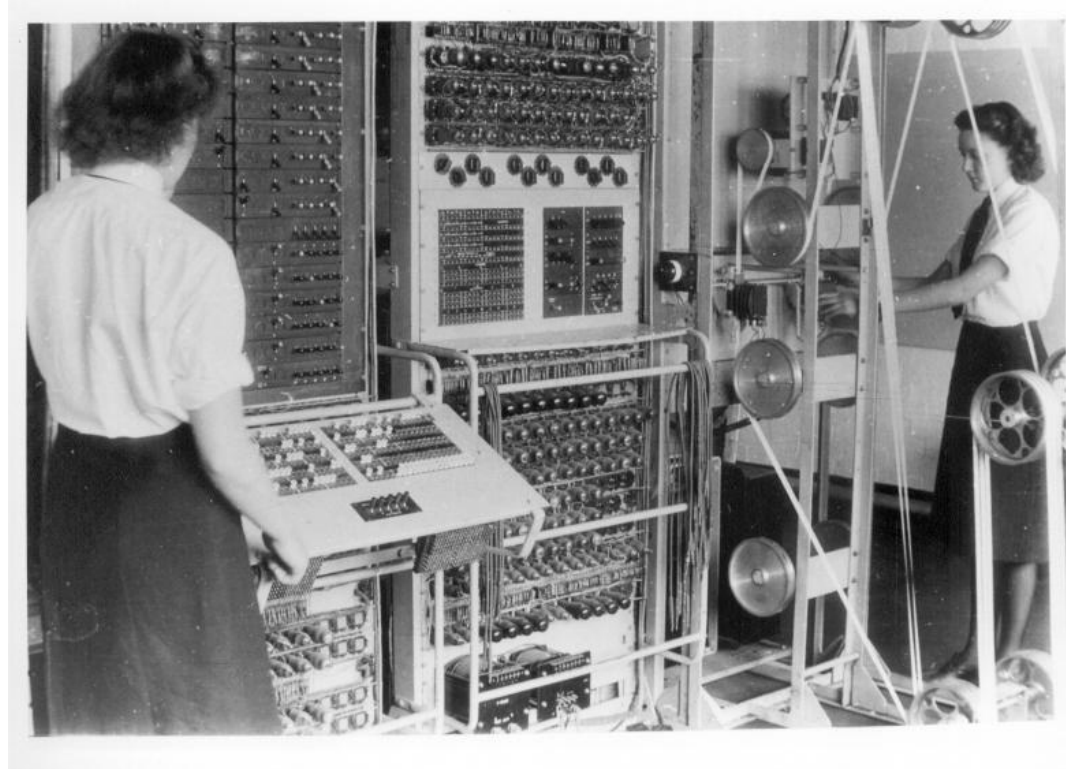
The Rough Introduction...

- Invited to stimulate discussion...
- Predict some propositions
- Show some examples



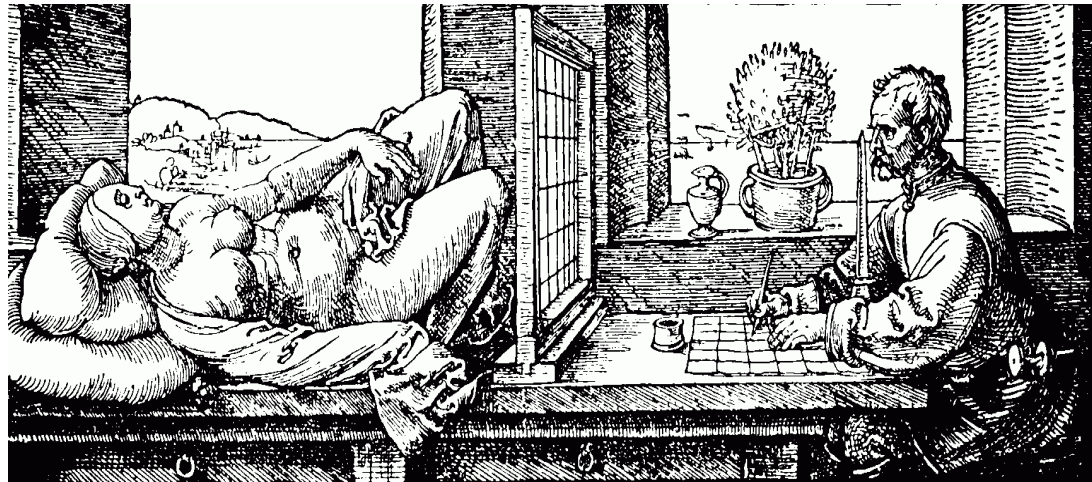
The Rough Introduction...

- Invited to stimulate discussion...
- Predict some propositions
- Show some examples
- Distinguish methodological approaches



The Rough Introduction...

- Invited to stimulate discussion...
- Predict some propositions
- Show some examples
- Distinguish methodological approaches
- Insist on some principles!



Some Clichés to be avoided...

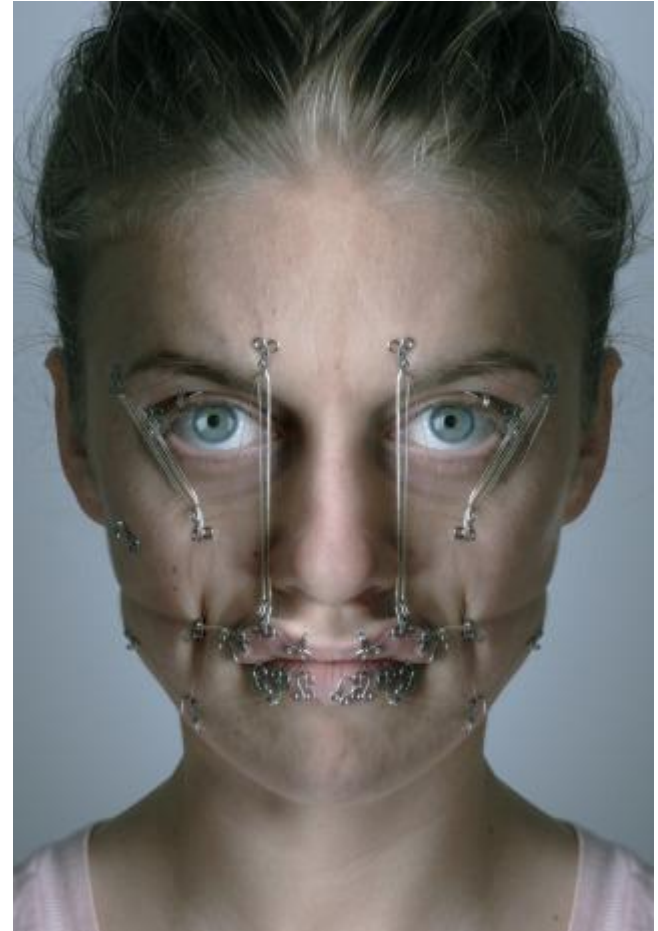
- Powerpoint
 - Text? Connection? Prezi?
Twitter?
- Moore's Law
- Accelerated productivity
 - (Stop looking at your email)
- Seamless history of technology...



Gil J. Wolman, 1963

Focus on The Wetware

- Tensions between the Tech and Experience
- Cultural criticism of technology
- Technology as reductive/deterministic /inescapable
- Artists engage with materials



© Lucy McRae, 2012

Examples

- Everyone's tech always works...
- Always solves the problem...
- Never seem to have money problems...
- Uncritically lauded...

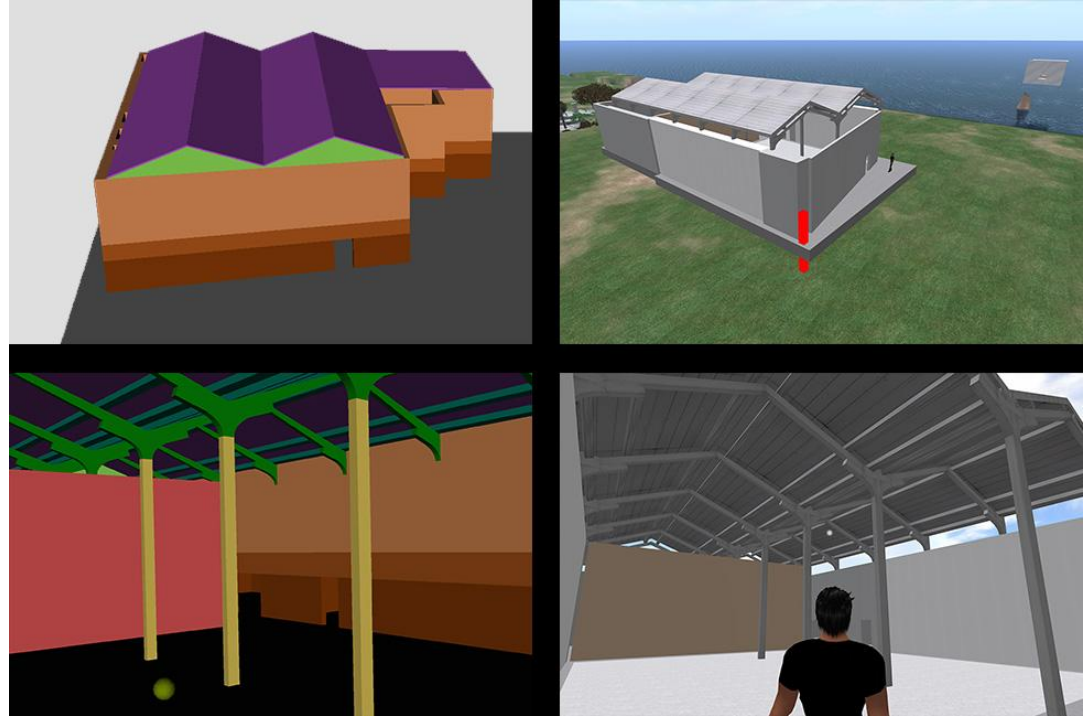


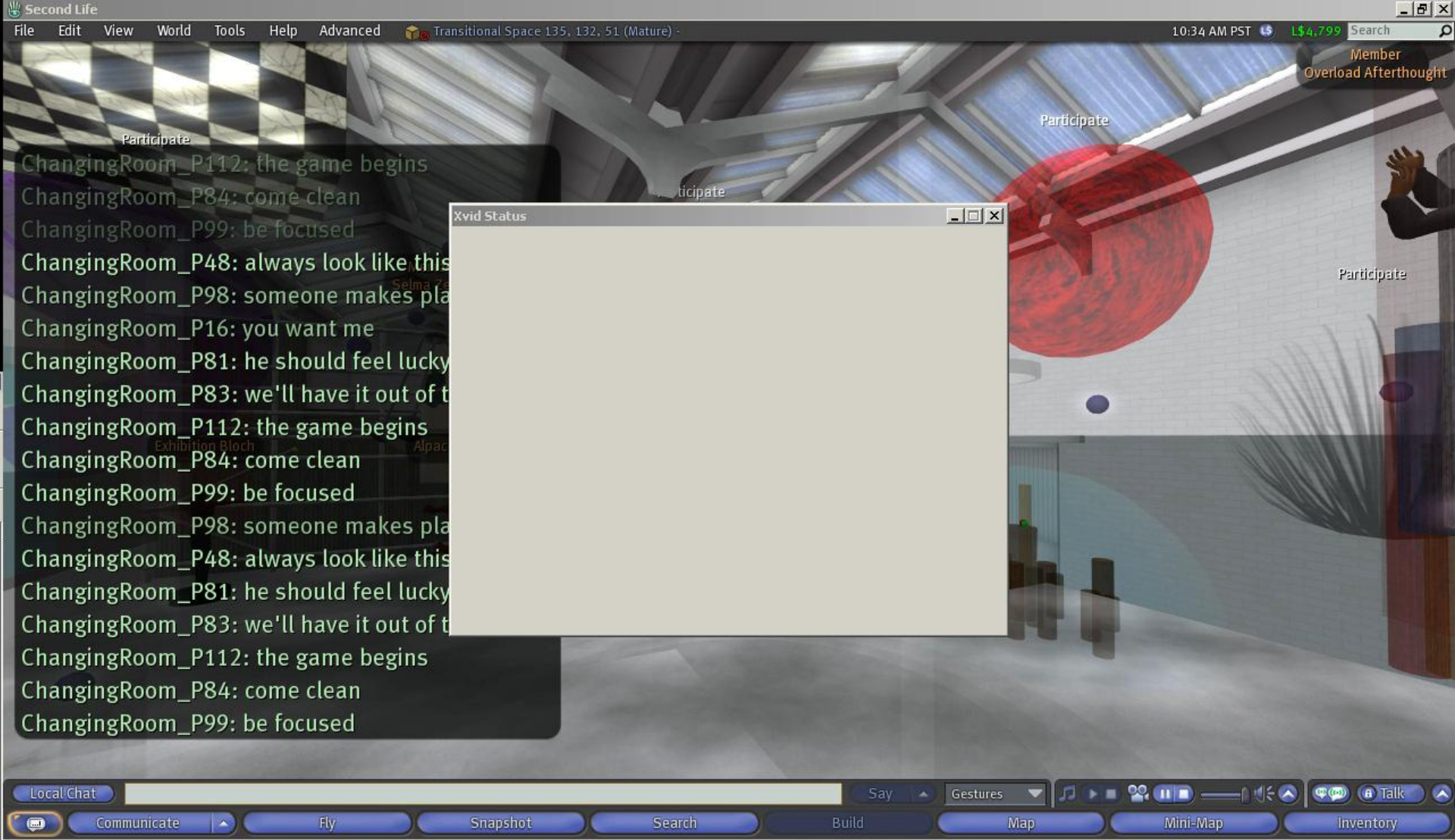
composites of 7 Japanese models (left) 7 Black American models (right) and a mix of the two (center)
© 2008 Mark Wieczorek
www.marktaw.com

Example #1

The EP:VV

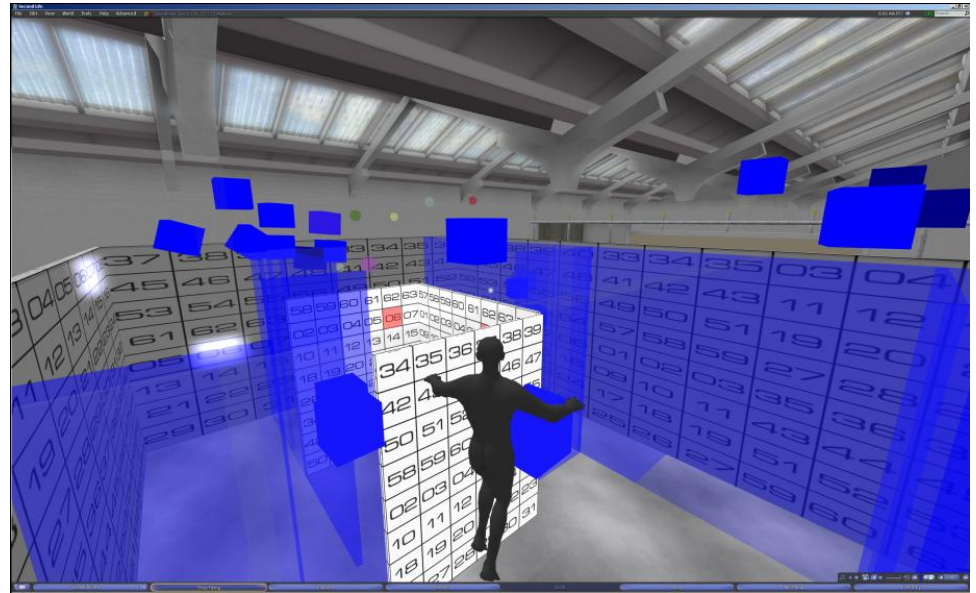
- Collaboration with Eastside Projects, funded by Arts Council (DCD programme)
- Take ideas about artist-led space
- Make a corollary in online space
- Assess candidate technologies





Existing Technology Defines What You Can do.

- Good creative team
- Risks...
- Technological Lock-in
- Interoperability trumps fidelity



Example #2

The VRU Watertower

- Commissioned by QEHB
- Closure of Selly Oak Hospital
- Sensitive area/ contribution to change management
- Involve participants and audience in action
- ‘Atmosphere’ determining the tech framework



Getting Users to do Something Different is Very Difficult.

- Conventions determined user experience
- Our gameworld no match for console experience



Example #3

MotivePro

- Duplex Motion Control system
- Alternative to Mo-Cap
- Haptic/Aural/Visual feedback to users
- Designed as expressive instrument



Sort out the IP.

- Large and expensive projects attract attention
- Universities poor at IP support



Sort out the IP.

- Large and expensive projects attract attention
- Universities poor at IP support
- Application more important than intention



Methodological Approaches

- What are creative people doing in this area?
- What do we learn through it?
- What does collaboration mean?



The Starving Artist ‘...you have no reason to be arrogant, you big doofus, because the skills you value (emotion, spirit, art, etc.) in yourself are valuable only on a subjective level, meaning your arrogance is purely masturbatory, like the insipid self-pleasuring of some twat who spouts artistic nonsense only for the pleasant tinkling sound it makes upon his indiscriminating ears.’

Methodological Approaches

- Scientific Method
 - Tests a hypothesis
- Humanities
 - Positions the researcher
 - Proposes an approach
- Creative Practice
 - Technique?
 - Emphasis on originality
- Engineering
 - Collaborates through accumulation/standards
 - Interoperability over fidelity
 - Develops systems not modes of expression



Some General Principles



- Ideas before technology
- Computing as a craft practice
- Artists must engage with the technology
- Spend time assessing tech
- Identify the meaning of collaboration!
- All work in this area is contingent...

Creativity

- Creative practice colonised by corporate tech...
- Key relationship is between business and technology...
- Importance of ensuring the presence of the cultural in the technology space.



Product Recall, Carey Young, 2007, Photo: © Tate, London, 2013

당신을 위해서 날개를 활짝 여보세요.

HEAD
fresh up your mind