

Dorkbot: Rebrand

Challenge: How do you brand an decentralized group of people doing strange things with electricity?

Success Criteria:

01. Properly reflects the mission of dorkbot
02. Dorkbot members like it
03. High-quality, flexible, easy to adopt applications
04. Douglas Repetto's personal thumbs up

The Many Faces of Dorkbot

How do you create one symbol to represent such a diverse, self-assembling and ever evolving organization such as dorkbot? Simple: you don't. Instead, you create a flexible identity, which can be continuously added to, modified, deconstructed, and remade by anyone. Dorkbot has many faces and thus demands an identity of many faces as well – an identity which symbolizes a merger of *people* (members) and *electricity* (technology).

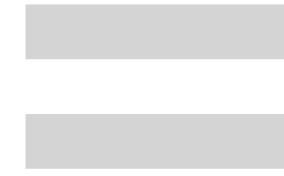
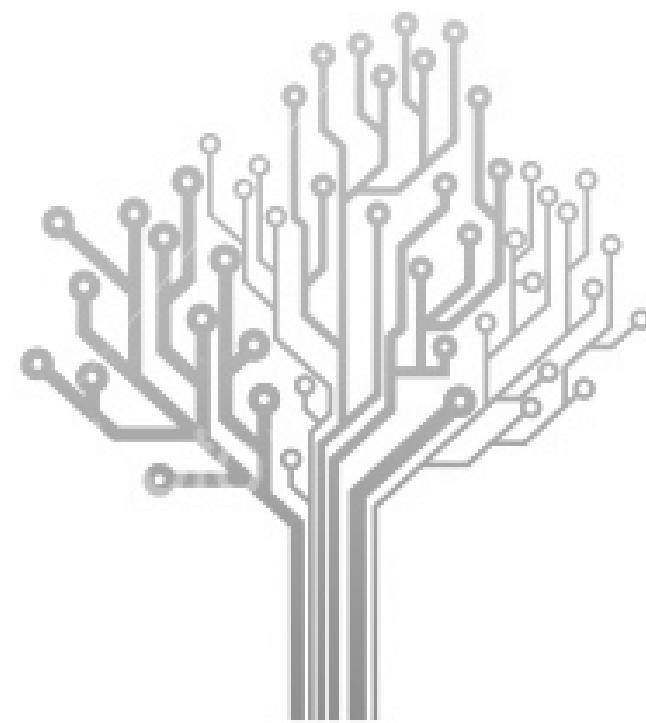
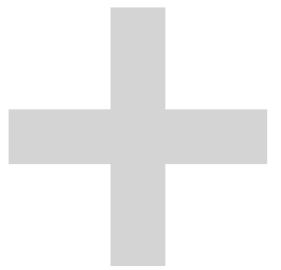
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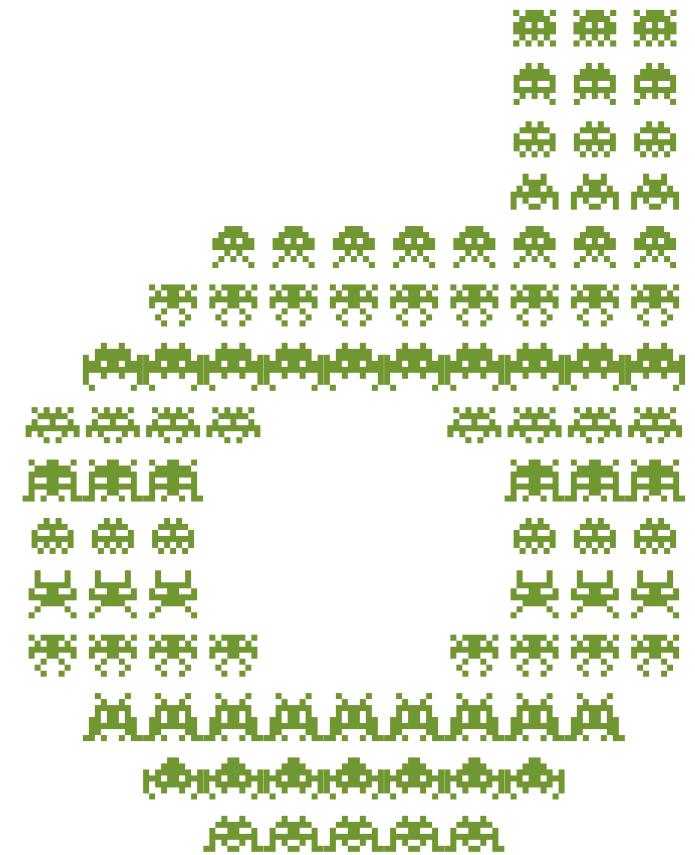
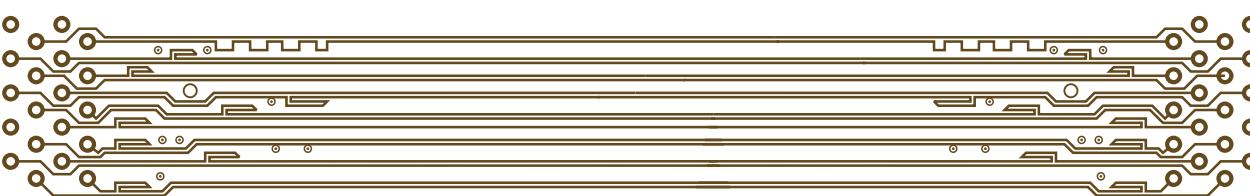
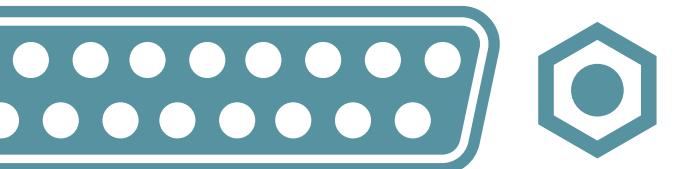
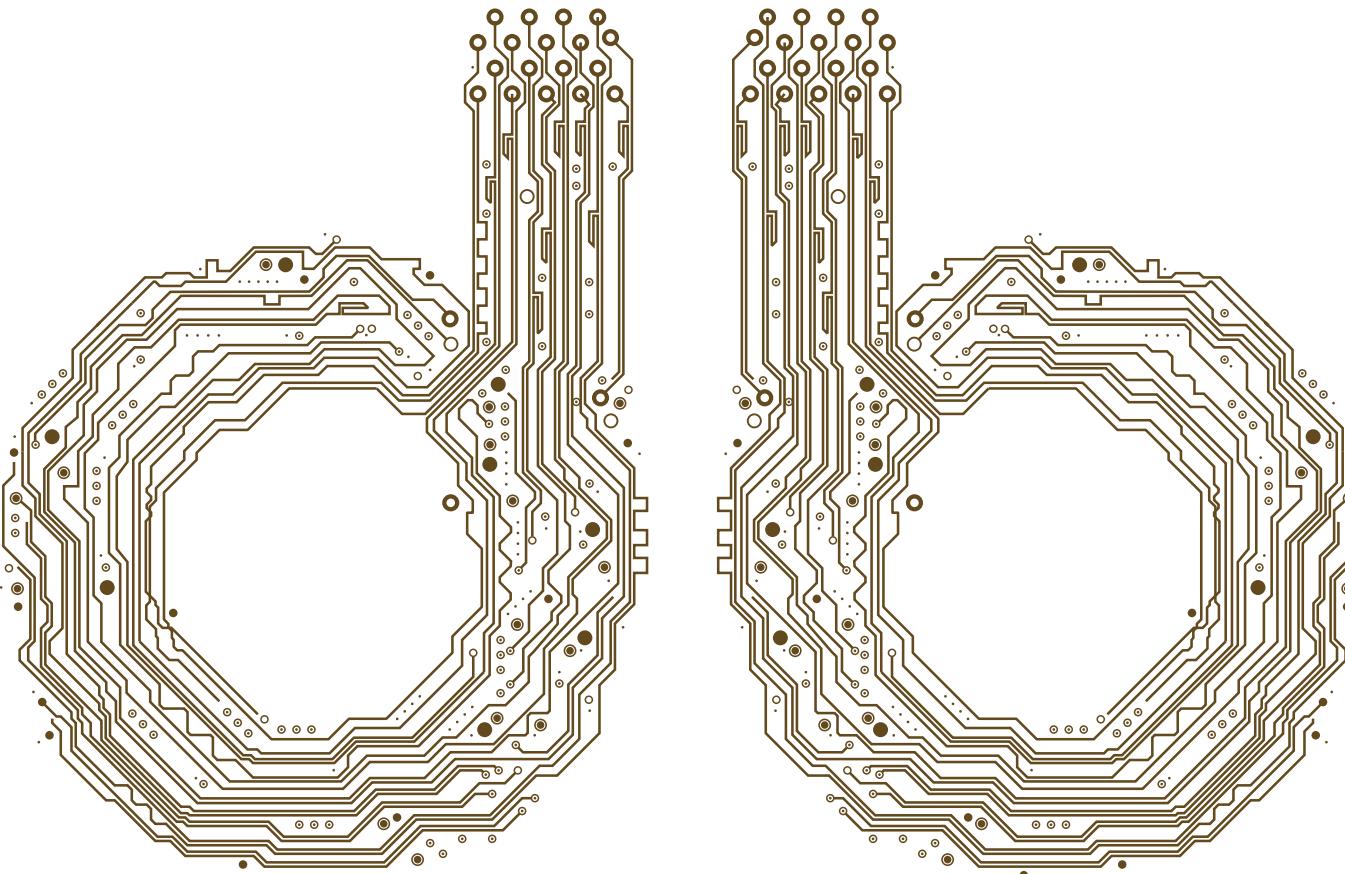
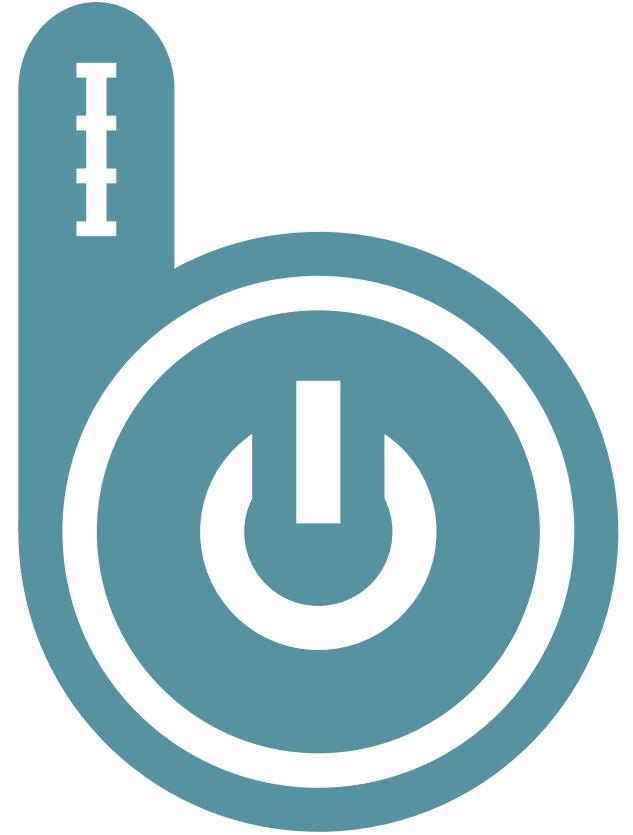


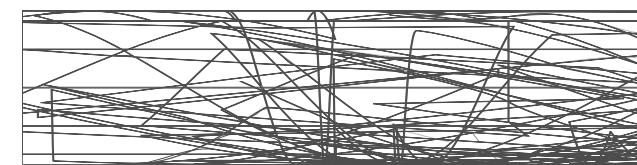
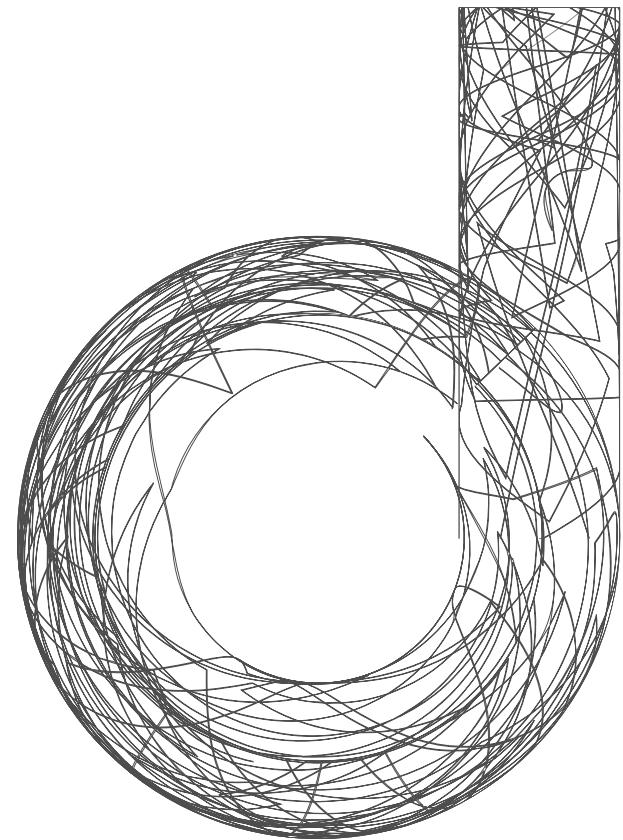
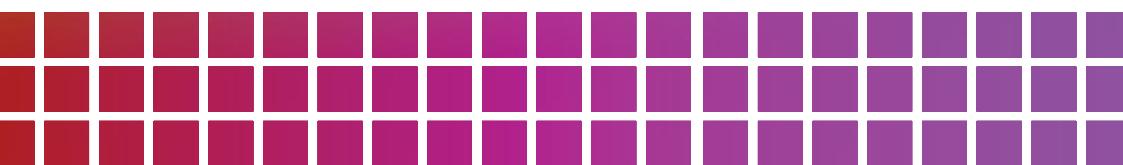
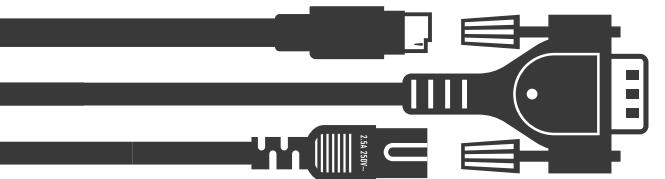
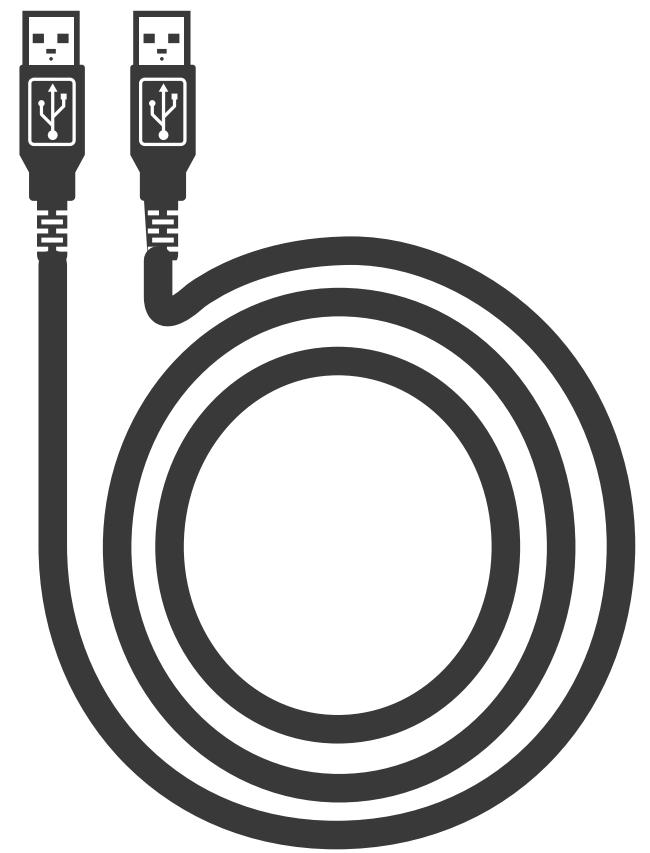
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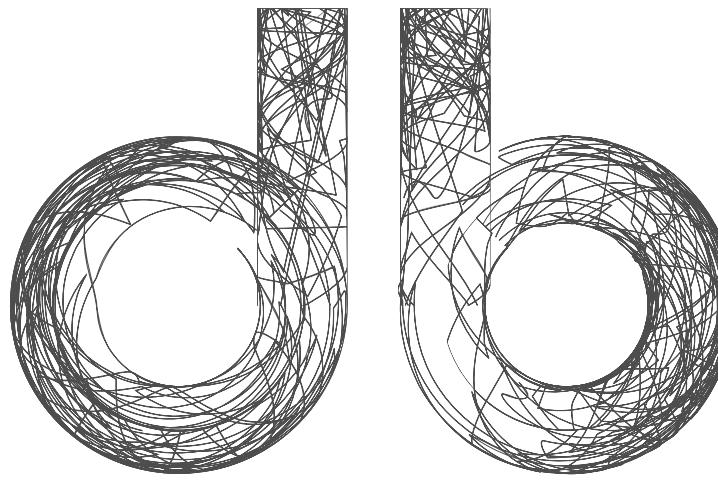
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New York City
People Doing Strange
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About Dorkbot

What is Dorkbot:

Each dorkbot is different and is driven by the needs and interests of people in the local community. But generally, the main goals of dorkbot are: to create an informal, friendly environment in which people can talk about the work they're doing and to foster discussion about that work; to help bring together people from different backgrounds who are interested in similar things; to give us all an opportunity to see the strange things our neighbors

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Meeting No.1261047

10.Oct.2008, 7PM
Location One in SoHo

Featuring the volatile and isotopic:

Mark McNamara: Large Interactive Musical Toys

I have been very lucky during the first half of this year to be involved in creating two large-scale musical toys that invited and relied upon public interaction. The HAN project asked TUFTS students to acoustically map their environment. We then created an interactive toy to access that database of recordings. David Byrne's Playing the Building turned a landmarked building in lower Manhattan into a large musical instrument that he then invited the public to play.
<http://www.landonmark.net>

Seth Herr & Merrick Schaefer: The Africanized Bee

The 'Bee' is a mobile communication system developed by the Division of Communication at UNICEF that allows for communication, connectivity and data access in field conditions where such technologies are often difficult or impossible to use. Included in the first prototypes are webcams, radio transmitters and ultra-low-power computers. These components are run with open-source software designed to support the efforts of field workers and partners, and to be locally

Ayah Bdeir: Looking for something super

New York based artist, interaction designer and Eyebeam fellow Ayah Bdeir will be talking about some of her experiments in putting technology where it doesn't typically belong (or does but doesn't typically exist) - from kitschy underwear to design furniture to electro-phobic art supply stores.
<http://www.ayahbdeir.com/> adapted for ongoing use. At dorkbot, we'll

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Flexibility:

The Many Faces of Dorkbot will simply serve as a template or roadmap to branding. The artwork would be available for download, as it is now, on the website and dorkbot members will be able to download, edit and use it in anyway they see fit.

Next Steps:

01. Align on identity concept
02. Finish applications
03. Create a web development plan
04. Execute and disseminate