

Cultural learning across the Smart City

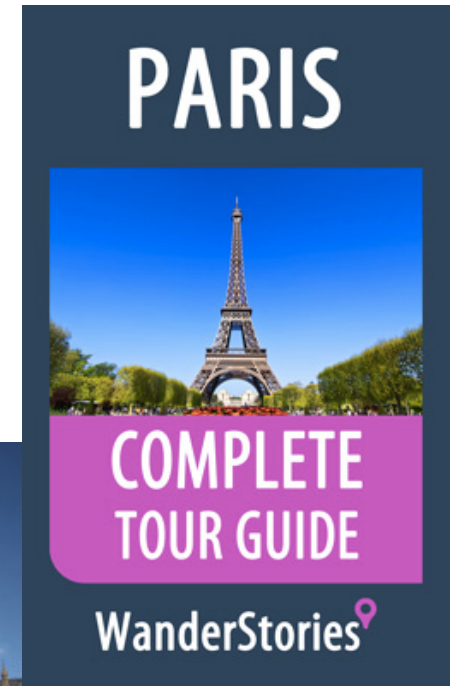
Annika Wolff and Paul Mulholland

SCL workshop – Graz

16th September 2014

City culture – standard tourist model

‘Expert led’ brochures and tours



City culture – some issues



Multiple Perspectives

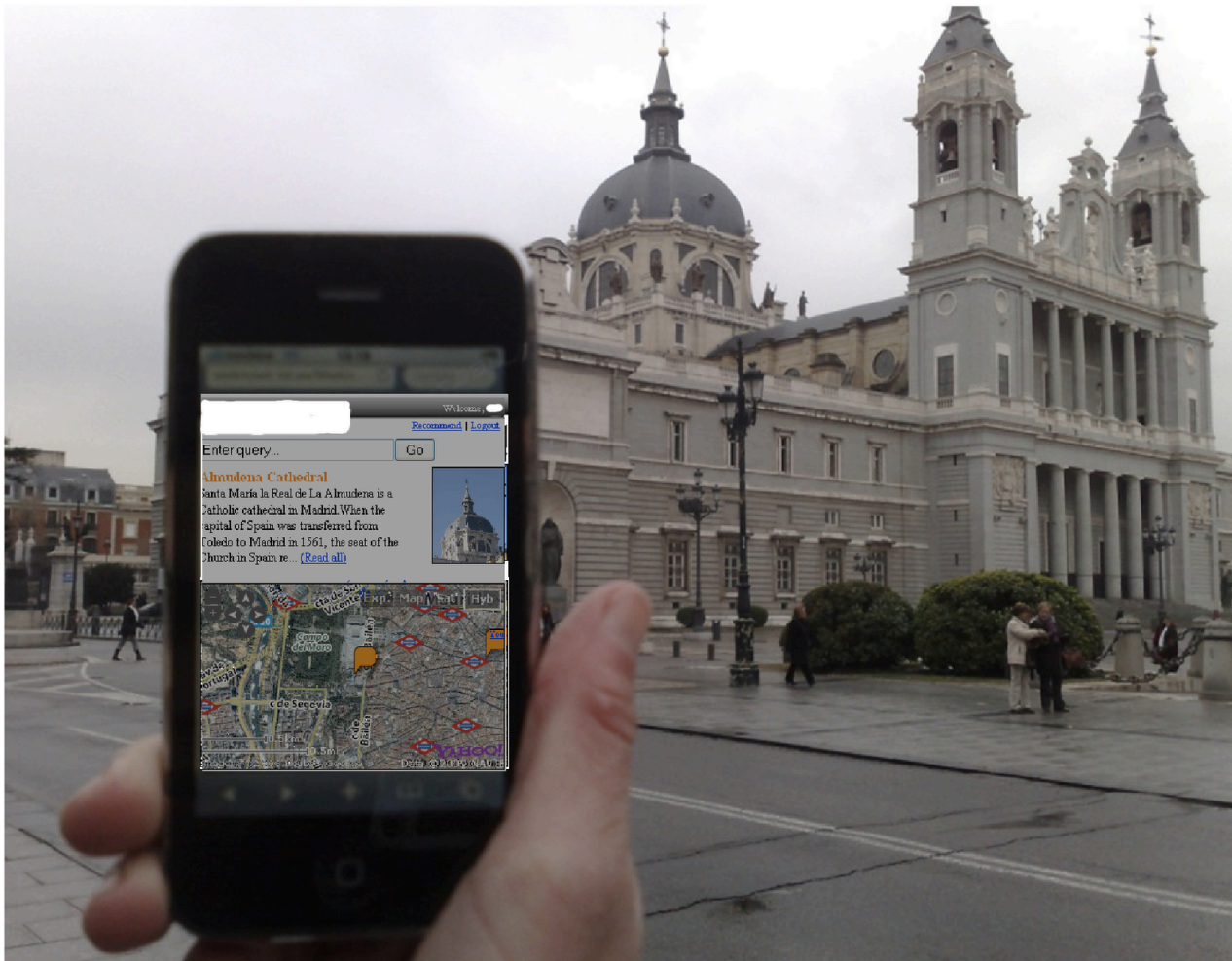
- Place of worship
- Nice architecture
- Tourist trap/crowded
- The pope once visited
- Landmark for navigation

Multiple Barriers to interpretation

- Too dark
- Can't get in
- Language
- Cultural context
- Fail to notice/no access to info.

Solution?

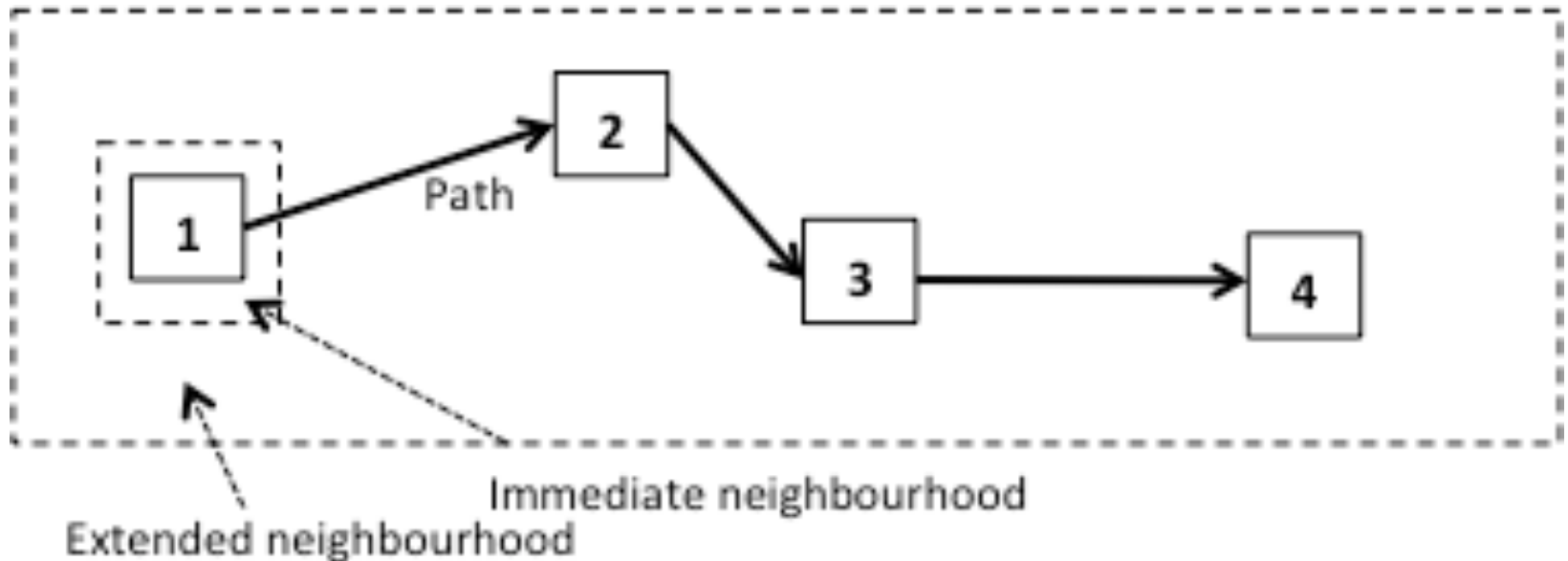
- If mobile device only provides same expert view in different form – is it enough?



Crowdsource data!!

- Gain data to understand the different perspectives/barriers
- BUT now so much data!
- And how to encourage contribution?
- How to use this provide the right information at the right time?

Physical and conceptual neighbourhoods and trails



CONCEPTUAL NEIGHBOURHOOD: Stories of
PEOPLE
SETTING (TIME and PLACE)
THEME

Physical and conceptual neighbourhoods and trails

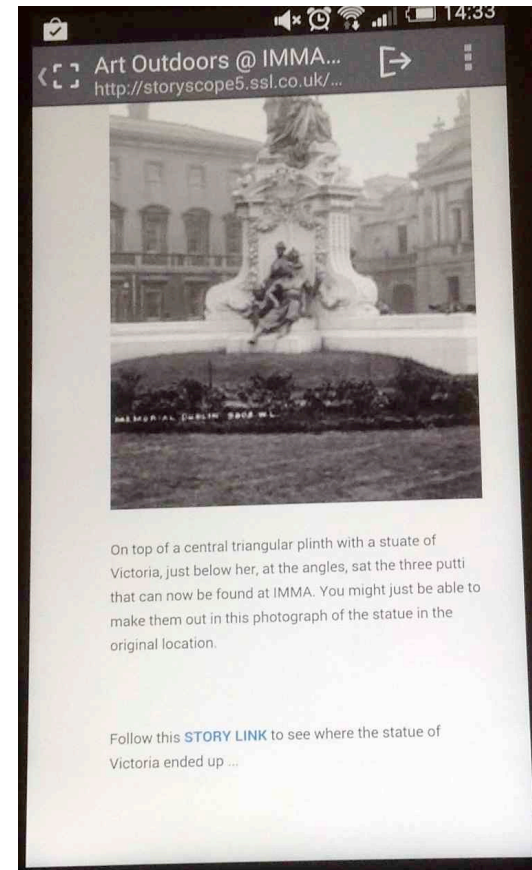
Physical



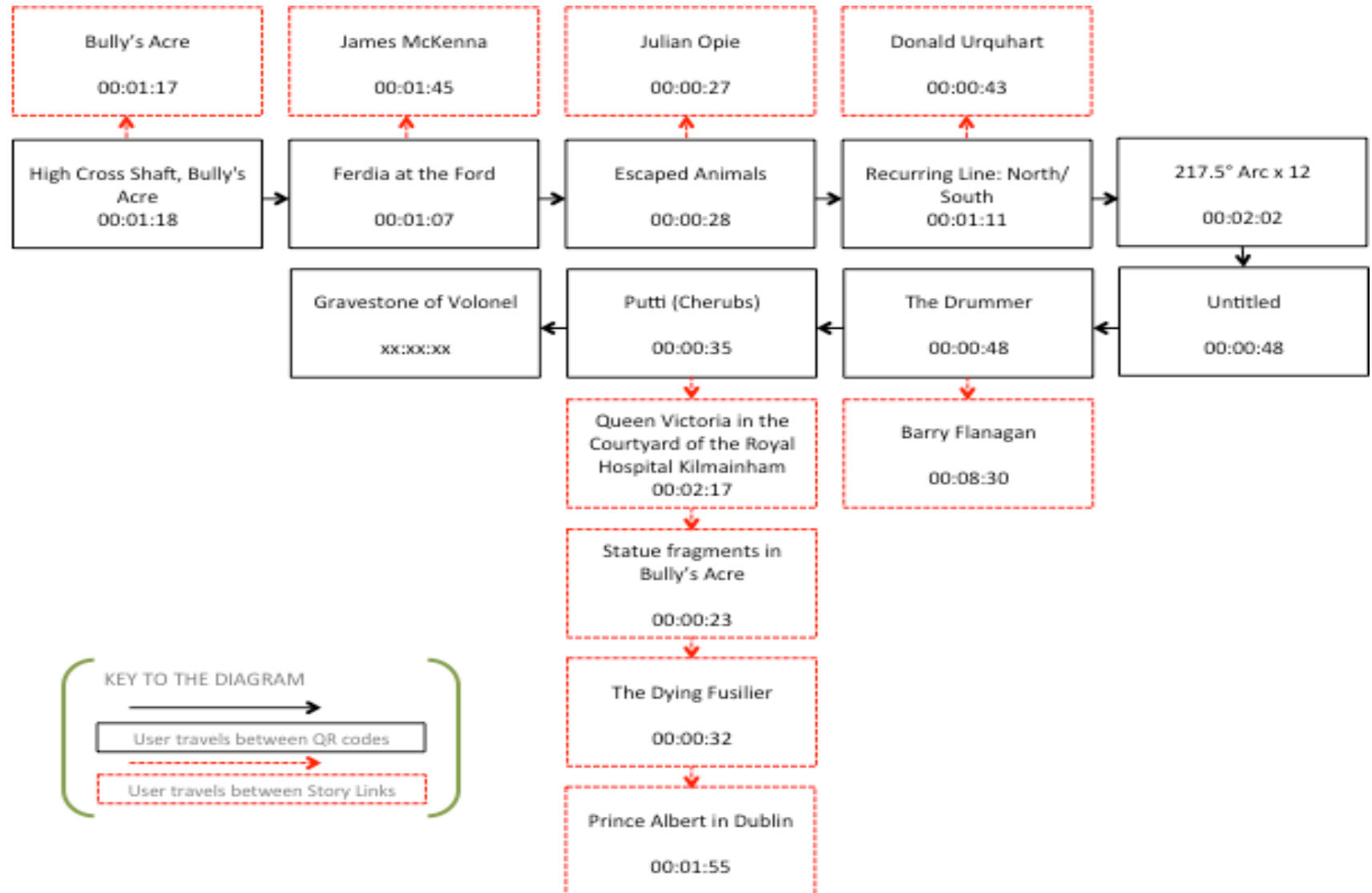
Conceptual

Trial – QR codes

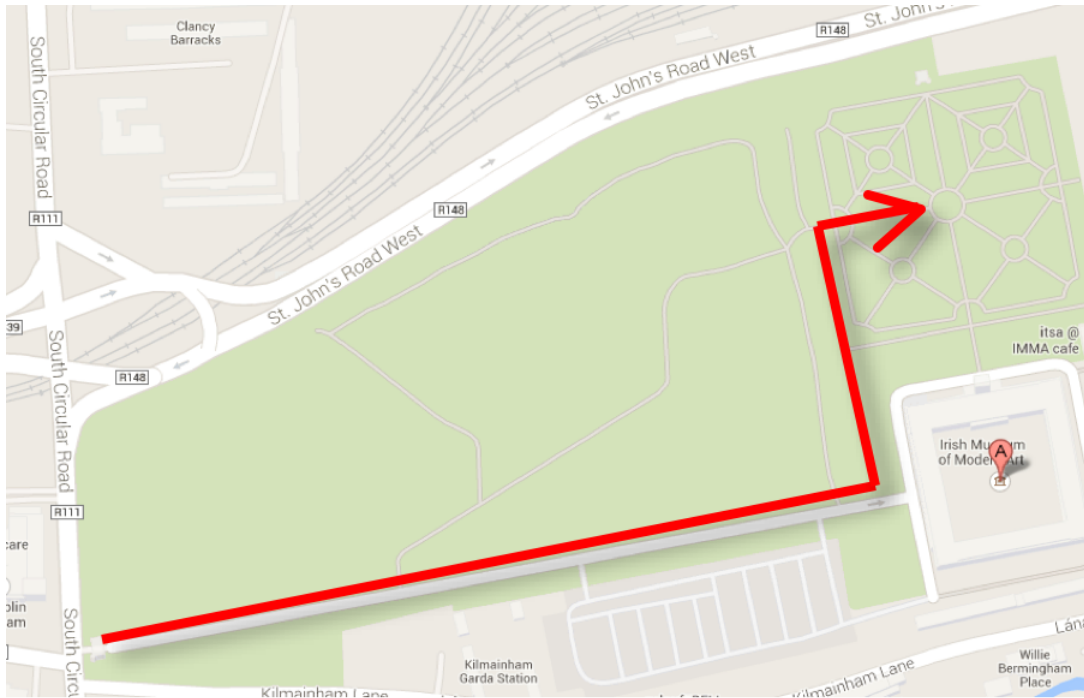
‘Expert’ stories still, but testing principles of underlying model



Trial – QR codes



Route



Scenarios

This model allows a number of scenarios to develop

- Time of day: use notion of both time and space so can explore a place through time, either short time or long time (timeline of history)
- Explore conceptually similar but physically remote locations, linked through story, and actors etc. (not just theme)
- Explore within a physical space a trail of cultural sites that are linked through stories (so conceptual as well as physical proximity) – trade off