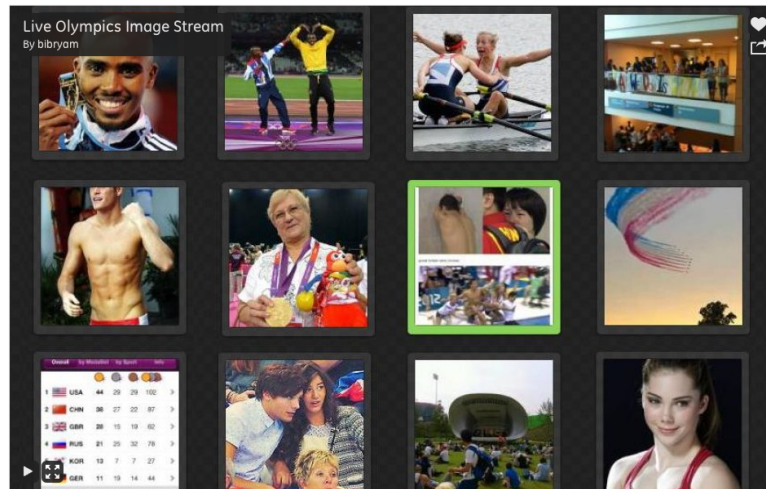


The rise of physical computing technology brings with it an extra depth to our physical and virtual worlds. The power of connectedness through communication technologies, gamification, data visualisation, and shared spaces, shared events and shared content, brings with them potential mediums for the regrowth of personal expression and communities, both derived from our geolocated real world and our digital edges.

Events have the ability to enhance our sense of community and shared space. The olympics carries with it a shared spirit, that in recent years, have had growing links in the real world. For example, continuous tweets of sports events, often tied to popular events.



[[live feed of twitter olympics tagged images](#)]

Sports bars are a good example of areas of stimulus for local chatter, which establishes communities that are tied to the events and teams that go beyond ones local pov. Such events, ones that are larger than the local birthday party, such as [the oatmeal lawsuit kickstarter](#), the [Sopa Backlash](#), and the [Egyptian Internet Blackout](#), are evidence of the power of networked users.

The gamification of things is a rising concept.

[Nike+](#) is one of the most cited examples of an effective use of gamification. The system tracks users runs through sensors in shoes (sensors in clothes is also another growing trend). Through this system, personal data visualisation is used to inform users, whilst gamification establishes a running community that connects the digital and physical worlds.

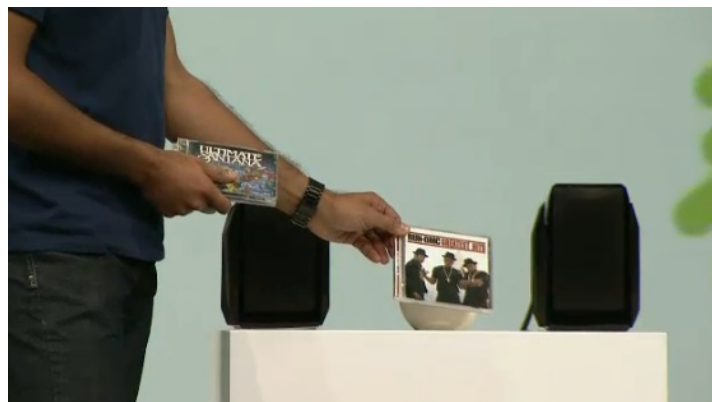


In addition to shared events, we also share spaces along with the activities, needs, and experiences within them. Shared spaces can most often be found in public areas, where we share avenues of privacy (in the form of shared lockers, and hirable living rooms (e.g. the Secret Room, Karoke)), energy (through branded charging stations). Public sound-spaces are also created through the introduction of publicly accessible instruments (pianos). Gyms, and sports-courts are another example of shared spaces where instances of competition (e.g. shared courts) with strangers can be found (especially in the absence of sufficient courts). Completely virtual worlds are an interesting case for shared spaces. Whereas Second Life has been driven out of use, more dedicated communities can be found in niche games such as WoW. However, it is also interesting to note that the ability to tie movement in mmorpg games with realworld, realtime, treadmill data has been explored, but not a concept that has been known to be adopted. Home sharing, couch surfacing are instances of shared homes. Museums and exhibits also demonstrate collaborative spaces that can promote tangible interactive education.



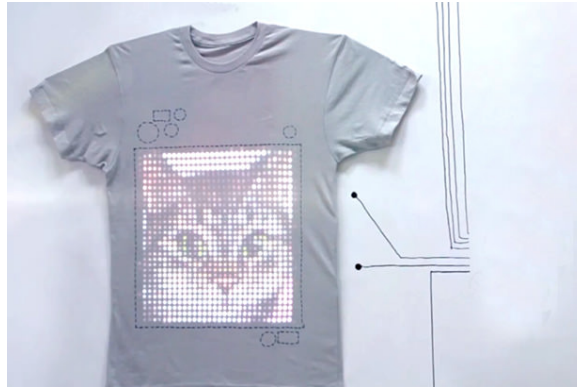
[[musical jello](#)]

In contrast to events and spaces, shared content are entities that are more commonly tied to an individual owner. In the modern age we share much digital content, namely music. Sharing is in our nature we love to share, and to create, Spotify's ability to share playlists, our social activities, and our creations is a cornerstone to its success. There have also been many attempts to against the all-digital shift of media, tangibilising media through technologies such as nfc.



[[music nfc player](#)]

Communication technologies have also made it possible to more easily collaborate on documents online, and share media over multitouch tables. Threadless tshirt designs, and kickstarter funding for ideas are additional examples where communities can democratically empower the sharing economy. One of the crucial human aspects affected by this deluge of media is personal identity. A concept that has now expanded from the clothes we wear to our activities in our virtual lives, the games we play, the posts we read, reshare and like, and the brands we dorn. New forms of the display and transfer of identity have been explored in new applications e.g. the Bump App, and new accessories e.g. the Pebble watch, Nike+, digital clothes etc.



[[tshirts](#)]

Google Hangouts is a great example of the creation of a virtual space to share owned content (such as videos, television shows, movies, laptop content) with a small community of people. However, even though google hangouts has multiple video streams (only one of each participant) in the physical space, google hangouts is confined to one screen, whether it's on the desktop, laptop, tablet or a phone, the media content and people present in the streams have the potential to be distributed to the various displays that are around us.