‘Technologies of Being: Pervasive Heritage’

Growing consumer and academic market for heritage apps

- Other Heritage Apps:
  - Fotopedia - Unesco World Heritage sites
  - The Heritage App - English Heritage / National Trust
  - British Museum
  - Time Traveller’s Guide to Bristol - Time Traveller
  - Bristol the Town of London App - CapitalTV, etc.
- AHRC funding theme on Digital Transformations in the Humanities

First Iteration: GPS Audio Tour

- Based at the Curzon Community Cinema, Clevedon
- Working with Education Officer Cathy Poole on Heritage Lottery Funded Curzon Memories project.
- GPS triggered audio tour of the exterior of the cinema building
- Collaborating with Jo Reid, Calcium (ex-Hewlett Packard)
- Calcium Player for iPhone, iPod and iPad (will later be available on Android)
- Using the PRL Platform (Played in Real Life)
- Moving from Filmmaking to ‘Experience Design’ - learning not only new technologies but new workflows
- Iterative design process vs traditional production pipeline
- Have tested first iteration with scratch audio, and am in process of developing next iteration moving into interior.
The Second Iteration

- Designed to work with and without GPS - digital exclusion
- QR codes accessible by any smartphone (vs. iPhone)
- Non-linear (vs. starting at car park)
- Length / depth of experience
- Led more by both audio and images
  - Usherette to introduce other-act and guide
  - Visual and aural orientation (geography and architecture)
  - Crude AR (superimposing past / present)
  - Close ups to draw attention to details
- Health and safety
- Being there / context
- Getting historical facts across
- Mix of drama and oral memories
Phase II: Interior Localization

• Working with Tarim (Media Playgrounds) and Calvium
• Challenges of moving from exterior to interior
• Interior positioning not as developed as exterior
• How to integrate within the same App.
Academic Dissemination

Presentations
- Gloucestershire University MA visit to PMStudio (Dec 2010)
- MeCCSA Annual Conference (Jan 2011)
- Pervasive Media Studio ‘Lunchtime Talk’ (March)
- Birmingham City University Research Seminar (May)
- CMRG Research Seminar, UWE (May)
- “In Conversation” with Imperica.com (May)
- ‘Postdigital Encounters’ JMP Symposium (June) – Today!
- Presentation to Curzon Board of Trustees (June)
- Screen Conference, Glasgow (July), – leading to publication.
- EVA London 2011 Conference (July)
  - Conference paper published in proceedings: “Technologies of Seeing the Past: The Curzon Memories App” Pre-publication submission draft available on Academic.edu

Public engagement

- Yeo Moor Primary School visit – film screened to staff, pupils and parents at film premier at Curzon, 6 April 2011
- Curzon Memories extracts shown at opening of the ‘Living History’ exhibition, 2 & 4 March 2011
  - “By the way the memories DVD got 3 more people talking on Saturday and we have a few more people who want to provide their memories to – an extremely positive result of the memory collection we did – really building the sense of community around the exhibition and the curzon. Jane (the memories husband) told me she is getting so much out of this experience and Heather Williams is now ‘hooked’ on the curzon!” Cathy Poole, Education Officer, Curzon.
- Invited to speak to Board of Trustees
  - “I think both evenings went really well – And the memories were brilliant”. Hillary Neale, Chair of the Board of Trustees, Curzon.
- Youth Panel to test next iteration

The Curzon Memories App

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