Anne Balsamo

2004-2012
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Fall, 2012
New School for Public Engagement, School of Media Studies, NY
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Technology in the Service of...
Taking Culture Seriously in the Age of Innovation

Gendering the Technological Imagination

The Performance of Innovation

Public Interactives and the Design of Technological Literacies

Designing Learning

The Work of the Book in a Digital Age

Cultural Analysis of Emergent Technologies

Digital Humanities
Technology in the Service of Cultural Good
Taxonomy of Public Interactives
PUBLIC INTERACTIVES are devices that serve as the stage for interactive experiences in public settings such as museums, theme parks, outdoor art spaces, civic plazas, and urban streets.
PUBLIC INTERACTIVES are an art form that evokes new experiences and perceptions through experiments with scale, mobility, built space, and modes of human engagement in public spaces.
PUBLIC INTERACTIVES are an emergent form of public communication designed to engage people in conversations with digital media for the purposes of information exchange, education, entertainment, and cultural storytelling.
PUBLIC INTERACTIVES are significant cultural technologies that subtly shape the technological literacies of the future.
Light Works

Large Scale Projections

Relational Architecture
Interactive Advertising

Walk-Up Games
Architectural Cinema

Interactive Learning
Interactive Memorials
Architecture of Public Intimacy
A Tangible Browser For the AIDS Memorial Quilt

A new project by Anne Balsamo, Dale Macdonald and the Innovation Lab at University of Southern California, and in collaboration with the NAMES Foundation.

Project supported by the National Endowment for the Humanities Digital Start-Up Grant.
The AIDES MEMORIAL QUILT

The Quilt was conceived in November of 1985 by long-time San Francisco gay rights activist Cleve Jones. Since the 1978 assassinations of gay San Francisco Supervisor Harvey Milk and Mayor George Moscone, Jones had helped organize the annual candlelight march honoring these men.

While planning the 1985 march, he learned that more than 1,000 San Franciscans had been lost to AIDS. He asked each of his fellow marchers to write on placards the names of friends and loved ones who had died of AIDS.

At the end of the march, Jones and others stood on ladders to tape these placards to the walls of the San Francisco Federal Building.

The wall of names looked like a patchwork quilt.

A little over a year later, Cleve Jones created the first panel for the AIDS Memorial Quilt in memory of his friend Marvin Feldman.

In June of 1987, Jones teamed up with Mike Smith and several others to formally organize the NAMES Project Foundation.
The Names Project Foundation - Quilt In the Capital 2012

Smithsonian Folklife Festival
CREATIVITY AND CRISIS: Unfolding The AIDS Memorial Quilt
June 27-July 1 and July 4-8, 2012

The National Mall Experience • AIDS 2012
July 21-25, 2012

As our Nation's Digital prepares to host the XIX International AIDS Conference, The AIDS Memorial Quilt will once again be unfurled in Washington, DC. Sections of domestic and international Quilts will be displayed on The National Mall.

- An interactive timeline with multiple installations will serve as an educational narrative of the past 30 years of HIV. Many of these stations will offer opportunities for visitors to add their written messages and comments.
- Oral and video history recording booths located throughout the display will provide visitors with additional opportunities to share their stories.
- The traditional, written and formal readings of names will take place on several strategically placed stages.
- Unfolding, folding, and re-presentation ceremonies will provide visitors with the powerful hands-on Quilt experience.
- A fully functioning replica of the original San Francisco workshop will offer opportunities for visitors to honor loved ones by creating a panel bound for inclusion in The AIDS Memorial Quilt.
- The "World Peace" experience and programming will showcase other artistic forms of expression.
- Quilt Doctors will be stationed throughout the display to help new viewers learn more about the stories behind the panels and to help record and share stories on-line and in real time from The Quilt.

The Digital Experience
Creating a Living Memorial Using Digital Media
We seek sponsors and collaborators for the creation of an interactive browsing experience and a mobile application to be used during the events of the "Quilt in the Capital 2012" and afterwards as part of the ongoing programming by the NAMES Project Foundation.

The AIDS Memorial Quilt BROWSER on a multi-touch tangible surface
Using this application, viewers can browse a digital image of the "virtual" AIDS Memorial Quilt at different scales. They can zoom from a bird's-eye view of the entire Quilt down to the level of an individual block. The digital application also allows viewers to search the virtual Quilt for a specific NAME. Four interactive surfaces will be installed during the 2012 events in DC.

The AIDS Memorial Quilt MOBILE Application
The MOBILE application provides multiple functions:
- List of panel NAMES
- Map of the location of Quilt panels installed throughout Washington D.C.
- Digital memorial page for each NAME
- Crowdsourcing application to assist in the association of Quilt panels
- QUILT display program schedule
- Link to the NAMES Project Foundation website

The digital interactive experiences and applications are being created by the Public Interactive Research Team at the Annenberg Innovation Lab at the University of Southern California, in collaboration with Microsoft Research, the LADS Research Team at the Brown University, and the Digital Studio for the Public Humanities at the University of Iowa.

Early support provided by the National Endowment for the Humanities, the University of Southern California Provost's Office of Research, and the Annenberg Innovation Lab.

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AIDS QUILT TOUCH Mobile Web App:
www.aidsquilttouch.org

Digital Studio for Public Humanities
@ U of Iowa, Jon Winet, Mark NeuCollins;
@USC: Anne Balsamo, Dale MacDonald
TOUCH TIMELINE

ChronoZoom Team:
@ Microsoft Research: Rane Johnson
@ UC Berkeley: Roland Saekow, Madison Allen;
@USC: Anne Balsamo, Lauren Fenton, Rosemary Comella
INTERACTIVE TANGIBLE BROWSER using Pixelsense

@ Brown Univ, the LADS Team: Andy van Dam, Alex Hills
@Microsoft Research: James Wren, Topper Cain, Lei Yu
@USC: Anne Balsamo, Dale MacDonald
To the Glory of God and in Constant Memory of Chris Parsel
1957-1990

Isaac Jacob Zindef

Names

Lay Out

More
DEMOs
• AIDS Quilt Touch:  www.aidsquilttouch.org
• Community Sourcing Tasks
• Touch Timeline: ChronoZoom
• Touch Table Browser: LADS, Deep Zoom & Pixelsense