



CREATIVEAMSTERDAM

Web-based platform to explore and connect the Amsterdam's creative scene



Introduction

Creative Amsterdam is an explorative way to find Amsterdam's creative scene. The idea behind this responsive web platform is to provide easy access to the creative scene of Amsterdam. By doing so, this platform facilitates connections between creative professionals in and around Amsterdam. An international multi-disciplinary team at the MediaLAB Amsterdam realized this platform in collaboration with DesignThinkers Group.

Team

Camila Olivera	(BR)	Product Design
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Jeroen Ruijter	(NL)	Public Management
Mizuki Kojima	(JP)	Design
Shubhojit Mallick	(IND)	Engineering & Nanotechnology





Why should people meet?

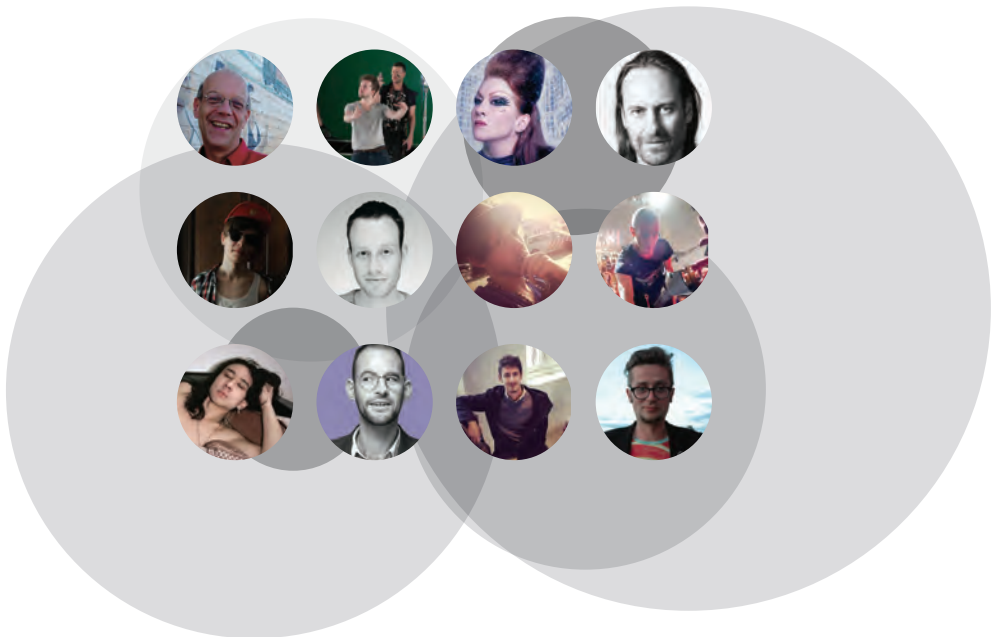
Insights from the conducted research suggest that physically meeting people is still considered more important than any digital connection. It is becoming important for people working together: the ability to collaborate is relevant to achieve innovation and increasing numbers of crossovers as well as co-create. From interviews being held amongst the creative scene it appeared that the creatives believe in having “more blended and co-creative” and “interdisciplinary ideas” to build up a more harmonic world.

Creatives in Amsterdam state that the issue lies not in connecting part of a network but in the finding part. Thus, Creative Amsterdam achieves this by exploring new connections.

What does it do?

Creative Amsterdam is a web-based platform to facilitates the access of Amsterdam's creative database. A digital platform that provides a comprehensive understanding of the creative scene in Amsterdam and would facilitate connections using geolocalized-mapping system. The creative ecosystem thrives largely on the efficient collaboration amongst each other; which essentially fosters a cross over of ideas. The platform allows anyone to access the services provided on any device. It would not force users to join but it allows users to contribute to the database as well.

Unlike popular search engines like Google, which uses page ranking, Creative Amsterdam uses geolocation methods, i.e. results closest to you will be shown on top. Therefore, it still provides relevant information at the bottom of the 'Google Iceberg'.

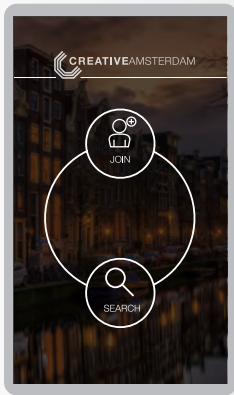


How does it work?

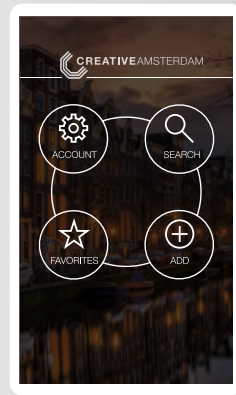
The web responsive platform was chosen to make sure the product is easy scalable to every interactive media namely: smartphone, tablet, desktop and combined with a gestured layered interface. The user can access our platform as an anonymous or create his own profile as a user or organisation. Having his own profile, it is possible to add places and events in our database.

The database has been categorised into People, Organisations, Places and Events. Using the tags provided, one would know the domain in which the organisation or creative professional has experience. Based on the distance of the result from you, the results are listed out. You can then favourite your results and browse through their works. The embedded social links provide an in-depth understanding of their sample works. The idea of the platform is also to allow user to improve further collaboration amongst creative professionals.

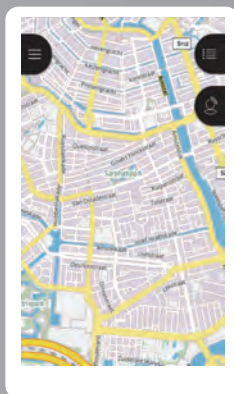




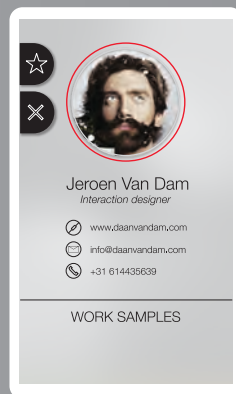
Join



Dashboard



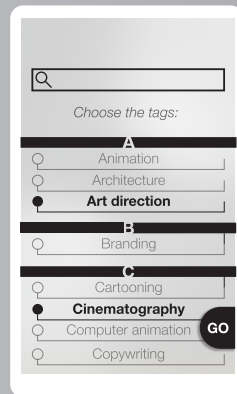
Map results



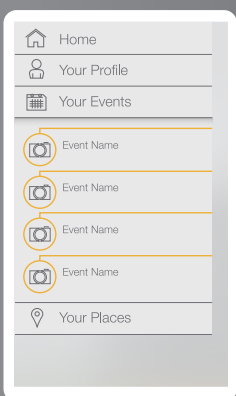
Profile



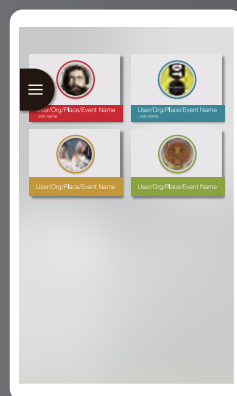
Filters



Tags



Account



Favorites

Features of Creative Amsterdam

At the moment, our web platform solves the problem of making the hidden information more visible and by listing the results on a map based on their distance from the device we have made it easier to find your creative neighbour and thus, promote physical meetups.

What will the future bring?

The future lies in developing a platform that would be a creative hub installed at various places like supermarkets, bars, cafes, metro or conferences and meet-ups. The 'hub' will allow you to interact with the information and therefore facilitate communication. Possible features in the near future are a self-checking algorithm to prevent abuse, which will automatically check the authenticity of a created event. As an additional incentive for a network, it is also desired to implement a rating system for people to better judge the credibility of the event or organisation.

Thanks to

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- Marieke van Dijk (DesignThinkers Group)
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- Justin van Wageningen (CJC-Automatisering)
- Tjarda de Haan (Amsterdam Economic Board)
- Amsterdam Creative Industries, Centre of Expertise

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