MSG 013
MADEIRA STORY GENERATOR

A Public Space Digital Storytelling Installation

Repurposing and (re)contextualizing an airport split-flap display as a storytelling installation

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SUMMARY

- Background

- MStoryG a storytelling installation: re adapting the Campfire model: public space, stories and new media

- Methodology, process, insights
    - A pilot, in our research space.

        Content: open use… medium: adjacent laptop
    - A two weeks study, in the regional science park.

        Content: cadavers exquisite, medium: tweeter laptop
    - A four weeks two parts study, in the hall of the university.

        Content: from passers by and invited authors from airplanes fictions; Media: tweeter, Facebook, SMS
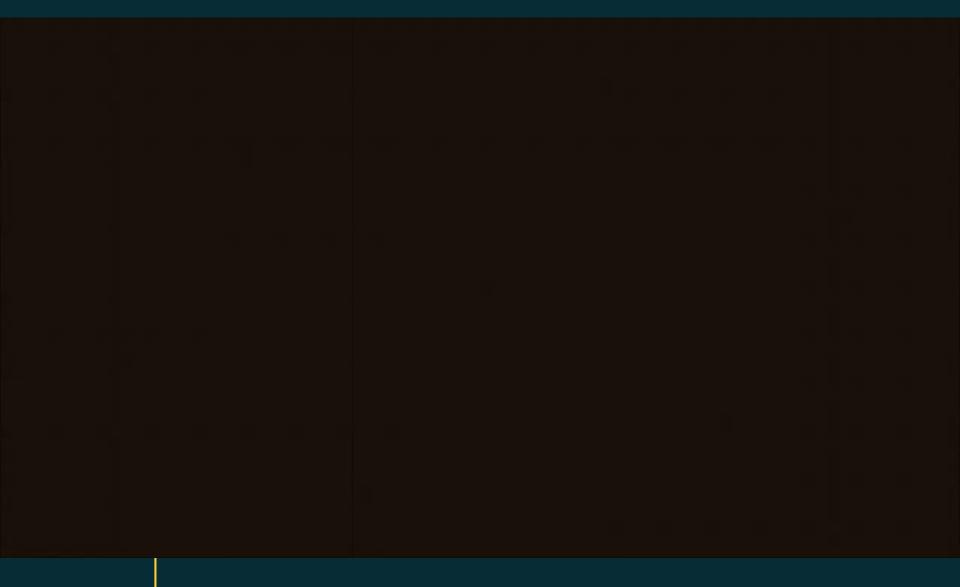
Present and future work:

the installation at the airport: Physical installation at the baggage retrieval

Installtion @ the Institute

TALK TO ME SHANNON DARROUGH INSTALLATION AT MOMA, NEW YORK.

The concept is centred on creating type of "easter egg" surprise for the public of the museum, where the board is exhibited. Visitors to the museum would view the Solari di Udine flight board with a snapshot of the airport flight information that then would become a direct message to the audience. In this case advertising the length of the exhibition the visitors are viewing.

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Image source: http://www.moma.org/explore/inside_out/2011/09/30/hacking-the-solari

SIGNAL TO NOISE BY LAB[AU]

Circular installation that invited the visitor to experience a kinetic composition. The 512 split-flaps are spinning a variable speeds/rhythms described as an "auto-poetic machine".
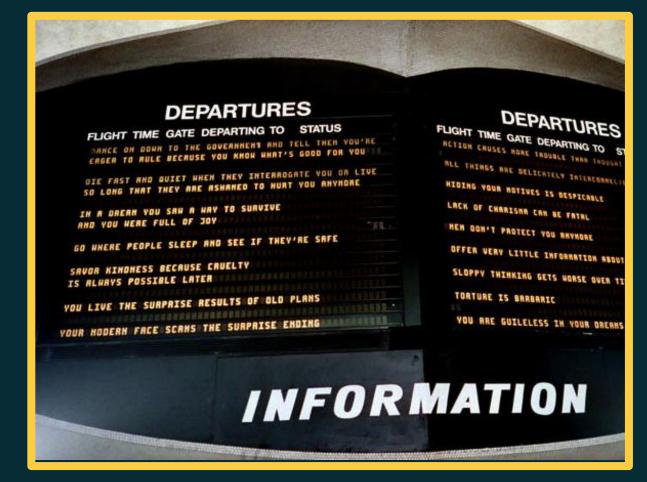
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Image source: http://www.creativeapplications.net/objects/signal-to-noise-by-labau-512-mechanical-split-flaps-and-the-noise-of-data/

ARRIVALS BY MARCO DE MUTIIS

A site specific kinetic installation that through constant mutation of the fragments (individual split-flaps) create a dynamic text-based representation.
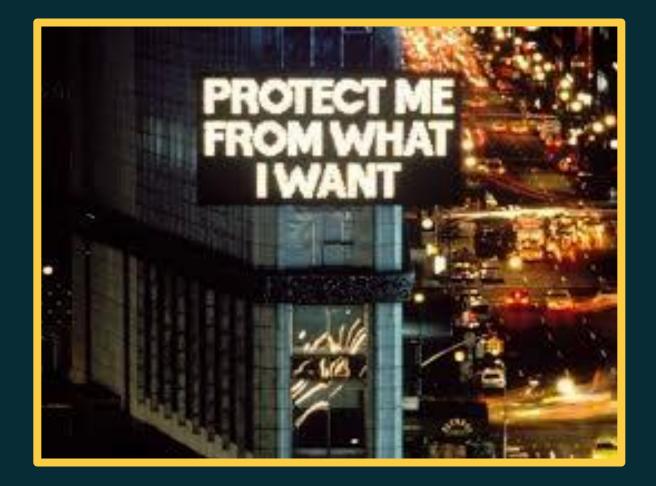
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Image source: http://www.marcodemutiis.com/arrivals

JENNY HOLZER TRUISMS

Her work is known for conveying thought provoking, ambiguous messages through repurposed public displays. Her Truisms have been broadcast on several displays such as Time Square, and JFK flight center.
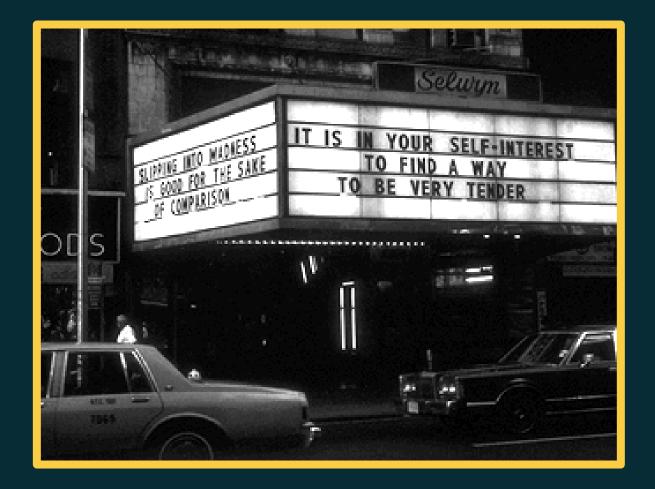
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CONFESSIONS [LAS VEGAS 2012]

Candy Chang: engaging the audience in sharing their stories

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BEFORE I DIE… [NEW ORLEANS, 2013]

Candy Change: use of public space and public display to collect shared stories

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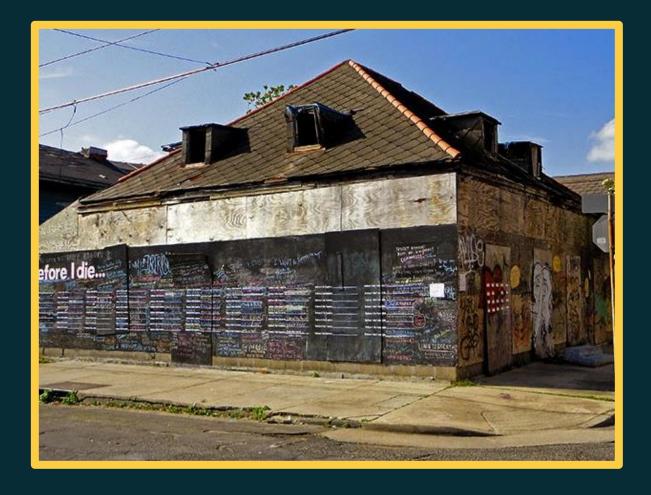Digital Storytelling
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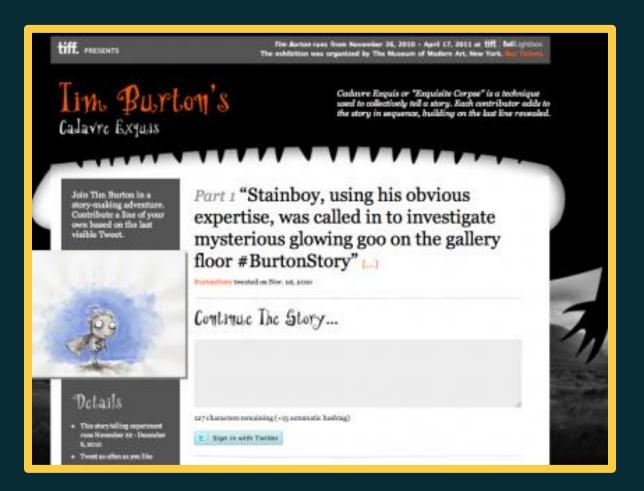Installation

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THE CHALLENGE OF SOCIAL MEDIA

Tim Burton's 'Cadavre Exquis' invites all to join in a storytelling adventure involving Burton's 'Stainboy', contributing a line of their own based on the last storied Tweet

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SODERBERG: NEW MEDIA AS A LIBERATOR

Film director Steven Soderbergh, delivered a talk at the San Francisco Film Festival on the State of Cinema

A day later, a hard-boiled suspense novella called "Glue" began to appear, 140 characters and an occasional photograph at a time, in the Twitter stream of @Bitchuation, known to be Mr. Soderbergh's handle. (Seven chapters have appeared so far).

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THE ELECTRONIC CORPSE: digital collaborative storytelling

Sept/ Nov 2011Hosted by the Chicago library and Tumbler

A group of writers and editors will participate in a digital storytelling experiment using Tumblr. For three days, they will collaborate on a story in the style of the "exquisite corpse." Each writer will take a turn adding to a single story with text, images, videos, and audio at their disposal.

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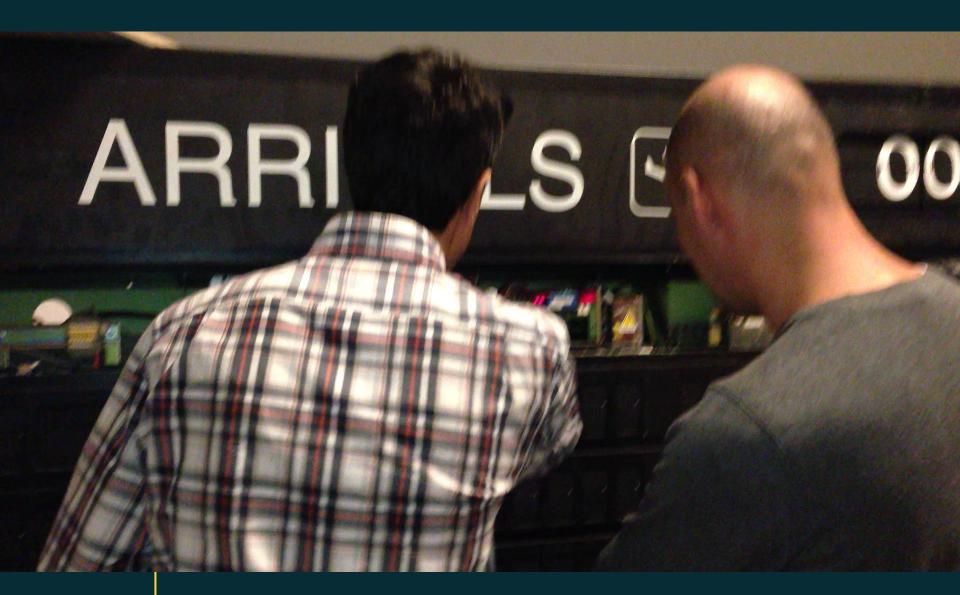Installation

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MSTORYG'S AIRPORT SPLIT-FLAP DISPLAY

3.5m by 2m 800kg Solari Udine display, donated by the airport of Madeira, currently located at the main entrance to Madeira-ITI.

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MStoryG

MStoryG is a digital art installation employing a Solari Udine airport display intended to be located at a high density and flow public space.

MStoryG aims to attract passersby by fostering the ambiguity and curiosity of a repurposed, decontextualized airport display and allowing them to be the "voice of authority" with their own Warholian "fifteen minutes of fame".

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THE CHALLENGE

Today the proliferation of new media channels is presenting a definite challenge to narrative intended as art, and pushing narrative as pure content or experience.

The repurposed display is meant to function as a catalyst (*on the campfire model*) or object to tell stories around.

MStoryG seeks to foster the act of storytelling and facilitate a more intimate connection between storytellers and their audiences, inviting curious passersby to become participants as readers or even as storytellers themselves.

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