

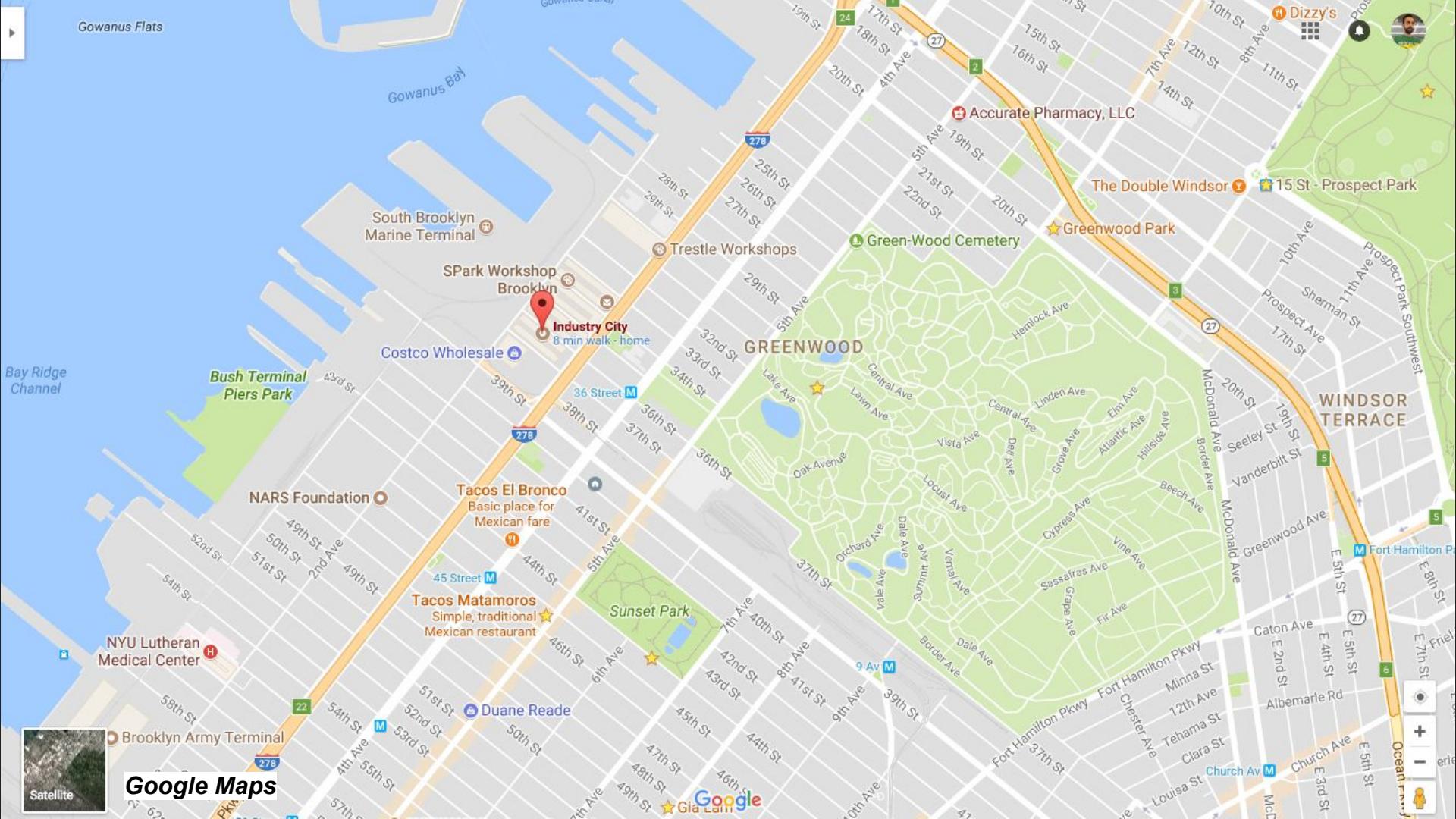
Locative Media

Tehran GSS, July 2017

What is place anyway?

What types of place Can we think of?

How do we navigate locations?



Google Maps





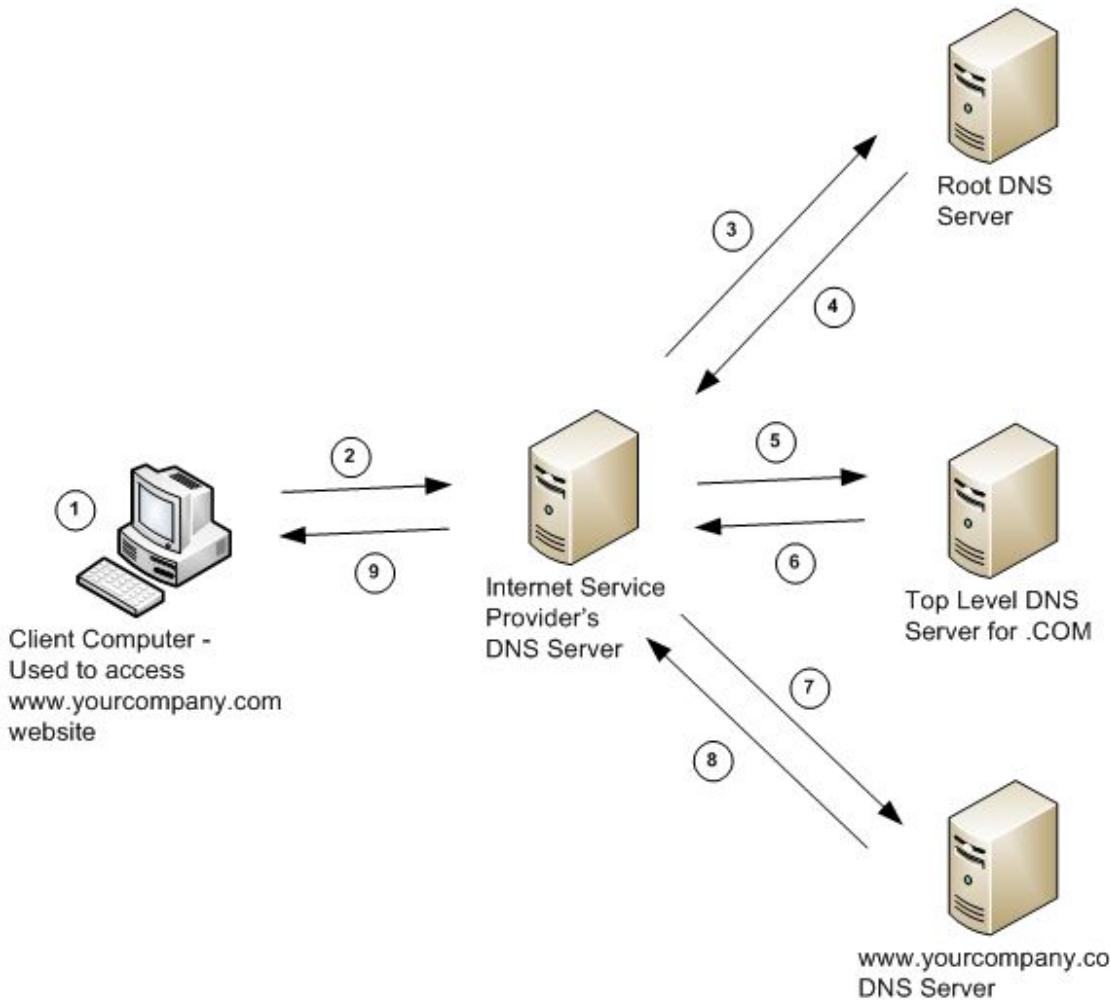
**Google Chrome browser
address bar**

```
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

Name

Name
ULgDOu7UAuv.png
19511061_1475048912560577_76133972...
1f602.png
xSAfzG-Yhr3.png
SoWEI8_Lz_K.png
rYWauixwTkJ.png
13179105_925738874210756_739823751...
19578018_6067642425089_49913587823...
18922033_10154976931664934_6620836...
19601296_10155067869219934_3529499...
19511229_10109921557501110_2575659409179764929_n.jpg?oh=5e87f60cf3e61aa86bfe47666208a968&oe=5A0E8FC4
18034040_10106987746227390_3873061...
15826665_1620759368225381_42158594...
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.

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



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.

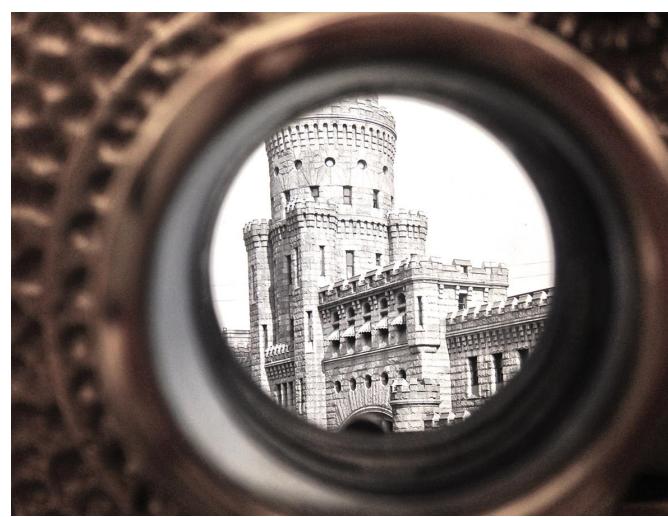


There is no cloud
it's just someone else's computer



*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?**

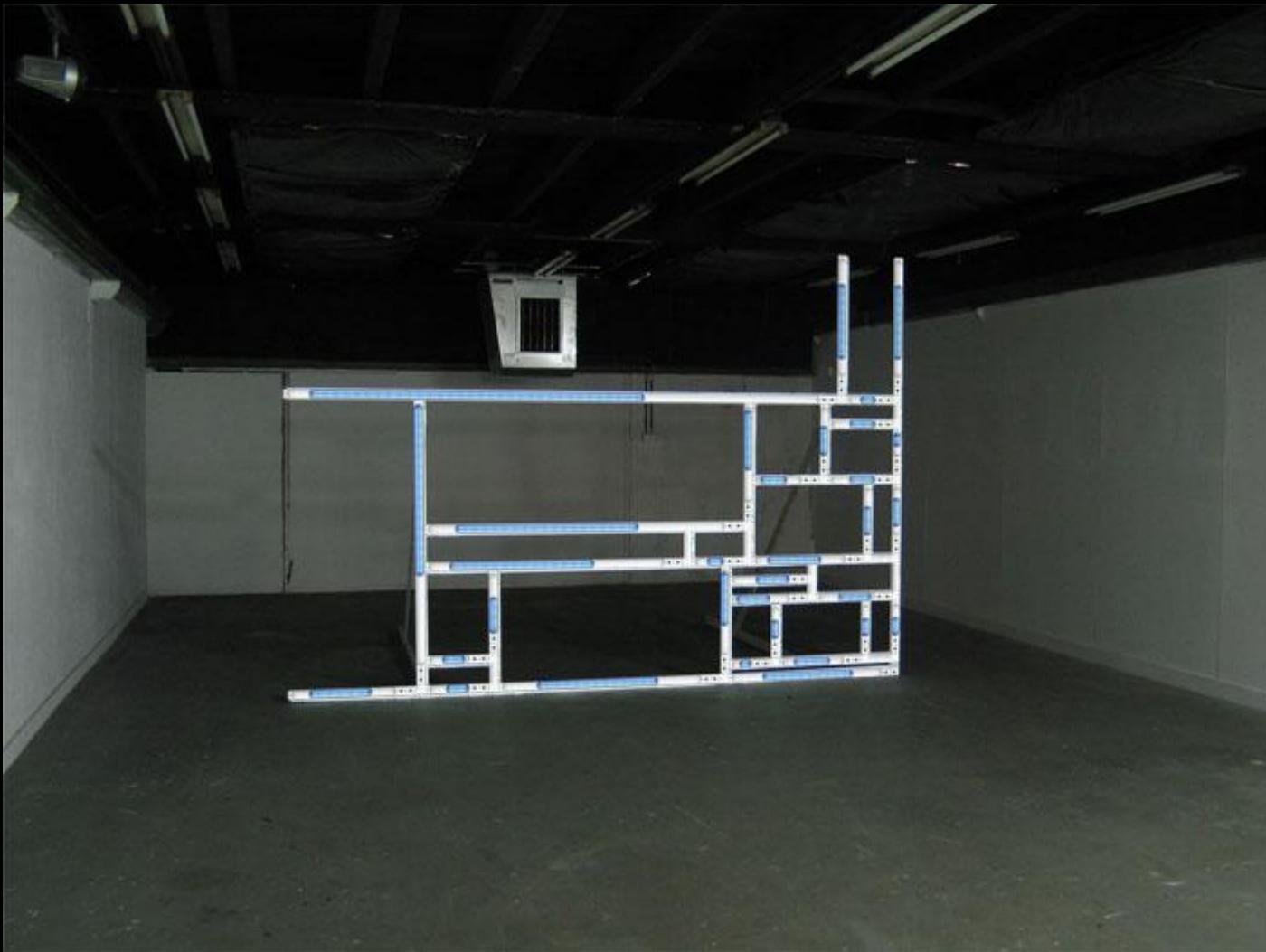
What happens when we switch Context?

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?**



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:

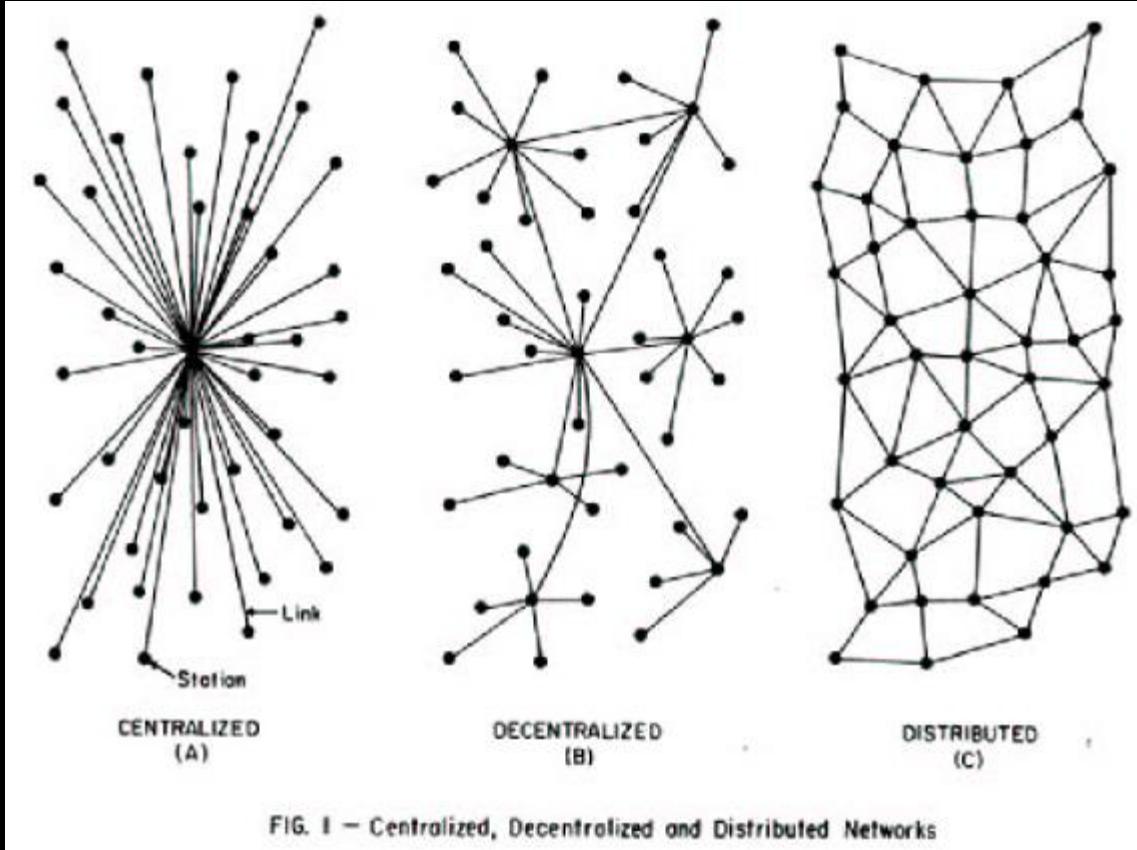
- 1. Superimposition of real and virtual spaces**
- 2. The development of a mobile sense of place**
- 3. The emergence of popular virtual worlds**
- 4. Rise of the Network as a socio-spatial model**
- 5. Growing use of mapping and tracking technologies**

“Networked Publics”

Kazys Varnelis & Ane Friedberg

Topographies Of networks

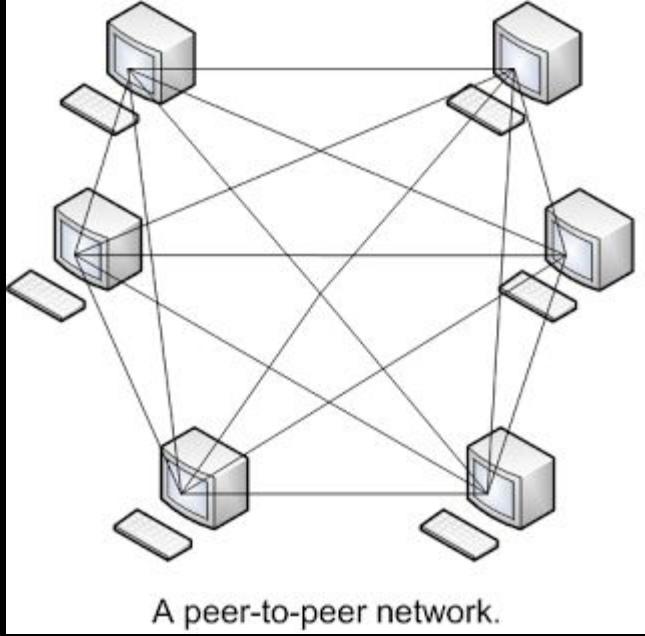
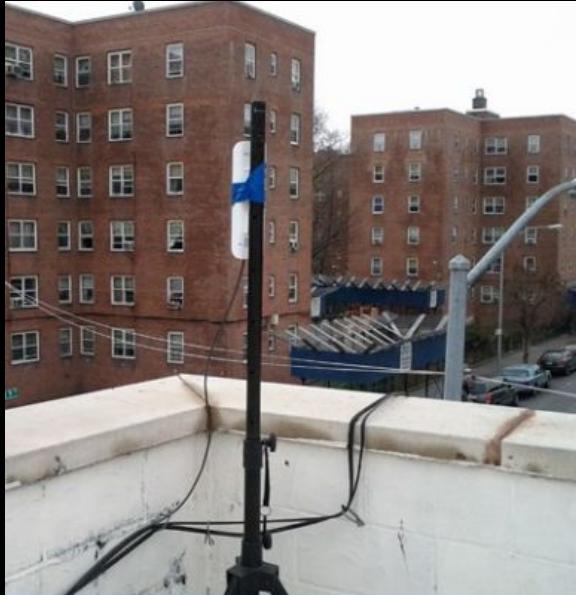
Distributed, Decentralized,
Centralized



Tidepools

A peer-to-peer Citizen network

*Open Technology Institute
New American Foundation
Alyx Baldwyn 2013*



A peer-to-peer network.

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



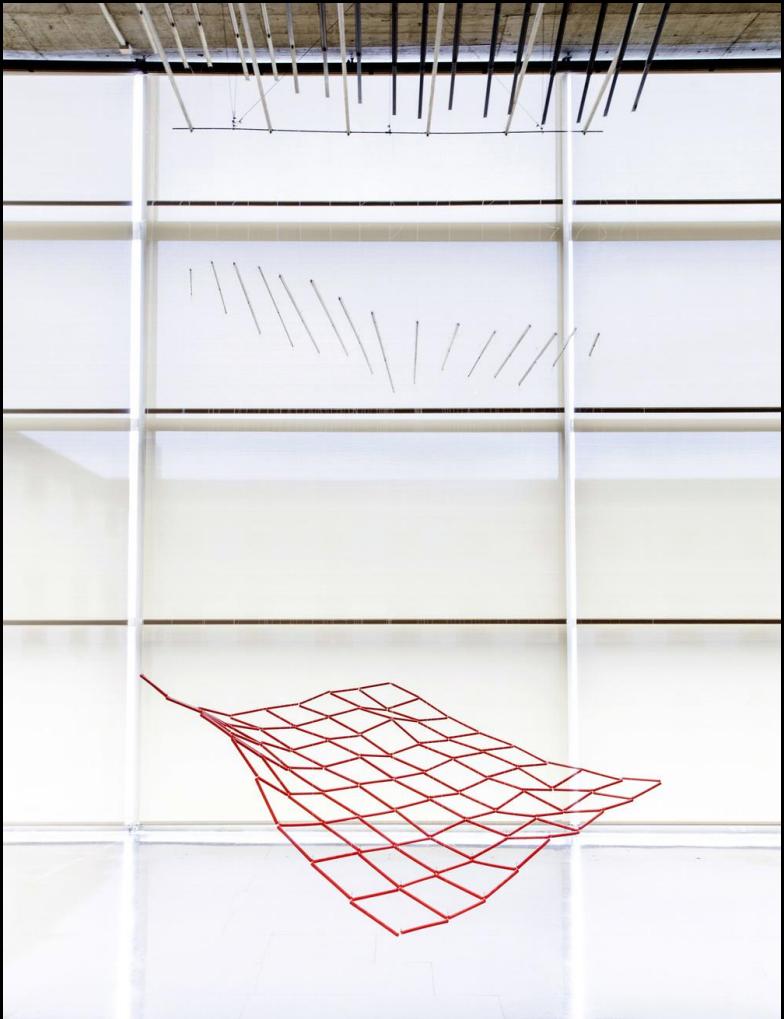
*Open Technology Institute
New American Foundation
Alyx Baldwin 2013*

Poetics of Locative Media

Somewhere between certainty and uncertainty

Poetics Of Locative Media

"tele-present water"
David Bowern 2011



Poetics Of Locative Media

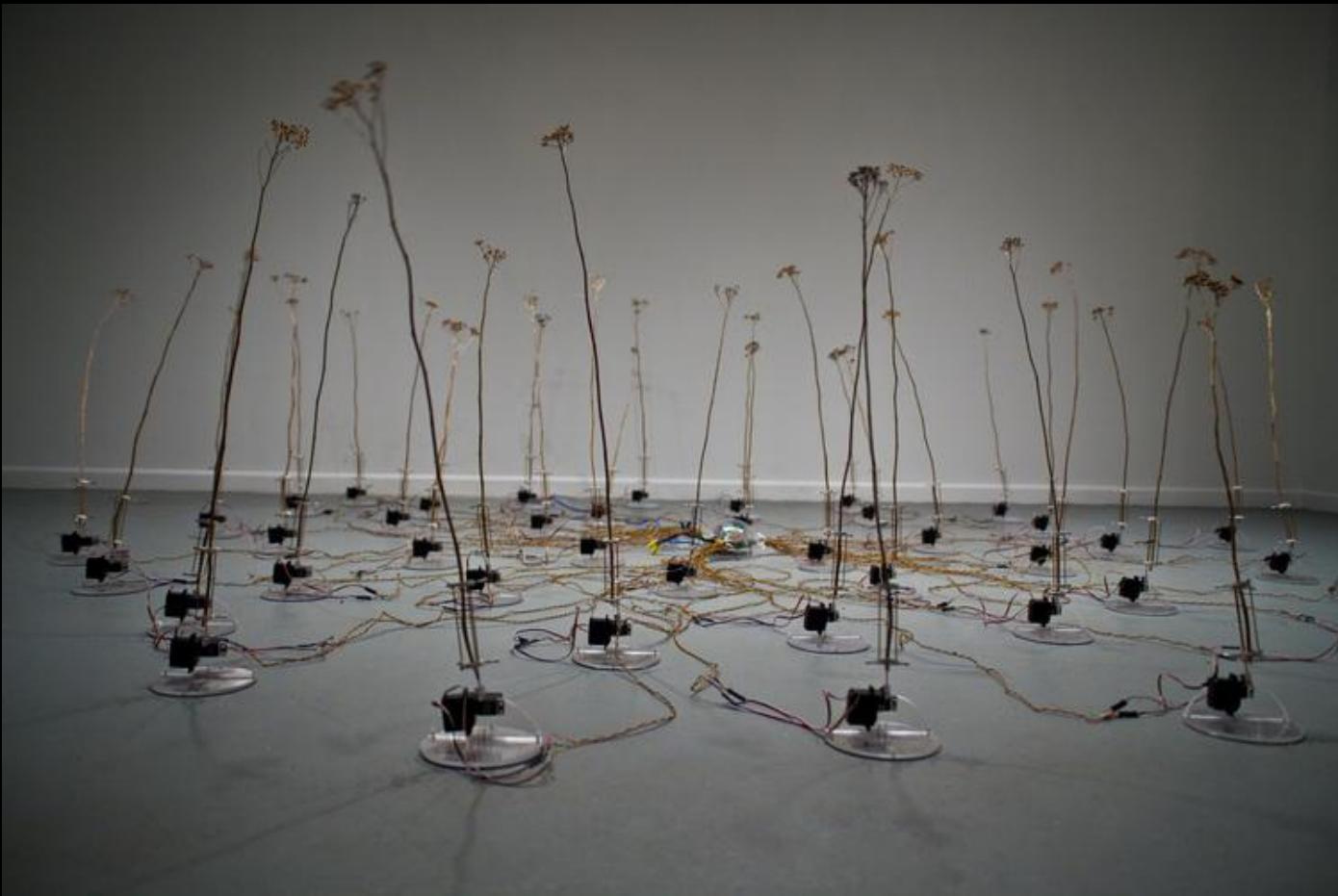
"tele-present water"
David Bowern 2011



This device uses wave height and frequency data from National Oceanographic and Atmospheric Administration buoy Station 46246 in the Pacific Ocean....

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

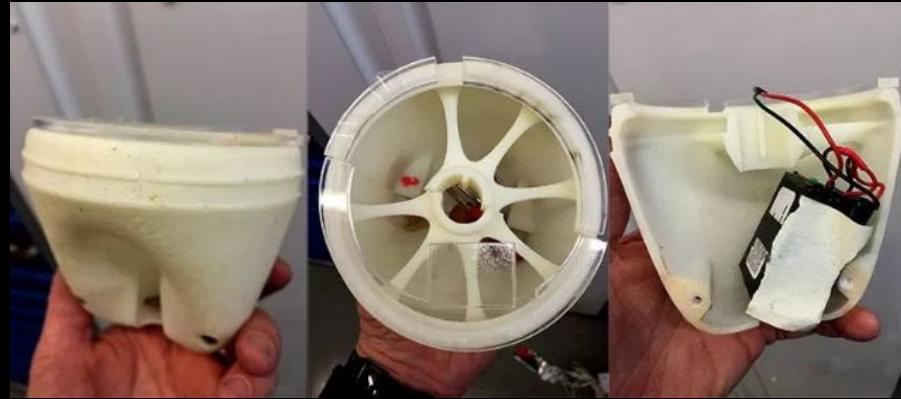


Performative locative media & Ad Hoc networks.

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?

Check in and let your friends know you're here

••••• AT&T LTE 6:52 PM ⚡ ⛽ * 83% 🔋

 Search 

 Live  Photo  Check In

 What's on your mind?

Are you currently at **Big Apple Books**? 
Your answer won't post anything to Facebook.

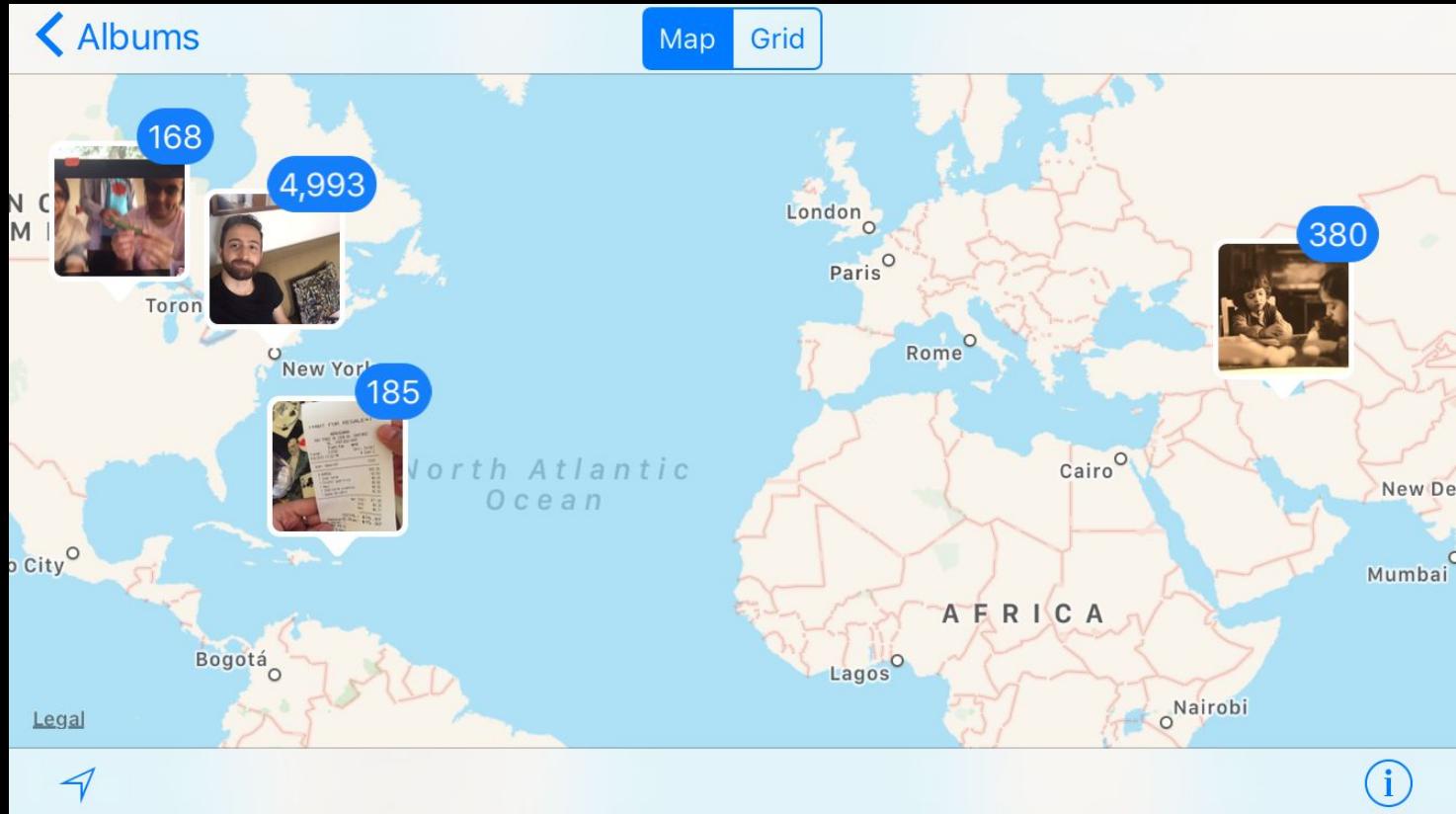
Yes No Dismiss

Locative
Media
In daily Life

"Facebook mobile app"

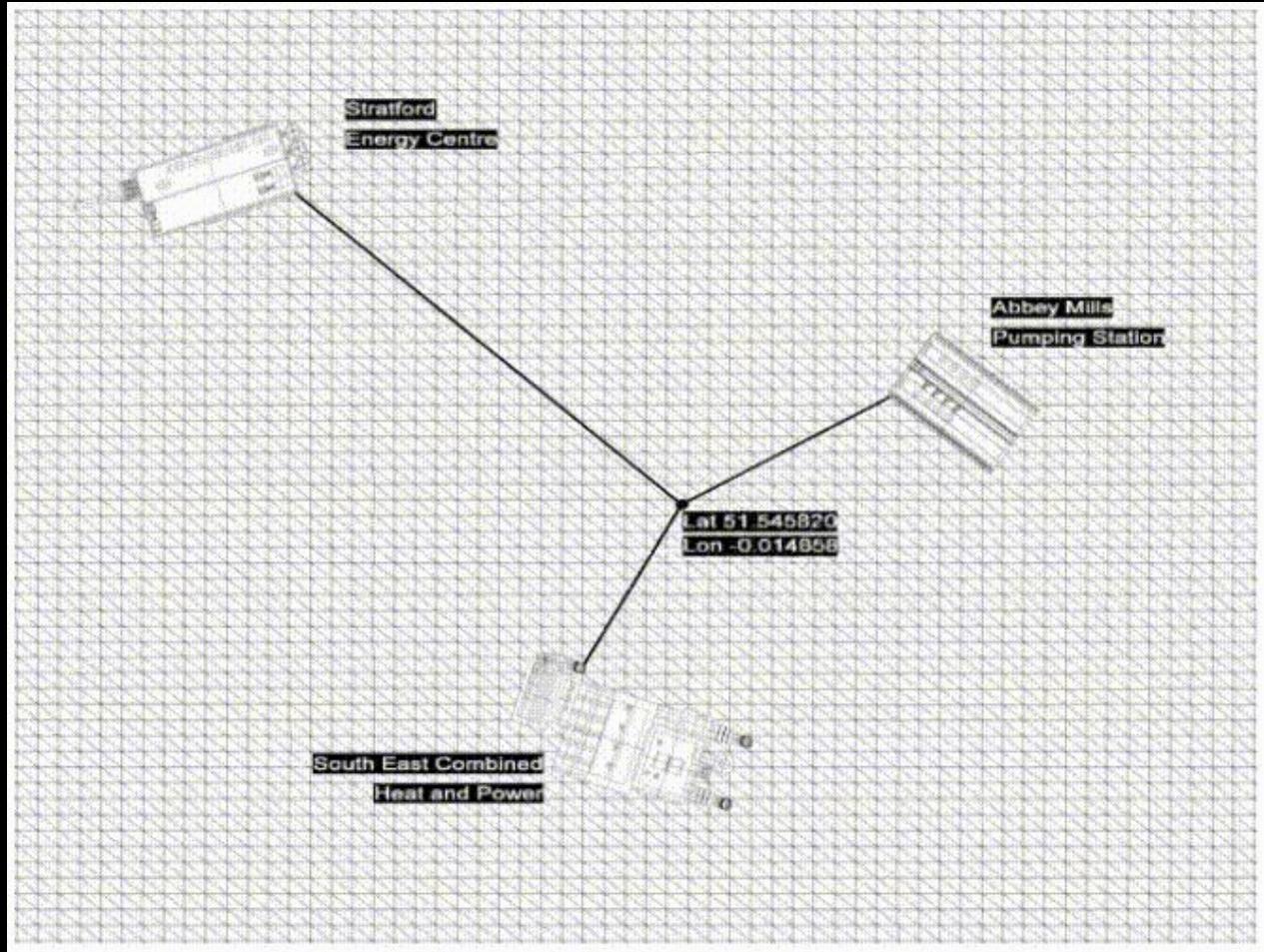
Locative Media In daily Life

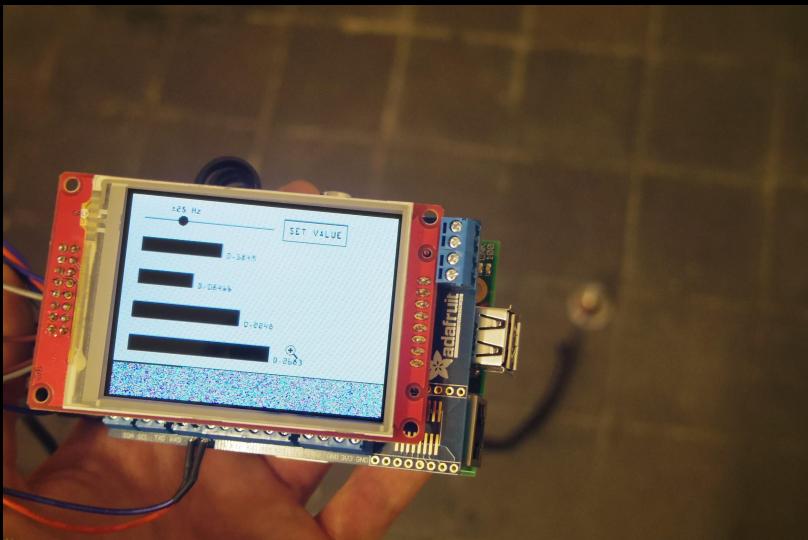
"Apple photos map"



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**

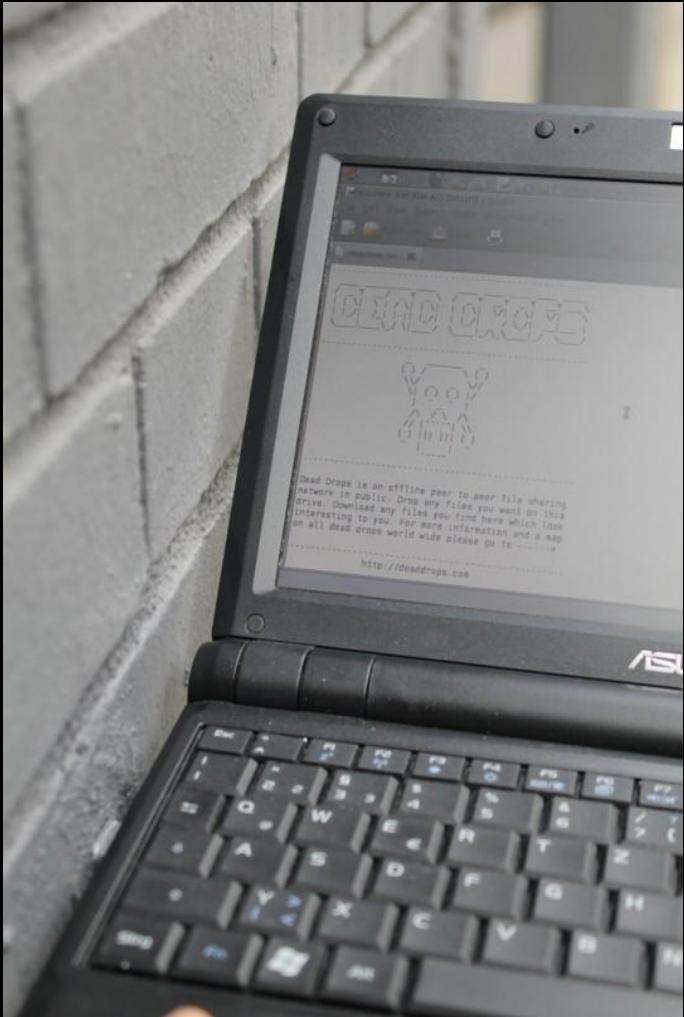
"Dead Drop"
Aram Bartholl 2010

World Map



Powered by [Leaflet](#) — Map data © 2011 OpenStreetMap contributors

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)
- <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/>