

Critical Media Practice on Mobile Media

Tokyo Patch-Walk and Keitai Cambrian

Nov.2-3, 2005

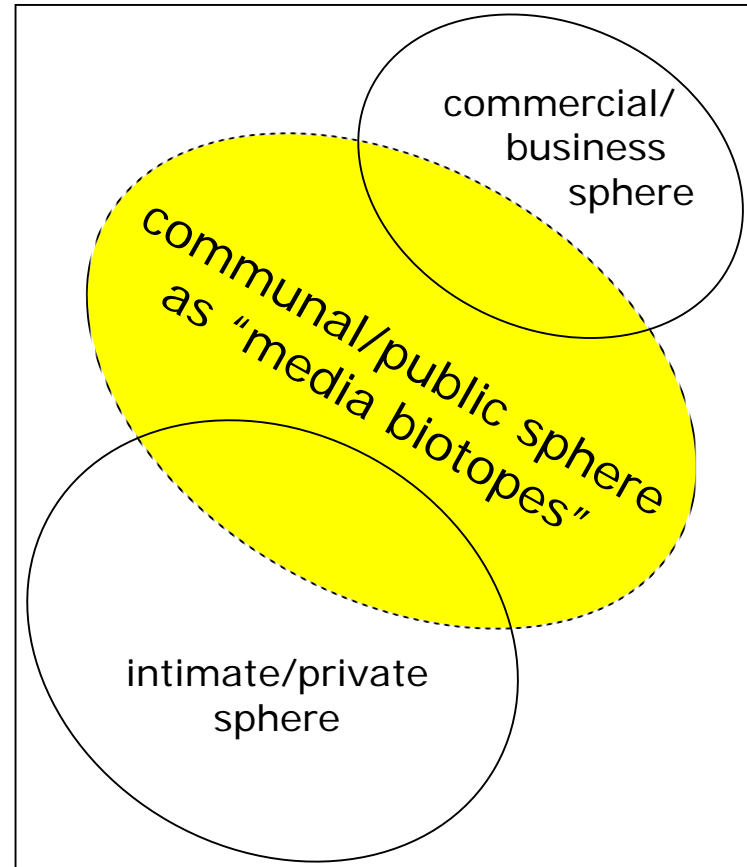
Shin Mizukoshi

Masaaki Ito, Mamiko Hayashida, Yutaka Iida,
Ryuko Furukawa, Sohpia Wu, Joo-Yong Jung

Mobiling & Designing (MoDe) Project

Major Issues in Japan's Mobile Communication Space

- polarization with two spheres
- numerous "intimate/ private" communications and various "commercial" Internet information services
- little space for "communal", or "public" communication; journalism, citizen's media expression, welfare, education, regional information, marginal art, and play
- fixed particular media forms constrained by and dependent on the intimate/private and business/commercial spheres
- require the development of a balance of the communication activities; expand the public sphere



mobile communication space in Japan

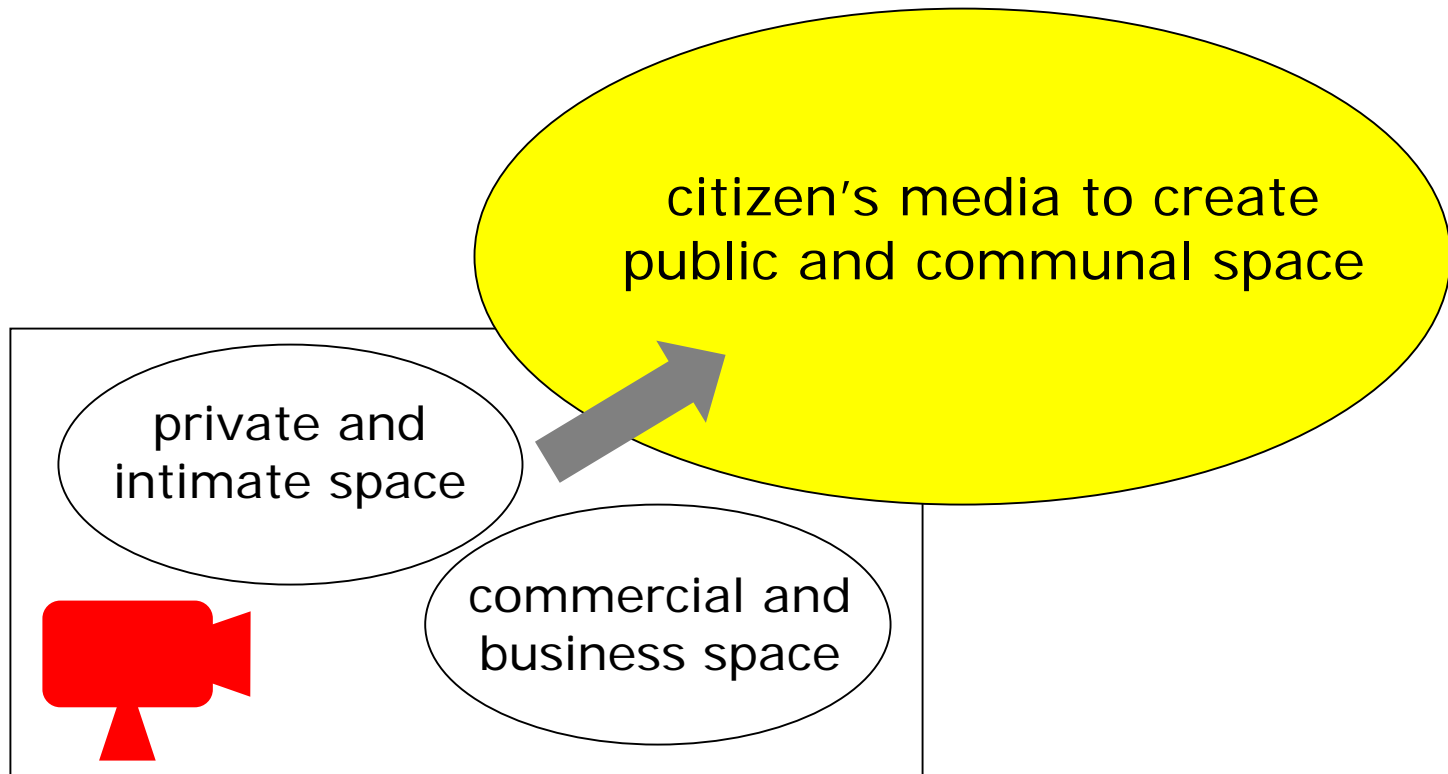
Alternative and Potential Social Form of Telephone in History



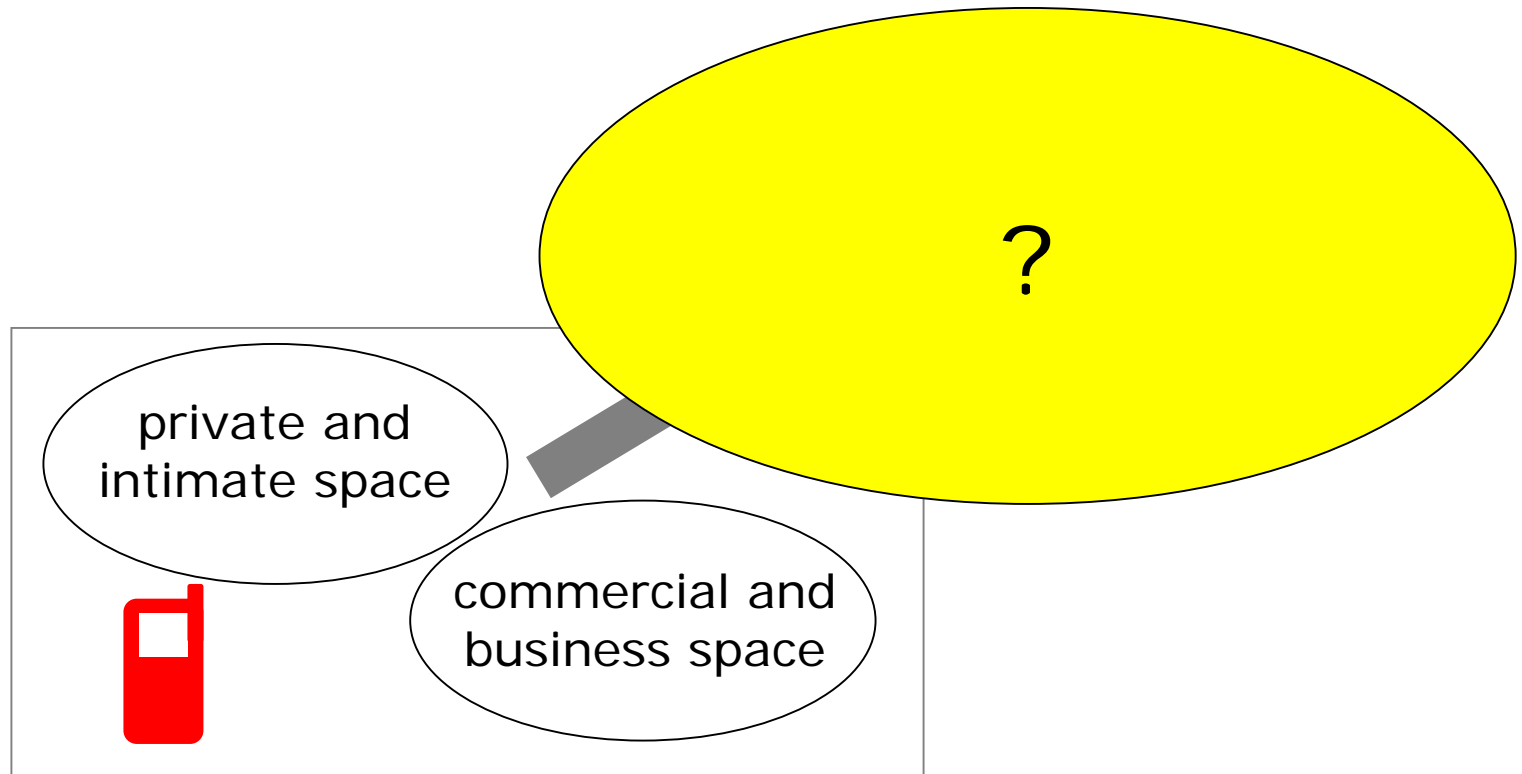
Citizen's Media Expression and Media Literacy



Camera as Media for Citizen's Media Expression and Media Literacy



Potentiality of 3G Keitai ?

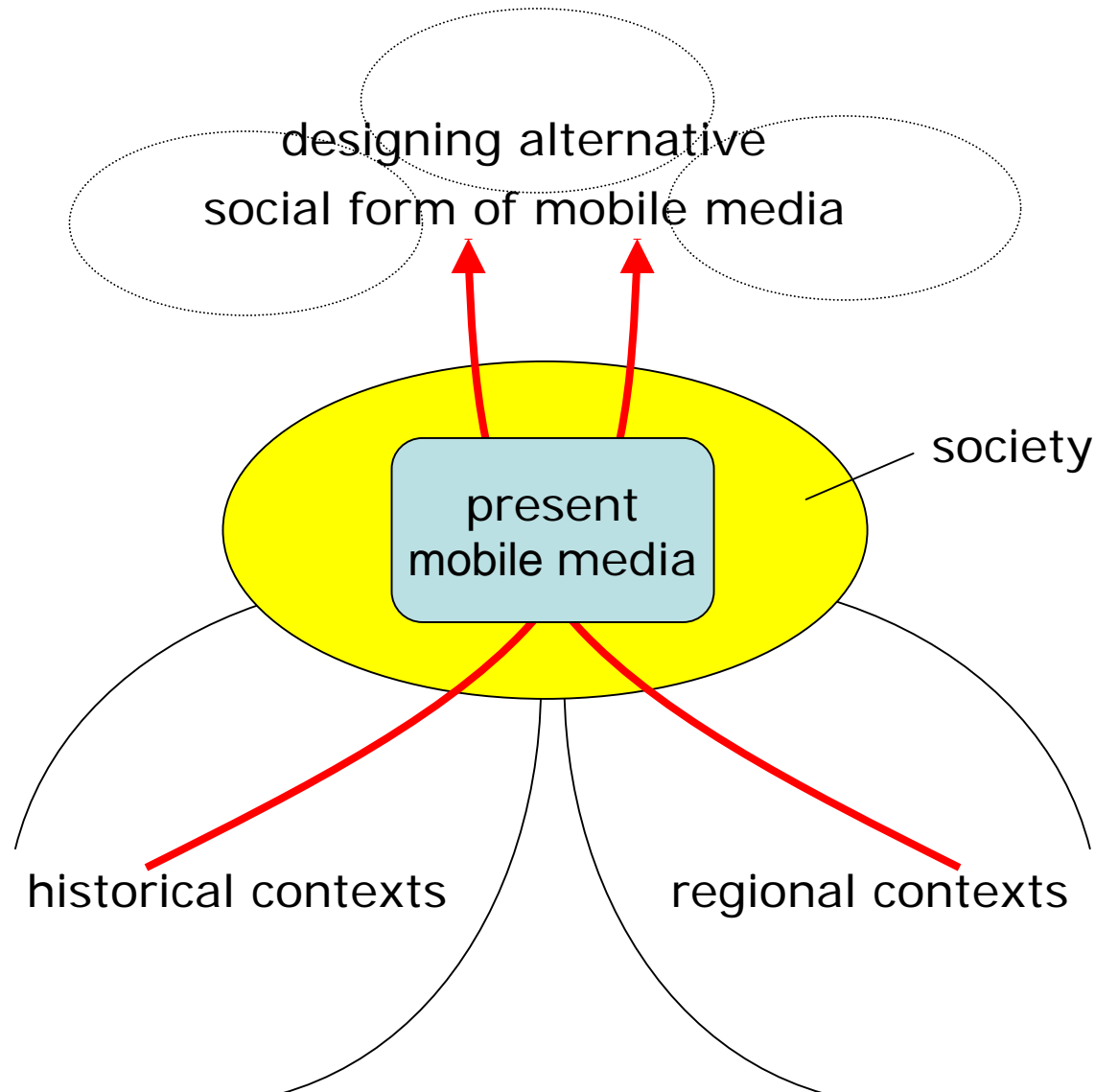


ex. mobile media

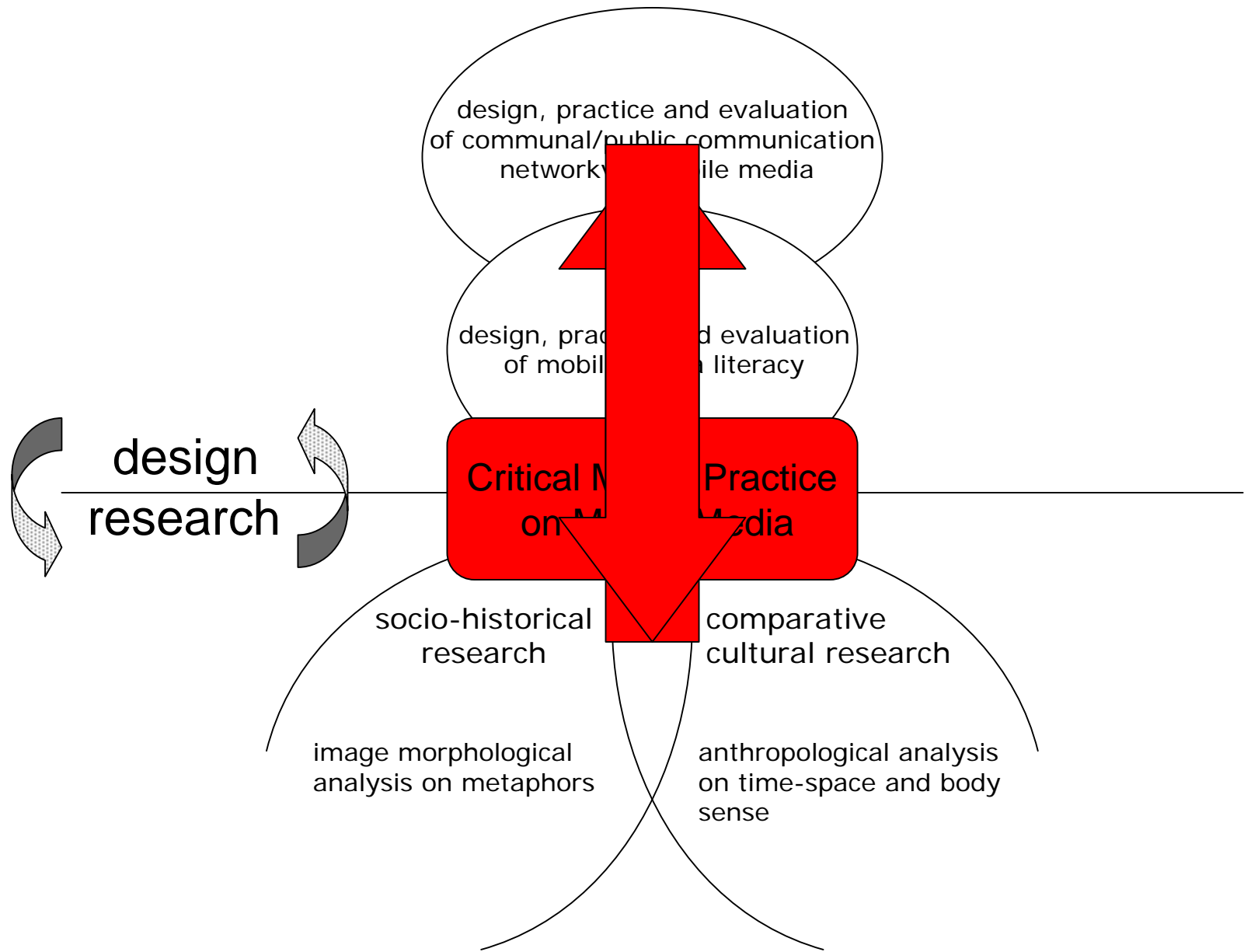
Missions of the MoDe Project

- Mobilizing - Designing (MoDe) Project
 - formal title: Socio-Media Studies on Designing of Mobile Media Culture and Literacy
 - granted by NTT DoCoMo Mobile Society Research Institute : Moba-Ken; totally apart from management and business
- Media Studies with Design Mind = “Critical Media Practice”
 - connect analytical human and social scientific research and practical designing research
- Develop Programs for Mobile Media Literacy
 - learning materials, workshops, software, etc.
- Key Words
 - media studies, media literacy, information design, cultural probe, public sphere, community, critical media practice

Social/Cultural Design of Mobile Media/Media Literacy



Structure of the MoDe Project



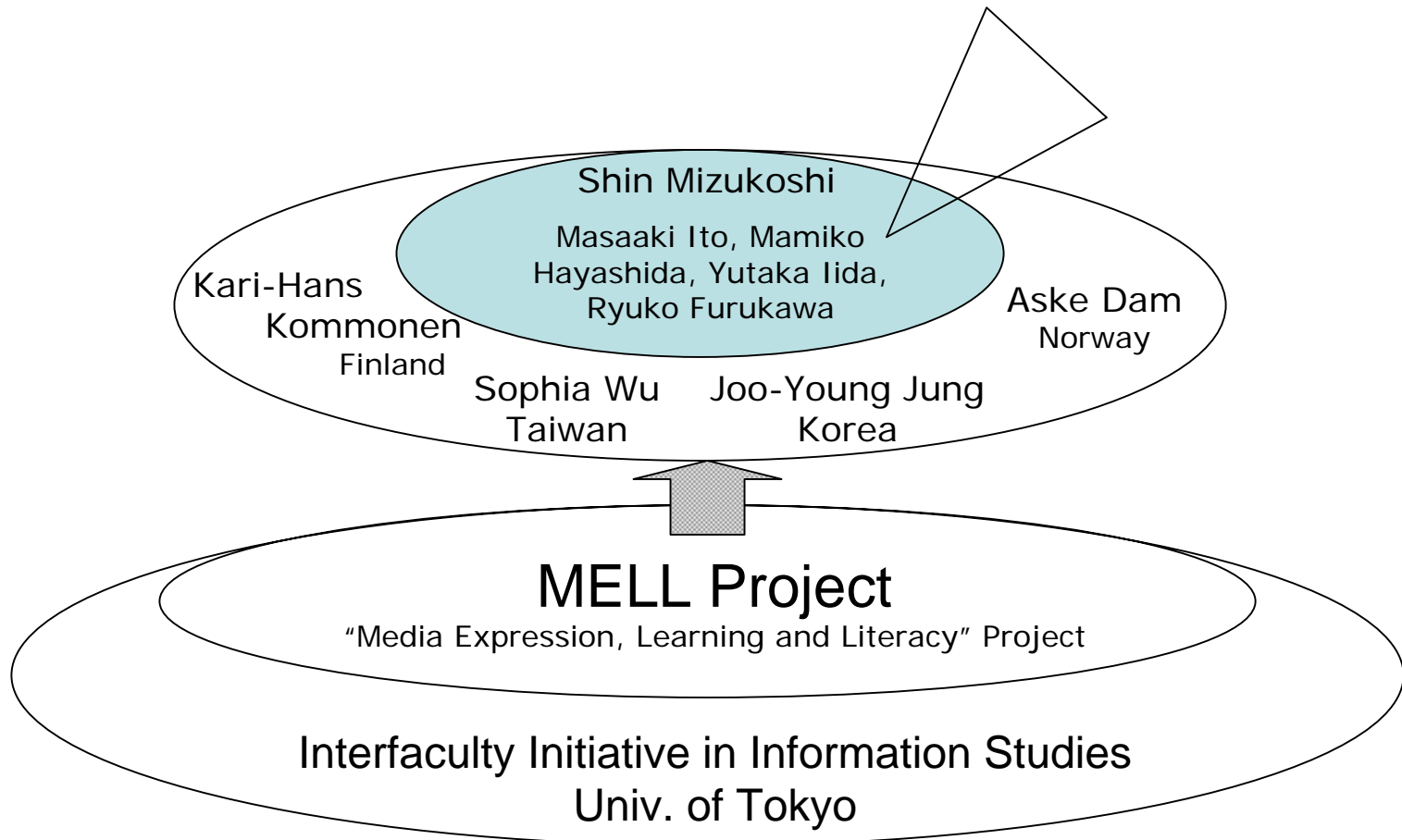
Formation of the MoDe Project

Design Activities Group

Toshihiro Anzai & Rieko Nakamura : Media Artists

Yuhei Yamauchi : iii, Information Education

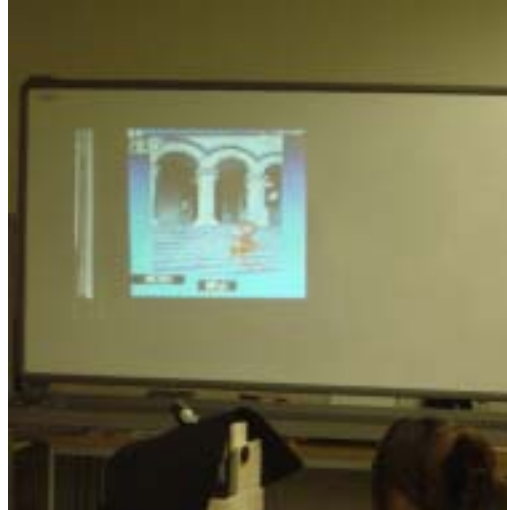
Takeshi Sunaga : Tama Art Univ., Information Design



Workshop “Making a Rare Map in @@” Media Kids Camp 2004 Summer



Workshop “Making ‘Picture Books’ Only by Mobile Phones” 2004 Winter



Workshop “Making ‘Picture Books’ Only by Mobile Phones” 2004 Winter



Workshop “Performing Typical Scene of Mobile Communication in Tokyo”

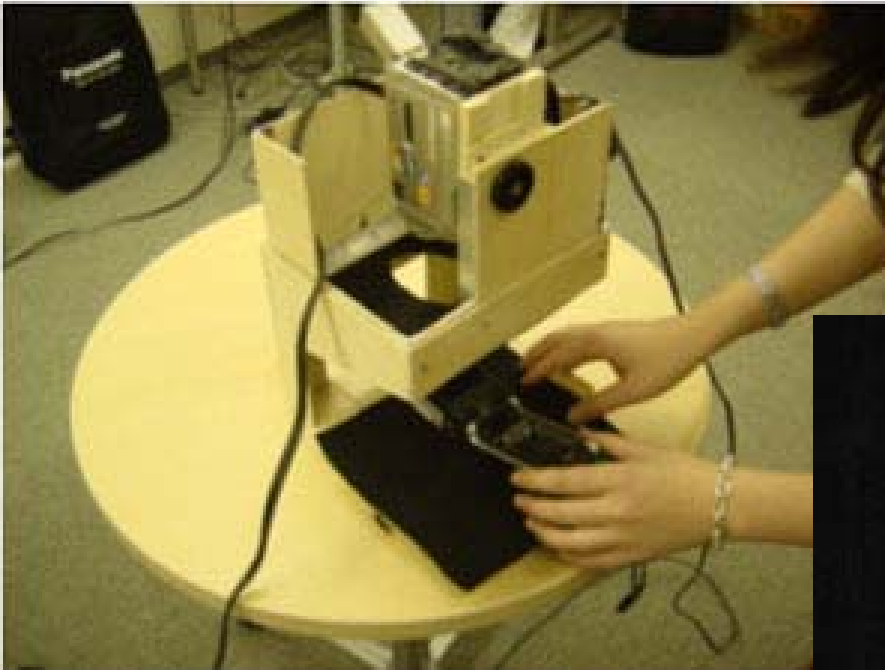


Workshop “Performing Typical Scene of Mobile Communication in Helsinki”



“Keitai Bricolage”

trial to design potential social form of mobile material



keitai projector

keitai videocam



Keitai Cambrian

trial to design potential social form of mobile communication

