

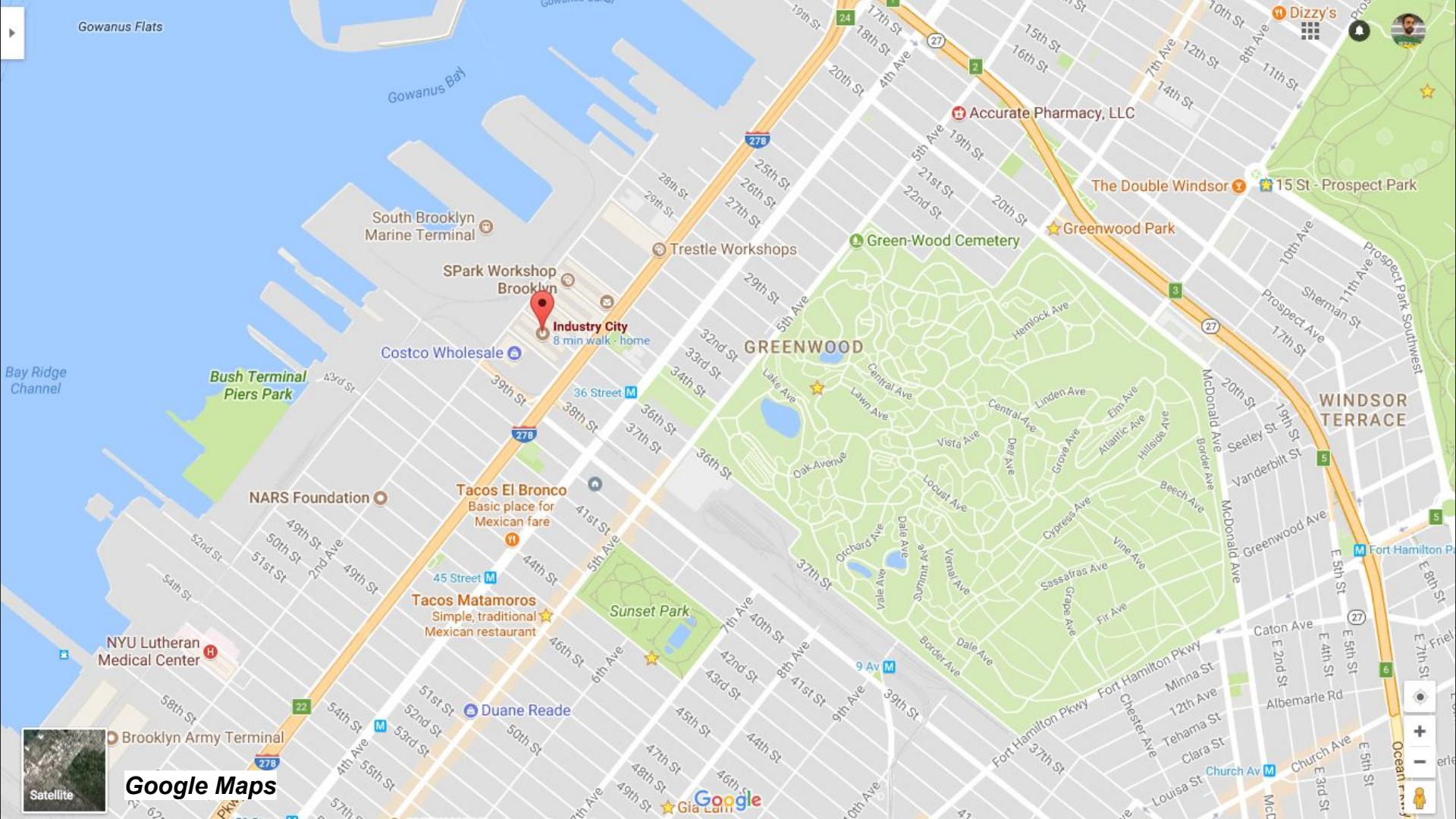
Locative Media

Tehran GSS, July 2017

What is place anyway?

What types of place Can we think of?

How do we navigate locations?





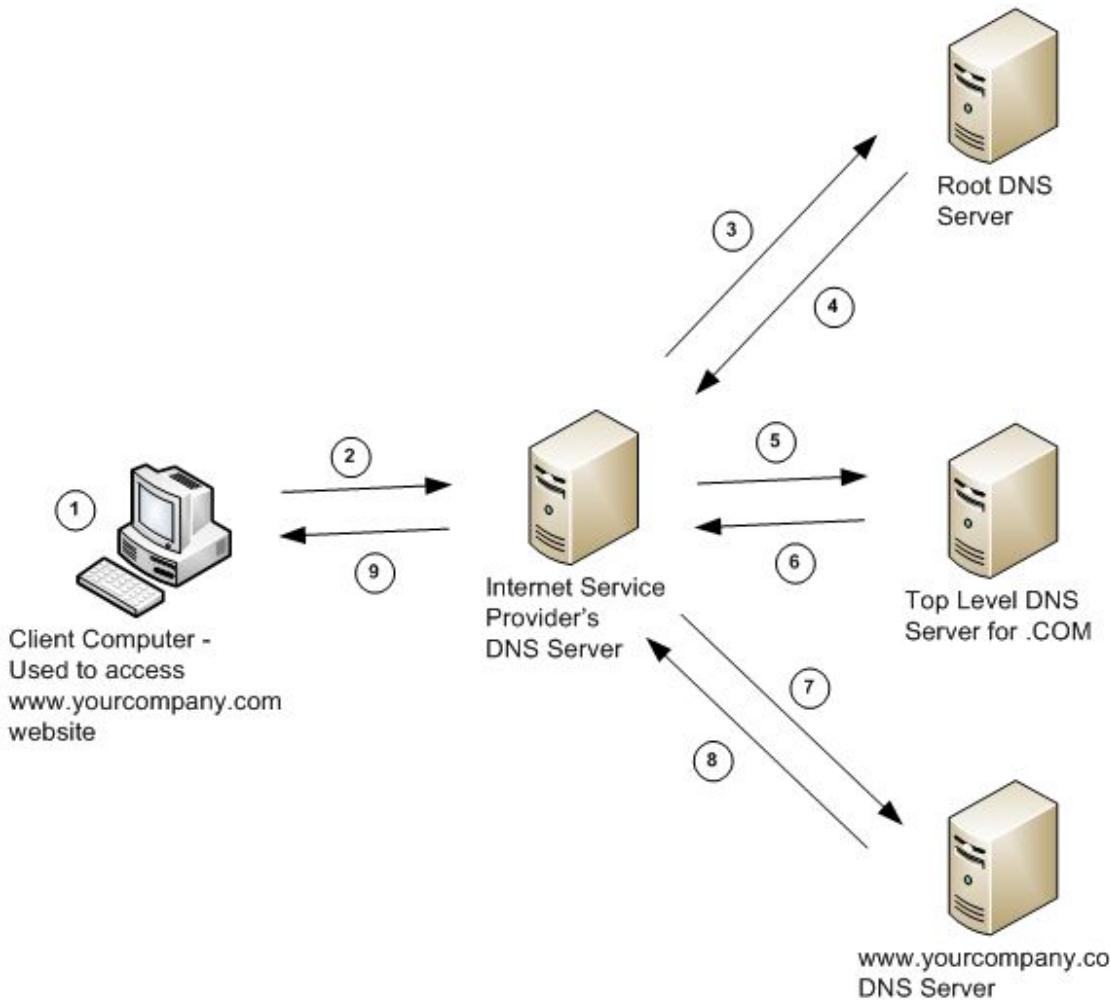
**Google Chrome browser
address bar**

```
2017-07-02 10:05:06 ☆ |ruby-2.2.1| Manis-MacBook-Pro in ~/Workspace/tehrangss-data-service
± |master {1} ✓| → [cd static/]
```

*Terminal on a Macintosh
computer*

Looking up network interfaces & addresses on a Mac computer

```
± |master {1} ✓| → ifconfig
lo0: flags=8049<UP,LOOPBACK,RUNNING,MULTICAST> mtu 16384
    options=3<RXCSUM,TXCSUM>
    inet6 ::1 prefixlen 128
        inet 127.0.0.1 netmask 0xff000000
        inet6 fe80::1%lo0 prefixlen 64 scopeid 0x1
            nd6 options=1<PERFORMNUD>
gif0: flags=8010<POINTOPOINT,MULTICAST> mtu 1280
stf0: flags=0<> mtu 1280
en0: flags=8863<UP,BROADCAST,SMART,RUNNING,SIMPLEX,MULTICAST> mtu 1500
    options=27<RXCSUM,TXCSUM,VLAN_MTU,TS04>
    ether 00:26:4a:03:80:2a
    nd6 options=1<PERFORMNUD>
    media: autoselect
    status: inactive
fw0: flags=8863<UP,BROADCAST,SMART,RUNNING,SIMPLEX,MULTICAST> mtu 4078
    lladdr 00:26:4a:ff:fe:03:80:2a
    nd6 options=1<PERFORMNUD>
    media: autoselect <full-duplex>
    status: inactive
en1: flags=8863<UP,BROADCAST,SMART,RUNNING,SIMPLEX,MULTICAST> mtu 1500
    ether f8:1e:df:df:b4:b0
    inet6 fe80::fa1e:ffff:fedf:b4b0%en1 prefixlen 64 scopeid 0x6
    inet6 2604:2000:70d2:e700:fa1e:ffff:fedf:b4b0 prefixlen 64 autoconf
    inet6 2604:2000:70d2:e700:74d4:9324:ed82:905d prefixlen 64 autoconf temporary
    inet 192.168.0.5 netmask 0xffffffff broadcast 192.168.0.255
    nd6 options=1<PERFORMNUD>
    media: autoselect
    status: active
p2p0: flags=8843<UP,BROADCAST,RUNNING,SIMPLEX,MULTICAST> mtu 2304
    ether 0a:1e:df:df:b4:b0
    media: autoselect
    status: inactive
```



**How do we address
our machines?**
From uxworld.com

Multiplicity of place

Moving between different types of space / dimensions



Like Comment Share

An image on a facebook feed
Through the lens of Google
Chrome Developer tools
(Image: Liv man)

Name

Name
ULgDOu7UAuv.png
19511061_1475048912560577_76133972...
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xSAfzG-Yhr3.png
SoWEI8_Lz_K.png
rYWauixwTkJ.png
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12496884_1509940209314133_12764005...
1609682_542191539212862_388771774...
12496884_1509940209314133_12764005...

Headers Preview Response Timing

A screenshot of the Chrome Developer Tools Network tab. It shows a list of files with their names and URLs. The URL for the selected file is: https://scontent-lad3-1.xx.fbcdn.net/v/t1.0-1/p50x50/19511229_10109921557501110_2575659409179764929_n.jpg?oh=5e87f60cf3e61aa86bfe47666208a968&oe=5A0E8FC4. The preview pane shows a thumbnail of the image.



**Your image is probably here.
An image of a place is placed on a
virtual page, which in turn lives on
a hard drive in a physical place.**



There is no cloud
it's just someone else's computer

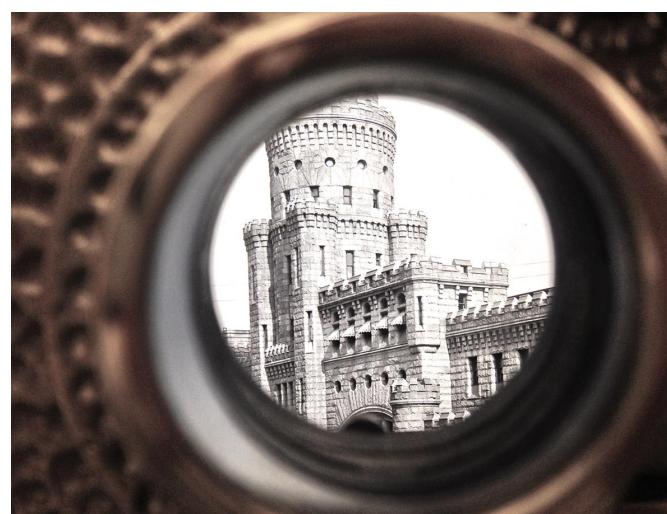


*A central cooling plant in Google's
Douglas County, Georgia, data-
center. Photo: Google/Connie Zhou.*

Locative media & Coexisting timelines



Transforming Locations
Time, place and mediation
"Lost Landmarks" by Matt Felsen





Navigating the physical and virtual

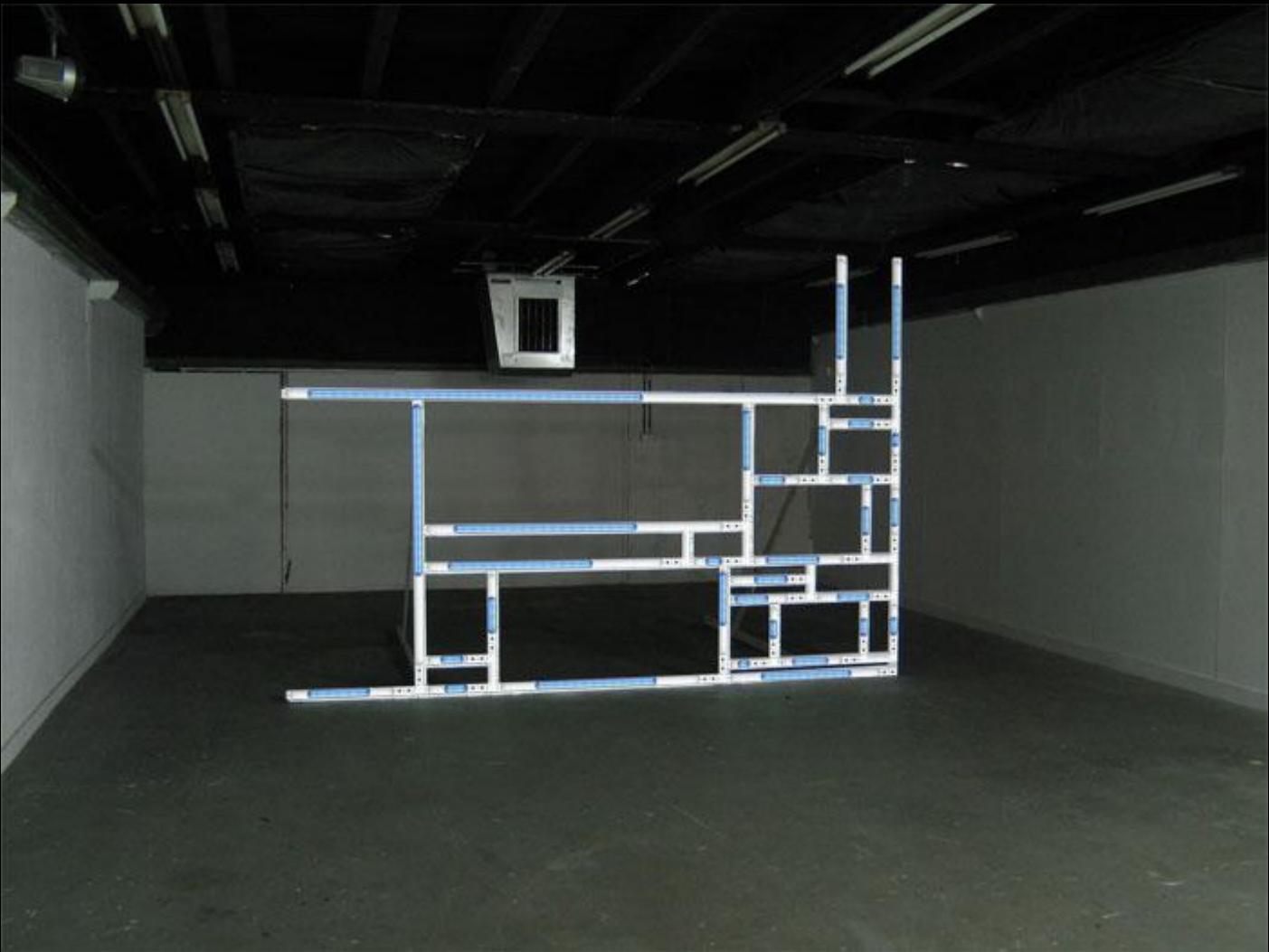
**What happens if we occupy physical locations with sculptural virtual
objects?**

What happens
when we switch
Context?

In Memory of New Materials Gone
Jan Robert Leegte 2014



What happens
when we switch
Context?



"Scrollbar Composition"
Jan Robert Leegte 2011

What happens
when we switch
Context?

Dumpster
Jan Robert Leegte 2016





What happens if we translate navigation between virtual and physical?

Jan Robert Leegte 2016

Aram Bartholl - "Map"
public installation 2006 -13



What
distinguishes
locations virtual
and physical?

“Map”
Aram Bartholl 2011



**How does scale
change locality?**



“Map”
Aram Bartholl 2011

Key conditions of a networked society:

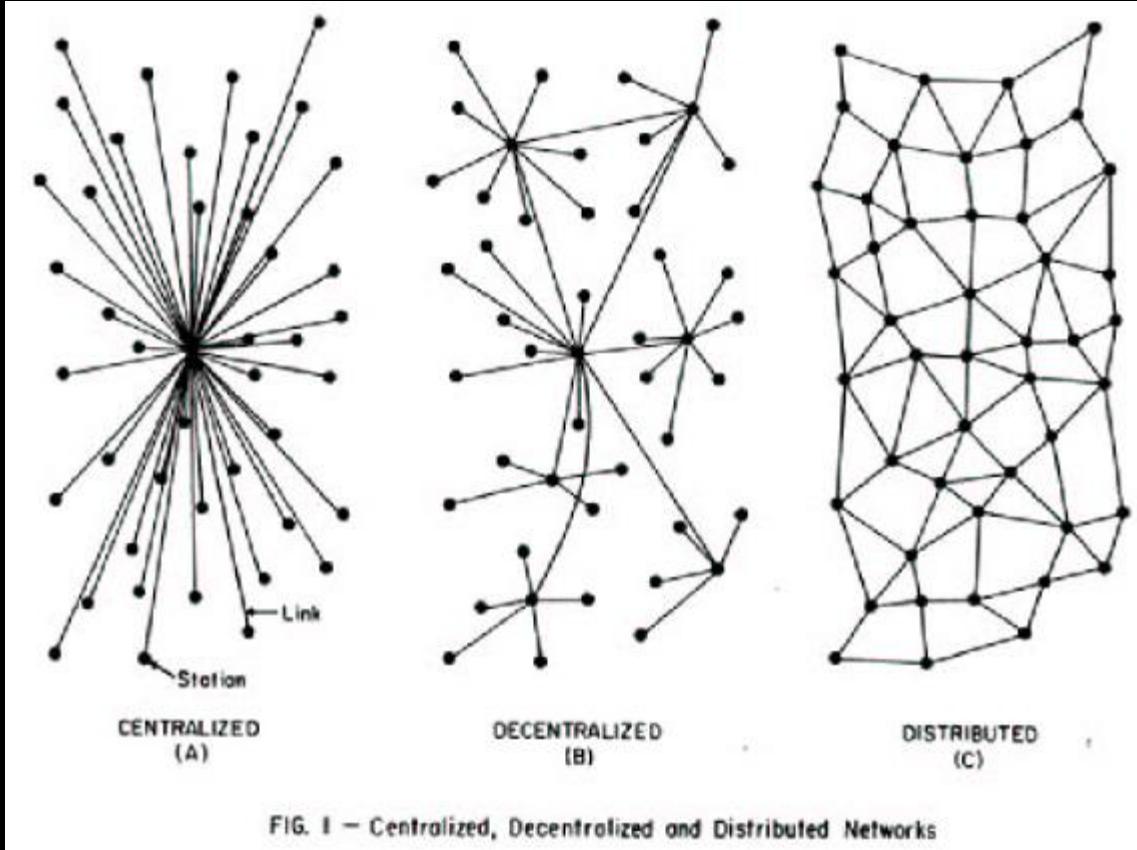
- 1. Superimposition of real and virtual spaces**
- 2. The development of a mobile sense of place**
- 3. The emergence of popular virtual worlds**
- 4. Rise of the Network as a socio-spatial model**
- 5. Growing use of mapping and tracking technologies**

“Networked Publics”

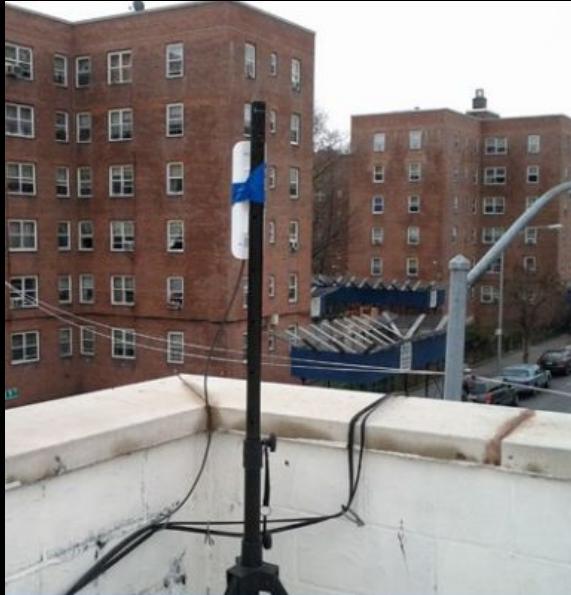
Kazys Varnelis & Ane Friedberg

Topographies Of networks

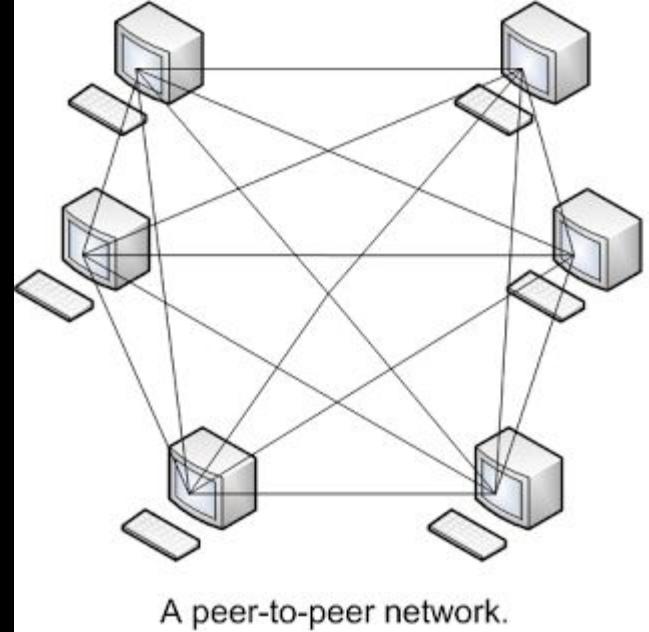
Distributed, Decentralized,
Centralized



Tidepools A peer-to-peer Citizen network



*Open Technology Institute
New American Foundation
Alyx Baldwin 2013*



Tidepools

A peer-to-peer Citizen network



Photo Credits: Becky Kazansky

*Open Technology Institute
New American Foundation
Alyx Baldwin 2013*

Tidepools A peer-to-peer Citizen network



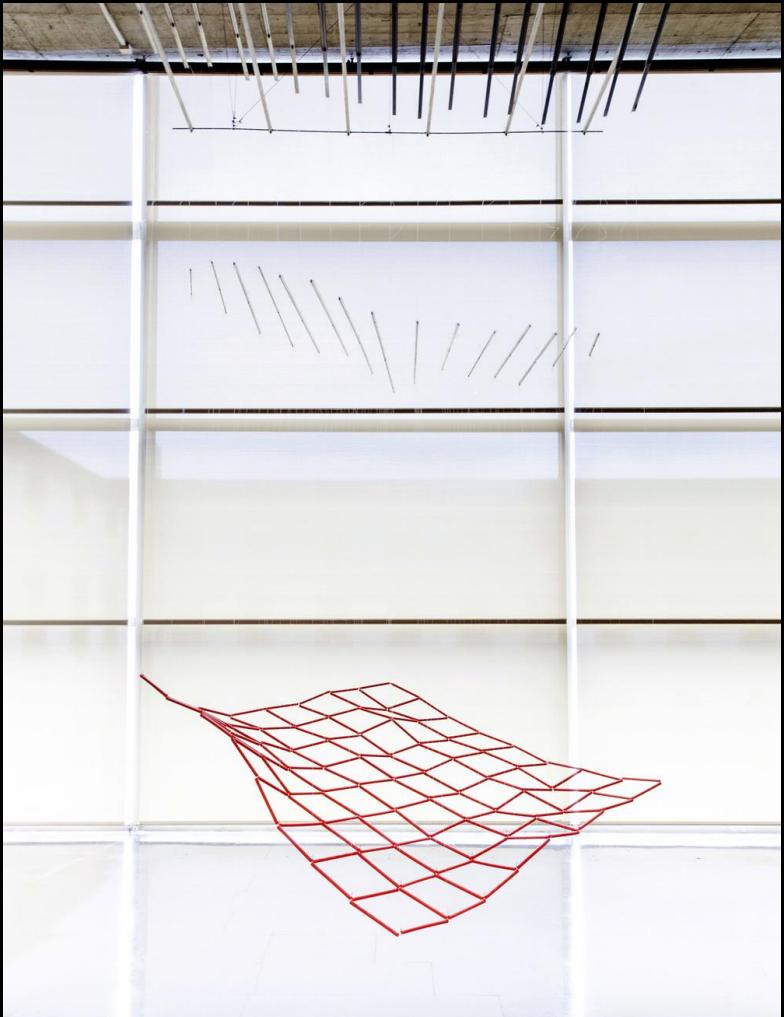
*Open Technology Institute
New American Foundation
Alyx Baldwin 2013*

Poetics of Locative Media

Somewhere between certainty and uncertainty

Poetics Of Locative Media

"tele-present water"
David Bowern 2011



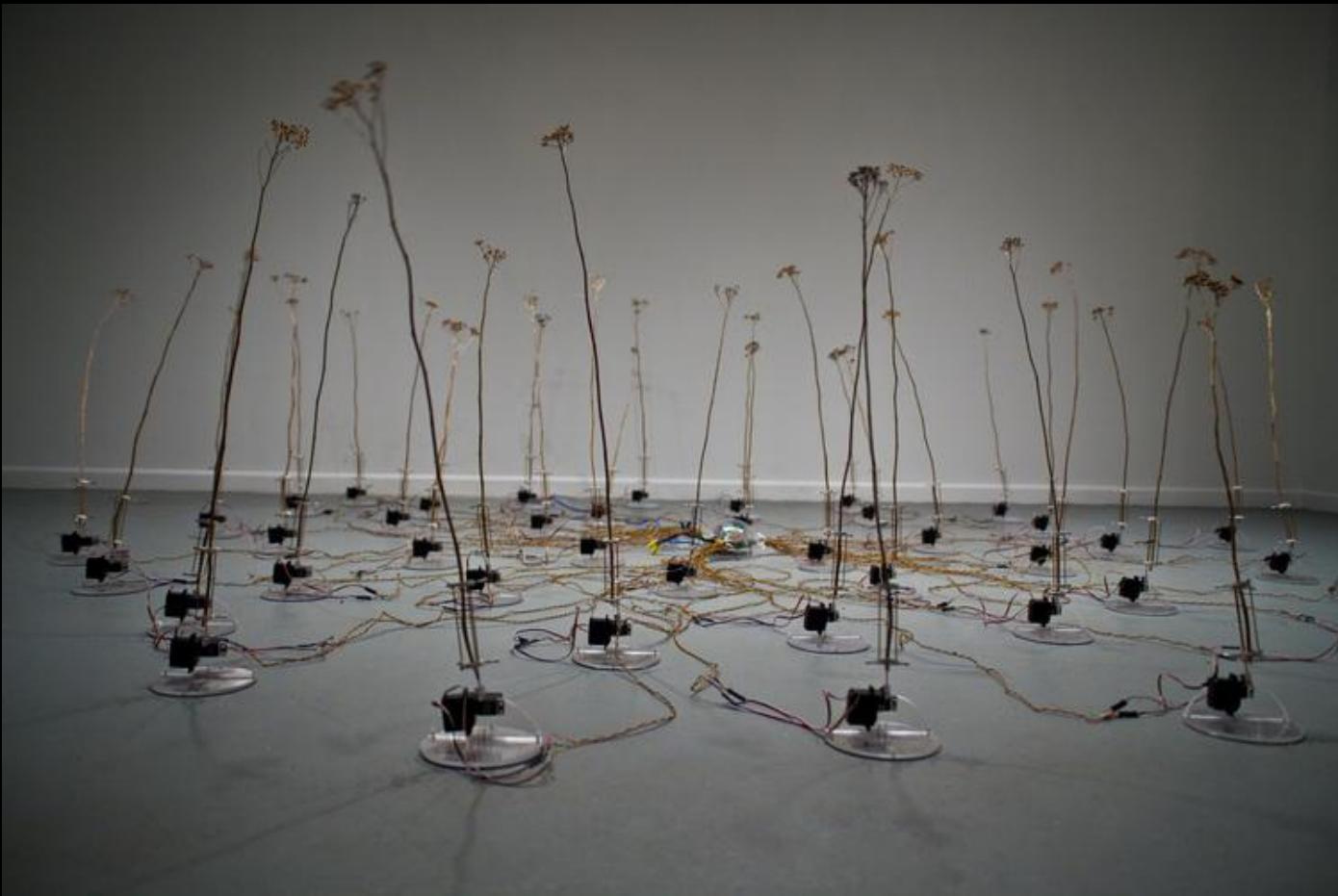
Poetics Of Locative Media

"tele-present water"
David Bowern 2011



Poetics Of Locative Media

"tele-present Wind"
David Bowern 2011



Poetics Of Locative Media

"tele-present Wind"
David Bowern 2011



Poetics Of Locative Media

"tele-present Wind"
David Bowern 2011

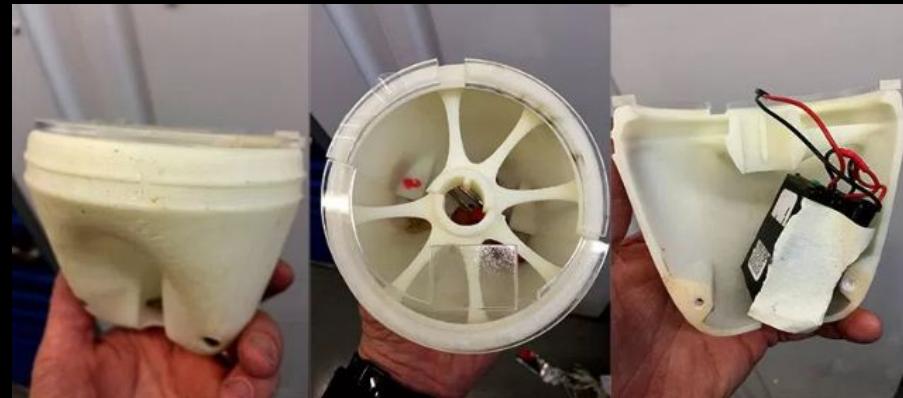


Performative locative media & Ad Hoc networks.

Can we create collaborative performances with locative media?

Networked Performance With Hardware

UMBRELLA.net
Katherine Moriwaki &
Jonah Brucker Cohen



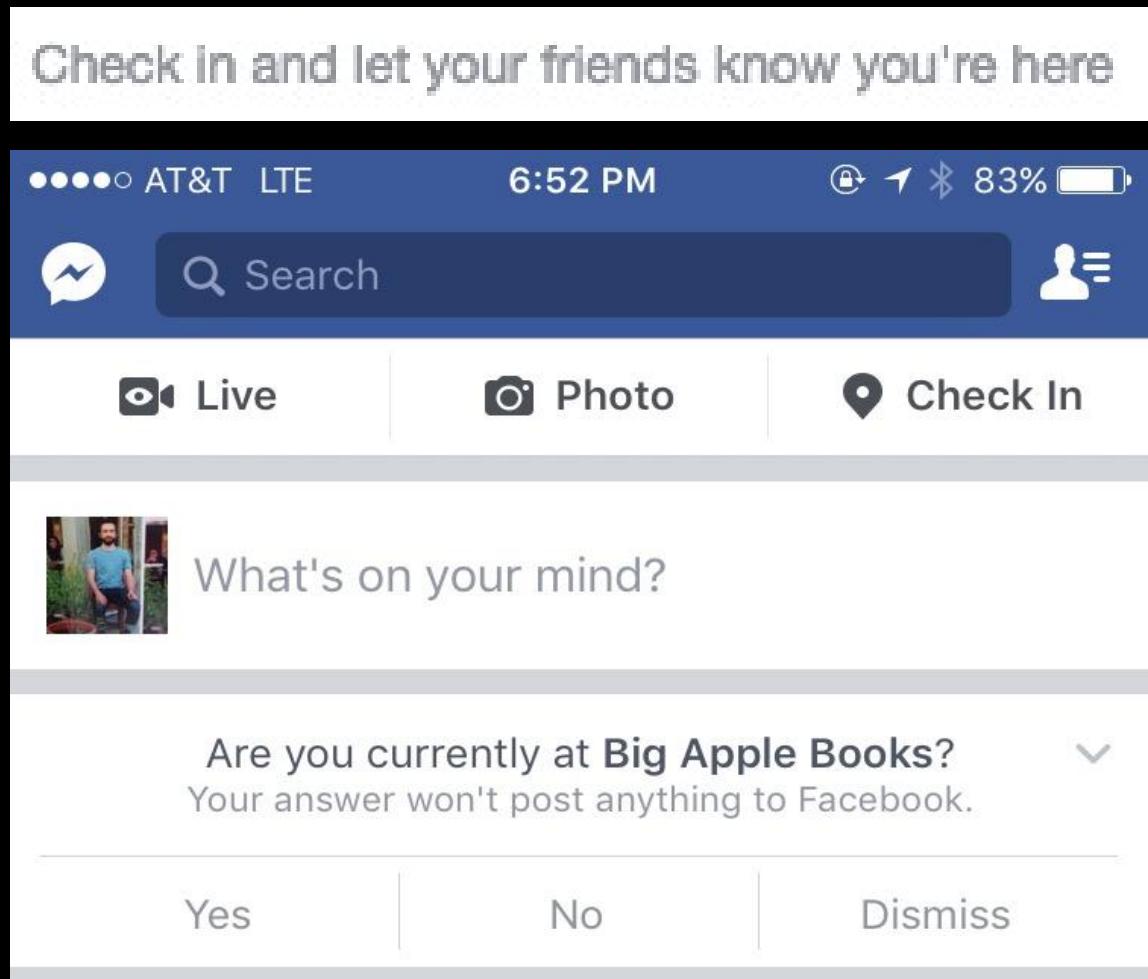
Ethics & politics of locative media

**What does it mean that we are producing so much location data?
Who owns the data?**

Can we take locative media offline?

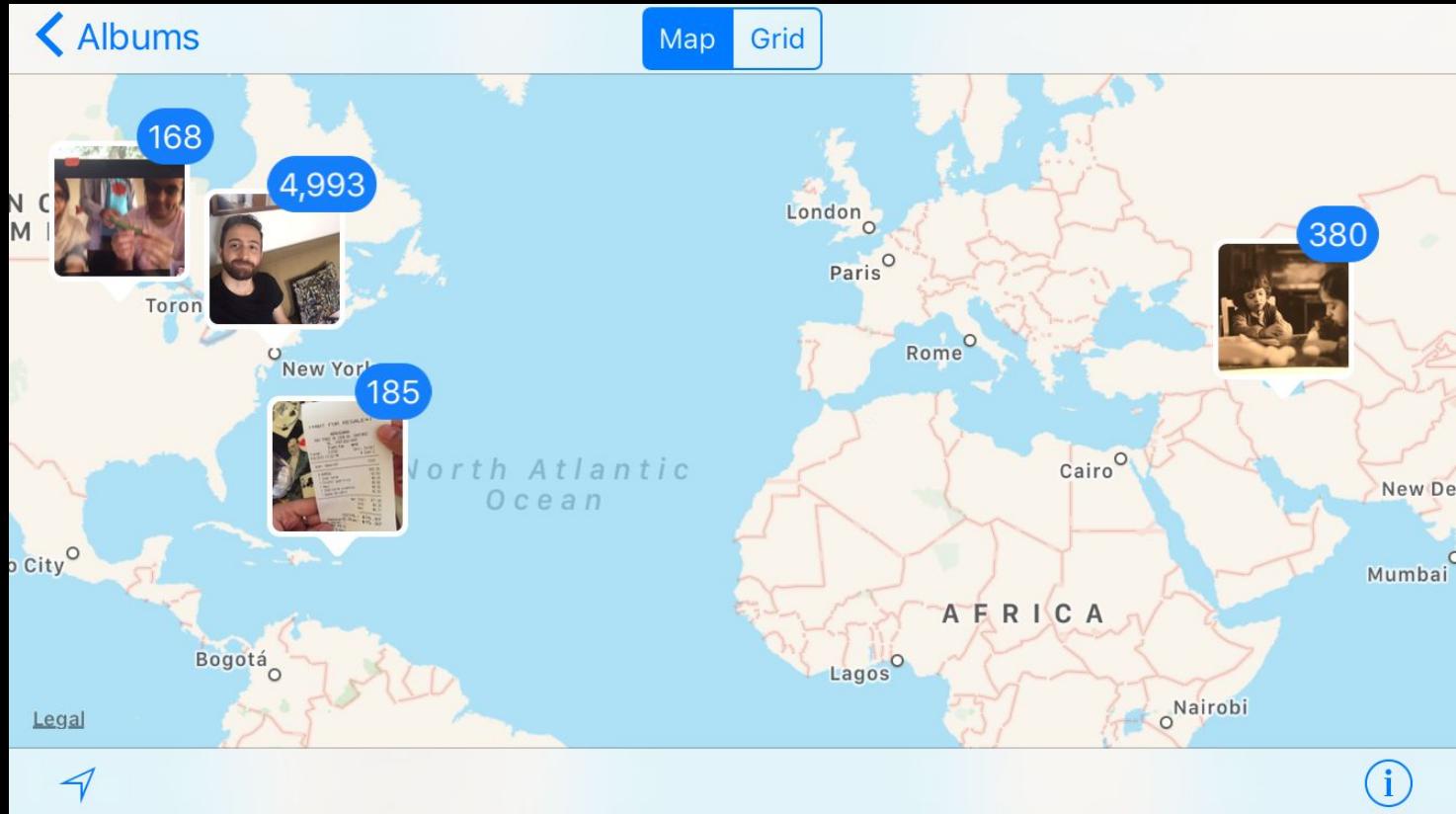
Locative Media In daily Life

“Facebook mobile app”



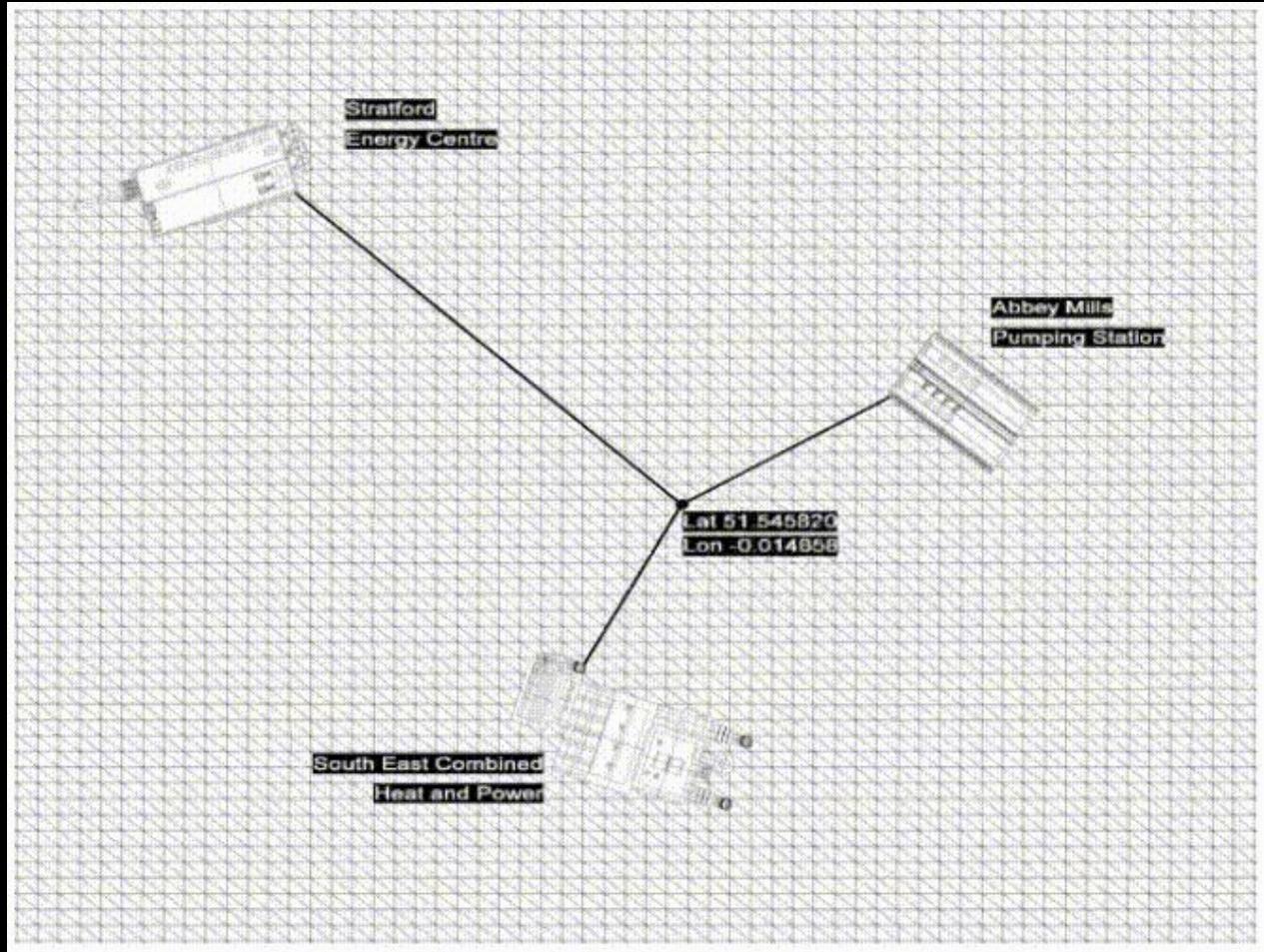
Locative Media In daily Life

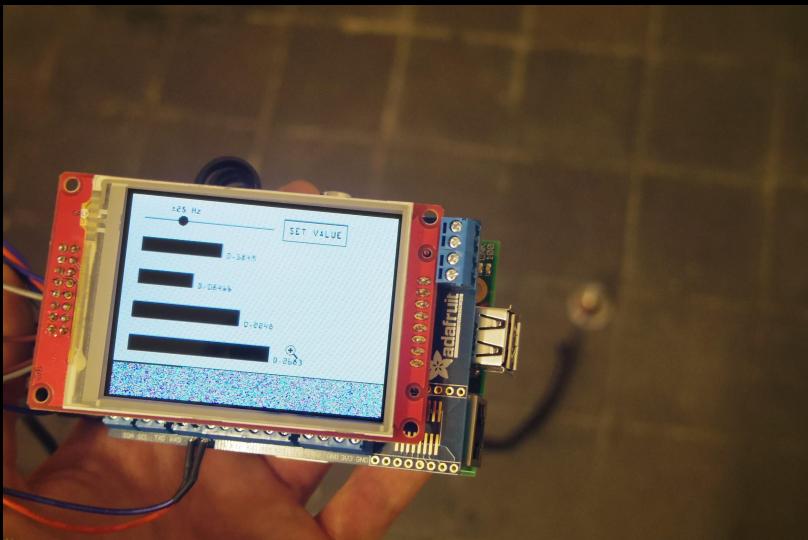
"Apple photos map"



Taking the Location Offline

“Open Positioning System”
Phillip Ronenberg





Taking the Location Offline

“Open Positioning System”
Phillip Ronenberg



**How can data be
location-specific?
How can urban
space become
activated through
site-specific data?**

*“Dead Drop”
Aram Bartholl 2010*



**Peer-to-peer
Made offline**



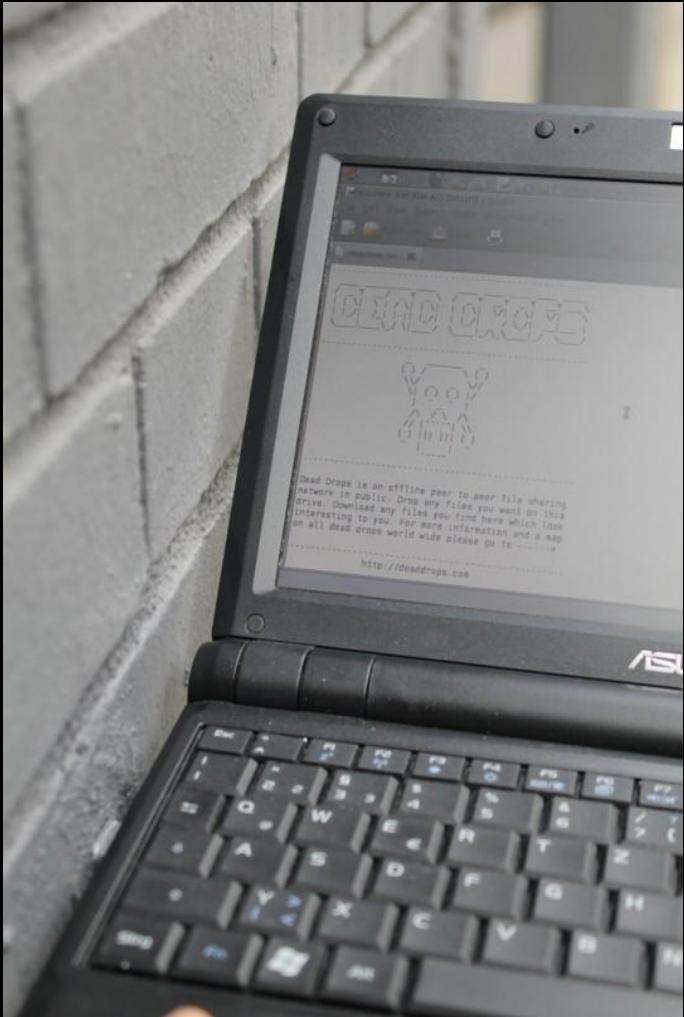
*“Dead Drop”
Aram Bartholl 2010*

**Peer-to-peer
Made offline**

*“Dead Drop”
Aram Bartholl 2010*



**Peer-to-peer
Made offline**



"Dead Drop"
Aram Bartholl 2010



Resources

- Henry Jenkins, Narrative Spaces
- Ronald Lenz, Locative Media
- Marc Tuters and Kazys Varnelis, Beyond Locative Media, Giving Shape to the Internet of Things
- Krzysztof Wodiczko, Designing A City of Strangers
- Design Studio for Social Intervention, Spatial Justice, A Frame for Reclaiming our Rights
- [Lev Manovich, The Poetics of Urban Media Surfaces](#)
- Work by Christina Kubisch, LoVid, Local Projects
- Networked Publics, edited by Kazys Varnelis, MIT Press
- <http://ronnenberg.io/portfolio/openpositioningsystem/>
- Blast Theory's Rider Spoke (and lots of others)
- [Ethics of connection panel at Theorizing The Web Conference 2017](#) (Joshua McWhirter)
- <http://ronnenberg.io/portfolio/openpositioningsystem/>
- Janet Cardiff & George Bures Miller's Her Long Black Hair
- <http://ronnenberg.io/portfolio/openpositioningsystem/>
- <http://deaddrops.com/dead-drops/>
- https://commotionwireless.net/files/rhiwifi_tidepools_casestudy.pdf
- [Journalism & location based storytelling](#)
- Stories everywhere: <https://storieseverywhere.org/>