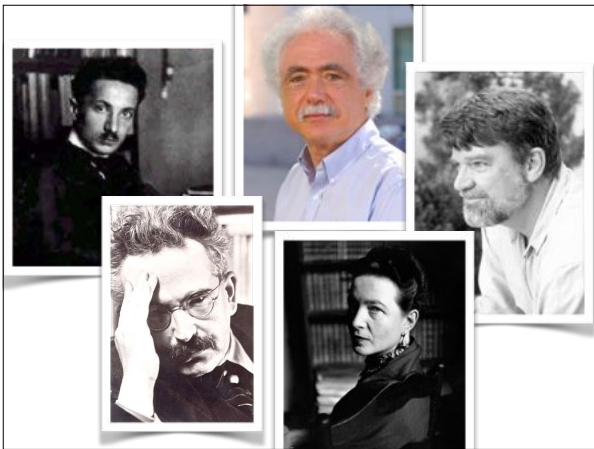
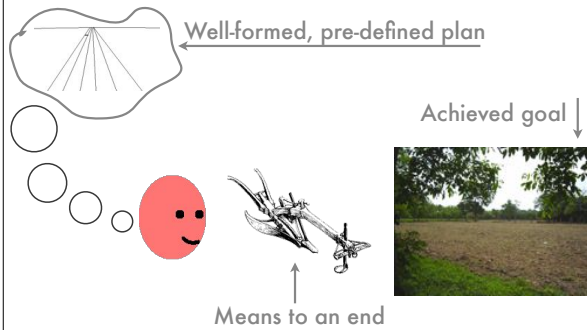


“The mathematical description of reality and the radical dependence on experiment have transformed the view of reality and the position of man therein.”

The block contains a book cover on the left and a portrait on the right. The book cover is for 'De mechanisering van het wereldbeeld' by E. J. Dijksterhuis, with a subtitle 'Een magisteriaal boek - HUGO BOERHOUT GEDRUKT'. The portrait is a black and white headshot of E. J. Dijksterhuis. A quote is placed between them.

Heidegger – Winograd – Churchland – De Beauvoir – Benjamin

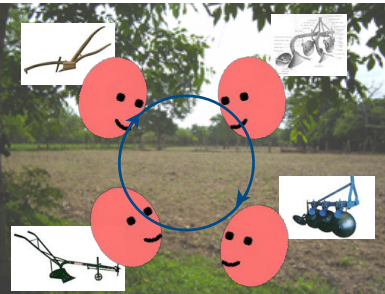
## rationalist view on technology



## phenomenological view on technology

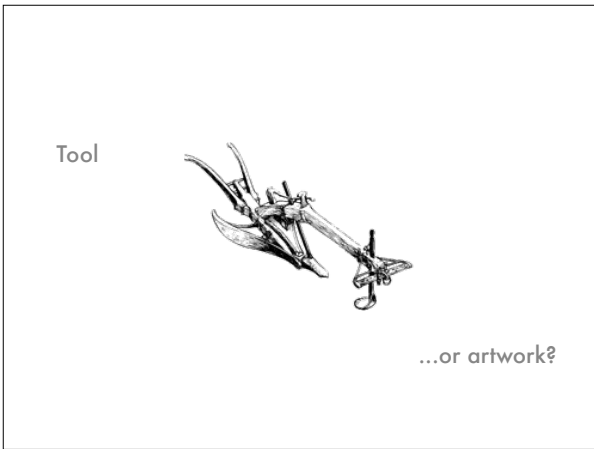
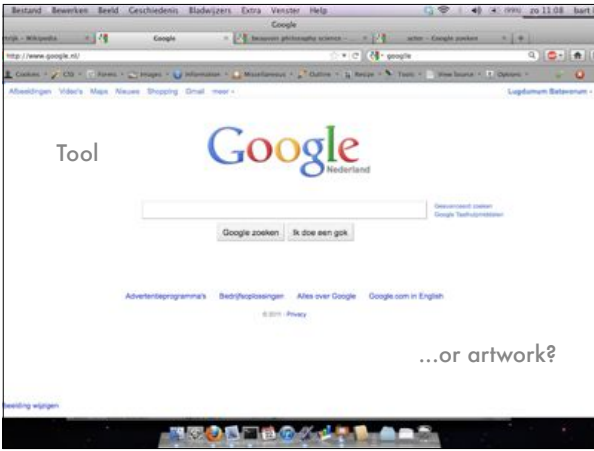
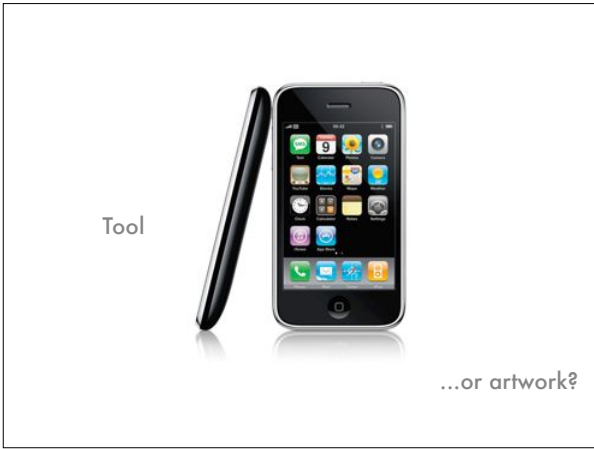
Technology is experienced within the person's individual culture

Technology is inherently social and practical, never just a means to an end



*Our experience of  
technology is  
fundamentally artistic*

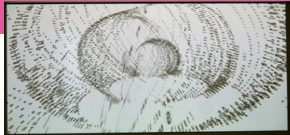




The *felt individual experience* of the techniques we use in everyday life to *create and manifest* our individuality make it clear that the phenomenological view on technology *blurs* the distinction between art and tools.



What distinguishes digital from traditional art-forms?



Procedural

Stephanie Keske  
-  
Conway Studio  
(2010)





Also check The Space Observer (2010), <http://www.schuelke.org/spaceobserver1.html>



the any space whatever; guggenheim New York



Los Angeles Art Show – LAAS



## The virtual in the physical

An autonomous artwork that blends with the environment and gives the passers by an artistic experience

*Hernando Barragán - mes étoiles*  
(2010)



## The physical in the virtual

The use of a device and / or application to augment the physical reality.

*London Museum - London past and present*  
(2010)



Particularities of this  
three day workshop







## Assignment

Come up with a plan to use digital techniques to enhance the recreational value and felt experience of Kortrijk and its surroundings.

Present this plan in the form of an elevator-pitch on Wednesday afternoon

## Planning

- Monday morning: introductory lectures
- Monday afternoon: brainstorm and research of Kortijk
- Tuesday: follow the entrepreneurs-track of the Multi Mania XPO
- Wednesday: create the mock-ups and deliver a presentation and demonstration

E-click format will be given on wednesday  
The exact contents of the document are described in the document.

## Method

- Groups of about three students
- Brainstorm sessions to think up *a priori* ideas (*pretend it's magic, kill your darlings, etc/*)
- Field research, including analysis of the current situation, interviews, literature study, etc.
- The entrepreneur-track of the Multi Mania XPO

## Deliverables

- Elevator pitch
- Mock-ups (photos, models, films, use-cases, ...)
- Project document
- Osterwalder model
- Focus on feasibility and possibilities of revenues

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