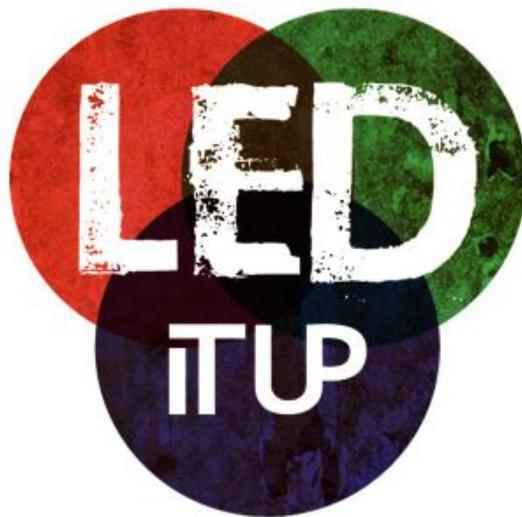


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Team Led It Up

Daan Fliervoet, Hélène Jonette, Wilco van Gog, Lotte Meijling, Jorian Stevering

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# 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.

# Partners

## 1.1 Dropstuff

**Dropstuff** is an interactive narrowcasting channel that show artworks from professional artists and designers as well as creative contributions from the audience. They work with digital screens throughout the Netherlands and in Europe. The main goal is to give artist, that work with digital art, a stage where they can show there art works, it is a kind of museum without walls. Because according to *Dropstuff*, digital art doesn't fit in a traditional museum environment.

Dropstuff has tree different kind of programs:

- **Artstuff:** Artworks of professional artists and designers
- **Drop Ya stuff:** Open stage program where everybody can send his own creativity (It is not like Youtube, Dropstuff can choose what to show!)
- **DS Workshops:** Weekly selection of the results of the video-workshops about Art and freedom of speech. Only for Dutch pupils between 14 and 17 years old.

People can also buy space on the screen but with the restrictions that they may not use it for commercial purposes.

The screens are placed on different locations and there is one big mobile screen, called Paviljoen. The screen are connected to each other with the use of a web system, this means that the content on the screens are all the same. The third link in there projects is interaction. With the use of mobile phones it is possible to interact with the screens. You can play games, add text messages or give commands for example. In this way they are trying to create an online platform as well as an offline platform. For the moment, the first screen of *Dropstuff* hangs in the mainhall of Den Hague Central Station. They plan to set up screens in Utrecht, Eindhoven and Schiphol.

*Dropstuff* was exposed their screen, Paviljoen, at the Art Exhibition of Venice (<http://www.youtube.com/watch?v=5sWPvT-j0CQ>). This year, it will run the June 4 until November 27, 2011.

The team of Dropstuff:

René van Engelenburg	Director
Steef van Lent	Production Manager
Gijs ten Cate	Media Development
Mirjam Wiekenkamp	Management Education

## 1.2 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 and the different possibilities of remixing footage can be explored.

### Projects

The *Culture Vortex* project is part of the *Open Images* project. And *Open Images* is part of the *Images for the Future* Project. The aim of the project is to develop an interactive concept around Dropstuff's large mobile screen. Organize an event at which the visitor can interact with this screen in an innovative way.

## 1.3 MediaLab

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

# Content

## 2.1 Images

### Open Images

*Open Images* is an open media platform that offers online access to audiovisual archive material to stimulate creative reuse. Footage from audiovisual collections can be downloaded and remixed into new works. Users of Open Images also have the opportunity to add their own material to the platform and thus expand the collection. Open Images also provides an API, making it easy to develop mashups.

Access to the material on Open Images is provided under the Creative Commons licensing model. Creative Commons gives authors, artists, scientists and teachers the freedom to approach their copyright in a more flexible manner and make their work available in a way they can choose themselves.

The 'open' nature of the platform is underscored by the use of open video formats, open standards and open source software components. Furthermore, all software that is developed within the scope of Open Images will also be released under the GNU General Public License.

Open Images is an initiative of the Netherlands Institute for Sound and Vision in collaboration with KnowledgeLand. By the end of 2009 Open Images offers access to over 450 Polygoon items from the Sound and Vision archives. The collection will grow substantially over the coming years; as new items will be uploaded continuously. Everybody is more than welcome to add material to the platform – not only collection institutes and producers, but all netizens creating new materials based on Open Images fragments and items from other open repositories.

Open Images has been developed as part of *Images for the Future*.

### Images for the Future

The archives of the Netherlands Institute for Sound and Vision (Sound & Vision) in Hilversum, of EYE in Amsterdam, and of the National Archive in The Hague contain the visual history of the past 100 years. Films, documentaries, radiobroadcast, and television programs comprise more than 700.000 hours worth of material. The costs for creating this oeuvre have run into the billions. The educational, cultural, and economical value of this material is unprecedented.

Spread over a period of seven years, the FES (Fund for the reinforcement of Economic Structure) is providing a budget of 154 million Euros for the digitization of the Netherlands' audiovisual memory. With it, the imminent threat of decay and loss of vulnerable films and video- and audiotapes is being taken away. During the project, a total of 137.200 hours of video, 22.510 hours of film, 123.900 hours of audio, and 2.9 million photos from these archives will be restored, preserved, digitized, and disclosed through various services.

The main goal of the project is realising maximum accessibility to the audiovisual material for the targeted user groups (educational institutions, the general public, and the creative sector). To reach this goal, Images for the Future is developing and offering innovative services and applications

#### **Open Images search terms and results:**

Liberation day	0
5th May	193
Huishoudbeurs	1
Queens Day	3
Sport	110

**Conclusion:** As we can see above, there are not so many images to use. For the remix and the interaction we will need more content.

## **2.2 Interaction**

The Culture Vortex project has to have some interactive elements. In this Chapter we will research which kind of possible forms of interaction there are and which ones we can use in this project. There are different modes of interaction.

#### **Modes of interaction**

- Physical interaction (moving in front of a camera or sensor: <http://www.youtube.com/watch?v=M-wLOfjVfVc&feature=related>)
- Cell phone interaction (<http://beeldschermen.blogspot.com/2010/07/interactieve-projectie.htm>)
- Sound interaction (using sounds for interaction with the screen)
- Web interaction (using the web for interaction with the screen)
- Touch screen interaction (using a touch screen for interaction with screen)



#### Possible interactions on the screen

- Gaming (<http://megaphonelabs.com>)
- Displaying live twitter feeds or other social media
- Displaying Flickr feeds (pictures)
- Augmented reality (show yourself on the screen)
- Mobile phone as a remote controller
- Playing music



*The Hand from Above - filming people, showing them on the screen. AR: big hand tickles, shortens and lifts people up.*

## How?

- Calling a number and vote
- Texting a number and vote
- Via an app on your mobile phone
- Via social media adding text/information to the screen
- Moving in front of the screen
- Moving in front of a camera
- Use of voice recording



## Examples of gaming:

- Playing tennis
- Playing pong
- Quizzing
- Car race
- Kicking against balloons (<http://beeldschermen.blogspot.com/2010/11/kom-in-beweging.html>)
- Playing music (<http://www.youtube.com/watch?v=-qmmdGonQW4&feature=related>)
- To dance (<http://www.youtube.com/watch?v=8r5lSkUBIVE>)



### **Narration**

We could reuse the images in some sort of a narrative. Possibilities are for external artists to create a short film out of the Open Images database. Other possibilities are for us to determine some sort of narrative and have people interact with the screen by the use of their phone at the event itself and have them choose the order of the narrative, or vote for alternate endings. We could show scenes and the public could create a narrative out of the scenes by choosing in what order they should be shown.

## **2.3 Narrative**

We could reuse the images in some sort of a narrative. Possibilities are for external artists to create a short film out of the Open Images database. Other possibilities are for us to determine some sort of narrative and have people interact with the screen by the use of their phone at the event itself and have them choose the order of the narrative, or vote for alternate endings. We could show scenes and the public could create a narrative out of the scenes by choosing in what order they should be shown.

### **Interactive narrative**

#### **1) Intermediate Level**

##### About:

By clicking on the figures in the cartoon, they climb out of their frames and you create the narrative that has not been chronologically determined.

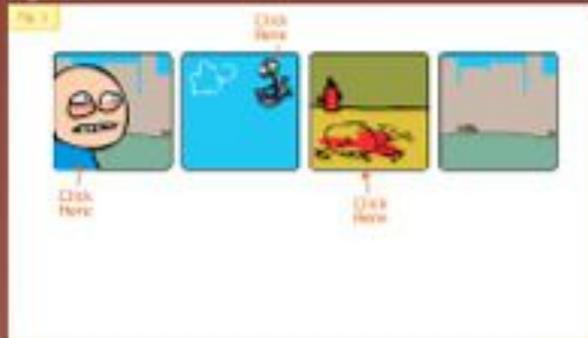
## Animation and Interactive Narrative in Flash

by Simon Norton

INTERMEDIATE LEVEL

In my interactive animation *Testimony: A Story Machine* I decided to make a comic strip in which the characters climb out of their frames and reposition themselves (see Figure 2). This idea has been of interest to many people and I feel there is potential for this idea to be taken further. The tutorial provides a step by step approach to the process.

Figure 2



<http://www.abc.net.au/arts/strange/workshop/flash.htm>

### Relation with our project:

This project is a nice example of how re-create a narrative from images. It is an inspiration for us. We would like to set up an application so the audience can interact with the screen. Re-creating new narratives from the videos/images of Open Images is one of the way we would like to remix them.

## **2) VPRO: T Visionarium**

### About:

It's a 360 3D cinema where you can call forth the content of the database by the use of a 'remote'. Search by keywords about both content and emotions. It provides people with the opportunity to discover the digitalized visual content and remix it the way they like. Select, drag, play etc. The user is interacting with the screen and content, creating it's own narrative.



Info: <http://eeuwvandestad.nl/archives/7403>

Relation with our project:

What we can use about VPRO, for our project, is the idea of cutting the video from Open Images in different fragments. In this way, the audience will re-create a new narrative and enrich the database of Open Images. They will play with the fragment of video clip and remix it. By cutting the video, the audience will create the building block, broadcasted on the screen.

**3) EYE Film Institute: The Scene Machine Live**

About:

The Scene Machine Live is filled with hundreds of film fragments taken from EYE's collection of Dutch film. Each fragments have been assigned relevant keywords. As a user, you can either choose from preconfigured themes or create your own combination of keywords. In the live installation, visitors can manipulate the images by using blocks. By placing a block with a given theme or keyword on a light-table, the user triggers a series of ever-changing film fragments on the big screen. The goals is to let users explore EYE's extraordinary film collection in a fun and intuitive way.



Info: <http://www.youtube.com/watch?v=qVDKnKXvP58>

<http://www.eyefilm.nl/en/news/scene-machine-live-interactive-film-installation>

#### Relation with our project:

As EYE's collection, we could use the collection of Open Images and select some videos to class them from themes (sport, dance, cook, fashion...). Thanks to the smart phone the user can choose a theme and on the screen will appear a ever-changing video. It is a good way to make videos well-known to the audience so they know that they can use it as well.

#### 4) Games

About:

Here is a clip to get a history of interactive fiction and storytelling in video games. Examples of games with narratives are: Myst, Fallout, Black and White, The Sims and Everquest



Info: <http://gametheoryonline.com/2011/02/01/interactive-fiction-video-game-storytelling-movie/>

Relation with our project:

We could use the story telling part of the games in our project. We could make a scenario with the images of Sound & Vision and let the audience solve a mystery.

## **5) Falling Girl**

About:

*Falling Girl* is an interactive narrative installation. A young girl is skydiving over a building and a story will be created around this jump. The viewers can participate in the story. People are inside the building, the viewers will be those people, their silhouettes will appear through the windows, they will interact with the girl.

When the falling girl lands on the sidewalk, she is an aged woman. This project has been done to show that our lives are short!



info: <http://www.snibbe.com/projects/interactive/fallinggirl>

Relation with our project:

The falling girl is a great example of how we could interact with the audience. The audience will make a move and it will be shown on the screen. This project looks like the one of the Interactive Urban Dance Projection @ U Turm in Dortmund (<http://www.youtube.com/watch?v=la3wH95TdZk>) This project was realised by MediaLab. The people were dancing and their shadows was shown on the building.

## 6) Archive wall

### About:

This project is about investigating a previous researcher's inquiry at a particular archive. The user is using his mobile phone to select and “play” the archive. Thanks to this experiment, we know what it might feel like if you could bring up one of these archived set embodied in an object, and by using that object be able to navigate around.



Info: <http://vimeo.com/2148601>

### Relation with our project:

This project is a good example of using the mobile phone as a remote control to choose the images that they want to see. For our project we can broadcast on the screen a lot of videos, as much as possible, and the audience can use their mobile phone to play the videos or to stop them. So they are interacting with the screen by using their mobile phone, thanks to the application that we will set up and they are watching the images from Open Images so they are aware that they also can use them.

## 7) The Viral Sockpuppets Press

### About:

“Viral Sockpuppets” is a character driven crowd-sourced interactive narrative, played within the YouTube community. The aim is to create a free flowing fun story that challenges players to push their creativity to new depths and encourages the growth of subscribers.

Each character is playing for control of the protagonist and the audience.

it creates the stories that the audience, want to see.

After each episode the protagonist requests players from the YouTube community to make response videos, telling them how they should go about resolving the narrative. After each round of response videos, a news brief is posted by the Viral Sockpuppets Press, informing the audience of their narrative options, and requesting them to vote for their favorite video response.



<http://www.viralsockpuppets.com>

### Relation with our project:

This project is a nice inspiration about how to encourage people to create new narrative. Each player has to create their own profile to interact with other players. We can also use the same voting system for our project. It is a great idea to put the audience in competition. They have to be the best to have the chance to see their picture broadcasted on the big screen, for example.

## 2.4 Remixing

### 2.4 Remixing

For this project we have to remix the old images of Sound & Vision. In this paragraph we research which sort of remixing possibilities there are.

#### 1) Oude Foto's

About:

This is an installation in the Library of Delft. It uses the information of the library passes to search for related archive material in the database of the library. The installation will find old pictures of movies that are related to the person in the pass.



Info: <http://beeldschermen.blogspot.com/2009/11/oude-fotos.html>

Relation with our project:

The relation with our project relies in the extra information that de installation adds. We could use the images of Sound and Vision to connect with the user of the web application. Or People can compare different images from the past with temporal images. We could arrange all kind off images that are in relation with a person.

#### 2) Remixing culture

About:

*Vidders* remix video images into new film. Youtube is ultimate remixing platform. New form of media 'art' emerged from there: Youtube poop. YouTube Poop is a name used for videos posted on YouTube,

which are usually nonsensical and random. They are simply just randomly chosen clips from things such as cartoons, clipped, looped and remixed to make it sound really strange. The most commonly used clips include scenes from the CD-i game of The Legend of Zelda, and a Mario game called Hotel Mario. These particular YouTube Poop videos (or YTP) are popular among the internet-savvy people and are a major source of Internet culture. Some of YTP are inspired by media shown on YTMND.com, such as the public service message given by Sonic the Hedgehog about being touched in uncomfortable places. The most popular source of clips would be from the Super Mario Bros. cartoon, episode called "[Mama Luigi](#)". The most used phrase from this episode would be "That's MAMA Luigi to you, Mario!"



Info: <http://www.youtube.com/watch?v=3TqfS7OESHc&feature=related>

Relation with our project:

We could use the remixing parts of this example. We could use looping, cutting, clipped and all kinds of editing they do in these kinds of projects. We could cut up the images of Sound and Vision and make new clips of them and show them to the public. Or let the public do the editing and create a database with samples that they can remix.

### 3) The Open Video Alliance:

About:

Art & Remix Culture Our culture relies on sharing and spreading ideas. Technologically and creatively, the ability to access, publish, and contribute has never been easier. Remix culture, free speech, and video are essential components of modern communication. Whether cutting from [political speeches](#), [mashing up pop culture](#), or exploring new and original work, we are at a crossroads of art, storytelling, and participation. The possibility of creativity through digital video is as vast as the number of people producing it, but faces legal and technical restrictions that aren't as common for other forms of speech.

The [threat of piracy](#) in online video has contributed to [legal maneuvers](#) that lock down content and restrict use of the raw materials of culture. Not only does the erosion of creative license alienate fans and diminish access, but also it further sustains reliance on a past-oriented copyright dependent

business model on behalf of incumbent interests. This serves to limit new ideas and the present day rights of cultural producers.



Info: <http://openvideoalliance.org/issues/video-art-remix-culture/?l=en>

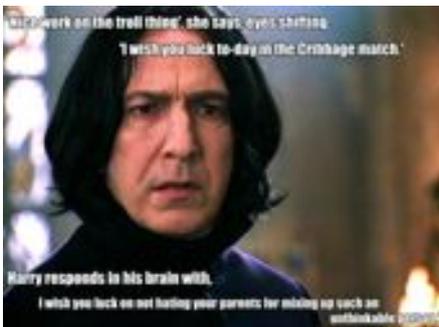
Relation to our project:

In this project the remix images through the use of music. This is something that we could use as well. We could make web application based on a dj booth where people can remix music and the de application will automatically remix images from Sound & Vision with it. This would something for a music festival. This kind of remixing needs participation of the public and that's what we want.

#### 4) Wizard People, Dear Reader

About:

*Wizard People, Dear Reader* is an unauthorized re-envisioning of *Harry Potter and the Sorcerer's Stone*, by Brad Neely. To experience it, viewers need to get a copy of the first Harry Potter movie (known as *Harry Potter and the Philosopher's Stone* in Europe) and watch it with the sound off, replacing Neely's narration with the original soundtrack. After spreading rapidly among Neely's friends in Austin, *Wizard People* made its theatrical debut at the New York Underground Film Festival, to rapturous applause. We think Neely has crafted an as-of-yet-unnamed new art form, one everyone should experience for himself or herself. (*Wizard People* has no affiliation with Warner Brothers or the creators of Harry Potter.)



Info: <http://www.illegal-art.org/video/index.html#union>

Relation to our project:

From this example we could use the part of creating a new narrative with the same images. So we show some images of Sound and Vision and the participant could fill in text balloons or subtitles in the web application. Or if we could use sound samples that the participants van record with the mobile application. In this way we create all kinds of new narratives and new material for Sound and Vision.

## 5) THRU YOU

About:

Artists create psychedelic funk music by remixing music from other artist. They make new music videos. It started in 2009 en is huge success in the online remixing culture. The project is a celebration of music and collaboration between people.



Info: <http://thru-you.com/#/videos/1/>

Relation to our project:

Participants could send in images from them selves playing music and we could remix them with music videos of the archive of Sound & Vision. Or make a program that automatic remix the images that were send in. Another thing that we could use from this project is making a collage of different images with a new story in it. We could make an application were participant could make a collage of different images of Sound & Vision.

6) Eclectic Method:

About:

Eclectic Method's kinetic live shows splice music, film, TV and videogames into a body-rocking audiovisual concoction that gets clubbers hopping and synapses popping. "We are constantly in the process of remixing media and researching new forms of narrative that multiscreen stimulus brings," said the trio's Jonny Wilson in an e-mail to Wired.com. "We also rock a sick party with clips you saw on TV just yesterday, mashed up with a million memories from the collective media history we all share." The group has also managed to turn remixing, an art form that has earned its practitioners no small amount of legal trouble over the years, into a lucrative business. Ever since [Eclectic Method](#) emerged in 2002 remixing videos for U2 and Beastie Boys, Wilson and his partners Ian Edgar and Geoff Gamlen — who work remotely from Los Angeles and London, respectively — have been scratching DVDs live like skilled DJs and doing remixes for major tech companies and media outlets.



Info: <http://vimeo.com/19991649>

Relation to our project:

We could create the same kinds of mash-up that the Sex Machine Man is creating. This example is shows almost the same some examples above. Through the remixing of images in a live action application we could create new narratives with the images and the sounds. We could show different images on the big screen and the participant could remix them into new timelines by using their mobile phones.

7) Total Recut:

About:

Total Recut provides online resources and social networking opportunities for fans and creators of video

recut, remixes and mash-ups. Users can watch videos or showcase their own work in the galleries, download copyright free source material to use in their own remix projects, learn about remix culture and copyright issues, undertake instructional video tutorials and enter contests to win prizes or just for fun.



Info: <http://www.totalrecut.com/>

In relation to our project:

Interesting about this sort of remixing is that they only use short moves. This is something that we could use as well. Let the participant make short remix clips. The participants make new and alternative meanings by different interpretations of the image from Sound and Vision. We could use the comment en rating system in our installation. In this way participants get more attach to the images that they see. We could make a competition where at the end of the festival someone will win a big prize. By creating new images we would enrich the database of Sound and Vision.

#### 8) Open your Eyes

This one is called "Open Your Eyes" and it was built up from 11 pop songs. It is a remix of different pop songs. They use small samples of pop songs to create a whole new music song. With the samples they use the images of the music clip it is related to.



Info: <http://www.youtube.com/watch?v=tCOitGXt1bM>

Relation to our project:

Interesting about this problem is the reuse of different clips and sounds to make a new music clip. They use the sounds of the images to create a new narrative/clip. We could use the words in the images to create new sentences. The participants could enter new lines of words and create a clip with it. On the screen you will see all kind of different images but the new sentence will make the message clear. In this installation we will create new material for Sound & Vision.

#### 9) Lucky TV

About:

Sander van de Pavert remixes news images. He uses the images to make small and funny movies about news subjects. With the help of sound or video samples he tries to make fun of the contemporary society.



Info: <http://www.luckymedia.nl>

Relation with our project:

The artist uses a lot of voice-overs in his videos. The use of voice-overs gives a lot of humor with the videos. We could let the participants create all kind of voice-overs and match them with images of the database from Sound & Vision.

#### 10) Bandjesland

About:

Bandjesland is a participative installation where visitors can mix samples and record their own samples for direct playback in a dancy composition. Classic cassette tapes are equipped with an RFID chip. Each

chip is connected with a sample set featuring sounds of four instruments: a bass, a beat, a melody and vocals (recordings). These samples can be mixed in the composition by positioning a cassette tape on a special playback table.



Info: <http://www.arneboon.nl/>

Relation to our project:

In this installation the participant makes the music. From this installation we could use different samples of the database of Sound & Vision and make a web application to remix them. The interesting part of this installation is that the participant could also create a sample himself or herself. In this way you have another part of interaction with the public not only the remixing part but also uploading their own content. So, we will enrich the database of Sound & Vision in two ways.

11) Bureau Renkema

About:

They make all sorts of remixes of images, with the help of voice-overs, sound editing and video editing. An example is Fransie's Vakantiequiz, here the use looping, voice-overs and editing to create a new narrative from images of the parliament of the Netherlands.



Info: <http://www.youtube.com/watch?v=ukfM0GIZEeI>

Relation to our project:

Interesting is that they use all kinds of news images for remixing. Most of the images from Sound & Vision are news images as well. So it is possible to create funny and hilarious new movies out of them by remixing and editing voice-overs to create new narratives.

## 12) History about remixing

About:

Kirby tries to demonstrate in this series that everything has already been made in culture, we are now in a closed circle. First episode deals with music and second with cinema. Kirby Ferguson is a writer, director and producer who has created dozens of comedic short films. Through this documentary we can see that everything can be remixed



Info: <http://www.ourhour.tv/everything-is-a-remix/28-02-2011>

Relation with our project:

This video shows that a lot of images today are remixes and not new. We can use this as a theme for our project. This movie doesn't have remixing things in it but it gives us more of a understanding what remixing is and that is it all around us. A lot of music nowadays are remixes of artists from the past. The same is actually happening in movies. A lot of shots in movies are from other movies.

# Technique

## 3.1 Mobile app

There are a lot of different possibilities in making a mobile app. Mainly there are three directions we will want to investigate. Do we want to make a native application, a web application or do we want to wrap a web application in a native shell. For us to make a decision about this we will have to take a look at the pros and cons coming with the different options. The next chapters will explore these options.

### Native

The possibilities for native applications are virtually endless. You can make use of all the functionalities of the device the application is running on and give the user a lot of control. However for our goals the cons far outweigh the pros of a native app.

When building a native app we will have to write all the programming in a language specific to each platform. For example, programming on the iPhone will have to be written in Objective-C as for Android everything will be in Java. The same goes for all the other platforms like Symbian, Windows Mobile and RIM (BlackBerry). This of course means we will have to develop an app for each platform if we want to reach as many people as possible. Doing so will not only be expensive but also really time consuming.

Another thing we will have to keep in mind when working with native apps is the publishing. When releasing an app you will have to submit it to the platform specific application stores. After submitting your app you will have to wait for approval. This also needs to be done when releasing an update for your application. Which means you can't push out updates whenever you want to.

Summing up these reasons leads us to conclude that we most likely will not be producing a native app.

### Web

This is probably the most promising of our options. All the drawbacks of native apps don't really exist while making a web application. A web application will run on virtually every device that is equipped with a webkit browser. This all ready includes iOS, Android, BlackBerry, Symbian and Windows Mobile. So the reach of a web application can potentially be extremely large.

Also there is no application store we have to use as a channel to publish our app. So we can push updates whenever we want or whenever a problem appears, and people won't experience any downtime. The downside of not having an application store is the fact that we don't have a channel to spread our app. Now this won't be a big problem because we will most likely spread our application during the event.

## Javascript Frameworks

For a mobile WebApp we will be most likely to use one of the following javascript frameworks. Mostly because it will be quite easy to recreate an application like user interface. However these webbapplications will have to run in a webbrowser to work. Which could make it less easy to work with for the users. The following are two examples of Javascript frameworks we could use.

### jQuery Mobile

jQuery is a collection of Javascript functions packed together so you are able to use them easily. There are some options here. jQuery exists as a web version and as a mobile version. Now it would be obvious to use the mobile version, as we are creating a mobile application. However jQuery mobile is still in alpha phase of production, this means that they are still developing the platform which could result in bugs. We could also use the web version of jQuery only this could be quite heavy for mobile devices.

We also have to keep in mind that there is some experience within the team on the area of jQuery.

<http://jquerymobile.com/>

Example for on the Phone (could be quite heavy):

<http://jquerymobile.com/demos/1.0a3/>

### Sencha Touch

Sencha is another Javascript based framework. In this framework you only work in Javascript. You type the Javascript and it will generate the HTML for the web application. User Interface elements are also created automatically. A possible difficulty here is the fact that you have to type Object Oriented Javascript, which is slightly more complex than the inline Javascripting that is more common. Also here is some experience within the team.

<http://www.sencha.com/products/touch/>

Example (webkit browsers only):

<http://dev.sencha.com/deploy/touch/examples/kitchensink/>

## Web + Native shell

To get around the point of our application running in a webbrowser there are solutions. These platforms create some sort of shell around our webapp and make it run like it is a native application for the phone. This however, could cause less wide spread support amongst different platforms.

### PhoneGap

PhoneGap is the most commonly used. With PhoneGap you type your application just as you would any other web application. With HTML/PHP/CSS/JS. After that you can pack your application with PhoneGap so you can install it on, for example, iOS or Android. Through PhoneGap it will also be

possible to use some of the more complex features on mobile devices, such as accessing the camera, or things as the accelerometer.

However this takes us back to the application stores as channel to spread our applications.

<http://www.phonegap.com/>

## 3.2 Screen

What we will make for the big screen is not that much different from the mobile. There is a lot more room for data, images and other content but the way to program the application is only a bit different.

### HTML5 & HTML & CSS

HTML5 is a new language which is slowly becoming the web's new standard. Therefore it's handy to make an application on this way. There are a lot of new ways compared to HTML4. CSS is not really a program language it's more a kind of designing the web page in code.

To do the screen application and the mobile application in the same language support on the application should be more easy. Also the communication between the programs should go easy.

### PHP

This server side language is handy to use because of the way to communicate with the database. By getting the data from the database and building a HTML5 page you can combine the functions from HTML5 and content from the database in an easy way.

### jQuery & Javascript

These program languages are already explained on the mobile part. But the screen also can have this function. It depends on the concept we will create. In this stage we don't know what to create so I can't say will use it or we won't but with these languages we make some animation on the screen and therefore they can be handy to use.

### Actionscript 3.0 & 2.0 (Not recommend)

With using a Flash application which can't be supported on mobile we risk communication with the mobile device. Also is Flash less and less used by company's because the new web standard isn't with flash animation. Therefore we won't use Flash or Actionscript in this project if it's possible.

## 3.3 Database

The database with information is at the Open Images webserver. This database can be reached by an API (Chapter 3.4). Because we don't know if we're going to use the API or an own database I describe the options we have.

If we create an own database we should use the next things:

### SQL

Sql is the language which can be used for communicating with the Database. By making a query you can harvest the records you like or even change records. In combination with PHP you can create a website which is able to show content out of the database.

### PHP

The program language we use for making a website or application in combination with jQuery or javascript we can make interaction and animation on the phone or a screen. But the main reason is the possible way's to change the database.

## 3.4 API

The API of Open Images can be found on: [www.openbeelden.nl/api](http://www.openbeelden.nl/api). Below i describe the functions which are working right now. To search on tags, locations and other things ain't possible on this time. Probably for the project we will create our own database so we can search data the way we prefer.

For use change **YYYY-MM-DD** to a date, by doing so you will get the data in XML format.

#### **Get a specific day out of the database:**

[http://www.openbeelden.nl/feeds/oai/?verb=ListRecords&metadataPrefix=oai\\_dc&from=YYYY-MM-DD](http://www.openbeelden.nl/feeds/oai/?verb=ListRecords&metadataPrefix=oai_dc&from=YYYY-MM-DD)

#### **Get a range of dates out of the database:**

[http://www.openbeelden.nl/feeds/oai/?verb=ListRecords&metadataPrefix=oai\\_dc&from= YYYY-MM-DD &until= YYYY-MM-DD](http://www.openbeelden.nl/feeds/oai/?verb=ListRecords&metadataPrefix=oai_dc&from= YYYY-MM-DD &until= YYYY-MM-DD)

#### **Get a specific record out of the database:**

[http://www.openbeelden.nl/feeds/oai/?verb=GetRecord&identifier=oai:openimages.eu:<MOVIE ID>&metadataPrefix=oai\\_dc](http://www.openbeelden.nl/feeds/oai/?verb=GetRecord&identifier=oai:openimages.eu:<MOVIE ID>&metadataPrefix=oai_dc)

# Production

COMPANIES	CONTACT(S)	PROFESSION	EMAIL	ADRESS	NUMBER	WEBSITES
Dropstuff	Gijs Ten Cate		gijs@dropstuff.nl	Pleinmuseum Foundation Damrak 68-II 1012 LM Amsterdam		<a href="http://www.dropstuff.nl/">http://www.dropstuff.nl/</a>
Sound & Vision	Maarten Brinkerink		m.brinkerink@beeldengeluid.nl	Media Park, Sumatralaan 45 Postbus 1060 1200 BB Hilversum	0356773434	<a href="http://instituut.beeldengeluid.nl/index.aspx?ChapterID=8532">http://instituut.beeldengeluid.nl/index.aspx?ChapterID=8532</a>
MediaLab	Chris Boven	MediaLab team	c.f.boven@hva.nl	Hogeschool van Amsterdam MediaLAB Amsterdam Singelgrachtgebouw, kamer 07A01 Rhijnspoorplein 1 1091 GC Amsterdam		<a href="http://medialab.hva.nl/">http://medialab.hva.nl/</a>
	Gijs Gootjes	Project manager	gijsgootjes@gmail.com			
	Julia Olthoff	MediaLab Team	j.j.olthoff@hva.nl			
EXTERNAL	CONTACT(S)	PROFESSION	EMAIL	ADRESS	NUMBER	WEBSITES
Ontherockz Concept & Creatie	Roxanne Allard	Designer	rockz.design@gmail.com			<a href="http://www.ontherockz.nl">www.ontherockz.nl</a>
Beroepsorganisatie Nederlandse Ontwerpers		Designers	bno@bno.nl	Danzigerkade 8a 1013 AP Amsterdam, Postbus 20698 1001 NR Amsterdam	0206244748	<a href="http://www.bno.nl/">http://www.bno.nl/</a>
Sound & Vision	Evelien	Help for the content				
Dropstuff	Steef van Lent	Help for the event				

# Planning

# Finances

# Events

- 5th of May **Liberation day**. Example of place to go to: <http://www.bevrijdingspop.nl/> Big (free) event to celebrate liberation day. Every year.  
Pros: Big festival, good theme to work our remixing around  
Cons: Might not be the public we are looking for
- 30 April **Queens day**. Example of place to go to: **Gasten zonder Grenzen**. Each year they organise a 'rave' @ some underground location. Last year it was under the bridge:  
<http://www.koninginnedagamsterdam.nl/2010/evenementen/overige/gasten-zonder-grenzen-meet-her-under-the-bridge/details.html>  
Pros: GZG has a 'coolness' factor to it, Qday is big  
Cons: The entire city will be drunk, not the public we want
- **World Roots Festival** Amsterdam (June): Cultural Festival. This festival will run during 4 days: The 23rd until the 26th of June in Paradiso, Melkweg and the Oosterpark.
- **Holland Festival**: It is the biggest in the Netherlands performing arts festival of international character. It will be around June.  
Pros: public interested in less mainstream, more artsy  
Cons: seems like an old public, spread out through the city
- **Parade Rotterdam**. 16-26 june. Theater, Music and Food. And young filmmakers. Has a reputation for being really artsy.  
Pros: nice public thats interested in art  
Cons: not a 'new media' public
- **Oerol Festival**. 17-26 june. Art, Theater and Music.  
Pros: artistically interested audience  
Cons: public is probably too artistic, a bit old and not interested in media
- **Rock-a-Field**. 26 June. Rock festival in Luxembourg. <http://www.atelier.lu/raf/index.php>
- **Parkpop**. 26 June.
- **Pinkpop**. 11-12-13 June.

# Inspirations

For our inspiration, we should go to Art, media Exhibition/Workshops.

- **Filtering Failure** is opening on **February 25th** in Amsterdam. This exhibition is dedicated to the practise of filtering and of failure practices in media art. Rosa Menkman and Julian from C-Men, will show us how in digital arts these terms are being re-invented and re-used.

Filtering and Failure will run until **April 1st** at the Planeart gallery in Amsterdam.

Adress: Planeart

Wibaustraat 150 Amsterdam

Link: <http://rosa-menkman.blogspot.com/2011/02/filtering-failure.html>

- **Cross Media Cafe**, 29th of March at 14h30 until 17h30.

Adress:

Media Park in Hilversum

Link: <http://www.immovator.nl/cross-media-cafe-cross-media-formats>

- **Virtueel Platform**, 8th of March at 16h30.

Adress: De locatie is LOFT, het voormalige bedrijfsrestaurant van C&A op de 4e verdieping van het Arts & Crafts gebouw aan het Damrak 70 in Amsterdam.

Link: <http://www.virtueelplatform.nl/en/#2761>

- **iCE Amstedam**: European event on mobile strategies & app development, 7-8 March.

Adress: Westergasfabriek, Amsterdam

Link: <http://events.adformatie.nl/ice-amsterdam/ice-amsterdam.6752.lynkx?referer=rss>

- **Video Vortex 6 Amsterdam**, 11-12 March

Organized by the Institute of Network Cultures, and in a top cultural venue, Video Vortex 6 offers artist presentations (performances, screenings and talks), hands-on workshops

Adress: TrouwAmsterdam

Link: <http://networkcultures.org/wpmu/videovortex/6amsterdam>