

2ND INTERNATIONAL WORKSHOP ON (RE)CREATING LIVELY CITIES THROUGH AMBIENT TECHNOLOGIES: ARTS, CULTURE, AND GASTRONOMIC EXPERIENCES

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www.tut.fi/emmi

www.ambientmediaassociation.org

SIG-eMedia/ALS (new)

Facebook: <https://www.facebook.com/groups/sameworkshop/>

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ABOUT THE WORKSHOP

The workshop takes a multidisciplinary and future oriented approach, and welcomes participants from diverse disciplinary domains for open discussions about technological, sociocultural, and content-related aspects of ambient media services that support people's engagement in (re)creating their urban environments into a livelier place through art, cultural, and gastronomic experiences

Vision: a NEW 'ambient' Cape Town

Challenge: (Re)Creating Lively Cape Town through Ambient Technologies

Deadline: Tonight at 17:00

Creative Media Industry Segments

Business Activities & Functions

Sales & Marketing	Finance	Media Supply Chain	Digital Rights Management and Royalties	Workflow and Asset Management	Human Resource Management	Product Life Cycle Management	Customer Relationship Management	Supplier Relationship Management
Additional Functions and Business Activities related to Daily Living Experiences								

Technologies & Systems

Digital Production Technologies	Big Data	Service Eco-Systems	Application Oriented Technologies	Network Technologies	E2E Content Chain	Content Technologies	Quality of Experience (QoE)	Enabling Technologies
Technologies Applied in Ambient Contexts								

Human & People Factors

Audience & Consumer	Society	Public Policy & Regulation	Labor Unions	Stakeholders and Interest Groups	Media Studies & Culture	Media Management and Human Resources	Organization & Company	Domain Specific Requirements
Much, Much, Much, More Consumer Experience Orientation								

INTERNATIONAL SERIES ON INFORMATION SYSTEMS AND MANAGEMENT IN
CREATIVE eMEDIA

NUMBER year/number

the series

IS&M in Creative eMedia

'BYROCRACY'

- Proceedings & Publication
 - International Series on Information Systems and Management in Creative eMedia Industries (ISSN: 2341-5576, ISBN 978-952-7023-04-4 (PDF), ISBN 978-952-7023-05-1 (Print))
 - Published by the International Ambient Media Association Ry as open access
 - <http://www.tut.fi/emmi/Journal/index.php/series/issue/view/relci2013>
 - <http://www.ambientmediaassociation.org>
- Special Issue
 - Simple: International Journal on Information Systems and Management in Creative eMedia Industries (International Ambient Media Association Ry) as open access
 - CHI, Springer, IEEE, ACM, ...
- Deadlines
 - final papers + copyrights (grrrrrr was already a few months back...)
 - journal – Nov./Dec.

ACCEPTED PAPERS

1. **[OK] Social Movements within Interfaces in Urban Environments: Flash Mobs as Kinesthetic Marketing and Political Campaigns**
Jaana Parviainen (*University of Tampere, Finland*), Antti Pirhonen (*University of Jyväskylä, Finland*)
2. **[Online | PDF] A multidisciplinary case study in practice: a flock of sparrows in the city of Ghent**
Johan Criel (*Alcatel-Lucent Bell Labs, Belgium*), Tanguy Coenen (*iMinds, Vrije Universiteit Brussel, Belgium*),
Thomas Laureyssens (*MAD-faculty (LUCA arts, KU Leuven), Belgium*)
Laurence Claeys (*Alcatel-Lucent Bell Labs, Belgium*)
3. **[PAPER/COPYRIGHT] Personalized fruition of cultural heritage in a city environment**
Andrea Bernardini (*Fondazione Ugo Bordoni, Italy*)
4. **[OK] Urban Playfulness: Fostering Social Interaction In Public Space**
Thomas Wagner (*University of Applied Sciences Salzburg, Austria*), Robert Praxmarer (*University of Applied Sciences Salzburg, Austria*),
5. **[NOT REG] [PAPER/COPYRIGHT] City hospitality concept built around a localized app store - the case of the City of Skopje**
Nikola Georgiev (*University Ss. Cyril & Methodius, Macedonia*),
Sasko Gramatnikovski (*University of Tourism and Management, Macedonia*),
Vladimir Trajkovic (*University Ss. Cyril & Methodius, Faculty of Computer Science and Engineering, Macedonia*),
Danco Davcev (*University Ss. Cyril & Methodius, Faculty of Computer Science and Engineering, Macedonia*)
6. **[OK] Public ParticYpation**
Maria Androulaki (*University of Edinburgh, United Kingdom*), Maria Androulaki (*University of Edinburgh, UK*)
7. **[NOT PRES] [OK] [Online | PDF] (Re)Creating Lively Cities through Ambient Technologies: Arts, Culture, and Gastronomic Experiences**
Majdi Faleh (*MWBM architects, Tunisia*), Caitlin Wall Debrigny (*The University of Sydney, Australia*)
8. **[OK] [PAPER/COPYRIGHT] Recognizing Cultural differences on food**
Junia Anacleto (*Federal Univeristy of Sao Carlos, Brazil*)
9. **[OK] [PAPER/COPYRIGHT] Information Management and Systems Supporting Lively Cities through Ambient Technologies: Arts, Culture, and Gastronomic Experiences**
Artur Lugmayr (*EMMI Lab., Tampere Univ. of Technology (TUT), Finland*)

PROGRAM

- 09:00-09:15 – Opening and Introduction of Participants
- 09:15-09:45 – Keynote: Timothy Merritt
- 09:45-11:00 – paper presentations I:
 - No 1 (social movements/Antti), No 2 (sparrows/Johan), No 3 (heritage/Andrea), No 7 (cities/Fajdi)
- BREAK
- 11:00-12:15 – paper presentations II
 - No 4 (Urban/Thomas), No 5 (City/?), No 9 (IS&M/Artur), No 6 (participation/Maria), No 8 (food/Junia)
- 12:15-12:30
 - Forming of 4 groups, 5 people each
- SEPARATE LUNCH 'WALK' + **active** user study
- 14:00-15:30
 - 14:00-15:00 **Empathize**: compilation of the field study + presentation of each group
 - 15:00-15:30 **Define**: define, frame, and focus the problem to be addressed + presentation of each group
- BREAK
- 16:00-17:00
 - 16:00-16:30 Ideate: creating creative ideas that solve the problem
 - 16:30-17:00 Prototype: prototype the solution of the problem + presentation of each group
- 17:00-17:30
 - Roundup
 - Travel to South Cape
 - Dinner?

GOAL 1: GIVE PAPER FEEDBACK

1. Analyze the Entries
2. Give Feedback
3. Cluster Topics
4. Defined Theories
5. Application Contexts
6. Technologies
7. ...

Problem: sufficient water supply worldwide

Goals: affordable water for everyone with the sub-goals: good income, water treatment, new techniques

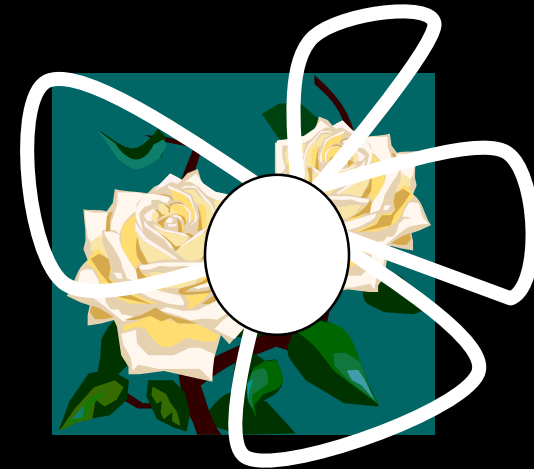
Objectives: no more people are dying due to water shortage leading to less diseases, ...

- Defining the core problems that papers address
- Defining the effects and consequences of these
- Step 1: Defining the Problems and Goals that Research Works Address and by Which Means they Solve these Problems
- Step 2: Defining the Effects, Objectives, and Resulting Outcomes of the Available Means and Inputs

GOAL 1: GIVE PAPER FEEDBACK

- **THE Questions**

- Business
 - How can ambient media be applied in business processes?
 - How do ambient media create value and business?
 - Business opportunities and strategic issues of ambient media?
- Content & the Media
 - What is 'content' and how can it be presented in the age of 'ubiquitous' and 'pervasive'?
 - How to select, compose and generate ambient content?
 - How to manage and re-use ambient content in specific application scenarios (e.g. e-learning)?
- Interactive Design & Experience
 - What is interactivity between the single consumers and consumer groups in the ambient context?
 - How can collaborative or audience participatory content be supported?
- Models, Methods, Concepts & Frameworks
 - Which methods for experience design, prototyping, and business models exist?
 - How can sensor data be interpreted and intelligently mined?
 - How can existing media such as TV, home entertainment, cinema extended by ambient media?



GOAL 2: FIELD STUDY – EMPATHIZE

- What do people enjoy in places'?
- What could be improved in these places?
- Which activities do they do at these places
- What do consumers want & desire?
- What do owners of places desire?
- How can this be matched up with the technologies described in the papers?
- ...

→ TAKE PICTURES, MAKE INTERVIEWS, MAKE NOTES,...

DESIGN THINKING

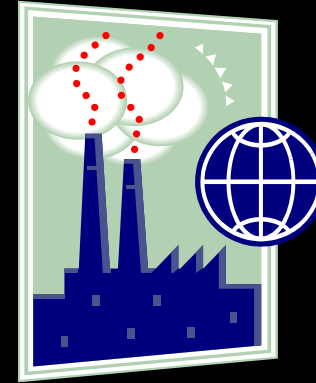
(SOURCE: D.SCHOOL BOOTCAMP BOOTLEG, HASSO PLATTNER, INSTITUTE OF DESIGN STANFORD)



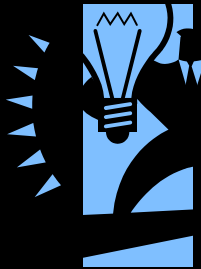
Human values



Show, don't tell



From complexity to
simplicity



Mindful in process



Collaborate



Bias towards action

This presentation is based on: d.school bootcamp bootleg, Hasso Plattner, Institute of Design Stanford

“DESIGN THINKING” PROCESS



LINKS

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- Facebook: <https://www.facebook.com/groups/sameworkshop/>
- Email List: <https://listmail.tut.fi/mailman/listinfo/amea>
- Call for Book Chapters (Abstracts): Managing and Leading Creative Universities - Foundations of Successful Science Management, Springer-Verlag, Artur Lugmayr and Doug Vogel (Eds.)
- Participate.....

A FEW PUBLICATIONS

- A. Lugmayr, E. Serral, A. Scherp, B. Pogorelc, and M. Mustaquim, "Ambient media today and tomorrow," *Multimedia Tools and Applications*, 2013, pp. 1–31 Available: <http://dx.doi.org/10.1007/s11042-012-1346-z>.
- A. Lugmayr, B. Stockleben, Y. Zou, S. Anzenhofer, and M. Jalonen, "Applying Design Thinking in the context of media management education," *Multimedia Tools and Applications*, 2013, pp. 1–39 Available: <http://dx.doi.org/10.1007/s11042-013-1361-8>.
- A. Lugmayr, Y. Zou, B. Stockleben, K. Lindfors, and C. Melakoski, "Categorization of ambient media projects on their business models, innovativeness, and characteristics—evaluation of Nokia Ubimedia MindTrek Award Projects of 2010," *Multimedia Tools and Applications*, vol. 66, 2013, pp. 33–57 Available: <http://dx.doi.org/10.1007/s11042-012-1143-8>.
- Lugmayr, Y. Zou, B. Stockleben, K. Lindfors, and C. Melakoski, "Categorization of ambient media projects on their business models, innovativeness, and characteristics - evaluation of Nokia ubimedia mindtrek award projects of 2010," *Multimedia Tools and Applications*, pp. 1-25, 2012, 10.1007/s11042-012-1143-8. [Online]. Available: <http://dx.doi.org/10.1007/s11042-012-1143-8>
- Lugmayr, "Connecting the real world with the digital overlay with smart ambient media—applying peirce's categories in the context of ambient media," *Multimedia Tools and Applications*, vol. 58, pp. 385–398, 2012. [Online]. Available: <http://dx.doi.org/10.1007/s11042-010-0671-3>
- Lugmayr, C. D. Zotto, and G. Loewe, Eds., "Convergent Divergence?" - Challenges for Media Convergence for Management and Technology Developer. Springer-Verlag, 2013, to be published.
- Lugmayr, "Ambient Media," *Novatica*, vol. 33, pp. 35-39, July-August 2007 http://www.ati.es/novatica/infonovatica_eng.html.

APPENDIX (BASED ON DESIGN THINKING WORKS)

T. Brown, Design Thinking, Harvard Business Review, June 2008.

H. Fraser, Turning Design Thinking into Design Doing, Rotman Magazine, Spring/Summer 2006.

A. Jones, The Innovation Acid Test – Growth Through Design and Differentiation, Triarchy Press, 2008

A. Carey, Inside Project Red Stripe – Incubating Innovation and Teamwork at the Economist, Triarchy Press, 2008

d.school bootcamp bootleg, Hasso Plattner, Institute of Design Stanford (upon which this presentation is based on)

Observe Engage

EMPATHIZE

- Understand and empathize with the consumer
 - What needs and desires do users have
 - Identify for whom do design for
 - Which emotions to trigger and what are guiding the consumer
 - What are the thoughts and values
 - Which kinds of stories do they tell
 - How do people act in situations that helps us to get known their manifestation of experience
-
- **What do people do?**
 - **What do people think?**
 - **What do they need?**

Actionable Problem Statement

FOCUS

DEFINE

- Provides focus and frames the problem
- General vision for the group
- Reference for evaluating ideas
- Guides the innovation efforts
- Fuels brainstorming – how can we solve....
- One solution for one group of people, rather than many solutions for everything
- Inspiring people of what you do

Flaring

Going wide for
concepts/outcomes

IDEATE

- Source for prototypes
- Step beyond obvious solutions
- Team creativity
- Unexpected areas for exploration
- Wide range of innovations
- Beyond obvious solutions
- Pushing the team brain boundaries
- **Sketches, scenarios, stories, involve consumers, tell stories, powerpoint, ...**

Rapid Building Consumer Tests

- Quick and rapid prototyping
- Learning about failures
- Conversations with a real object
- Testing and improving possibilities
- Solution based process

PROTOTYPE