The Social Potential of Urban Screens

by Ricardo Sol

Urban Screens

▸ How can the currently dominating commercial use of these screens be broadened to display cultural content?

▸ Can they become a tool to contribute to a lively urban society involving their audience (inter)actively?

▸

Generating Joint Experiences

- '[a society] in which the individuals consume a world fabricated by others rather than producing one of their own, organized around the consumption of images, commodities, and staged events' - Guy Debord's 'society of the spectacle'.

- http://www.youtube.com/watch?v=4k_sikbjqP8

Screens Supporting the Development of a Local Community

▸ 'They are about voice, about representation, about using the dominant technology to subvert its most obvious efforts' (Bard, 2005)

http://www.ueda.nl/earth/index.html

Supporting Social Community Networks

▸ Storyboard (2005) by Stefhan Caddick used a mobile 'Variable Message Sign' to display submitted SMS text, situated in public spaces.
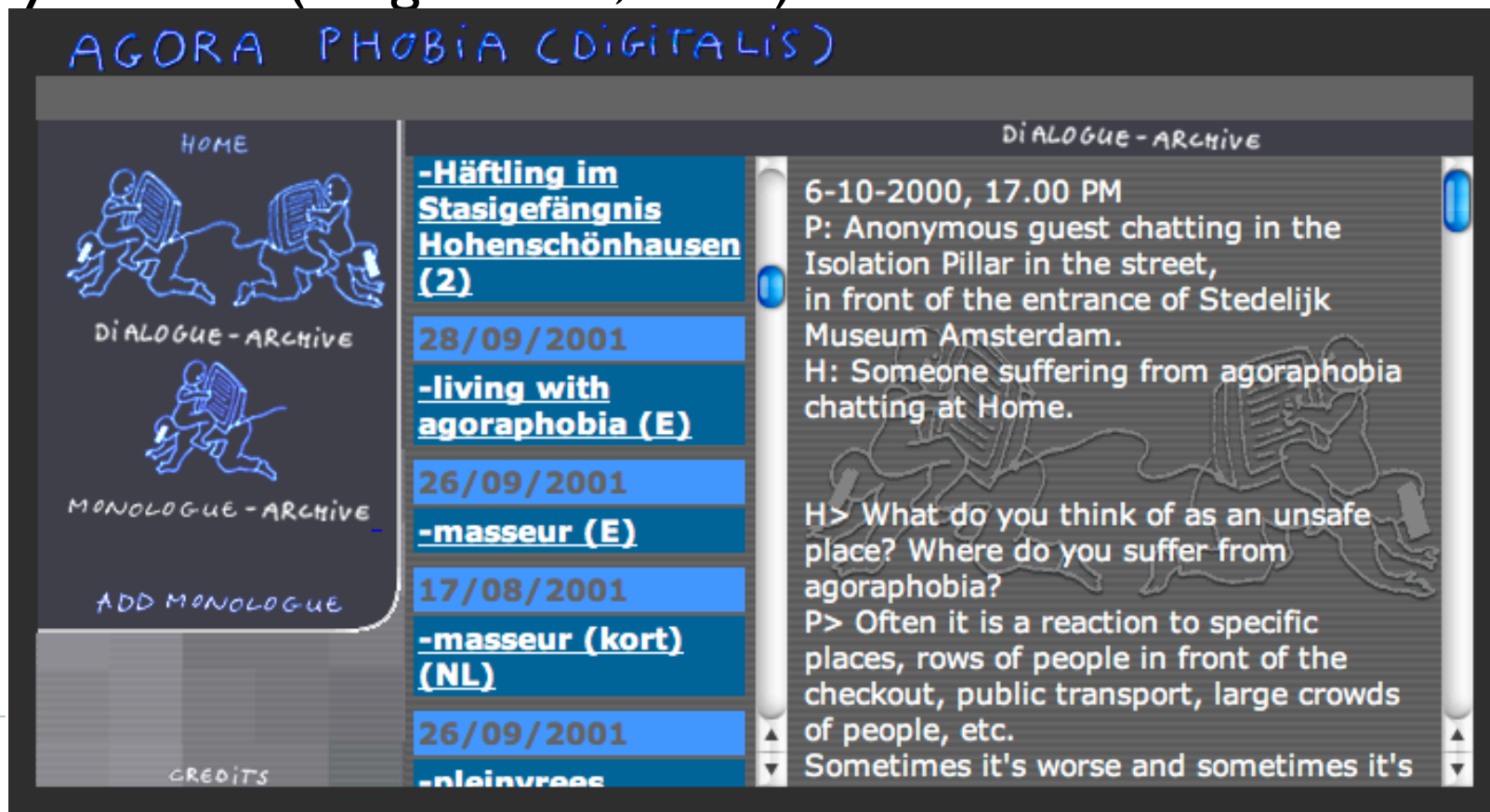

Storyboard

The Internet as a Delivery Mechanism for Inhabiting Urban Spaces

▸ '[Thus emerged] a character who lived in the boundaries between art, advertising and information, promoting a permanent state of disorientation and hybridism' (Beiguelman, 2006)
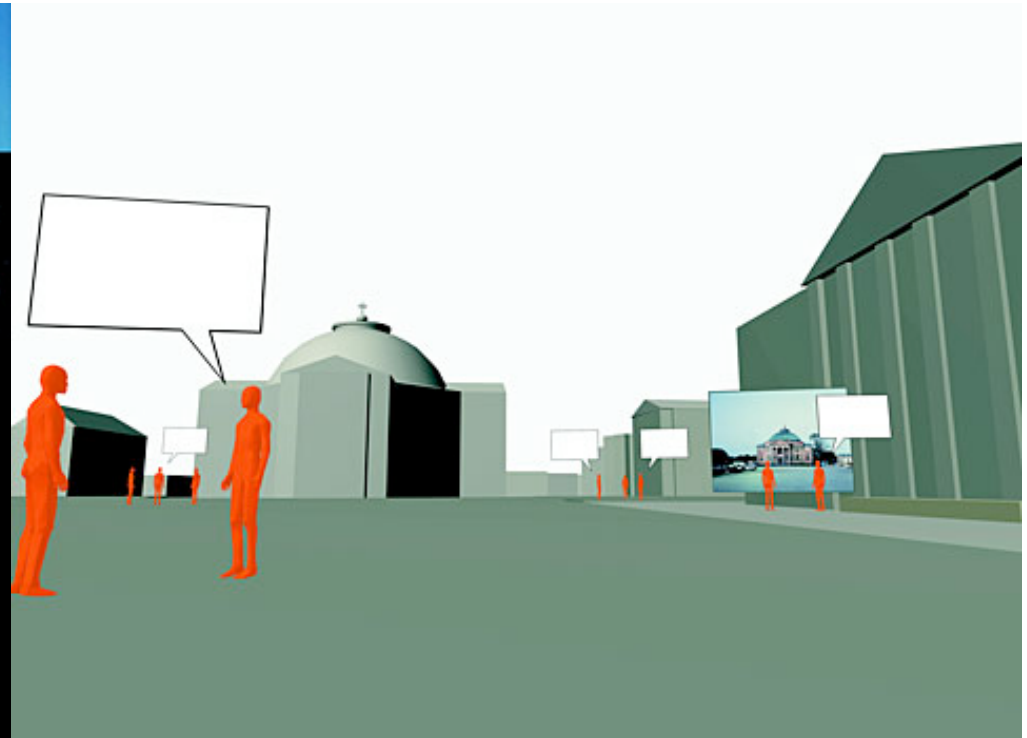
New Experiments in Participatory Planning

▸ 'With everything being privatized now, people don't view the community as their own any more' (Gentile, 2002)

Karlskrona

Karlskrona2

Questions ?

▶ 'Moving away from the focus on technology, we need to develop more creative visions of alternative socially oriented content for various types of Urban Screens.' (Mirjam Struppek 2006)

　　　　▶ http://www.urbanscreens.org/