During the last year Aalto Media Factory was finally realized as a place for collaboration, experimentation and production.

We gained new premises on the Arabia campus in Spring 2011 and major efforts were made in the design and development of the new spaces throughout the year. The official opening seminar and party was held on November 18th 2011 and was a happy confirmation of the conviction and enthusiasm of the Aalto community for our joint, future-oriented efforts within the broad theme of media.

Our strategy work has continued in parallel to the strategy processes of the university itself. The most important characteristics of our strategy are facilitation and support for collaboration, as well as flexibility of actions and freedom for experimentation. The factory aims, within the limitations of its own resources, to provide a set of activities and resources that help our community to reach its high-level goals. Aalto Media Factory concentrates on existing and emerging fields and applications of media that we consider have the potential to make positive changes in society.

This report highlights some of the major efforts of the last year and also indicates our direction for the coming one. We are about to officially open the Aalto Fablab, our rapid prototyping lab, based on the concept developed at MIT. The Aalto Fablab will be an active member of the global network of Fablabs, which aims to support innovation processes by providing access and education to new tools and creative processes.

Seed funding in support of new multi-disciplinary projects was a major instrument utilized by the Aalto Media Factory during the past year. This funding is one way to ensure initial support is given for cross-disciplinary collaboration in media. Many of our researchers have stated that the results of collaborations can easily be overlooked within the traditional evaluation of our academic work. What could be the key performance indicators for cross-disciplinary efforts? We hope to help find solutions for these challenges in the coming year.

I would like to thank all our staff and all our collaborators for their efforts in helping us to take the Aalto Media Factory to a new level. We also invite anyone with an interest in our services, or an idea for media-related development, to visit us and explore potential for future collaboration.

PHILIP DEAN
DIRECTOR, AALTO MEDIA FACTORY
How Can We Serve You Better?
Stakeholder workshops

The purpose of the Aalto Media Factory is to act as a collaborative platform for its stakeholders, the departments of Aalto and the media world. Its main duty is to develop various new multidisciplinary activities together with these departments.

One of the most important tasks of the Aalto Media Factory is to help the departments of Aalto University to develop activities which would be difficult or even impossible to be carried out by other means. Activities can vary from education to projects with societal impact or research. For example, PACK-AGE, a multidisciplinary package design course, was created with the support of the Aalto Media Factory and is presented later in this publication.

But how can we serve our stakeholders even better?

During the academic year 2011–2012, we carried out a questionnaire and two workshops in order to find answers. The questionnaire was open to all the stakeholders including both the internal and external stakeholders and both the students and employees. In two workshops Aalto staff members from all three campuses participated and discussed new ideas.

The workshop attendees developed new project ideas that could use the facilities of the Aalto Media Factory. They also contributed to the AMF strategy roadmap. Since the participants came from the different schools and departments, the variety of the project ideas was considerable.

One of the ideas was a health factory. Business related to health is a constantly growing area with technical, business, service and media dimensions.

Another idea was to establish a course on reproducing tangible models from objects modeled as digital files (3D digital reconstructions). One example is the wreck of Vrouw Maria which is very difficult to encounter. In the course students would tackle how to produce various items for the museum and museum shops. The course would serve the staff of cultural heritage institutions and Aalto students.

One of the main results of our stakeholder survey emphasizes the need of involvement from businesses in developing our efforts. In fact, we are already working on a workshop with companies scheduled for later this year.

GOT AN IDEA?
juhani.tenhunen@aalto.fi
Aalto Fablab &
Electronics Studio

The Aalto Fablab and the Electronics Studio are now ready to help you use digital fabrication technologies and electronics in your projects. The Lab is also active in the worldwide Fablab network and in its education initiative, the FabAcademy; our personnel are educating themselves this year in order to qualify as accredited mentors for local people participating in the FabAcademy education in the future.

There are now about 50 Fablabs all around the world, with plans for many more on the way. Fablab blueprint dictates the commonalities between labs: standard inventory of machines, work processes, communication pathways and access policies, but each lab can interpret the blueprints to suit the needs of the local community. Peer to peer learning by way of mutual support in learning to work at the space is at the core of Fablab philosophy, and community needs can really shape how an individual lab turns out.

Want to get engraved?
fablab.aalto.fi
fablab@aalto.fi

The Aalto Fablab adds digital fabrication to the service menu of the Aalto Media Factory. We aim to provide assistance with digital fabrication and will be offering online scheduling to book time on the Fablab machines, including assistance in machine usage. An essential element of the Fablab philosophy is to keep the lab open to everyone at least part of the time; we will host open days weekly.

With the birth of Electronics Studio, the Aalto Media Factory now provides a service for prototyping and designing electronics. In addition to PCB production and component sourcing, we house the tools required for troubleshooting your circuits – be it analogue or digital. This was made possible by collaboration with the personnel of the ElectroShop at the Aalto Design Factory.
Regarding the Electronics Studio, the course covered various aspects of creating simple electronics objects. Participants were provided with the Electronics Studio facilities to work on designing and crafting prototypes using electronic components. Students learned how to design a simple circuit and make their own PCBs. The course also provided hands-on experience with oscilloscopes, signal generators, and multimeters, allowing students to understand the principles of operation and limitations of these instruments. Students were taught to design and fabricate circuits, which can then be employed in real-world applications or further developed into more complex projects.

In addition to the hands-on activities, lectures were provided to introduce students to the basics of digital fabrication. These lectures covered the principles of digital fabrication, including the use of software tools, digital modeling, and the selection of appropriate materials for fabrication. Students were guided through the process of designing and manufacturing objects using specialized software and machinery, learning about the integration of digital design with physical fabrication.

The course also featured expert guest lectures and a series of workshops, where students had the opportunity to engage with professionals from the digital fabrication and electronics industry. These sessions provided insights into the practical applications of the skills learned in the course and offered networking opportunities with industry experts.

The course concluded with a final project, where students were encouraged to apply the knowledge and skills gained throughout the semester to create a comprehensive project. This project was designed to be both a learning experience and a portfolio piece, showcasing the students’ ability to design, fabricate, and test electronic circuits independently.

By the conclusion of the course, students were equipped with a foundational understanding of digital fabrication, capable of designing and fabricating basic electronic circuits, and familiar with the processes involved in digital fabrication. The course provided a platform for students to explore their creativity and apply their knowledge in practical, real-world scenarios.
Electronics and sensors allow artists to create interactive smart garments that produce sound, images and movement in reaction to data sensed from the person who wears the garment, or the environment.

An experimental course in wearable electronics was organised during Autumn 2011. Aalto University collaborated with the Finnish media art scene to organise a course that mapped the artistic and design possibilities of wearable technology. The participants who came from a variety of backgrounds such as new media, costume design, textile design, fine art and performing arts were encouraged to create their own visions of wearable technology. They worked in teams to carry out their ideas using the Arduino development platform.

The result of the course in wearable electronics was six unique projects that were presented during a demo evening in MUU Gallery. The projects ranged from gloves that work as a musical instrument to a hat that visualizes brain activity, and to garments that change colour according to the wearer’s emotions - far-fetching ideas that are, however, not things from the future but completely realizable using today’s electronics.

Interest in wearable technology is on the rise and aligned with the ideas of ubiquitous technology, and smart environments that integrate with the human body and clothing. Even clothes can be tools that people use to communicate with the environment, or to sense their own life functions and psychological states.

Wearable electronics sense and communicate with the environment and the user, and may react to them both. In some cases the garment or device is connected to the Internet and exchanges information based on the data it has measured. As the term wearable suggests, these interactive artworks are carried by the user and are connected to his or her body.

Wearable electronics is not an entirely new concept, but the commercialization of the field is in its infancy. So far, most of the applications in this field have been seen in the contexts of entertainment, sports, medicine and military use. The starting point of this course, however, was not to develop commercial concepts but to explore and broaden the notion of wearable technology with an artistic mindset.
Students from various backgrounds work in six interdisciplinary design teams with real packaging design projects. Teachers selected students to the course based on their written letter-of-motivation, and design teams were formed from students with various backgrounds and competences. Each team consists of five members and the idea is to use a student’s background and prior knowledge as a resource for creative group work.

This year students work on design projects received from Nokia, Atria, Verman, Valio, Saarioinen and a joint project from Kannisto bakery and Anton & Anton. Company representatives presented the teams with the design briefs. The project scope was set to future packaging concepts, providing the opportunity to work with new materials, ideas and structures. Packaging materials are sponsored by Stora Enso, UPM and Billerud.

The course offers a large number of lectures about packaging. Six key teachers from four different schools share the teaching responsibility and provide different viewpoints on packaging design. Each team has one of the key teachers as their mentor, who follows their progress.

The course covers themes like packaging as communication, packaging engineering, materials and systems, sustainable product design, user-centered package design, packaging constructions and graphics, branding, marketing and consumer lifestyles. Also, visiting experts and packaging specialists are part of the program. Several workshops were arranged to support and inspire the project work.

In the pilot phase of this innovative course, many things were tested for the first time: a new collaborative teaching platform, interdisciplinary teamwork on real packaging projects, and working with new materials in a new place. PACK-AGE is a genuine learning experience for all parties involved.

PACK-AGE Interdisciplinary Packaging Design Platform

PACK-AGE is an innovative packaging design course piloted at Media Factory in 2012. It is a new platform for teaching packaging design in a holistic manner from many different perspectives. The course is based on collaboration between teachers, students, and industry.

Students from various backgrounds work in six interdisciplinary design teams with real packaging design projects. Teachers selected 30 students to the course based on their written letter-of-motivation, and design teams were formed from students with various backgrounds and competences. Each team consists of five members and the idea is to use a student’s background and prior knowledge as a resource for creative group work.

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Meet our team:

**Fablab:**
- **Studio Master:** anu.maatta@aalto.fi
- **Address:** Hämeentie /one.osf/three.osf/five.osf A, Arabia Campus, Helsinki

**Auditorium**

**Web Studio**

**Kitchen**

**Meeting lobby**

**Meeting corridor**

**Creative**

**Sustainability**

**Edit**

**POP IN & EXPLORE!**

**FINANCIAL ASSISTANT**
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**WEB STUDIO HOST**
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**WEB STUDIO HOST**
- d... (hidden)

**WEB STUDIO HOST**
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**FRESH COFFEE!**

**SOMEONE TO CHAT WITH!**
“Excellent work. It’s always a pleasure to work with competent professionals.”

MATTI RIIHIMÄKI
PROJECT MANAGER
AALTO IT

“Your guidance and orientation in designing and building the online communication and blog, and especially your irreplaceable help in setting it up, have been the best Aalto resourcing during our M-Scopes seed funding. Your expertise, knowledge and enthusiasm in the field of online communication is contagious and encouraging.”

YRJÖ TUUNANEN
DOCTORAL STUDENT, AALTO ARTS

“Your expertise and insight have enabled me to better develop the design and functionality of the products and services I want to create and be known for. As a matter of fact, your help in guiding the focus of my ideas and thoughts recently enabled me to successfully gain entry into the Aalto Proteus Helsinki incubator program just last week!”

JOHN PAavo TENGSTRÖM
M.SC (ECON.)

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JOHN PAavo TENGSTRÖM
M.SC (ECON.)

Since the 19th century and still going strong, the studios at Aalto ARTS are the fast beating heart of the school. Whether it’s wood, metal, knitting, experimental event production, 3D prototyping, Foley sound or live TV broadcast, these facilities are staffed with great people and equipped with superb resources. A year ago, they were joined by a new one: the Web Studio. We are two guys at an actual, physical location Aalto people can visit to discuss any needs, concerns, ideas or questions they might have on anything related to the internet. Between the two of us, we have over 30 years of combined experience of teaching and building stuff at the Arabia campus and at our private businesses. Now, we’ve simply taken all that and re-packaged it into a service for you, inside the Aalto Media Factory.

From time to time, to keep learning things ourselves, we selectively take on production work inside Aalto. By the time you’re reading this, we will have launched Aalto People, a service for getting to know the people working and studying here in more detail. It marks the first in a series of ambitious services we aim to introduce within Aalto within this year. And all this with both of us working just half a week. Just wait until we kick into full gear in Autumn 2012.

COME AND VISIT US!
Jon Fabritius & Oliver Wanner
welcome@aalto.fi
people.aalto.fi
Multi-semiotics
Introductory Workshop and Course

Multi-semiotics – an introductory workshop and course was organized in December 2011 in Helsinki as a forum for discussion and learning about approaches and tools for text analysis that constitute various modes (multimodal) transmitted through various media (multimodal) means.

During the event, 30 participants, both researchers and students, developed their theoretical understanding of the development and the state of the art of multi-semiotic and media communication studies. Particular attention was given to developing the possible foci of multi-semiotic research and to developing tools for analysing the multi-semiotically realised communication artefacts.

Multi-semiotic research is needed as, for example, texts combine with images and films and are transmitted through various media (multimodal) transmitted through multiple media (paper, screen, etc.). Thus, it brings together various disciplines that have common interests of exploration (linguistics, technology, arts, design, etc.).

Today there are new technologies, such as eye-tracking, face expression and visualization tools that combine with linguistic analysis and thus open up new possibilities of researching semantic message in communicative contexts. These new methods are important and interesting for the general public and professionals alike.

Three international experts were invited as guest plenary speakers: Christian Matthiessen, professor, The Hong Kong Polytechnic University; John Bateman, professor, The University of Brennan, Kay O’Halloran, professor, The National University of Singapore.

The presentations and workshops illustrated that it is necessary to know how the different semantic modes communicate in artefacts. Whoever designs the communicating messages has to keep all the possible semiotic resources in mind and apply their use in combination successfully in conveying the messages intended. Otherwise, there is a great risk of the messages being misunderstood or ignored. Various semiotic modes always work together to construct meanings holistically and the various modes are always integrated and dependent on each other in the final Gesamtkunstwerk of multi-semiotic communication.

WANT TO BE SEMIOTIC?
eija.ventola@aalto.fi

Language, images, films, sounds, music, etc. are considered as powerful semiotic resources that contribute to all meaning-making in our societies.
The Human Design lecture series took a radical viewpoint into design by investigating the topic of human enhancement. This successful lecture series in winter 2012 was open to Aalto students, staff and the public, and drew an audience of 60 to 100 people every evening.

Design for a future human has become an emerging area in art & design, which is closely related to advancements in science and technology. This area is not only researching future potentialities of humans, including the development and design of a human body; it also addresses important ethical issues concerning such development.

The lecture series was aimed at introducing this new evolving field, which has recently become a shared focus of interest for artists, theorists, designers and scientists. The series offered unique perspectives investigating the human and biological body as the material and subject for art, design, science and technology. It discussed art & design practices related to topics such as genetic engineering, neuro- and cognitive science, wearable technology, molecular design, synthetic biology and thinking developed in post- and transhumanism.

QUEST SPEAKERS AND COMMENTATORS
Andy Miah | Laura Beloff | Sam Ikkinen | James Auger | Jimmy Loizeau | Natasha Vita-More | Erich Berger | Sissel Tolaas | Fiona Raby | Alastair Fuji-Lake | Rita Huri | Stelarc | Andy Best

COLLABORATIVE PARTNERS
Laura Beloff, Aalto ARTS, Plymouth University | Pirjo Kääriäinen, Aalto ARTS, Department of Design / Textile | Helena Sederholm, Aalto ARTS, Department of Art | Aalto Media Factory

MORE INFORMATION: humandesign.mlog.taik.fi

International lecture series: Human Design or Evolution?

In the photos: Natasha Vita-More and Stelarc. IMAGES: MARKKU NGOUSKINEN
**PROJECTS**

**Documentary film**

**Aalto on Waves** was a student-driven innovation project where 109 people from Aalto University travelled by ship to Brazil. During the journey they collaborated on different cross-disciplinary projects.

How do you change the world? If you ask Aalto students, their answer might be: “You travel by ship across the globe and create social impact, of course!”

**The documentary film focuses on a group of Aalto students as they tackle challenges of Alzheimer’s disease.**

**COLLABORATIVE PARTNER**

Aalto Media Factory

**CURIOS TO LEARN MORE?**

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**Helsinki Photomedia 2012**

**International Conference on Photography Studies**

The first Helsinki Photomedia conference was held in Aalto ARTS in March 2012. About 140 participants from all over the world, united by their interest in photography studies, shared research ideas and results during three active conference days.

Helsinki Photomedia filled a gap: almost every field of studies has its own, internationally renowned and recurring conference (like Crossroads is for Cultural Studies or ECREA for Media Studies). But there was no similar conference for photography studies, although there is much new energy in that field all over the world.

Three new refereed journals have started up in the past five years: Photographies, Photography & Culture, Philosophy of Photography. Books and articles abound, and it looks like the general high tide of photography requires new thinking, new methods and new ideologies.

Finland is a good example of this rising interest in photography studies. Since 2008, almost 30 published doctoral dissertations about photography, 10 of those originating from the unit of Photography in the Aalto University School of Arts, Design and Architecture. The unit is best known for its Helsinki School of Photography, but it is also a well-known centre for artistic research. The first dissertation with an artistic component was published already in 1998. The unit of Photography was also responsible for creating the Helsinki Photomedia conference concept.

The theme of the first conference was Images in Circulation, and the keynote speakers were Charlotte Cotton and David Bate (UK) and Ariella Azoulay (Israel). The plan is to host Helsinki Photomedia every second year in Helsinki.

**ORGANISING TEAM**

Mervi Salo, Aalto ARTS | Mika Elo, Aalto ARTS | Asko Lehmuskallio, HIIT | Jenni Haili, Aalto ARTS

**INTERNATIONAL ADVISORY BOARD**

Martin Lister, professor emeritus, UK | Geoffrey Batchen, professor, Australia

**COLLABORATIVE PARTNER**

Aalto Media Factory

**WANT TO TAKE A CLOSER LOOK?**

helsinkiphotomedia.aalto.fi
Wagner Gala
A Visualized Concert in Pori Promenadi Hall

The music and media of Wagner Gala created a multi-sensory performance from the music of Richard Wagner. The aim of visualization was to create a coherent visual experience to support the music that was composed together from Wagner’s operas Tannhäuser, Tristan und Isolde, Lohengrin and Parsifal.

The Wagner Gala Concert was a unique, splendid media production with Pori Sinfonietta orchestra, students from three universities and artists. The visualized concert was performed in April in Pori.

The media production of Wagner Gala was part of the Cross Media Production course of Creative Business Management MA-program. The aim of the course is to give students understanding of management of creative artistic production and leadership in multidisciplinary, crowdsourced processes.

The production period took five months, including lectures on cross-media production, scriptwriting, VJ-culture, visualization and also about the themes and music of Richard Wagner. The main media production also included underwater video shootings in Pori swimming hall, animation production in Helsinki and in Satakunta University of Applied Science and air shooting in Helsinki and Pori.

Visualized concerts and media productions with classical music are quite recent phenomena. Earlier, the Pori Unit of Aalto University has produced two productions with Pori Sinfonietta: in Six Moments for the music of Igor Stravinsky’s ballet Orpheus and Kaija Saariaho’s Quatre Instants and in Alban Berg’s opera Wozzeck.

COLLABORATIVE PARTNERS
Petri Rastila, Woland | Marjo Mäenpää, Aalto, Pori unit | Aulis Kaarnio, Jen Kuusinen, Henri Meroves, Mikko Terttunen | Teachers, Satakunta University of Applied Science | Pori Sinfonietta | Students from Aalto, Turku School of Economics and Satakunta University of Applied Science | Aalto Media Factory

SPECIAL MOMENTS FOR OPERA LOVERS:
wagnergalaconcert.wordpress.com

The aim is to give students understanding of management of artistic production and multidisciplinary, crowdsourced processes.
OKFest
Open Knowledge Festival
SEPTEMBER 17-22, 2012
ARABIA CAMPUS, AALTO

A week-long festival will
• look at the value that can be generated by opening up knowledge, the ecosystems of organizations that can benefit from such sharing, and the impacts that transparency can have in our societies
• bring together civil society representatives, programmers, data wranglers, designers, students, members of government and local communities and citizens for a week of building new things and sharing great ideas.

Open Government Data Camp will give emphasis to workshops and other hands-on activities, Open Knowledge Conference will focus on lectures, discussions, etc.

COLLABORATIVE PARTNERS
The Open Knowledge Foundation, UK | The Finnish Institute in London | EIT ICT Labs Helsinki | Aalto Media Factory

WANT TO KNOW MORE?
okfestival.org

Rapid Prototyping Exhibition
Be ready to discover the revolution of mixing bits and atoms!
AUTUMN 2012
At Media Factory, we are designing an interactive exhibition about 3D Printing and Digital Fabrication, their technologies, culture, business and application.

The exhibition will
• show you the technologies that are available for 3D printing, the various materials that can be used (from plastic to gold, from concrete to food!) and the new possibilities that they enable
• cover all the other technologies that are part of the digital fabrication world, from computer controlled machines to laser cutters, from open source hardware components to open design projects and so on.

You will also discover the world of Fablabs and other digital fabrication laboratories. Be ready for an exhibition where you will learn by experiencing actively! The exhibition won’t be a classical static initiative where people passively observe objects behind glass without touching them.

WANT TO BE REVOLUTIONARY?
fablab@aalto.fi

A new study module: Art and Technology
AUTUMN 2012
The Art and Technology study module
• opens up a new area in the multi-disciplinary education and research of art, design and technology within Aalto University
• 20–25 crs, can be incorporated to a MA degree as a personal study module, or minor subject
• focuses on developments in the media art field, such as ubiquitous technology, mobile media, experimental user interfaces, embodied and wearable applications, public and private space, hacking and open design, art, design and technology are seen as a continuum where media art concepts often work as boundary crossings
• based on a network structure within Aalto University, and with the art scenes in Finland and internationally; in addition, there is a group of mentors available to the students
• makes the work done by students and researchers within Aalto more visible through exhibitions, performances and events.

Introducing media art and electronic art studies as an independent topic within Aalto.

COLLABORATIVE PARTNERS
Aalto University: Department of Art, Department of Media, Department of Media Technology | Aalto Media Factory

WANT TO LEARN MORE?
artandtech.aalto.fi

And much more coming soon...

WANT TO LEARN MORE?
please send mediasfactory.aalto.fi