

# lost in science – on the emergence of creative technology

## from a *new media* perspective

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### question(s)

1. personal – what makes life (more) beautiful?
2. professional – how can your discipline/expertise help/assist/contribute in making (digital) life more beautiful?
3. general – what is the (greatest) risk of *creative technology*?

### challenge(s) – the supposed maturity of CS

ICT challenge(s) [3/5]

### concept(s)

- miscellaneous – [www.everythingismiscellaneous.com](http://www.everythingismiscellaneous.com)

### model(s)

- business model – [www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html](http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html)

### problem(s)

- identity 2.0 – [identity20.com/media/ETECH\\_2006](http://identity20.com/media/ETECH_2006)

creative technology – target(s)

- program to enhance students' participation and creativity

### first thought(s) – without thinking

- the aesthetics of our time – youtube 9/11
- the medium is the message – (news) flash (skip intro)
- models of dissemination – (pathology): viral, cancerous (dialectics)
- creativity is contagious – involvement
- attention vs impact – peripheral, unfocussed, subliminal
- conventional wisdom – surprise
- new media – personal expression(s)

### approach – media in context

#### approach – with subtext(s)

- (cheap) philosophy – leads to ignorance and self-satisfaction
- colloquial wisdom – is an internet commodity
- common sense – only results in confusion

#### random thought(s) – why always square screens?

rhetorics  
of ←← personal challenge  
material

#### item(s)/hazard(s) – with subtext(s)

- requirements – kill creativity
- user studies – lead to conservatism
- clear goals – limit exploration

## **model(s) – the creative process**

### **the creative process – involvement & reflection**

#### **model(s) of dissemination – pathology/dialectic(s) of awareness**

- creativity is contagious
- viral games
- the (digital) seduction of a civilisation

#### **on the emergence of creative technology**

this is where the subtext ends, and the exploration begins, with as the ultimate challenge, to realize a new discipline: **creative technology**

## **perspective(s) – aesthetic awareness**

### **perspective(s) – innovation as an expression of ignorance**

- frankfurt airport – multimedia walkway
- shanghai river tunnel – visual experience
- shanghai shopping center – full globe video projection
- etcetera – visual quilt, PANORAMA, ...

## **issue(s) – the creative technology track(s)**

### **creative track – starting from 1st year**

- identity – as a group
- portfolio – as individual
- imagination – mixing science and art
- authenticity – as in no bullshit
- craftsmanship – in discovering the rethorics of the material

### **mechanism(s) – educational element(s)**

- (art) inspiration(s) – item(s) of beauty
- (periodic) de-construction(s) – discover (un)truth(s)
- (technical) exploration(s) – trial(s) without error(s)
- (creative) workshop(s) – to boost the imagination(s)

### **control(s) – layered mentorship**

- supervision(s) – from multiple perspectives
- (peer) reviews – with mild competitive edge
- (public) exhibition(s) – for external exposure

### **metaphor(s) – towards a new curriculum**

- a networked world – you make it work [engineering, management] – not network maintenance!
- everything is connected – you make the connections [mediator, management]
- *everything is intertwined* (Ted Nelson) – you make it twinkle [the creative track]

## **resource(s) – create**

- topical media & game development – [media.eliens.net](http://media.eliens.net)
- intelligent multimedia technology – [www.intelligent-multimedia.net](http://www.intelligent-multimedia.net)
- etcetera – multimedia @ VU