

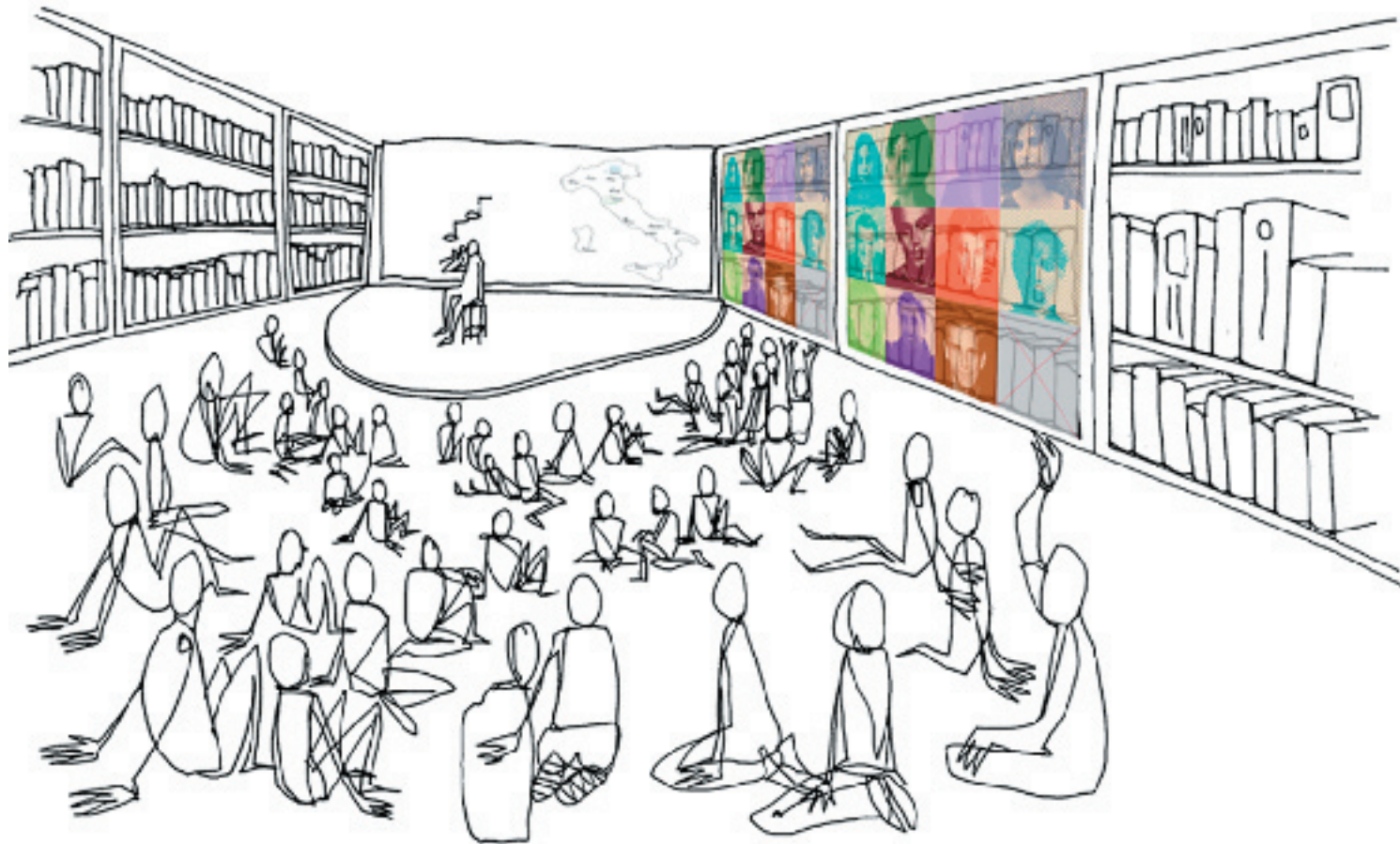


INTERACTION DESIGN INSTITUTE IVREA

Progetto Italia Events: Public Private Access

Sharing the event

The space where the event takes place



In the bookstore where the event takes place, there could be a number of non-intrusive installations that reinforce the quality of the performance. Besides the loud speakers placed around the artist there could be some other very small ones spread all over in the place so that even the audience that is far away from the stage could get the feeling of an intimate proximity with the performer.

Behind the stage a slightly waving fabric hanging from the ceiling could display in a map the SMS sent by the remote audience.

Hence, the performer and the people in the store would get an idea of the external audience following the event.

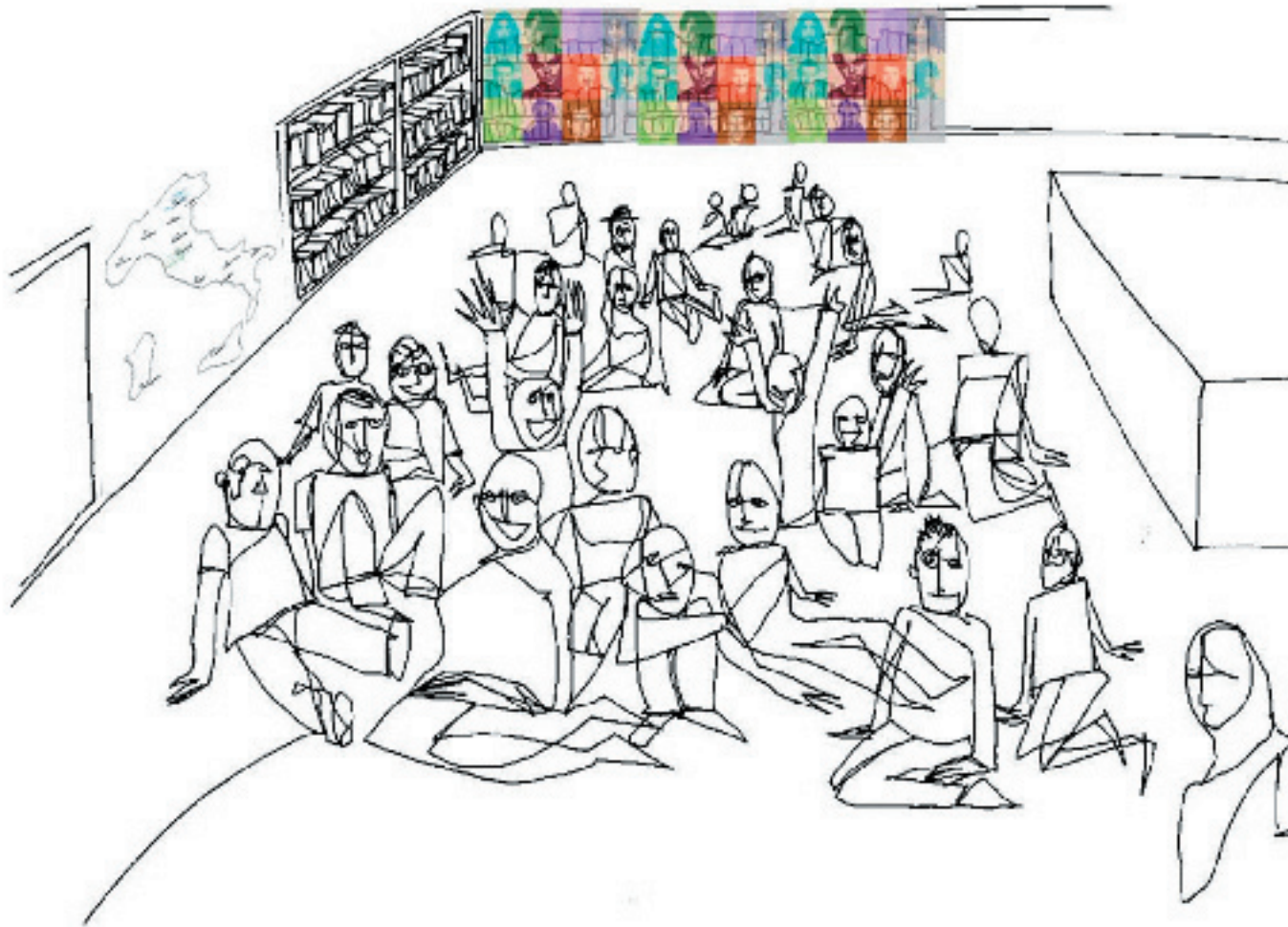
The audience: a visual presence

Another suggested element is a projection of the remote audiences on the bookshelves. The combination of the projection and the book texture generates an unusual effect.

The audience (of the webcast or the phonecast) could be featured in the room with a “wall of faces” made of all the pictures that the external audience sent.

Yet, in order to solve privacy issues and to render the external audience in a playful and sensitive way, we propose to render the visual information of the audience with a strong graphical identity. Hence, the audience still feels ‘present’ but with a visual twist that allows them to be in between anonymous and acknowledgeable.

This graphical rendering can be quite diverse: from colored shadows to blurred contours or dotted silhouettes, etc.



Recreating the event



Sound is a powerful immersive medium that enables an audience to emotionally and physically engage with an art piece. In this situation we're trying to offer the possibility to a remote audience to access an event that they can't attend. Whether the audience is located in a specific public space, where they can enjoy a sound installation or in one of the bookstores that are participating to the event, sound seems to be the key to share a music-based or speech-based performance.

In the frame of a sound installation, speakers could spread the music of concert or the talk, recreating a strong atmosphere in the other bookstores.

Such installation can be created with small, almost invisible speakers, like 'tweeters' that can be hidden and therefore allowing a more 'global' and ambient sound experience or with speakers that can be clearly identified by the audience, therefore setting a more intimate feeling. Indeed, the audience can get close to each speaker and hear the musician "whisper" in their ears just as if they were singing for them only. In both situations, the location of the speakers can be turned into a playful element, as if the audience by going from one to the other would gather more sound information.

The movement of the audience can be then used as a triggering mode for the speakers to start playing the sound.

Watching the concert from a distance and interacting with it

In order to allow remote users to access the event but who are not at home behind their computers with the Internet, we can furthermore set-up a screen projection inside other bookstores that will broadcast the performance. The screen could be a flat wide screen placed on a wall of the bookstore or a simple projection.

Yet, a separate kiosk can as well display similar options that the website will allow:

- the option to type a message and upload it on the map of Italy
- the option to take a picture of himself and upload it on the wall of faces.



From home,
I can hear and see
anything

Choose your angle

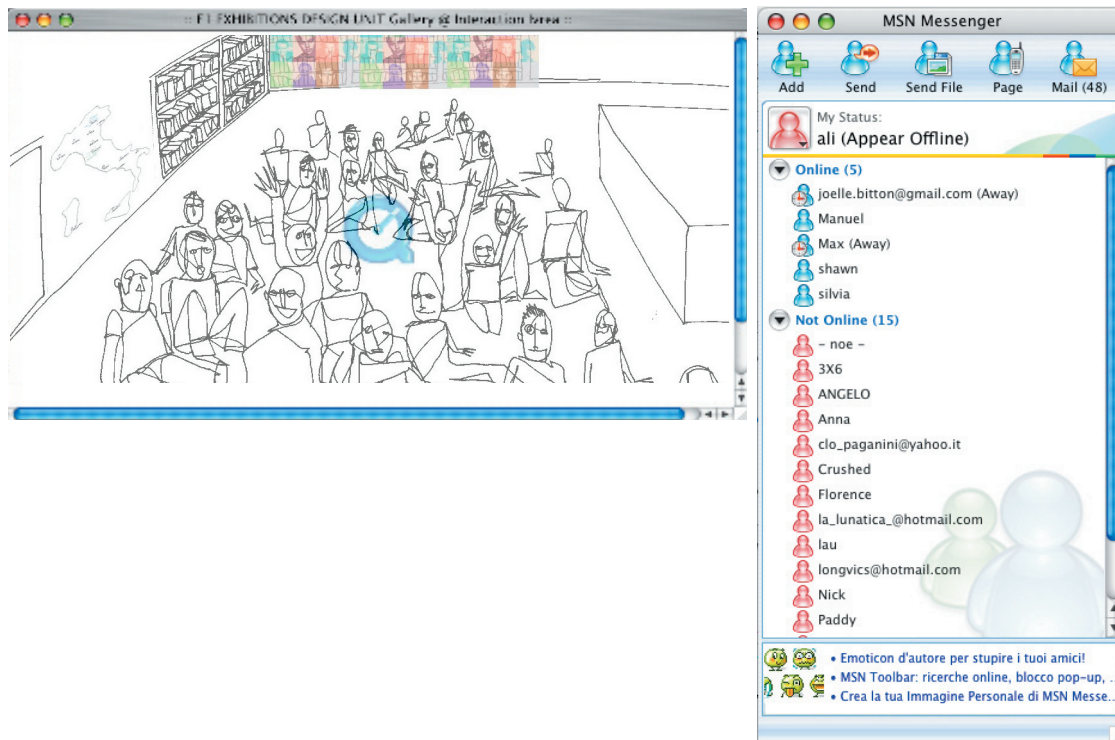
The Internet, site besides the traditional service, would provide a playful and inventive way of interaction. There will be information about the event, the artist performing, an archive about the past event, some related links, a forum, etc. .

But the approach becomes more intense in the way that the web user can really feel “inside the event”: a page offering multiple angles of the show whether overlapping or standing side by side can allow the user to look at different parts of the event:

- a webcast of the performance with a particular close-up on the musician
- the audience at the concert
- the remote audience who have sent their pictures
- the map of Italy with all the SMS



Sharing the atmosphere



Surely, being physically at a concert has a much stronger effect on people's emotions than watching a video. Yet, because of the size of the space, the geographical location, time and money issues, many people won't have the possibility to attend the concert at its location. Therefore, we suggest to combine some media and communication technology to provide the Internet user a feeling of pleasure and participation. He can watch the concert being streamed on video, things in the moment they happen, listen to the words in the moment they are said. Therefore he can change his point of view shifting from one camera to another.

As well, what people enjoy in a concert is sharing that experience with somebody.

Human being need to be part of a community. A dedicated chat for all the people connected through Internet to the concert will create the "event far away community".

It creates a chance for people to express their feelings, their comments, their opinions, a way to get connected and share the moment.

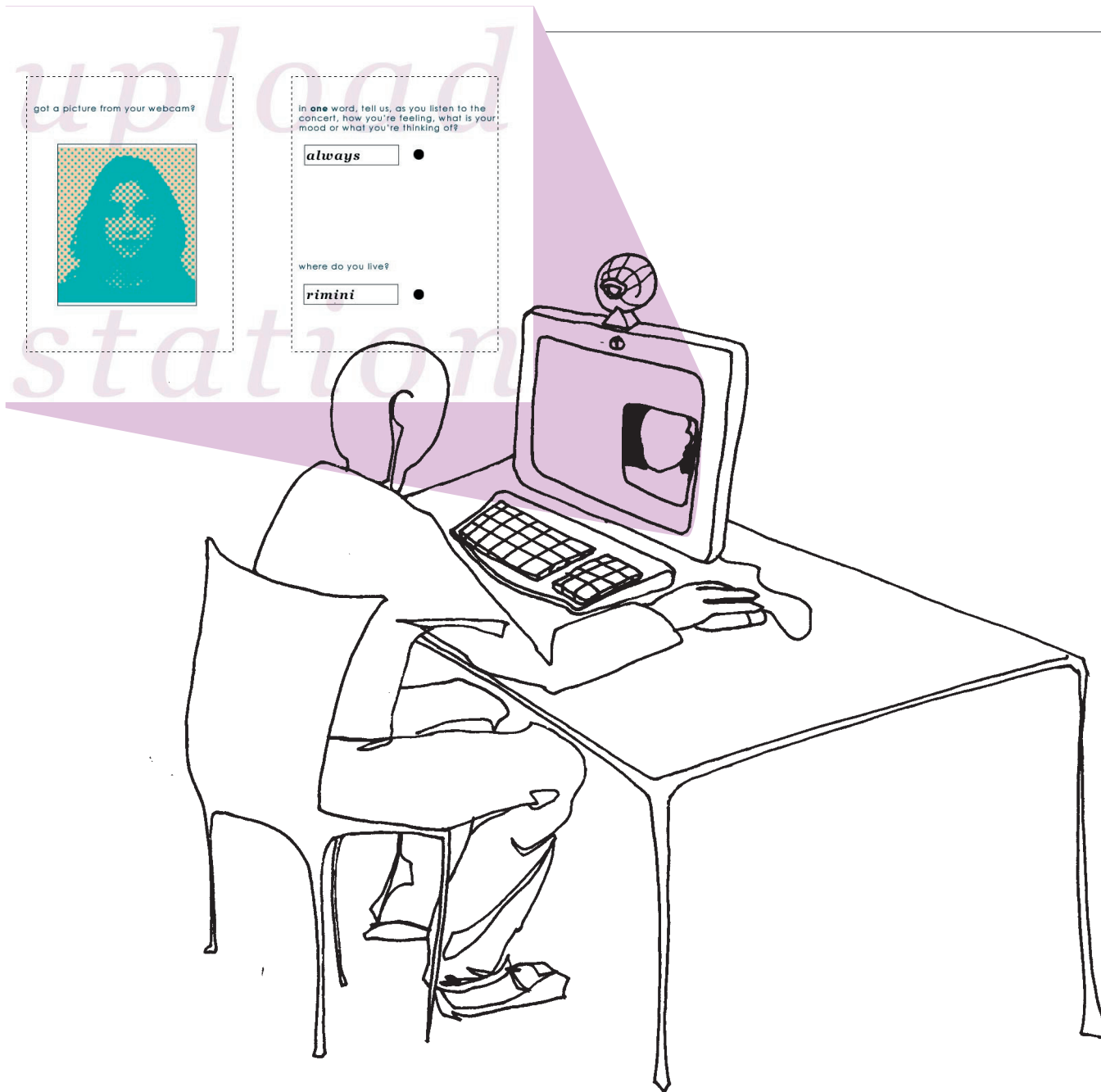
Interacting with the event

Imagine an Internet user at home - he can interact with all the elements listed previously.

He can write a comment on the concert and share his impressions with his peers, or he can send a word that defines his mood and it'll be uploaded on the "map of feelings".

If he's equipped with a webcam, he can take a picture of himself and send it to be uploaded onto the wall of faces projected inside the bookstore.

It's a way for him to be part of the event even if he's far away.



Wall of faces



Each picture that users have sent can be uploaded onto the projection inside the bookstore.

As previously mentioned, the pictures can be graphically treated so it gives a more homogeneous feeling and it better protects privacy.

In this example, the wall allows 12 pictures at a time, but it can be expanded.

This can allow for a sense of sharing the event: the kiosk users, the Internet users and the phone users who can as well upload their pictures taken with their phones have the possibility to signal their remote presence. At the same time, the performer and the inside audience have a greater awareness of who's attending the concert as well.

Connected people's emotions

The different messages sent from all over Italy will be displayed on the website and in the event location.

There are two possible ways of visualization:

- a "map of feelings"
- a series of "stories" generated through an automatic engine.

These two possibilities will be better explained in the following section referred to the mobile phone.

The chosen way will therefore be associated to a ranking list that points out the most sent words.

The image is a composite of three parts. On the left is a map of Italy with handwritten words in various colors and sizes. The words include 'brivido', 'singer', 'reason', 'love', 'forever', 'bata', 'sogno', 'FIRENZE', 'love', 'bata', 'ROMA', and 'CAMPOBASSO'. In the center is a large yellow and blue graphic with the text 'dream is green in Bologna tonight' in a blue, cursive font. On the right is a light blue background with the text 'Sms Ranking:' in red, followed by a list of words and percentages: 'love 65%', 'dream 14%', 'summer 9%', 'terrific 5%', 'baby 4%', 'air 2%', 'blood 1%', 'fear', 'hot', 'sex', and 'space'. At the bottom is a screenshot of a 'Thought generator' interface. The interface has a dark background with white text on the left: 'in the distance ...', 'philosophers', 'define', 'virtual', and 'reincarnations'. Below this is 'Generating thought # 972'. On the right side of the interface is a vertical list of binary code (0s and 1s) in green. Below the binary code is a small image of a person's face. At the bottom of the interface is a list of buttons: 'autoplay', 'thought', 'poem', 'advice', 'condition', 'random', and 'exit'. At the very bottom of the screenshot, there is small text: 'Thought generator v2.3', 'an interactive media work by Tony Stone Digitalstudio.com', 'San Francisco, red forms', 'march 2001', and 'about thought generator'.

“I am here as you
are here and we
are all together”

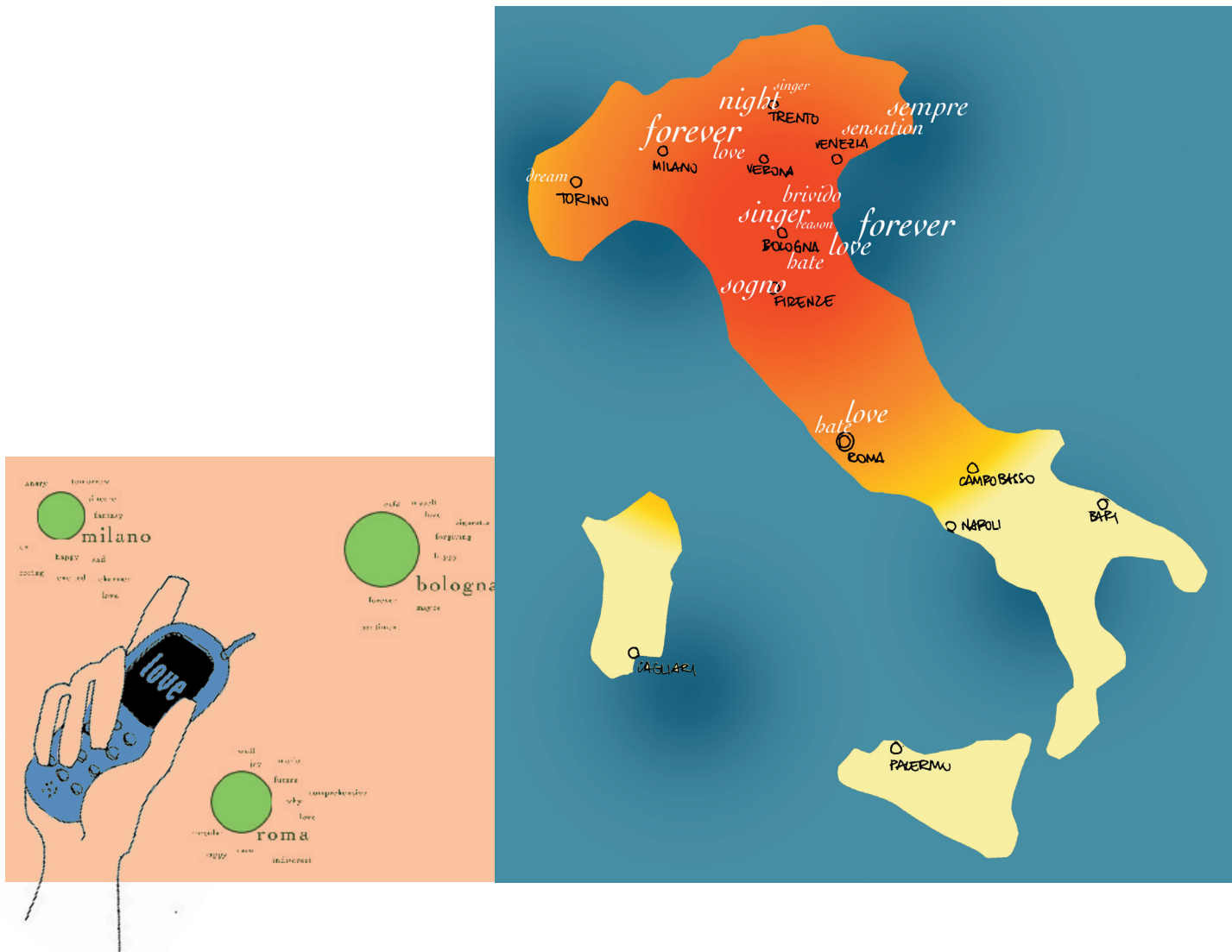
Urban texting and SMS storytelling

Nowadays, most people are equipped with a cellphone - therefore, text messaging seems to become the most easy and direct way to communicate: in this context, they enable the audience to interact easily with the event.

We would ask each user to send a unique word representing their mood or feeling as the artist is performing. A projection displayed on a hanging fabric floating behind the stage could visualize the words sent by SMS, so that also the people at the event would be aware of the outside audience.

Their visualisation can be shaped into different ways. We would suggest two options and combine one of the two with a ranking system.

The first one visualizes the texts on a map of Italy surrounding the city they have been sent from. They will be displayed growing in size then disappear as the following messages arrive. The map of Italy will vary its colours highlighting the areas where the people interact. This mode enables observers to read the words within a ranking system that shows how many people are following the concert and what their opinions are.



Collaborative poetry

An other way to display the SMS sent by the people connected to the event could be with poetry: short stories created with an automatic generator of sentences.

Through a database of words, the generator can recognize what kind of grammatical function has the word: name, adjective, adverb, verb,..

The outcome can be interesting as it expresses in a random way the general thoughts of the audience.

We can imagine for example such a generated sentence: " We dream the pleasure of the music" (Words: pleasure, music, dream).

This dynamic representation allows the "accidents" of an automated generator engine and create as many comments, jokes and thoughts.

Such system could bring one text after the other like layered slogans.



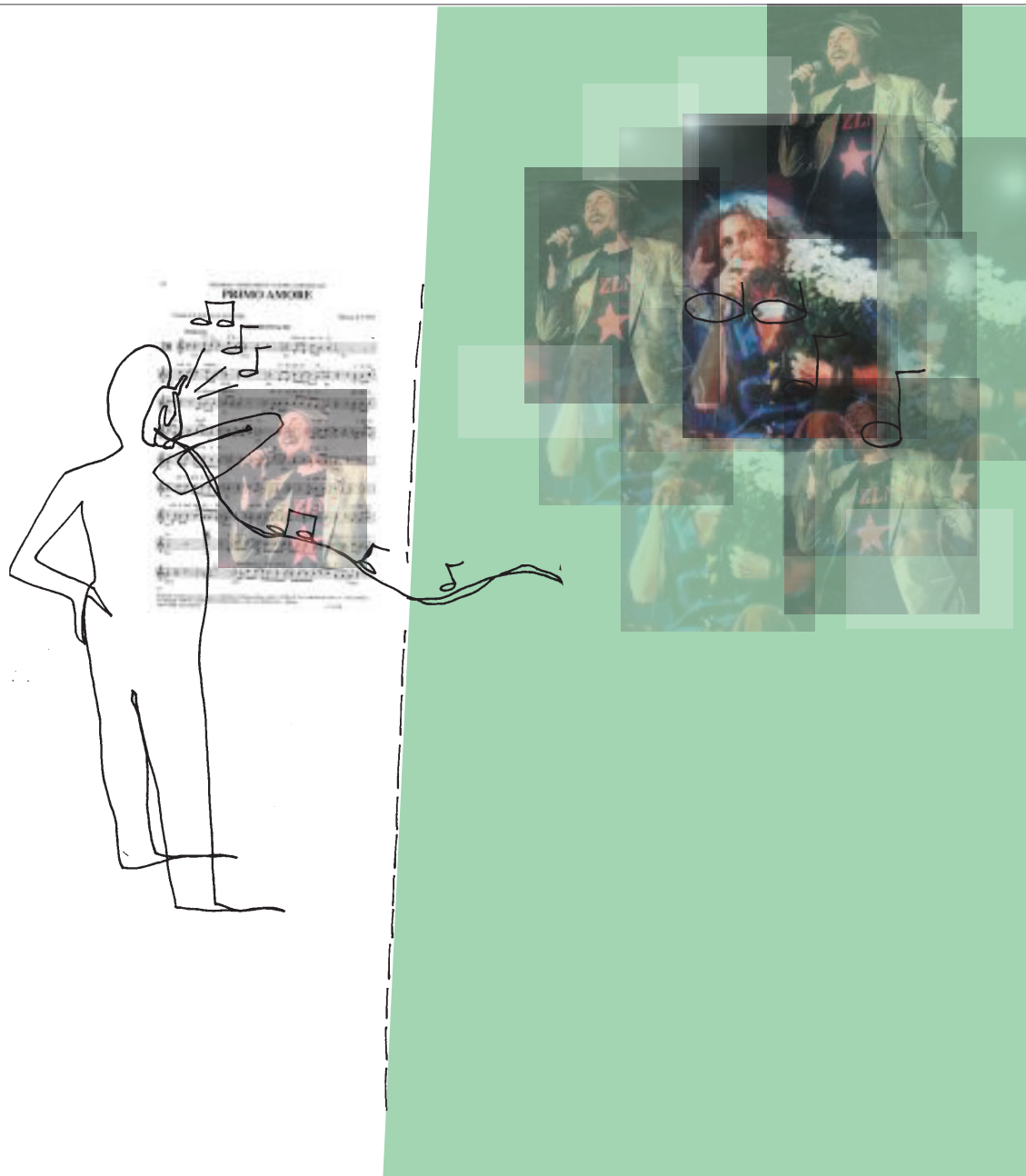
Live music on the move

We observed that people in a concert often phone their absent friends or partners to make them listen to the music playing. We'd like to suggest a service that enhance this spontaneous gesture.

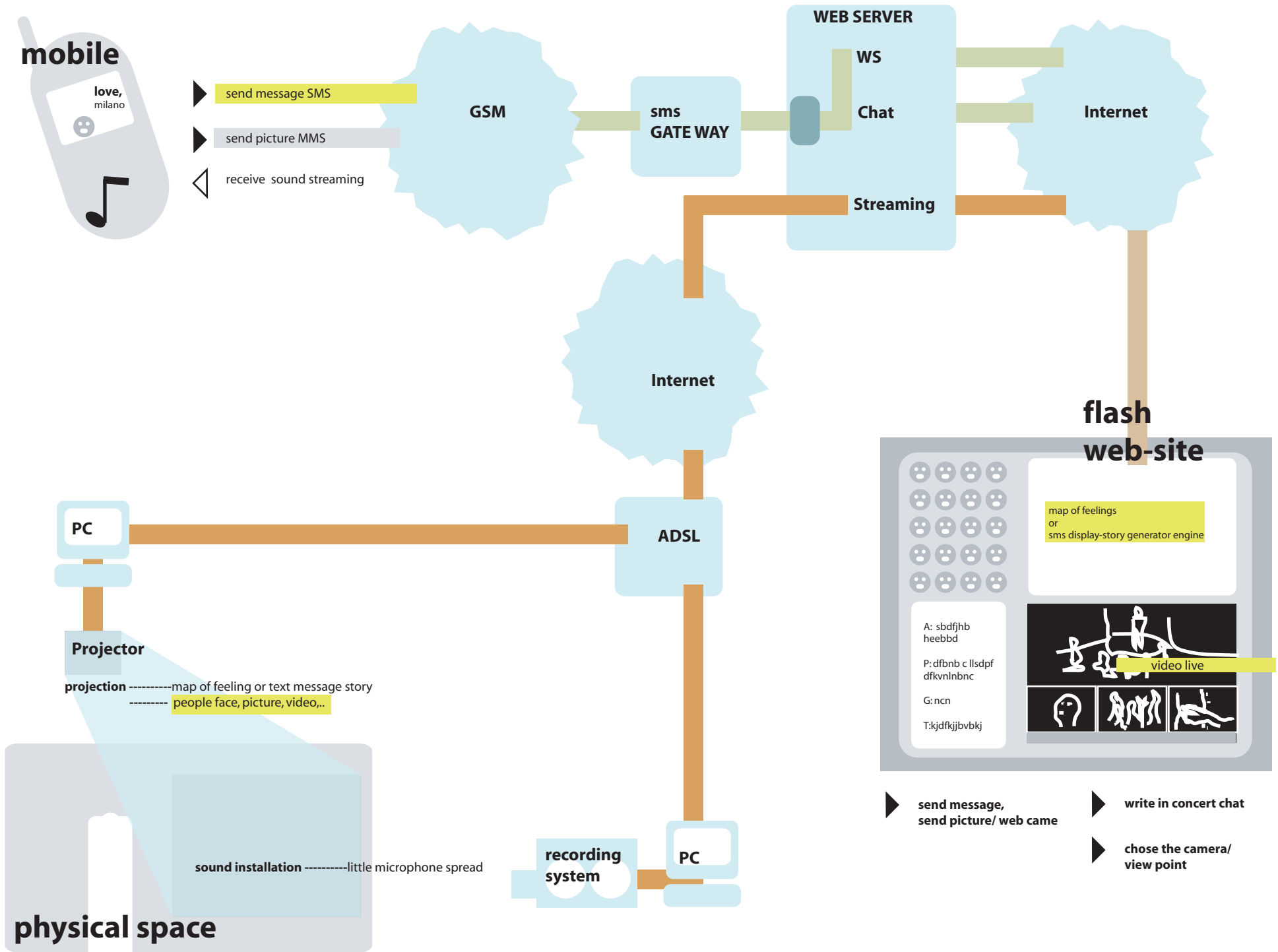
The remote people would be then able to feel the atmosphere of the concert through their mobile phone.

By way of a phone service, people could listen to the music performed live at the same time.

This service has to be communicated and advertised in advance so that people can be aware of this opportunity: for instance, on the website announcing the event, a number to call is presented in order to get an audio file supported by their own mobile phone model.



Diagramma



not all images are on the same page but there are different layers

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