

'MAKEBELIEVE' Exhibition in the London Design Festival - 19 - 27 September, 2009 at Kinnarps, Dryden Street, Covent Garden, London

<http://www.londondesignfestival.com/events/goldsmiths-make-believe>

The 'Mediating Place' group (one of the five groups in the Leverhulme funded Spaces Of Media Research Programme) exhibited two prototypes in this exhibition - described as 'an exciting and innovative showcase of emerging design talent from Goldsmiths, University of London'.

In the 'Mediating Place' project we are designing propositional objects; objects which propose new practices in media production (and reception). These propositional objects (props) aim to re-programme spaces in the city (the performativity of the spaces) by using an assemblage of different technologies to locate, dislocating and relocate 'media' in the city. These props are intended to make apparent possible future engagements, practices and experiences educed in these assemblages of technologies.

The two prototypes that we showed were the Interactive City Legend and the News Telescope.

See the ATACD, 'Changing Cultures, Cultures of Change Exhibition' on this website for an explanation of the **News Telescope**.

The Interactive City Legend

The traditional city legend is usually located at a vantage point where there is a 'vista' in which key features of the city are visible. Through map or city outline/silhouette, with attendant arrows and identification labels, the legend allows a viewer to appreciate key features of the view in front of them.

In this prototype we have aimed to enhance the legend by drawing different media transmissions into the legend/map and thus into the view.

In other words, we have been looking at the way the map and legend (in public spaces) - may be enhanced through 'mediatisation'.

We have explored, and continue to explore, the relationship and connection between the different kinds of 'media-content' that can be drawn into the legend/map and this content and the view.. Bringing together media content from different sources and making them visible at the same time allows for different perspectives (sic) and

readings of a place to be seen at once. For example one may see the London Eye as it is used within a fictional narrative ('Fab Four') and simultaneously seeing amateur photos of it, as well as a newscast of its opening. One can also interrogate the view in different ways - for example looking for place where ghosts have appeared, or where sundials are or more prosaically draw up the history of buildings in the view.

We are in these juxtapositions of content exploring the different ways one can approach and inflect readings of place through the 'mediation of media'.

We are also exploring different way users can direct readings of the city. So for instance one may read diachronously (read a place historically (through time)) or synchronously (explore a multiplicity of spaces as they appear in the same period of time).

We are exploring opportunities for user generated content, uploaded at the site of the legend/map and opening new 'affordances' where other users can take up different programmes (which we haven't prescribed) to make, for instance, souvenir films, tell stories, gripe, comment and so forth.