Panel 4. Experiencing AR in Public Environments
[10:45 - 12:15 on 2 October 2015]

Moderator: Ian Gwilt
Participants: Mark Billinghurst, Julian Oliver, BC Bierman, Shannon Novak, Lu Weiquan, Ian Gwilt

Moving AR into a shared public domain we reveal a set of theoretical, philosophical and practical considerations that come into play when people are invited to interact with AR content on hand-held mobile devices. In this panel we will discuss the cultural experience of AR; how do we signal the presence of AR content in a public space? What are the responsibilities for AR artists and producers, public authorities and cultural institutions, in respect to how we make, access, and consume creative AR content? Are there ethical, ownership or operational issues and tensions between the desires of the AR author/producer, commissioners and public bodies, and the expectations of the general public?

The panel members will discuss AR in museums, street art, and outdoor social/ cultural contexts and will examine how the creative use of AR might enliven physical locations, add interest or intrigue, and play with notions of time, place and space. Publically accessible AR allows a dialogue to be formed between digital media forms and the physical architecture and spaces into which they are mapped. This site-specificity also extends to a potential rethinking of established socio-cultural expectations or associations that might already exist with a physical place or space; how do AR authors orchestrate the mise-en-scene of digital and material content.

The use of AR in a shared public domain is by no means resolved, and urban architectures provide a canvas that is only just beginning to be explored by artists and designers. Standing behind someone viewing AR on a tablet or mobile phone invites you to vicariously share their experience - allowing at one moment to be immersed in a work - and in the next to be back in a communal physical space; how we negotiate these performative personal/social interactions will also be discussed.

Panel Members
Ian Gwilt (Panel coordinator)
Ian Gwilt is a Professor of Design and Visual Communication in the Art and Design Research Centre at Sheffield Hallam University. Current areas of research include practice and theory into information design and social innovation, design in the healthcare environment, data visualisation, augmented reality, and the design of hybrid experiences for museum interaction and other educational contexts. He has a PhD from the University of New South Wales, Sydney Australia, which examines mixed-reality and creative practices. i.gwilt@shu.ac.uk

Mark Billinghurst
Professor Billinghurst has a wealth of knowledge and expertise in human computer interface technology, particularly in the area of Augmented Reality. In 2002, the former HIT Lab US Research Associate completed his PhD in Electrical Engineering, at the University of Washington, under the supervision of Professor Thomas Furness III. As part of the research for his thesis titled Shared Space: Exploration in Collaborative Augmented Reality. He also invented the Magic Book - an animated children's book that comes to life when viewed through a lightweight head-mounted display (HMD).
mark.billinghurst@hitlabnz.org

Julian Oliver
Julian is a New Zealander, Critical Engineer and artist based in Berlin. His work and lectures have been presented at many museums, galleries, international electronic-art events and conferences, including the Tate Modern, Transmediale, the Chaos Computer Congress, Ars Electronica, FILE and the Japan Media Arts Festival.
julian@julianoliver.com

BC Biermann (Heavy Projects) (remote)
BC Biermann [heavy] is an educational technologist, academic, and digital artist living in Southern California. With a PhD in Humanities [Intermedia Analysis] from the Universiteit van Amsterdam, BC derives his alias from his love for philosophical discussion. With an interdisciplinary background that comprises technology, philosophy, and the arts, his work explores the intersection of emerging technologies and semiotics in public space.
bc.biermann@gmail.com

Shannon Novak
Shannon Novak is an artist based in Auckland, New Zealand. He works in painting, sculpture, and installation, with a focus on using geometric forms to explore his deep and abiding interest in the interrelationships between sound, colour, form, time, space, and social context.
shannon@shannonnovak.com

Lu, Weiquan
Weiquan is a research fellow in the Keio-NUS CUTE Center and a course lecturer at the Communications and New Media Department in NUS. Before joining NUS, Weiquan headed a company that developed mobile applications and 3D games. Since August 2013, Weiquan has been appointed chief researcher in the CUTE Center, and his work specializes in the use of Mobile Sensors, Virtual and Augmented Reality to enhance learning.
lu.weiquan@nus.edu.sg