



PROJECT CULTURE VORTEX

DEBRIEFING

Introduction

The MediaLab Amsterdam offers students of different backgrounds to participate in creative projects. During a semester, students get the chance to work in a professional environment and get a taste of working life in the creative industries. Team Led It Up will be in charge of the Culture Vortex project. Together with Dropstuff and the Institute of Sound & Vision, the team will be working on a project that combines discourses of urban screens in public space and the remixing of culture (in this case we focus on cultural expressions such as films/television/images, as provided by Sound & Vision's Open Images) and puts these into practice. Our main goal is to create a new and creative way to remix old material, showcase this on the big screen provided by Dropstuff on an event or festival, and add an interactive layer to it. The public should be able to interact with what they see. To make this happen the project requires communication between big LED screens and mobile devices/phones.

On Friday 18-2 we had an interesting meeting with Sound & Vision about their goals and requirements. This was our first contact with *Maarten Brinkerink*. We introduced our team, explained our expertise and discussed goals for the project. On Wednesday 23-2 we went to Dropstuff in Amsterdam. We introduced our team to *Gijs ten Cate*. Again we showcased our expertise and discussed the goals Dropstuff has for the project.

This document will contain information about what *Maarten* and *Gijs* told us when we met them and what they described as their goals. Also, we will describe our assignment, sum up what the succesindicators, chances and risks of this project are and how we will try to make it a success.

The Team

Led It Up is an international team which consists of the following members:

Helene is our French communications expert. She studied communication and information in Paris. Now she is in Amsterdam to work as an event producer for the project as she has experience in the event area. And she would like to learn some Dutch words!

Jorian is a student of Interactive Media at the HvA. Likes to play and listen to LOUD heavy metal and is currently employed as a webdeveloper. He will mostly be working on the technique of the project, as he has a wide range of experiences programming webapps, social media apps and websites.

Wilco is a student of Interactive Media at the HvA. Likes to make programs in his own time but also plays sports. The focus will be on making the program with Jorian. Did also classes in IT for programming in languages like: PHP, Java, .Net and several other languages.

Daan is a New Media student at the University of Amsterdam. He is interested in how new media affect our contemporary society. He is a social and easy going person who loves watching and playing football. Daan will be the manager and contact person of the team.

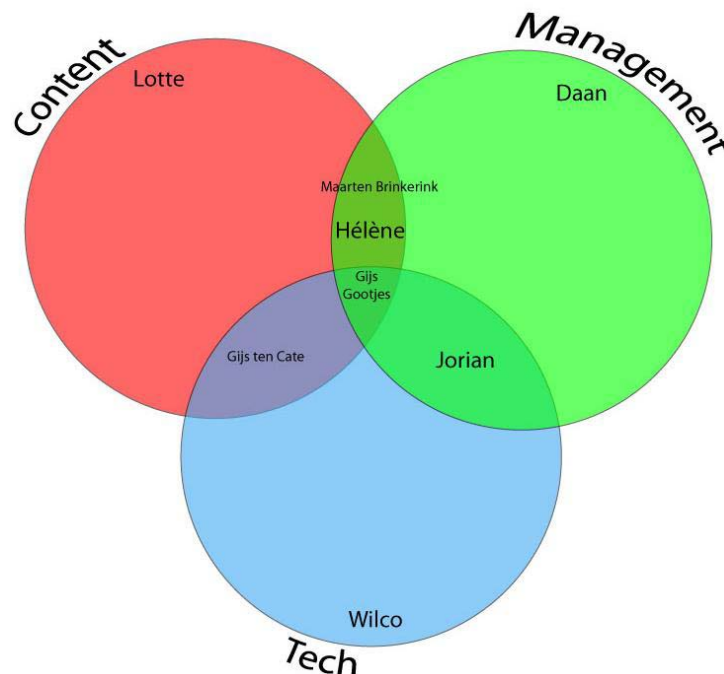
Lotte is a New Media student at the University of Amsterdam. Before that she studied Organisation Anthropology at the Vrije Universiteit for 2 years. After 5 years of university she's eager to put some of her creative ideas into practice instead of papers. Lotte will be in charge of all content.

Led It Up will be working with different parties. For the MediaLab, Dropstuff and Sound & Vision these will be our main contact persons:

Gijs Gootjes works for the MediaLab as project manager and he is here to guide Led It Up and oversee progress.

Gijs ten Cate will be our contact at Dropstuff. He will assist us with the technical issues that could come up, and will be available to work with us together on the project.

Maarten Brinkerink will be our contact at Sound & Vision. He will be the intermediary between us and the Open Images Database but also the person who can connect us with contacts for technique, event and content management.



Goals

Sound & Vision

The Institute of Sound & Vision in Hilversum is, on one hand, a museum about the history of Dutch television and, on the other hand, the archive for the audiovisual material produced over time. Currently (a part of) this archive is being digitalized for the Open Images database to be freely used by the public. With this project Sound & Vision wants to stimulate young creatives to re-use the material in the Open Images database. This way valuable content can be created to enrich the Open Images database en the different possibilities of remixing footage can be explored.

- To stimulate people
- To creatively re-use audio/visual material
- Usage of open source license
- Create valuable content
- Enrich the database
- Explore the possibilities for remixing of the footage (e.g. with alternative narrative) by having an interactive component with the installation

Dropstuff

Dropstuff is an organization that uses big LED screen to show digital art pieces throughout the Netherlands. They want to create an interactive digital museum without any walls in public space. By doing this, they are trying to make a platform for young creatives. All the screens are connected with each other through the use of a web based network. In this way all the screen can show the same content and connect the offline world with the online world. Their main goal for this project is to create a long term solution for the (mobile) screen(s). They want an interactive web/mobile application that can interact with the screens. So the experience of the digital art will be on a different level than in a traditional museum.

- For us to create an interactive solution
- Use a web application
- Use images and Video from Sound & Vision
- Launch the installation on an event
- For us to create something for long time use

Led It Up

For this project, Led It Up will have different goals according to the expectations of Sound & Vision and Dropstuff. At the end of these 5 months, we will have to create a mobile application that will interact with the mobile screen of Dropstuff, by using old images and sounds from Dutch TV, radio or movie from Sound & Vision. This system also has to be re-used for an other setting. We can show this future installation during an event, in June. So people could interact with what they would see and in this way, we would stimulate them to re-used material from Open Images database.

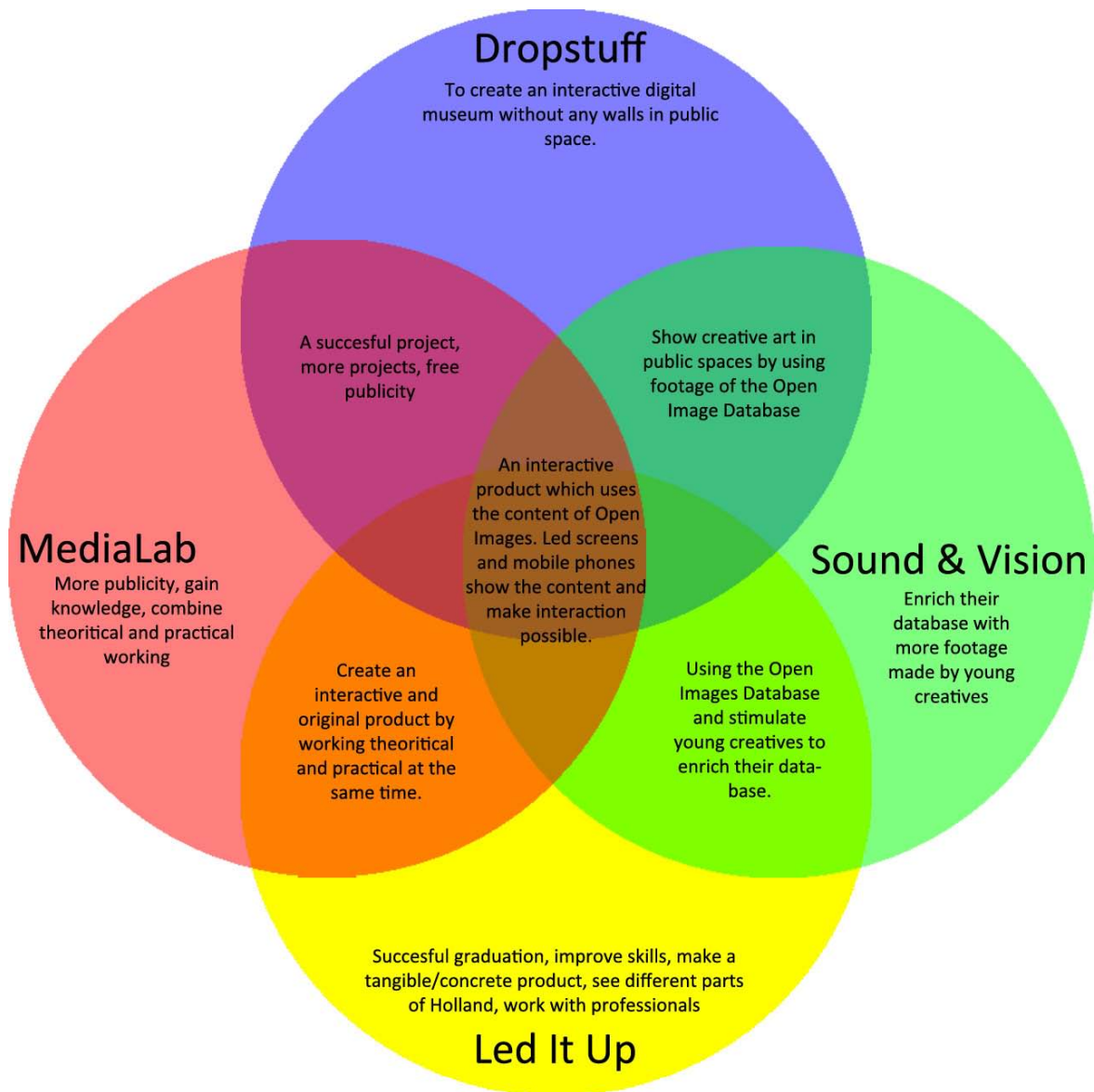
- To learn as much as possible during this project
- Meet professionals from the creative industry of Amsterdam
- To experience work in the creative industry

- Learn how to organize an event
- To create a working installation

Media Lab

The MediaLAB does practical research into innovative interactive mediaproducts for businesses, creative sector and education. They want to gain and document knowledge about innovative ideas, technologies and products by running all sorts of projects.

- Get more projects
- Manage successful projects
- More publicity
- Work with Innovative projects
- Combine theory and practice
- Get new knowledge about html5 etc
- Documentation of knowledge



Assignment

In a nutshell our assignment is to remix the content of the Sound & Vision Open Images Database for Sound & Vision while using the Dropstuff LED screen as a channel to introduce the images to the public. We have to create an interactive product. This can be either interaction with content that has already been remixed by others, or the remixing will have to be done by the public through interaction. The interactivity will mostly be channeled through a mobile web application because of the wide spread support for different platforms.

- Use the Database of Open Images
- Remix the data, movies and images
- Launch the project at an event
- Let users use their mobile phone for interaction
- Collect data made by the users for the Open Images Database

Success indicators

- Create an interactive program which can be used more than just once
- The program should invite people to interact with it
- Create valuable content for the database of Sound & Vision
- We launch an event
- Graduation of school
- To be present on an event
- Gain/document knowledge about interactive programs

Chances

- To get experience from professionals
- See different parts of Holland
- To experience work in the creative industry
- Building a network of professionals
- Find a job for the future

Challenges

- To unite the different goals of all parties into one single concept that works well for all
- Programming the mobile application
- Design of user interface
- Limited content in Open Images Database
- Graduation of team members

Deliverables

- Web application for long term use
- Research document
- Concept document
- Technical document
- Prototype document
- Production document
- Manual document

Global Planning

Each Monday, at 13h the team Led It Up will have a meeting to talk about the last week and to plan the other one. We will weekly keep Maarten and Gijs up-to-date by email. You can also have information about what we are doing on our blog: www.medialab.hva.nl/leditup or our Twitter: @leditup020. We can all share and consult documents on Google Documents, as well as the planning in the Google Calendar.

Research document/presentation	wednesday 8 March
Concept document/presentation	week of 28 March
Design document/presentation	week of 11 April
Technical documentation	week of 11 April
Prototype document/presentation	week of 9 May
First version program	week of 30 May
Event	Somewhere in June or early July
End program	End of June

Contact persons

Dropstuff.nl

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 T/F +31 (0) 20 777 41 63

Contact person:

Gijs ten Cate

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MediaLab

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Julia Olthoff - MediaLab team

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Designer

Roxanne Allard, owner of Ontherockz Concept & Creatie, is currently in charge of design as our art director.

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Led It Up

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