

# Anthony Sapp

imm blog



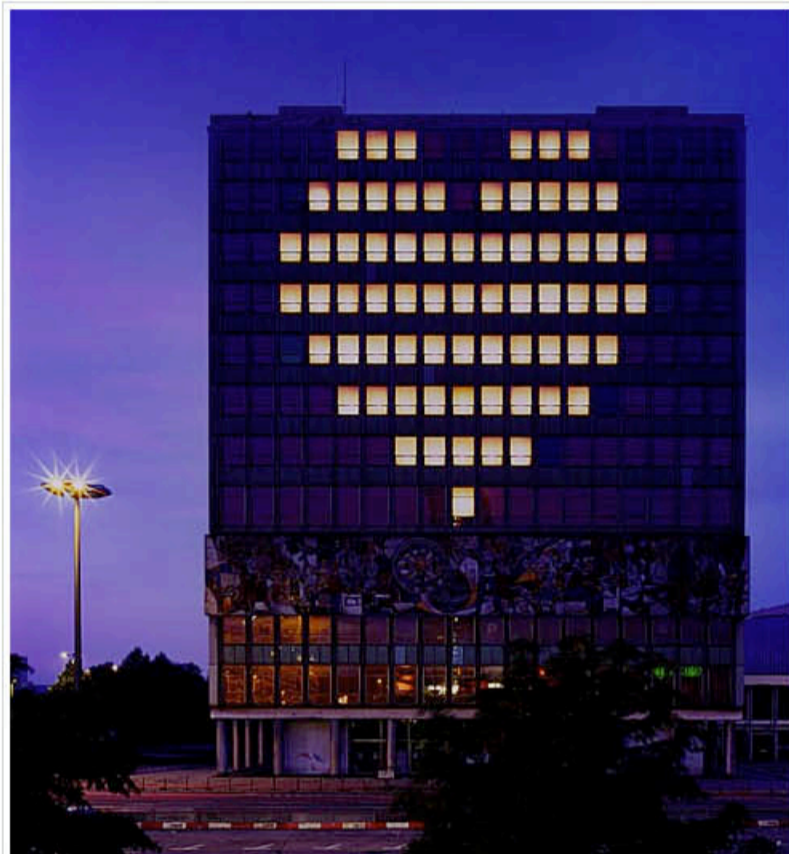
Blog About

IMM Post 2: Gesture Technology »

## IMM Post 1: Big Interactivity

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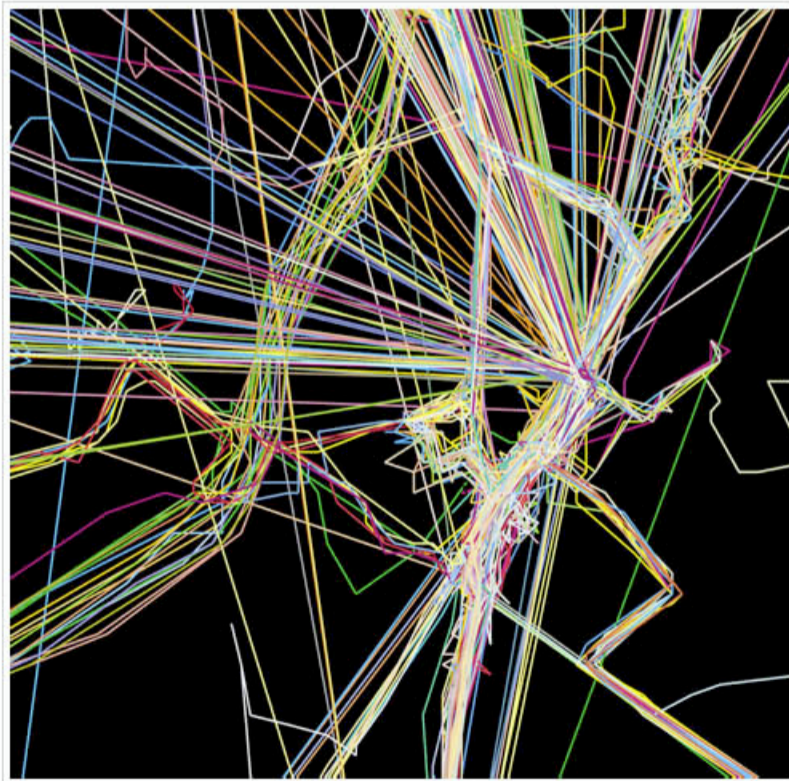
After sitting through Dorian Lebreux's ([InterAccess](#)) presentation on **Big Interactivity**, I questioned whether the creation of art pieces such as the ones showcased in the presentation were feasible for the average programmer to produce. Pieces such as [Blinkenlights](#) and [BIX Facade](#) seem too large scale for someone like me to produce, and other pieces such as [GreenHouse](#) and [Bikes Against Bush](#) seemed too intricate and coding intensive to really be attainable.



Blinkenlights demonstration

Having Dorian answer some questioned assured me that projects like this are actually attainable for the people like the students here in the Sheridan IMM program, through things such as open source coding initiatives that are currently available, and workshops offered at places like [InterAccess](#).

We explored several projects, ranging from very focused pieces such as Rokeby's [Very Nervous System](#) and [Taken](#) to more abstract works such as [GPS Diary](#). The former offered insight into the effects installation art can have on the average passer-by, while the latter reminded me that it is always interesting to create art using a technology which was definitely not created with art in mind.



The GPS Diary

Although most of the products shown were not geared toward making money for the designers / artists, there is definite potential here for monetary gain – potential which is being explored by companies such as [MotionSketch](#), which develops large-scale advertisements that users can interact with by using mobile technology or simply moving their bodies. The aforementioned company has produced interactive advertising for companies such as Jack Daniel's and Lamborghini.

So I guess the important question is: when will there be a real shift from more traditional authoritative art to this type of interactive art? When will it become main stream? I think just like everything, people will eventually grow tired of seeing things the way they currently are, and advertising in particular will need to stimulate the audience more and more to remain effective and produce demand for consumer goods.

Soon we'll be looking at large-scale flat panel screens where static painted billboards currently hang.

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- [IMM Post 2: Gesture Technology](#)
- [IMM Post 1: Big Interactivity](#)

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[About](#)

October 2006

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

[Feb »](#)

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