

Heart the Art

Functions and impressions
of the eSphere

What is the eSphere?

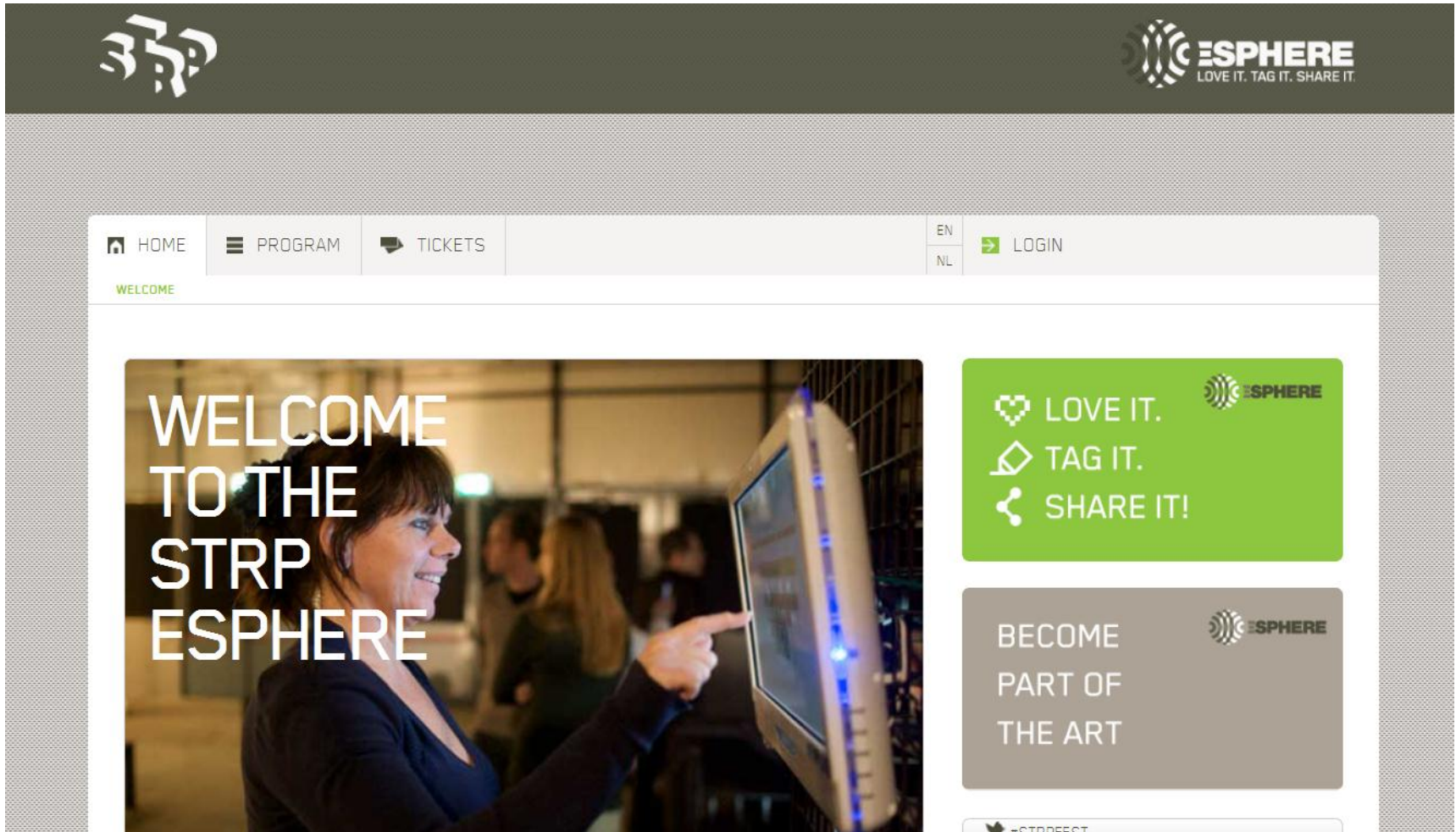
- For cultural events and organizations, it's a new way to use web technology primarily to...
 - get potential visitors involved sooner
 - help visitors learn more about the works
 - enable enthusiasts to share their passion
 - increase the social media footprint of the event



How does it work?

- The interaction with a (potential) visitor is approached in 3 stages:
 - ‘before’, ‘during’ and ‘after’
- During each stage the aim is to increase involvement and participation
 - Using a website, a mobile web site, interaction stations (touch screen with NFC-readers), ‘photo points’, iPhone app, Android app, a ‘social channel’, YourOwnSpherePage, customized posters





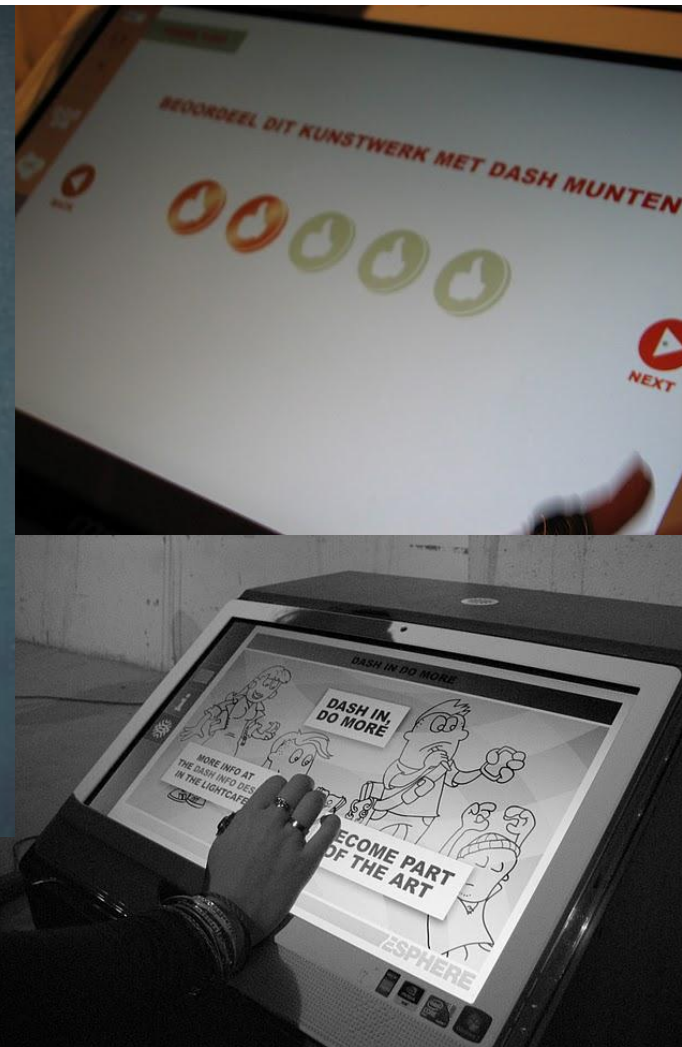
Website (STRP Festival 2011)



Mobile website (STRP Festival 2011)



Photo: Boudewijn Bollmann



Touch screens (STRP Festival 2010)



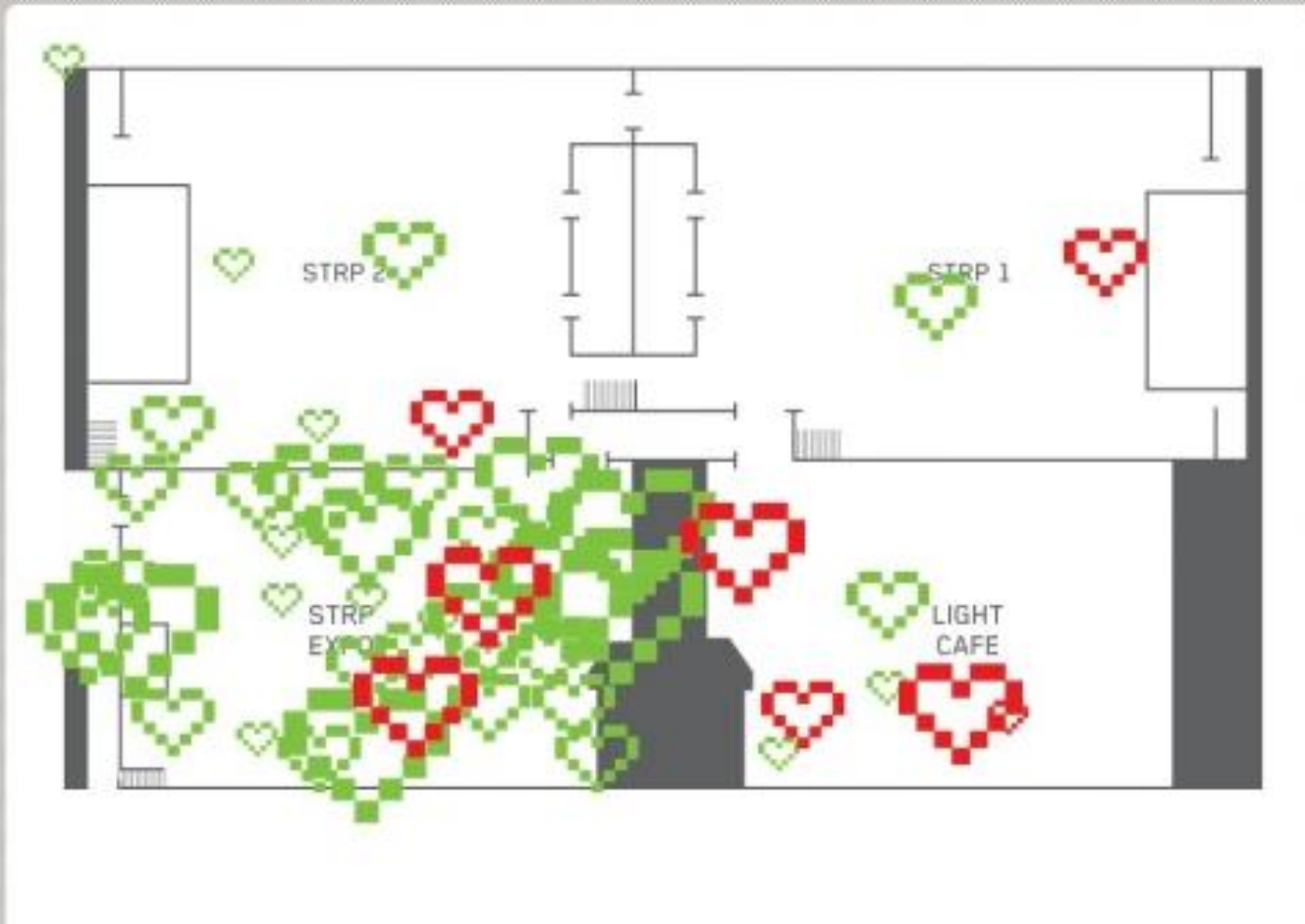
iPhone app (GLOW light art festival 2012)

‘social channel’?

- People’s experience of a cultural event is shared individually
 - With friends, increasingly using social media
- To date, there is limited visibility of the experience all visitors have together
- A ‘social channel’ re-uses and publishes all individually shared responses
 - See next slides
 - Also: [GLOW](#)’s use of it, or at [STRP BIENNIAL](#)



ACTIVITY



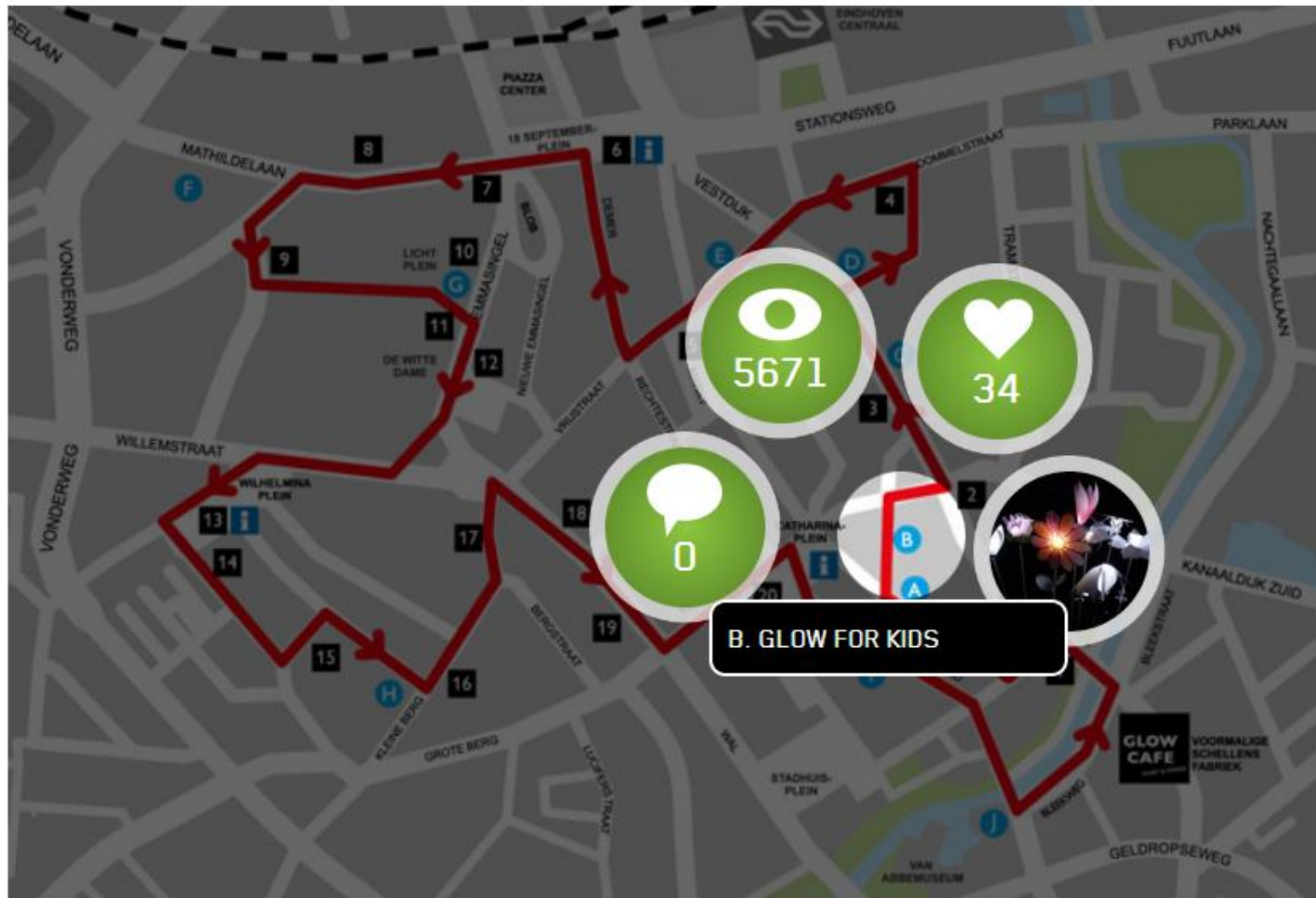
Social channel with real-time feedback at each work (STRP Festival 2011)



GLOW
2012

GLOW - TOUR

eSphere
HEART THE ART ♥



Does it work?

- Participating isn't too difficult



Does it work?

- Participating isn't too difficult
- Touch screens help people inform themselves





photo: Boudewijn Bollmann (STRP Festival 2011)



photo: Boudewijn Bollmann (STRP Festival 201



photo: Boudewijn Bollmann (STRP Festival 2011)

Does it work?

- Participating isn't too difficult
- Touch screens help people inform themselves
- People definitely have fun!





photo: Boudewijn Bollmann (STRP Festival 2011)



photo: eSphere photo poin (STRP Festival 2011)



photo: eSphere photo point (STRP Festival 2011)

Does it work?

- Participating isn't too difficult
- Touch screens help people inform themselves
- People definitely have fun!
- Does it add something, culturally?





GLOW
2013

HOME

PROGRAM

EN

LOGIN

NL

MAP

GALLERY

MOST LOVED

MOST LOVED

Highest average

Most hearts

Most viewed

Most tagged

HIGHLIGHT



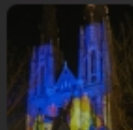
GLOW TOUR

01. AFTERLIGHT



Last year during GLOW Afterlight impressed with the powerful work Interstices in a synaptic space. By optical illusions and misleading sounds the audience was carried away into an animated adventure through the human brain. This work is now on permanent display in the Molenstraat. For this edition Afterlight pushes the boundaries

TOP



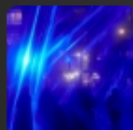
GLOW TOUR

20. LES ORPAILLEU...



GLOW TOUR

08. GROUPE LAPS



GLOW TOUR

09. EDWIN VAN DER...



GLOW TOUR

D. TROMP



*One way of seeing
what people thought
(most hearts)*



GLOW
2013

HOME

PROGRAM

EN

LOGIN

NL

MAP

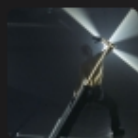
GALLERY

MOST LOVED

MOST LOVED

Highest average Most hearts Most viewed Most tagged

HIGHLIGHT

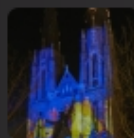


GLOW-S
009. DIETER VANDO...

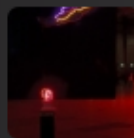


The work of Dieter Vandoren balances on the edge of art and research. He focuses on the development of spatial 'instruments' that can be played with the entire body. In the performance Integration.04 the artist creates a three-dimensional space. In a foggy area several beamers are set up. The artist

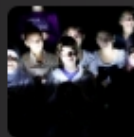
TOP



GLOW TOUR
20. LES ORPAILLEU...



GLOW-S
B. LIGHT ART CENTRE



GLOW-S
C. TRUDO WEEKEND...



GLOW TOUR
B. GLOW FOR KIDS



*Another way of seeing
what people thought
(highest average)*

Sleutelwoorden:

AAP IS COOL EN IK DOEK **AMAZING** APART **AWESOME** BAAT **BEEST**
BEEST ACHTIG BRILJANT **COOL** DIKKETIEN FANTASTISCH WAT EEN TECHNIEK
 FASCINEREND FIREWALL FUCKING VET **GENIAAL** **GEWELDIG** HEEL
 ERG VET IK WORDT ER WARM VAN HMM LEKKAH LEKKAH FAP FAP **INDRUKWEKKEND**
 KEEK MN OGEN UIT TOEN IK HET ZAG TOP KNAP VREEMD MAGISCH MECHANISCH MONSTER ACHTIG NAAR
 NET ECHT#### OK MAAK ER NOU EEN DIE VLIET **ORGANISCH** PRACHTIG **RAAR** STRANDBEEST
SUPER SUPER MOOI GEDAAN SUPERVET THESE CREATURES WILL BE BUILT IN THE FUTURE WHEN NATURE
 STARTS COLLAPSING **TOF** **UBERVET** **UNITED NATURE** **VET** ZO HERKENBAAR
 NEDERLANDS



Tweeten



Recommend

Seeing what people thought qualitatively (STRP Festival 2011)



PROGRAM

REACTIONS:

AMAZING PERSPECTIVES AMAZING!! ECHT MET VERBIJSTERING STAAN TE KIJKEN! COOL! GE-WEL-DIG!
GEWELDIG TOP3 VAN DE HELE AVOND GEWELDIG!! INSPIRERENDE TRANSFORMATIE VAN STENEN KOLOS IN
FANTASIEWERELD NICE PROJECT NIET VERRASSEND OF VERNIEUWEND SAAI WEL INDRIJKWEKKEND EN GOED
UITGEVOERD!



Tweeten



Recommend

32



Last year during GLOW Afterlight impressed with the powerful work Interstices in a synaptic space. By optical illusions and misleading sounds the audience was carried

DOWNLOAD DE APP:

GLOW EINDHOVEN



Does it work?

- Participating isn't too difficult
- Touch screens help people inform themselves
- People definitely have fun!
- Does it add something, culturally?
- It helps people promote the event. Enthusiastically.





STRP eSphere @STRPeSphere

#strpfest FIBER fesival geeft Daan Roosegaarde - Dune
#studioroosegaarde op STRP Festival 2 hartjes #esphere

7:20 AM - 27 Nov 11 via eSphere - Details

↩ Reply ↻ Retweet ★ Favorite

Do visitors participate?

	Totalen	Relatief
New users during STRP Festival 2011	2639	8,5% (\approx 31.000 visitors)
Key words added to art works	2340	0,9 per participant
How many times were hearts given?	6649	2,5 per participant
How many hearts were given in total	20821	On average 7,9 hearts per participant
Were tweets sent directly from the touch screens?	1768	On average 0,7 per participant
How many photos were taken?	2762	On average 1,04 per participant
Number of blue screen performances	91	

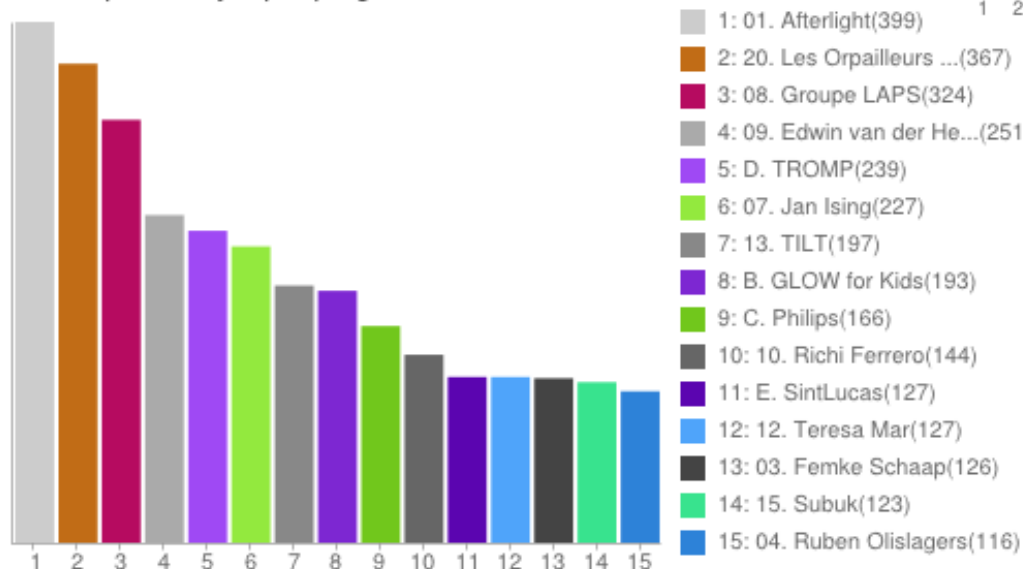
What's in it for the organization itself?

- The eSphere provides real-time statistics
 - Can be used to update the recommendations

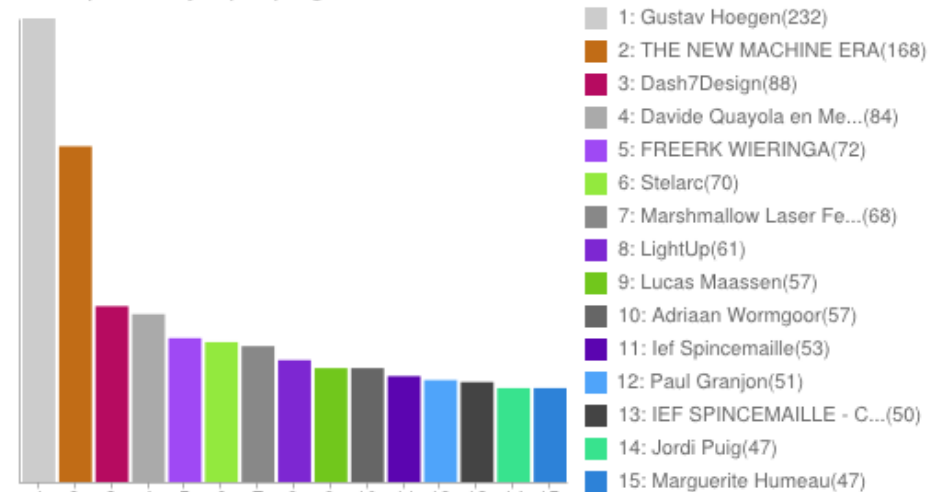
Real-time statistics

- STRP BIENNIAL 2013

Top 15 hartjes per programma onderdeel



Top 15 hartjes per programma onderdeel



GLOW Festival 2012

What's in it for the organization itself?

- The eSphere provides real-time statistics
 - Can be used to update the recommendations
- Several logistics functions are provided by partner Cox IT Producties (developed in collaboration with Stichting STRP)
 - A website to manage interactions with volunteers
 - An app for security staff to monitor entrance
 - A payment app for consumptions of volunteers



Managing volunteers

IPS

INTERNET PUBLICATIE SYSTEEM

© COX IT PRODUCTS

IPS Versie: 5.11

DB Versie: 5.11 (live)

Gebruiker: admin

Wat wil je doen?

administrator

Marnix

Willem

Aimee

Bas Berends

Carla de Cuijper

Mijntje van Heeswijk

Noortje Weenink

Stefan de Klein

Lisa Reizevoort

Bianca Willems

Tijmen Wiegersma

Gianni Jorissen

Sanne van Gastel

caroline bultman

Mijke Peerbooms

rob libau

Joost van Hulst

adrie van de nieuwenhof

Kim de Bont

Johan de Moel

Rigon Van Driel

Daisy Versluis

Luca van Bambost

alexandro janga

Gebruiker

Registration

Settings

Subscribe here as volunteer at ST

FIRST NAME *

Marnix

LAST NAME *

GENDER

Male

Female

STREET

NR

POSTAL CODE

CITY

COUNTRY

PHONE NUMBER

MOBILE *

EMAIL *

DATE OF BIRTH *

SCHEDULED

Indicate here which days someone is scheduled and the meals he/she can get

	Scheduled	Lunch	Dinner	Night snack	Night snack 2	Uitkoop
Friday March 1st	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday March 2nd	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday March 3rd	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday March 4th	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday March 5th	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday March 6th	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday March 7th	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday March 8th	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Saturday March 9th	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday March 10th	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GRANTED FREE ACCESS

Granted free access

Friday March 1st	<input type="checkbox"/>
Saturday March 2nd	<input type="checkbox"/>
Sunday March 3rd	<input type="checkbox"/>
Monday March 4th	<input type="checkbox"/>
Tuesday March 5th	<input type="checkbox"/>
Wednesday March 6th	<input type="checkbox"/>
Thursday March 7th	<input type="checkbox"/>
Friday March 8th	<input checked="" type="checkbox"/>
Saturday March 9th	<input type="checkbox"/>
Sunday March 10th	<input type="checkbox"/>

Aantal bezoekers online: 0

Pagina's

UApproach

Gebruikers

IPS INFO Help

Afmelden

Valuta: € \$ £ ¥

The Guard App

- Various Android phones have NFC (Near Field Communication) on board
- Badges can be equipped with NFC-stickers
- Guards can scan the stickers
- In order to properly identify the person with the badge and to see if he or she is allowed to enter



Consumption credits



KASSA CONSUMPTIES



HARM



HU

CREDITS AFBOEKEN

YES! GELUKT!
NIEUW SALDO:

20

AFSLUITEN

Instructies:

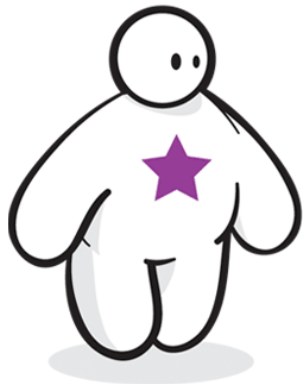
Geef het aantal credit
wordt. Bijvoorbeeld:

3 bier betekent 3 credits en 2 wijn
betekent 4 credits

Is it much work to implement? 1/2

- Do you want to engage in all 3 stages?
- What's your purpose?
 - More fun for visitors? More participation?
Bigger footprint in social media?
- Do you have certain types of visitors?
 - What do you think they will like?
- The content of all art works needs to be entered
 - Or your CMS connects with the eSphere API

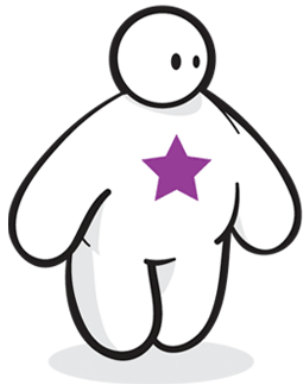
How does engagement start?

A screenshot of a web form titled 'INLOGGEN' and 'eSPHERE'. It contains fields for 'GEBRUIKERSNAAM' (Username) and 'WACHTWOORD' (Password), each with a corresponding input box. To the right of the input boxes is a large grey button with a white play icon. Below the password field, there is a link 'Wachtwoord vergeten? [Klik hier.](#)'. Further down, there is a link 'Nieuw in de eSphere van het STRP Festival? [Registreer hier.](#)'. At the bottom, there is a paragraph: 'Als je feedback hebt op deze website, laat het ons dan weten via esphere@u-approach.com. Thanks!'. At the very bottom, there are two buttons: 'INLOGGEN' and 'REGISTREREN'.

(Visuals from STRP Festival 2010)

A (potential) visitor can start to create his or her account

‘What would you like to experience?’



10/20

PARTY!

CAN YOU STOP THAT HULLABALOO?	THIS IS MY CH IS WHERE I HURTS. FOR GOD IS
-------------------------------	---

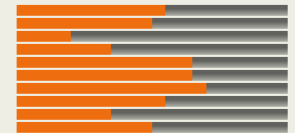
(Visuals from STRP Festival 2010)



GEFELICITEERD! JE BENT EEN ECHTE: GEEK

Je bent geïnteresseerd in technologie, vooral in computers en nieuwe media. Jij kent computers als de rug van je hand en denkt niet dat ‘hacken’ een slechte zaak is. Als het aan jou lag, zou de hele wereld draaien op open source. Geen nieuwe applicaties zijn (te) moeilijk voor jou om te begrijpen of misschien zelfs te maken. Als dat zo is, ben jij in staat om het onwaarschijnlijk of soms zelfs het onmogelijke te laten gebeuren. Een ding is zeker, je bent zeker niet mainstream!

ART AFICIONADO
PERFORMER
SOUNDBREAKER
PARTY POPPER
NARUTO NUSHI
YOUNG ADMIRAL
GEEK
BRAINAC
HUBBER
FESTIVAL FAD



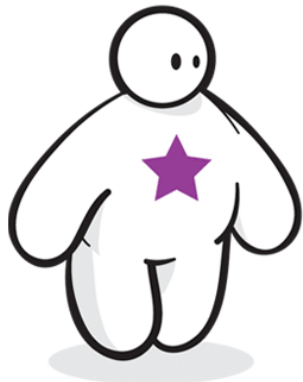
DIT IN MIJN PROFIEL GEBRUIKEN?

NEE, IK KIES MIJN TYPE
ZELF

JA, DAT BEN IK

Various choices help someone arrive at a basic ‘type’

Initial recommendations



TOP 10 AANBEVOLEN KUNST EN EVENEMENTEN

WENDY ANN MANSILLA EN JORDI PUIG (NO) - FLICK FLOCK
EXPO
Centre for Quantifiable of Service in Communication Systems (Q2S), Norwegian University of Science and Technology (NTNU) Met gepaste trots toont Baltan Laboratories tijdens het STRP Festival
...
○○○○○★ toevoegen 289 dashes

VR/URBAN - SMSLINGSHOT
EXPO
Een nieuwe manier om te laten zien dat je ook op een creatieve manier jouw boodschap kan weergeven! Het klinkt haast als een reclamebericht van de plaatselijke telefoon aanbieder maar niets is minder w...
○○○○○★ toevoegen 0 dashes

DROPSTUFF
FILM
Dropstuff.nl is een 'Urban Screen Network' voor digitale en interactieve kunsten. Ze zenden zowel kunstwerken van professionele kunstenaars uit als kunstwerken van ontwerpers die creatieve bijdragen l...
○○○○○★ toevoegen 0 dashes

MALCOLM MACIVER, MARLENA NOVAK & JAY ALAN YIM - SCALE
EXPO
Wereldpremière op STRP Festival! Het project is een interactieve installatie, bestaande uit twaalf soorten elektrische vissen uit de Amazone rivier, elk in een eigen bassin. Deze vissen v...
○○○○○★ toevoegen 428 dashes

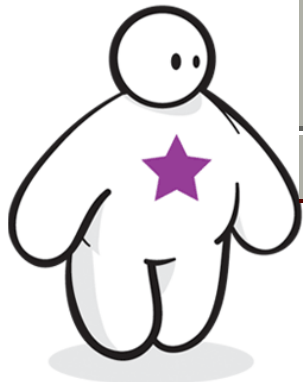
FUNWARE SYMPOSIUM: BALTAN LABORATORIES & MU
CONFERENCE
In tegenstelling tot de overtuiging dat software een zeer ernstige zaak is, een slagveld van grote zakelijke belangen en vrijheidsstrijders en een veld geleid door rationaliteit en formalisering, is h...
○○○○○★ toevoegen 0 dashes

GORDAN SAVICIC - CHAKRAMAT
GAME

(Visuals from STRP Festival 2010)

A mix of mechanisms (random, according to curator, promoted by organization) give people initial recommendations

Initial recommendations



TOP 10 AANBEVOLEN KUNST EN EVENEMENTEN

WENDY ANN MANSILLA EN JORDI PUIG (NO) - FLICK FLOCK EXPO
Centre for Quantifiable of Service in Communication Systems (Q2S), Norwegian University of Science and Technology

VR/URBAN - SMSLINGSHOT EXPO

Een nieuwe manier om te laten zien dat je ook op een creatieve manier kunt weergeven! Het klinkt haast als een reclamebericht van de plaats waar het is minder waarschijnlijk...

★★★★★ **toevoegen** 'toevoegen' = Dutch for 'add'

SCALE EXPO
Wereldpremière op STRP Festival! Het project is een interactieve installatie, bestaande uit twaalf soorten elektrische vissen uit de Amazone rivier, elk in een eigen bassin. Deze vissen v...
★★★★★ **toevoegen** 428 dashes

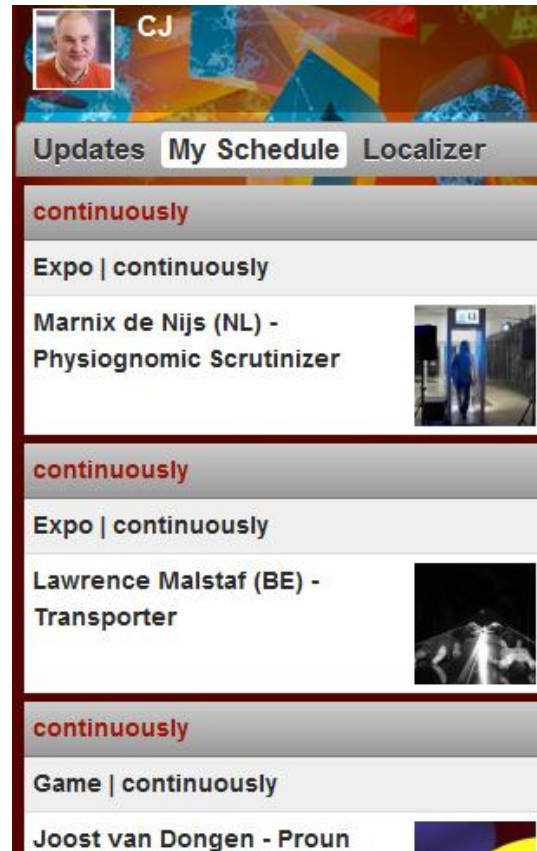
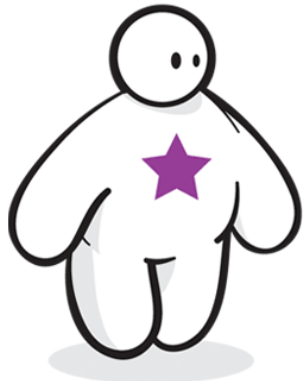
FUNWARE SYMPOSIUM: BALTAN LABORATORIES & MU CONFERENCE
In tegenstelling tot de overtuiging dat software een zeer ernstige zaak is, een slagveld van grote zakelijke belangen en vrijheidsstrijders en een veld geleid door rationaliteit en formalisering, is h...
★★★★★ **toevoegen** 0 dashes

GORDAN SAVICIC - CHAKRAMAT GAME

(Visuals from STRP Festival 2010)

Recommendations can be added to someone's own 'tour'

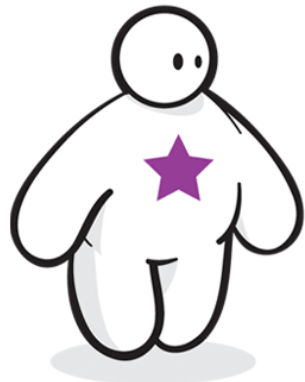
Your visit in your pocket



(Visuals from STRP Festival 2010)

Someone's created 'visit plan' is available on his/her smartphone

To be expanded any time



ART SPACES **ESPHERE**

SELECTEER MIJN SELECTIE ▼

MA	DI	WO	DO	VR	ZA	ZO
			18	19	20	21
22	23	24	25	26	27	28

ALL NONE

CONFERENCE	LIVE CINEMA
EXPO	MUSIC
FILM	PERFORMANCE
GAME	TALKS
LINKS	WORKSHOPS

ALL NONE

▶

**AVIE
EXPO**

**///////FUR/// ART - PAINSTATION
GAME**

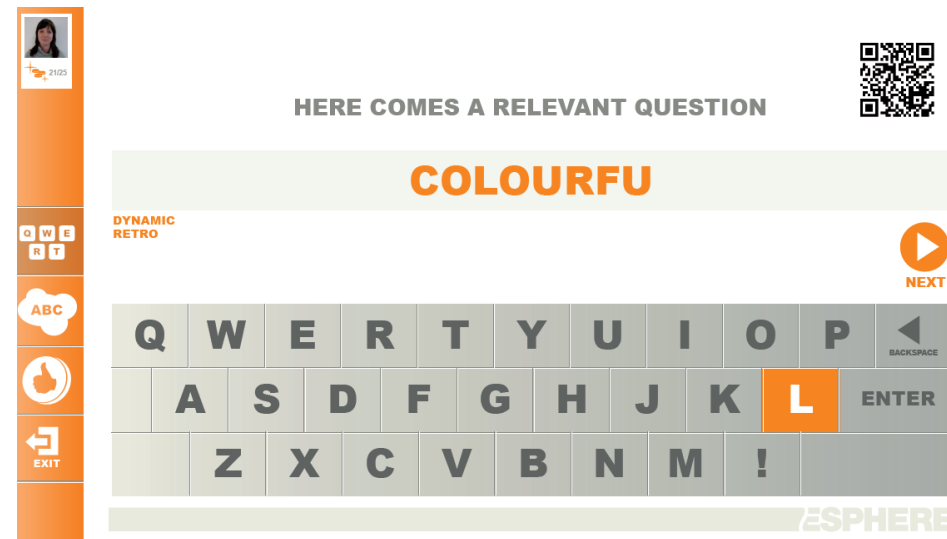
**ACCLAIR (EYAL FRIED EN
LUTHER THIE) (IL & US) -
SYNAPCITY 2010: A
DISTRIBUTED ART VALUATION
SERVICE
EXPO**

(Visuals from STRP Festival 2010)

...and can be expanded through a 'visit planner'

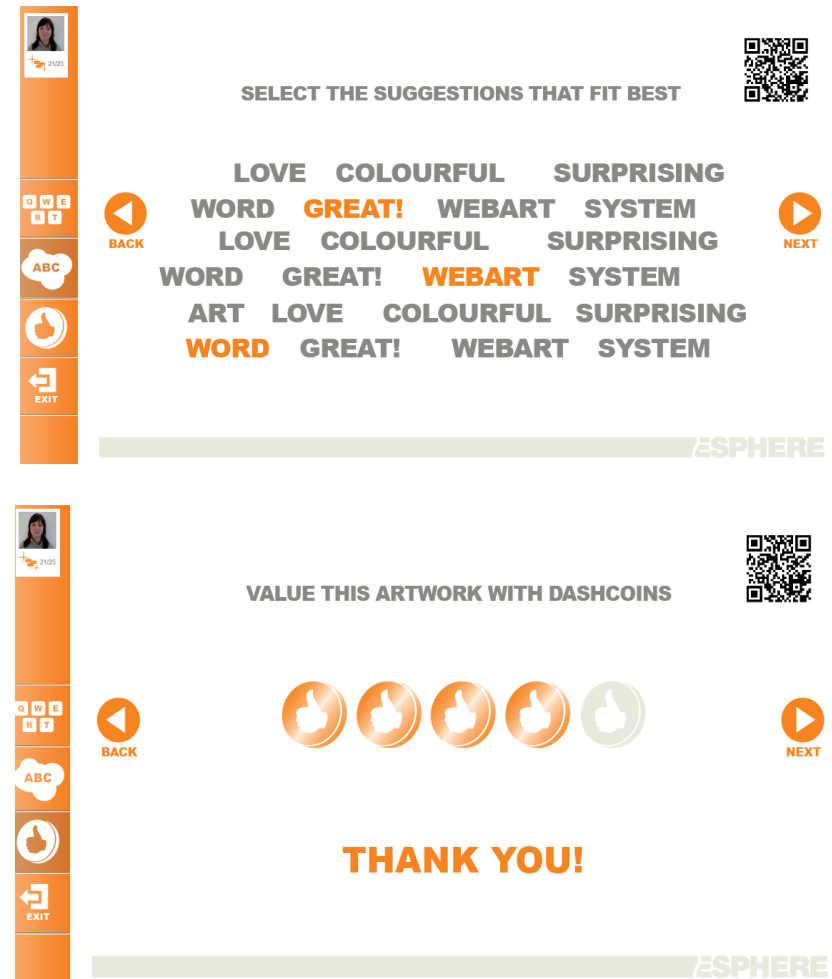
Interacting at the festival

- Re-uses uploaded photo and chosen interface color
- Invites interaction
 - Questions are formulated by the festival
 - People can answer in key words or free text



Interacting at the festival

- Or they can choose other's people's key words
- And add a quantitative feedback
- Each art work also has its own QR-code



Interacting at the festival

3/4

- During account creation publishing preferences are chosen
- Feedback can be published close to real-time

Registreren Sociale media Berichten

Maak hier de koppeling met jouw social media accounts. Kies 'ja' om daadwerkelijk berichten sturen!

twitter **BUZZ NAAR TWITTER**
☐ Nee ☒ Ja VERBONDEN [verbreek verbinding](#)

facebook **BUZZ NAAR FACEBOOK**
☐ Nee ☒ Ja VERBONDEN [verbreek verbinding](#)

AUTOMATISCHE BUZZ
 Kies welke updates je automatisch naar de gekozen sociale media wilt sturen. Autobuzzen kan een vertraging van max. 5 sec.veroorzaken bij het dashed en toevoegen van ke touch screens.

<input type="checkbox"/> Commentaar op artspace	<input type="checkbox"/> Iemand volgen
<input type="checkbox"/> Deelnemer worden	<input type="checkbox"/> Keyword toevoegen
<input type="checkbox"/> Profiel aangepast	<input type="checkbox"/> Rfid dash bij kunstwerk
<input type="checkbox"/> Geven van dash coins aan artspace	<input type="checkbox"/> Dashen talent pit
<input type="checkbox"/> toevoegen aan mijn programma	

Na aanpassen moet op OPSLAAN gedrukt worden om de koppelingen te bevestigen.

OPSLAAN DOE DE STRPWIJZER! BEKIJK DE RESULTATEN VAN DE LAATSTE STRPWIJZER ACCOUNT VERWIJDEREN



CeesJan Mol
on STRP festival 2010

CJ dashed in on AVIE
www.e-sphere.nl
Dash In Do More on STRP 2010

November 22, 2010 at 11:02am via STRP Festival · Like · Comment



CeesJan Mol
on STRP festival 2010

CJ dashed in on Lyndsey Housden (UK/NL) and Yoko Seyama (JP/NL)) - Transient Landscapes
www.e-sphere.nl
Dash In Do More on STRP 2010

November 22, 2010 at 10:58am via STRP Festival · Like · Comment



CeesJan Mol
on STRP festival 2010

CJ dashed in on Zilvinas Kempinas (LT) - Double O
www.e-sphere.nl
Dash In Do More on STRP 2010

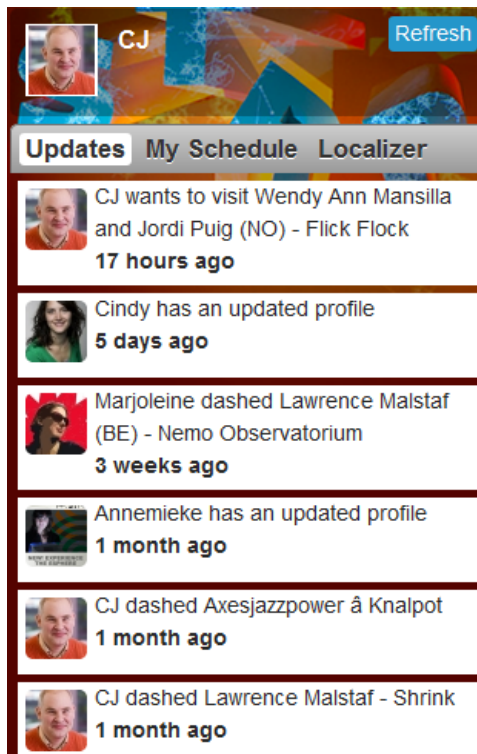
November 22, 2010 at 10:58am via STRP Festival · Like · Comment

(Visuals from STRP Festival 2010)

Interacting at the festival

4/4

- ...and can be followed on a smartphone

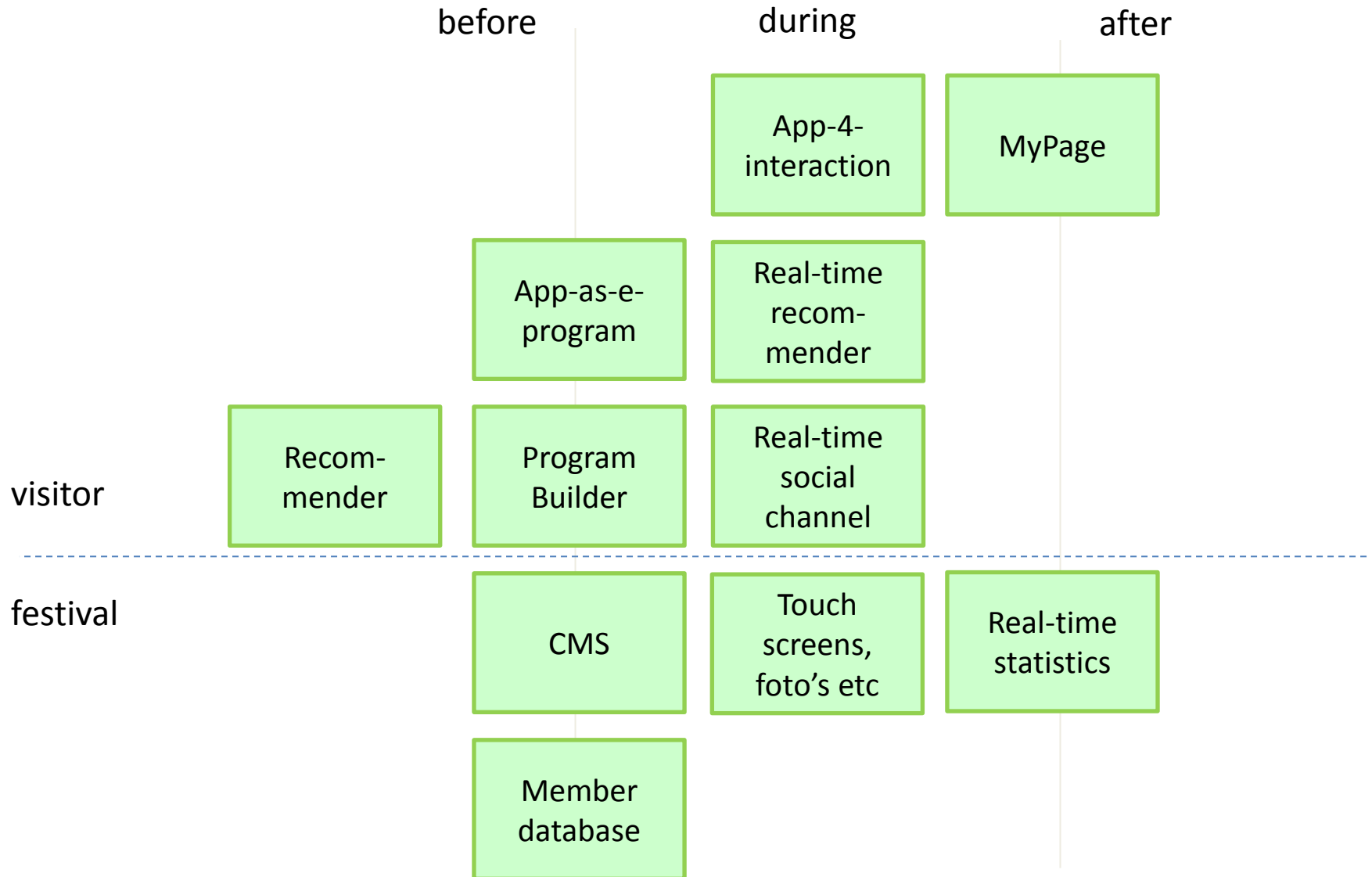


- ...or on someone's personal page

Is it much work to implement? 2/2

- Sponsors?
 - Where do you want them? On the 'splash screen'?
In the social channel?
- The experience needs to be checked
 - What is the overall flow?
 - Will it match visitor expectations?
 - And yours?

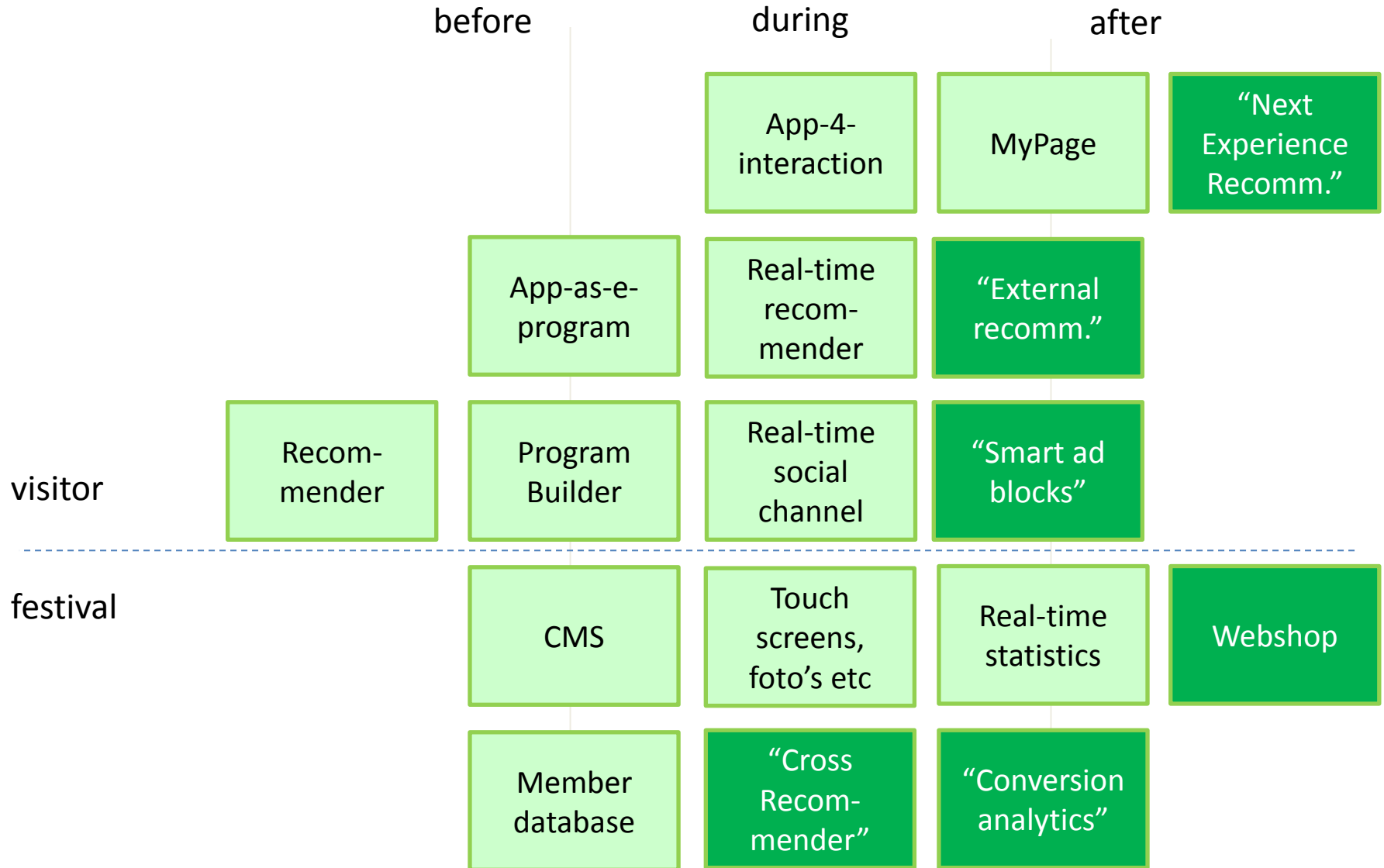
eSphere flow architecture



So... Costs?

- We don't have an easy answer yet
- Over 3 years of investments
 - Slightly over € 500.000
- Different implementations are possible
 - 'app only' (CMS + customized iPhone & Android apps)
 - 'full', including recommender, social channel & statistics
 - 'full with support', including production functions
- We also want to collaborate for new modules

eSphere flow architecture



What's next?

- Are you interested?

Mail ceesjan@u-approach.com

- Do you see more possibilities? Do the same!
- Do you want to know more, check out the information on the next page

Is there more information available?

- Check out the video on Vimeo:
<http://vimeo.com/51464678>
- Check out the NFC-related video on YouTube:
http://www.youtube.com/watch?v=40nhyW_RzFQ
- Read the original 'inspiration document' from 2011:
<http://www.slideshare.net/CeesJan/esphere-inspiration-document>