

From Personal/Commercial to Communal: Citizens' Media Expression by Keitai as a new digital "Mingei movement"

Aske DAM

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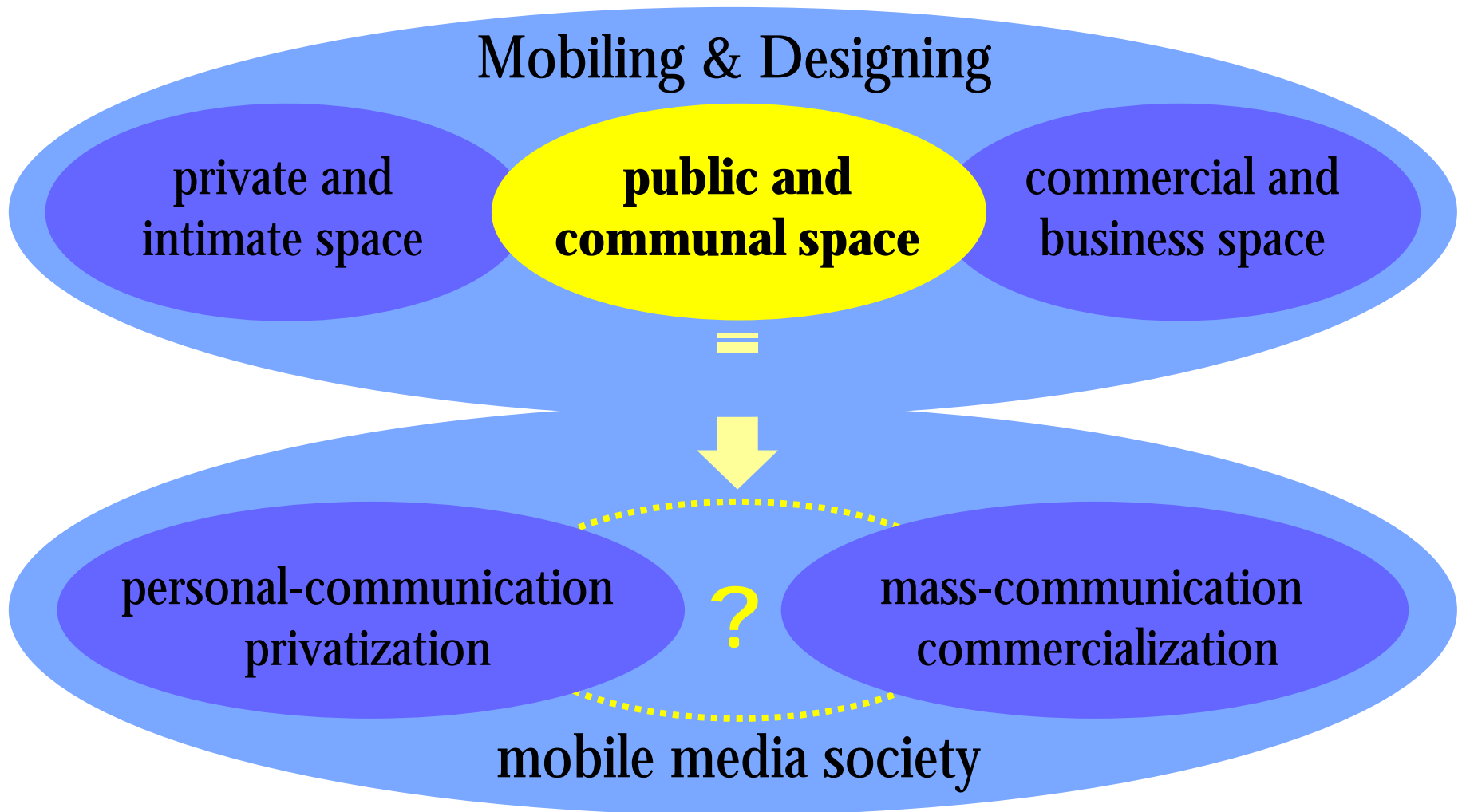
Graduate School of the Interdisciplinary
Information Studies

The University of Tokyo

Overview of Mode Project

- Mobilizing - Designing (MoDe) Project
 - socio-media studies on designing of mobile media culture and literacy
 - funded by NTT DoCoMo mobile society research institute (www.moba-ken.jp)
- Media Studies with Design Mind
 - = Critical media practice
 - connect analytical human and social scientific research and practical designing research
- Key words : media studies, media literacy, information design, critical media practice

Vision of Mode Project



Catabolize Keitai

- to design the possible way of using keitai communally
- to have different perspective from our everyday use

Catabolize Keitai

- 2 critical media practices

“Making a Picture Book Using Only Keitai”

“Keitai Bricolage”

Making a Picture Book Using Only Keitai

- Conducted as part of the media-practices class of research students in the Interdisciplinary Initiative in Information (III) Studies in Univ. of Tokyo in winter 2004 term (Oct. 2004 – Jan. 2005)
- 5 groups of students who were 2nd through 4th year in undergraduate school



Making a Picture Book Using Only Keitai

Rule

- Using only the students own keitai
- Introducing III (Interdisciplinary Initiative in Information) research students
- Defining freely the meanings of keitai and picture-book



Making a Picture Book Using Only Keitai

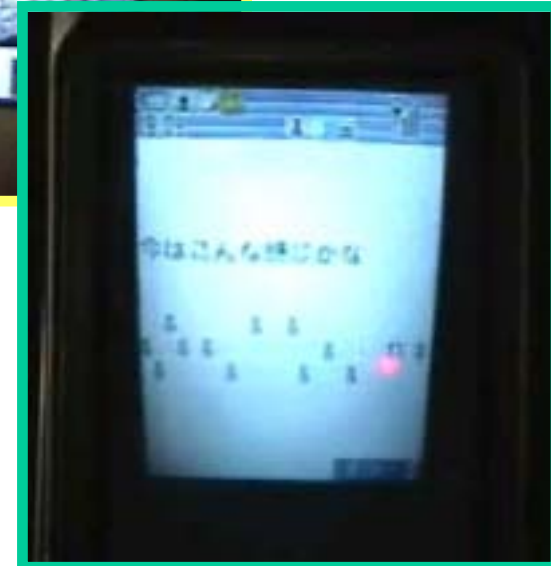
Purpose

- Critically objectifying the forms of these 2 media: keitai and picture book
- Learning keitai literacy through physical and tactile group activities

Workshop consisted of communal activities to make a “picture book” as a communal medium.

Making a Picture Book Using Only Keitai

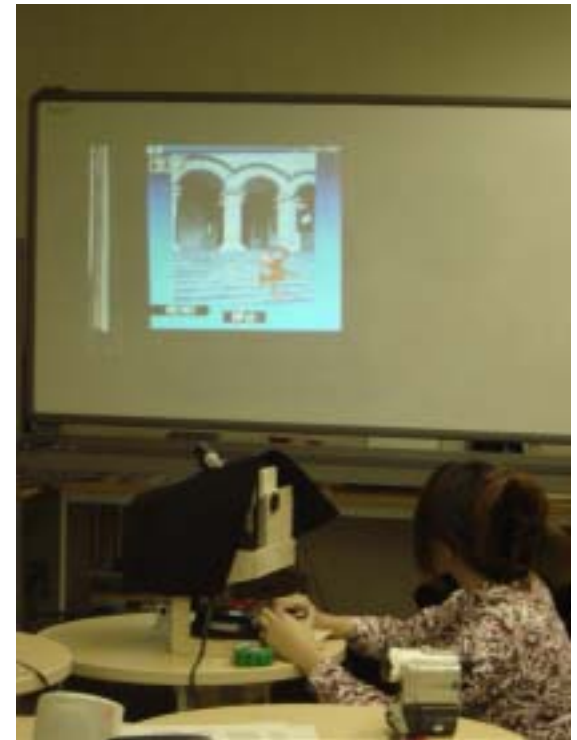
Result



Making a Picture Book Using Only Keitai

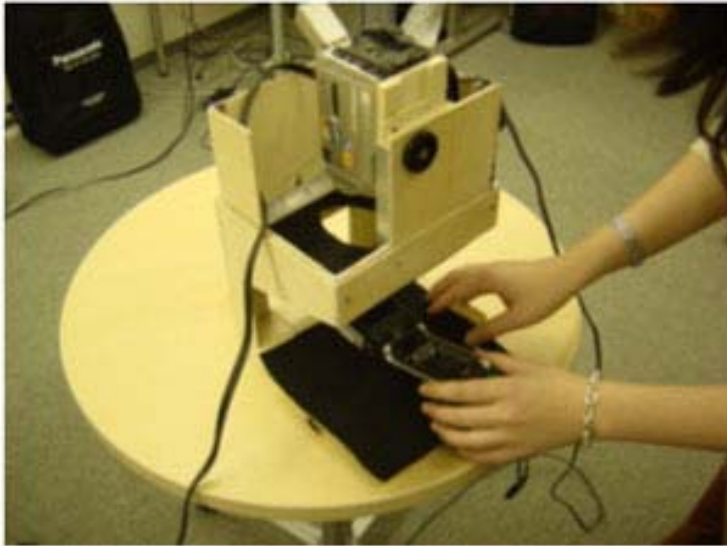
Result

- Difficult to share information and work in groups
 - technical problem among different carriers and manufactures
 - looking at the tiny display together
- Various functions were used which they did not use every day
- Definitions and feelings were determined by existing metaphores
 - picture book as pictures and words
 - turning pages and book publishing



Keitai Bricolage

Design experiment by adding various functions to keitai hardware.



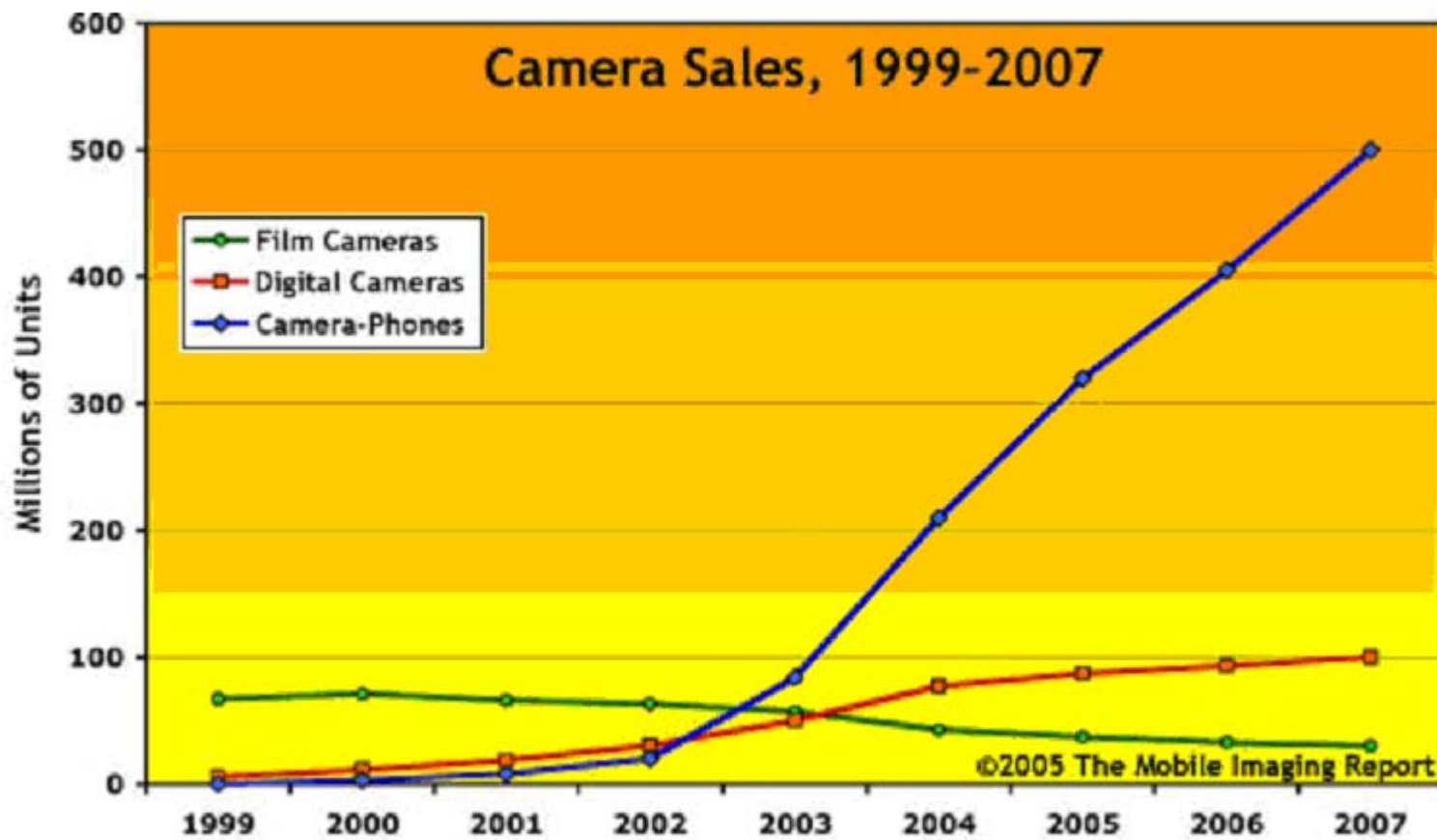
Keitai Projector



Keitai Video Camera



Camera Sales, 1999-2007





Hi-CAT

iana
8月 番組

※放送時間 12:15 14:00 (EPO)
※ 21:30

※一語も多めに!

放送内容の紹介は
21:30 12:15 14:00
8月 14日 15日 16日
17日 18日 19日 20日
21日 22日 23日 24日
25日 26日 27日
28日 29日 30日
31日 95-08594

※放送内容は
6月 10日
11日 12日
13日 14日 15日
16日 17日 18日
19日 20日 21日
22日 23日 24日
25日 26日 27日
28日 29日 30日
31日 95-08594

＜大島町の地震発生時刻＞



地震

★大島が震源地!

～火山性地震～

9:45 震度4

9:47 " 5

※充分御注意下さい!

4/15 注意

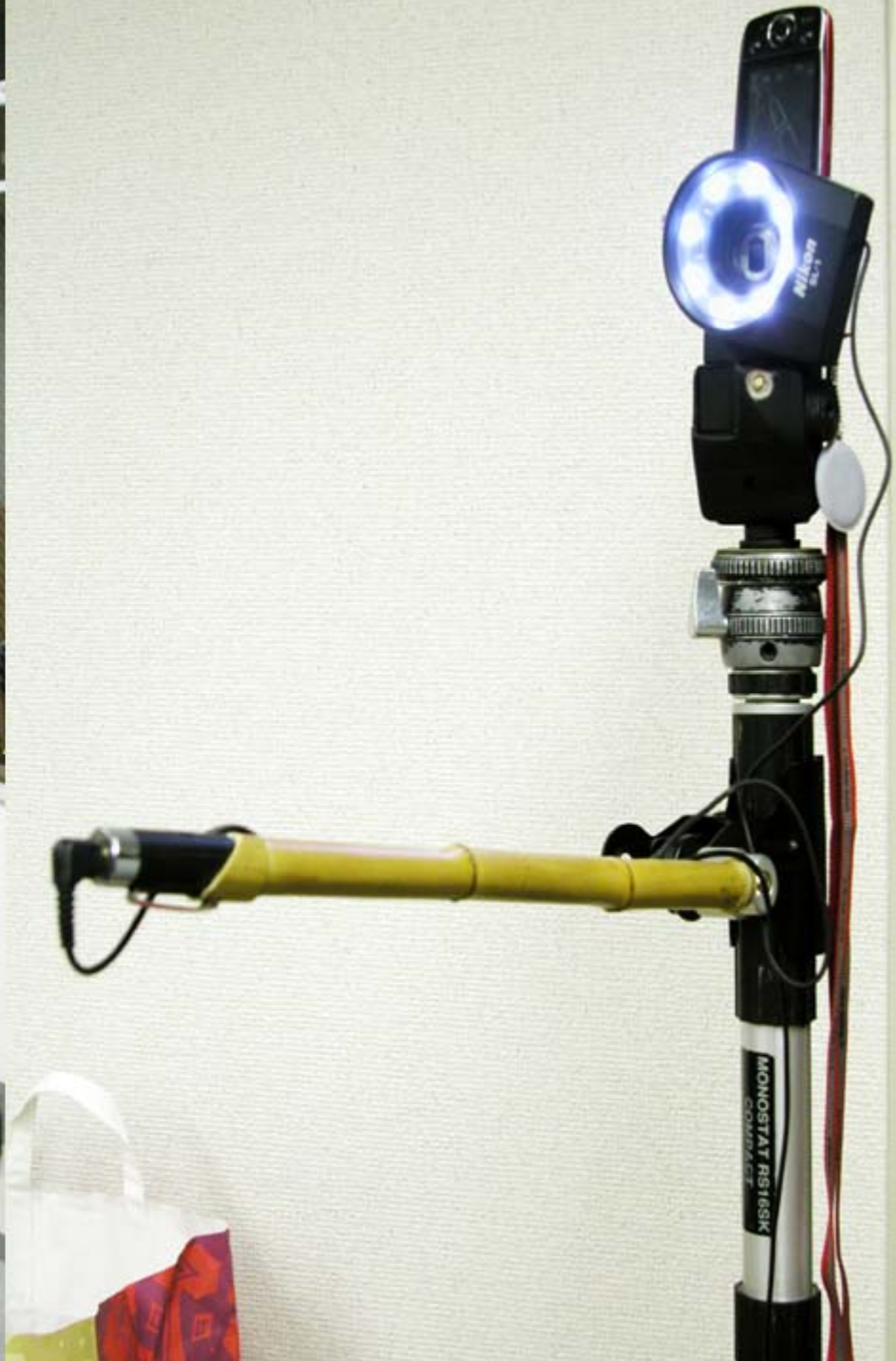




4-4000



津山放送





[2000
Calendar](#)

[Past
Showcas](#)

[What
the
Press
Has to
Say](#)

[Presentat
Requirem](#)

[Notes &
Credits](#)

[DANA ATCHLEY PRODS](#) | [NEXT EXIT](#) | [STORYTELLING FESTIVAL](#) |

NEXT EXIT

== NOW PLAYING ==



Dana Atchley on stage at
the American Music
Theater Festival.

Photo by Mark Garvin

<http://www.nextexit.com/>



Building public value

Renewing the BBC for a digital world



Paula le Dieu - BBC Creative Archive



Low-cost mass storage

- Disk drives enabling local storage, retrieval and manipulation of audio, video and data are increasing in capacity and falling in price
- Future projections vary only as to the *rate* for these trends

Hours of video for \$100		
Year	<i>Conservative</i> Factor of 2 every 18 months	<i>Aggressive</i> Factor of 2 every 10 months
2000	4	4
2005	40	256
2010	400	16,384

<crid://bbc.co.uk/Olympics>

This is a CRID, used by the BBC to promote the Olympics as a concept



www.tv-anytime.org

人にやさしい
～だれにでも楽しめる～
Human-friendly

デジタル放送では、映像や音声だけでなく、豊富な情報を送ることができます。障害のある方を含め、だれもが簡単に利用できる、人にやさしい放送を進めています。

視覚に障害のある方への放送サービス

音声認識による字幕放送



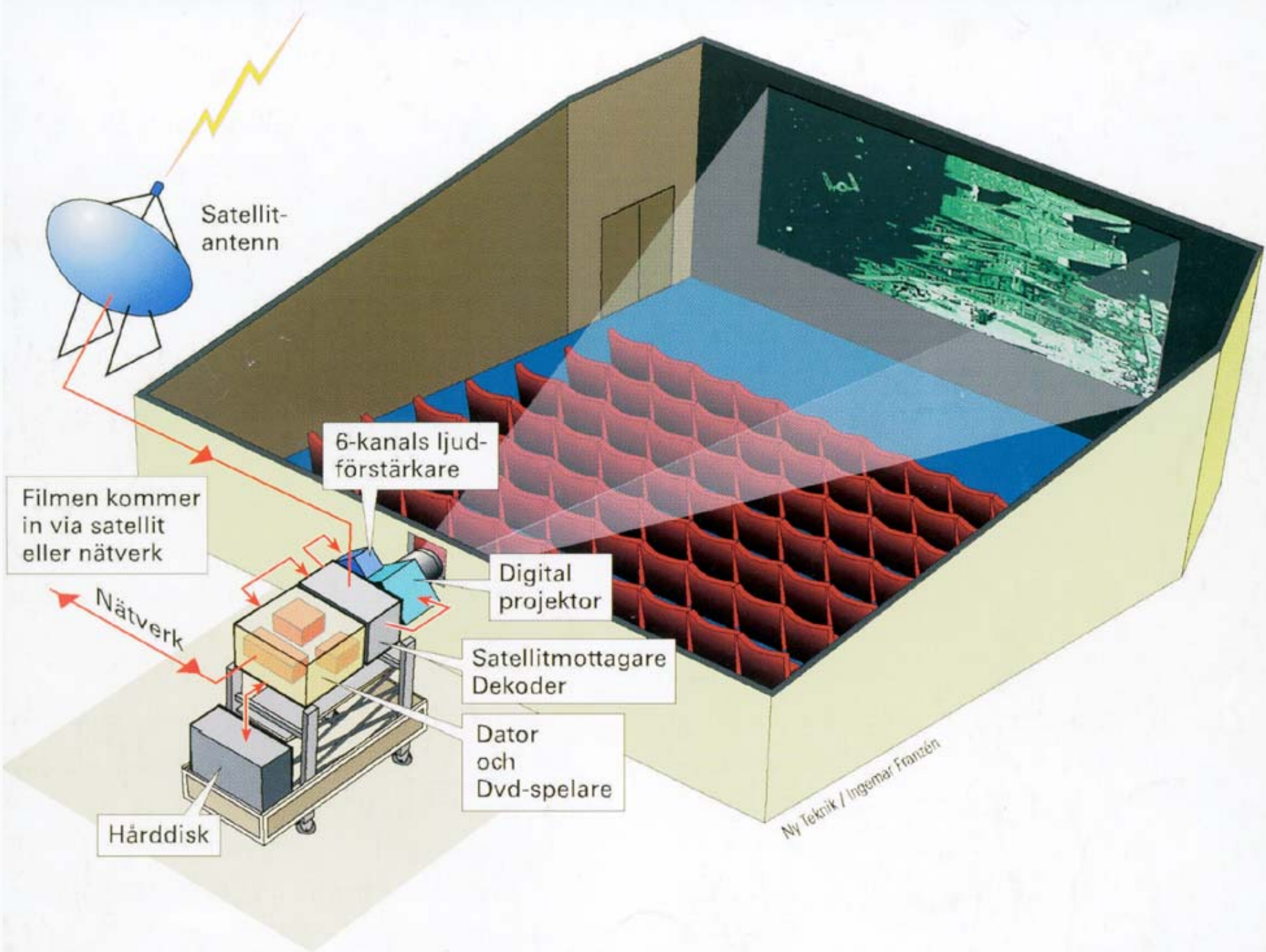
サーバー型携帯端末での
新サービス

短時間で番組を読む
（読むテレビ）

協力：(株)NTTドコモ

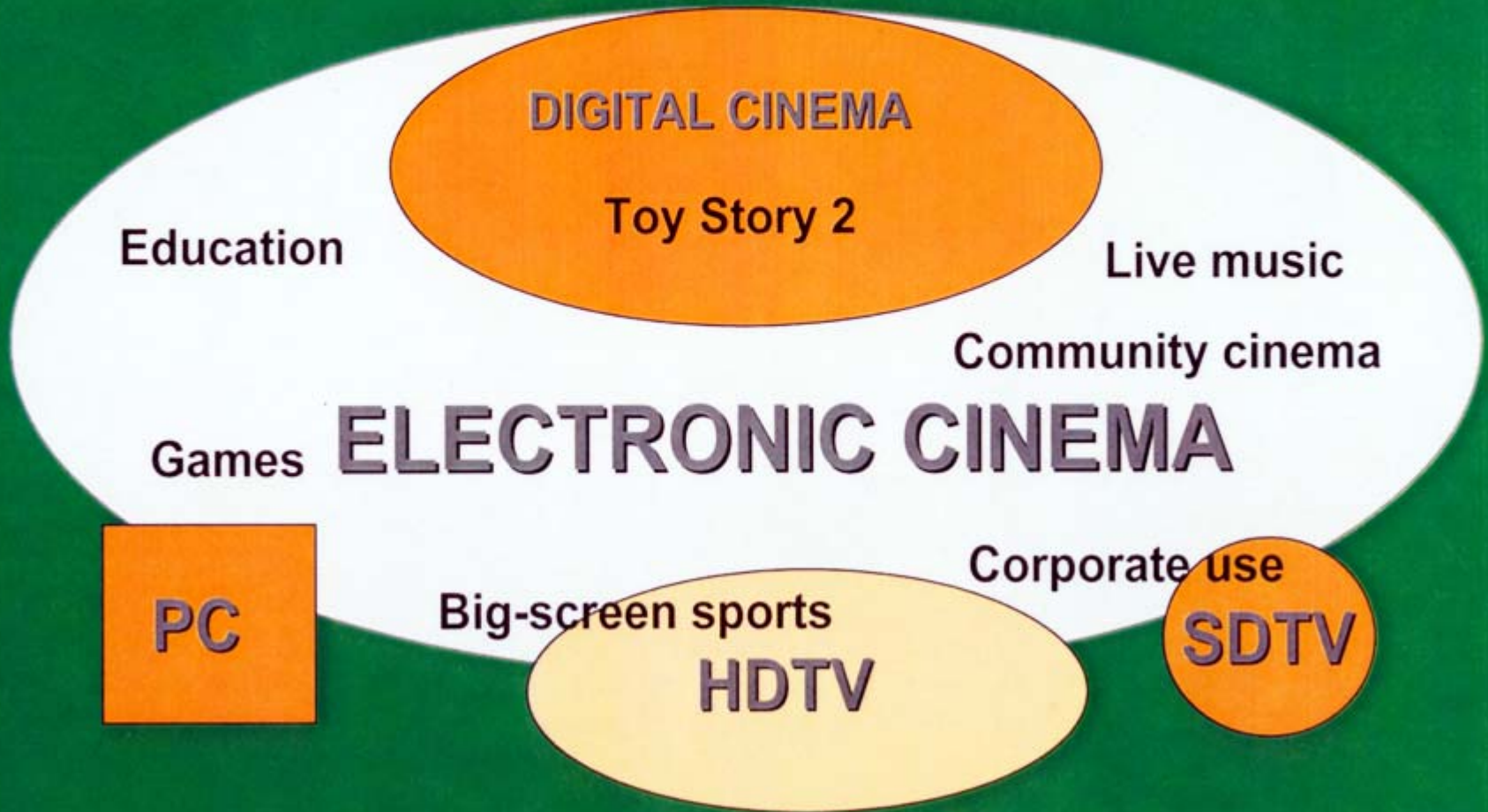
プロトタイプ設備
リーディング・エッセ





Ny Teknik / Ingemar Franzén

E-cinema v. D-cinema







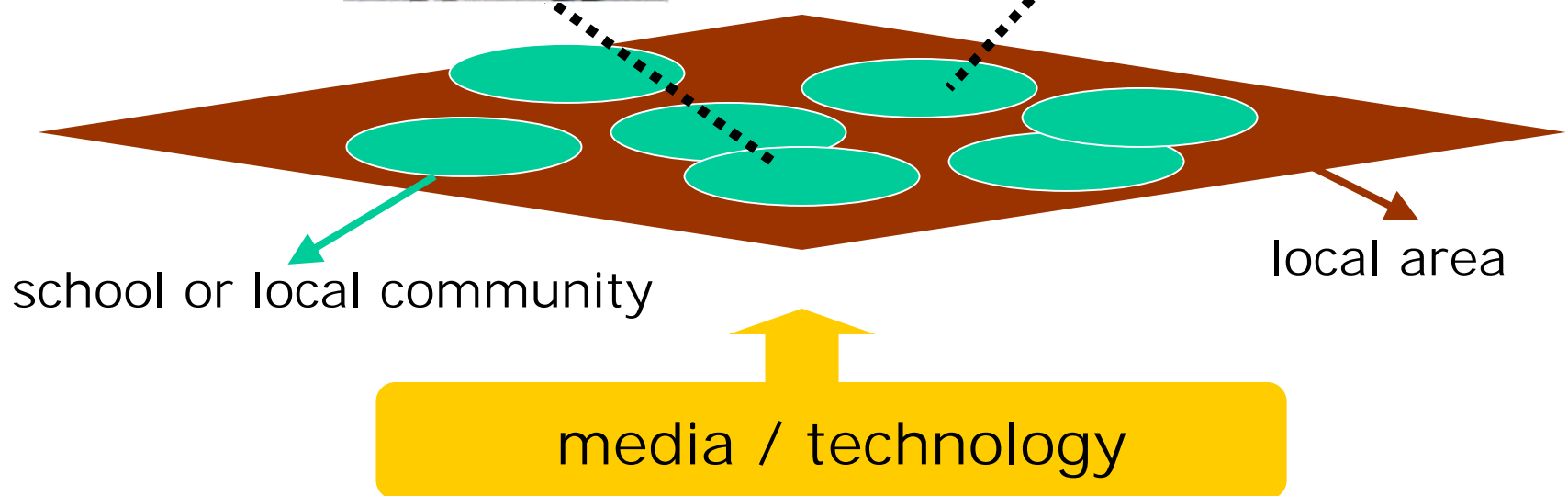




Local citizen's media expressive activity



Local citizen's media expressive activities in **Community building and Education area**



Mingei Movement

- Led by Soetsu Yanagi and others in the 1920s
- Focused on aesthetic value of various items used in daily life- items created by anonymous craftspeople
- Pointed out the importance of various aspects of everyday culture in Japan and other parts of east Asia
- Tried to design daily life on the whole

The Unknown Craftsman

A Japanese Insight into Beauty



Sōetsu Yanagi

Foreword by Shōji Hamada
Adapted by Bernard Leach

Potentiality of communal activities

- Material Bricolage
 - folk craft in Mingei movement and video camera in regional citizen's media expressive activity
- Networking social activity
 - connecting people in regions
 - ambiguous border between production-consumption and sender-receiver