

Title:

Collective participation and broadcast: how data bound to locality re-appropriate physical space.

A new kind of social space is created out of the transmission and reception of data between mobile phone users. Creating the condition of instantaneous message exchange, it is a space of data share and exchange which allows for an individual broadcast and a collective participatory experience. A quantitative space created out of numerous calculations of the millisecond and decryption encryption algorithms, it carries in it qualities; people's actual location, feelings, aspirations. This paper asserts that the mobile phone user becomes the flâneur, walking through the streets and roaming through a virtual space of data share and exchange. Experimenting with location based technologies, using cartography, mapping technologies, global positioning systems, locative media projects discussed in this paper allow mobile phone users to interact with their physical surroundings through public interactive screens or social networking applications. The mobile phone becomes a device for interaction with local public space.

Applications of locative media such as the WebWall and the Yellow Arrows project and location-based games such as Mogi-mogi, Botfighters, are creating representational spaces that fuse reality with virtuality. Henri Lefebvre speaks of the production of social space through practices of representation. 'Mixed reality' or 'pervasive' gaming together with locative media projects, create virtual environments for social interaction and message exchange in locality. In locative media installations and games the users can be seen to cross through different levels of reality, virtuality and broadcast, drifting inside real actual space and disseminating information through a virtual network. The key concept emerging from this new technological art-movement is the re-appropriation of physical space via the virtual. A hyperreal representational space of cyberspace and locality, these games, installations and social networking systems create environments for a local broadcast and a collective experience.

The cyber flâneur drifts through the Internet following hyperlinks, making and creating new paths. The mobile phone user, like the flâneur, walks the city streets collecting and recording images. Thinking of the user with a broadcasting mobile device one can't help making parallels with Vertov's film *The Man with a Movie Camera*. The [wo]man with a mobile phone drifts through cyberspace and collects data from this infinite space of data-share and exchange. Downloading music, receiving and transmitting data, accessing the Internet, the mobile phone user walks through the city and drifts inside cyberspace. Taking pictures or capturing video the mobile phone user records reality in digital content and shares it in the form of an individual broadcast with friends or the general public and uploads it on 'you.tube'. Like the flâneur and Vertov's hero, the [wo]man with the mobile phone drifts through the infinite virtual space of data-share and exchange, navigating with the mobile device. This paper will explore how experimental applications in locative media and location-based games can be used to extend the content of location specific interaction, into wider contexts of collective participation and urban praxis in locality.

Bibliography:

- Guy Debord The Theory of the Dérive 1958
- Henry Lefebvre The Production Of Space Blackwell 1991
- Adrian Mackenzie, Transductions. Bodies and Machines at Speed Continuum 2002
- Lev Manovich, The Language Of New Media MIT Press 2001
- Annette Michelson, Kino-Eye The Writings of Dziga Vertov, California press 1984
- Nigel Thrift, 'Movement-space', Economy and Society Vol.33 No.4 November 2004

CV- biog note:

Sophia is a lecturer in Media, Culture and Communication in the School of Arts Middlesex University. She is currently completing her doctorate study in the Centre for Cultural Studies in Goldsmiths College. Her research analyses the cultural significance of the private, virtual communicational spaces being created by the mobile phone and other radio based technologies. In particular her research is exploring Instantaneous Mobile Messaging as a social space and as a subversive practice. Sophia has been a founding member of the Cybersalon team since 1998 and has helped to organise and generate themes for Cybersalon events. Sophia is an active participant in London's cultural and commercial sectors of digital media, and has worked both as a curator and event coordinator. In May 2003 Sophia was the curator for the Legacy 03 exhibition at the ICA, a retrospective exhibition of work from the MA in Hypermedia Studies University of Westminster. Sophia's article 'Kino Phone: Location, broadcast and Autonomy' appears in the Southern review journal, vol. 38, no.3, special issue: Mobile Histories RMIT publishing 2006 .