



Art to Inspire Technology

An exploration of value creation

Goal

Shaping the next
wave of innovation in
the arts and creative
economy in Europe

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How we do this


Demonstrate the value and impact the arts can generate in other industry sectors e.g. technology & city innovation

Who am I?

2002 Manchester Commonwealth Games Closing Ceremony



2002 Commonwealth Games, Manchester. Image: Emma Williams

A large firework explosion in the night sky, with bright red and white streaks radiating from a central point. Below the explosion, a body of water is visible, illuminated by blue stage lights. A crane or similar structure is on the left, and a tall light pole is in the center. The background shows a dark shoreline with some lights.

Opening Ceremony European Capital of Culture 2011, Turku, Finland, January

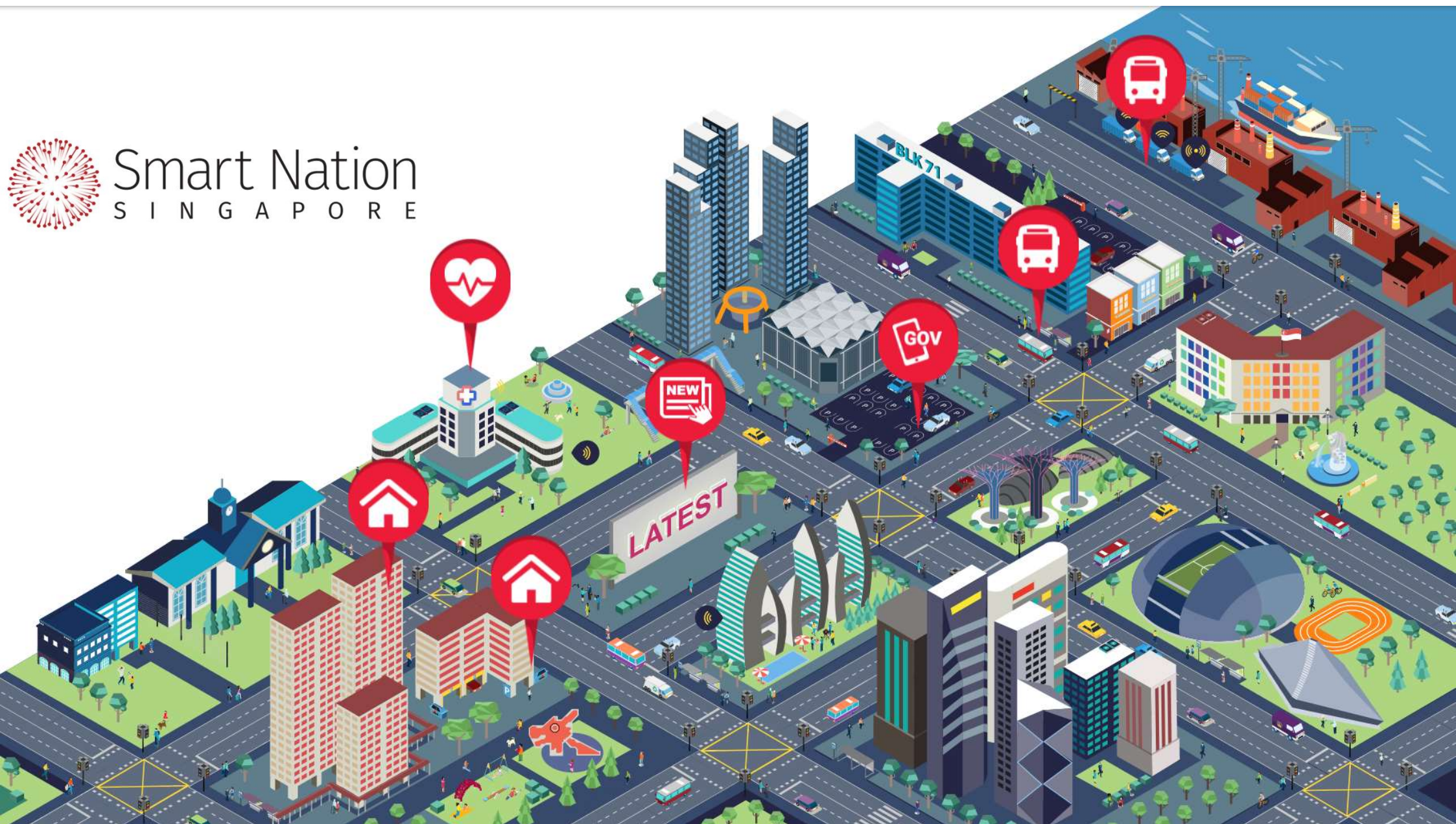
**“Turku’s year has opened,
and when it began, it
happened with huge
thunder and lightning”**

*Hufvudstadsbladet
(Finnish National Newspaper)*

- Possible shot



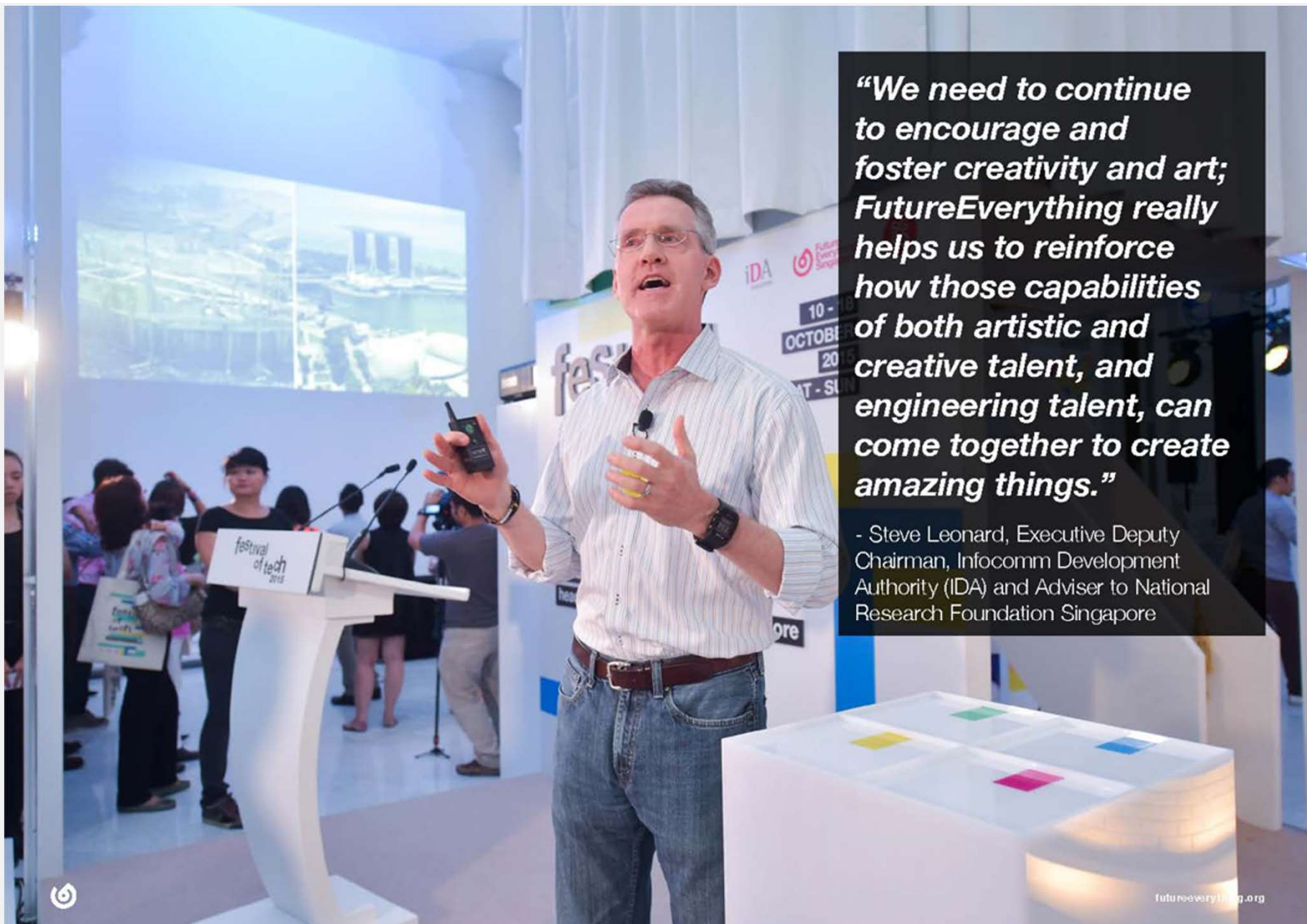




“Art is an expression of human creativity. It inspires us to imagine a different reality, and challenges technology to find ways to bring those imaginations to life.”

- Dr. Yaacob Ibrahim, Minister for Communications and Information, Singapore speaking at festival launch





“We need to continue to encourage and foster creativity and art; FutureEverything really helps us to reinforce how those capabilities of both artistic and creative talent, and engineering talent, can come together to create amazing things.”

- Steve Leonard, Executive Deputy Chairman, Infocomm Development Authority (IDA) and Adviser to National Research Foundation Singapore



The background of the slide features a dark, out-of-focus bokeh of city lights in various colors including red, pink, blue, and white. A thin, multi-colored wavy line, transitioning from blue to pink to yellow, curves across the top of the image.

cityverve



The UK Smart City
IoT Demonstrator



European
Large-Scale Pilots
Programme

SYNCHRONICITY



CREATE-IoT

ACTOVAGE
PROJECT

AUTOPILOT



MONIC
A

What is the
biggest roadblock
to citizen uptake of
new technology?

TRUST

TRUST =
currency in
user driven
technology

NO TRUST =
Market Failure

Invisible Systems

"Ubiquitous computing has as its goal the enhancing of computer use by making many computers available throughout the physical environment, but making them effectively **invisible** to the user"

Mark Weiser, 1993





You & Your
Organisation are here.
Good Luck!

#AlgorithmDownstream
#CodeDownstream
#DataDownstream
#BurdenOfProof





TRANSPARENCY

Interfaces to invisible systems

The background of the slide features a dark, out-of-focus bokeh of city lights in various colors including red, pink, blue, and white. A thin, multi-colored wavy line, transitioning from blue to purple to yellow, curves across the top of the image.

cityverve



The UK Smart City
IoT Demonstrator

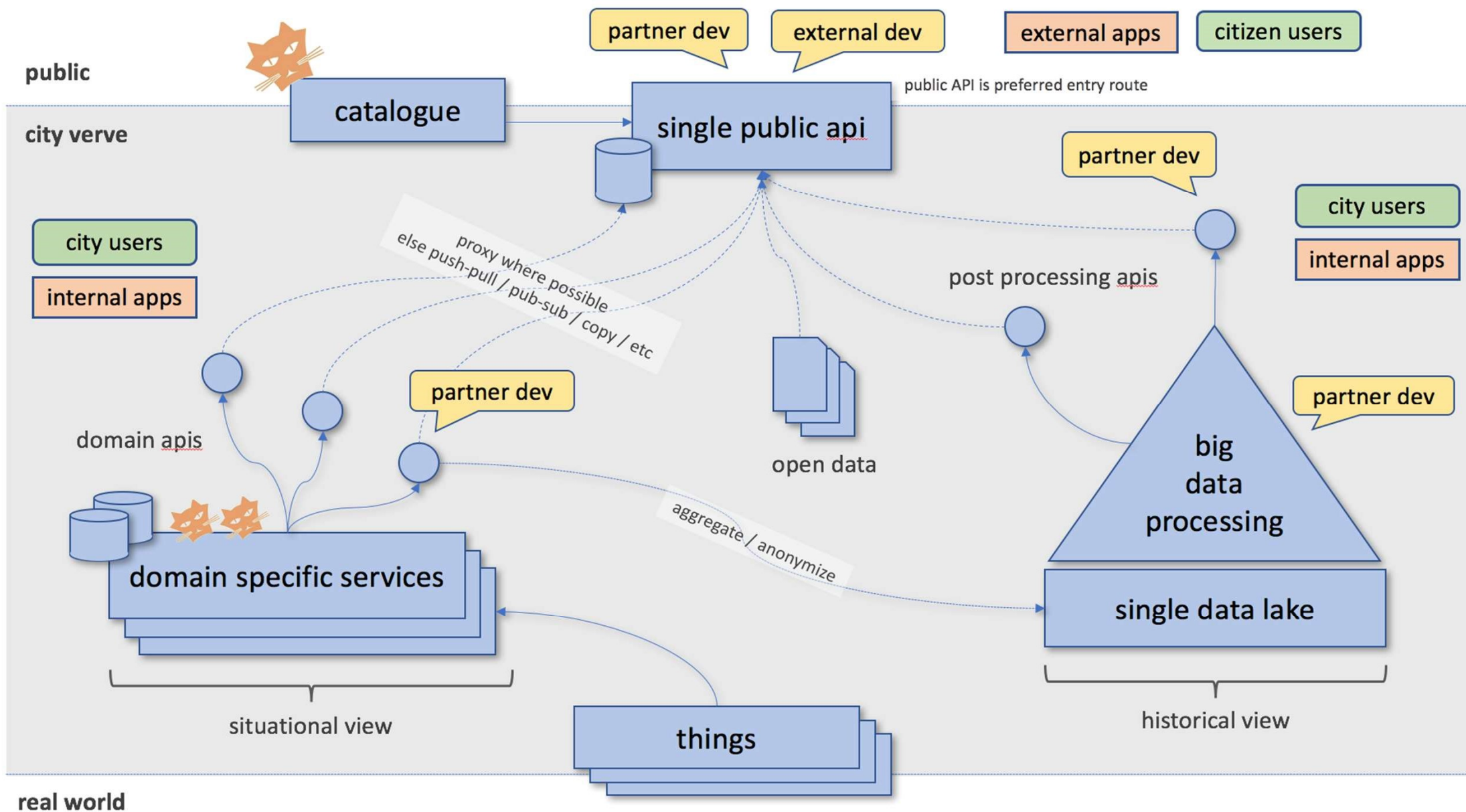
every thing
every time

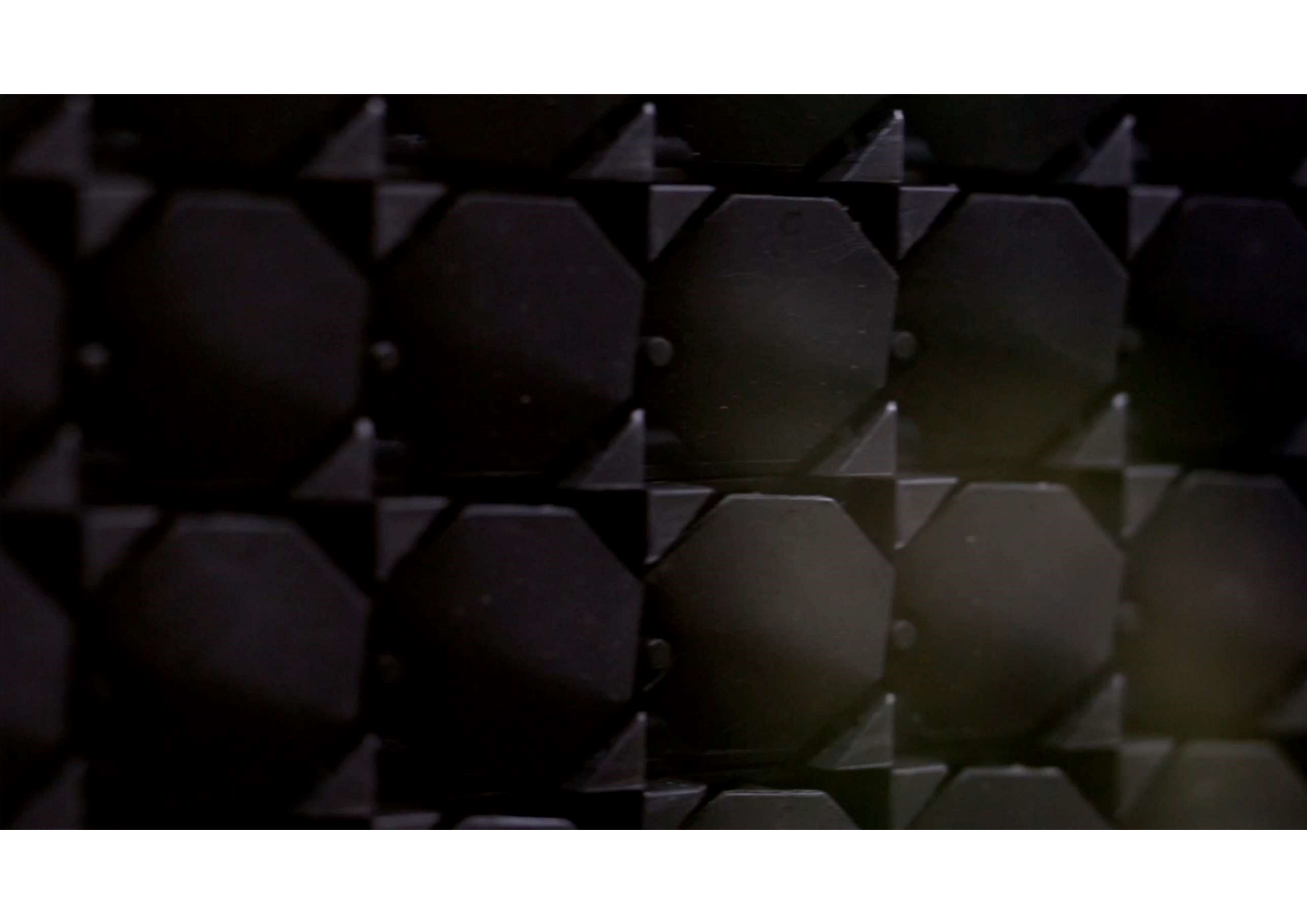
Naho Matsuda, 2017
FutureEverything



the shift
continues



















Artists can make
the invisible, visible,
& add imaginative
dimensions to the
Smart City



INSPIRE TECHNOLOGY

Artists at the forefront of creative technology



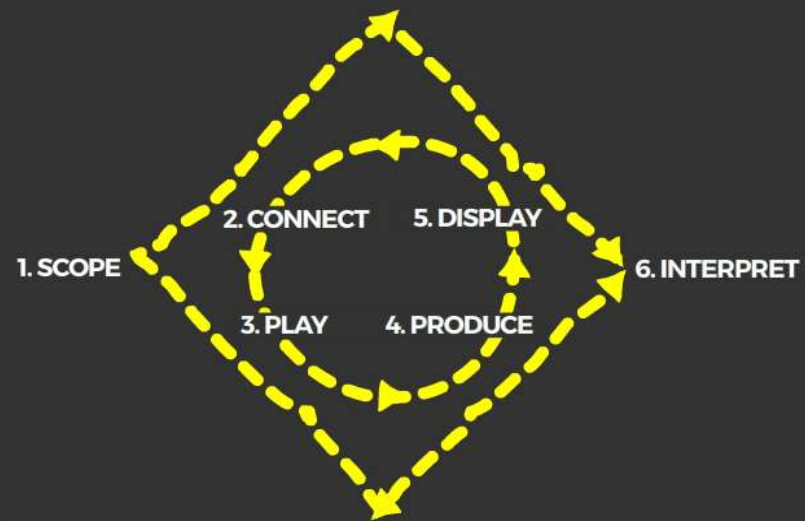
“ART AND TECHNOLOGY IS
ABOUT CREATING SOME
NEW EXPERIENCES ... NOT
POSSIBLE WITHOUT THESE
NEW TECHNOLOGIES”
(City Partner)

“WE CAN SEE THINGS AND
... SEE THE FUTURE FROM
THE ARTIST’S EYES”
(Technology Partner)

“THROUGH THIS ARTWORK,
WE HOPE TO PROVIDE
A NEW PERSPECTIVE
TO SEE THIS CITY”
(City Partner)

“WE CAN BRING IN THIS KIND
OF ARTIST VIEW INTO OUR
DAILY RESEARCH WORK, AND
TO DESIGN THE PRODUCT OR
SERVICE FOR THE FUTURE”
(Technology Partner)

Open Prototyping



SCOPE

Artistic research and critical thinking introduce a novel framing of a concept, challenge or capability



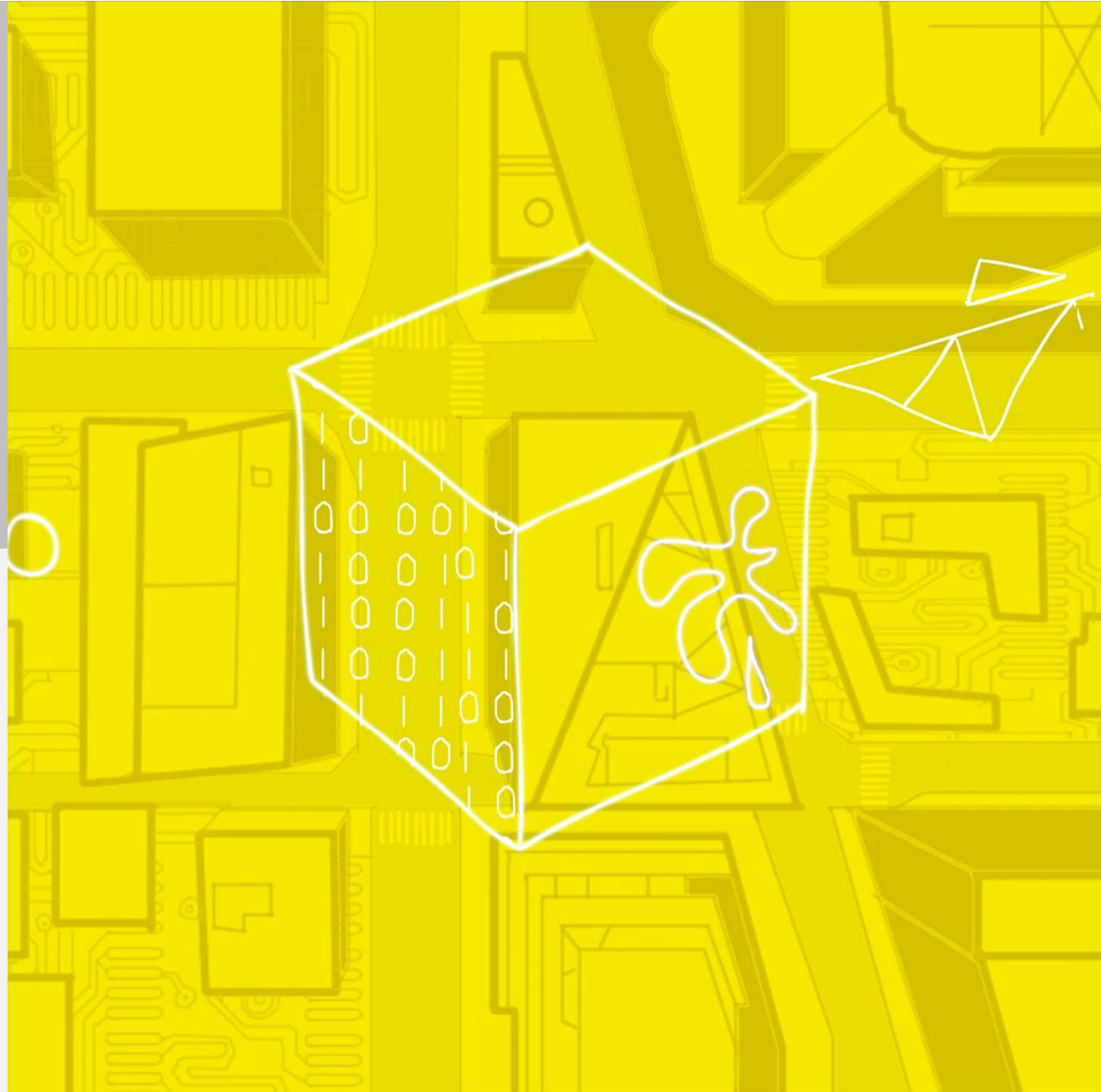
CONNECT

OP builds connections,
ownership, trust between
partners, teams and among
citizens and service users



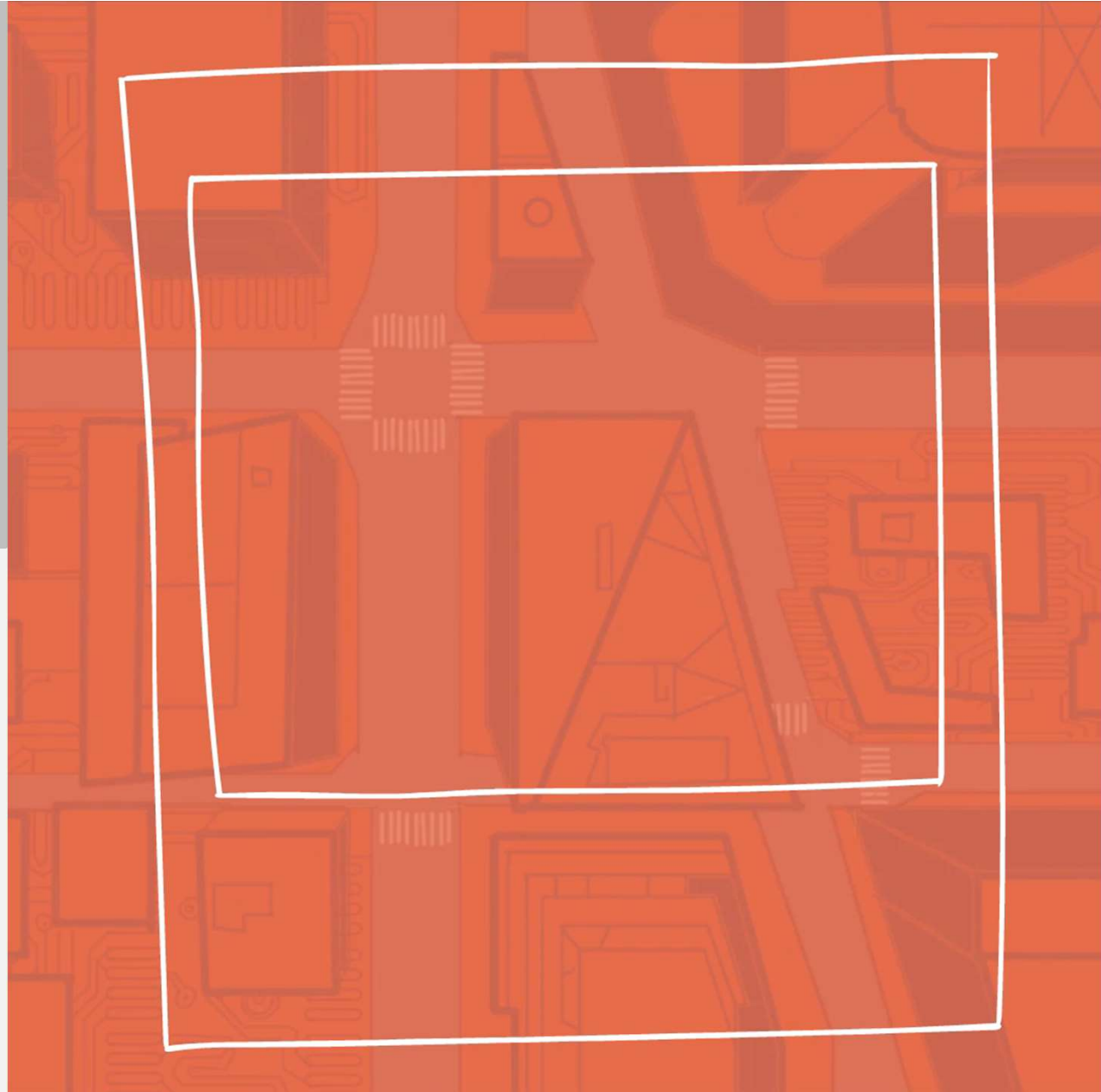
PLAY

The unique skills of artists can explore the limits of technologies, ideas, materials and applications



PRODUCE

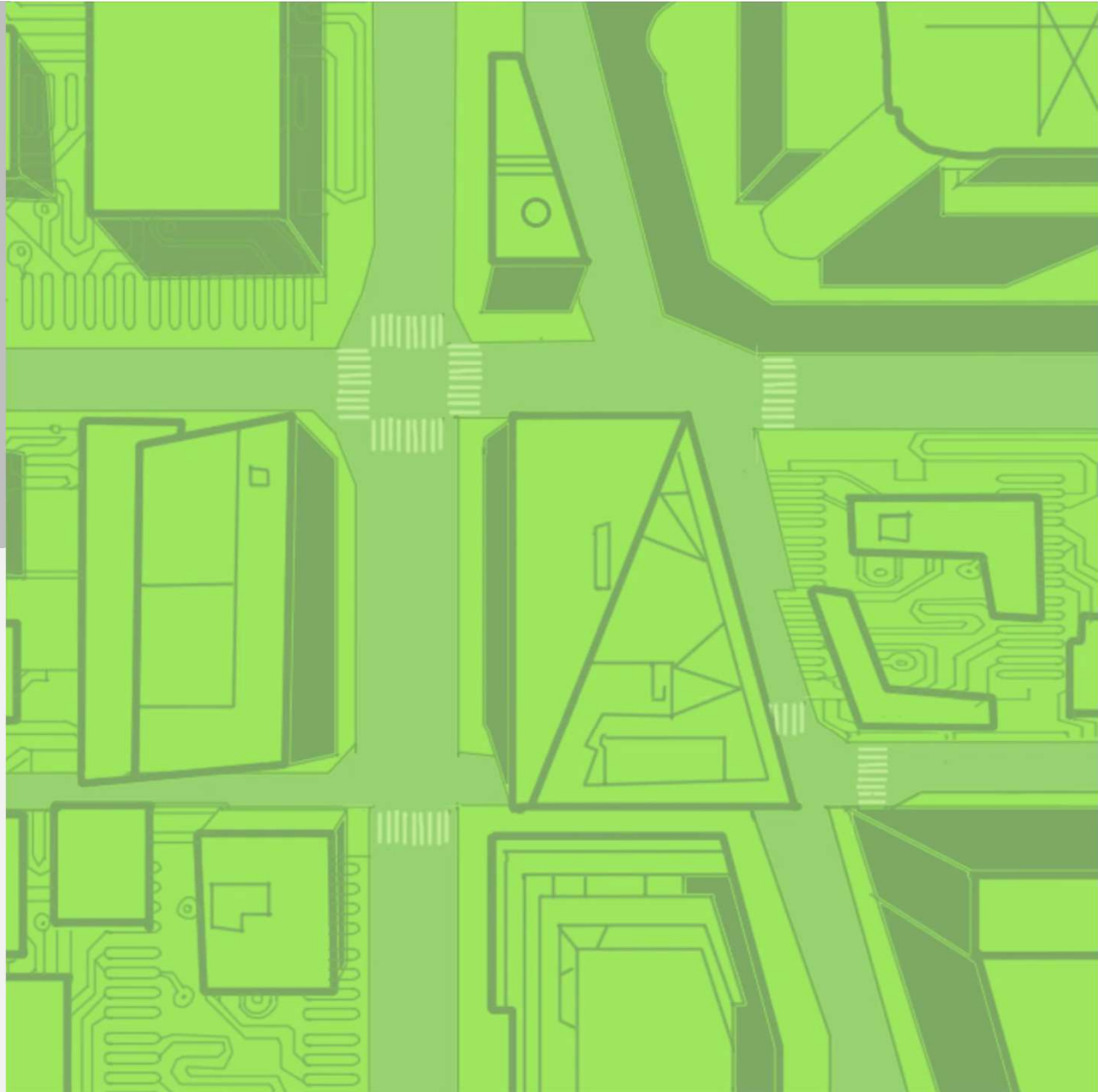
Novel interfaces &
open infrastructures
add imaginative
dimensions to the
IoT and Smart City



DISPLAY

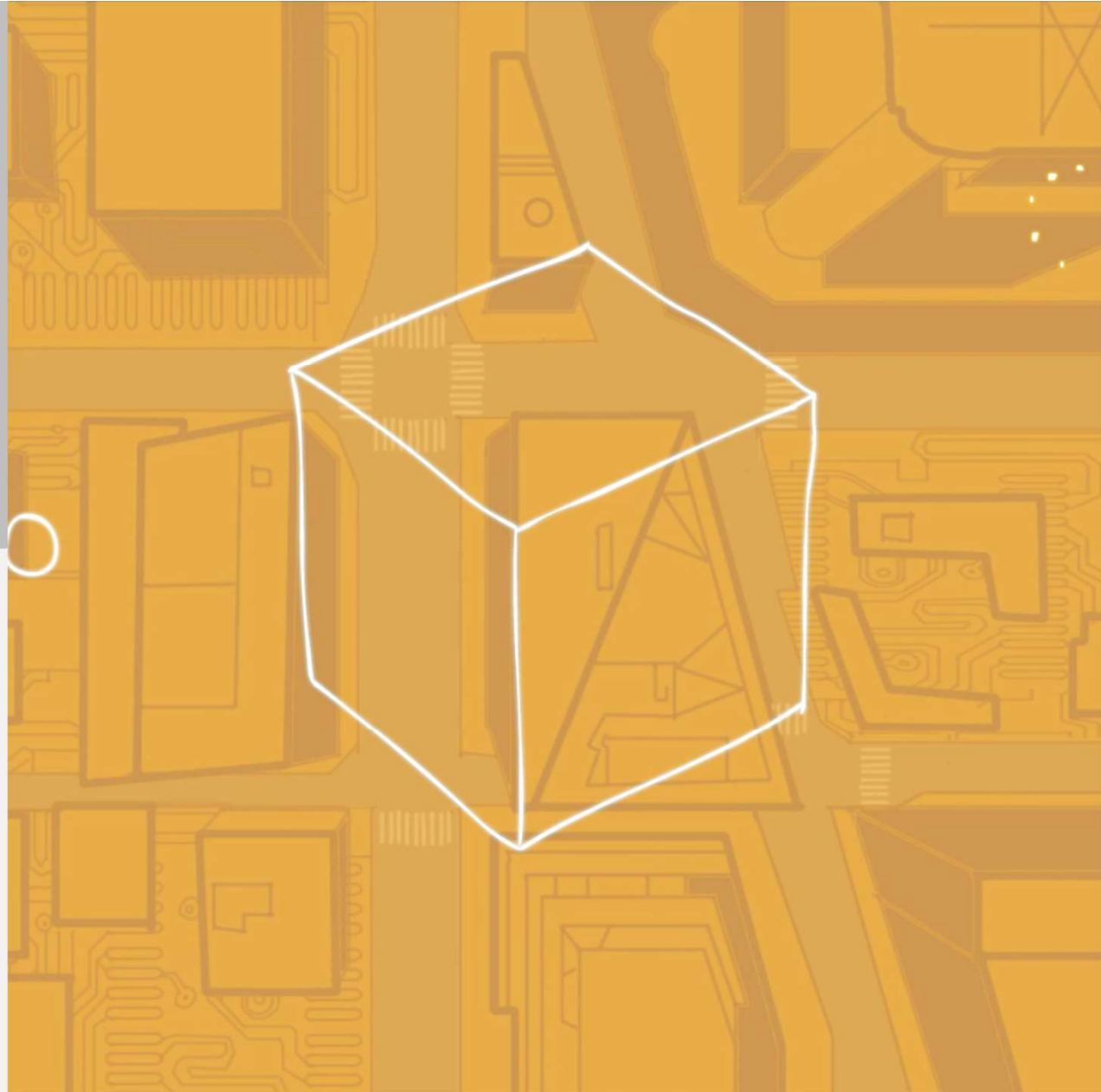
Art makes visible and legible systems that are hidden or complex, and enables a wide audience to experience future scenarios

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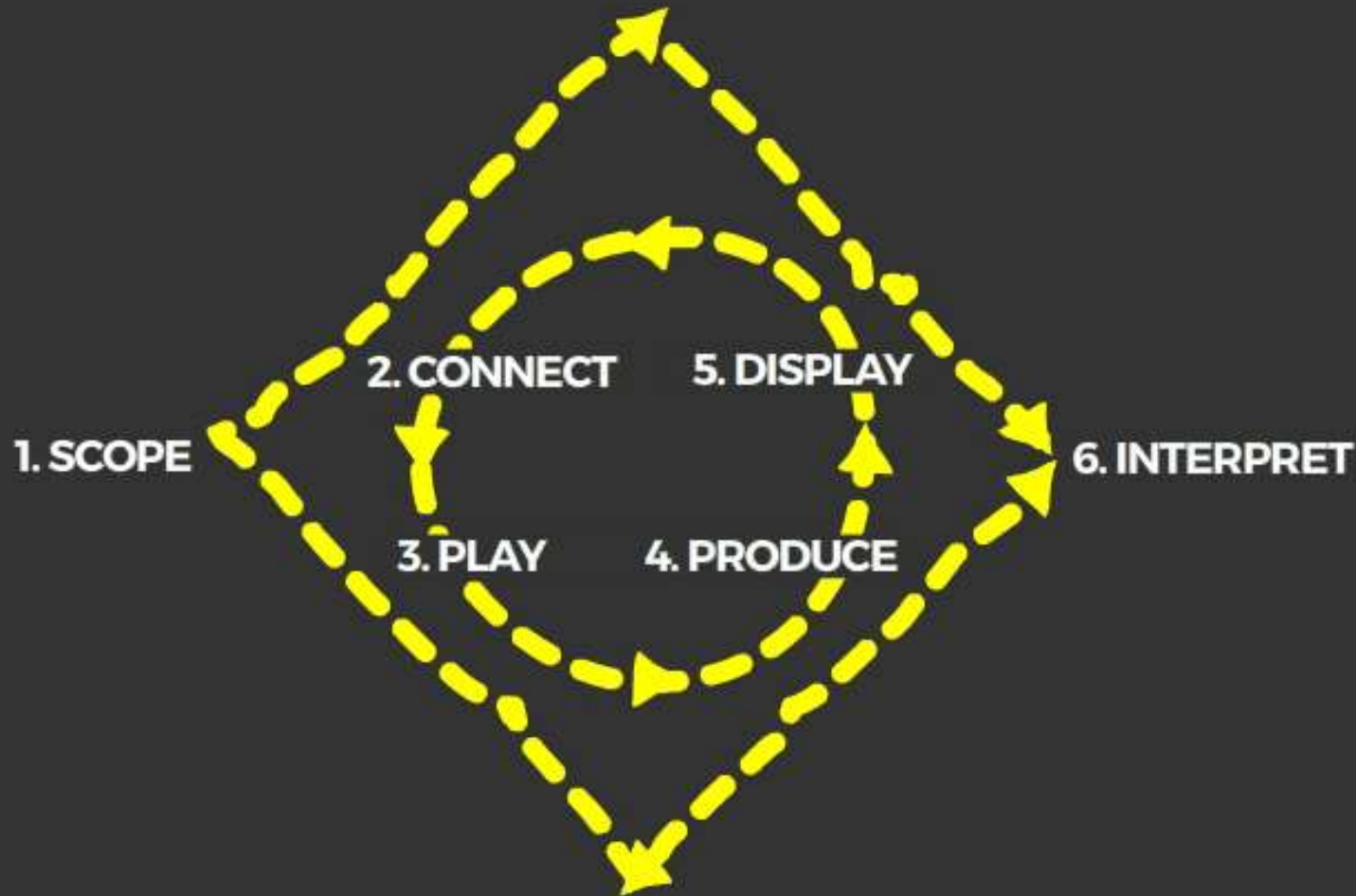


INTERPRET

OP can build transparency, judgement, agency and trust in the way people interact with data systems



Open Prototyping Process Model



Open Prototyping Benefits

STAGE	ATTRIBUTES	VALUE TO ARTISTS	VALUE TO TECH SECTOR
SCOPE	Artistic imagination	Provocation, jumping off point	Domain & problem characterisation
CONNECT	Connections & exchange	Build cross-disciplinary team & network	Community links & creative talent
PLAY	Creative experiments	Concept & technical development	Creative experiments & artistic user testing
PRODUCE	New IoT interfaces	Produce the work, engagement strategies	New expressions, interfaces & experiences
DISPLAY	Participation & literacy	Present the work, audience engagement	Visibility, attention & participation
INTERPRET	Transparency & trust	Develop a unique voice on technology & society	Build trust & elicit requirements

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KEY CONTRIBUTIONS

Combining art and ICT
can stimulate innovation
in city data systems

Literacy and agency
underpin trust and
acceptance



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



Singapore Government
Integrity • Service • Excellence



MANCHESTER
CITY COUNCIL



ITRI
Industrial Technology
Research Institute



**THE
DEVELOPER
SOCIETY_**





Thank
you!

Andy Stratford
@FuturEverything
andy@futureeverything.org

Save The Date
Every Thing is Connected 20-22 March 2018
Manchester UK