

Google Maps

«

Map

Satellite

Labels on

Terrain

Globe

Traffic

Transit

Bicycling

Location sharing

Your places

Your contributions

Your timeline

Share or embed map

Print

Take a tour

Language

Tips and tricks

Get help

Consumer information

Add a missing place

Send feedback

Search settings

History



# Introduction

What is Locative Media ?

Locative Media Art



Yue Yuan - published March 15, 2016  
Play double time.

# Classifications

- Locative-narrative
- Community storytelling / authorship
- Psych tours
- World Growing
- Playing the city

# Happenings

Allan Kaprow (1950s, 1960s)

Survival Research Laboratories (1978)

Burning Man (1986)

Flash Mob is the medium (2003)

Survival Research  
(10 seconds)  
Start: 0:20



Burning Man 2018  
(25 seconds)  
Start: 1:55



Flash Mob  
(40 seconds)



# Yellow Arrow



Brian House  
Christopher Allen  
Jesse Shappens  
(2004)

<https://www.flickr.com/people/yellowarrow/>



# Ingress/Pokemon Go!



Niantic Labs (2012)

<https://www.youtube.com/watch?v=Y6-JAm3NCAk>



Niantic Labs (2016)

# Dream Gardens



Matt Roberts

<https://vimeo.com/163898068>

# Future

# Where do we go now ?





# References

<http://themobilecity.nl/background-information/about-locative-media/> -  
Locative media defined

[http://theater.ua.ac.be/bih/pdf/1961-00-00\\_kaprow\\_happeningsnewyork.pdf](http://theater.ua.ac.be/bih/pdf/1961-00-00_kaprow_happeningsnewyork.pdf)  
Allan Kaprow Happenings

<https://youtu.be/L5JhQCIBYdQ> - Survival Research Labs

<https://youtu.be/hfzwb7UbG7M> - Locative Media defined

[https://youtu.be/AjsCWi5g\\_gs](https://youtu.be/AjsCWi5g_gs) - Burning Man

<https://youtu.be/vuFiLhhCNww> - Geocaching (75 seconds)

