



designing **culture**  
the **technological imagination** at work

Anne Balsamo

2004-2012

Interactive Media & Annenberg Innovation Lab, University of Southern California, LA

Fall, 2012

New School for Public Engagement, School of Media Studies, NY



www.designingculture.org

**designing culture DVD** WOMEN OF THE WORLD TALK BACK: CHALLENGING THE TECHNOLOGICAL REVOLUTION

**Introduction**  
**The Fourth World Conference on Women**  
 What Do Women Want?  
 Access to Education  
 Economic Opportunities  
 Empowerment

**The 1995 NGO Forum**  
 The Forum in the News  
 Here's Damage to the Glory of the Forum  
 Talk Back! Statements from Forum Participants  
 Looking Through Women's Eyes | Documentary video by Kelly Johnson

**The Delegation from Georgia Institute of Technology**  
 Lobbying relations presented to the US Delegation  
 Hearing Notes for Women and International Students  
 List of members of the US Delegation  
 "Making History Now": The Georgia Tech Delegation Booth at the NGO Forum

**Credits**  
 Anne Balsamo: Media Designer  
 Kelly Johnson: Multimedia Designer  
 Victoria Perle: Multimedia Designer  
 Sara Berman: Multimedia Designer  
 Sara Berman: Multimedia Designer  
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About Contact Buy

**designing culture WALLS** PUBLIC INTERACTIVES: DESIGNING TECHNOLOGICAL LITERACIES  
 INTERACTIVE WALL BOOKS

**Episodes in the History of Reading: Part 1 (20,000 bce - 800 ce)**  
 The earliest episodes in the history of reading are the development of pictographs in the Neolithic Era and the development of cuneiform in the Bronze Age.

**Episodes in the History of Reading: Part 2 (800 bce - 1800 ce)**  
 The invention of the printing press in the 15th century revolutionized the way we read and the development of the Gutenberg Bible.

**Episodes in the History of Reading: Part 3 (1800 ce - present)**  
 The invention of the typewriter and the development of the modern book, the development of the newspaper and the development of the modern book.

**Episodes in the History of Reading: Part 4 (1800 ce - present)**  
 The invention of the typewriter and the development of the modern book, the development of the newspaper and the development of the modern book.

**Science For All Ages**  
 A history of the development of science and technology in 20th-century America, from the beginning of the 20th century to the present.

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**designing culture MAPS** PRIMERS: A SELECTION OF SHORT VIDEOS

**Tools for the Asking**  
 This video describes the process of cultural systems engineering that led to the design of an interactive application that generates questions about new technologies. 14:30

**How a Robot Got Its Groove**  
 Watching iGEM - the Harvard robot created by iGEM - get its groove, we also see the generation of the technological imagination at work. 3:30

**Ways of the Hand: Thinking in a Digital Age**  
 Dynamic posters from the Museum.

**Designing Culture: The Technological Imagination at Work**  
 Anne Balsamo talks about the Designing Culture transmedia project. 4:30

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**designing culture INTERACTIVES** WITH EXPERIMENTS IN THE FUTURE OF READING  
 CLASSIC EXPERIMENT

**Hyperbolic Comics**

**Hyperbolic Reader**

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**designing culture MAPS** MAPPING THE TECHNOLOGICAL IMAGINATION  
 DIGITAL DOCUMENTS

**Learning to Love the Questions**  
 This interactive semantic map is based on a cultural theory of technology that treats technology as an assemblage of elements and flows.

**Where is the Museum? Mapping the Distributed Museum**  
 A creative inventory of the distributed museum in a digital age (created using iPrism).

**Ways of the Hand: Thinking in a Digital Age**  
 Reflections on the importance of knowing in a digital age (created using iPrism).

**Working the Paradigm Shift**  
 An argument for the important role of the digital humanities in the process of cultural innovation (created using iPrism).

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Technology in the Service of Culture

anne  
balsamo

culture  
Imagination at work

University of Southern California, LA

Brooklyn, NY

Taking Culture Seriously  
in the Age of Innovation

Gendering the  
Technological Imagination

The Performance of Innovation

Public Interactives and the  
Design of  
Technological Literacies

Designing Learning

The Work of the Book  
in a Digital Age



Cultural Analysis of Emergent Technologies

Digital Humanities



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DVD  
Introduction  
The Fourth World Conference on Women  
The 1988 GAO Forum  
The Disruption from Georgia Institute of Technology  
Credits

WALLS  
Hyperbolic Comics  
Hyperbolic Reader

MAPS  
THE TECHNOLOGICAL IMAGINATION

VIDEOS  
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in a Digital Age

Atlanta '96 Street Scene '96 Street Scene '96 Street Scene  
Webcast July 27-August 4, 2006 - July 27-August 4, 2006 - July 27-August 4, 2006  
Virtually there... ually there... ually there...  
<http://live.apple.com> [live.apple.com](http://live.apple.com) [live.apple.com](http://live.apple.com)  
Apple Webcast 1996 Atlanta Olympics  
Georgia Tech New Media Journalist Team



Inside OnomyLabs  
PLAY ▶

HASTAC  
Humanities, Arts,  
Science, and Technology  
Advanced Collaboratory

Cultural Analysis of Emergent Technologies

Digital Humanities

# Technology in the Service of Cultural Good

# The Performance of Innovation

Public Interactives and the  
Design of  
Technological Literacies

Designing Learning

### Research in Public Interactives

PUBLIC INTERACTIVES are a form of media that uses new technologies to create interactive experiences in public spaces. They are designed to engage the public in a way that is both fun and educational.

PUBLIC INTERACTIVES are an important part of the public realm. They provide a way for people to interact with each other and with the environment. They can be used to educate, entertain, and engage the public.

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### Interactive Sculpture

Interactive Sculpture is a form of public art that uses new technologies to create interactive experiences. It is designed to engage the public in a way that is both fun and educational.



Urban Screen



Light Walk



Large Scale Projection



Relational Architecture



Interactive Sculpture



Responsive Walkway



Interactive Advertisements



Walk Up Screen



Architectural Cinema



Interactive Learning

# Taxonomy of Public Interactives



PUBLIC INTERACTIVES are **devices** that serve as the stage for interactive experiences in public settings such as museums, theme parks, outdoor art spaces, civic plazas, and urban streets.



PUBLIC INTERACTIVES are an **art form** that evokes new experiences and perceptions through experiments with scale, mobility, built space, and modes of human engagement in public spaces.

PUBLIC INTERACTIVES are an emergent form of **public communication** designed to engage people in conversations with digital media for the purposes of information exchange, education, entertainment, and cultural storytelling.

PUBLIC INTERACTIVES are  
significant **cultural technologies**  
that subtly shape the  
technological literacies  
of the future.

Light Works



Large Scale Projections

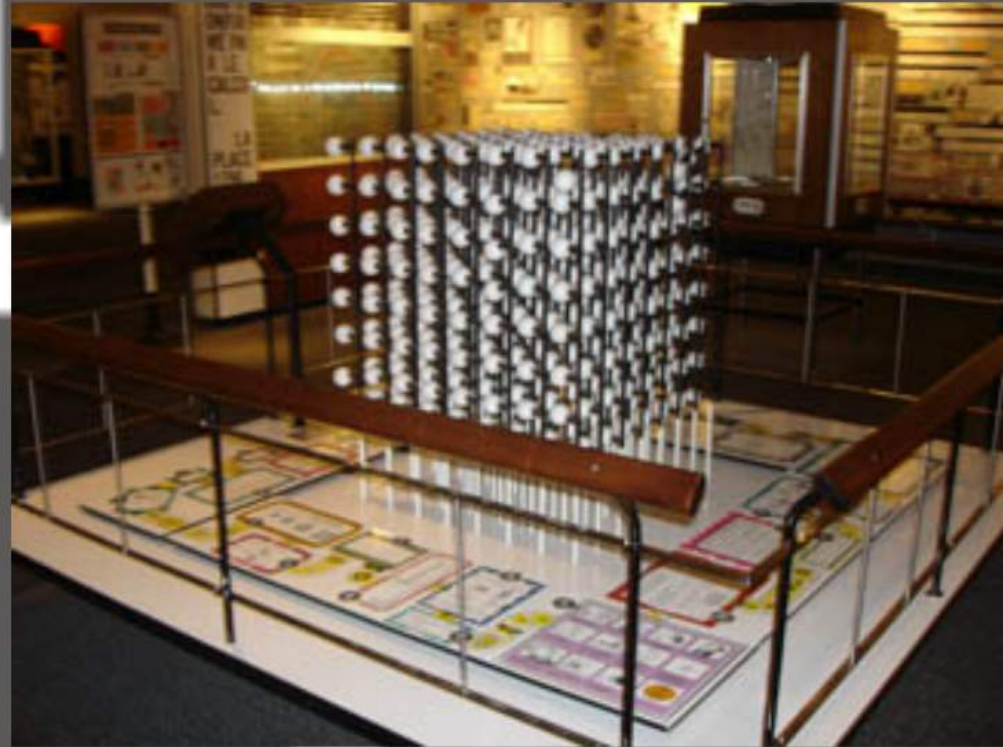


Relational Architecture





Architectural Cinema

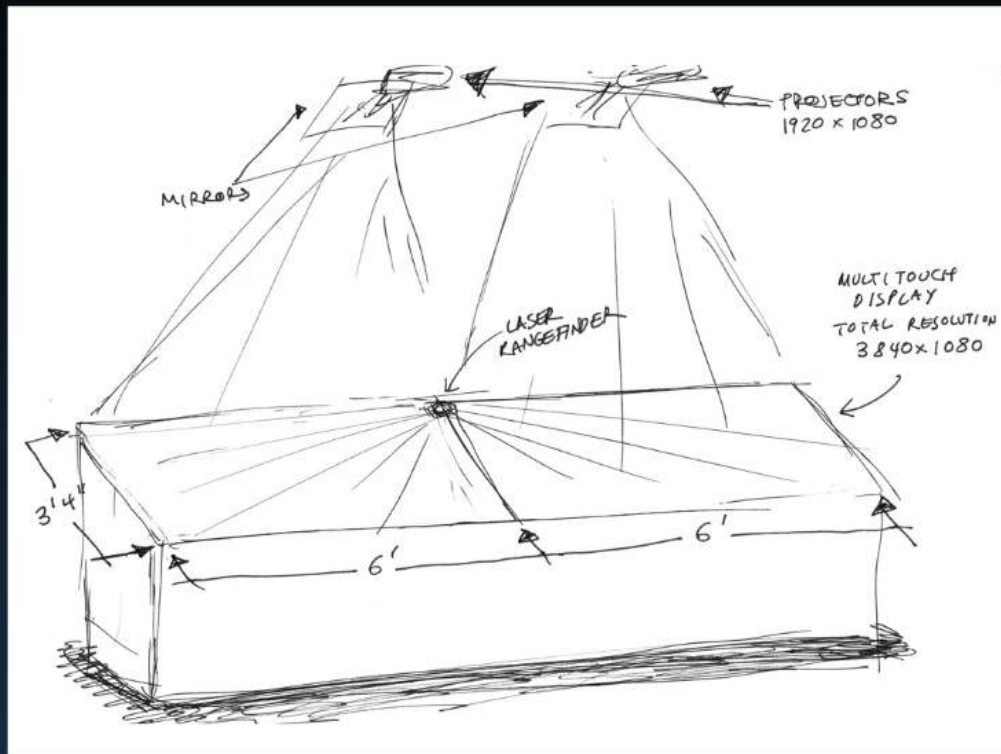


Interactive Learning

OnomyLabs



Interactive Memorials



## Architecture of Public Intimacy



Table View

Form View

Search

?

Home

Database: search the quilt.fp5

Viewing record range 1-25 of 504

Block Number	Large Image
	

Record range:  
1-25

Total records: 5828  
Search found: 504  
Sorted

Find all



# A Tangible Browser For the AIDS Memorial Quilt

A new project by Anne Balsamo, Dale Macdonald and the Innovation Lab at University of Southern California, and in collaboration with the NAMES Foundation.

Project supported by the National Endowment for the Humanities Digital Start-Up Grant.

The AIDS Memorial Quilt  
INTERACTIVE BROWSER

## TOUCH a SECTION

To browse a list of names,  
touch the **NAMES** button

To view images of Quilt blocks,  
touch the **LAYOUT** button

For History and Facts  
about the Quilt and credits  
for the digital experience,  
touch the **MORE** button

## CREDITS

# The AIDS MEMORIAL QUILT

The Quilt was conceived in November of 1985 by long-time San Francisco gay rights activist Cleve Jones. Since the 1978 assassinations of gay San Francisco Supervisor Harvey Milk and Mayor George Moscone, Jones had helped organize the annual candlelight march honoring these men.

While planning the 1985 march, he learned that more than 1,000 San Franciscans had been lost to AIDS. He asked each of his fellow marchers to write on placards the names of friends and loved ones who had died of AIDS.

At the end of the march, Jones and others stood on ladders to tape these placards to the walls of the San Francisco Federal Building.

The wall of names looked like a patchwork quilt.

A little over a year later, Cleve Jones created the first panel for the AIDS Memorial Quilt in memory of his friend Marvin Feldman.

In June of 1987, Jones teamed up with Mike Smith and several others to formally organize the NAMES Project Foundation.



The AIDS Memorial Quilt  
FACTS

91,000+ NAMES

5865 BLOCKS  
Each block measures  
approximately 12 ft x 12 ft  
and typically includes 8 panels

48,000 PANELS  
Each panel measures  
approximately 3 ft x 6 ft

34 tons

1,293,300 square feet

47 Countries Represented

It would take 33 days, spending  
1 minute at each panel to view all panels

The Quilt was last displayed  
in its entirety in 1996, in Washington DC

NAMES

LAY OUT

MORE

# THE NAMES PROJECT FOUNDATION ♦ QUILT IN THE CAPITAL 2012

## Smithsonian Folklife Festival

CREATIVITY AND CRISIS: Unfolding The AIDS Memorial Quilt  
June 27-July 1 and July 4-8, 2012



THE YEAR 2012 MARKS THE 25TH ANNIVERSARY OF THE AIDS MEMORIAL QUILT AND 30 YEARS OF LIFE WITH AIDS. With the introduction of The Quilt in 1987, The NAMES Project Foundation redefined the tradition of quilt making in response to contemporary circumstances. This program will feature the remarkable artistry, inspiration, and impact of The AIDS Memorial Quilt and provide the public with an unparalleled opportunity to experience this highly charged symbol of the AIDS crisis and the largest community art project in the world.

CREATIVITY AND CRISIS: Unfolding The AIDS Memorial Quilt is the first Festival program to focus exclusively on community craft and performance that were directly developed in response to crisis and grief. With The AIDS Memorial Quilt as the anchor and through craft demonstrations, dance and musical performances, interactive discussions, and other activities, this program will commemorate the innovative and resourceful ways through which communities have endeavored to educate people and to cope with one of the most complex epidemics in modern history.

## Quilt In the Capital

Displays across the Capital Area – July 2012

During July 2012, The AIDS Memorial Quilt will blanket our Nation's Capital. Displays in some of the most popular tourist attractions will allow millions of visitors to see panels of The Quilt throughout their travels. Organized tours will also be available.

**Venues include:** Union Station, Reagan National Airport, Textile Museum, Georgetown Mall, Bloomingdale's, Constitution Hall, Post Office Museum, Library of Congress/Center for Folklife, The Newseum, The Mayor's office and various City buildings and offices, The Reagan Building, Arena Stage, Kennedy Center, local hotels, American Red Cross, Grant Memorial Park, Institute of Peace, Eastern Market/Main Hall, Human Rights Campaign, and more.



## The National Mall Experience ♦ AIDS 2012

July 21-25, 2012



As our Nation's Capital prepares to host the XIX International AIDS Conference, The AIDS Memorial Quilt will once again be unfolded in Washington, DC. Sections of domestic and international Quilt will blanket many sections of The National Mall.

- An interactive timeline with multiple installations will serve as an educational narrative of the last 30+ years of HIV. Many of these stations will offer opportunities for visitors to add their written memories and comments.
- Oral and video history recording booths located throughout the display will provide individuals with additional opportunities to share their stories.
- The traditional, solemn and continual reading of names will take place on several strategically placed stages.
- Unfolding, folding, and new panel dedication ceremonies will provide visitors with the powerful hands-on Quilt experience.
- A fully functioning replica of the original San Francisco workshop will offer opportunities for visitors to honor loved ones by creating a panel bound for inclusion in The AIDS Memorial Quilt.
- The "World Plaza" experience and programming will showcase other artistic forms of expression.
- Quilt Docents will be stationed throughout the display experience to help new visitors learn more about the stories behind the panels and to help record and share stories on-line and in real time from The Quilt.



## The Digital Experience

Creating a Living Memorial Using Digital Media

We seek sponsors and collaborators for the creation of an interactive browsing experience and a mobile application to be used during the events of the "Quilt in the Capital 2012" and afterwards as part of the on-going programming by the NAMES Project Foundation.



## The AIDS Memorial Quilt BROWSER on a multi-touch tangible surface

Using this application, viewers can browse a digital image of the "virtual" AIDS Memorial Quilt at different scales. They can ZOOM from a birds-eye view of the entire Quilt down to the level of an individual block. The digital application also allows viewers to search the virtual Quilt for a specific NAME. Four interactive surfaces will be installed during the 2012 events in D.C.



## The AIDS Memorial Quilt MOBILE Application

The MOBILE application provides multiple functions:

- list of panel NAMES
- map of the location of Quilt panels installed throughout Washington D.C.
- digital memorial page for each NAME
- crowdsourcing application to assist in the annotation of Quilt panels
- QUILT display program schedule
- link to the NAMES Foundation website



The digital interactive experiences and applications are being created by the Public Interactives Research Team at the Annenberg Innovation Lab at the University of Southern California, in collaboration with Microsoft Research, the AIDS Research Team at the Brown University, and the Digital Studio for the Public Humanities at the University of Iowa.

Early support provided by the National Endowment for the Humanities, the University of Southern California Provost's Office of Research, and the Annenberg Innovation Lab.

For more information, please contact  
Professor Anne Balsamo: [annebalsamo@gmail.com](mailto:annebalsamo@gmail.com)

Microsoft<sup>®</sup>  
**Research**





AIDS QUILT TOUCH Mobile Web App:

[www.aidsquilttouch.org](http://www.aidsquilttouch.org)

Digital Studio for Public Humanities  
@ U of Iowa, Jon Winet, Mark NeuCollins;  
@USC: Anne Balsamo, Dale MacDonald



# TOUCH TIMELINE

ChronoZoom Team:

@ Microsoft Research: Rane Johnson

@ UC Berkeley: Roland Saekow, Madison Allen;

@USC: Anne Balsamo, Lauren Fenton, Rosemary Comella



## INTERACTIVE TANGIBLE BROWSER using Pixelsense

@ Brown Univ, the LADS Team: Andy van Dam, Alex Hills

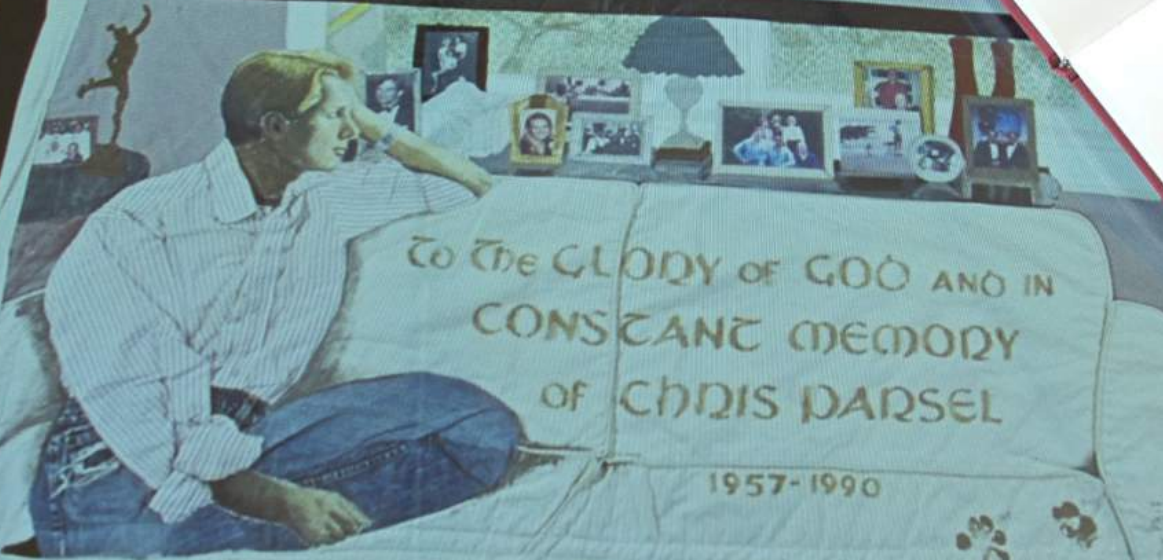
@Microsoft Research: James Wren, Topper Cain, Lei Yu

@USC: Anne Balsamo, Dale MacDonald





OCT 7, 1956  
JULY 19, 1991



We are all here around  
you grand and old on life's last  
change ready to say last things  
and say them, and then you  
of our world, our love, and then you  
in my heart I have to be there close  
and I know I have to be there close  
of my heart and truly love my things  
on a daily basis.

ISAAC JACOB ZINDEL

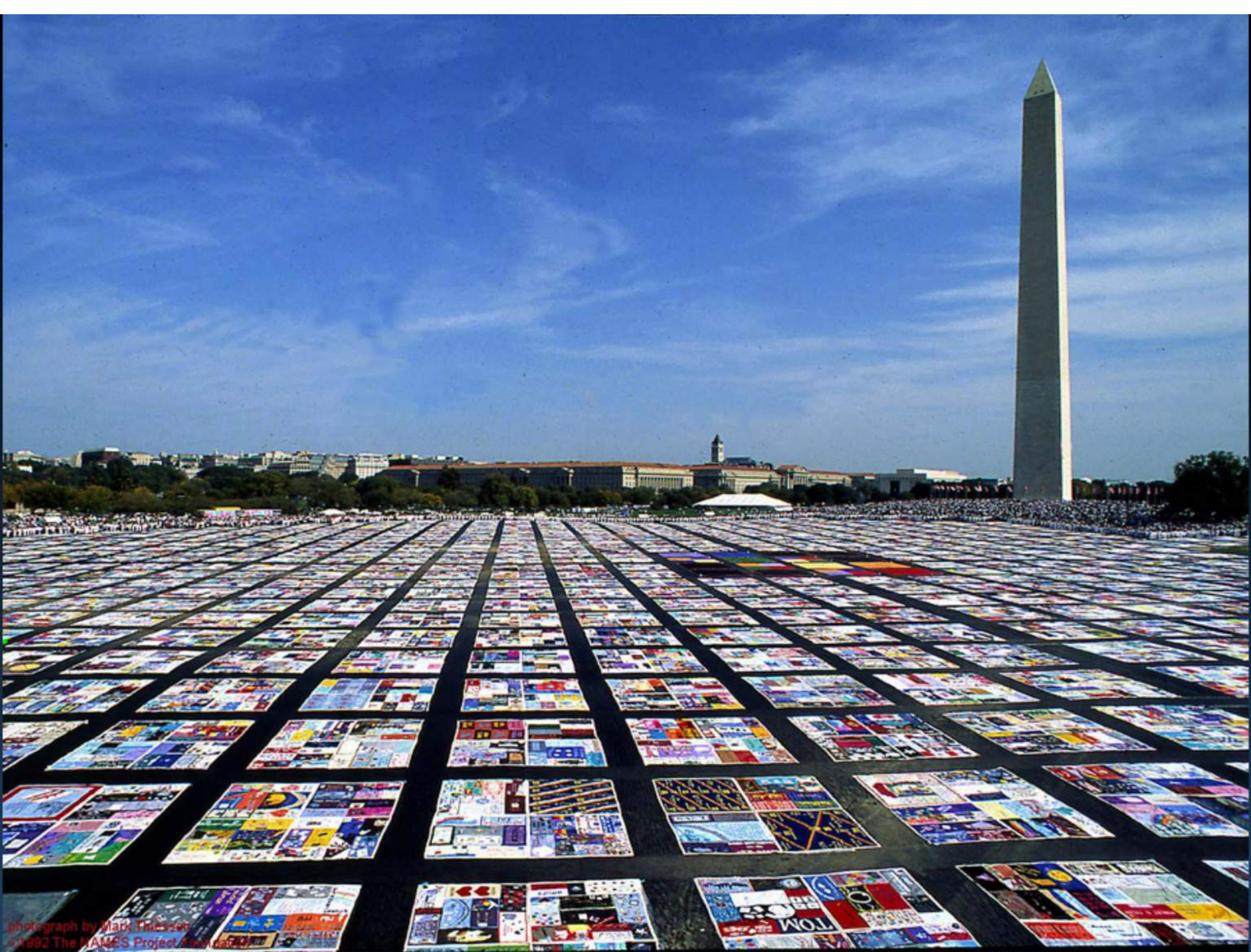
NAMES LAY OUT MORE





## DEMOs

- AIDS Quilt Touch: [www.aidsquilttouch.org](http://www.aidsquilttouch.org)
- Community Sourcing Tasks
- Touch Timeline: ChronoZoom
- Touch Table Browser: LADS, Deep Zoom & Pixelsense



photograph by Mark Thiessen  
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