



Aalto University

IDS Kyoto 2013

Design as creative communication

Department of Media

Aalto University, School of Arts

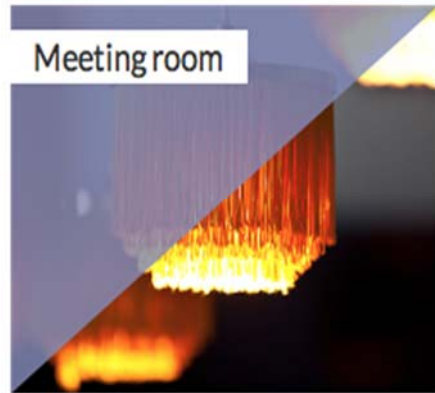
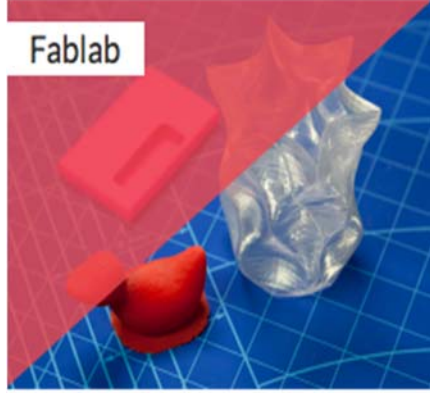
Design and Architecture

Prof. Lily Díaz

15.03.2013

Department of Media (DOM)

- 3 main academic units: Media Lab Helsinki (since 1994), Graphic Design, and Photography + Aalto Media Factory (AMF).
- Currently 9.5 professors
- Education towards BA, MA and DA degrees*
- ≈ 67 doctoral students
- 7 official research groups
- 'Media' considered as a broad field of creative practice involving communications.



Department of Media: Our research

- With an approach that is both practical and theoretical, the subject of research in the Department is Media itself, how it is created, how it is used, and how it impacts on the society at large.
- As creators of media artifacts and products, artists and designers are communicators.
- New profile as communication designers and artists working in an interdisciplinary with digital media to achieve a new synthesis of art, humanities, and science.



City Sets – Narrating Visual Urban Identities



iTEC

Designing the future
classroom



Department of Media

Our research groups & examples of some projects

- **ARKI** (Role of digital in everyday Life): EU Screen, funded by the European Union and contributor to Europeana. In ARKI, the project is developing the *Journal of European Television History and Culture*, the first peer-reviewed multi-media e-journal in the field of television studies. **Kari-Hans Kommonen.**
- **Crucible Studio & Graphic Design** (Interactive narrative): City Sets in World Design Capital Helsinki 2012, DIMEKE - Content Development for Digital Media project. **Mika Tuomola.**
- **LE Group** (Learning environments): iTEC: Innovative Technologies for an Engaging Classroom, is a four-year, pan-European project focused on the design of the future classroom. The largest project of its kind in Europe. **Prof. Teemu Leinonen.**
- **Media Aesthetics Research Group:** Figures of Touch in the Expanded Field of Photography, in cooperation with the Figures of Touch research project funded by the Academy of Finland. **Dr. Mika Elo.**

Department of Media

Our research groups & examples of some projects

- **Next Media Research Group (NMRG):** Cost Action IS0906 “Transforming Audiences, transforming Societies”. Role of media in organizations and society. TEKES funded projects: eReading, Hyperlocal, Personal media day. **Dr. Merja Helle.**
- **Sound and Physical Interaction (SOPI):** The Notion of Participative and Enacting Sonic Interaction (PESI), funded by the Academy of Finland; Human Emotional Interaction (HEI), funded by TEKES. **Dr. Koray Tahiroglu.**
- **Systems of Representation and Digital Cultural Heritage (Sysrep):** Re-discovering Vrouw Maria, a collaborative design project with National Board of Antiquities; Green ICT, project with the Dept. of Computer Science (Aalto School of Science) to develop sustainability tools and methods for ICT. **Prof. Lily Díaz.**

Research results 2012, beginning of 2013

Department of Media – Featured results	
Reported publications	
Organization of two international conferences	
Dissertations	
Project example 1: Re-discovering Vrouw Maria interactive virtual reality installation for Maritime Museum of Finland.	
Project example 2: Cardboard Hospital co-design project for Tampere Hospital.	

Reported publications

(Year 2012, beginning of 2013) + External funding total

Department of Media	
International refereed journals *	9
Refereed publications and conference proceedings	29
Articles published in edited compilations, conference proceedings, books, journals and magazines	21
Dissertations	5

Total: 63

* including one article in Digital Creativity, one of the top journals in new media (KPI journal).

Total external research funding 2012: **1 118 000 €**

Organization of two international conferences in 2012

- **OK Fest – Open Knowledge Festival** was hosted in Helsinki 17-22.9.12. The main partners behind the events were the Open Knowledge Foundation (UK), The Finnish Institute in London and the **Aalto Media Factory**.
- **Helsinki Photomedia** is a bi-annual international conference for photography studies, which was organized for the very first time in March 2012. There is no recurring international forum in this field and Helsinki Photomedia is aimed at filling the void.

Edutainer at
www.gapminder.org



Main Organisers



Open Knowledge
Foundation

THE
FINNISH
INSTITUTE
IN LONDON

A!

Aalto-yliopisto



Doctoral Dissertations

- 1) Markus Itkonen's (Graphic Design) *Kadonneet kirjaintyypit* - Unknown typefaces - a historical study about Finnish typeface design including unpublished typeface projects from the 1920s until 1985.
- 2) Päivi Setälä's (Photography) *Lapsi kuvan takana. Erityisiä piirteitä lasten valokuvailmaisussa* - The Child Behind the Picture - analyzed the specific formal visual characteristics of childrens' photographs.
- 3) Iina Kohonen (Photography) studied the Soviet space propaganda photographs in her doctoral dissertation *Gagarinin hymy. Avaruus ja sankaruus neuvostovalokuvissa 1957–1969* - Picturing Infinity: Space Race and the Cosmic Landscape 1957-1969.
- 4) Harri Pälviranta's (Photography) *Toden tuntua galleriassa. Väkivaltaa käsittelevän dokumentaarisen valokuvataiteen merkityksellistäminen näyttelykontekstissa* - Encountering violence-related documentary photography in gallery context - is an example of artistic research.
- 5) Nuno Correia (New Media) Interactive Audio-Visual Objects – Studied and developed new interface possibilities that allow for integrated and simultaneous manipulation of sound and motion graphics. (Defended in March 2013.)

Project example 1

Interactive virtual reality for Maritime Museum of Finland

- Re-discovering Vrouw Maria Led by Professor Lily Diaz, the project created an interactive virtual reality (VR) simulation about the underwater heritage site of the Vrouw Maria, a Dutch Vessel that sank in 1771 in Finnish waters bearing a precious cargo of treasures for empress Catherine the Great of Russia.
- Students, professors and lecturers from Department of Media with humanists and scientists from the Finnish National Board of Antiquities used collaborative, participatory design methods to create the installation.
- Selected to be included as part of the permanent exhibition at the Maritime Museum of Finland.
- Participated in Archeovirtual 2012 exhibition, Paestum Italy.
- Students and faculty have published and participated in high quality conferences and are now writing articles for submission to international peer reviewed journals.

Re-discovering Vrouw Maria



Project example 2

Co-design project for Tampere University Hospital

The Cardboard Hospital was a project of the Media Lab's Learning Environment Group during 2012 led by researcher Juha Kronkvist and Prof. Teemu Leinonen.

The aim was to create a world-class research on co-design method and prototyping environment for creating patient-centric hospital spaces and services.

It was an internationally unique multi-partner and multidisciplinary collaboration between (1) Sitra's Public Leadership and Management Programme, (2) Pirkanmaa Hospital District / Tampere University Hospital, (3) Aalto ARTS and (4) Architecture studios. Within Aalto collaboration occurred between Department of Media, Department of Film and Television and Scenography, Department of Architecture, Media Centre LUME and the Aalto Service Factory.

Project example

Co-design project for Tampere University Hospital

Results:

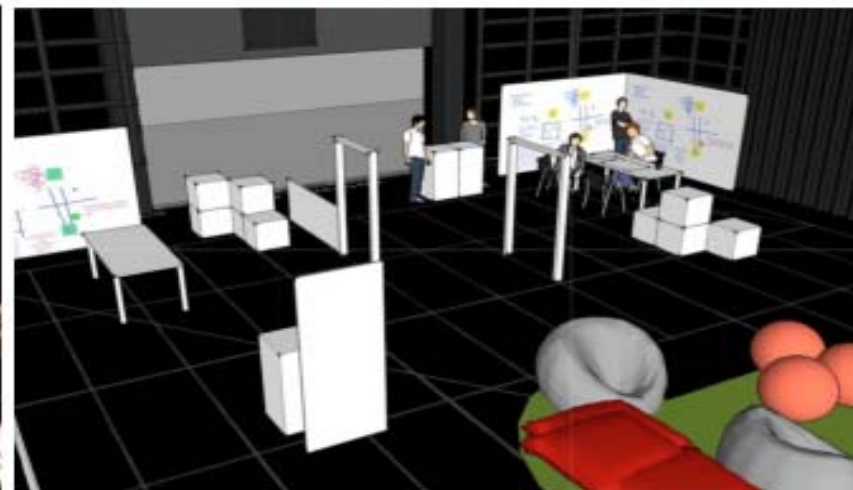
Scientific results will be presented in journal and conference articles. The first one is “in press”. Additionally one Scenography MA thesis due Spring 2013.

Social impact in form of having a better hospital spaces in Tampere and in future around the world.

Spin-offs:

In collaboration with a local design agency, called Diagonal <http://diagonal.fi> the tools and methods developed are being exploited in other projects.

Cardboard hospital



Concluding thoughts...