



BANDWAGON design the crowd

SILVIO CIONI

1 – Atelier content

Please include here the relevant parts of your proposal text, updated if you wish



VISION

The Bandwagon Effect is the observation that people often do (or believe) things because many other people do (or believe) the same (i.e. 'copycat' behaviours).

The effect is often pejoratively referred to as herd instinct, particularly as applied to adolescents.

Without examining the merits of the particular thing, people usually tend to FOLLOW THE CROWD.

Literally, a Bandwagon is a wagon that carries the band in a parade. Riding on the Bandwagon is popular since one can enjoy the music, conveniently without walking.

The phrase 'jumping on the Bandwagon' is therefore used in the sense of 'joining an increasingly popular trend'. from Wikipedia

BANDWAGON Atelier wants to explore the possibility to envision and design innovative tools and services for FESTIVAL PEOPLE that integrate the emerging qualities of new technologies and interactive media, for supporting cross-cultural communication and relation experiences.

The Atelier aims to change the idiomatic expression 'follow the crowd' introducing the idea that it is possible to DESIGN THE CROWD, design the flow of the crowd by connecting people and places and by reporting unpredicted events.

In BANDWAGON view, the FESTIVAL PEOPLE are the potential community of artists (professional and amateurs) and audience that attend/participate to festivals (i.e. regular cultural events).

FRAMEWORK

The City of Edinburgh, during the international festivals, is a huge generator of people-relation experiences and cross-cultural contaminations. The community composed by artists and festival audience generates emergent behaviours and socio-cultural attitudes. It engages in programmed artistic events and unexpected improvisations, it interacts socially and spatially and it produces different kind of media (tales, paintings, drawings, ballets, poems, plays, songs).

All these activities are facets of the variegated FESTIVAL WORLD that is not included in official guides but constitutes the charm of the international festivals hosted in the City of Edinburgh.

Starting from these potentialities, BANDWAGON represents the opportunity to imagine interactive tools and services for supporting people in MAPPING THE FESTIVAL (crowd flows, key places, most exciting events, surprising performances, informal communication, official information, personal comments, etc...).

In BANDWAGON view, the FESTIVAL WORLD is the whole set of events (official, unofficial, unexpected and spontaneous) and convivial experiences that happen during festival days (and nights).

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OBJECTIVE

The aim of the Atelier is to develop **design concepts and scenarios** for innovative tools and services that can support individuals in **COLLABORATIVE TAGGING** of people, places and events, during the international festivals in the City of Edinburgh.

The Atelier aims to bring to the surface people experiences during the festivals, and sustain emergent behaviours for enduring social connections and enhancing potential convivial activities, through the use of new communication technologies and interactive media.

In particular the Atelier proposes to explore the **FESTIVAL WORLD** and to identify potential sources of attraction for constructing **conviviality**. Some of them are preliminary defined and will be refined during the Atelier work: peculiar places, memory of places, people artistic skills, spontaneous events, meeting points, unexpected artistic productions.

▣ **COLLABORATIVE TAGGING** describes the process by which many users add metadata in the form of keywords or tags to shared content (within a community).

In **BANDWAGON** view, it is extended to physical objects, places and people, and will be widely explored within the Atelier.

DESIGNING

Potential key issues that can be used to orientate the design process are:

EXTENDED COMMUNITIES ▣ People as informal community members.

Innovative tools and services for supporting community building and 'in place' people relation.

UNEXPECTED PERFORMANCES ▣ Places as dynamic collective stages.

Interactive tools and services that support the creation of collective performances and active aggregations.

REVEALED FLOWS ▣ Events as active hot-spots.

Interactive tools and services for creating interactive maps and adaptive views of 'what is going on' in the city, according to people activities.

METHODOLOGY

The design process will be **bottom-up**, **user-centered** and **focused on the community**.

With this aim the Atelier will propose a design approach that integrates methodologies from **ethnographic studies** with techniques inspired by **creative design**.

The early phases of design process will be devoted to explore the context and investigate the very nature of the activities to capture. On this basis, participants will be able to elaborate what opportunities exist and emerge for design inspiration.

Atelier participants will use **ethnographic techniques** and **cultural probes** (festival diary, maps and a collaborative blog) to catch design sensibilities during the festival days in Edinburgh. At the same time, they will develop a number of **design concepts**, fostered by the inputs gathered during the observation phase, that will be integrated in an **envisioning scenario** (storyboard).

REFERENCES

Agostini, A., De Michelis, G., Susani, M. [2000]. **From User Participation to User Seduction in the Design of Innovative User-Centered Systems**. Proceedings of the 5th International Conference on the Design of Cooperative Systems (COOP'2000, Sophia Antipolis, France, 23-26 May 2000), IOS Press.

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Marti P., & Rizzo A., [2003]. **Levels of design: from usability to experience**. HCI International 2003, 10th International Conference on Human – Computer Interaction, Crete, Greece, Lawrence Erlbaum Associates.

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ARSNOVA Academy for Digital Arts and Sciences, Siena www.arsnovasiena.org
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2 - Relevance to School Title, Scope and Aims

a) The School Title (i.e. "Technology, Enjoying or Enduring it? - Visions, Boundaries and Transformations in Extending or Replacing Human capacities")

BANDWAGON Atelier aims to envision innovative systems (interactive tools and services) that can support people in adding digital information and personal (digital) organization to physical world. The objective of Atelier is to explore the possibilities offered by new technologies to integrate digital contents in everyday life objects, public spaces, and people. **BANDWAGON** wants to investigate how people construct shared information flows that extend the singular experiences, during public cultural events.

b) The School Scope (i.e. "international interaction design summer school promoted in the Convivio project framework [i.e. people-centered design of]")

BANDWAGON is a way to illustrate the role of Interaction Design. It explores the use of new communication technologies and interactive media in public spaces for supporting people communication and relation experiences. The **BANDWAGON** approach integrates methodologies from User Studies field and techniques from Creative Design to develop concepts and envisioning scenarios for innovative tools and services for **FESTIVAL PEOPLE**.

c) The School Aims (i.e. "contributing to the building a community of practice in people-centered design of interactive technologies". E.g. here reference to the Edinburgh Festivals participants can be made.)

Target of **BANDWAGON** is people that participate to festivals and the context of exploration and design is the City of Edinburgh. The Atelier wants to support the active participation of people in constructing a shared view upon the City of Edinburgh, during international festivals. Students will work closely, sharing education and professional skills, personal aptitudes and creative inspirations for envisioning new interactive tools and technologies. Students will collaborate to build a common space (blog) in which they will share research resources, design ideas, personal comments, and illustrate Atelier results.

3 - Atelier Leader Experience

Silvio Cioni, Ph.D. in Telematics and Information Society at the University of Florence, is currently Coordinator of the Master in Ambient Interaction Design at ARSNOVA, Academy for Digital Arts and Sciences, in conjunction with the University of Siena.

He joined Domus Academy in 2000 and he collaborated as Interaction Designer at DA Research Center in the area of Interactive Media.

From January 2002 until July 2004 he was the Coordinator of Master in I-Design (Interactive Design) at DA. Before joining Domus Academy, he collaborated as Research Assistant at the Communication Science Department, University of Siena in the area of HCI and New Media.

He graduated in Communication Science at the University of Siena in 1999.

Silvio Cioni's overall education and research experience derives from two different approaches (and field studies) within the framework of Interaction Design: the first approach is related to the field of User Studies and Activity Analysis, borrowed by University of Siena, and the second one is related to Design Culture and Concept Design (i.e. Creative Design) typical of Domus Academy, postgraduate international school of design in Milan.

This melting pot of different education and research experiences (user studies, design and also technology), that is also at the basis of Atelier vision and topic, can be considered an attractive point of view about Interaction Design by Students that will participate to the School, and can facilitate multi-disciplinary exchange and cross-cultural contamination.

4 - Scientific Novelty and Value



The **BANDWAGON** Atelier draws on a design methodology that aims at integrating the Activity Analysis phase (ethnographic observations and interviews with users) with Creative Design sessions for the generation of design concepts. The integration relies on the use of users requirements, identified during the activity analysis, to foster the creative design session by focussing on specific issues.

An aspect of novelty of this Atelier is constituted by the use of Collaborative Tagging not only as a research method but also as a way to actively involve users in the design process.

Collaborative Tagging has the potentiality to truly shape information (and activities) according to people purposes and views. It also represents an interesting research technique to acquire insights about how users experience and organize digital/physical contents.

5 -Overall Judgement

Please, in no more than 6 lines, express an overall judgment of your proposal both "pros" AND "cons" (yes, "cons" too. Please try to be frank and "self critical", hence we can, together with you, try to overcome the foreseen possible difficulties and ensure the success of your Atelier)





PROS

Collaborative teamwork and multidisciplinary approach
Active participation and involvement in the design context
Flexibility of the design techniques

CONS

Lack of personal devices (digital cameras, mp3 recorders, smart phones, laptops) for the exploration of design context
Time constraints related to people skills
The City of Edinburgh during the international festivals is a quite chaotic fieldwork

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6 - Recommendation for Retaining the Atelier in the School Program

Please, give to the students three valid reasons why they may want to chose exactly your atelier. (Please remember that they will just express a "preference". We reserve ourselves, along with you, the right to "distribute" "evenly" the students among the ateliers.)



- Enjoy exploration
- Enhance creativity
- Design your ideas

...jumping on the Bandwagon!