

Public Screens Research Group

Department of Media and Communications  
Goldsmiths, University of London

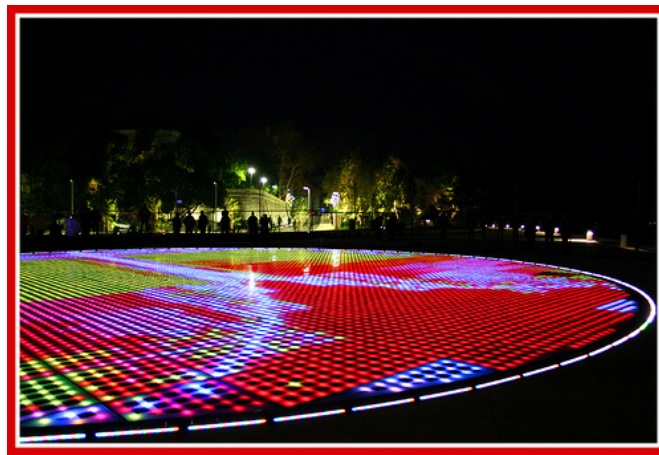
### Postgraduate Student Showcase

**Date: Monday 1 March 2010**

**Venue: Small Hall, a.k.a. Cinema, RHB**

**Time: 5 - 7 p.m.**

The Public Screens Research Groups aims to showcase departmental postgraduate research projects in related areas. This is the first in what we hope will be a regular series.



Sun Monument, Zadar, Croatia

#### 1. Zlatan Krajina

*How to Tame the Sun: Visual Indulgences at a Screen-Place as Strategies of Appropriation*

As part of my PhD project on how people engage with urban screens when they incidentally encounter them in their daily rounds through the city, which I study in a number of different locations in London, UK and Croatia, I present findings from my research at the "the Sun Monument" architectural installation in the town quay of Zadar, Croatia. The long-awaited refurbishment of the promenade included at its far end a 22-meter wide moving-image screen, inserted in the pavement. The cherished traditional Mediterranean collective evening stroll culture of seeing other fellow citizens and being seen by them, was complicated by an electronic screen, which invited individual visual indulgences of "relaxing" or "leaving the place" whilst standing on and gazing at the images, whereby, as the locals accentuate, "one is thankfully separated from the surrounding others". However, as I seek to demonstrate, the creation of the screen-place did not lead to abandonment of the traditional evening stroll, but to inclusion and appropriation of the screen in the promenade as its constituent part, which was an outcome of a

complex process of 'domestication' of the piece of media technology in the locals' habitual lifeworlds.

## **2. Kenzie Burchill**

*Sharing Context in an Era of Convergence: The Mediation of Presence and Privacy*

Mobile communications offer an alternative perspective to that of CMC, where online and offline blur, where mediated co-presence mingles with everyday mobility and face-to-face interactions. In an era of constant connectivity and the multiplication of personal communication platforms, how have notions of co-presence and privacy shifted? What wider metaphors and meta-narratives are circulating in the use of these technologies to help us make sense of contemporary everyday mediated sociability and mobility?

## **3. Gabriel Menotti Gonring**

Public Screens, Loci of Activity

New technologies reconfigure the territory of practices and privacies that constitute a media circuit. As the front-end of mobile computational systems, frequently associated to navigation and positioning (such as GPS and smartphones), screens are revealing themselves as complex architectural devices. In order to analyze the dissemination of these devices throughout urban routines, I propose to infer the kind of public they foreground, in relation to the passive audience that is modeled by traditional cinema studies.