

Dwell-Time;

Urban screens, Ambient Media
and Augmented Public Space

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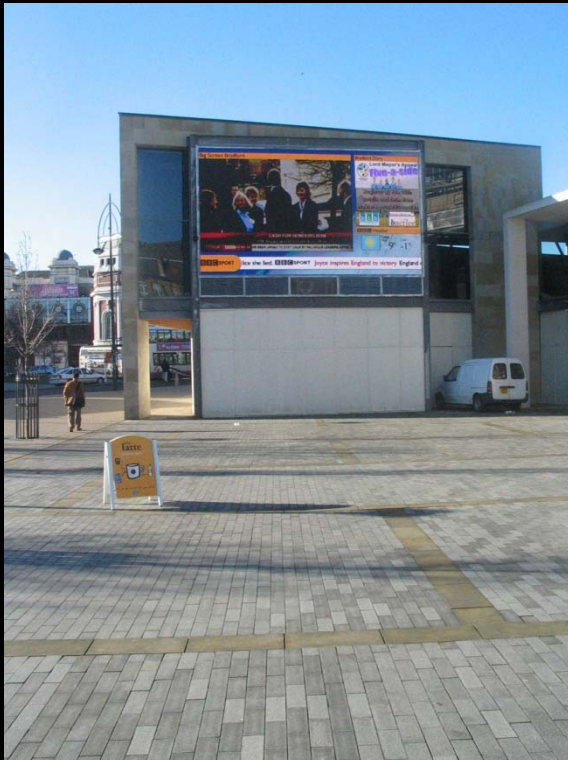
www.dwell-time.co.uk

Concepts: some jargonbusting



- Augmented Public Space
 - (Manovich 2006, Allen 2008)
- Ambient Media
- Urban Screens
 - BBC, Public Space Broadcasting
 - Community: new media artists, urban designers, curators, theory

Dwell-Time;



- Focus of Interest
 - eg. Eye-tracking
 - Cognition
- Time spent dwelling or inhabiting a place
- Commodification of waiting
- www.dwell-time.co.uk

Arguments



- The majority of UK cities constitute Augmented Public Space
- Public Screens and the transformation of urban experience
- Creation of new forms of public event, ritual and civic engagement

Contexts

McCarthy (2003)

Ambient TV and the site specific nature of reception of TV in public space.

“variability of television’s relationship to all spaces in which it appears...” (p. 10)

Moore (2004), in Choudry and McCarthy

The “doubling of place”.

Contexts

McQuire (2008a), *The Media City*

“...the migration of electronic screens into the cityscape has become one of the most visible and influential tendencies in contemporary urbanism.”

Contexts

McQuire et al (2008b), *Transformations...*

“...capacity of the screen to serve as the site for the collective enactment of public rituals, celebration and mourning.”

Urban Screens and the mediation of locality and place



Locality: screen management



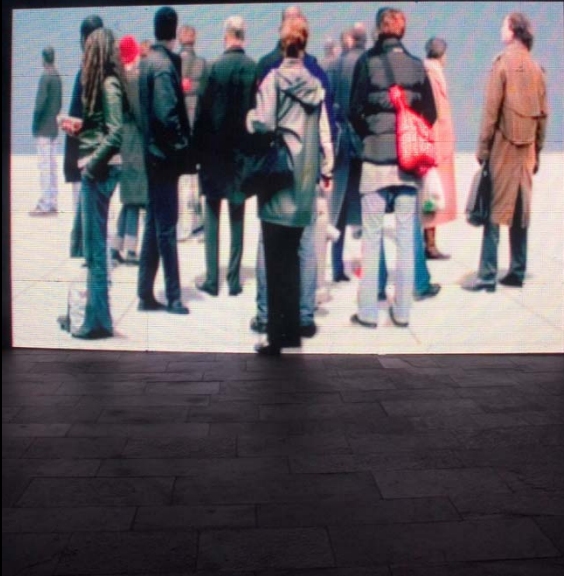
- Tripartite structure for screen management
- Curatorial partnerships (local)
- Space for home-grown public art
- Site for public events

Locality: framing



- Scale and position in space and location cues
- Branding and Framing of 'centralised' content (LocOG)
- Composition

Sense of Place: proximity and the body



- Peter Aerschmann: “Augenblicke”
- Bodies in immediate vicinity of screen track using motion sensor
- Proximity alters characteristics of display
- Affective relation determined by proximity of body to screen

Sense of Place

1. The Body as a frame for information.

2. Real/Virtual distinction in everyday urban experience:

- “doubling of place”
- “networked localities”.

3. Affect and the experience of “place”.