

BLENDING AMSTERDAM REALITY

BLENDING AMSTERDAM REALITY | Amsterdam Urban History

Project by MediaLAB Amsterdam is a part of the research group "Interactive Media in Public Space", project "SpaceSee" of the Create-It-Hogeschool van Amsterdam.

MediaLAB Amsterdam is located at the Studio-HvA and is part of Create-It which is a part of the University of Amsterdam Applied Science. MediaLAB Amsterdam create innovative interactive media applications together with partners from the creative industries and education. The research projects focus on urban screens, locative media, data visualization, interactive TV, gaming, the future of publishing and e-learning. At their core, the focus of all research projects is the innovative character of the digital applications. The student experts are a mix of designers, programmers, social/digital media experts, researchers, copywriters and storytellers.

MediaLAB Amsterdam is always interested in meet and greet new partner, whereas great relationships with committed project partners. This year MediaLAB Amsterdam met a new partner "WiseGuys". Who are closely involved in this project.

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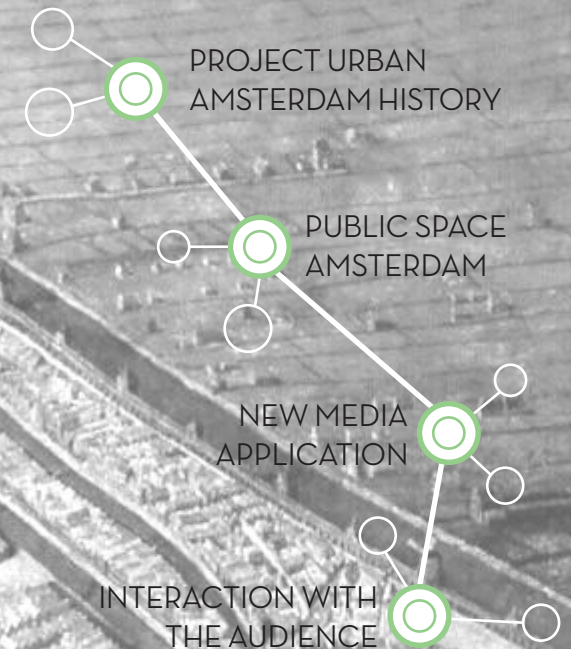
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DISCOVER THE HISTORY OF THE PAST WITH BLENDING AMSTERDAM REALITIES

BLENDING AMSTERDAM REALITY

URBAN AMSTERDAM HISTORY

Discover the citywall of Amsterdam in the 16 century and meet Famous Amsterdammers through your phone or tablet with Blending Amsterdam Reality

- INTERACTIVITY
- PUBLIC SPACE
- NEW MEDIA
- WHITE LABEL APP
- CITY THEATER APP
- FAMOUS AM'DAMMERS
- AUGMENTED REALITY
- CITY WALL
- URBAN HISTORY
- 400 YEAR CANALS

media**LAB**amsterdam

WISEGUYS
urban art projects

Gemeente Amsterdam
Stadsdeel Centrum



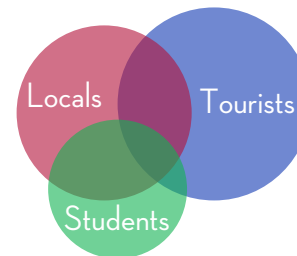
Amsterdam has a lot of exceptional, crazy, beautiful and unexpected sights and history. A lot of those history is covered not known by people who are living in Amsterdam or visiting Amsterdam. This many little-known gems and history are just waiting to be discovered. For example in 16th century, there was a citywall around Amsterdam and these are (unfortunately) collapsed nowadays. Amsterdam also know a lot famous native Amsterdam people, who are nowadays known as national or international artists. But people don't know about such history and famous people. That's why the Gemeente Amsterdam wants people to know more about the city and history.

INTERACTIVE MEDIUM

The Gemeente Amsterdam, Stadsdeel Centrum is looking for a kind of interactive medium what can be used for different purposes and projects. In addition, the software can be used for expected future initiatives. For now, the first part of this first project, they thinking about an interactive Walk of Fame combine with the second part of this project, an interactive look at the past city wall and his gates around Amsterdam in the 16th century.

AUDIENCE

There is a high priority for audience target groups on both of Locals and Tourists. Another suggestion also included school kids and students for education. So there should be a point where these three circles overlap with each other.



bolwerken -citywalls



Muiderport

CITY WALL DEFENSE LINE

During the urban expansion of 1610-1613 they start the first construction of the citywall. After the construction of the second part (1660) was the wall eight kilometers long and was in the shape of a horseshoe around the city, to the IJ. The wall served as a defense against enemies and was surrounded by a sixty meter wide canals - the Singel - and had 8 ports and 26 bastions. The construction of the city wall was a huge construction project for that time and held for nearly two centuries more. But in the 19th century, the walls and bastions lost their military function. Because of the expansion of the city the city walls and ports were demolished one by one.

FAMOUS "AMSTERDAMMERS"



Multatuli 1850



Heineken 1868

Amsterdam know some famous Amsterdam people. For example: Johan Cruijff, Mies Bouwman, Willem Drees, Eduard Douwes Dekker (Multatuli), Candy Dulfer, Joop van den Ende, Freddy Heineken, Willem Holleeder, Patrick Kluijver, Baruch de Spinoza, Hendrik Verwoerd, Gerard Reve, Max Tilleman and Carry Tefsen. Some famous people from Amsterdam who weren't actually born in the city, but have lived there during an important part in their lives are the famous 17th century painter Rembrandt van Rijn, jazz musician Nina Simone and author and Holocaust victim Anne Frank

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