

The Age of Imagination

Placing Art & Design at the Centre

Sara Diamond

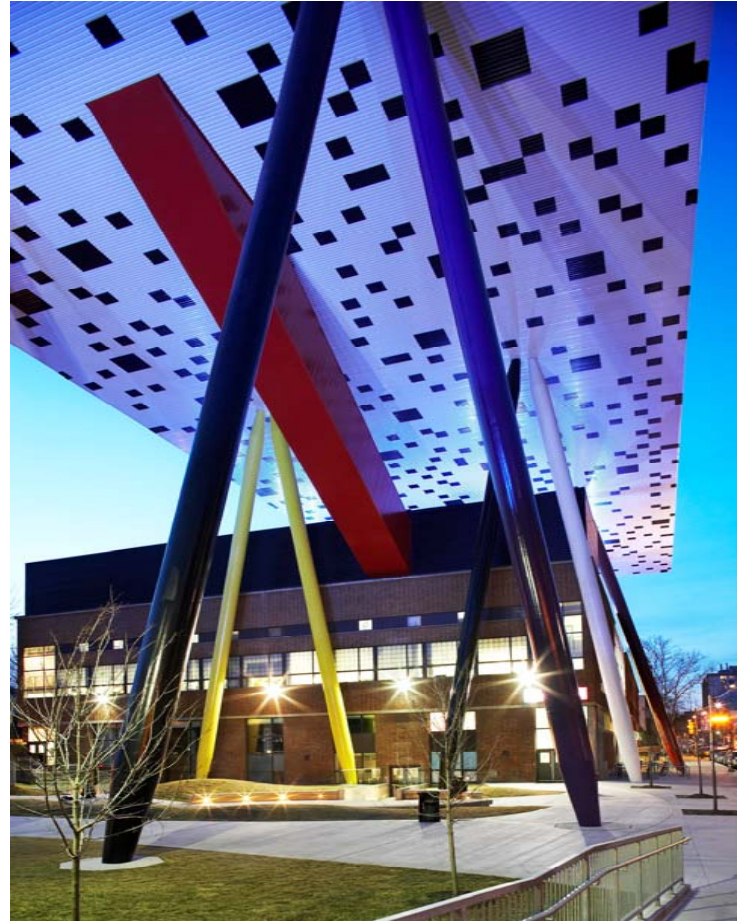
President, OCAD

The Age of Imagination

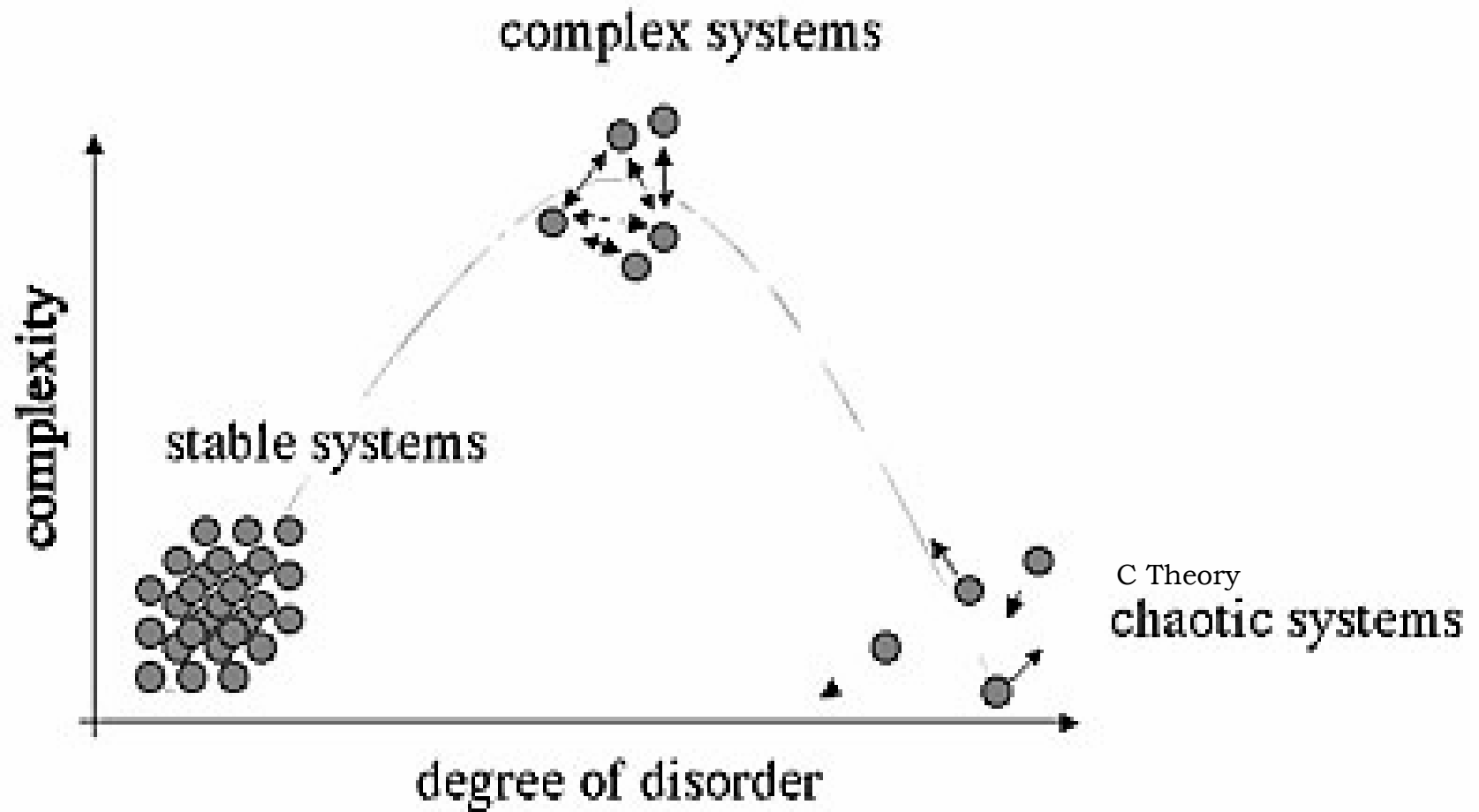
***An age of pervasive
creativity that
permeates all
sectors of the
economy and
society***

Richard Florida

***Will Alsop Sharp
Centre for Design,
OCAD***



Creativity is a Messy Business



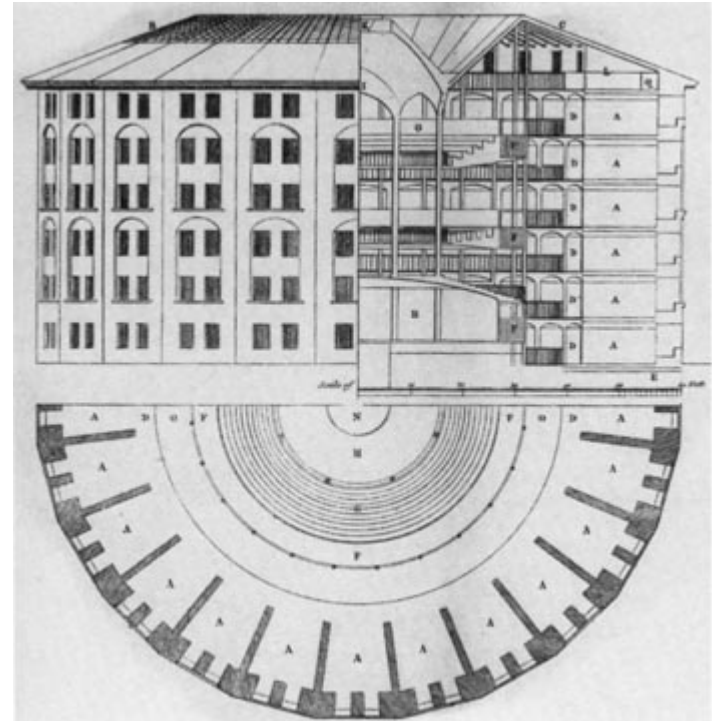
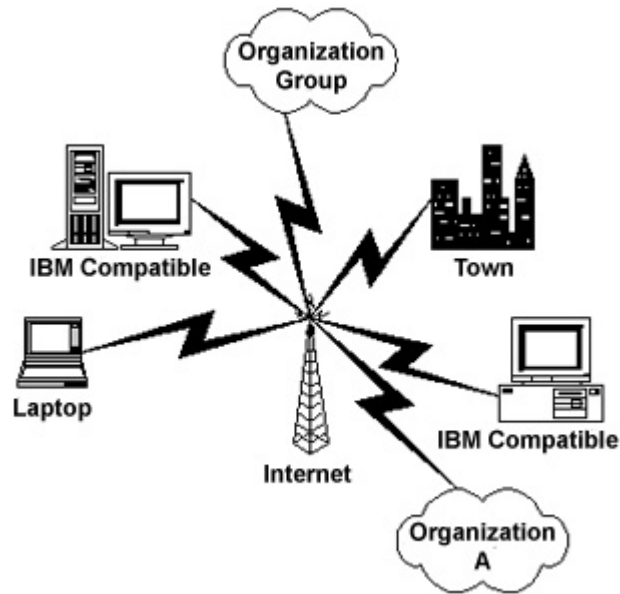
The Epoch of the Consciousness Industries



The Age of Anxiety



Surveillance Culture



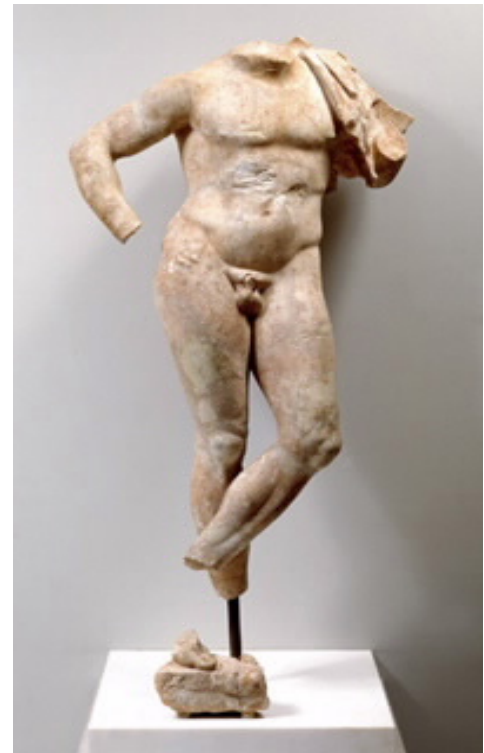
P2P



Immersive and Participatory



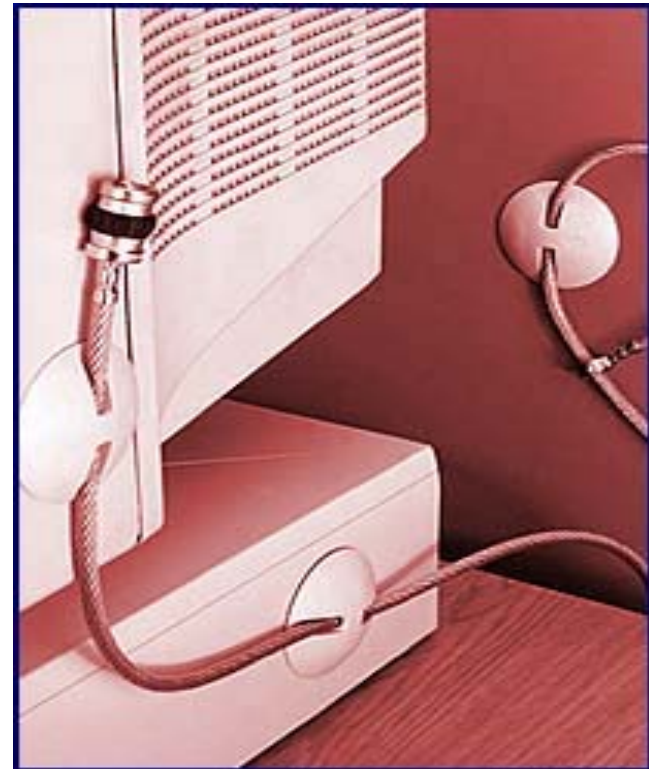
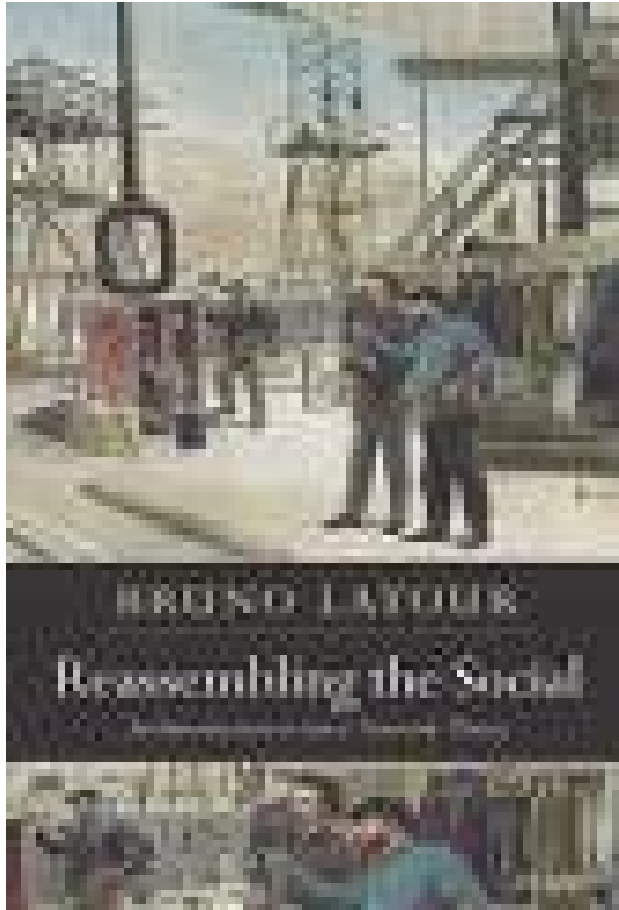
The Age of Anxiety--Sydney McGee Texas



“Test Site”, Tate Modern, Carsten Holler



Science and Technology Studies



Culture—Intrinsic, Instrumental, Institutional



Ecology



Cultural Ecology



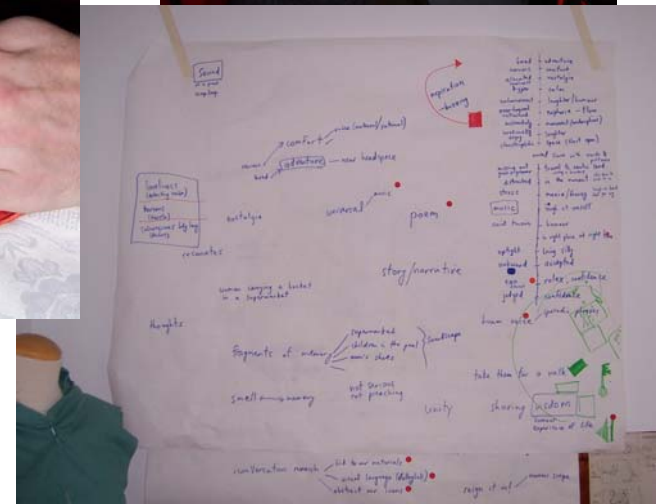
Biotechnical

Soft circuits

Sensors

Embedded media

Nanotech

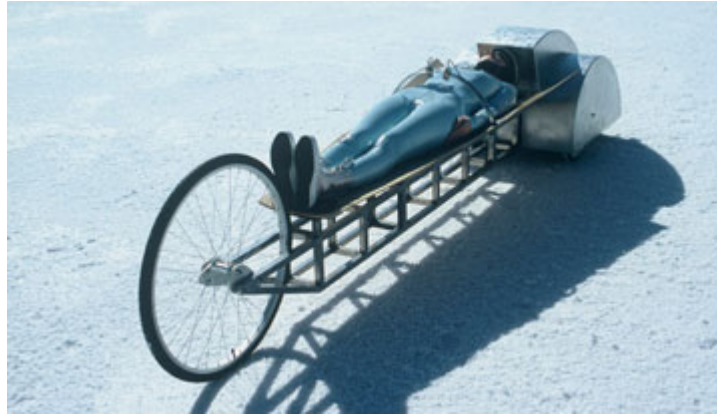


Embodied Knowledge



Tania Fraga

Embodied Practice



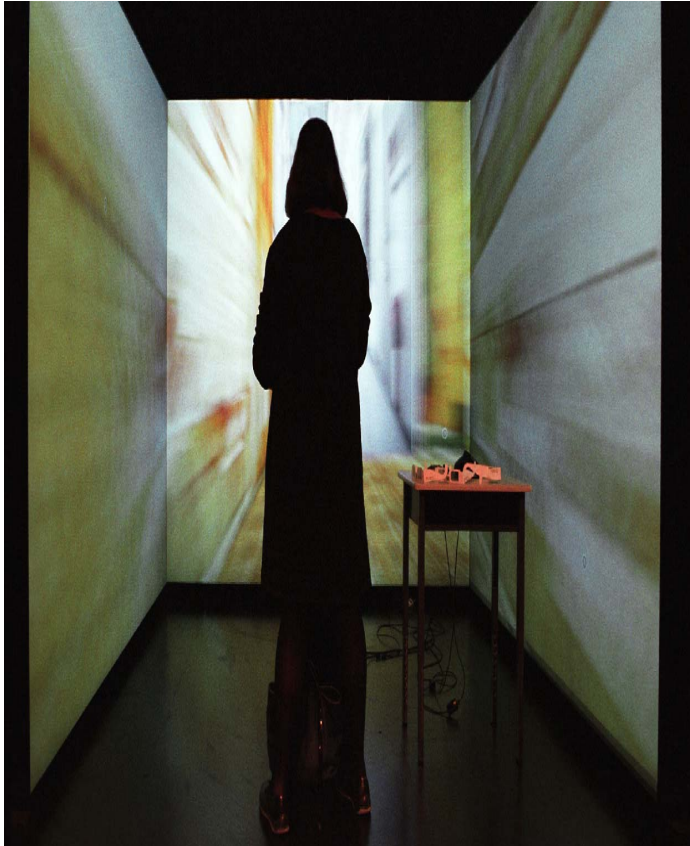
Location Storming



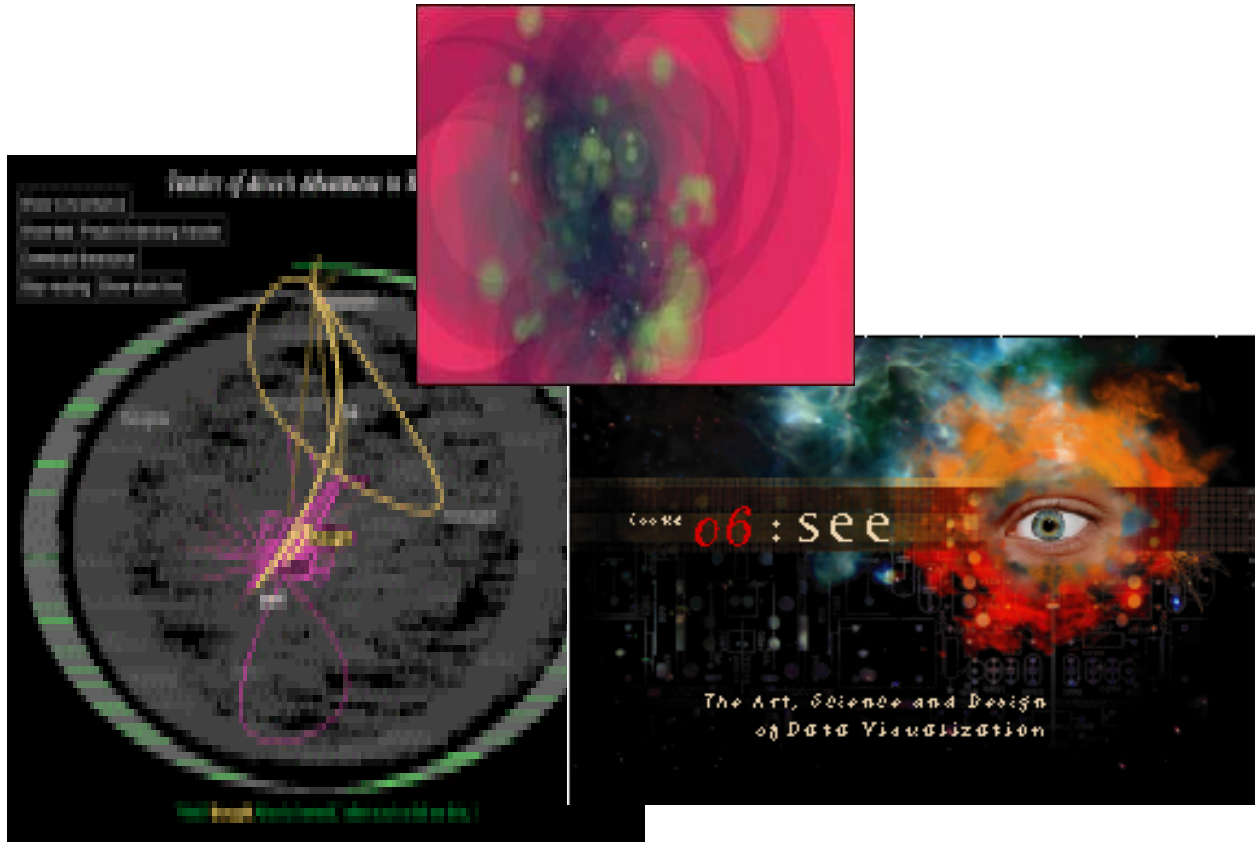
Time



New Media and Perception



Time, Space, History, Memory



Brad Paley, Catherine Richards, Horizonzero.ca

Games as Structure of Knowledge



The Haunting

**Mobile as Ouija
board**

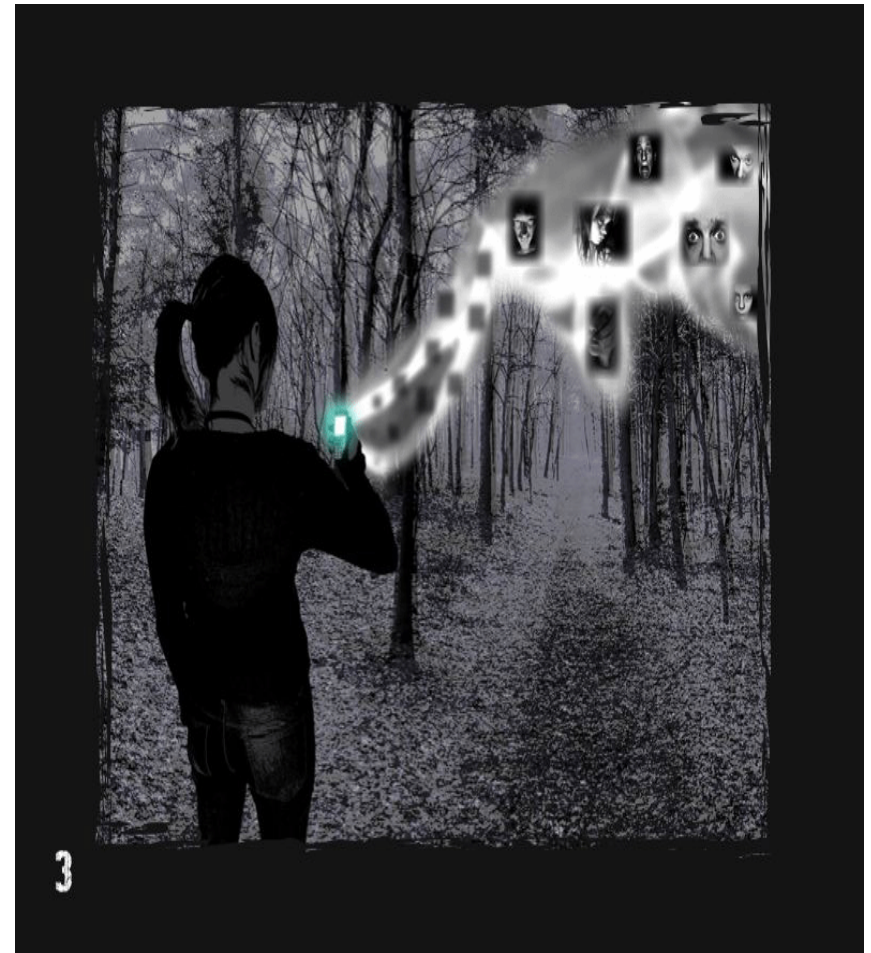
**Mobile as possessed
possession**

Wearable

**Multi-player and
location based**

**Playing and revising
history**

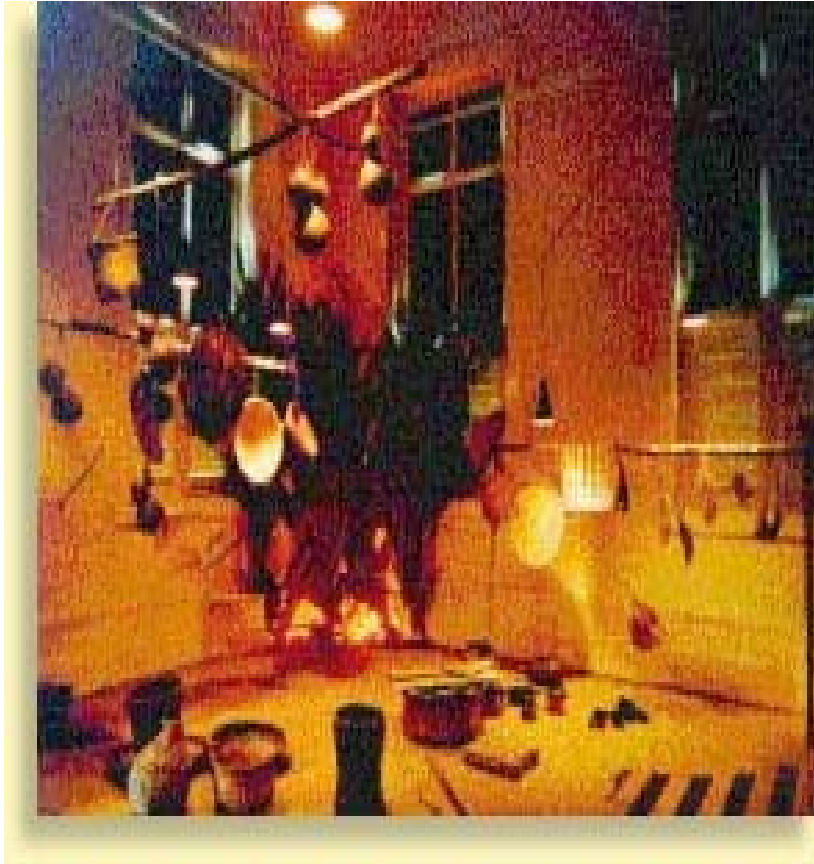
MEE engine



Glocal Culture: Fusco Dolores from 10 a.m. to 22 hrs.



Cross-Cultural Aesthetics



What do tools do in combination with cultural specificity?

Brazil--Carlota Brito
Museu Paraense Emílio
Goeldi Projects

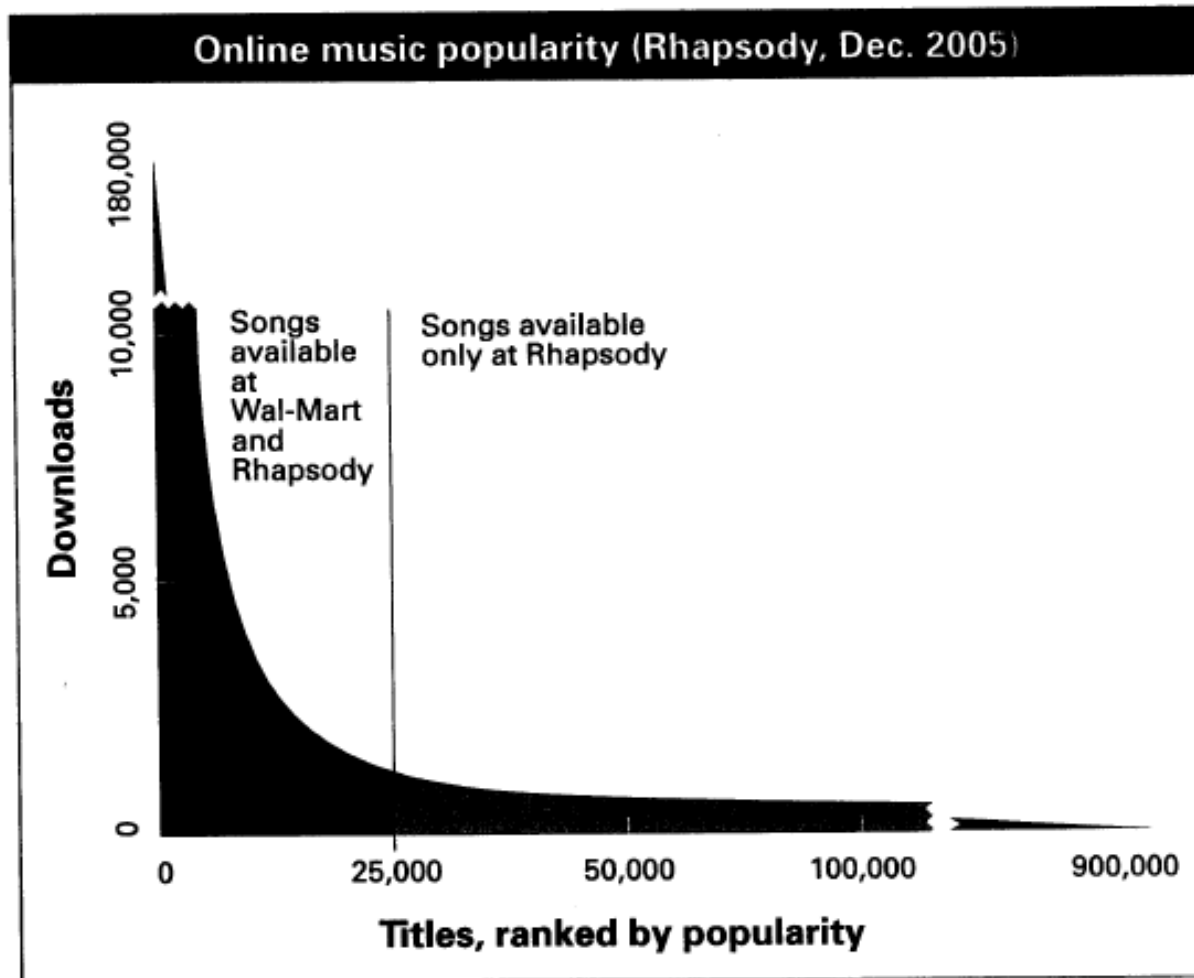
Glcoal—Artists in Beijing



A NEW SEZ
Special Economic Zone
The Best of Get Rich China
A State Partnership
#1 Red Star Luxury

GREAT WALL Estates
Epic Lives Have Grand View
28 retrofitted pavilions
Your own piece of the wall

The Long Tail



Social Experience



Locative cinema experiments

Equitable Global Relationships--CISTEMAW IYANIW OCHI, SAVAGE



Glocal Culture



Mobile Locative experiences



Memitchi Forest Trail

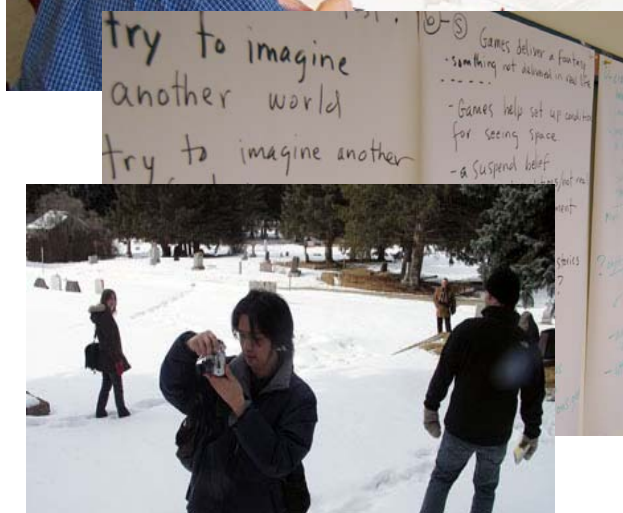
Memitchi Forest Trail is a single + multiplayer location-based mobile game that utilizes bluetooth, GPS and sensor based technologies to immerse players into a real forest game environment. The game innovates traditional video-game genres such as adventure and edutainment by integrating location-aware technology, stylized cinematics and gesture based gameplay set in an actual forest environment.

Memitchi Forest Trail connects the players experience with real ecological issues by having informative layers nestled in the actual gameplay.

Mobile Digital Commons Network

Brain, Body and Location Storming

Design workshops develop experiences through brainstorming, develop metaphors to explore, then design in context



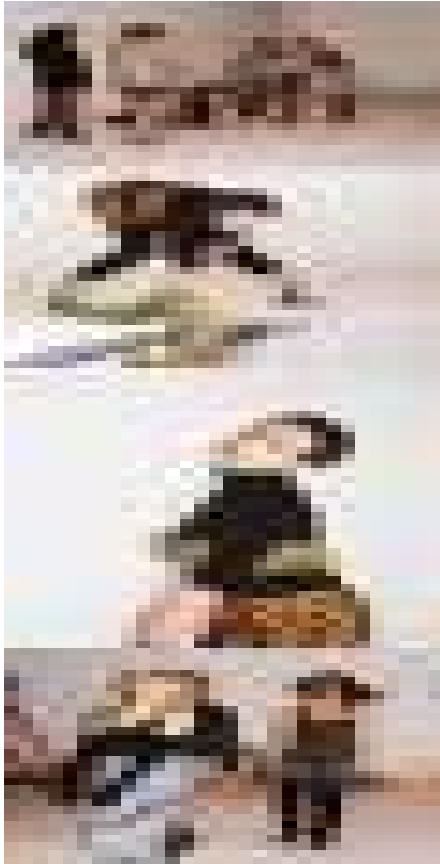
Exploring Personal Comfort Zones



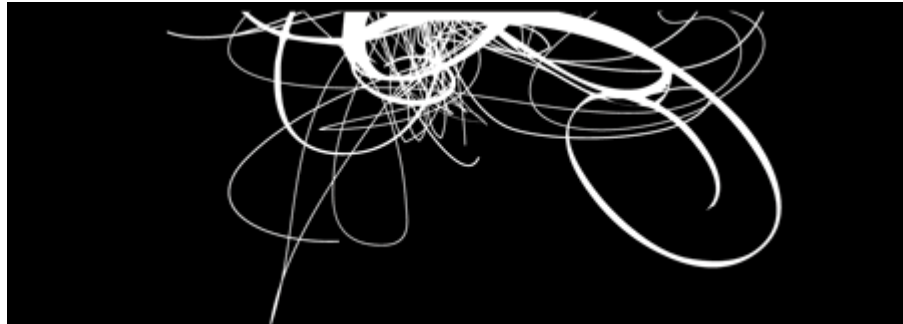
Experiential Learning



Student Experience and Participatory Design



Nuit Blanche -- 500,000 in the streets



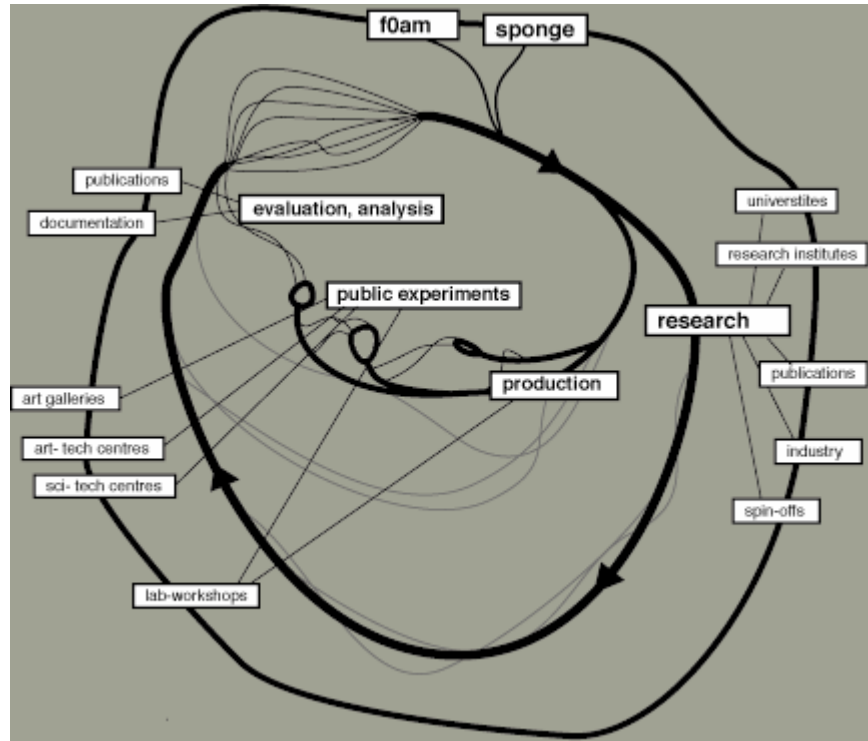
Antidote to The Age of Anxiety



Human Fog—Nuit Blanche—cultural ecology of awe



Action Laboratory



Mobile and Affective Cognitive Systems – Fashion, Wellness and Technology

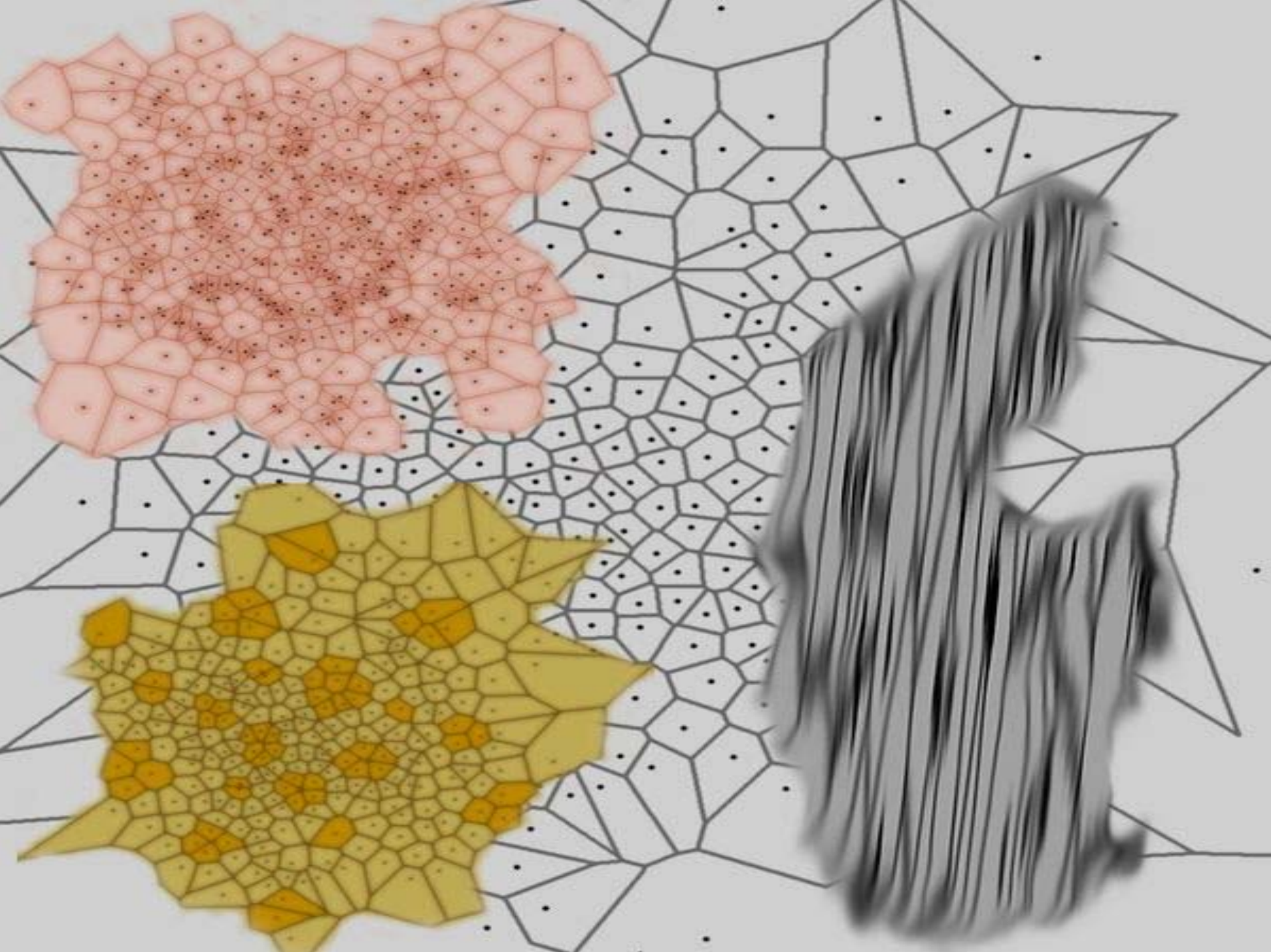


Am-I-Able Project

Citizenship



Listening Post Ben Rubin and Mark Hansen



Globe Lab



