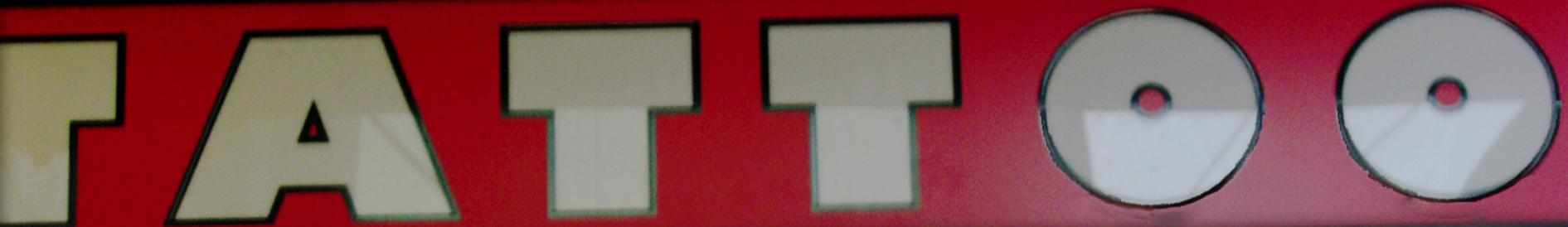


Cityscapes: **Social Poetics/Public** Textualities



thinking through practice thinking through practice thinking practice thinking practice thinking
ELMCIP Workshop on Electronic Literature and Pedagogy, June 14, 2011 - Friday, June 17, 2011



Cityscapes: Social Poetics/Public Textualities

'Now the letter and the word which have rested for centuries in the flat bed of the book's horizontal pages have been wrenched from their position and have been erected on vertical scaffolds in the streets as advertisement'. (Benjamin, *Zentralpark*. 1977 p. 568)



Cityscapes: Social Poetics/Public Textualities

Aim

To use the web as a creative and participatory environment to enable the users to (re) discover/interpret the cityscapes (in this case Melbourne with its intersign and intertextual multicultural systems), and to bring these compositions/experiences in real time back to the city in an urban screen.

Cityscapes: Social Poetics/Public Textualities

Research Enquires

How can the **web** be used as a participatory platform to advertise and publicly bring socio-political issues into the physical space of the city environment?

What **software** would allow designing an interface which engages the user in the performance of the work? How can the inhabitants of that city be involved in that performance, that **experience**?

How can the **language of advertising** be explored as a poetic model in an urban environment?

What do these textualities of **image**, **phonetic sounds** and **text** encountered in Melbourne, say about the city? How do they differentiate from those of Tokyo or London?

How the '**new urban calligramme**', would change from city to city; what poetics will every city offer?

What do the textualities of **different languages**' **sounds** say about these cities?

Whilst the work was made in Melbourne, couldn't we argue that the city presented is the increasingly **global city** of multi-ethnicities, multi-languages and viral semiotic systems, multinational companies and franchises?

HOT SALE

Reading the city

港式燒臘 游水海鮮 粵式小菜 粥粉麵飯

KING INDIAN CAFE HALAL

港式燒臘 游水海鮮 粵式小菜 粥粉麵飯

• 參茸藥材
• 滋補丸散
男女兒科大小方脈
中藥針灸跌打推拿
駐診醫師 歐海鏗 黃玉明

Visually

臘 鮮 菜 飯

Textually

KING INDIAN CAFE HALAL

HOT SALE

• 參茸藥材
• 滋補丸散
男女兒科大小方脈
中藥針灸跌打推拿
駐診醫師 歐海鏗 黃玉明

Phonetically

KING INDIAN CAFE HALAL

Culturally



Scrolling signs

Generation of immigrants have shared many reasons for leaving home and setting out for a new life in a distant land

A better life
Land and property
Freedom
Love and marriage
Adventure
Job opportunities
Natural disaster climate
War conflict
Reunion
Oppression
Racism
Segregation
Freedom
Adventure
Experience
Excitement
Fear
A place

Linked by common experience of a journey. of refuge

Thirsty, hungry, homeless
Disappointment
Relief

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Video readings

Saint Kilda



Conceptual enquires- artwork

Relationship- Image-sound and text in public urban spaces.

Interface Design- Issues of looking and reading, Looking At/Through (Electronic Word, R. Lanham 1994)-Windows and Mirrors (Bolter and Gromala 2003)

Interaction - web interaction/collaborative works (Stallabras 2000)

Experience of the participant

Explore the net and the city as poetic spaces

net as a platform for creative ideas and involving the local and global communities in this creative process, extending the social and cultural environments of, in this case, Melbourne outside the borders of the city.

Public/private virtual/physical (Zapp 2004)

Authorship/need of users' participation for the work to exist

Multi-cultural/diversity aspects- new readings/new languages

(The Stories of English)

Exhibition: Urban screens project

Technological enquires-artwork

Interface design (Woolman 2002)

Experience of the participant *To design a digital artifact is to choreograph the experience that the user will have.* (Bolter and Gromala 2003 p.8)

Interaction: Explore technology to develop the net as an interactive space, accessible to the user.

Explore technology to develop a system that **can bring the collaborative net art to the public sphere in real-time**, from virtual to physical

To bring the city into the **privacy of our houses** -by the net- and back into the **public sphere** in the form of public artwork or installations.

To find out about technical specifications and methodologies for using **dynamic media on large public displays and interaction design methodologies** for large public displays.

To create an outside billboard/**urban screen**

Research Methods: Conveyance of Theory, Practice and Technology

Transdisciplinary

Ethographic

Participatory design



Projection at Node-London 2006

experience

REUNION

SEGREGA

WAR CONFLICT

REUNION

Nepalese Cuisine

music

hunger

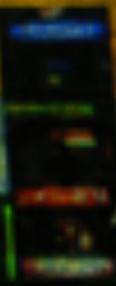
Small menu items with Chinese characters

Small menu items with Chinese characters



DOUBLES

BAKES



Small menu items with Chinese characters

的自由



COFFEE

marriage

VE LO

WELZE

in a seasonal anti
QUINI TUNA + B

CAULI & BACON
MUSHROOM
MIXED VEG

TURKISH DEL

KING
INDIAN
CAF

exp

PHO

BALTI CAFE

MARS LEATHERS

游 学 行
成 本 武 彩
地 海 下 能
限 解 说 部

SW
fres
SO
er