



## Aalto Media Factory 3.0 Flexibility and Freedom for Experimentation

*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.

### What could be the key performance indicators for cross-disciplinary efforts?

**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?  
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**The Aalto Media Factory is a collaboration platform working for its stakeholders.**

IMAGES: JUHANI TENHUNEN



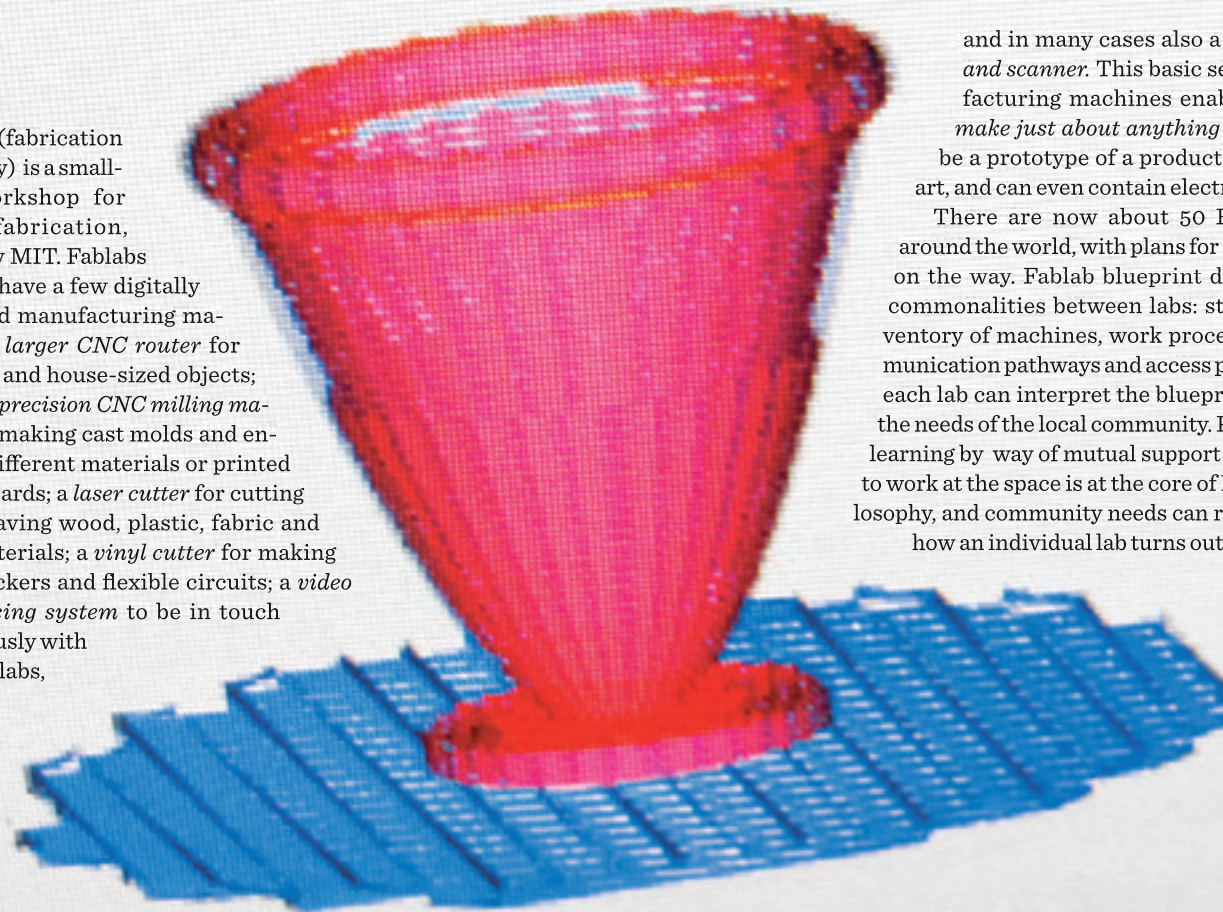


## Aalto Fablab & Electronics Studio

*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.*

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**Fablab** (fabrication laboratory) is a small-scale workshop for digital fabrication, started by MIT. Fablabs typically have a few digitally controlled manufacturing machines: a *larger CNC router* for furniture and house-sized objects; a *smaller precision CNC milling machine* for making cast molds and engraving different materials or printed circuit boards; a *laser cutter* for cutting and engraving wood, plastic, fabric and other materials; a *vinyl cutter* for making signs, stickers and flexible circuits; a *video conferencing system* to be in touch continuously with other Fablabs,



and in many cases also a *3D printer and scanner*. This basic set of manufacturing machines enables you to *make just about anything* – this may be a prototype of a product or work of art, and can even contain electronics.

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.

We are currently putting all the pieces together to start the first Finnish Fablab, here at the Aalto Media Factory: finding local suppliers for the machines and raw materials, designing the space to fit our needs, building the website, educating ourselves about Fablab practices and mingling with other maker-minded groups in the Helsinki region (there's quite a lot going on now during the World Design Capital year).

## The Aalto Fablab is a member of the global Fablab network.

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.

WANT TO GET ENGRAVED?  
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## Digital Fabrication Basics Digital Fabrication Studio

*The Aalto Fablab offered two courses for the Spring term 2012 as part of the Media Lab curriculum: Digital Workshop Basics and Digital Fabrication Studio.*

**The Digital Workshop Basics** (25437) course provided a hands-on introduction to Fablab and Electronics Studio facilities: basic workflow for working with each of the Fablab machines (software as well as operating digital fabrication machinery). Designs were provided by instructors to produce a simple object with each of the machines – the focus was on gaining skills to operate the machines independently rather than on design.

Regarding the Electronics Studio, the course covered how oscilloscopes, signal generators, multimeters work; how to design a simple circuit and make our own PCB and then solder components to it; embedded systems can be provided by the Electronics Studio. As a hands-on exercise a simple electronics object was made by the participants. Machine and laboratory safety and space maintenance instruction were also an important part of the course. The course formed the basis of understanding the capabilities in

practice and served as basis for the Digital Fabrication Studio course, or for other projects made at the Fablab independently, or as part of other courses.

**The Digital Fabrication Studio** (25438) course provided a general understanding on how to design and manufacture products and prototypes in a Fablab, using digital fabrication technologies and understanding their features and limits in terms of materials, shapes and costs. As a laboratory, the Fablab focuses on experimenting with bits and atoms, information and materials. Therefore students learned how information shapes design, manufacturing and collaboration processes and artifacts in a Fablab. At the same time students learned how to fabricate a project digitally or how to modify an existing project digitally; they also learned how to manage, embed and retrieve information about a project.

The course also focused on the possible business models that can be adopted with these technologies, in order to enable students to develop their project independently.

The course consisted of lectures and a group project to be digitally fabricated, be it a project already designed, but not yet realized, or the modification of an existing project.

TRYING TO FABRICATE?  
Digital Workshop Basics  
<https://oodi.aalto.fi> > course code 25437

Digital Fabrication Studio  
<https://oodi.aalto.fi> > course code 25438

<https://noppa.aalto.fi>

IMAGE: AALTO FABLAB

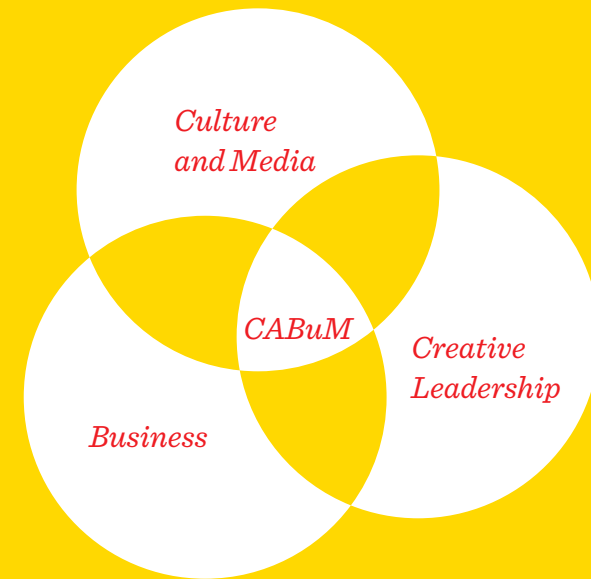
## CABuM: Creative Arts and Business Management

*Aalto Media Factory is facilitating, and investigating the potential for, development of a new Master's degree programme and research network. The objective is to create a multidisciplinary research and teaching platform for the management of creative processes and creative business.*

**The new programme**, Creative Arts and Business Management, will focus on leading and managing creative processes in various contexts, as well as on strategic management of creative organizations and business.

The purpose of the Master's Degree Programme under development is to provide managers, entrepreneurs and creative leaders not only for creative and cultural industries, such as the media industry and the game industry, but also for other industries increasingly dependent upon creativity and innovation.

The programme seeks to develop students' abilities to analytically and critically approach and develop creative organizations and processes, as well as their own work as creative managers. Teaching will be given in collabora-



tion with partners from cultural and art institutions and business partners from the field of creative industry.

The research network developed along the degree programme, in turn, gathers together researchers and practitioners from various fields interested in the collective creation of new, interdisciplinary insights into the management of creative processes and creative business.

In addition to facilitating research, the purpose of the network is also to serve as the academic backbone of the Master's Degree Programme. The network will be launched in June 2012 in a seminar at the Aalto Media Factory.

The programme and the network are developed in close cooperation with selected partners from both inside and outside Aalto University.

COLLABORATIVE PARTNERS  
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NEED FOR A CREATIVE BOSS?  
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IMAGE: MIKKO RASKINEN

## Wearable Electronics

*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 allied 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.

COLLABORATIVE PARTNERS:  
Aalto ARTS | MUU Artists' Association | Aalto Media Factory

LOOKING FOR NEW CLOTHES?  
[wearable.mlog.taik.fi](http://wearable.mlog.taik.fi)

## 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.

This year students work on design projects received from Nokia, Atria, Verman, Valio, Saariöinen 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 is more than a buffet of nice lectures and workshops: it's a genuine learning experience for all parties involved.**

COLLABORATIVE PARTNERS  
Aalto ARTS | Aalto CHEM | Aalto ECON | Lahti University of Applied Sciences | Aalto Media Factory

WANT TO GET WRAPPED UP?  
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Early prototypes and material tests with UPM Grada by Team Nokia.

PACK-AGE Team Nokia: Arindra Kumar Das, Bianka Byggmästar, Elena Vimpari, Miira Seppänen and Tuukka Kingelin





MEDIA FACTORY 3.0

POP IN  
&  
EXPLORE!

SOMEONE  
TO CHAT WITH!

FRESH COFFEE!

Meeting lobby

Kitchen

Auditorium

Fablab

Web Studio

Meeting corridor

Creative

Sustainability

Edit

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INTERIOR IMAGES: MINDRE.FI



# WEB STUDIO

"It was a joy to drop in at the Web Studio and air out ideas in a laid back manner, and to get tips on what's going on at Taik [Aalto ARTS]"

**HENRI SIMULA**  
RESEARCHER & SENIOR  
PROJECT MANAGER  
AALTO SCI

"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  
**HEIDI HIRSTO**  
LECTURER, AALTO 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.

"I found Web Studio invaluable, extremely helpful and an essential support service for Aalto students."

**JANE HUGHES**  
MA STUDENT, ENVIRONMENTAL  
ART, AALTO ARTS

"The Web Studio knows how to seamlessly combine deep technical expertise and knowledge of human thinking and behaviour, with an enthusiastic and innovative service minded attitude."

**ANI-JATTA IMMONEN**  
ACCOUNT MANAGER, AALTO IT

"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 Protomo Helsinki incubator program just last week!"

**JOHN PAAVO TENGSTRÖM**  
M.SC (ECON.)

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 Manner  
webstudio.aalto.fi  
people.aalto.fi

IMAGE: ANNA BERG



## Renderings and Resignifications of Finance

*We believe there is a need to make finance and economy less obscure and more approachable to the public. We believe that multi-semiotic media can help make this happen. We believe that we can help the media. That is **M-Scopes** in a nutshell.*

**M-Scopes: Mediated Significations of Finance** examines the current practices and future potential of visualization and multi-semiotic representation of financial issues in electronic media. Launched in January 2012 by Yrjö Tuunanen and Heidi Hirsto, *M-Scopes* has grown into a multifaceted collaborative project, combining research interests with journalistic and educational needs.

The main goal of *M-Scopes* is to create analytical and presentational tools and practices that help make financial issues more perceptible, accessible, and debatable. Multimodal communication tools provide new possibilities for the representation and rendering of both massive data sets and micro-level behaviors.

*M-Scopes* has established an international network of partners including researchers and practitioners from the diverse fields of graphic and information design, data visualization, multi-semiotic analysis, news journalism, and education. A two-day seminar held in Media

Factory, May 2012, brought this network together for the first time to establish common goals, and to work upon the guidelines for an

international *Communication Design Competition*, which will be launched later this year.

*M-Scopes* serves as a pilot project preparing the ground for the establishment of a broad-based research and communication project, going under the name of *M-Plan*. Our vision is to make *M-Plan* a full-scale research and communication lab that specializes in the analysis and production of multi-semiotic models and concepts for diverse needs of electronic news journalism and education.

The M in *M-Scopes* and *M-Plan* stands for our key analytical concepts: Micro and Macro; Media and Mediation; Meanings and Multi-semiotics. These anchors help us grasp and harness the potential that the new media, combining new presentational technologies with interactive media practices, holds for signifying finance and economy in novel ways. Such resignification is a crucial precondition for a broader positive change that we wish to see in financial behavior and practices in the future.

### COLLABORATIVE PARTNERS

Cousins, Richard, Kulosaari Secondary School | Díaz-Kommonen, Lily, Aalto | Fry, Aaron, Parsons The New School for Design | Heino, Timo-Erkki, Freelance | Heinonen, Marja, YLE | Kantola, Anu, University of Helsinki | Moisander, Johanna, Aalto | Overby, Carol, Parsons The New School for Design | O'Halloran, Kay, National University of Singapore | Rahkonen, Mika, YLE | Tan, Sabine, National University of Singapore | Vapaasalo, Tapio, Aalto | Venell, Ville, YLE | Ventola, Eija, Aalto | Wilson, Jennifer, Parsons The New School for Design | Aalto Media Factory

### WANT TO GRASP MORE?

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BLOG: multisedioticmedia.eu/

## 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 (multimedial) means.*

**During the event, 30 participants**, both researchers and students, developed their theoretical understanding of the developments 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 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-recognition and visualization tools that combine with linguistic analysis and thus open up new possibilities of researching *semiotic messaging* in commu-

nicative 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 Bremen; 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?  
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**Language, images, films, sounds, music, etc. are considered as powerful semiotic resources that contribute to all meaning-making in our societies.**





## International lecture series: Human Design or Evolution?

*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 Inkinen | James Auger | Jimmy Loizeau | Natasha Vita-More | Erich Berger | Sissel Tolaas | Fiona Raby | Alastair Fuad-Luke | Riitta Hari | 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](http://humandesign.mlog.taik.fi)

**The lecture series offered unique perspectives investigating the human and biological body.**





## Documentary film Aalto on Waves

*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!*”

Documentary filmmakers Johannes Söderström and Dimitri Paile tagged along on this epic journey to tell the story of these brave students, and to see what a project like this could engender. What kind of an impact would these students actually be able to create, and how would they face all the challenges along the way?

One of the workshops organised during *Aalto on Waves* was ambitiously titled *How To Change The World*, and focused on the challenges of Alzheimer’s disease in poorer communities in Brazil. The project was a collaboration between Aalto students and the University of Sao Paulo.

The documentary film focuses on a group of Aalto students as they tackle the Alzheimer’s challenge – from seeking information to trying to communicate remotely with the contacts in Brazil. But what happens once they finally arrive at the university, and how do they contribute to what is already being done about Alzheimer’s in the Sao Paulo communities? And what are their retrospective thoughts on the challenge of changing the world once back in snowy Finland?

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

COLLABORATIVE PARTNER  
Aalto Media Factory

CURIOUS 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 referee 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 1993 there have been 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 The Helsinki School

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.

**The high tide of photography requires new thinking, new methods and new ideologies.**

ORGANISING TEAM  
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Asko Lehmuskallio, HIIT | Jenni Haaili, Aalto ARTS

INTERNATIONAL ADVISORY BOARD  
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Geoffrey Batchen, professor, Australia

COLLABORATIVE PARTNER  
Aalto Media Factory

WANT TO TAKE A CLOSER LOOK?  
helsinkiphotomedia.aalto.fi



IMAGE: MERJA SALO



# PROJECTS



## 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, Lohegrin 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 2012 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 under water 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 2008 *Six Moments* for the music of Igor Stravinsky's ballet *Orfeus* and Kaija Saariaho's *Quatre Instants* and in 2010 Alban Berg's opera *Wozzeck*.

### COLLABORATIVE PARTNERS

Petri Ruikka, Woland | Marjo Mäenpää, Aalto, Pori unit | Aulis Kaarnio, Jere Kuusinen, Henry Merimaa, Mikko Tornivuori; 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](http://wagnergalaconcert.wordpress.com)

**The aim is to give students understanding of management of artistic production and multidisciplinary, crowdsourced processes.**



# PROJECTS

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Dancers Ramona Panula and Jenny Sifver. IMAGES: PETRI RUIKKA, TUUKKA YLÖNEN

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## 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 | Forum Virium | 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 ects; 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 scene 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...*

PLEASE SEE:  
[MEDIAFACTORY.AALTO.FI](http://MEDIAFACTORY.AALTO.FI)



MEDIAFACTORY.AALTO.FI