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## The Eyebeam Roadshow 2008

Thank you for your interest in the Eyebeam Roadshow! The following pages describe the concept of the Eyebeam Roadshow and detail the workshops offered and the artists who will be part of the 2008 Roadshow. If you have any questions, please feel free to email [roadshow@eyebam.org](mailto:roadshow@eyebam.org), or contact Stephanie Hunt directly at [hunt@eyebam.org](mailto:hunt@eyebam.org).

### What is it?

In short, the Eyebeam Roadshow is what you get when you mix a rock & roll tour with the talented residents and fellows of the Eyebeam Art and Technology Center.

In 2007, four Eyebeam artists were invited to talk about their work at the Version '08 Festival in Chicago. From these humble beginnings, the Eyebeam Roadshow was born. We want to make this an ongoing tradition, enlarge our scope, and blow some minds while we're at it. To achieve this, we need your invitation and support.

The Eyebeam Roadshow is an event organized by artists as a way to bring our work and skills to places where it would not otherwise be seen. The elements of this year's tour, which we hope you will want to host at your venue, include:

- Introduction to Eyebeam's mandate and history, and an overview of the residency and fellowship programs – perfect for graduate students thinking about what to do post-graduation.
- Talks by each of the artists about past, current, and future work.
- Hands-on workshops on a range of interesting topics, detailed below.

So if you want to blow the minds of your students, employees, co-workers, clients, constituents, or festival-goers, this show is for you.

### About Eyebeam

Eyebeam is an art and technology center that provides a fertile context and state-of-the-art tools for digital research and experimentation. It is a lively incubator of creativity and thought, where artists and technologists actively engage with culture, addressing the issues and concerns of our time. Eyebeam challenges convention, celebrates the hack, educates the next generation, encourages collaboration, freely offers its contributions to the community, and invites the public to share in a spirit of openness: open source, open content and open distribution.

Please visit [www.eyebam.org](http://www.eyebam.org) for more information.

## The Workshops

Below is the list of workshops that we will offer during the 2008 Eyebeam Roadshow, grouped by degree of difficulty.

- The 100 level workshops are appropriate for any audience - no prior experience necessary.
- The 200 level workshops are appropriate for audiences with some technical experience.
- The 300 level workshops are for audiences with considerable technical experience.

Please note that these ratings are only suggestions, so please read all of the descriptions. We ask that you choose a set of workshops that is most relevant to the audience at your venue and can be realized in a single day. Please let us know which workshops you are interested in, and we will determine if they can run concurrently. Most of the workshops are approximately 4-5 hours, and there should be no more than 20 people per workshop.

### ERS 101 - Lecture: The Avant-Garde and Parties

Since its inception in the Parisian cabarets, avant-garde creativity has been associated with partying. David Jimison will cover the historical avant-garde's use of parties, cabarets, night clubs, and beer halls as spaces of intervention and performance. From Futurist manifestos through '60s Happenings and into contemporary practices, distinct methodologies will be discussed.

**Instructor:** David Jimison

**Facility Requirements:** classroom with projector, microphone if necessary, beer

### ERS 102 - Inspiring an Online Workforce

Steve Lambert and Jeff Crouse will talk about their experiences working with strangers on the Internet to accomplish specific tasks. Hands-on activities may include 1) starting a Google Code/Sourceforge project 2) using the online labor market (Mechanical Turk) 3) making friends you never knew you had through online collaboration.

**Instructors:** Steve Lambert and Jeff Crouse

**Facility Requirements:** computer lab or BYOLaptop

### ERS 103 - Optimizing Your Workflow

Anyone who works in an unstructured environment (e.g.: artists, freelancers, etc.) knows that developing a personalized workflow is essential for productivity and sanity, and at the Eyebeam labs, one of our favorite pastimes is sharing strategies for tracking projects, organizing collaborations, and general optimizing workflow optimization. In this workshop, several Eyebeam fellows will talk about time-saving methods that they have developed that fall into the "getting things done" paradigm, including use of several OS X applications such as Spaces, Quicksilver, and OmniFocus, as well as online collaboration tools such as wikis, easy polling, Subversion for collaborative coding, and

**Instructors:** Multiple

**Facility Requirements:** computer lab or BYOLaptop

## **ERS 104 - Dirt Style**

Steve Lambert, Jamie Wilkinson, and Jeff Crouse will teach you to eschew flashy modern design tools in favor of a rougher, simpler aesthetic sensibility known as Dirt Style. Hands-on activities will include 1) making kick-ass animated GIFs; 2) re-learning HTML tags you thought were dead and buried; 3) exploring the myriad uses of explosions in video editing, web design, presentations, and just about anything else you can think of.

**Instructors:** Steve Lambert, Jamie Wilkinson, and Jeff Crouse

**Facility Requirements:** computer lab or BYOLaptop

## **ERS 105 - Ear Cleaning**

Andrea Polli will introduce you to field recording and free software for sound editing projects by taking you through a series of "ear cleaning" exercises, including a neighborhood soundwalk with various microphones and recording devices.

**Instructor:** Andrea Polli

**Facility Requirements:** recording equipment, computer lab or BYOLaptop

## **ERS 106 - How to Get Internet Famous**

Jamie Wilkinson will share his experience with viral media, Internet memes, and other buzzword-rich phenomena with a focus on achieving the elusive Internet Fame.

**Instructor:** Jamie Wilkinson

**Requirements:** computer lab or BYOLaptop

## **ERS 107 - Shopdropping**

Learn how to reverse shoplift your artwork into stores with Steve Lambert, a former undercover investigator. Plus, how to be a superhero.

**Instructor:** Steve Lambert

**Requirements:** nearby metropolitan area

## **ERS 108 - Drawing using analog and digital tools**

Think you can't draw because you don't easily create photo-realistic graphite sketches on the first try? Don't worry, in real life drawing isn't a closed-book test. You can use your notes, you can copy from other people, you can use tools, you can even trace! (Gasp!) And Steve Lambert is going to show you how.

Based on the Instructable Drawing for Non-Majors – but in person!

**Instructor:** Steve Lambert

**Facility Requirements:** BYOLaptop or computer lab with Adobe suite, pencil, paper, lightbox

## **ERS 201 - Workshop: Avant-Garde and Parties II**

David Jimison will lead a workshop in distinguishing factors of interactive art for parties. Topics will include: available technologies, preparing for party-specific user behavior (e.g. drunk people falling on your equipment), design elements, and contemporary examples. The workshop will include group prototype sessions to test specific methodologies.

**Instructor:** David Jimison

**Facility Requirements:** computer lab or BYOLaptop

## **ERS 202 - Mobile Workshop**

A distinguishing factor of mobile technologies is that you engage with them while you are on the move. Artist David Jimison will talk about new digital art forms that utilize mobile technologies, such as locative media, collaborative gaming, and wearable systems. The workshop will include hands-on creation of a locative mobile experience.

**Instructor:** David Jimison

**Facility Requirements:** computer lab or BYOLaptop

## **ERS 204 - Clean Style**

Learn to quickly make websites that are easy to navigate and well designed. Clean Style is not flashy, and is written in bulletproof search-engine-friendly XHTML/CSS. Part of this workshop will be focused on designing in Illustrator, and part of it will be on using the Google Blueprint CSS framework to quickly code your page.

Steve Lambert will teach you how to get your work online quickly and easily using the latest and greatest in online content management systems. We will also discuss the importance of sharing work online and the history of shared knowledge as the basis of our civilization.

**Instructor:** Michael Mandiberg and Steve Lambert

**Requirements:** computer lab or BYOLaptop with Adobe suite

**Prerequisites:** Some experience with HTML & CSS, Illustrator

## **ERS 205 - Me and My Puppets**

Create your own digital puppets using a process called "milkscanning" in which milk (or another opaque liquid) can be used to create 3-D models of plastic comic figurines and other objects. We will also use Friedrich Kirschner's software, Movie Sandbox, to create short machinima pieces using your puppets.

**Instructor:** Friedrich Kirschner and Jeff Crouse

**Facility Requirements:** computer lab or BYOLaptop, bowls, milk, webcam, computer

**Prerequisites:** an idea for a short film

## **ERS 206 - Inspiring an Online Workforce II**

Michael Mandiberg will talk about his experience working with programmers found on freelancer websites such as Rent-A-Coder. Maybe you have more project ideas than you can finish. Maybe you want to do a project but don't have programming skills. We will walk you through case studies in how to write up artist projects as functional specifications, and how to follow through and manage a remote programmer. Participants will leave with a functional specification / request for a proposal to be posted online.

**Instructor:** Michael Mandiberg

**Facility Requirements:** computer lab or BYOLaptop

**Prerequisites:** participants are encouraged to bring project ideas to the workshop

## **ERS 301 - Firefox Plugins and Greasemonkey: Switching this for that**

Michael Mandiberg and Steve Lambert will teach you how to do things to webpages after they load. For example replacing dollars with barrels of oil (<http://oilstandard.org>), ads with art (<http://add-art.org>), or, say, every mention of Eddie Van Halen with a picture of him flying through the air.

**Instructor:** Michael Mandiberg and Steve Lambert

**Requirements:** computer lab or BYOLaptop. Javascript or other language experience helpful, but not necessary.

## **ERS 302 - Cheap-Ass Multitouch**

Learn the basics of how to build your own multitouch system. Addie will give you the pretty code to jump start the process as well as detailed plans to build your own system.

**Instructor:** Addie Wagenknecht

**Facility Requirements:** xcode, openframeworks, webcam or built in isight (to test tracking of software)

**Prerequisites:** some programming experience

## **ERS 303 - Better Living Through Screen Scraping**

Data visualization and web mashup have become important methods of expression in the web-art world. But how do you access the data that you want to mash-up or visualize? In this workshop, students will learn how to work with web APIs such as Flickr, Facebook, and Delicious, as well as a slightly less legitimate method of repurposing online data called Screen Scraping.

**Instructor:** Jeff Crouse and Jamie Wilkinson

**Requirements:** computer lab or BYOLaptop

**Prerequisites:** some PHP, JavaScript, or other scripting language required

## The Artists

### Jeff Crouse



Eyebeam Senior Fellow Jeff Crouse creates software and installations that are equal parts humor, absurdity and technology. Jeff's previous work includes YouThreebe, a YouTube triptych creator; Invisible Threads, a virtual jeans factory in Second Life; and James Chimpton, a robotic monkey that interviewed the artists of the 2008 Whitney Biennial. He is currently developing BoozBot, a bartending robot/puppet; and DeleteCity, a Wordpress plug-in that finds and republishes content that has been taken down from sites such as Flickr and

YouTube. His work has been shown at the Sundance Film Festival, the Futuresonic festival in Manchester, UK, the DC FilmFest, and the Come Out and Play Festival in Amsterdam.  
<http://www.jeffcrouse.info>

### David Jimison



As a fellow in the Production Lab, David focuses on diversions to urban living and infrastructures. Projects include a robot bartender, a police monitoring social network, madlib karaoke, and many parties and games. David is a Digital Media PhD candidate at Georgia Institute of Technology where he founded, and for 3 years, led research in the Mobile Technologies Group. David has exhibited his art work internationally and has been published in several IEEE and ACM publications.

<http://davidjimison.com>

### Friedrich Kirschner



Friedrich joined Eyebeam as a fellow in the Production Lab. He is a filmmaker, visual artist, and board member of the Academy of Machinima Arts and Sciences. Friedrich has mainly focused on creating open-source digital puppetry and animation software and occasionally spreads out into the physical realm, where he uses milk, ink or Pepsi to 3D-scan model robots in his kitchen or people's bodies in Eyebeam's commons space.

<http://www.zeitbrand.de>

### Steve Lambert



Eyebeam senior fellow Steve has built an arcade game from scratch, temporarily renamed Bush Street in San Francisco, closed every McDonald's in Manhattan, and founded the Anti-Advertising Agency. His most recent project replaces advertising online with art images. Steve's projects and artworks have won awards from Rhizome/The New Museum, the Creative Work Fund, Adbusters Media Foundation, and others. His work has appeared in publications including

the New York Times, Punk Planet, and Newsweek. Steve currently teaches at Parsons/The New School and Hunter College.

<http://www.visitsteve.com/>



## Michael Mandiberg

Michael was a Resident in Eyebeam's R+D OpenLab in 2007. This year, as a Fellow, he has continued his work on Firefox plug-ins and web applications that highlight the real environmental costs of a global economy. His current projects include the groundbreaking textbook *Digital Foundations: an Intro to Media Design* that teaches formal principles through design software, [HowMuchItCosts.us](http://HowMuchItCosts.us), a car direction site that incorporates the financial and carbon cost of driving, and [Real Costs](http://TheRealCosts.com) (<http://TheRealCosts.com>), a browser plug-in that inserts carbon footprints into airplane travel & car directions websites. He is an assistant professor at the College of Staten Island/CUNY and lives in, and rides his bicycle around, Brooklyn.  
<http://Mandiberg.com>



## Andrea Polli

Andrea Polli's electronic media works explore global systems and human experience. She often collaborates with atmospheric and climate scientists. Recent works include: a series of sonifications of projected climate change in Central Park and real-time, multi-channel sonifications and visualizations of Arctic weather changes and urban air quality. Polli recently spent seven weeks in Antarctica on a National Science Foundation funded project (see <http://90degreessouth.org>).

<http://andreapolli.com/>



## Addie Wagenknecht

As a fellow in Eyebeam's Production Lab, Addie makes generative algorithmic art-code to challenge mainstream idealism and create a sense of bittersweet irony (preferably both at once). When she grows up she hopes to spend her life creating beauty in the mundane and to shift the way we see the world. Her current projects include an open source multitouch system for the masses, a large scale modular space manipulation system, and architecture for the birds in urban space.

<http://www.nortd.com>  
<http://placesiveneverbeen.com>



## Jamie Wilkinson

Jamie Wilkinson is a technologist and entrepreneur based in NYC, primarily working with web application development, data mining, and decentralized systems. Jamie is a passionate open source contributor and a founding member of the Free Art & Technology Lab.  
<http://tramchase.com/>