

Art & Tech excites all!

IMAGES: ANNA BERG



EDUCATION

Art & Tech is a minor programme for Master's degree students wishing to develop and explore interactive media art. This academic year students presented their work to the public in two exhibitions.

FOR THE SECOND YEAR running, the Art & Tech minor programme has been a point of focus for students from a wide range of backgrounds wishing to develop and explore their media art skills. The Media Art Installation course, led by Lecturer **Andy Best** and Artist **Matti Niinimäki** provided students with the opportunity to put theory into practice. The *Nightmare Before Christmas* exhibition, held in December at the Open Innovation House in Otaniemi, presented a cross-section of individual student work ranging from interactive photography, visualisation generated via Twitter feeds, physically animated cartoons, captured sunlight (!) and a fortune-telling bird.

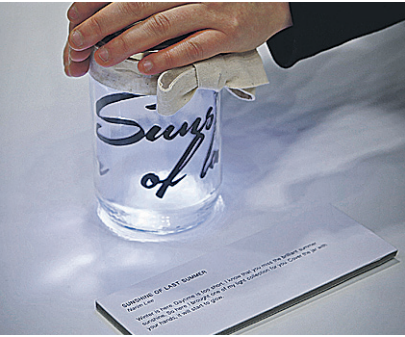
The Art & Tech minor programme provides students with the opportunity to put theory into practise.

In May, Art & Tech took over Turbiinihalli at Kaapelitehdas, allowing for the opportunity to make use of large installations in the old industrial spaces. The *Happy Ever After* exhibition included video face mapping onto a giant statue, an abstract kinetic installation based on linkage mechanisms, a table covered with cookies which have eyes that follow you, and an analogue visualisation of the electronic signals that surround us. The exhibition opened with special events planned for the pop-up restaurant day the following afternoon.

ALTOGETHER, APPROXIMATELY 16 students participated in the exhibitions.

COLLABORATING PARTNERS AT AALTO Media Factory | Department of Art | Department of Design | Department of Media | Department of Media Technology | Design Factory

HOW WOULD IT FEEL TO CAPTURE SUNLIGHT?
artandtech.aalto.fi
flickr.com/photos/aaltomediafactory



PROJECTS



IMAGE: JAN AHLSTED

Cultural exchange by Aalto Global

International collaboration creates a deeper understanding of foreign cultures and builds lifelong relations between people. Successful collaborative projects, such as Aalto LAB Mexico, contribute towards the future of all parties involved.

PAGE 4

Intricacy of food

Foodycle, a two-day food festival, brought together artists, designers, scientists, grassroots organisations, students and consumers and built a forum for sharing ideas for a sustainable food system chain.

IMAGE: CHRISTIN BOGGS



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EVENTS



Newest of the new in animation production

Aalto Media Factory organized the 1st Animation Breakout seminar in Helsinki in May. The seminar day offered an extensive glimpse into the field of animation.

THE ONE-DAY SEMINAR gathered together students, researchers, designers, practitioners and educators to discuss new trends, projects, innovations and research in the field of animation.

During the seminar, several speakers presented cases from the following areas: interactive animation, animation in games, news and information graphics, and education. The key note speaker, **Stuart Aitken** (UK), shared with us some thoughts on the topic *CG Animation for Games: Making Trailers and Cinematics*. From inside Aalto, we

had, for example, **Perttu Hämäläinen** from the Department of Media Technology and Department of Media, who introduced his study on human-computer interaction methods and technologies.

The seminar was aimed at students, both from Aalto and outside Aalto, but it also welcomed professionals who were interested in updating their knowledge on the topic.

The Animation Breakout seminar was organized in collaboration with Cartoon and Fanimation and it was part of the international Cartoon Digital Conference, which was held in Helsinki the same week.

COLLABORATING PARTNERS
Aalto Media Factory | Fanimation ry | Cartoon | Animatricks Festival

GET ANIMATED!
mediafactory.aalto.fi/animation-breakout

Media Factory People



PHILIP DEAN
Director

JUHANI TENHUNEN
Factory manager

MIRA MUTIKAINEN
Financial assistant

RIIKKA NYMAN
Communication assistant

AV Productions



LEENA NÄREKANGAS
Producer

ANNA BERG
Media production

MATTI VESANEN
AV assistant

ASTER SABURE
AV assistant

FabLab



ANU MÄÄTTÄ
Fablab studio master

ALI NEISSI
SHOOSHTARI Electronics studio master

CHARLES BANTHORPE
Fablab CNC specialist

RANJIT MENON
Intern

Web Studio



JON FABRITIUS
Application analyst

OLIVER MANNER
IT architect

Editorial board at Aalto Media Factory:
JUHAN TENHUNEN, LEENA NÄREKANGAS, RIIKKA NYMAN and ANNA BERG

Copy editing: RIIKKA NYMAN, AALTO MEDIA FACTORY; SARI TIIRO, OPTIMA OY

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PORTRAITS: ANNA BERG

AALTO MEDIA FACTORY

A strategic center for both innovation and understanding

Aalto University was created to enable new academic strategies within Finland. Aalto attempts to contribute actively to the development of Finnish society and to also tackle major global challenges via inter- and multi-disciplinary actions in Finland and abroad.

The Aalto community has actively developed new thematic platforms and development projects during its first years of operations, including the four Aalto ‘factories’. As director of the Aalto Media Factory I am often asked to explain the work of the factories and our other development platforms. I have to conclude that the Aalto Factory concept is not a standardized format or operational plan that can be followed independent of the subjects with which the factories are labeled; Media, Design, Service and Health. For those who are surprised by this I have to explain, ‘it’s complicated...’

I believe that each of the 4 factories has been created out of particular needs and envisaged potential for bringing

people together to meet, discuss and work together under some general thematic. To some extent the factories are also the promoters of new pedagogical thinking and are new, shared bases in Aalto for experimentation in education, research and collaborative activities. The factories also represent the continuation and exploitation of pioneering work undertaken in earlier years by those departments and members of our community who were the original seeds for the concept of Aalto University.

The Media Factory is situated in Aalto’s ‘Arabia’ campus approximately 5 kms from Helsinki city centre. The Media Factory (AMF) offers a wide range of services and activities to the Aalto community and the surrounding society. AMF is an attractive environment appreciated by students and staff alike and has become one of the busiest parts of the Arabia campus in recent years and an increasingly popular venue for international visitors to Aalto.

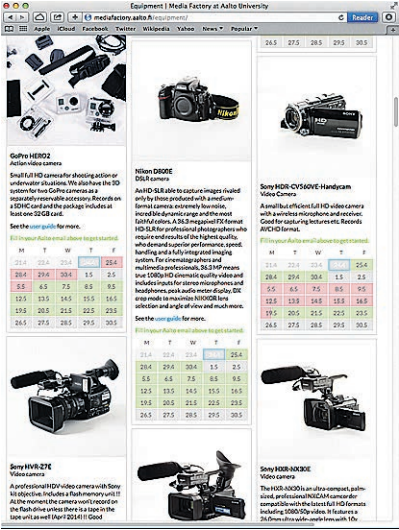
But a factory is not a project or a traditional academic unit – AMF is committed to a broad agenda of actions

including specialist media services, educational and research development, as well as the coordination of events and development of collaboration with local and international partners under the broad umbrella of ‘media’.

The media sector and related industries like, for example, mobile technologies, are growth sectors predicted to have an increasing influence and impact on the lives of people around the world in coming years. Media was identified in the Aalto Research Assessment Exercise (2009) as a key area for future research & development. Our aim is that the Aalto Media Factory will serve as a strategic centre for both innovation and understanding in media, for Aalto, Finland and the global community.

PROFESSOR PHILIP DEAN,
Director, Aalto Media Factory

WHAT’S UP AT AALTO MEDIA FACTORY?



Online equipment booking system expanding

- Media Factory has a selection of AV equipment for our customers to borrow for their projects
- New equipment booking system, created by WebStudio, makes it possible to browse the selection online and book all necessary equipment
- Together with Aalto IT services, we will pilot the extension of the booking system, adding IT services’ equipment into the existing system
- In the future, the booking system could be extended to other equipment at Aalto as well

LIGHTS, CAMERA, ACTION!
mediafactory.aalto.fi/equipment

New hangout and work spaces at the Media Factory

- Our comfy couch and games corner invite you to come chill and play
- Xbox One, Wii U and PlayStation 4 are all available for you gamers out there
- Tables and a whiteboard allow for relaxed meetings and group work
- Hot desks are available on a first-come-first-serve basis
- For larger meetings and events, our Meeting Room and Auditorium are still available for booking free of charge

MEET UP:
mediafactory.aalto.fi/meeting-rooms
mediafactory.aalto.fi/auditorium

IMAGE: ANNA BERG



Aalto People – 5314 people, 1556 photos, 4179 keywords and 22157 publications.

Web Studio welcomes all with open doors

Web Studio has been busy throughout the year tending to its customers and developing its products. Aalto People directory has really taken off and new products are being developed to make communication at Aalto easier and more efficient.

WEB STUDIO’S FREE EXPERTISE, served with coffee and cookies, has brought in a continuous flow of customers from within Aalto to get some assistance

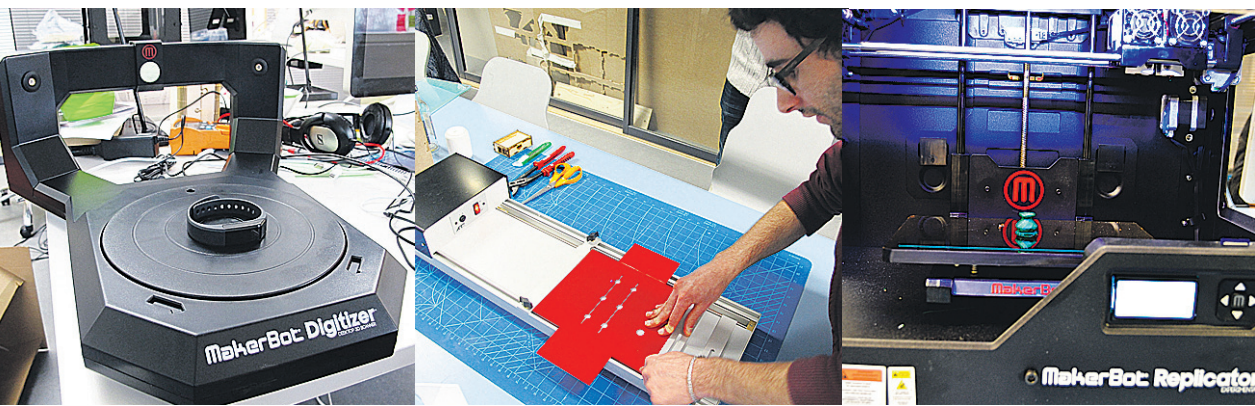
with their projects. The up-to-date selection of devices allows them to test products on different platforms to avoid any unwanted surprises.

Aalto People took the University by storm. It is now home to almost 1500 public profiles on Aalto employees, and the number keeps growing. It has been integrated with other Aalto sites, such as aalto.fi, with all the information being in one place, thus eliminating the need to update several profiles. In February, Aalto People was chosen as the official platform for introductions of professors at Aalto University.

With Aalto People already able to stand on its own two feet, we have been

able to work on our next product: Aalto Forum. Aalto Forum offers a place for communication ranging from public to private group conversations. It allows you to follow discussion topics from all around Aalto, and conversations can be openly available for the public to participate in. The pilot version is being tested with a limited amount of users before being released for use on a larger scale. We welcome everyone interested in piloting the Forum to contact Web Studio via e-mail.

LOG IN FOR COOKIES AND MORE:
mediafactory.aalto.fi/webstudio



IMAGES: FABLAB FLICKR : RIIKKA NYMAN

FabLab 2.0 in the works

New machines and a variety of courses have been securing the quality of basic services at Aalto FabLab.

THIS YEAR HAS BEEN all about developing FabLab’s operations and finding out how we can better serve the needs of the users of FabLab. Our collection of machines has grown during the year and we’ve been happy to provide our makers with more means to work on their projects.

In the past year, we’ve been hosting many excellent courses for people eager

to learn more about digital fabrication. Courses and events such as Expressive Innovation and Design, HIMO workshop and the 3D Rhino course, to name just a few, have allowed students to deepen their knowledge about all the opportunities FabLab has to offer. Through courses and motivated students, we’ve been happy to see the number of people involved in the maker culture, the number of interesting projects and the number of independent Fablab users growing.

Whilst teaching our Fab Lab visitors we have also been studying ourselves. Our electronics studio master,

Ali Neissi, attended the Fab Academy in the spring and will earn his Fab Diploma this summer. With this solid foundation, we are looking forward to building a more vibrant network through collaboration and our current projects. Aalto FabLab 2.0 is on its way.

COME JOIN US FOR OPEN DAY
EVERY TUESDAY!
fablab.aalto.fi

AMF Gallery: The world on a visit

SPRING TERM 2014 brought life to the AMF Gallery after it had taken a break in autumn 2013 due to temporary space re-arrangements. During the spring term, the Gallery has been busy with back-to-back exhibitions from

artists around the world. From abstract paintings to contemporary photographs, we have had the pleasure of serving as a temporary home for a variety of artwork from members of the Aalto community.



IMAGE: RIIKKA NYMAN



IMAGE: CHRISTIN BOGGS



IMAGE: SEUNGHO LEE



IMAGE: SEUNGHO LEE



IMAGE: CHRISTIN BOGGS



IMAGE: SEUNGHO LEE



IMAGE: TUURE PARVIJÄRVI

Intricacy of food

PROJECT

The programme for the Foodcycle festival was organised around various interpretations of the food cycle, combining theory and hands-on workshops.

ISSUES WITH THE PREVAILING food system have become increasingly public in recent years: pollution in the Baltic Sea, the horse meat scandal, and animal welfare issues are just the tip of the iceberg. The response, in particular from food activists, has been a call for a more transparent food system. Foodcycle, a two-day participatory food festival in September, appealed to anyone interested in food issues: artists, designers, scientists, grassroots organisations, students and consumers.

The festival explored the true meaning of ecosystem thinking and built a forum for sharing ideas about sustainable food in Finland at present and in the future. The food system chain could be described as a multitude of interdependent cycles. The programme for the Foodcycle festival was organised around various interpretations of the food cycle, combining theory and hands-on workshops and providing both literally and metaphorically ‘food for thought’,

as well as tools for participants to contribute to improving our food system. The main organisers were Pixelache, a platform for experimental art, design, research and activism in Helsinki, and the Future of Food Association, a Finnish network combining science with grassroots action. The planning process for the Foodcycle project started in winter 2013 and culminated in the festival in September.

COLLABORATING PARTNERS & SUPPORTERS
Aalto Media Factory | Pixelache / Piknik Frequency | Future of Food Association (Ruuan Tulevaisuus ry) | Seunggho Lee, AALTO ARTS | Amanda McDonald Crowley | Austrian Embassy | City of Helsinki Cultural Office | Happi | HIAP | Kääntöpyytä | Ministry of Education & Culture | Ministry of Foreign Affairs | Unigrafia
LET’S TALK SERIOUS FOOD ISSUES
foodcycle.info

EVENT



IMAGES: LEENA NÄREKANGAS

Breakfast is served!

Delicious breakfast served up together with interesting talks and open conversation on current research – that is The Researchers’ Breakfast in a nutshell. The open event has become popular at the Arabia campus and will conquer other campuses this coming autumn.

THE RESEARCHERS’ BREAKFAST is a monthly networking event for Aalto researchers and professors. It was launched in 2012 by Aalto Media Factory and has managed to establish its place among the Aalto community during its first year. Every breakfast introduces two researchers and their studies in a relaxed atmosphere. The event brings together approximately twenty people from Aalto, and ever more frequently,

also people from other universities and companies outside Aalto. The breakfasts have changing topics that have covered a variety of areas, including the “Theatricalization of entrepreneurship education”, satirical medical advertising tools, interacting with digital music and consumer adoption of real-time technologies. We have been pleased to see the objectives of the event fulfilled when lively discussions have arisen at the

breakfasts and new collaborative initiatives have been formed. The future of the event also looks exciting; in autumn 2014, the breakfast will hit the road and become a travelling feature that will be organised in turn at each campus in Helsinki and Espoo.

COLLABORATING PARTNERS AT AALTO:
Media Factory | Design Factory | Health Factory | Service Factory | Research Institute | Research Support Services | International Relations
DIG IN:
mediafactory.aalto.fi/researchers-breakfast



IMAGE: JUHANI TENHUNEN

Russia and EU collaborate in digital art education

PROJECT

The aim of the ENMDA project is to increase student exchanges between Russia and the European Union in the field of digital art. The project is funded by the EU Tempus programme.

THE ENMDA PROJECT PROVIDES the nine participating Russian and EU universities with the opportunity to organise a double degree EU-RU Master’s programme in digital art. The project will also include teachers’ training in the EU universities, the EU-based quality assurance system, an international hybrid learning space and a pilot student exchange programme. According to **Vera Zabolotkina**, vice rector for innovative international projects at the Russian State University for the Humanities (RGGU), the ENMDA project makes it possible to integrate

Russian higher education with programmes in EU. In addition, she is glad to be able to collaborate with the School of Arts, Design and Architecture at Aalto, whose university education represents the cutting edge globally. The concept of digital art is understood broadly in the project to cover almost anything from interaction design to performances, and from computer design, graphical design and art design to all aspects of digital design. It is closely connected to many sectors of the economy as well.

In May, approximately ten teachers and technical staff from the partner universities came to Aalto to become acquainted with e-learning solutions, and in June another group will explore quality assurance. At the end of the year 2014, a group of Russian teachers will come to Aalto to hone their English skills.

PARTNER UNIVERSITIES IN RUSSIA: Yuri Gagarin State Technical University of Saratov | Russian State University for the Humanities, Moscow | Sholokhov Moscow State University for the Humanities | Stroganov Moscow State Academy of Design and Applied Arts, St. Petersburg |

State Polytechnical University, St. Petersburg | Magnitogorsk State University | The Ural State Academy of Architecture and Arts, Yekaterinburg | N.P. Ogarev Mordovia State University, Saransk | Siberian Federal University, Krasnoyarsk

The ENMDA project is coordinated by Universidade Aberta, in Lisbon. Teesside University from the UK is responsible for the quality assurance, while Aalto is responsible for developing the hybrid learning space. Aalto Media Factory is coordinating the project in Aalto University.

“ENMDA = Enhancement of Russian Creative Education: New Master Program in Digital Arts in Line with the EU Standards.”



IMAGE: HELENA SANDMAN



IMAGES: JAN AHLSTED

Cultural exchange by Aalto Global

PROJECT

International collaboration creates a deeper understanding of foreign cultures and builds lifelong relations between people.

AALTO LAB MEXICO by Aalto Global is a research and teaching-based project that aims to work on local societal issues in a Mexican indigenous village. The objectives include exchanging knowledge between different types of communities. The concept was launched in 2010 via Aalto LAB Shanghai and extended with Aalto LAB Mexico in 2012. Through workshops and fieldtrips, the multicultural, multidisciplinary project group has worked together towards

common goals, such as cultural branding for the community to build a platform for community tourism. In spring 2014, the Finnish members of the project group made their final fieldtrip back to the Mexican village to advance the efforts of building an eco-hostel. The intent of the hostel is to support tourism and, subsequently, the community’s economic activities. The multicultural work at Aalto continues. With funding for quality documentation, the Aalto LAB Mexico

project group has been able to effectively demonstrate their work thus far. In the process, they have made a substantial contribution to the application process of The New Global project, launched in spring 2014. This project was granted a generous amount (1.8 million euros) of funding from TEKES (The Finnish Funding Agency for Innovation). The New Global is an international research and innovation project that develops collaboration with emerging business countries: Brazil,

Mexico, Tanzania and India. The aim is to create opportunities for Finnish companies to build relationships with the countries involved.

COLLABORATING PARTNERS: Aalto Media Factory | Technological Institute of Monterrey, Mexico City Campus | National Autonomous University of Mexico

HOP ON BOARD TO MEXICO: aaltolabmexico.wordpress.com



IMAGES: WESTYLE PROJECT GROUP

PROJECT

Magic Mirror

WeStyle changes the way we try on new outfits. The demo version of the device is at the Media Factory for the public to test, while the team behind the project is already looking into the future.

IMAGINE BEING in a clothing store and trying out different patterns and colours in your outfit just by looking in a mirror. With a simple movement of your hand, you could change what your mirrored self is wearing and see if it suits you.

WeStyle updates clothing stores for the virtual age.

Tuukka Takala, of Aalto SCI, imagined all this and started to develop WeStyle: a magic mirror device that uses Microsoft Kinect to reflect an image of a person onto a screen, creating an augmented reality where one can try on clothing and accessories.

With Aalto Media Factory seed funding, the ideas were transformed into an actual product. It allowed Takala to hire Lauri Lehtonen as an assistant researcher to



develop the idea further, all the way to an actual, working prototype.

WeStyle magic mirror was presented at the MediaLab Demo Day in December, which was the first time it was actually tested by the public. The feedback from the event was encouraging. Based on that experience, the interface has gone through some minor modifications and the usability of WeStyle has improved further.

In the future, Takala wishes to find some additional funding to develop an HD version of WeStyle. With further improvements, Takala is hoping to see WeStyle become a standard fixture in future clothing stores, enabling customers to test clothes and styles without running back and forth between fitting rooms and clothing racks. But even before that, WeStyle will become a permanent feature in the Aalto Media Factory, where it can be used by anyone visiting the factory.

WANT TO DRESS UP?
facebook.com/westylar



IMAGE: ANNA BERG



SPARKED OFF BY THE AALTO MEDIA FACTORY

Shooting the Brain-to-brain interviews in the O.V. Lounasmaa laboratory, Aalto School of Science, December 2013.

PROJECT

Aalto Snapshots – reshaping research video

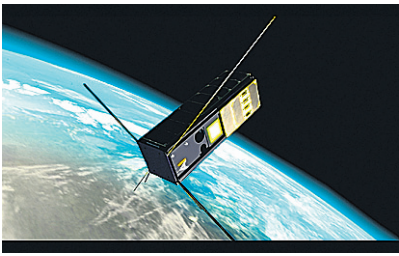
The Aalto Snapshots project was started to boost the quality of Aalto University's various presentation videos.

OUR PEOPLE AT Aalto Media Factory AV production services wanted to create easily accessible tools for audiovisual production and to encourage Aalto people to make presentation videos about their projects. Watching a well-timed, visually impressive video can be a very powerful experience that evokes emotions and changes attitudes. The ability to create a captivating short video about one's research project is a true advantage in today's world.

To show how science can be popularised and information beautifully visualised on video, we created Aalto Snapshots – a series of short 4-5 minute documentaries about Aalto's phenomena: art and research projects, happenings, etc. We have already produced five videos and are planning to complete five more with a team from the Department of Film, Television and Scenography.

Along with the documentaries, we have created a guide for making your own premium presentation video. In April, we also started the AMF Video School for Aalto people – a two-day crash course on the entire video production process from camera work and recording audio to editing the video and publishing it online.

The first six Aalto Snapshots videos are as follows:



The Aalto-1 satellite project video describes how a student project in the Department of Radio Science and Engineering is preparing to launch the first Finnish satellite into space.



The Faux dance performance video shows how costume design student Laura Haapakangas created electronic outfits and props for a dance performance by the Alpo Aaltokoski Company.



The Aalto Fablab video presents the Aalto Media Factory's open workshop, which invites everybody to use laser cutters, 3D printers, milling machines, and so forth, to make anything at all.



The "365 Wellbeing" project explored how design can contribute to wellbeing services in a municipal context. The video premiered during the Nordic Design and Innovation week in Shanghai, in November 2013.



The Brain-to-brain neuroscience group in Aalto University's O.V. Lounasmaa laboratory is researching human interaction by putting two people in a brain scanning machine at the same time. The video presents two sample studies using fMRI and MEG neuroimaging systems.



Our next production will present The New Global project by Aalto Global Impact. The project attempts to improve the quality of life in developing countries while finding business opportunities through frugal innovations.

CHECK THE DOCUMENTARIES AND UPCOMING COURSES ON OUR WEB PAGES:
http://mediafactory.aalto.fi/av-production-services/



IMAGE: INCOBEYT PROJECT GROUP

Multicultural twist between Helsinki and Beirut

PROJECT

The Aalto Middle East Initiative, later named Incobeyt, explored how digital tools can be used to support entrepreneurial spirit, social cohesion, cross-cultural collaboration and learning in two different contexts: Helsinki and Beirut.

INCOBEYT WAS A STUDY PROJECT COORDINATED as part of the New Media Concepts for the Third Sector course at Aalto Media Lab. It brought together Master's degree students from different Aalto campuses under the guidance of Lecturers Joanna Saad-Sulonen and Andrea Botero and Associate

Professor Teemu Leinonen, all from Aalto ARTS. The project was initiated by soon-to-be Aalto graduates Anna Asikainen, BIZ, and Nina Martin, ARTS, with the motivation that the educational and entrepreneurial potential of the Middle East has not yet been fully tapped at Aalto.

In multidisciplinary teams, the students learnt about Finnish social entrepreneurship, design research and the open-source/DIY scene through case studies and expert interviews, which formed the basis for the work with the Lebanese partners. Experts from NGOs, public-private institutions and academia shared their insights with the students to inspire further discussion around the welfare state, the role of entrepreneurs as well as mixed spheres in a deliberative democracy.

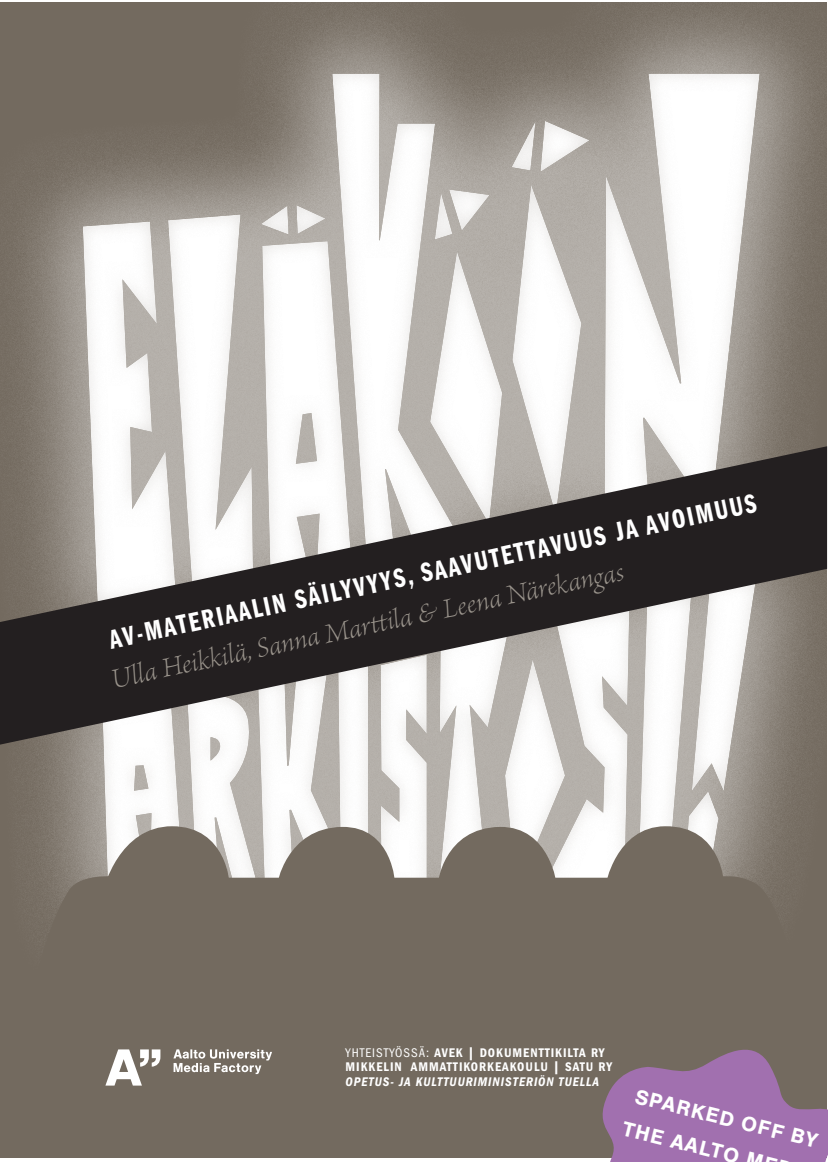
The intended student trip to Beirut was cancelled by Aalto University due

to the politically unstable situation in Lebanon, but fortunately some of the Lebanese partners had an opportunity to come to Helsinki and join the workshop held in wintry Suomenlinna, a peaceful island just a short ferry ride away from the city of Helsinki. The collaboration at the 2-day workshop produced tangible results: the Product Validation and Prototyping handbook, a strategy report for MENA, and an activating guide for the Lamba Labs.

The study project was funded by the Aalto Media Factory.

COLLABORATIVE PARTNERS
Aalto Media Factory | MENA Design Research Center | Lamba Labs Beirut hacker-space | AltCity entrepreneurial hub | Aalto Media Lab

CHECK OUT THE BLOGS:
thirdsector.mlog.taik.fi
menadrc.wordpress.com



PROJECT

Long Live Your Archives! – saving digital AV materials

Compared to film, digital recording technologies are short lived and vulnerable. Will our ones and zeros remain understandable, or is the whole digital culture in a constant state of destruction? Aalto Media Factory decided to find out.

LIBRARIES, MUSEUMS and archives have been struggling with challenges introduced by digitalisation for some time now, and common practices and standards have started to come together to form the field of digital archives. *Long Live Your Archives!* was a two-phase project on preserving digital AV material, which was conducted in autumn with broad support from the audiovisual field. The objective was to assess the current situation of preserving digital AV material in production companies in Finland. What techniques are companies using to preserve the material? What kind of material is being saved and how are companies reusing the material?

The AV production line switched from analogue to digital at the beginning of the 21st century. This has introduced new challenges, e.g. in terms of preserving digital AV material. Finnish law protects films kept by the National Audiovisual Archive, but there is still a lot of material that is not protected by the law and cannot be found in any archives. The future of those materials rests solely on the shoulders of filmmakers and production companies. Unfortunately, at the moment they do not seem to have the resources to invest their time and money in preserving valuable material for future generations. The *Long Live Your Archives!* (*Eläköön arkistosi!* in Finnish) project consisted of a printed report and a one-day seminar that was held at the National Museum Ateneum in October. You can find the report online and videos from the seminar on Aalto Media Factory’s website.

COLLABORATING PARTNERS:
Aalto Media Factory | Ministry of Education and Culture | The Promotion Centre for Audiovisual Culture (AVEK) | The Finnish Documentary Guild | Mikkeli University of Applied Sciences (MAMK) | Association of Independent Producers in Finland (SATU ry)

DIVE INTO THE WORLD OF ARCHIVES:
mediafactory.aalto.fi/elakoon-arkistosi/ (in Finnish)

PROJECT

DigGLAM robot preserves history

The digGLAM Assistant robot found a new home at the Gallen-Kallela Museum in Espoo. It has been used as a tool for the digGLAM project, helping to build a digital archive called Haloo Akseli, which is about Akseli Gallen-Kallela.

SMALL MUSEUMS ARE struggling with the demands of the digital age, rarely having enough staff and resources to update their archives to meet today’s demands. “With digGLAM, we have tried to develop a means for small institutions to effectively advance their digitizing work”, says **Anna Virtanen**, a member of the digGLAM project group. The research project offers help and lasting solutions for the digitizing work of small galleries, libraries, archives and museums – the GLAMS. Together with the Gallen-Kallela Museum in Espoo, the digGLAM project group started building a digital archive, *Haloo Akseli*, which maps the artist Akseli Gallen-Kallela’s social network of artists and colleagues. In

order to build the archive, an open-source digitizing robot was built to do the actual digitizing work. The Department of Computer Science at Aalto University developed an online user interface to be used with the digitizing robot, originally developed as a part of Project Gado at John Hopkins University, in the United States. The robot was further enhanced at Media Lab Helsinki by designer **Verna Kaipainen**, who designed and built the suitcase for the robot to make it portable and easy to carry. With three public events organized around the *Haloo Akseli* theme during spring, the local community has been offered an opportunity to come obtain their own photographs and other material digitized for the archive. The research project ends in May, but the group is looking for collaborating partners, such as small museums and archives, who might have use for the technology in the future as well.

COLLABORATING PARTNERS:
Aalto Media Factory | Systems of Representation research group | Project Gado | Gallen-Kallela Museum | Department of Computer Science and Engineering, Aalto University

MORE ROBOT POWER AT:
sysrep.aalto.fi/digglam



IMAGE: MIIKKA JUNNILA

EDUCATION

The game is hotting up

The first The Games Now! open lecture series offered a forum for addressing hot topics and bringing the latest knowledge to both students and games industry professionals.

THE GAMES INDUSTRY is growing faster than ever, but there is also a myriad of changes affecting the scene: new target audiences, platforms and distribution channels; new business models, game mechanics and approaches to games as experiences; new connections between the games industry and other businesses, possibilities to use games for

non-entertainment purposes and new production processes. To develop successful games in this evolving environment, new trends need to be followed, understood and applied wisely. The *Games Now!* project, including open monthly lectures with Finnish and international speakers and several workshops, clearly met the needs of its audience: the first lecture in the autumn started with over a hundred people, and the web stream soon had 600 views. In addition, some streams were watched by tens of people in other schools in Finland. “As many schools have given credits to our first lecture series, in future it would be a great channel to make

polytechnic university students aware of the chance to do Master’s studies at Aalto,” says **Miikka Junnila**, university teacher at Aalto ARTS and the primus motor of the *Games Now!*, who hopes the open and free lecture series will find funding for the future as well. The first lecture series was carried out in collaboration with the Aalto Media Factory and the Department of Media.

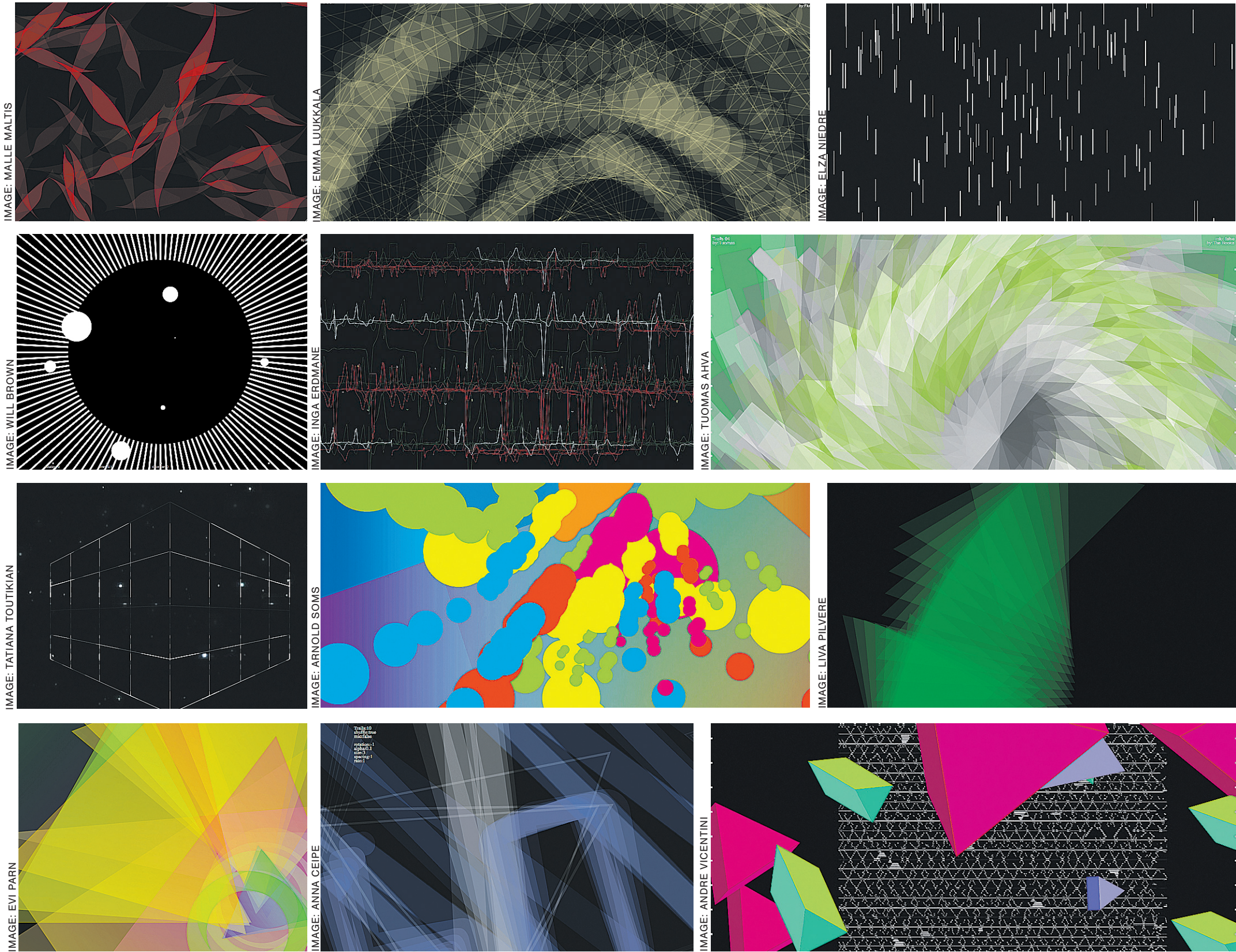
COLLABORATING PARTNERS:
Aalto Media Factory | Media Lab Helsinki, Aalto University

GET A GRASP ON THE GAME SCENE!
mediafactory.aalto.fi/games-now



IMAGES: DIGGLAM PROJECT GROUP





AVVX software enhanced

PROJECT

The Audio Visual Vector eXchange (AVVX) workshop gathered together a large crowd of students interested in live visuals in the Media Factory's auditorium. The workshop was part of the AVVX project, as a result of which an entirely new version of the earlier AVVX software was developed.

LIVE VISUALS ARE increasingly common at events. It is all about combining sound with visuals to create a complete experience for the audience. AVVX is a free, open-source visual sequencer for live visuals and audiovisual performances using vector graphics. It is based on the open-image standard SVG (Scalable Vector Graphics) and JavaScript.

Together, **Nuno Correia** and **Jari Kleimola** started an AVVX – Web Platform and Workshop on Sound Visualization project in August, during which time an entirely new version of the earlier AVVX software was developed. The software was enhanced with additions such as porting AVVX from the earlier Flash version into JavaScript and by making it web based and compatible across multiple devices and improving the animation behaviours.

In February, a group of students from Aalto University took part in the Audiovisual Exchange workshop, which concluded the AVVX project. The two parts of the workshop, theory and practice, aimed to raise awareness about and disseminate knowledge regarding sound visualisation and live visuals.

During the practice part of the workshop, the participants learnt how to use AVVX and prepared an audiovisual performance. The preparation involved creating vector graphics (SVGs) that could be animated using AVVX and customising the code. The workshop's finale took place at Bar Sandro in Helsinki, where the students performed in front of a live audience.

GET THE PARTY VIBES:
avvx.org



More understanding of the creative industry

EDUCATION

The Content, Business and Technologies minor study programme prepares students to understand project management and processes related to the creative industry, as well as how to lead and manage projects.

The Content, Business and Technologies (CBT) study programme takes a hands-on approach and prepares students to generate innovations for the cultural and creative industry sector.

In particular, the CBT programme concentrates on media, ubiquitous computing, cross-media, creative sector services and customer relations.

The first edition of the CBT programme started in January. After a careful selection process, 10 students were ultimately chosen from different schools at Aalto University.

In the CBT programme, students may choose from 15 courses provided by the participating schools (Aalto ARTS, SCI and BIZ).

There is one compulsory course, though: Art, Technology and Business. This consists of two parts, one per semester.

The first part covers important topics at the intersections of management

with art and design and technology, such as design management, innovation, service design, agile development, social media and business, entrepreneurship, art and business, games production and cross-media.

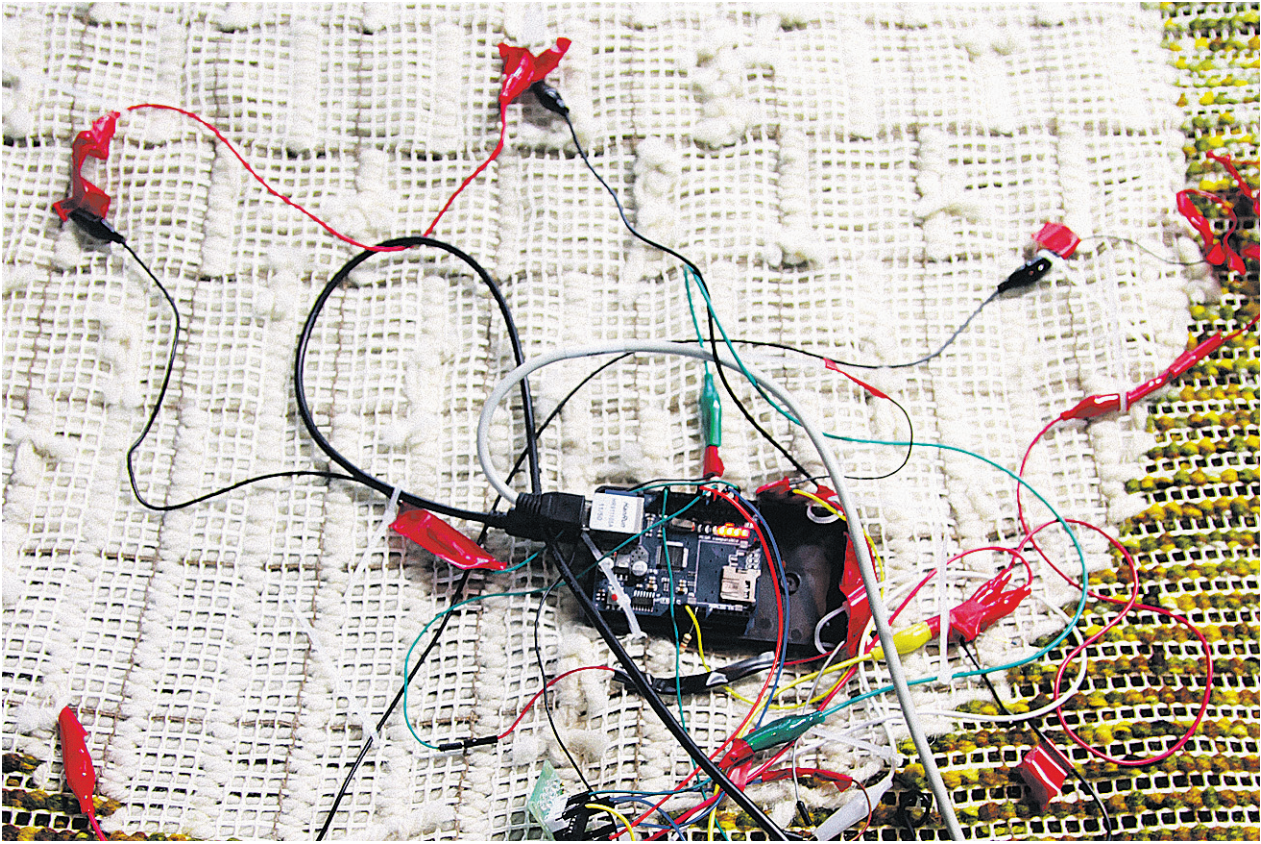
In spring, guest lecturers from companies related to these topics gave presentations as part of the course, namely representatives from Fjord, Koru Labs, Futurice, Zipipop Freud, Electronic Arts, YLE and Startup Sauna.

The second part of the course is essentially project-based: students develop a group project that involves planning, designing and launching a new digital product or service.

COLLABORATIVE PARTNERS
Aalto Media Factory | Department of Media, Aalto ARTS | Department of Media Technology, Aalto SCI | Department of Marketing (Aalto BIZ)

GETTING CREATIVELY INDUSTRIOUS?
cbt.aalto.fi

IMAGE: LEENA NÄREKANGAS



Wearable technology in a fair wind

CASE

The Textiles Interaction Lab (TextIL) project, seed-funded by the Aalto Media Factory, helped to establish new multidisciplinary research and teaching for e-textiles and wearable technology.

THE TEXTIL PROJECT came to a climax in winter 2013 by hosting workshops for an international network of professionals and researchers interested in e-textiles and smart clothing. Professor **Pirjo Kääriäinen** of Aalto ARTS was the mentor for the TextIL

project and is now involved in developing international teaching and research collaboration for wearables. A new multidisciplinary course called E-textile and Wearable Technology is now being offered at Aalto University for Master's degree students, and in addition, educational collaboration with international university partners from Sweden and Germany, among other countries, is now being discussed.

"The project seed funding from the Aalto Media Factory has proven to be greatly effective. The awareness of e-textiles and wearable technology among students and the public has increased through the TextIL project, and we have been able to build a network around the field as well," Kääriäinen says.

Wearable technology and smart clothing have become a hot phenomenon globally. By mixing digitality and materials, it is possible to, for example, integrate measuring indicators and gauges into clothing. "Technology is rendered softer and the meters are more human," Kääriäinen states.

There are also other scenarios for e-textiles: in the future we might be able to use a tablecloth as a screen and a shirt sleeve as a gamepad, or wrap the tablet computer into a soft roll.

WANT TO BE SOFT?
textileintlab.wordpress.com
mediafactory.aalto.fi

IMAGE: KARI-HANS KOMMONEN



Media Factory Japan

DURING THE PAST ACADEMIC year, the activities of the Media Factory Tokyo project expanded to new cities in Japan: Kyoto, Yokohama and Fukuoka. Therefore, the project is now called Aalto Media Factory Japan.

Academic collaboration and exchange agreements have now been developed with the University of Tokyo (UTokyo), Kyoto University, Keio Media Design and Kyushu University

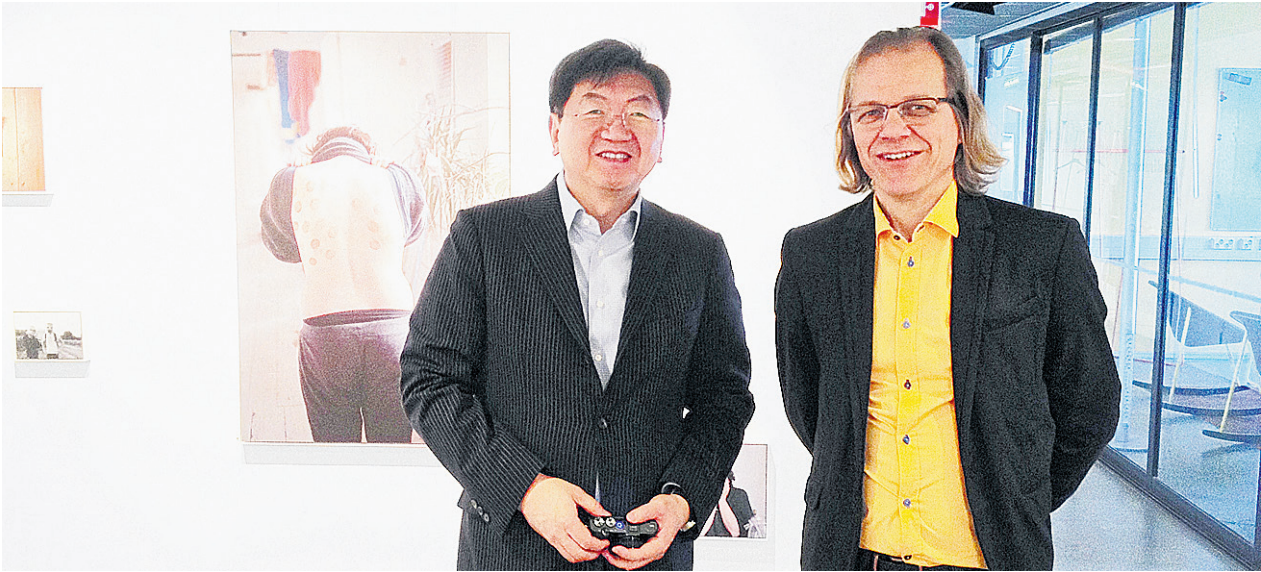
in Fukuoka. The first exchange students from UTokyo came to the Media Lab and professors and researchers from Aalto stayed at UTokyo and Kyushu University.

A new two-year collaborative research project funded by the Finnish Academy and JSPS of Japan will start in September 2014 between UTokyo/iii, Aalto Media Lab, Aalto ENG and the University of Helsinki/CRC

There is also a plan to begin study and research collaboration under the theme of Redesign of Society between Aalto, the University of Helsinki, UTokyo, Keio Media Design and Kyushu University in September 2014.

MORE INFORMATION
kari-hans.kommonen@aalto.fi

IMAGE: MATTI VESANEN



Nam Sik Lee, president of Kaywon University Art and Design, and Juhani Tehunen, factory manager at Aalto Media Factory, on 26 March 2014.

Alliance with Kaywon signed and sealed

AALTO ARTS TOGETHER WITH the Aalto Media Factory and Kaywon University of Art and Design's Creative Epicenter (KCE) signed a Memorandum of Understanding in April 2014. The purpose of the agreement is to establish a working relationship with the staff at both universities and promote mutual understanding through academic, cultural and personnel exchanges. The agreement promotes exchanges of faculty and students and makes them easier.

Kaywon University of Art and Design is a member of the Cumulus Association and has been a partner with Aalto ARTS. This agreement will "ratify" the old agreement.

KCE, like the Aalto Media Factory, is a collaboration platform between the different disciplines of the university and various companies. When the KCE building is ready, it will consist of a business lounge, design shops, a library and book café, group studios for start-ups, a prototyping studio, an

open auditorium, etc. Altogether, it will include approximately 7000 m2.

The president of Kaywon University, **Nam Sik Lee**, and the Dean of Aalto ARTS, **Anna Valtonen**, signed the agreement.

GET FRIENDLY WITH KAYWON:
www.kaywon.ac.kr



Communicum inspires students to move across borders

PROJECT

The Communicum project, a collaborative effort by the Aalto University and the University of Helsinki, enables students to take courses outside their home unit/ university.

THE AIM OF Communicum, established in 2010, is to promote synergy and collaboration between faculty and students within the research areas of communication and media.

According to professor **Leena Louhiala-Salminen** of Aalto BIZ, the project has been beneficial for the member units by offering a structure for within-university and cross-university collaboration among academic departments focusing on communication and media.

One of the most concrete outcomes of the project is student exchange. "The participants appreciate the multidisciplinary nature of the project, and the Master's students report that they find the other units' teaching methods, theoretical approaches and various ways of addressing working life issues most useful for their own personal and professional development," Louhiala-Salminen says.

The courses open for Communicum students are selected annually by each unit, and quotas for visiting students are assigned. In addition, research collaboration is boosted by joint seminars and events.

"The seed funding from the Aalto Media Factory was vital in order to promote and coordinate this kind of student mobility," states **Mikko Villi**, university lecturer and Communicum coordinator at the University of Helsinki.

Overall, the project acts in a facilitator role as an "umbrella" under which collaboration can take place, and no further institutionalisation is being planned at this point.

One of the most concrete outcomes of the project is student exchange.

COLLABORATING PARTNERS:
Aalto Media Factory | Aalto University School of Business (Aalto BIZ), Department of Communication | University of Helsinki, Subject Unit of Communication | Department of Media (Aalto ARTS) | Department of Media Technology (Aalto SCI) | Unit of Organizational Communication, Department of Economics, University of Helsinki

WANT TO COMMUNICATE MORE DEEPLY?
wiki.aalto.fi > communicum

IMAGE: LEENA NÄREKANGAS



New friends at ARTS Speed Meeting

THE ARTS SPEED MEETING event was launched during the past academic year. Held for the first time in October, Aalto ARTS students from different departments gathered at the Aalto Media Factory to make new acquaintances and explore the possibilities for new collaborations. The second ARTS Speed Meeting event took over the Media Factory's auditorium in February.

During the events, loud conversation filled the room when the art students met with each other for four minutes, having two minutes per person to introduce themselves and their skills. Some brought portfolios with them to show samples of their work, while others relied on words to describe what they do.

DON'T MISS THE NEXT EVENT:
facebook.com/aaltomediafactory

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A! AALTO MEDIA FACTORY

Aalto University | Hämeentie 135 A
Arabia Campus | Helsinki
mediafactory.aalto.fi | mediafactory@aalto.fi