



Critical Media Practice

MELL Mandala
&
Tokyo Patch Walk

MoDe Project
Mamiko HAYASHIDA

Mobile Media workshop 1

「MELL Mandala」

Date: MELL project symposium February 2005
Media Expression, Learning and Literacy Project
Participants: 200
(Teacher, Student, Artist, Journalist, Researcher etc....)

Aim of Workshop

- 1) getting new perspective about relationship of a community
- 2) drawing possible mode of Keitai



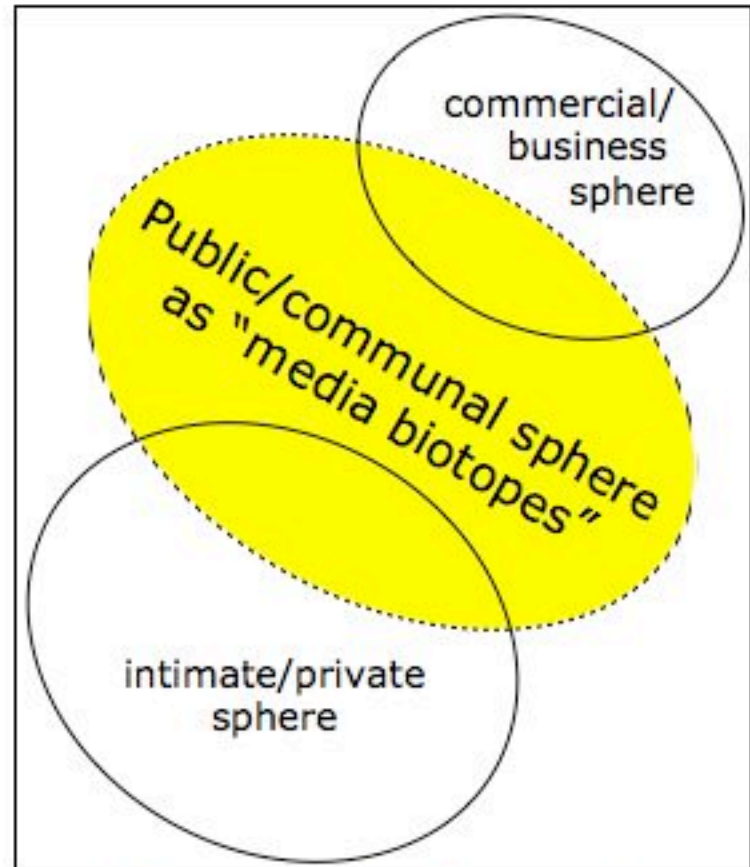
曼荼羅 Mandala



QR-Code

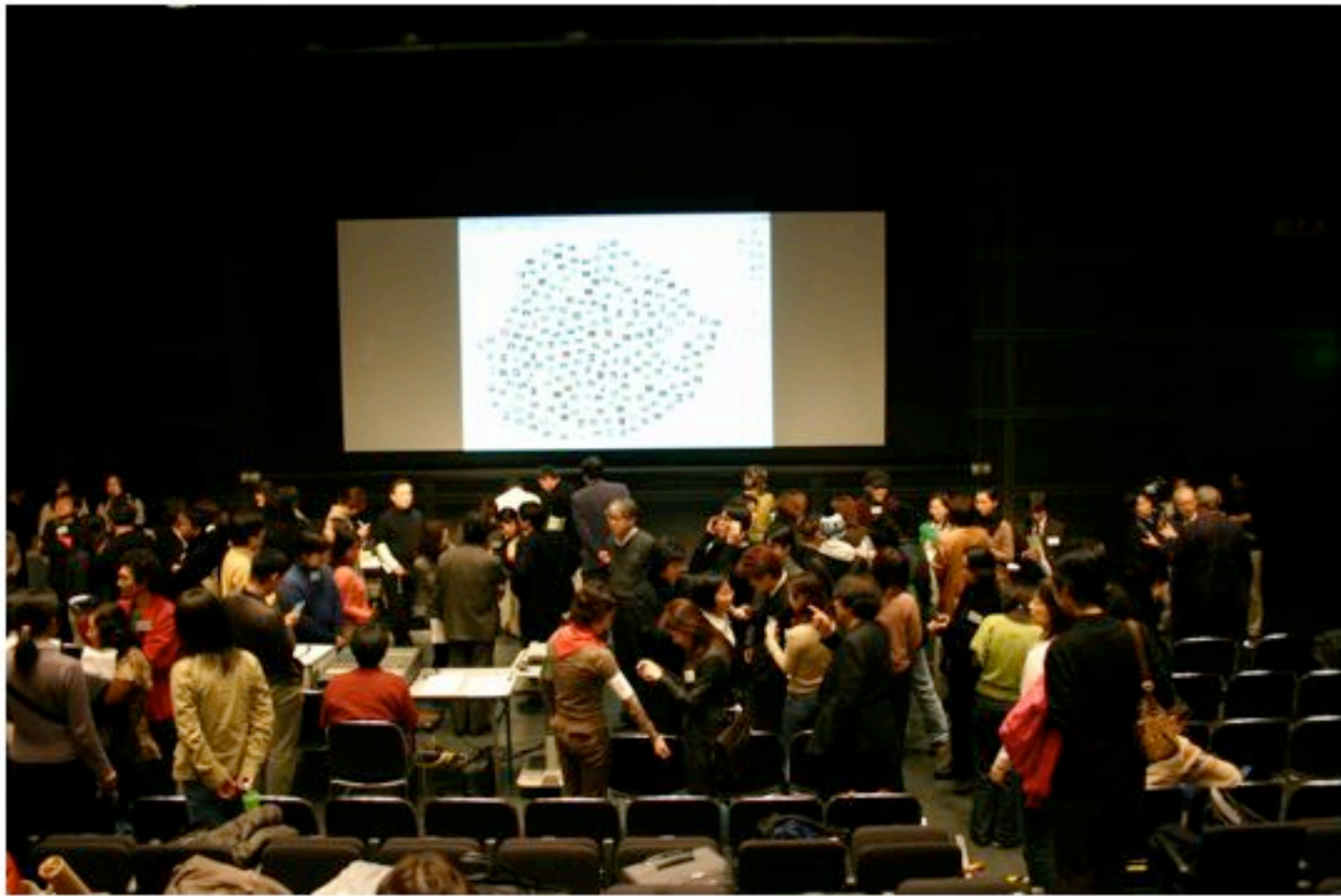


- advanced bar code
- Keitai has a function of QR-code scanner



mobile communication space in Japan

Cambrian System



Process

■ Session 1 on the Website (February 6~17)

-gathering "leaves" about MELL project member's interest or activity to the website of Cambrian

■ Session 2 at the Symposium

(February 19)

-adding new leaves by using QR-Code
-reflecting

Session 1 on the Website



February 6



February 9



February 19

Session 2 at the Symposium



Stage 1
Presentation



Stage 2 participation



Stage 3
reflection



Achievement

■ Explosion of Leaves

“Cambrian Explosion”

-from transmitting to expression
-re-discover significance of the
community



Leaves

Achievement

- difficulty of handling hardware system trigger communication



Analysis

Materiality of Keitai

- Advantage of Keitai Usage
- Personality
- Cool Media



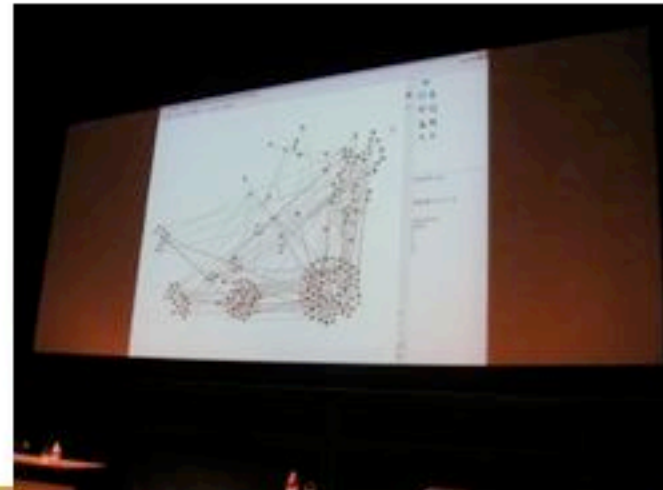
Analysis

Discovering Significance



■ Spiral Experience

- finding new significance of the community
- reconsidering the significance of participants' everyday life



Mobile Media Workshop 2

Tokyo Patch Walk

Date: 2005 October Fieldwork Untethered Symposium

Place: Keio University in Tokyo

Participants: 40

Mission of Workshop

- 1) awareness of cultural city image
- 2) making keitai a tool of expression



Image of City



Tool of Expression



Process

■ Session 1

In the City (5 person 3 hours)

-take pictures of “Expected Scene”

“Unexpected Scene” of Tokyo

(reference: Akiko Ogawa “Tokyo Patchwork”)

■ Session 2

On the paper (40 person)

-do the paper Cambrian using the picture

Session 1 in the City



Session 2 on the Paper



Tokyo reflected



Tokyo reloaded



Keitai reflected

How is Tokyo? Akihabara?

Expected Scene



Unexpected Scene



How is Tokyo? Harajuku?

Expected Scene



Unexpected Scene

