

DHN 2018

UNIVERSITY OF HELSINKI, 7-9 MARCH 2018

***ZELIGE DOOR ON GOLBORNE ROAD:
EXPLORING THE DESIGN OF A MULTISENSORY
INTERFACE FOR ARTS, MIGRATION AND
CRITICAL HERITAGE STUDIES***

Dr Alda Terracciano

Honorary Research Associate, UCL / Visiting Researcher, University of Gothenburg

MAPPING MEMORY ROUTES: ELICITING CULTURALLY DIVERSE COLLECTIVE MEMORIES FOR DIGITAL ARCHIVES

- Explore the tacit heritage of culturally diverse communities in London
- Develop research on the multisensory heritage of the involved communities
- Employ new technologies for capturing and displaying intangible heritage

Ioannides, M., Magnenat-Thalmann, N., Papagiannakis, G. (eds.). 2017. *Mixed Reality and Gamification for Cultural Heritage*. Cham: Springer.

Steels, L., Tisselli, E. 2008. Social Tagging in Community Memories'. In *Papers from the 2008 AAAI Spring Symposium, Conference: Social Information Processing*, Technical Report SS-08-06, 98-103. Stanford, California, USA.

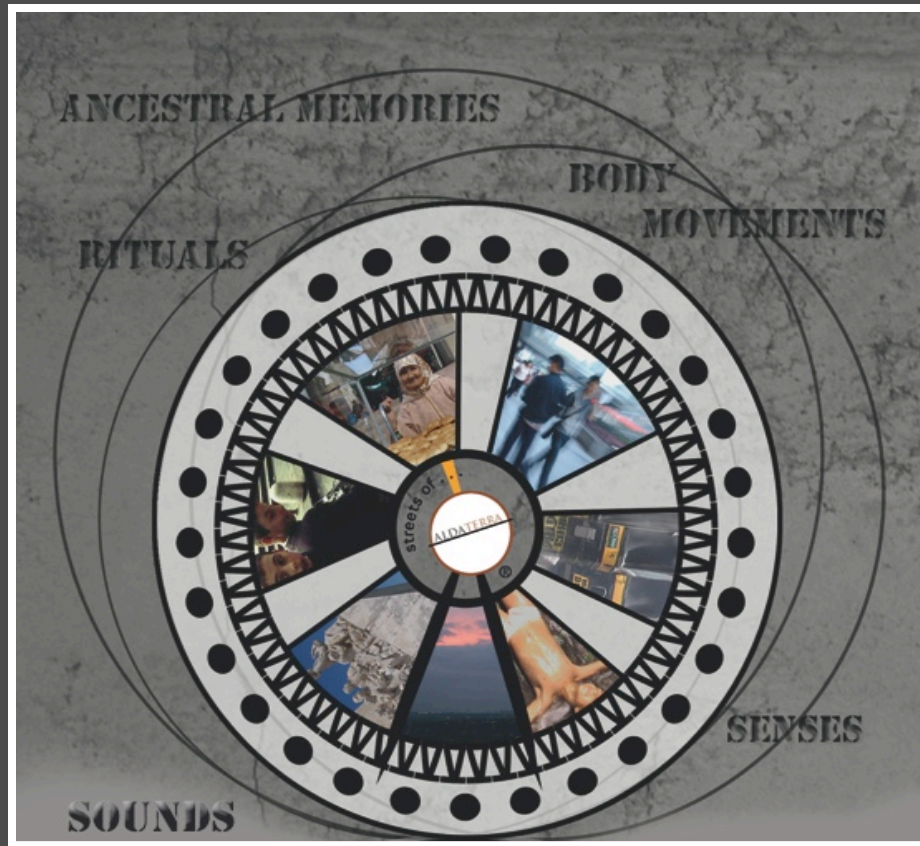
Rishbeth, C., Powell, M. 2013. Place Attachment and Memory: Landscapes of Belonging as Experienced Post-migration. *Landscape Research*, Vol. 38. No. 2, 160-178. London: Routledge.

Schradie, J. 2013. The digital production gap: The digital divide and Web 2.0 collide. *Poetics*, 39, Issue 2, 145-168. London: Routledge.

Even among people who are already online, a digital production gap challenges theories that the Internet creates an egalitarian public sphere. Instead, digital production inequality suggests that elite voices still dominate in the new digital commons. (Schradie, 2013)















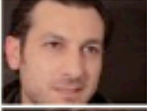


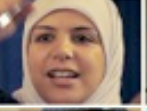

































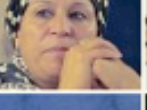

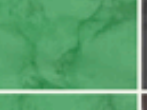






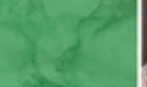

CO-CREATION OF VALUE





Streets of... 7 cities in 7 minutes (2004 – 2012)

A multisensory installation exploring the ancestral memories of three migration journeys (the Indo-European migrations, the Silk Road and the Transatlantic Slave Trade) in people's everyday life and rituals.

	NAPLES	SHANGHAI	MUMBAI	TANGIER	SALVADOR	LISBON	LONDON
What is home							
Ancestral Memories							
Sounds							
Memories, Places and Objects							
People and Body Movements							
Everyday Rituals							
Tastes, Smells and Senses							
Celebrations							
Religion							

Living Archaeology of the Place:

- Involved 70 members of relevant communities
- Devised Memory Session methodology to explore multisensory heritage
- Produced an online archive of oral memories

RESEARCH QUESTIONS

- How can migrant communities contribute to the creation of a globally connected ‘sensorial urbanism’ and a broader, more socially inclusive understanding of urban spaces?
- In what ways can the design of an interactive multisensory space engage with cultural memories and which uses can we make of it to successfully sustain democratic decision making practices in urban development and heritage studies?

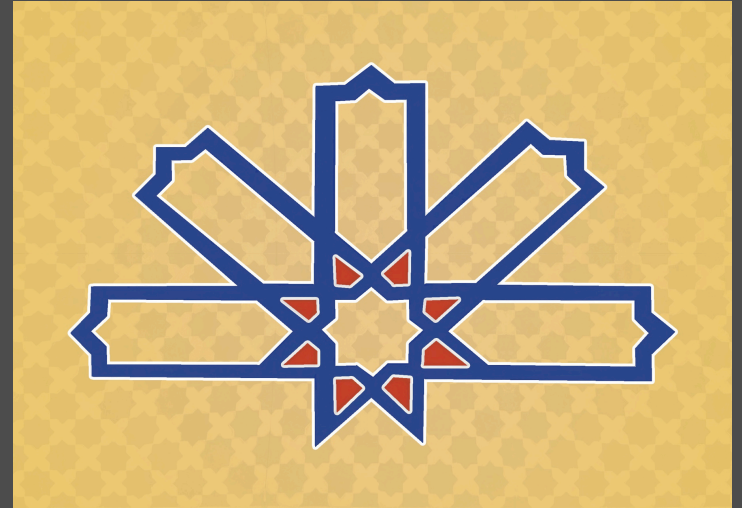
“Empowerment as a theme came up most frequently in all aspects of the qualitative research as a prominent outcome observed and experienced by participants”.

Ardakani, A.: ALDATERRA Projects' Evaluation Report. London (2013).

PRACTICE-AS-RESEARCH

- Participants to become collaborators as well as subjects in the process of knowledge production.
- Workshops planned and facilitated to be largely community-led, and based on the principles of group consensus and agreement.
- Awareness of the value of cultural heritage to be increased within communities by creating opportunities to share it with others within and outside London.

MAPPING MEMORY ROUTES OF MOROCCAN COMMUNITIES



- ALDATERRA Projects
- Al-Hasaniya Moroccan Women's Project
- Making Communities Work and Grow
- Politecnico di Milano
- Queen Mary, University of London
- Centre for Critical Heritage Studies

Supported by the Heritage Lottery Fund

DESIGN STRATEGY AND COMPUTATIONAL MECHANISM OF THE DIGITAL INTERFACE

- Design appropriate interactions that use sensory modalities extended by digital technologies
- Invite members of the community to co-curate the exhibited content
- Investigate best solutions that facilitate the flow of knowledge and data amongst different social and cultural groups

MULTISENSORY EXPERIENCE DESIGN

Participatory Action Research (PAR)

- Memory sessions with 44 members of the community, the majority of Moroccan heritage, living, working or visiting Golborne Road in West London.
- Recording personal narratives co-curated with the local community and shared on the digital interface used in the artwork *Zelige Door on Golborne Road*.

MEMORY SESSION AT MCWG





COMMUNITY
MEMBERS
INTERACTING WITH
THE INSTALLATION

*ZELIGE DOOR ON
GOLBORNE ROAD*

(RICH MIX ARTS
VENUE)

MULTISENSORY HERITAGE



MEMORY TRIGGERS



PHYSICAL OBJECT: TIS'BIH





PHYSICAL/DIGITAL

*ZELIGE DOOR ON
GOLBORNE ROAD*

EXTRACTS OF MEMORY SESSIONS

[https://www.youtube.com/watch?v=-
BVYJve_93g](https://www.youtube.com/watch?v=-BVYJve_93g)

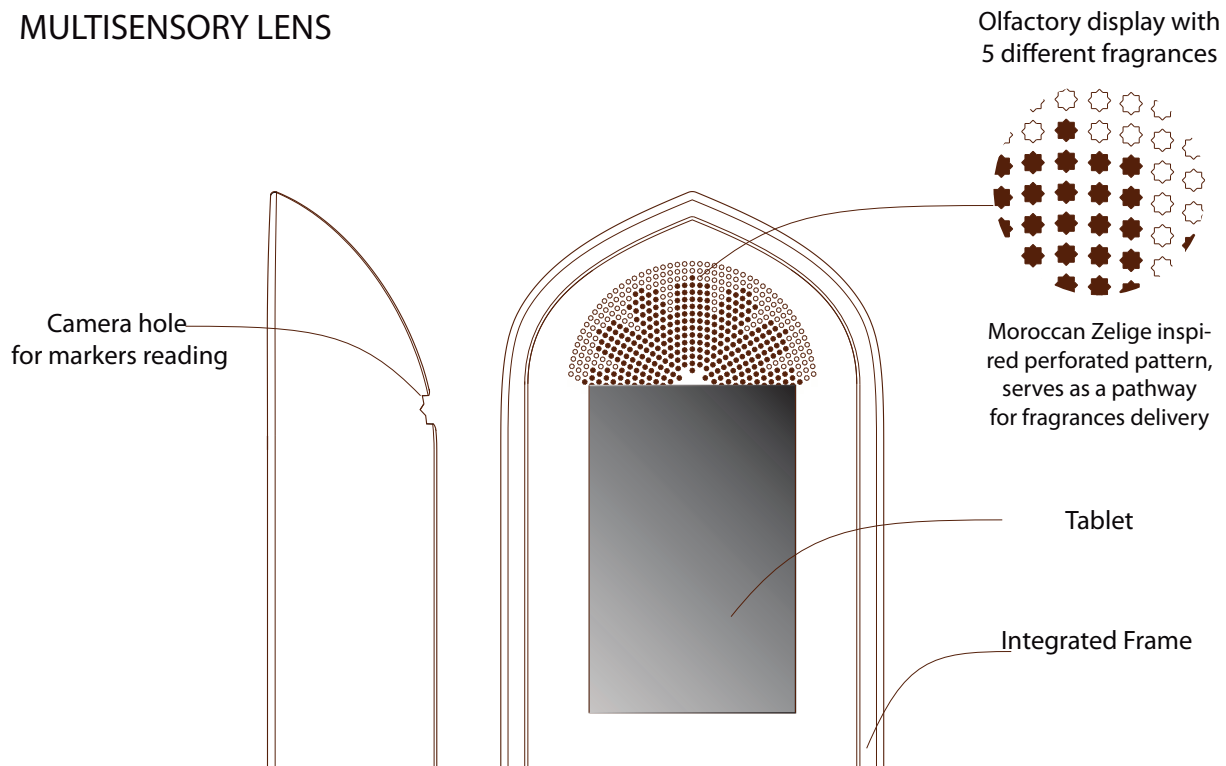
[https://www.youtube.com/watch?
v= ltXYX0rNRI](https://www.youtube.com/watch?v=ltXYX0rNRI)

MULTISENSORY DIGITAL INTERFACE

- Visual: an AR application able to trigger pre-recorded video sound material stored in a database and readily available in AR upon positioning the tablet camera over the marker.
- Olfactory: displays made of air cannons, based on the ultrasonic atomization method for generating fine particles of fragrances, controlled by the AR application via an Arduino board.

FRAME DESIGN

MULTISENSORY LENS



CONCLUSIONS

Sensory experience was central to the design of the digital interface, being the primary channel through which memories are evoked and connected to spatial and temporal places.

Digital interface computationally extends the information acquired through sensory interaction with the objects to move to the space, time and cultural significance they reflect.

This is aimed at facilitating a deeper understanding of the cultural patterns and everyday rituals of the community involved in the project and establish a form of 'mixophilia'.

CHI 2017 CONFERENCE



MCWG COMMUNITY CENTRE (2017)



RICH MIX INSTALLATION (2017)



KIITOS!

a.terracciano@ucl.ac.uk

www.aldaterra.com