

All the world's a screen

Featuring the seven ages of man

<http://alltheworldsascreen.tumblr.com/>

An interactive telematic installation proposal

Produced at MACBA Study Centre

By Paul Sermon & Charlotte Gould, 11th March 2011

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CONCEPT AND DESCRIPTION

Charlotte Gould and Paul Sermon have collaborated on a series of installations for public audiences and urban video screens including 'Picnic on the Screen' for the BBC Big Screen (Village Screen) at the Glastonbury Festival 2009, 'Urban Picnic' at the Bluecoats Liverpool and 'Shang-pool Picnic' in collaboration with Liverpool John Moores University and the University of Shanghai, linking audiences in Liverpool and Shanghai for the Liverpool Biennial 2010.

Charlotte Gould has developed a series of projects including 'Urban Intersections' at the Waterfront Hall in Belfast for ISEA 2009, 'Ludic Second life Narrative' for the Moves 09 Festival presented on the BBC Big Screen in Liverpool and 'Ludic Narrative', an interactive installation using Bluetooth technology and mobile phones exhibited at the Futuresonic festival in May 2008, which also went on to be presented as a paper at ISEA 2008 in Singapore. Other current projects include participation in the 'People Your Not' exhibition at Cornerhouse in Manchester, featuring Charlotte as one of six artists commissioned to build a traditional toy theatre set, in response to Bren O'Callaghan's brief and George Cruikshank's 'The worship of Baccus' using known celebrity alcoholics. Paul Sermon is a leading pioneer of telematic art and performance, bringing remote participants together in shared and immersive telepresent environments. His numerous awards include the prestigious Prix Ars Electronica "Golden Nica" in the category of interactive art and the Los Angeles Interactive Media Festival "Sparkey" Award (for Telematic Dreaming, 1994). Paul has been an Artist in Residence at ZKM in Karlsruhe, Germany, a Guest Professor in Performance and Environment at the University of Art and Industrial Design in Linz, Austria, and is currently leading research in immersive and expanded telematic environments at the University of Salford.

The proposed project:

Charlotte Gould and Paul Sermon will develop and present an original collaborative new artwork entitled 'All the world's a screen', a live interactive telecommunications performance from Wednesday 11th to Saturday 14th May 2011 for the FutureEverything Festival, linking participants and performers in Manchester and Barcelona. Audiences in Manchester's Northern Quarter and Barcelona will be joined together on screen for the first time to create their very own interactive generative cinema experience, complete with sets, costumes and props. Employing the scenographic techniques of Alfred Hitchcock the artists will create an original miniature film set in which the audience can act and direct their own movie, transporting participants into animated environments and scenarios where they will create their very own unique narrative. Visitors to FutureEverything in Manchester will be transported into this telepresent experience via a blue-box studio to join the 'players' in Barcelona within the dramaturgy of a model set, prompted by Shakespeare's 'seven ages of man' and the contemporary implication that 'all the world's a screen'. For Charlotte Gould and Paul Sermon this immersive interactive installation represents an exciting new departure from their existing practice. This is an original and convergent project that pushes the boundaries of telematic art and generative cinema, combining the possibilities of telepresent performance with miniature scale-models and set designs for the development of audience participation that explores the way narratives can be revealed through a subtle interplay between artist, audience and environment.

Manchester and Barcelona, have strong cultural links and share a vibrant music and performing arts scene today. With a key reference to the stage and dramaturgy of networked communication this project references Shakespeare's infamous line 'All the world's a stage' with the seven rooms of the model film set relating to the seven ages of man presented in 'As You Like It'. With further literary

references and surprises including the simultaneous deaths of Shakespeare and Miguel de Cervantes, author of *Don Quixote*, who were both literary canons of their time and culture.

How the public engage with the work:

This site-specific work will be shown simultaneously in Barcelona and Manchester and will allow the public audiences to engage and interact directly within the installation. 'All the world's a screen' will be presented as part of FutureEverything 2011 international social media show at the Umbro Building in Manchester's Northern Quarter alongside music and performance events at this year's festival, attracting the broadest festival audience possible who will encounter an interactive art project occurring in the wider cultural and public context, rather than within the confines of a typical gallery space. This playful ludic intervention will merge urban environments with networked audiences, creating an otherworldly space on screen where people can interact with others across the two cities, allowing the audience to explore alternative networked spaces. The key impact of this installation can be measured through its focus on public arts engagement directly interfacing with participants in Barcelona and Manchester, exploring the potential for interactive artworks to engage the public, allowing audiences to make a creative contribution to the installation through the development of unique user-generated narrative events. The work will aim to encourage visitors to be playful, interacting with others and the environment in ways that they never have before.

This project will be co-hosted by the Museu d'Art Contemporani de Barcelona MACBA Study Centre and ongoing research and viral-marketing activities will take place throughout the project to generate growing public attention around the research and the final development of the installation. This will be further supported by promotion activities in partnership with both the FutureEverything 2011 festival and the MACBA Study Centre. In addition to the installation this project also includes hosting a practice-based workshop for Manchester and Barcelona based artists, researchers and students to take part and contribute to the research and evaluation of its broader impact. This is intended to involve Manchester and Barcelona partners including HANGAR.ORG Barcelona, MadLab Manchester, MACBA and FutureEverything 2011, as well as building on ERASMUS student exchanges and collaborations between the University of Barcelona and the University of Salford.

Making it happen:

The development of this particular project will be undertaken during the artist's residency at the Museu d'Art Contemporani de Barcelona (MACBA) Study Centre, over a three month period from the 1st March to the 31st May 2011. Whilst much of the desk based and action research will take place on site at MACBA, the development of the studio-based aspects of the project will be undertaken at HANGAR.ORG, a unique visual arts production centre and media lab (<http://www.hangar.org/>) situated in the Poblenou area of Barcelona. Charlotte Gould and Paul Sermon will divide their time equally, being based in Manchester and Barcelona allowing for planning and production of the networked installation to take place in both locations in parallel. The project will be promoted and disseminated through the FutureEverything 2011 promotion team, including printed material, online publicity and video streaming documentation. This project is supported in kind by the MACBA Study Centre and financially assisted by the University of Salford; purchasing and providing equipment and resources.

The MACBA Study Centre opened its doors in December 2007, aiming to extend and enhance the role of the Museum by creating links between the production of exhibitions and the production of knowledge in relation to contemporary art. With the creation of the Study Centre, MACBA broadens its field of action, expanding it to include research, debate and the dissemination of ideas. Residency

periods can last between one and three months. By granting a residency, the Study Centre guarantees the availability of a studio equipped with personal computer, Internet connection, office software and preferential access to databases, collections, catalogues and other resources at the Centre' (<http://www.macba.cat/controller.php>).

Project production and milestones:

- Work stage 1 commencing 14/03/11: Primary action research on-site.
- Work stage 2 commencing 28/03/11: Proof of concept and prototype testing.
- Work stage 3 commencing 11/04/11: Secondary practice-based research on-site.
- Work stage 4 commencing 25/04/11: Construction of installation and model.
- Work stage 5 commencing 02/05/11: Installing hardware and software.
- Work stage 6 commencing 09/05/11: Network and HD videoconference installation.
- Work stage 7 commencing 11/05/11: Set up installation and opening events.
- Work stage 8 commencing 12/05/11: Project running, workshop events and documentation.

All material produced will contribute to the MACBA Study Centre 'Artist Files Collection'. This archive brings together the ephemera that illustrate the individual activities of contemporary artists. It includes press releases, postcards, invitations, information sheets, pamphlets, press clippings and other documents. The resources, experience and standing of the MACBA Study Centre and its staff will provide invaluable support for the development of consequent conference and journal articles produced during and after the residency programme and final installation production.

The main outcome of this project will be a new interactive art installation that will have the possibility to be reproduced at a number of international media arts festivals and shows. Conference papers and journal articles that discuss the concept, implementation and evaluation of the project will also inform the development of new site-specific artworks for urban screens, which is of particular relevance to the 2012 Cultural Olympiad programme.

Evaluation:

Charlotte Gould and Paul Sermon will be writing an evaluation report and extended research paper on the production of the project, which they will take to various conferences such as 'Urban Screens' and 'ISEA' 2011/12. The evaluation of this project will take place throughout the development stages and during the exhibition in Barcelona. The continual evaluation process will commence with recorded project updates, meetings and reports made throughout the development process. It will conclude with a documentation of audience/user interviews and reactions made during the final presentation of the work. Audience participants will be asked to complete a short questionnaire and give feedback on how they found the experience. The entire material will be catalogued together with working notes and visuals, and will be documented on an extensive documentary project website and blog that will disseminate the project for future presentations and adaptations. This output will also form the content of future publications, journal articles and public lectures.

EQUIPMENT AND MATERIALS

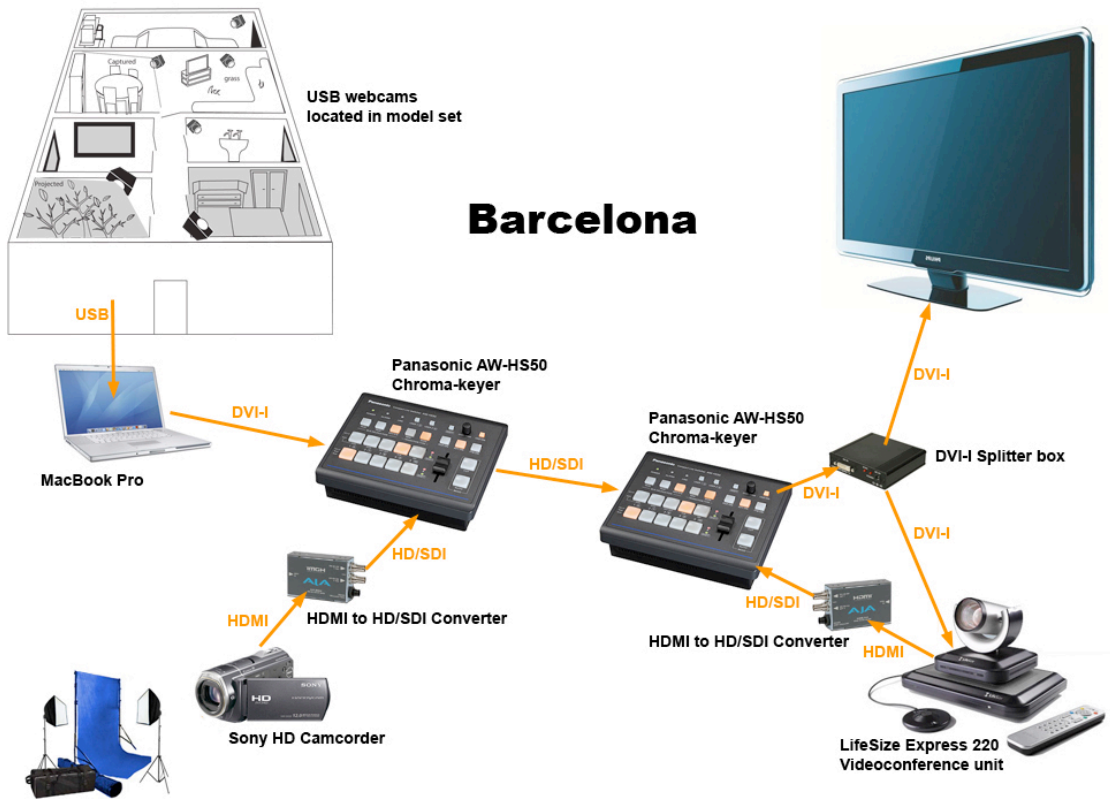
Manchester Venue:

2 x LCD HD Screen 42" and stand	UoS
1 x Sony HD video Camera	Sermon
1 x Wall mount/bracket for camera	Sermon
1 x LifeSize Express 220 HD Video Conference System	Sermon
2 x Chroma-Key Studio lighting - cold light bank	UoS
1 x Chroma-Key screen and stand	Sermon
Various HDMI, DVI-I and USB cables	Sermon
Broadband Internet Connection <i>(Bit Rate: 50 Mb/s (synchronous) Up and Down)</i>	Venue to source

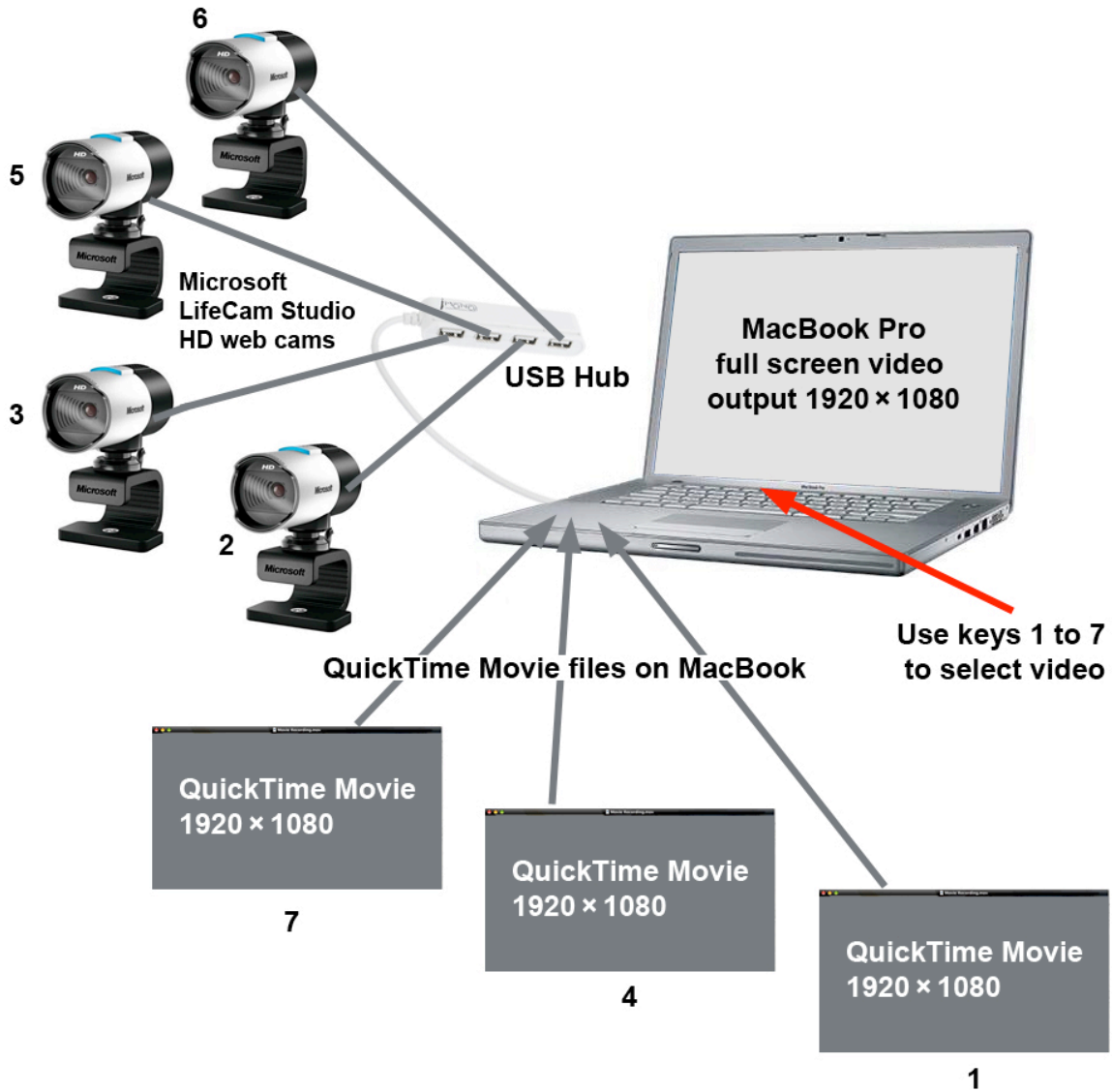
Barcelona Venue:

2 x LCD HD Screen 42" and stand	Venue to source
2 x Panasonic AW-HS50 Video Mixer chroma-keyer	Hire/loan
1 x Sony HD video Camera	Sermon
1 x Wall mount/bracket for camera	Sermon
1 x LifeSize Express 220 HD Video Conference System	Sermon
1 x DVI-I splitter box	Sermon
2 x HDMI to HD/SDI converter	Sermon
2 x Chroma-Key Studio lighting - cold light bank	Hire/loan
1 x Chroma-Key screen and stand	Hire/loan
1 x MacBook Pro laptop	Sermon
1 x Model set housing four web cams and USB hub	Sermon
Various HDMI, HD/SDI, DVI-I and USB cables	Sermon
Broadband Internet Connection <i>(Bit Rate: 50 Mb/s (synchronous) Up and Down)</i>	Venue to source

DIAGRAMS AND PLANS



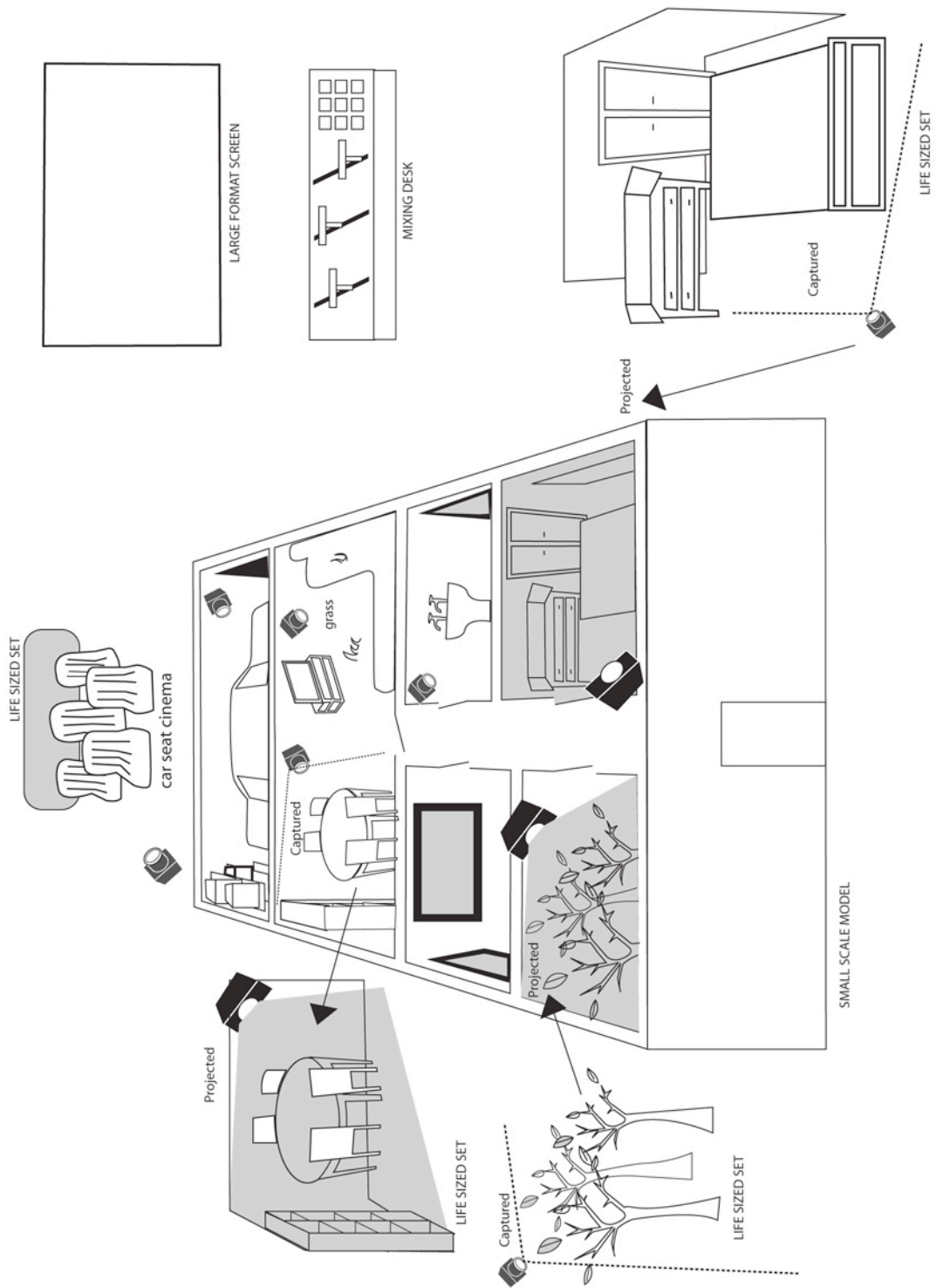
Installation video flow diagram



The seven ages of man: web cam installation

Real time video switcher between seven HD video sources.

Description of task: The MacBook Pro displays a full screen (1920 x 1080) output from any one of seven video sources, which include four Microsoft LifeCam Studio HD (1920 x 1080) web cams and three QuickTime (1920 x 1080) movie files. When the user presses a key (1 to 7) on the keyboard the video output displayed will immediately switch to the selected video source until another key is pressed. This is an offline video display set up and therefore the video from all sources should be uncompressed and displayed as full motion video at a minimum of 30fps at full HD resolution 1920 x 1080.



Model set with four Microsoft USB HD web cams and installation set up

PREVIOUS COLLABORATIVE INSTALLATIONS



Picnic on the Screen, Glastonbury Festival 2009 <http://www.paulsermon.org/picnic/>



Urban Intersections, ISEA Belfast 2009 <http://www.paulsermon.org/urban/>



Shang-pool Picnic, Shanghai, Liverpool Biennale 2010 <http://www.paulsermon.org/shangpool/>



GloNet Front Room, FutureEverything May 2010 <http://www.paulsermon.org/frontroom/>

BIOGRAPHIES

Charlotte Gould - Senior Lecturer in Digital Media

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Biography and Curriculum Vitae: <http://www.seek.salford.ac.uk/profiles/CGOULD.jsp>

Charlotte Gould has developed a number of web-based interactive environments that explore user identity and the notion of a floating narrative. She is currently developing location specific work in which the user becomes an active participant in the narrative and explores methods of user driven content. The work seeks to identify a counter culture, and provide an alternative aesthetic that questions the predominance of digital realism and explores the conventions and politics of embodiment in multi-user virtual environments. Through her work she encourages creative play and looks at the way the audience can experience the urban space through telepresent technology. She has undertaken illustration and animation commissions from a range of companies including the BBC and Manchester Art Gallery. She graduated with a BA Honours Degree in Graphic Design from Chelsea School of Art in 1990 and was awarded an MA in Creative Technology from the University of Salford (2003). Charlotte Gould is Programme leader of BA Hons Graphic Design at the University of Salford.



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Artists Videos: <http://vimeo.com/paulsermon>

Biography and Curriculum Vitae: <http://www.paulsermon.org/sermon/>

Born in Oxford, England, 1966. Studied BA Hon's Fine Art degree under Professor Roy Ascott at The University of Wales, from September 1985 to June 1988. Studied a Post-graduate MFA degree at The University of Reading, England, from October 1989 to June 1991. Awarded the Prix Ars Electronica "Golden Nica", in the category of interactive art, for the hyper media installation "Think about the People now", in Linz, Austria, September 1991. Produced the ISDN videoconference installation "Telematic Vision" as an Artist in Residence at the Centre for Art and Media Technology (ZKM) in Karlsruhe, Germany, from February to November 1993. Received the "Sparkey Award" from the Interactive Media Festival in Los Angeles, for the telepresent video installation "Telematic Dreaming", June 1994. From 1993 to 1999 employed as Dozent for Media Art at the HGB Academy of Visual Arts in Leipzig, Germany. During this time continued to produced further interactive telematic installations including "Telamatic Encounter" in 1996 and "The Tables Turned" in 1997 for the Ars Electronica Centre in Linz, and the ZKM Media Museum in Karlsruhe. From 1997 to 2001 employed as Guest Professor for Performance and Environment at the University of Art and Industrial Design in Linz, Austria. Since June 2000 based at The University of Salford working primarily within the research field of immersive and expanded telematic environments.

