



Public PartYcipation

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Cape Town 2-6 September 2013

High Public Awareness – A wind of change

- Part 1

[Why] methodology/ the tools of research

- Part 2

[The Fact] the way it is perceived by the citizens

- Part 3

[How] examples of the expression of the phenomenon

- Part 4

[The Case Study] Cocktail PartYcipation



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Everydayness, norms and tendencies

Impact on the prevailing atmospheres the norms and tendencies

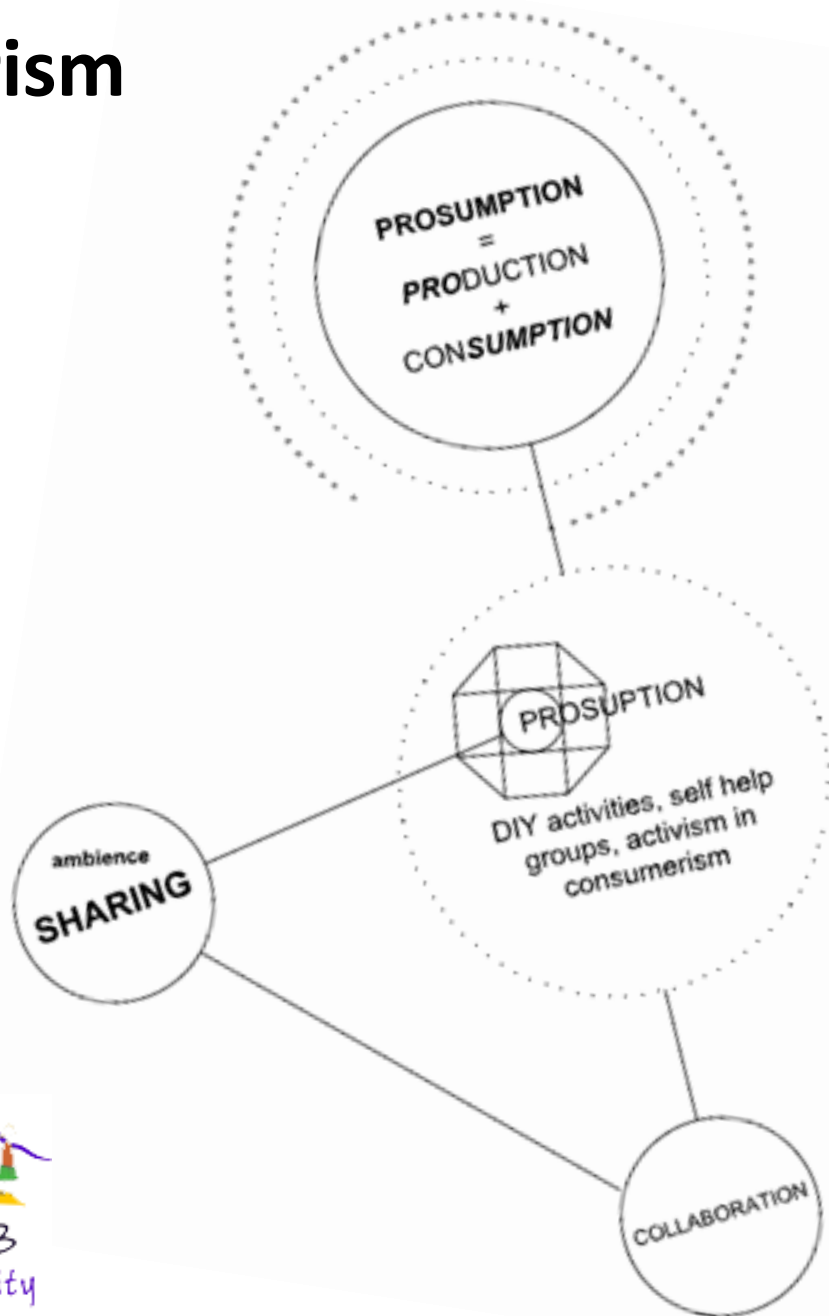
- According to Aristotle, morality, values and institutions are interconnected to habituation. Aristotle in Nicomachean Ethics sees character (ἦθος) as reflecting neither accidental nor isolated behavior, but as habitual behavior. (ἔθος) (Miller, 1974)
- According to Butler (1878) the tendency will be to repeat the immediately preceding performances more nearly than remoter ones. In other words the last habit is the strongest. ((Nicotra, 2005:16)
- Diverse frames of habitual prosuming practices mingle and create the present everydayness contributing to the creation of a new ethos (ἦθος) in many concepts that are interrelated.



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Prosumerism



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Prosumerism

As seen in the past and today

Prosumer: n.(1)s

Etymology: < **pro-** (in **producer n.**) + **-sumer** (in **consumer n.**)....

A consumer who adopts an active role in the design of the products he or she purchases, or who purchases component elements of products in order to build or administer his or her own goods and services.

- The term is coined to Toffler (1981) *The third Wave*
- Prosumerism was prominent in archaic societies
- Basic differences between prosumerism and consumerism
- The revival of prosumerism, the ethos of DIY
- The rise of digital prosumerism, Web2.0 and UGC
- Prosumerism is becoming a significant practice of the everydayness, establishing often unconsciously new powerful everyday habits

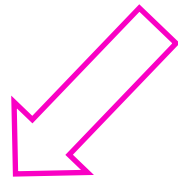


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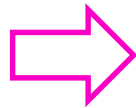
Frame Transformation in Prosumerism

Studying **food** and **social media** prosuming practices
Goffman's (1974) frame analysis



base frame

Food prosuming practices



testing frame

Social media content prosuming practices

similarities and differences suggest a transformation of
the term and the values involved



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Frame transformation

- Issues related to hospitality, exchange and offering are being shuffled. From the Omni present big brother of George Orwell's, to the over hearers of the movies of espionage to the unexpected guests, the *unguested* friends of social media activities, and the openness of oneself to invisible audiences there is a wide variation involving and affecting values and notions around placeness and individuality.
- Changes in self awareness
- Changes in spatial sensitivity



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Public sensitivity and public space today

PUBLIC BECOMES MORE PRIVATE

Personal space is challenged

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PUBLIC-PRIVATE

Transformation of the notion of the public space; enhanced with qualities like familiarization and an essence of being “at home”



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Examples of the expression of the phenomenon

- Teams of public awareness like team-help groups. Many examples on the web , e-teams, cooperation of citizens with institutions and the state. Countless groups on social media *community orientated*

The characteristics of those groups are usually

- Goal orientated
- Enhanced with notions like solidarity and compassion
- Open to the public
- Informative about the results of the actions



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Examples of the expression of the phenomenon

Teams of public awareness related to public spaces in specific *like p-public, parallaxi, occupy teams etc*

Characteristics of these examples

- Public participation
- Semi organized actions, improvisations, alternative use of public spaces
- Actions of protest for the civil rights

Recent example the protest of the team *Occupy-Gezi* in Turkey
The initial point of the protest that fired the situation was the protection of a public square



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Examples of the expression of the phenomenon

The success of examples that connect *e-places to physical places* , like O2 priority, Groupon, Coachnet, Leaving Social Deals, Yelp etc

Characteristics of these examples

- The high importance of the contribution of the participants/citizens
- The importance of the connection of the e-place and the physical place through *feedback*
- Both profit and non-profit organizations



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Cocktail PartYcipation

Cocktail PartYcipation is an intervention created by the Association of Architects of Chania

Cocktail PartYcipation is a public intervention that combines prosuming activities practiced in a public space.





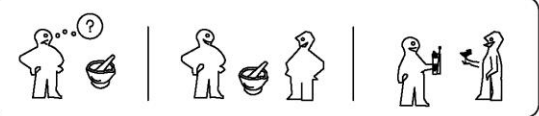
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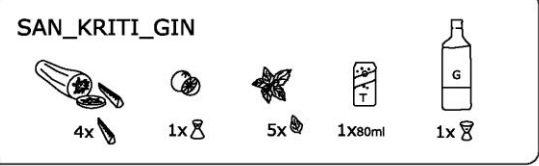
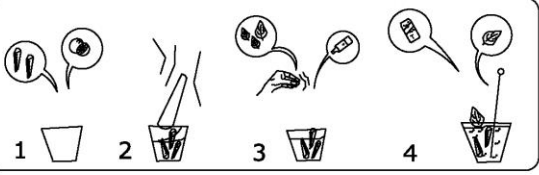
Cocktail PartYcipation

cocktail participation


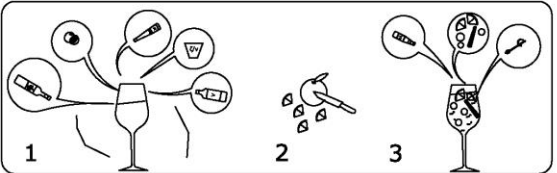
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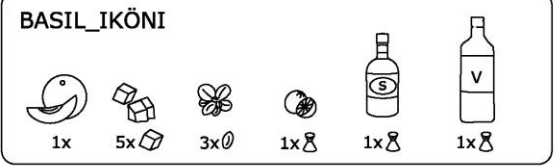

SAN_KRITI_GIN

KRASI_OZA

BASIL_IKÖNI

Cocktail PartYcipation

The image shows a screenshot of a Facebook page for a group named "cocktail partYcipation". The page header includes the group name, category "Wine/Spirits", and an "Edit info" link. Below the header is a row of five photos showing people at a bar. The main content area features a "Wall" section with a "Write something..." text box and sharing options for Status, Photo, Link, Video, and Question. A post from October 2, 2011, is visible, stating "cocktail partYcipation" added 16 new photos to the album. The left sidebar contains navigation links for Wall, Hidden posts, Info, Friend activity, Insights, Photos, and Questions, along with an "About" section.



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Cocktail PartYcipation



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Cocktail PartYcipation

cocktail participation

CMA 02/10/2011
21:00

DIY

1x 4x ? 2x ?

3x

closing event @ Η Ένωση
Celebrat

02-10-2
ΣΥΛΛΟΓΟΣ ΑΡ

ΣΥΝΔΙΟΡΓΑΝΩΣΗ ΥΠΟΣΤΗΡΙ

ΠΕΡΙΦΕΡΕΙΑ ΚΡΗΤΗΣ ΠΕΡΙΦΕΡΕΙΑΚΗ ΕΚΠΟΙΤΑ ΣΧΟΛΗ ΚΕΣΠΕΔΟΣ ΚΑΜ	ΤΕΣ/ΤΑΚ Π.Κ.Τυήμο Αρ ΟΒΕ ΤΑΚ Στάλογος Έν Στάλογος Κοπ ΓεθγΑθτρος.
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Change in Progress

- [the citizens] their interaction and connection
- [the cities] through the way that they are perceived and experienced by the citizens but also through the reflection of this concept to the city through the actions of the citizens
- [private-public places] based on the former two *in progress* changes, beyond doubt there is a fertile ground and a necessity for new ways, new strategies of approach and new directions of design in order to enhance the predefined new concepts but also to propose successful alternative directions



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Private-Public Places Today

Public place and their users -> a unity

Follow the transformation process

enhance the essence of public-private by creating goal orientated actions
in specific locations (both physical and not)

This paper suggests that actions that promote goal orientated actions of
prosumerism could aid activities in public spaces and contribute in
revitalizing public space in general.



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[thank you]

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