

ARTS2U

ARTS2U is a feed of arts & culture events listings.

- Information about arts events is gathered by automation into a structured database
- Information is fed to media for display on their websites, and directly to arts audiences
- This saves producers time and bypasses marketing intermediaries

Mandate at IETF

- Improve the discovery and circulation of arts events on the internet
- Utilize events, arts genres, event types and associated media to inform the decision making
- “Making the arts machine readable”

The Problem

1. The arts sector publishes events in fragmented and disconnected ways
2. The possibility of using data to the sector's advantage is not maximized
3. Data and metadata are silo-ed and not open across producer systems
4. Regrettably, intermediaries are the authorities of compiled arts data

@IETF:

Step 1.

- Preliminary Data organization

Step 2.

- Construct widgets for user to indicate their interest in artists

Step 3.

- Choice games are made to gauge user intent
- User plays game 1 - Match game
- User plays game 2 - Thumbs up Thumbs down
- Results are logged in table identified by user

Before:

ARTS2U

Events Help

Search

Q

RB

LATEST EVENTS

#music

HIDDEN TREASURES

2019-07-21 // Amphithéâtre Fernan...

BUY TICKETS

MORE INFO

#comedy, #festival

SEPARATELY

2019-07-21 // Théâtre Sainte Cathe...

BUY TICKETS

MORE INFO

#comedy, #festival

DOUBLE THREAT

2019-07-21 // Théâtre Sainte Cathe...

BUY TICKETS

MORE INFO

#comedy, #festival

MIDNIGHT SURPRISE

2019-07-21 // Théâtre Sainte Cathe...

BUY TICKETS

MORE INFO

#comedy

THE BLENDES

2019-07-21 // Théâtre Sainte Cathe...

BUY TICKETS

MORE INFO

#comedy, #festival

AMOUR ENTRE HOMMES

2019-07-21 // Monument National

BUY TICKETS

MORE INFO

#comedy, #festival, #interdisciplinary, #theatre

AMOUR ENTRE HOMMES

2019-07-21 // Monument National

BUY TICKETS

MORE INFO

#comedy, #festival

RUN D&C

2019-07-21 // Montréal Improv

BUY TICKETS

MORE INFO

#comedy, #festival

THE BLENDES

2019-07-21 // Montreal Improv

BUY TICKETS

MORE INFO

#comedy, #festival

ANDY IRVINE

2019-07-21 // Théâtre Sainte Cathe...

BUY TICKETS

MORE INFO

#music

ANDY IRVINE

2019-07-22 // Petit Campus

BUY TICKETS

MORE INFO

#music

NYO CANADA ODYSSEY TOUR

2019-07-22 // Maison Symphonique

BUY TICKETS

MORE INFO

Gameplay:

ARTS2U

Events Help

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EVENT

HOLY GRAIL

STRIKER, BEWITCHER

2019-07-26 // Turbo Haus

BUY TICKETS MORE INFO

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HEAVY METAL

METAL

Hey Robert, which events do you prefer?

#music

DEMONS & WIZARDS

2019-09-01 // Théâtre Corona

👍

#comedy, #festival

HASAN MINHAJ GALA

2019-07-26 // Salle Wilfrid-Pelletier

👍

SKIP>>

ARTS2U

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ARTS2U

After:


ARTS2U Events Help

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RECOMMENDED EVENTS




HOLY GRAIL
2019-07-26 // Turbo Haus

BUY TICKETS MORE INFO




ARKONA
2019-08-26 // Fofoules Electriques

BUY TICKETS MORE INFO




HIDDEN TREASURES
2019-07-21 // Amphithéâtre Fernan...

BUY TICKETS MORE INFO




SEPARATELY
2019-07-21 // Théâtre Sainte Cathé...

BUY TICKETS MORE INFO




DEMONS & WIZARDS
2019-09-01 // Théâtre Corona

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AVATAR
2019-09-10 // Théâtre Corona

BUY TICKETS MORE INFO




DOUBLE THREAT
2019-07-21 // Théâtre Sainte Cathé...

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MIDNIGHT SURPRISE
2019-07-21 // Théâtre Sainte Cathé...

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REVOCATION, VOIVOD
2019-09-13 // Théâtre Corona

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SHINEDOWN
2019-09-24 // Place Bell

BUY TICKETS MORE INFO




DOUBLE THREAT
2019-07-21 // Théâtre Sainte Cathé...

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AMOU
2019-07-21 // Monument National


BUY TICKETS MORE INFO




JINJER



ELUVEITIE & KORPIKLAANI



DOUBLE THREAT



RUN D&C

Outcomes

We have begun organizing the system to tally user behavior based on gaming strategies. Much more organization needs to be complete before things can be modeled. Clearly the games can impact accuracy and show intent to further understanding of user interests. With ARTS2U's continued focus on user behaviour, data structuring and events URI development, the visibility of arts events can be increased.

Forward Discussions

- Much more data needs to be generated before any impactful modeling and testing can be done
- Weighting has to be done based on user test results
- Testing of user reactions to the game

Further Questions

- How to implement secondary descriptive tags / keywords / descriptors and their value?
- What about Event Types vs Master Genres?