

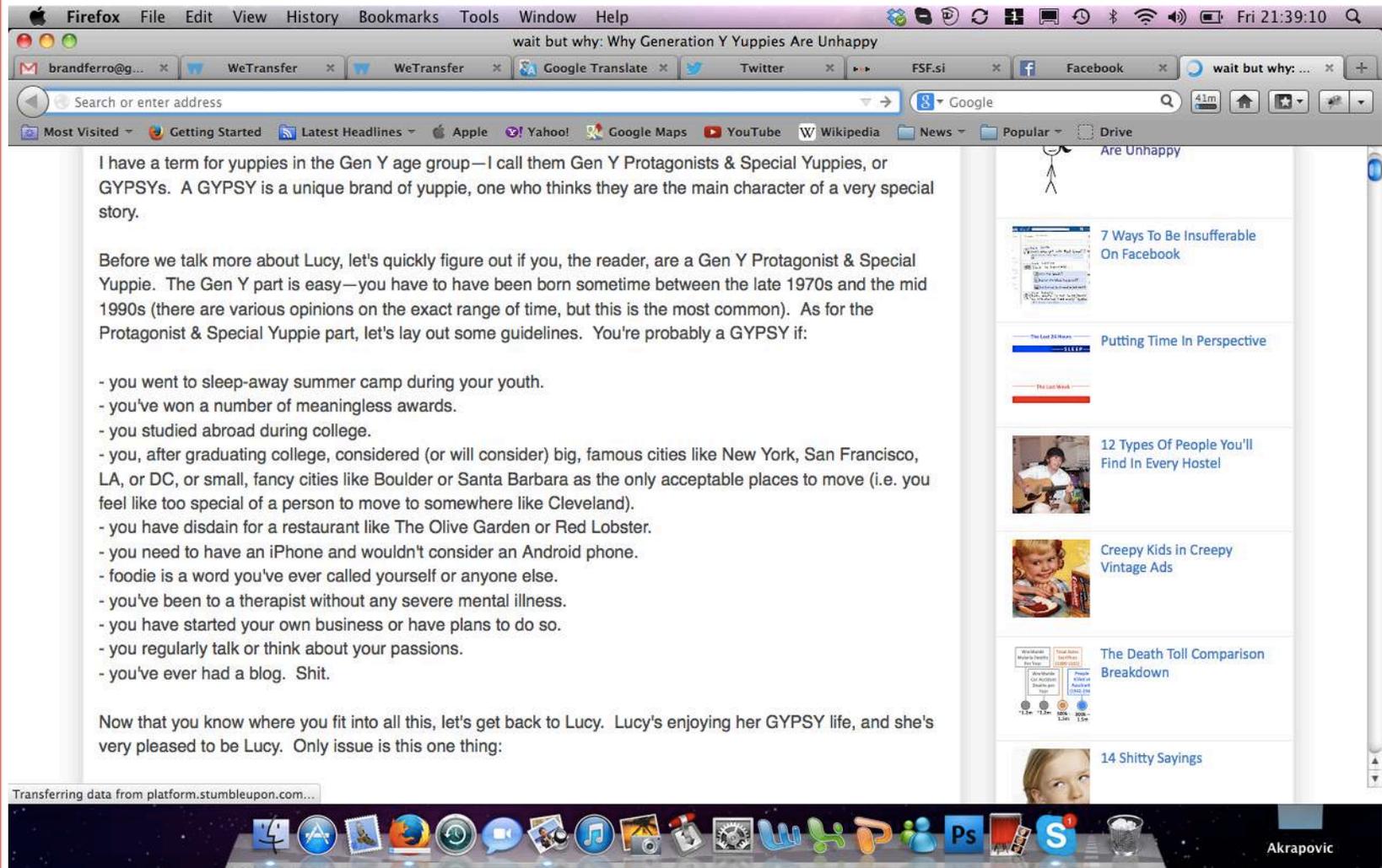


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TRANSMEDIJSKA “KUHARICA” ZA MUZEJE IN GALERIJE

SARA BOŽANIĆ

HYBRID YUPPIE



Firefox File Edit View History Bookmarks Tools Window Help

wait but why: Why Generation Y Yuppies Are Unhappy

brandferro@g... WeTransfer WeTransfer Google Translate Twitter FSF.si Facebook wait but why: ...

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I have a term for yuppies in the Gen Y age group—I call them Gen Y Protagonists & Special Yuppies, or GYPSYS. A GYPSY is a unique brand of yuppie, one who thinks they are the main character of a very special story.

Before we talk more about Lucy, let's quickly figure out if you, the reader, are a Gen Y Protagonist & Special Yuppie. The Gen Y part is easy—you have to have been born sometime between the late 1970s and the mid 1990s (there are various opinions on the exact range of time, but this is the most common). As for the Protagonist & Special Yuppie part, let's lay out some guidelines. You're probably a GYPSY if:

- you went to sleep-away summer camp during your youth.
- you've won a number of meaningless awards.
- you studied abroad during college.
- you, after graduating college, considered (or will consider) big, famous cities like New York, San Francisco, LA, or DC, or small, fancy cities like Boulder or Santa Barbara as the only acceptable places to move (i.e. you feel like too special of a person to move to somewhere like Cleveland).
- you have disdain for a restaurant like The Olive Garden or Red Lobster.
- you need to have an iPhone and wouldn't consider an Android phone.
- foodie is a word you've ever called yourself or anyone else.
- you've been to a therapist without any severe mental illness.
- you have started your own business or have plans to do so.
- you regularly talk or think about your passions.
- you've ever had a blog. Shit.

Now that you know where you fit into all this, let's get back to Lucy. Lucy's enjoying her GYPSY life, and she's very pleased to be Lucy. Only issue is this one thing:

Transferring data from platform.stumbleupon.com...

7 Ways To Be Insufferable On Facebook

Putting Time In Perspective

12 Types Of People You'll Find In Every Hostel

Creepy Kids in Creepy Vintage Ads

The Death Toll Comparison Breakdown

14 Shitty Sayings

Akrapovic



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**“New hybrids of design are emerging.
People don't fit in neat categories;
they're a mixture of artists, engineers,
designers, thinkers.”**

Tony Dunne, Head of Interaction Design course at the Royal College of Art, London



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“The Institute is a multifaceted creative community involved in international projects. It promotes local and international discussion, cultural exchange and education in transmedia design.”

Institute for transmedia design, Ljubljana



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TRANSMEDIA MENU:

- I. CONCEPT DEVELOPMENT
emotional investment
- II. DISTRIBUTION
social mechanics
- III. GROWTH
participation & care
- IV. CASE STUDIES



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INSTITUTION FOR THE FUTURE

PRE-CHAPTER



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WHAT KIND OF INSTITUTION IS ACTUALLY NEEDED?



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**WHAT COULD BE THE ACTUAL
MODEL FOR AN INSTITUTION WE
ARE HOPING TO ESTABLISH IN
THE FUTURE?**



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“Institution, like woman, must give out a feeling of trust and beauty. In order to do that they must go through the next step before anything else.

1. Clean itself.
2. Drop oil that smells good in all corners.
3. Grow trees, bushes and grass around the building.
4. Paint the building in the color of early morning.
5. Make sure the furniture is comfortable.
6. Be ready with good water and simple food you can always give to the hungry.
7. Have note books and pencils for the people to write down their inspirations.

What ever you want to communicate will be done in such an environment.”

Yoko Ono

May 9th, 2012



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TRANSMEDIA STORYWORLDS ARE A BALANCE BETWEEN A STORY AND TECHNOLOGY. #SW21C

I. CHAPTER: THEORY



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TRANSMEDIA

Transmedia design focuses on building tools that capture imagination of networked audiences through creation of immersive and imaginary worlds.



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TRANSMEDIA

It's a storytelling technique which happens across multiple media platforms, but in a platform appropriate way.

TRANSMEDIA

It's not just about digital media, but also a combination of several traditional channels or a combination of both, such as the environment, radio, TV, web, mobile, etc.



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TRANSMEDIA

With the help of transmedia storytelling, the exhibition, book or a movie does not end with the last chapter or scene.

CONCEPT DEVELOPMENT

emotional investment

I. WHAT IS THE STORY I WANT TO TELL?

II. WHAT IS THE BEST WAY TO TELL THE STORY?

III. WHY SHOULD ANYONE CARE?

CONCEPT DEVELOPMENT

emotional investment

IV. WHY SHOULD ANYONE TALK ABOUT MY STORY?

V. WHY SHOULD THEY RETURN?

CONCEPT DEVELOPMENT

emotional investment

1. Funny



Toyota – Swagger Wagon 9.9M views

2. Sexy



Levi's – Rear View Girls 7.4M views
(original video down)

3. Shocking



Carlsberg and Mentos 2.7M views

4. Unbelievable



DC Shoes - Gymkhana 30M views

5. Controversial



Leicester NHS - Teenage Kicks
2M views in 2 weeks

6. Gleeky



PS3 – Michael 10.3M views

7. Illuminating



Samsung – HD Camera Trick 1.5M views

8. Random



Cadburys – Eyebrows 8.2M views

9. Zeitgeist



Nike – Write The Future 26.6M views

10. Cute



VW – The Force 44.3M views

11. Uplifting



Alphabet Photography 35.1M views

12. Moving



John Lewis, Christmas ad 4.1M views

DISTRIBUTION

social mechanics

By building engaging stories, we always take people somewhere else, exploring new ways of how to earn and keep attention. We drive them from a platform to platform to consume our story.



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CONCEPT DEVELOPMENT

emotional investment

HOW CAN WE SWITCH USERS HABITS?

GROWTH

participation & care

Start by considering audience's behavior, but don't apply rules; let information become your intuition.



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**YOU HAVE TO KNOW YOUR
CONSUMER. WHO ARE THEY?
WHERE ARE THEY? WHAT MOVES
THEM? #SW21C**

II. CHAPTER: PRACTICE



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TRANSMEDIA COOKBOOK

II. CHAPTER: PRACTICE

KISTA

mobile theater

Kista Theater use's technology as a tool to share stories and create a deeper dialogue between people.

It brings theater plays closer to the audience through the use of a mobile phone.



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ANTIGONES DAGBOK

mobile drama

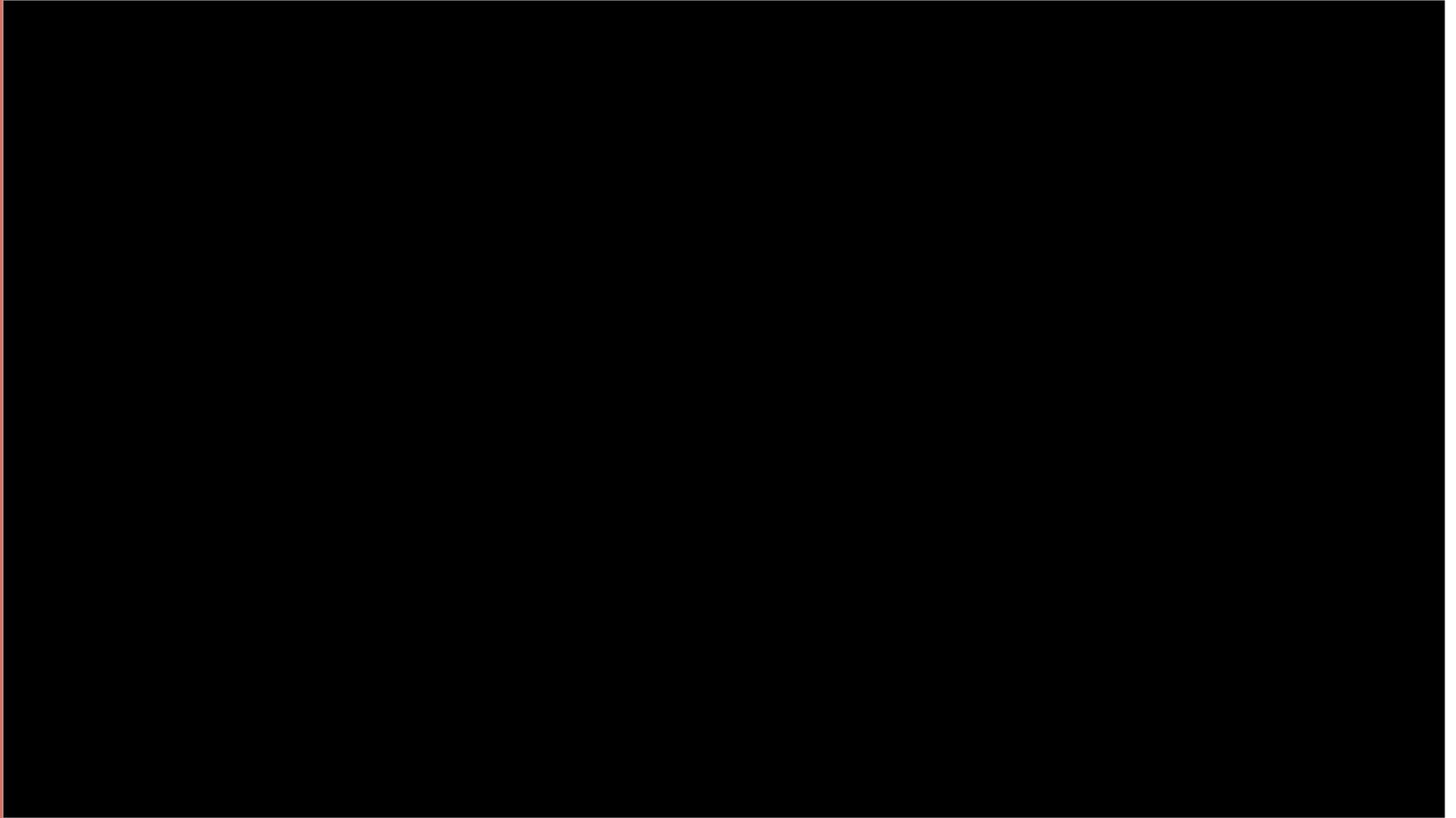
Participation and the use of the public space are adapted to the standard use of phone, as an object of communication.



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ANTIGONES DIARY

mobile drama



BE A BEAR

ZOO Exhibition

The city of Bollnas is trying to increase the level of awareness in the context of cohabitation with the predator mammals, which are autochthonous species in that region; therefore they founded a state institution in the neighborhood of the local Zoo.

BE A BEAR

ZOO Exhibition

Does interactive bear means a friendly bear?!

Big Five is set up as five installations based on user experience and personal reaction interactivity created within design methodology.



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BE A BEAR

ZOO Exhibition





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BE A BEAR

ZOO Exhibition





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BE A BEAR

ZOO Exhibition





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BE A BEAR

ZOO Exhibition





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BE A BEAR

ZOO Exhibition



BE A BEAR

ZOO Exhibition





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BE A BEAR

ZOO Exhibition



CLASSICAL TRAIN: ENJOY THE MUSIC

Copenhagen Philharmonic

Imagine entering a train and being treated with one of the most beautiful rides of your life...



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CLASSICAL TRAIN: ENJOY THE MUSIC

Copenhagen Philharmonic



CLASSICAL TRAIN: ENJOY THE MUSIC

Copenhagen Philharmonic

It just goes to prove that classical music doesn't have to be played in concert halls or only be enjoyed by a limited group of people.

CLASSICAL TRAIN: ENJOY THE MUSIC

Copenhagen Philharmonic

They brought music back to the streets and vice versa, from streets back into the theatre using public space, radio and web as channels of concept distribution.

MY WOR(L)D IS UP-SIDE DOWN

film by Petra Seliškar & Brand Ferro

“MY WORLD IS UPSIDE DOWN” is a musical documentary film, a combination of live performances by the world's leading Alternative musicians performing Ježek's songs entwined with his amazing archive material from the 1960s to the 1980s.

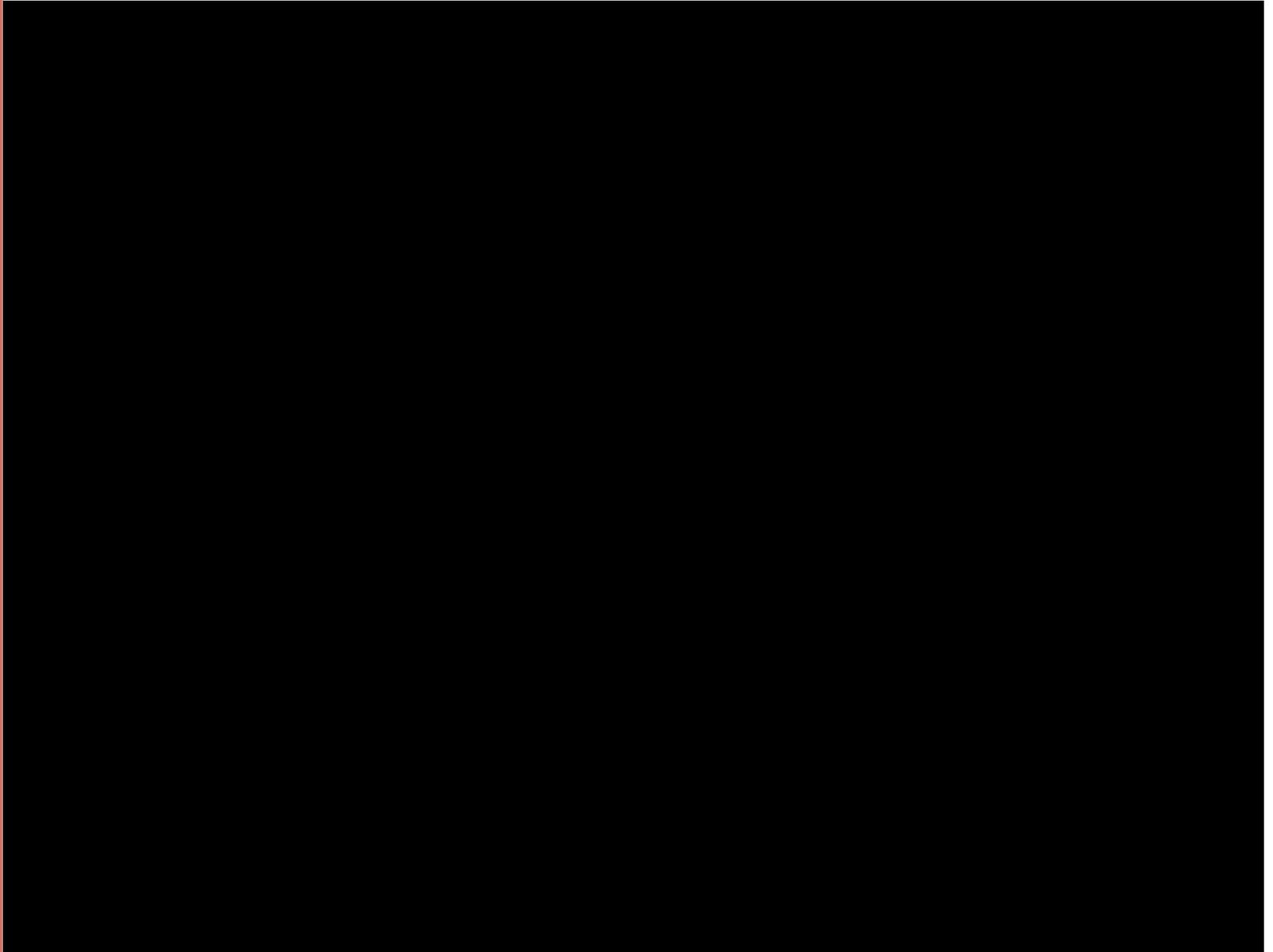
MY WOR(L)D IS UPSIDE DOWN SONGS ARE PERFORMED BY..

Chris Eckman (USA), Hugo Race (Australia), John Bonnar (UK), John Parish (UK), Cesare Basile (Italy), Robert Fisher (USA), Kimmo Pohjonen (Finland), Bernays Propaganda (FYR Macedonia), Toni Kitanovski and The Cherkezi Orchestra (FYR Macedonia), Josipa Lisac (Croatia), and Tomaz Pengov (Slovenia), Teresa Selguero (former Madreus) ...



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MY WOR(L)D IS UP-SIDE DOWN



MY WOR(L)D IS UPSIDE DOWN

FOR WHO IS IT FOR?

This film's primary target groups are young people and slightly older lovers of music, poetry and creativity, at home and abroad.

MY WOR(L)D IS UPSIDE DOWN

THE STRATEGY

The documentary will be shown at music festivals, mostly in the musicians' home countries, where the audience is familiar with their music and where a certain fanbase exists.

MY WOR(L)D IS UPSIDE DOWN

THE STRATEGY

Our basic strategic principles will be sound and silence. Since we are entering a music festival environment, which is crowded and noisy...



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MY WOR(L)D IS UPSIDE DOWN SCREENING



MY WOR(L)D IS UPSIDE DOWN

REMOTE TRANSITION DEVICE

Visitors will have an opportunity to record their performances and to play them at the festival, post them on social media, review them or simply delete them.



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MY WOR(L)D IS UPSIDE DOWN STORY CO-CREATION





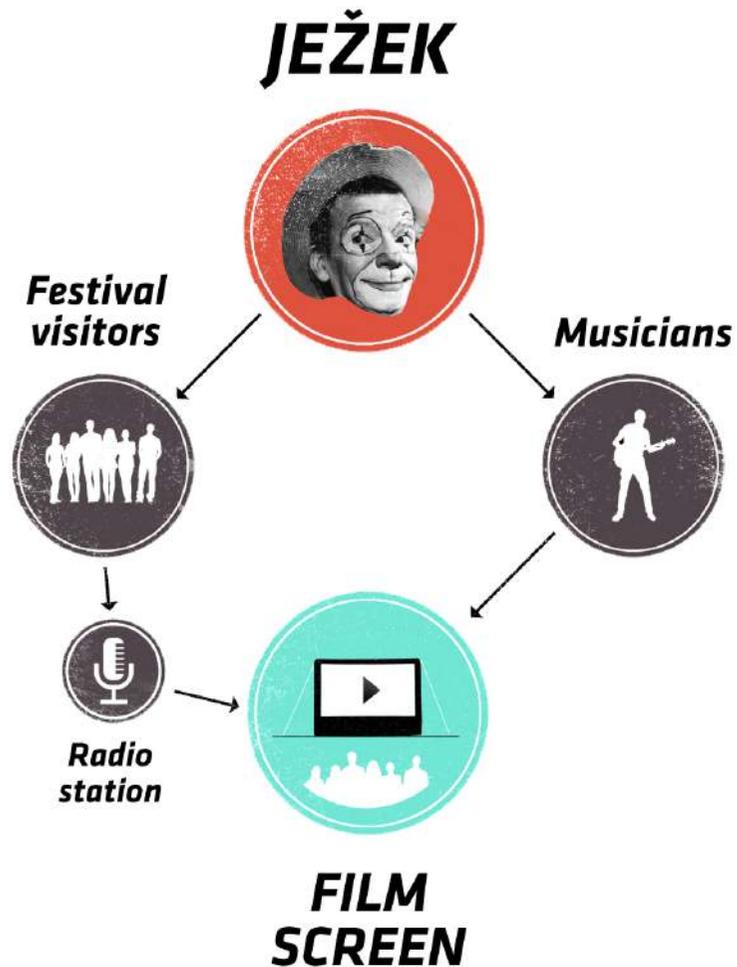
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MY WOR(L)D IS UPSIDE DOWN STORY DISTRIBUTION



MY WOR(L)D IS UPSIDE DOWN

DISTRIBUTION MECHANICS



MY WOR(L)D IS UPSIDE DOWN PLANING

Timeline

WEB PLATFORM +
TWITTER COMMUNICATION



*Building awareness of the project
- community building*

MUSIC
FESTIVALS



Film distribution

BOOK



Collaborative design



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WEBSITE COMMUNICATION

HOME

ABOUT

DOCUMENTARY

a film by: PETRA SELISKAR

My World Is Upside Down

ZBRIHTAJ SE IN PAMET V ROKE!
KUPI SREČO NA OBROKE IN ZALJUBI SE V
ŽIVLIENJE, PREDEN VIJA-VAJA-VEN JE.



MOMENT OF REFLECTION

BEHIND THE SCENES

INTERVIEW

ABOUT JEZEK



"Film is inspired by Slovenian Charlie Chaplin –Ježek. Who used irony and comedy to face reality and modern times."

FESTIVALS

Ut nisl massa, convallis et nisl mas sa, convallis et tempus ut, tempus ut, tristique sed tortor.

8-12 JUL **TERRANEO** SIBENIK, CROATIA

6-10 AUG **PRIMAVERA SOUND** BARCELONA, Spain

15-18 AUG **EXIT** BELGRADE, Serbia

20-28 AUG **SZIGET** BUDAPEST, Hungary



a film by: **PETRA SELISKAR**

My World Is Upside Down

ZBRIHTAJ SE IN PAMET V ROKE!
KUPI SRECO NA OBROKE IN ZALJUBI SE V ZIVLJENJE, PREDEN VIJA-VAJA-VEN JE.



TRAILER



SOUNDTRACK

Ut nisl massa, convallis et tempus ut, tristique sed tortor. Morbi neque felis, consectetur quis rutrum sed, aliquet quis metus. Proin amet.

DOWNLOAD
PODCAST

A BOTTLE WITHOUT END
A GLASS OF WINE
AN INTRODUCTION TO HAPPINESS
BALLAD OF A SLICE OF BREAD
E LON LAN LER
FOR THE NASTY CHILDREN
HOUSE #205
LET'S TURN ON THE LIGHT
E LON LAN LER
FOR THE NASTY CHILDREN

503



LIVE FEED

Tweepsu@tweepsu

Ut nisl massa, convallis et tempus ut, tristique sed tortor. Morbi neque felis, consectetur quis rutrum sed, aliquet quis metus. Proin amet.

MORE YESTERDAY

Yoav Kirukum@webdeskit

Ut nisl massa, convallis et tempus ut, tristique sed tortor. Morbi neque felis, rutrum sed, aliquet quis metus. Proin amet.

MORE MARCH 24

Marta@webgboul.com

Ut nisl massa, convallis et tempus ut, tristique sed tortor!!!

MORE MARCH 24



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WEBSITE COMMUNICATION

HOME

ABOUT

DOCUMENTARY

*Lorem isum silit pirut
lamar abdul.*



Tomaz Pengov SLO

is one of the most important Slovene songwriters and singers. His album 'Odpotovanja' (1973) was mainly recorded in his bathroom because he liked the echo of it. That was the first independent album in the former Yugoslavia, which was something completely new in the socialist regime. He is recognized because of his magic melancholy, incredible depth and because of his virtuosity on an acoustic guitar. He is also the winner of Je ek's award.



Chris Eckman USA

is an amazing musician and friend. He is a founding member, multi-instrumentalist, co-vocalist and principal songwriter of the acclaimed, Seattle based band The Walkabouts. Formed in 1983, The Walkabouts have released over 35 albums. Currently, he is touring as part of a super group with Chris Brokaw and Hugo Race, called Dirt music, he also works with Bambi Molesters, Sofia Sorters...



Tomaz Pengov SLO

is one of the most important Slovene songwriters and singers. His album 'Odpotovanja' (1973) was mainly recorded in his bathroom because he liked the echo of it. That was the first independent album in the former Yugoslavia, which was something completely new in the socialist regime. He is recognized because of his magic melancholy, incredible depth and because o

*My
world
is upside
down*

*Zbrihtaj se in pamet v roke!
Kupi srečo na obroke
In zaljubi se v življenje,
Preden vija-vaja-ven je.*

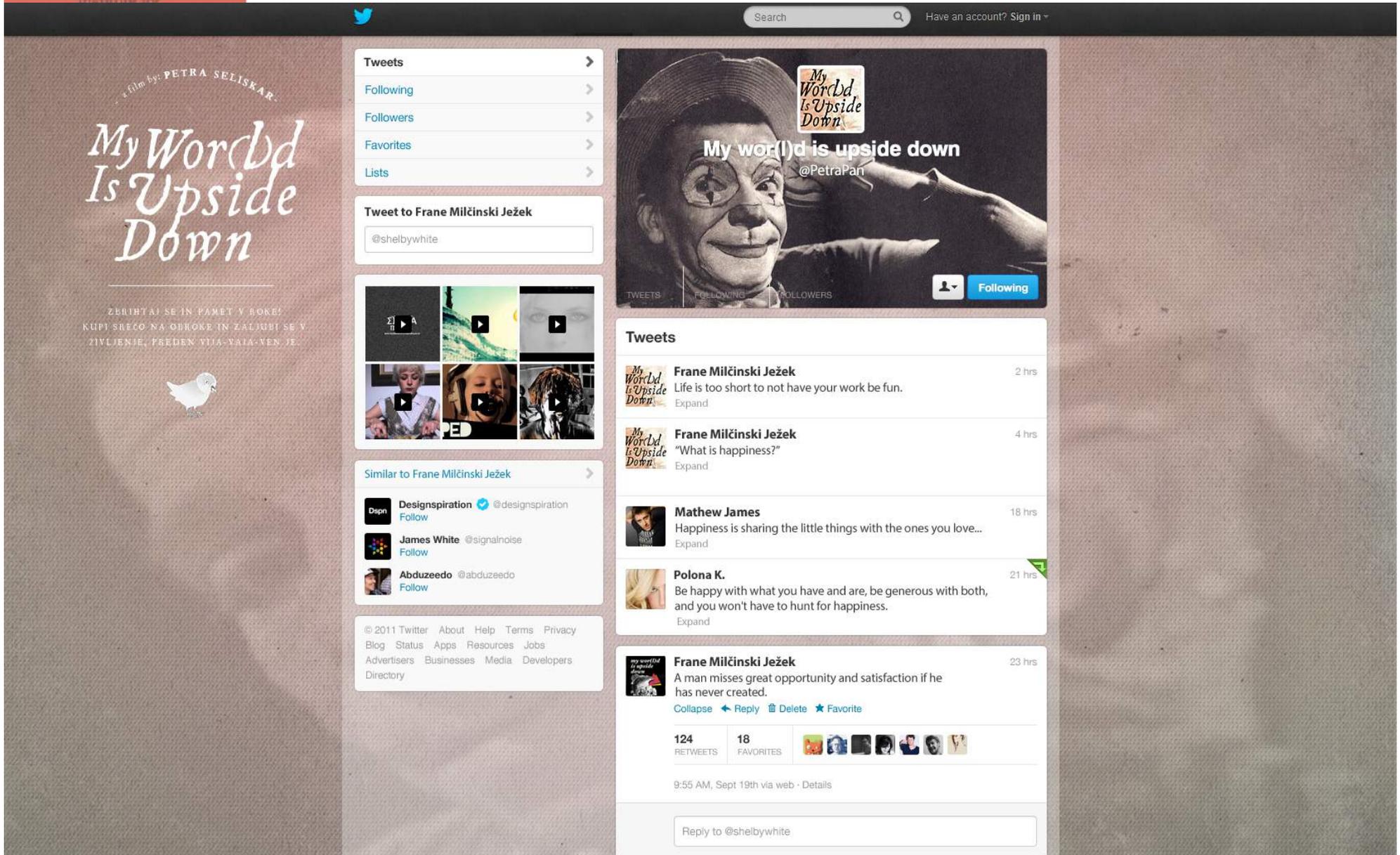


MOMENT OF REFLECTION

BEHIND THE SCENES

INTERVIEW

TWITTER COMMUNICATION



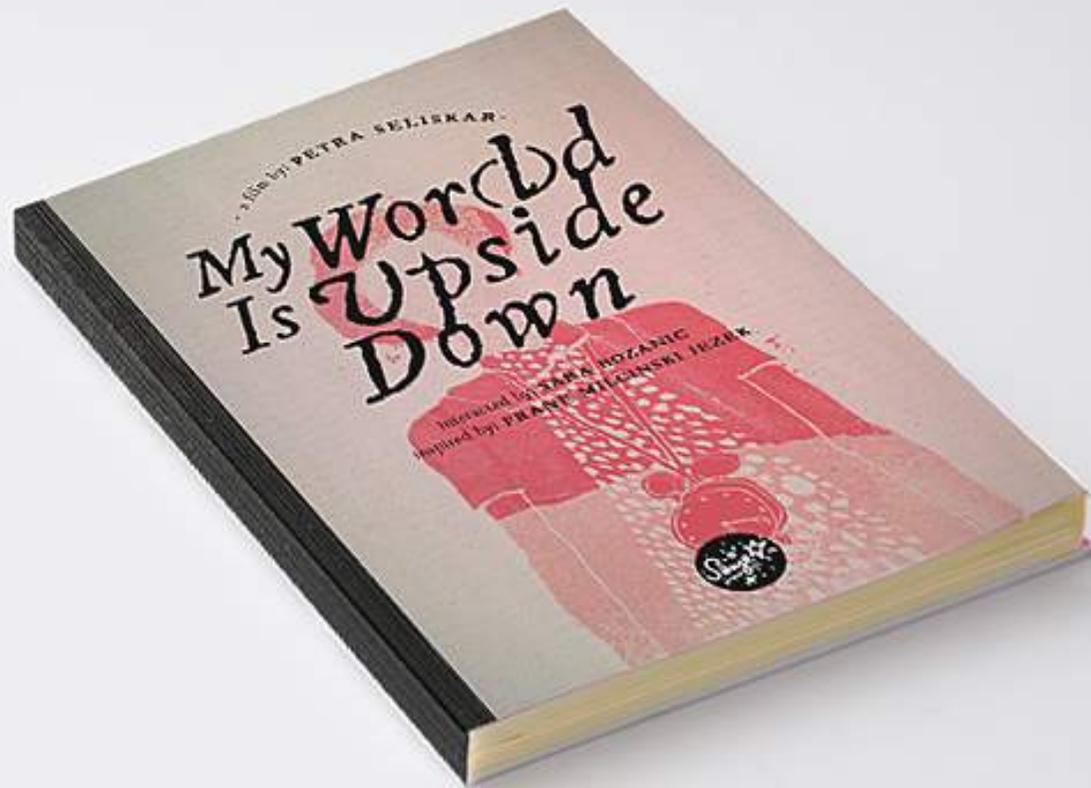
The screenshot shows a Twitter profile for 'Frane Milčinski Ježek' (@PetraPan) with a bio 'My wor(l)d is upside down'. The profile picture is a man in a hat. The main content is a tweet from @shelbywhite: 'A man misses great opportunity and satisfaction if he has never created.' The tweet has 124 retweets and 18 favorites. The left sidebar contains navigation links (Tweets, Following, Followers, Favorites, Lists), a 'Tweet to Frane Milčinski Ježek' form with '@shelbywhite' entered, a video gallery, and a list of similar users including Designspiration, James White, and Abduzeedo. The footer includes copyright information for 2011 Twitter and various links like About, Help, Terms, Privacy, etc.



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MY WOR(L)D IS UPSIDE DOWN

PREDICTING THE GROWTH





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MY WOR(L)D IS UPSIDE DOWN

PREDICTING THE GROWTH



WEISE 7

book by Studio Weise

INTRODUCING OUR BOOK

The Weise7 in/compatible Laboratorium Archive is a record of the Weise7 Studio show for Labor Berlin 8, a series of workshops run at Weise7 and its own creation.

Unlike other books, this book acts as an *Internet independent* wireless server, running from a tiny, custom designed computer inside the book.

To start the server just open the book and connect to it wirelessly using your laptop, tablet or phone. Browse the contents in a park, library or while half way up a mountain, sharing the content with those in your vicinity. Inside can be found high resolution images of our exhibition, video, source code and texts about each of the works. To turn off the server, simply close the book..

The Weise7 in/compatible Laboratorium Archive was launched on March 9th at Labor Berlin at the Haus der Kulturen der Welt, Berlin, and was 5 months in development.

Click the links below for a preview of the content, board schematics and other information...

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WEISE 7

book by Studio Weise

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The Weise7 in/compatible Laboratorium Archive

wise7.org/book/

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book by Studio Weise

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The Weise7 in/compatible Laboratorium Archive

wise7.org/book/

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AURA CITY

sharing economy

Gradually, equipped with all sorts of sensors capable of recording information from brain activity to visual stimuli, smells and somatic experiences, we began to remotely share the most sensible data about our human experience.



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AURA CITY





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ARTIST – KURATOR – KONZUMENT

RAZSTAVNI PROSTOR

INTERAKCIJA

MEDIJSKA KOMUNIKACIJA



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