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Please provide information for the questions on the following pages that are applicable to your project. We encourage you to provide information for all of the questions if possible as it will allow the jury to better assess your proposal. The italicized questions below each main questions provided further prompting should it be unclear how to answer the question. Please convert this file to a PDF before uploading it to the ISEA2006 submission website

BASICS

TITLE: Shadows of San Jose

PROJECT DESCRIPTION:

(200 words max):

"Shadows of San Jose" is an interactive piece that explores the make-up of the people and places of San Jose, combining images of both people and places in an engaging "screen" set-up, and uniting them with hundreds of other residents across the city who engage through mobile phones and internet connections. Passers-by encountering the installation (in a station say) and are drawn to its distinctive black-and white images projected on an 8' high screen. Drawn to the projection, the "user" suddenly finds his or her shadow has entered the scene being projected. As the user gets closer, the shadow moves around the scene and the scene images evolve, responding to the user's movements, and calling up shadows of previous visitors to the screen as wells as those of the people of San Jose who have interacted with the system remotely.

Why does your project fit into the theme of Interactive City?

How is your project directly related to the city? How is your project not a simply a gallery installation or video project? What makes your project "interactive" and "city" centric? How your project truly engages the city in an interactive way?

The project gathers images of the people and places of San Jose by soliciting photographic submissions via camera phones, web and email. These are automatically binarized and georeferenced into the space of the city, locating the people themselves within their city. Passers-by at the screen are drawn into interact with the accumulated images through a shadow-based interface.

How does the project relate to the city of San Jose?

How is your project site specific to San Jose? What part(s), if any, of the culture or lifestyle of San Jose does it connect to? Silicon Valley?

The project aims to connect to the ethnic diversity of the city, with its immigrant population, but exploiting the high penetration of telecommunications devices in this capital of high-tech.

Where will your project take place?

Outside? Inside? Across multiple locations? Only online? In a kiosk? In a structure we are building?

The project's focus is a screen location (actually a projection screen with a camera in front of it), but we will acquire data from all over the city by soliciting photographic submissions though mobile and web interactions.

AUDIENCE

Who will interact with this project?

Is your project for adults? Children? ISEA2006 attendees only? The general public? Commuters? Pedestrians? Mobile Phone users only? Automobiles? Only tourists? Locals? Who is the project designed for? Etc.

The project is aimed at all people, particularly locals, by the broadcast solicitation of images, but also by the presence of the screen in a high traffic area. Children will be able to interact with the screen installation and it will encourage play.

How can we reach this audience?

ISEA will conduct marketing and promotion for the Festival and its programming, but if your project requires a specific audience to participate in it to make it successful, what are some of the strategies you can employ to ensure they are reached? Through the ISEA2006 website? Through posters? Handouts? Flyers? Word of mouth? Social networks? Craigslist? Etc?

We anticipate the screen benefiting from ISEA advertising and walk-in custom from its presence in a high traffic area. Handouts, flyers and web announcements will be used to solicit content and direct people to the screen.

What is the scale of the interactions?

One person at a time? Only groups of people together? 200 people per day? Pairs of people in separate parts of the city? No more than 500 total?

Interaction will be limited to one or two people at a time (per screen, though we currently anticipate only one screen). Since we hope to be able to leave the installation running unattended, we could have hundreds of interactions a day.

How many interactions do you expect during the week of ISEA2006 for each person participating?

A single interaction is sufficient to engage with the project? Each person will need at least three distinct interactions over the week? No more than one engagement per day? At least one interaction per day?

A single interaction with the screen will allow the user to experience the system, but returning they will be able to interact with the trace they left behind on their previous visit. Distributed content providers will experience interaction through their mode of submission at submission time and 1-2 days after.

CONTENT

How will you generate content before ISEA2006 for the project?

Will you visit San Jose? Will you take pictures? Conduct interviews? Send out surveys? Record audio? Collect local stories? How? What is your strategy for doing this?

Preliminary content will be seeded by the artists (photographs of themselves and previously collected by them in San Jose) and through publicly accessible photographs of people and San Jose (e.g. from Flickr, google images). If necessary, the artists will supplement the data by visiting San Jose before ISEA2006. Further content will be acquired during the installation.

How will the overall content evolve (or not) over the course of ISEA2006?

How will data be collected during the event? How will the project evolve as a result? Does the project evolve over the course of the festival or is it self-contained within a specific period of interaction?

Data will be acquired through solicitation (flyers/web etc.) and through interactions with the screen. The project evolves through the acquisition of more content.

INTERACTION

How long is the typical interaction?

10 seconds? 10 minutes?

1-3 minutes.

Where does the interaction take place?

Online? Through a mobile phone SMS? On the street? At the festival venue? On a bus? At a bus stop?

Prime interaction at the screen. Lesser interaction via web/mobile phone.

Envisioned Interaction:

Describe a typical participant's experience from start to finish...

Participants arriving at the screen step up to a screen that displays an ever-changing display of images of San Jose, rendered in the installation's trademark black-and white (binarized) aesthetic, which subverts the monochrome of surveillance imagery. Drawn to the projection, the "user" suddenly finds his or her shadow has entered the scene being projected. As the user gets closer, the shadow moves around the scene and the scene images evolve, responding to the user's movements, and calling up shadows of previous visitors to the screen as well as those of the people of San Jose who have interacted with the system remotely.

TECHNICAL REQUIREMENTS

In this section, we would like to learn about the technical requirements of your submission. We include several categories and questions below. These questions are examples of the types of information you might like to give us. It is not necessary to answer questions that do not apply to you. Please feel free to add additional requirement information as needed. While we can not make guarantees about what we will be able to provide, we want to work with every accepted submitter to bring their envisioned interaction to all ISEA2006 attendees.

LOCATION

Where within the city will your project take place? In a park? At a crosswalk? Does there need to be traffic flow? Will it be in an existing environment or one that you will create?

Project screen will be located in a high-traffic area with space for people to stand. A mall, station or other enclosed area will be preferred for projections to be seen, and as some measure of protection from the elements for security.

SPACE

How much space will your project require (length/height/width)? Should it operate in two separate locations? Should it be presented against a wall? In a doorway? At a table? In a taxi? On a bus? On a tree? Etc? Does your demo need a special table, chair, carpet, sandbox, etc.?

Project requires a projection screen ~12' x 8' with back projector and a place to locate a camera in front of the screen.

ACOUSTICAL

Are there special acoustical needs? How much sound does your project produce? Will people need to hear sounds or audio from your project?

The installation will use sounds, but the interaction is primarily visual.

LIGHTING

Does the project require special lighting? Does it require a dark area?

Normal indoor lighting (to see the projection clearly) should be sufficient.

TIME

Does your project only operate during the day? Only at night? Does it operate unattended or does it need to be staffed at all times?

The installation will be able to run unattended (if security is not an issue) but will be attended at some times to encourage interaction and guide users.

COMPUTATIONAL EQUIPMENT

Does the project involve custom hardware and software or does it run on standard PC's? Will you be providing PC's? How many are needed? With what specifications? Do you need a projector? A monitor? What other equipment is needed? What will you be transporting this equipment? What specifically can ISEA2006 assist in providing onsite during the conference?

one PC 3GHz Pentium running windows.
one 1024x768 Projector
one webcam

NETWORKING

Do you need to be connected to the Internet? A database server? Wired? Wireless? Will 802.11b be used? GPRS? How many connections will you need? What is your project's typical bandwidth usage? Latency issues?

Internet connection required for receipt of content. Latency should not be a problem.
Anticipated bandwidth usage is low. (Dial-up sufficient if always on).
Possibly MMMS gateway for phone camera data acquisition and phone interaction.

RADIO FREQUENCIES

Does your project use, produce, or require any radio frequencies? Wireless cameras, microphones, Bluetooth? What frequencies? At what power levels?

No wireless components necessary except if chosen for connectivity mentioned above, though fixed lines are preferred.

POWER

Example requirements:

My project will require 4 circuits as follows:

1 20A drop should be sufficient for powering a computer and projector.