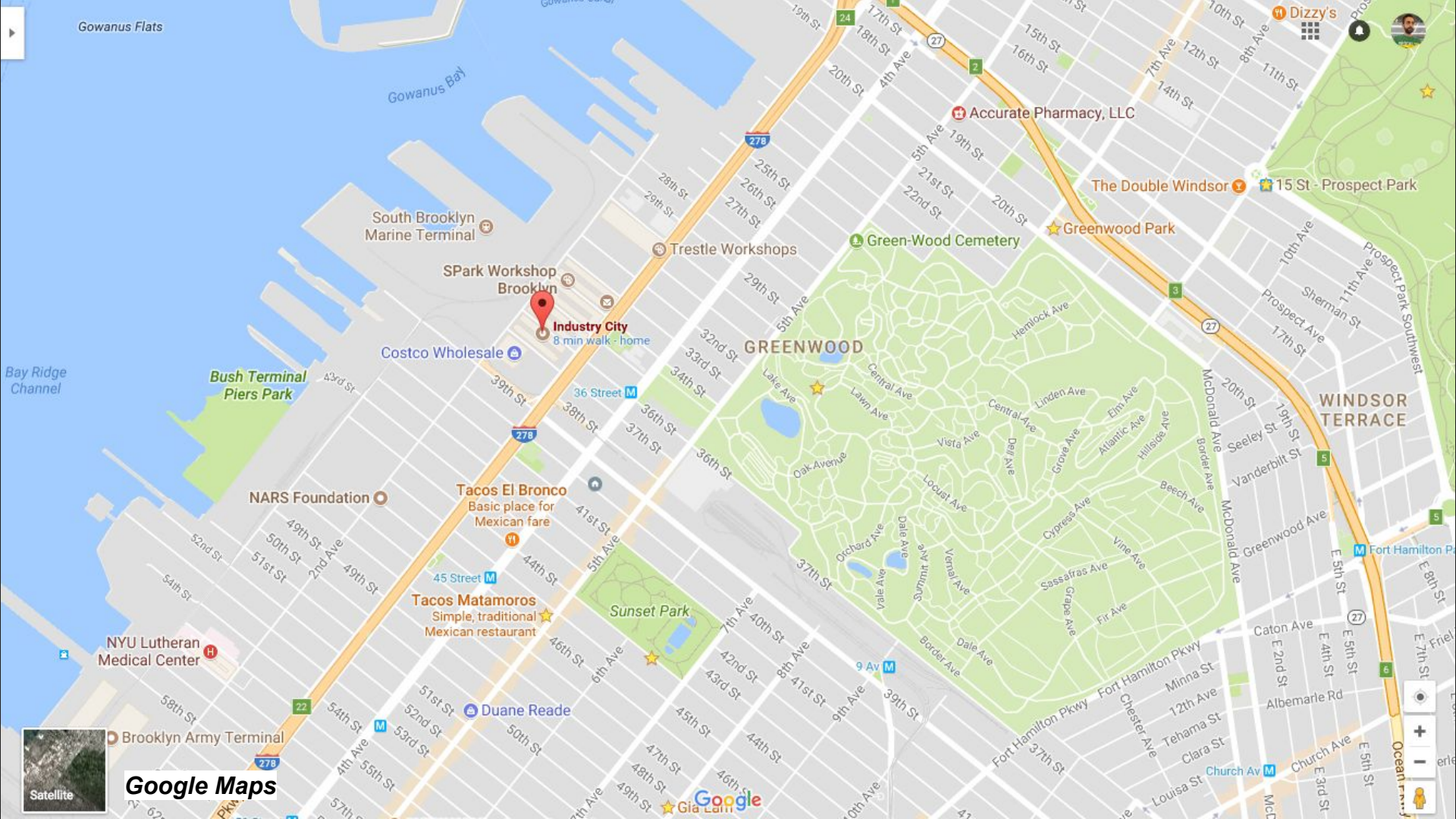
Locative Media

Tehran GSS, July 2017

What is place anyway?
How many types of place do we have?
How do we navigate locations?

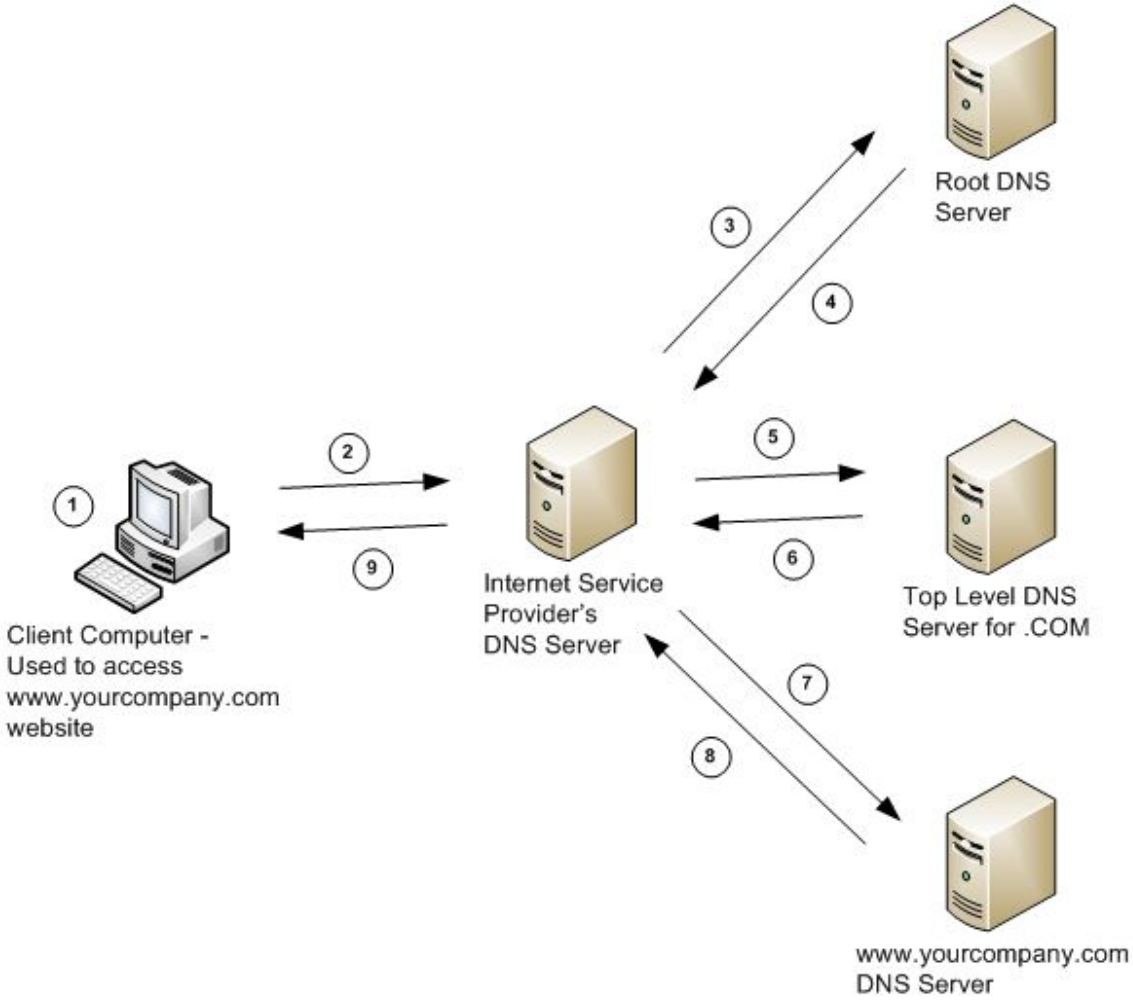

Gowanus Flats
Gowanus Bay
Accurate Pharmacy, LLC
Dizzy's
The Double Windsor
15 St - Prospect Park
Greenwood Park
Green-Wood Cemetery
South Brooklyn Marine Terminal
Trestle Workshops
SPark Workshop Brooklyn
Industry City
8 min walk - home
Costco Wholesale
GREENWOOD
WINDSOR TERRACE
Bay Ridge Channel
Bush Terminal Piers Park
36 Street
NARS Foundation
Tacos El Bronco
Basic place for Mexican fare
45 Street
Tacos Matamoros
Simple, traditional Mexican restaurant
Sunset Park
NYU Lutheran Medical Center
9 Av
Duane Reade
Brooklyn Army Terminal
Fort Hamilton Pkwy
Church Av
Satellite
Google Maps
Google

Google Chrome browser address bar

Terminal on a Macintosh computer

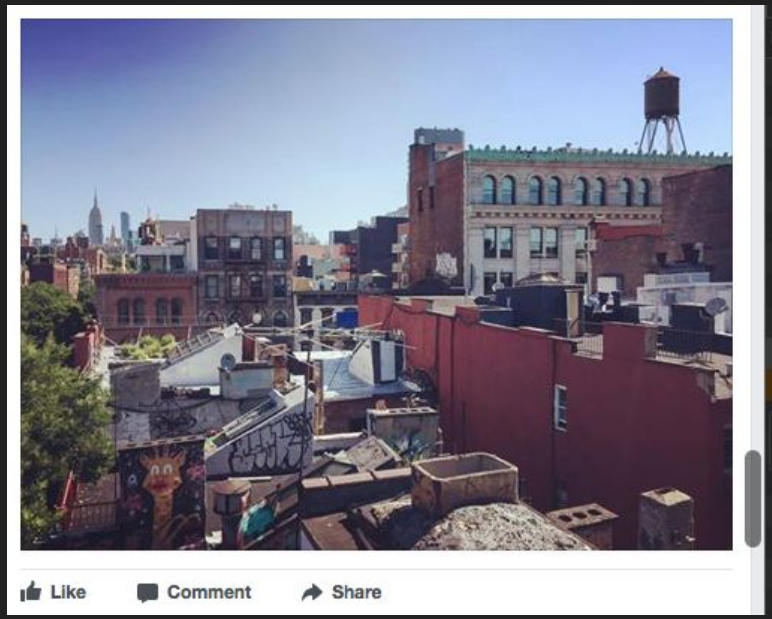
Looking up network address on a UNIX computer - IPs and MAC addresses

```
± |master {1} ✓| → ifconfig
lo0: flags=8049<UP,LOOPBACK,RUNNING,MULTICAST> mtu 16384
        options=3<RXCSUM,TXCSUM>
        inet6 ::1 prefixlen 128
        inet 127.0.0.1 netmask 0xff000000
        inet6 fe80::1%lo0 prefixlen 64 scopeid 0x1
        nd6 options=1<PERFORMNUD>
gif0: flags=8010<POINTOPOINT,MULTICAST> mtu 1280
stf0: flags=0<> mtu 1280
en0: flags=8863<UP,BROADCAST,SMART,RUNNING,SIMPLEX,MULTICAST> mtu 1500
        options=27<RXCSUM,TXCSUM,VLAN_MTU,TSO4>
        ether 00:26:4a:03:80:2a
        nd6 options=1<PERFORMNUD>
        media: autoselect
        status: inactive
fw0: flags=8863<UP,BROADCAST,SMART,RUNNING,SIMPLEX,MULTICAST> mtu 4078
        lladdr 00:26:4a:ff:fe:03:80:2a
        nd6 options=1<PERFORMNUD>
        media: autoselect <full-duplex>
        status: inactive
en1: flags=8863<UP,BROADCAST,SMART,RUNNING,SIMPLEX,MULTICAST> mtu 1500
        ether f8:1e:df:df:b4:b0
        inet6 fe80::fa1e:dfff:fedf:b4b0%en1 prefixlen 64 scopeid 0x6
        inet6 2604:2000:70d2:e700:fa1e:dfff:fedf:b4b0 prefixlen 64 autoconf
        inet6 2604:2000:70d2:e700:74d4:9324:ed82:905d prefixlen 64 autoconf temporary
        inet 192.168.0.5 netmask 0xffffff00 broadcast 192.168.0.255
        nd6 options=1<PERFORMNUD>
        media: autoselect
        status: active
p2p0: flags=8843<UP,BROADCAST,RUNNING,SIMPLEX,MULTICAST> mtu 2304
        ether 0a:1e:df:df:b4:b0
        media: autoselect
        status: inactive
```



How do we address our machines?
From uxworld.com

Multiplicity of place
Moving between different types of space / dimensions



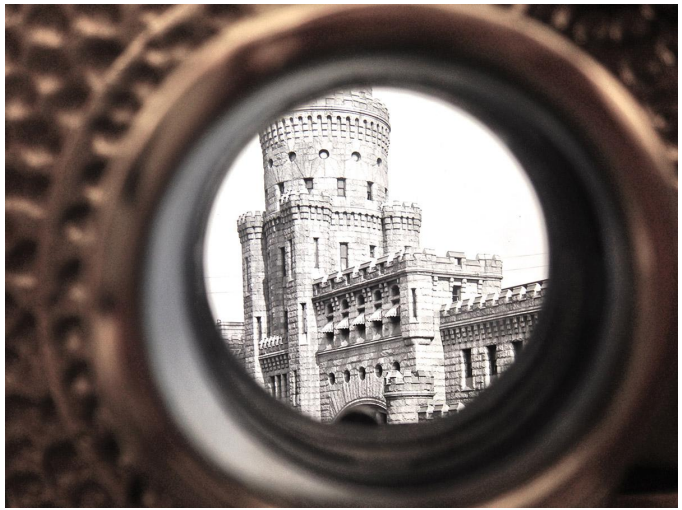
An image on a facebook feed Through the lens of Google Chrome Developer tools

Your image is probably here.
An image of a place is placed on a virtual page, which in turn lives on a hard drive in a physical place.

There is no cloud
it's just someone else's computer

A central cooling plant in Google's Douglas County, Georgia, data center. Photo: Google/Connie Zhou

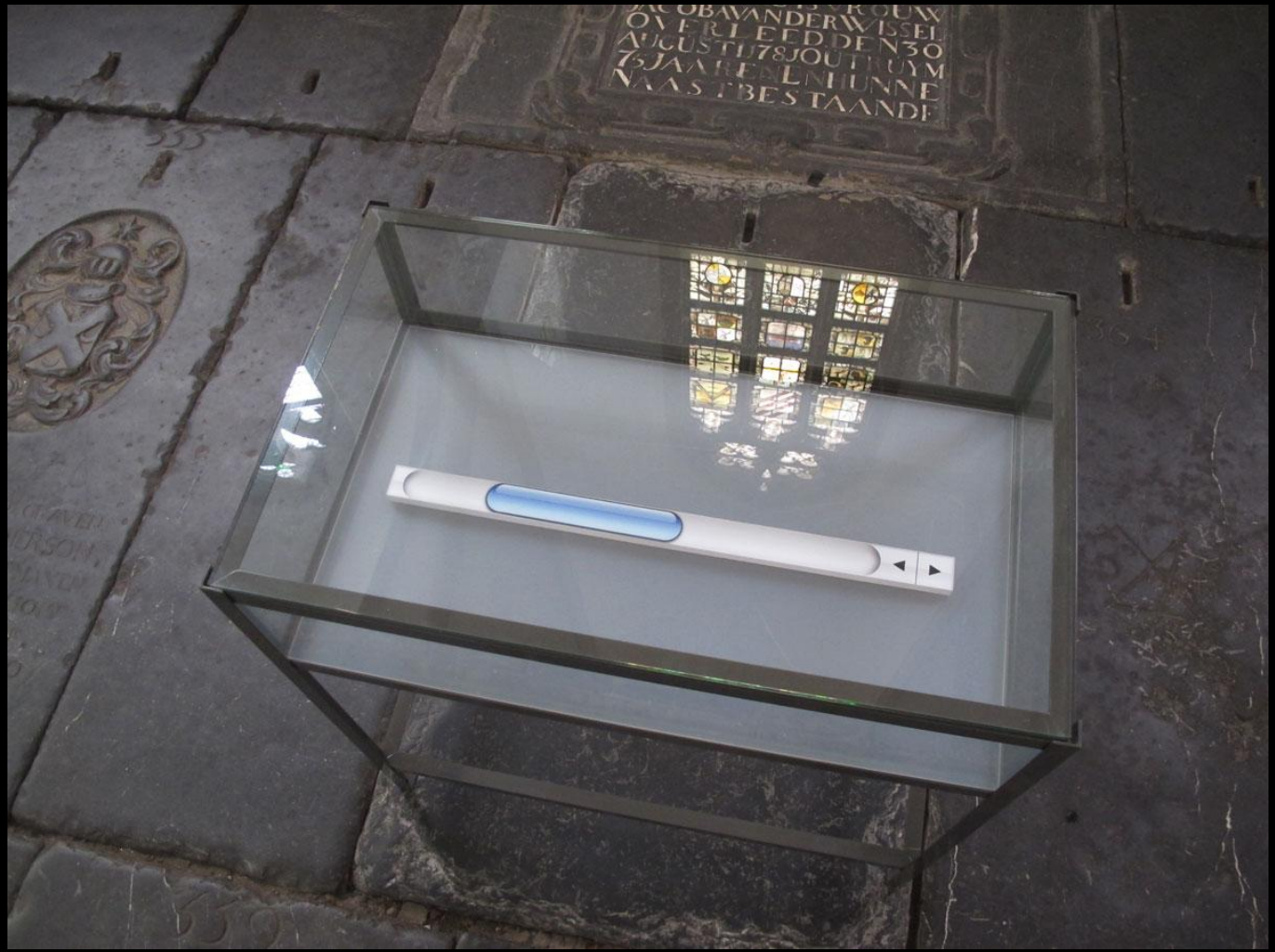
Time travel
Can locative media take us back in time?



Transforming Locations
Time, place and mediation
"Lost Landmarks" by Matt Felsen

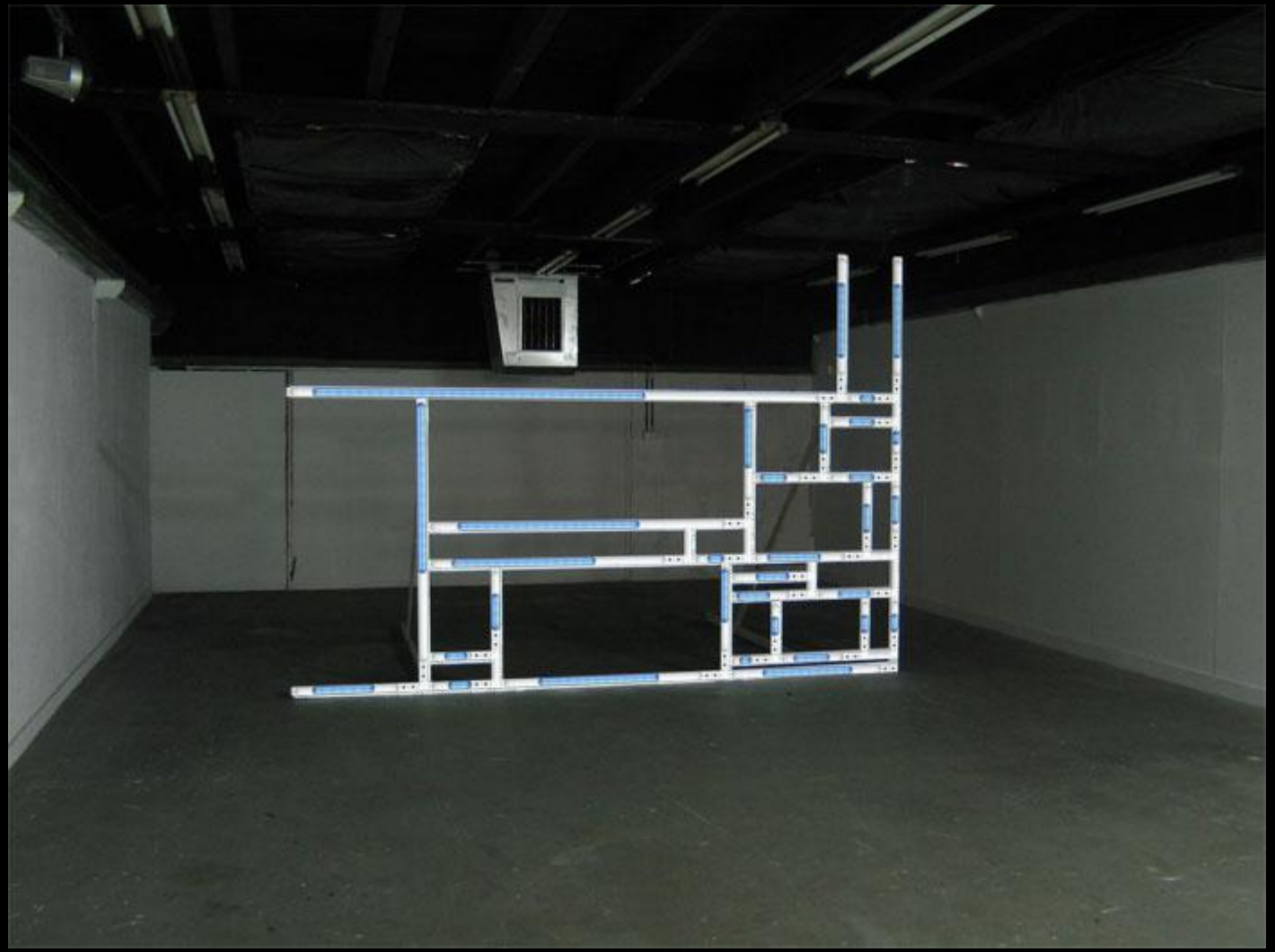
Navigating the physical and virtual
What happens if we give real locations to virtual objects?

What happens when we switch Context?



In Memory of New Materials Gone
Jan Robert Leegte 2014

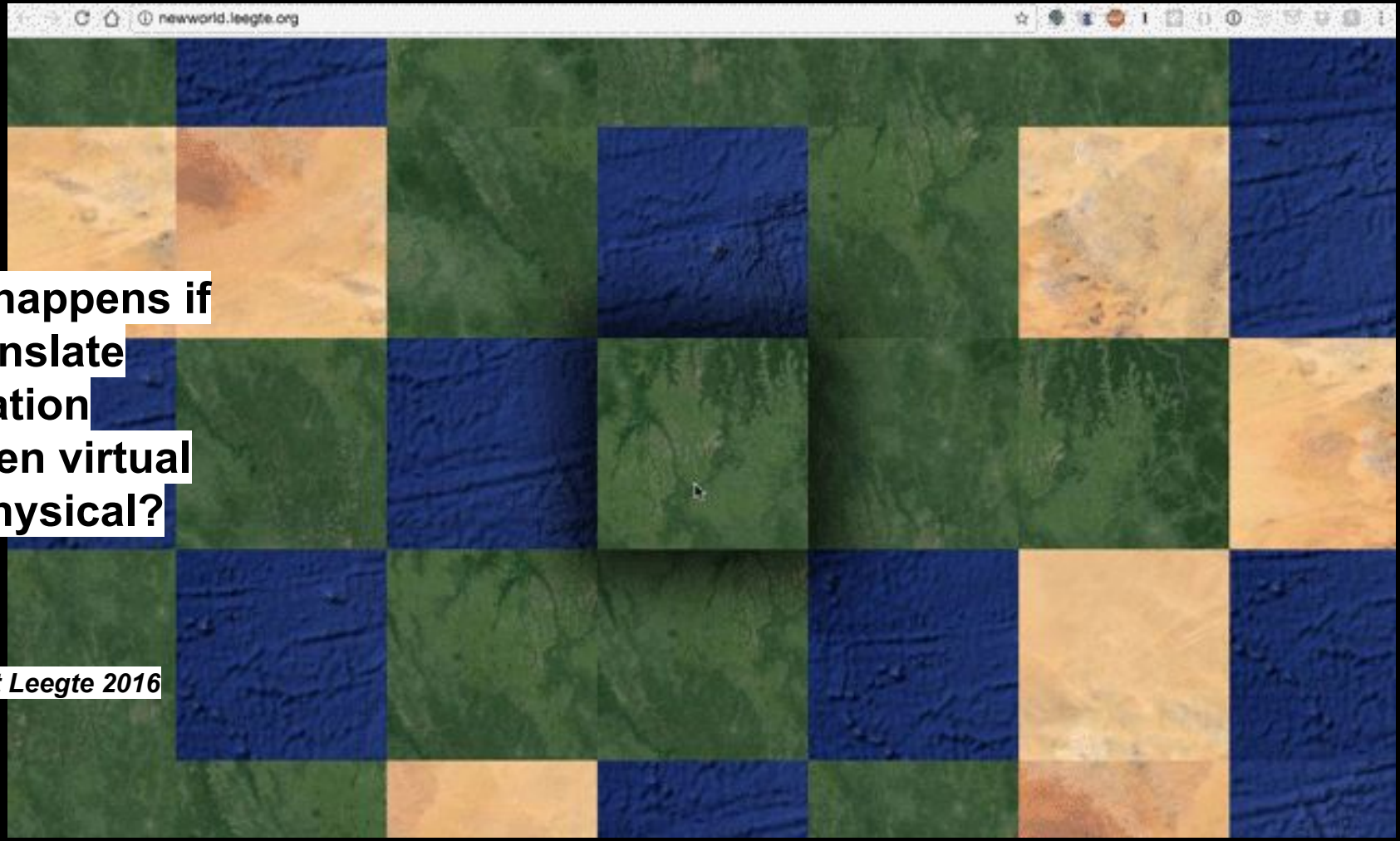
What happens when we switch Context?



“Scrollbar Composition”
Jan Robert Leegte 2011

What happens when we switch Context?

Dumpster
Jan Robert Leegte 2016


newworld.leegte.org
What happens if we translate navigation between virtual and physical?
Jan Robert Leegte 2016

Aram Bartholl - "Map"
public installation 2006 -13

What distinguishes locations virtual and physical?

"Map"
Aram Bartholl 2011

How does scale change locality?

"Map"
Aram Bartholl 2011

Key conditions of a networked society:

1. **Superimposition of real and virtual spaces**
2. **The development of a mobile sense of place**
3. **The emergence of popular virtual worlds**
4. **Risde of the Network as a socio-spatial model**
5. **Growing use of mapping and tracking technologies**

“Networked Publics”
Kazys Varnelis & Ane Friedberg

Topographies Of networks

Distributed, Decentralized, Centralized

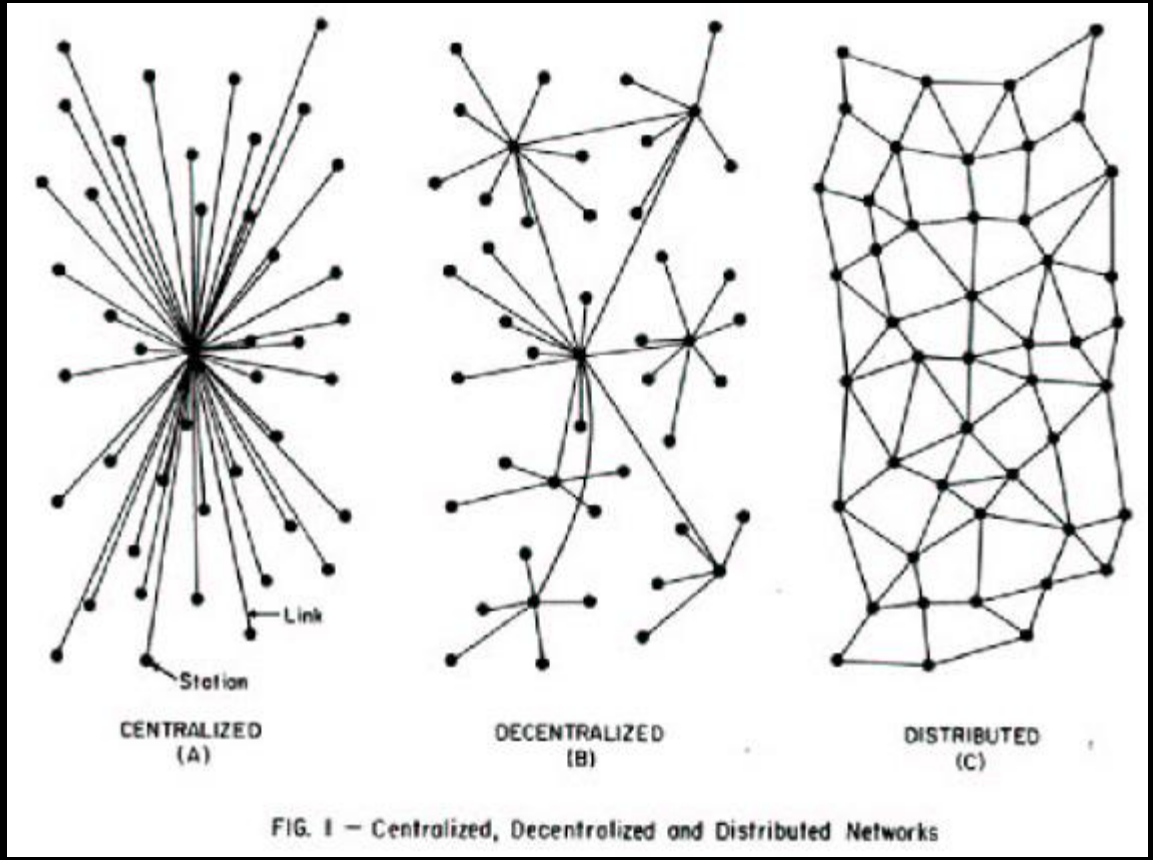
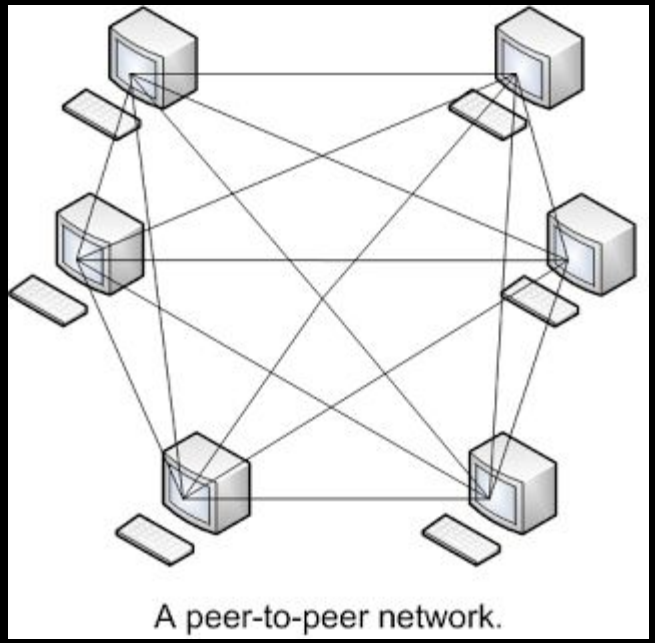


FIG. 1 — Centralized, Decentralized and Distributed Networks

Tidepools
A peer-to-peer
Citizen network



Open Technology Institute
New American Foundation
Alyx Baldwyn 2013

Tidepools
A peer-to-peer
Citizen network

Open Technology Institute
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A peer-to-peer Citizen network

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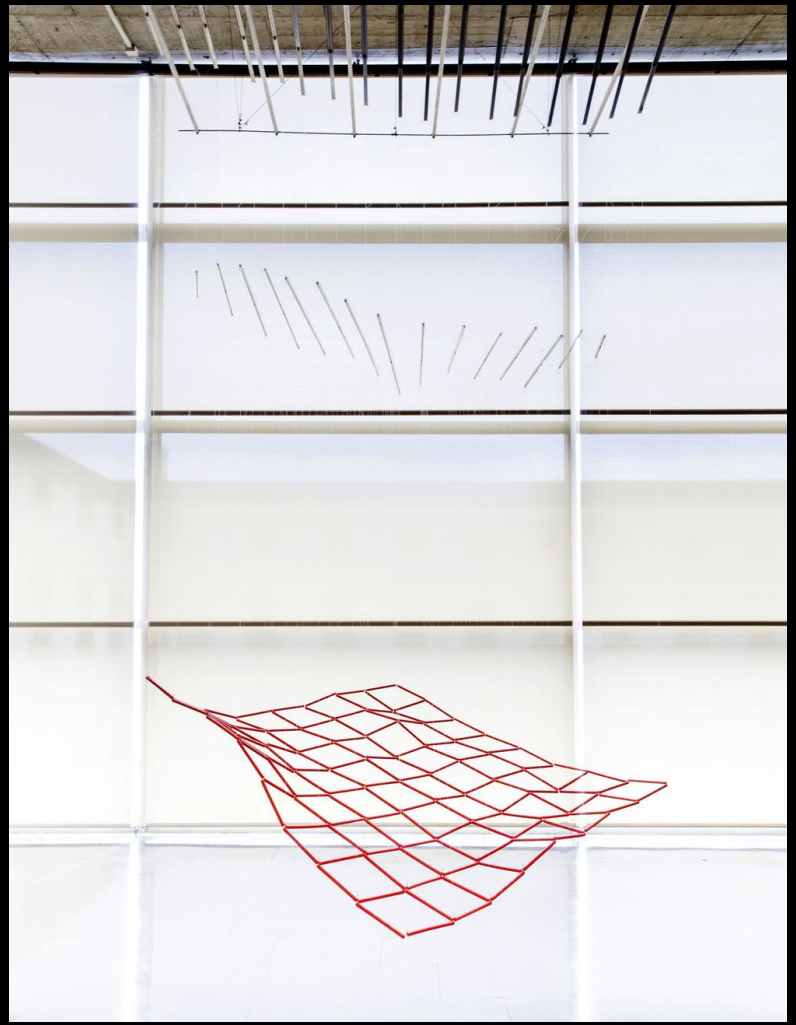
Poetics of Locative Media

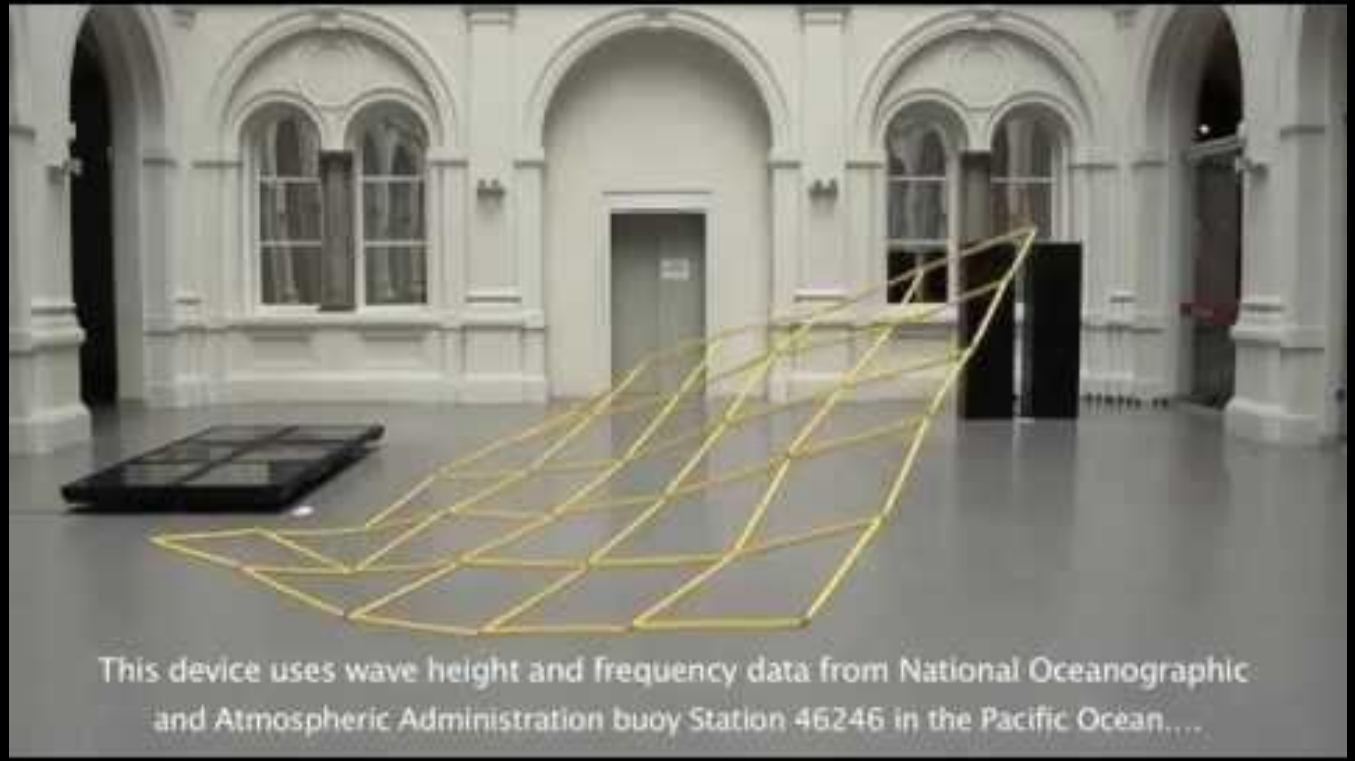
Somewhere between certainty and uncertainty

Poetics Of Locative Media



"tele-present water"
David Bowern 2011

Poetics Of Locative Media



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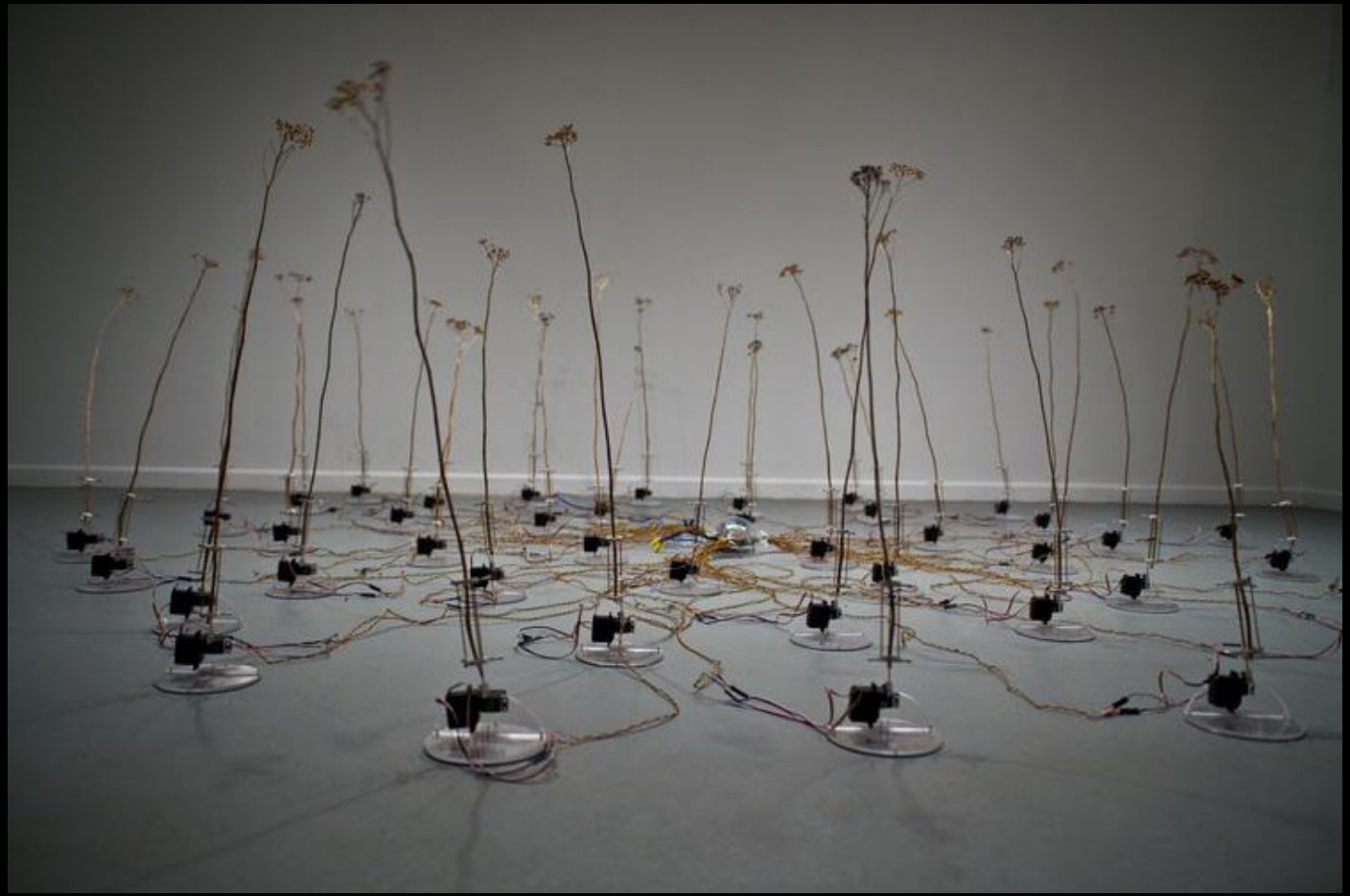
Poetics Of Locative Media



"tele-present Wind"
David Bowern 2011

Poetics Of Locative Media

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Poetics Of Locative Media

"tele-present Wind"
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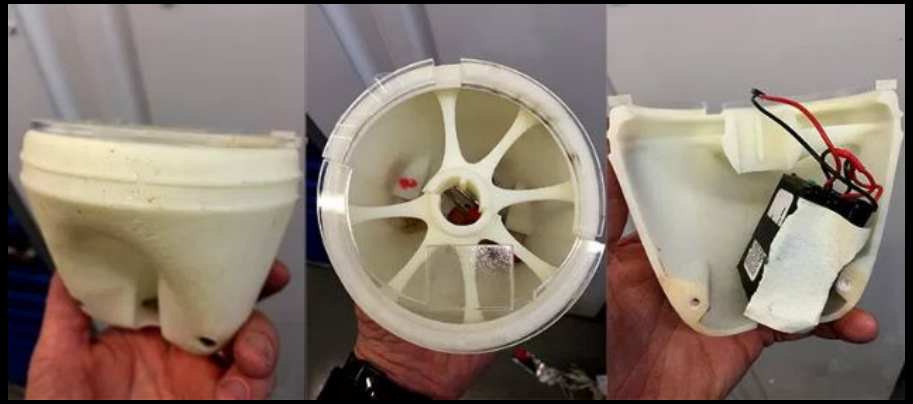
Performative locative media & Ad Hoc networks.

Can we create collaborative performances with locative media?

Networked Performance With Hardware



UMBRELLA.net
Katherine Moriwaki &
Jonah Brucker Cohen

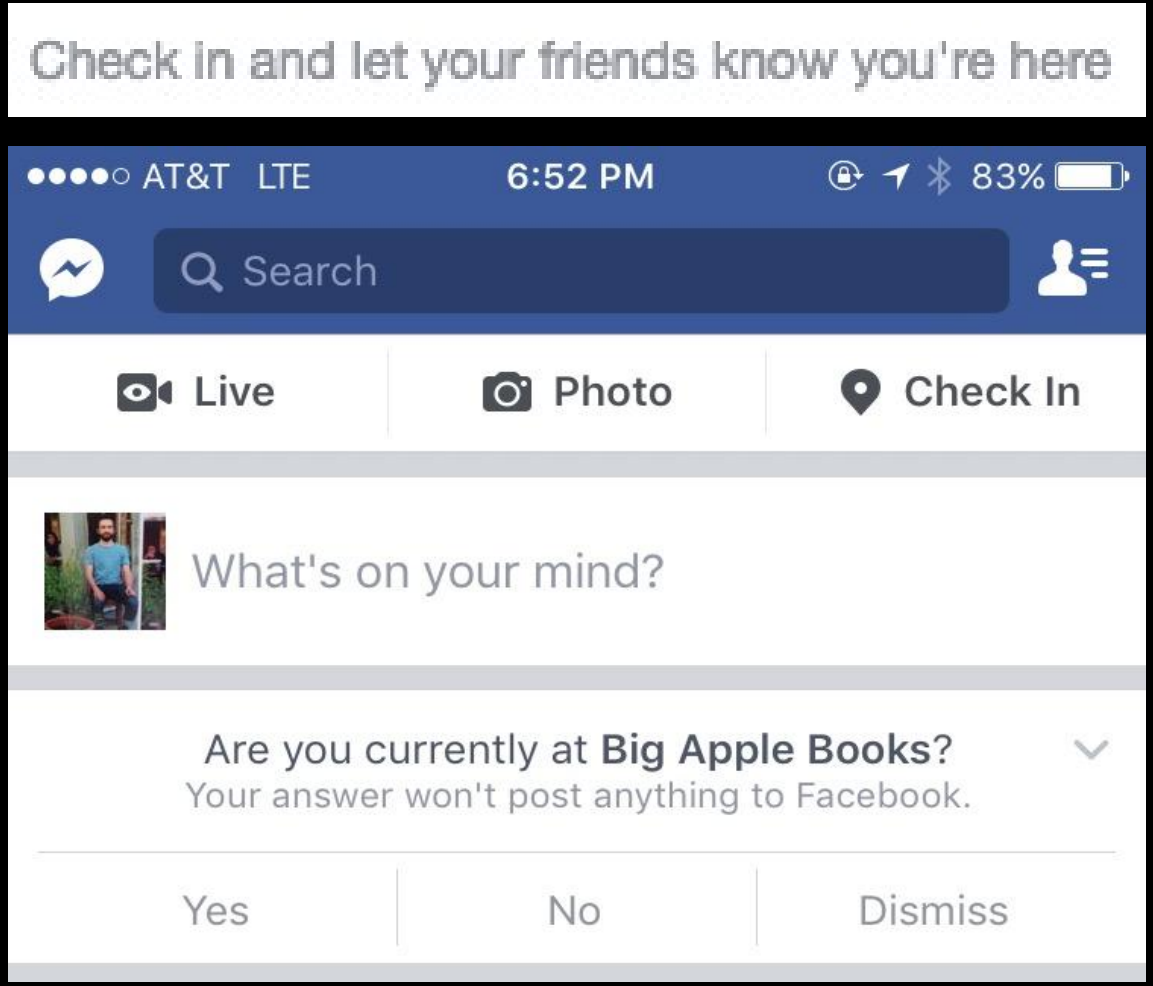
Ethics & politics of locative media

What does it mean that we are producing so much location data?
Who owns the data?

Can we take locative media offline?

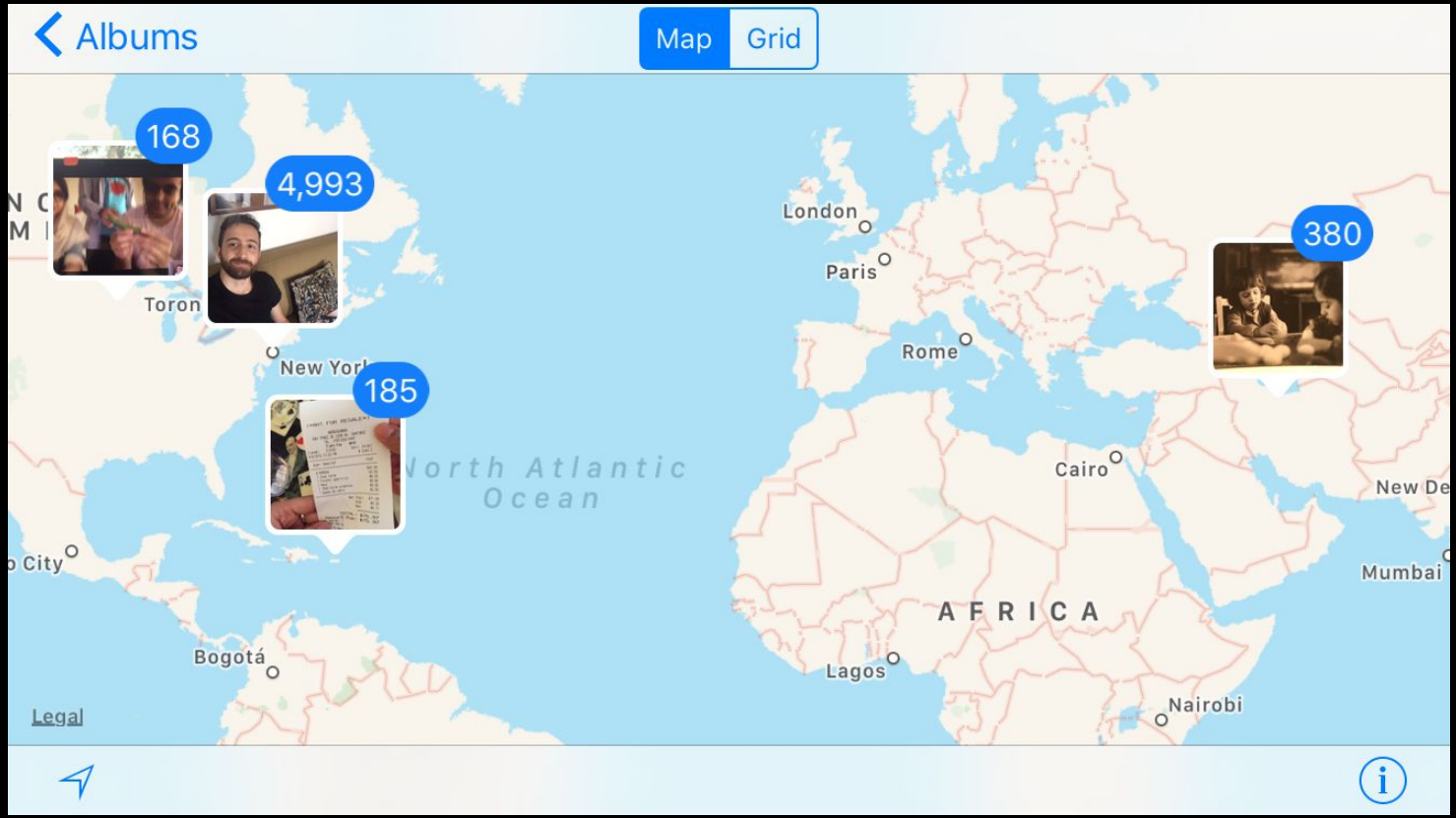
Locative Media In daily Life

“Facebook mobile app”



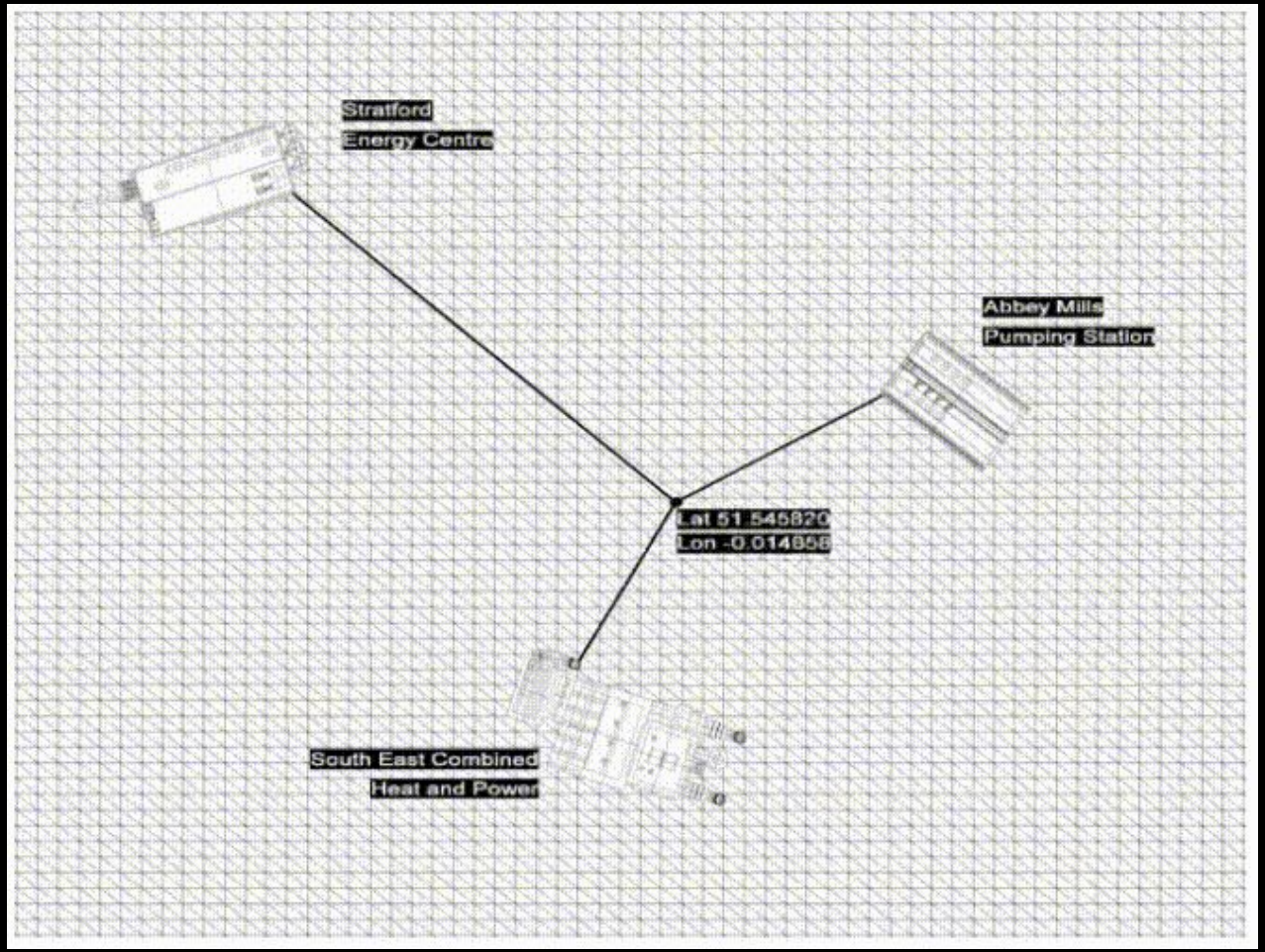
Locative Media In daily Life

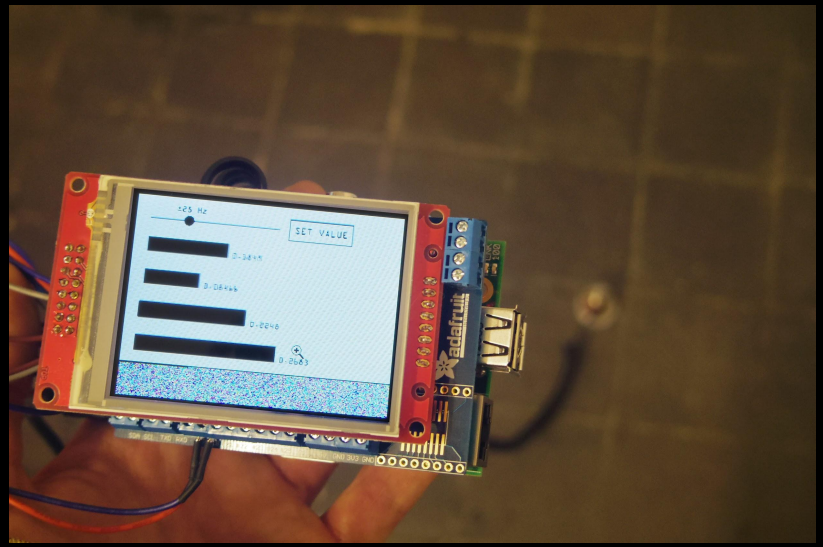
“Apple photos map”



Taking the Location Offline

“Open Positioning System”
Phillip Ronenberg





Taking the Location Offline

"Open Positioning System"
Phillip Ronenberg

How can data be location-specific? How can urban space become activated through site-specific data?

"Dead Drop"
Aram Bartholl 2010

Peer-to-peer
Made offline

"Dead Drop"
Aram Bartholl 2010

Peer-to-peer
Made offline

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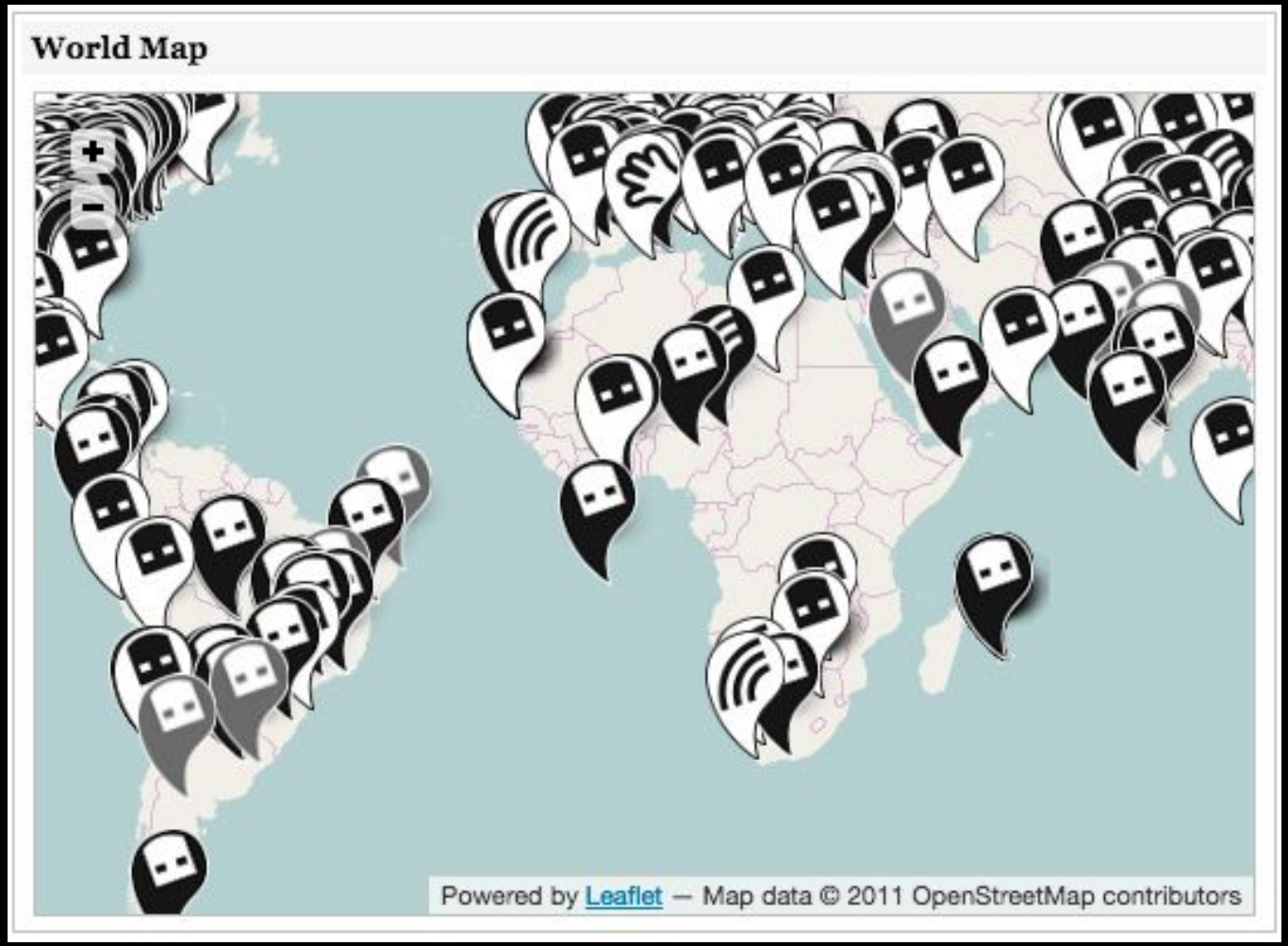

Peer-to-peer
Made offline

“Dead Drop”
Aram Bartholl 2010

Resources

- Henry Jenkins, Narrative Spaces
- Ronald Lenz, Locative Media
- Marc Tuters and Kazys Varnelis, Beyond Locative Media, Giving Shape to the Internet of Things
- Krzysztof Wodiczko, Designing A City of Strangers
- Design Studio for Social Intervention, Spatial Justice, A Frame for Reclaiming our Rights
- Lev Manovich, The Poetics of Urban Media Surfaces
- Work by Christina Kubisch, LoVid, Local Projects
- Networked Publics, edited by Kazys Varnelis, MIT Press
- http://ronnenberg.io/portfolio/openpositioningsystem/
- Blast Theory's Rider Spoke (and lots of others)
- http://ronnenberg.io/portfolio/openpositioningsystem/
- Janet Cardiff & George Bures Miller's Her Long Black Hair
- http://ronnenberg.io/portfolio/openpositioningsystem/
- http://deaddrops.com/dead-drops/
- https://commotionwireless.net/files/rhiwifi_tidepools_casestudy.pdf
- Journalism & location based storytelling
- Stories everywhere: https://storieseverywhere.org/