lost in science – on the emergence of creative technology

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question(s)

1. personal – what makes life (more) beautiful?
2. professional – how can your discipline/expertise help/assist/contribute inmaking (digital) life more beautiful?
3. general – what is the (greatest) risk of *creative technology*?

challenge(s) – the supposed maturity of CS

ICT challenge(s)

concept(s)

- miscellaneous (video) – www.everythingismiscellaneous.com

model(s)

- business model – www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

problem(s)

- identity 2.0 – identity20.com/media/ETECH_2006

creative technology – target(s)

- program to enhance students' participation and creativity

first thought(s) – without thinking

- the aesthetics of our time – youtube 9/11
- the medium is the message – (news) flash (skip intro)
- models of dissemination – (pathology): viral, cancerous (dialiectics)
- creativity is contagious – involvement
- attention vs impact – peripheral, unfocussed, subliminal

approach – multimedia in context

approach – with subtext(s)

- (cheap) philosophy – leads to ignorance and self-satisfaction
- colloquial wisdom – is an internet commodity
- common sense – only results in confusion

random thought(s) – why always square screens?

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rhethorics
   of          ←− personal challenge
material
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item(s)/hazard(s) – with subtext(s)

- requirements – kill creativity
- user studies – lead to conservatism
- clear goals – limit exploration

model(s) – the creative process

the creative process – involvement & reflection

model(s) of dissemination – pathology/dialectic(s) of awareness
- creativity is contagious
- viral games
- the (digital) seduction of a civilisation

on the emergence of creative technology
   this is where the subtext ends, and the exploration begins, with as the ultimate challenge, to realize a new discipline: **creative technology**

perspective(s) – aesthetic awareness

perspective(s) – innovation as an expression of ignorance
- frankfurt airport – multimedia walkway
- shanghai river tunnel – visual experience
- shanghai shopping center – full globe video projection
- etcetera – visual quilt, PANORAMA, ...

issue(s) – the creative technology track

creative track – starting from 1st year
- identity – as a group
- portfolio – as individual
- imagination – mixing science and art
- authenticity – as in no bullshit
- craftmanship – in discovering the rethorics of the material

mechanism(s) – educational element(s)
- (art) inspiration(s) – item(s) of beauty
- (periodic) de-construction(s) – discover (un)truth
- (technical) exploration(s) – trial(s) without error(s)
- (creative) workshop(s) – to boost the imagination

control(s) – layered mentorship
- supervision(s) – from multiple perspectives
- (peer) reviews – with mild competitive edge
- (public) exhibition(s) – for external exposure

metaphor(s) – towards a new curriculum
- a networked world – you make it work [emgineering,management] – not network maintenance!
- everything is connected – you make the connections [mediator, management]
- *everything is intertwinkled* (Ted Nelson) – you make it twinkle [the creative track]

resource(s)
- topical media & game development – www.cs.vu.nl/~eliens/media
- intelligent multimedia technology – www.cs.vu.nl/~eliens/imt
- multimedia @ VU – www.cs.vu.nl/~eliens/multimedia