

Plan de presentation

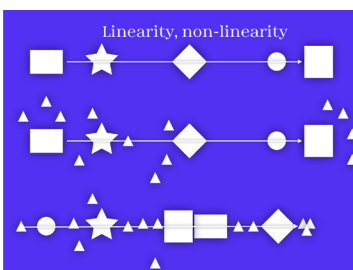
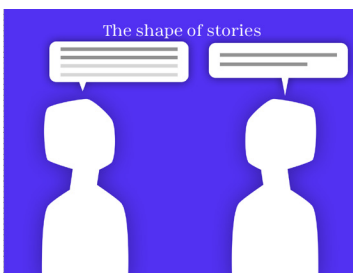
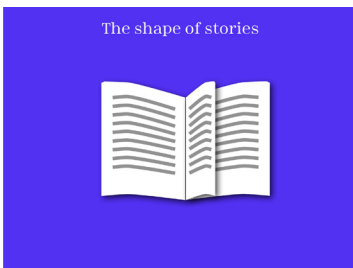
Collide Geneva - Arts At CERN

25 avril 2017

PICTURES



Keynote with schema animated



NOTES

1- Introduction

Good evening, I am Cassandre Poirier-Simon, an independent interaction designer here in Geneva. Myth_n, Mythes Numeriques (digital myths in French) is a digital communication agency I founded.

Myth_n specialises in narrations and digital experiences, and I work with cultural and educational institutions, or businesses to help them tell their stories. I work in different teams depending on the project, write the story, construct the universes, or adapt clients' stories to a digital experience.

2- Working thematic

I am particularly interested in the shape stories can take. This shape is linked to our understanding of the world, of the world's structure.

Where are the stories? They are, for example, in books. At the scale of the "book" object, the reading system is linear, we read line by line, page by page. They are on TV, where they are globally perceived linearly also.

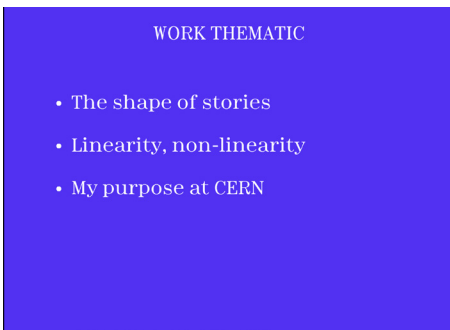
The stories are in discussions too. They are built up gradually, they are a little more interactive. Narrative images can, however, be perceived in a more scattered, disseminated way. But in any case, it is difficult to get out of the linearity of perception.

Now, for the content aspect, how do we get out of the linear arrow of time? As we read / look, the actions are combined one with another. There is the before, the now, the after. Initial situation, disruptive element, adventure, resolution, outcome ...

But when we tell a story, we also insert our memories, or our desires: flashbacks, imaginary futures ... The authors play with this arrow of time, displaying actions at different times.

Digital media, which are interactive and hybrid, meaning they mix different media, are the perfect vehicle [véhicule] for non-linearity.

Let's take the example of a tool similar to the book as the story's «container», which you know and which can be read digitally: in a web browser, we can open several tabs between which we jump. Each of these tabs is a world in itself: let's take a web page



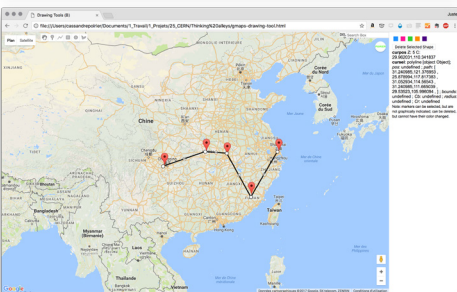
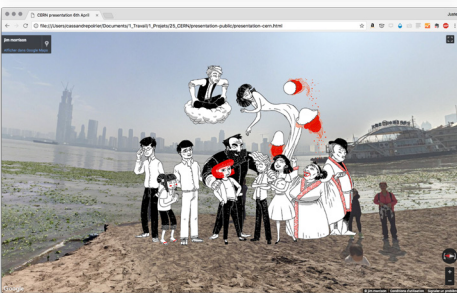
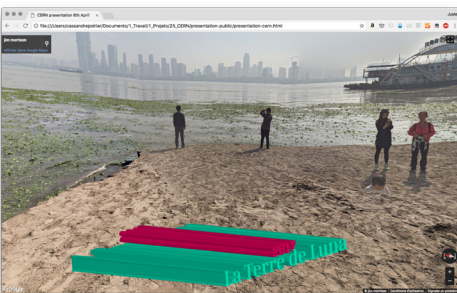
2000 pixels high for example, we will not read each item of text that is on it, we can also click on a link and be transported elsewhere before finishing ; This web page can also be viewed in 2mn if there is only text, or in 20 if there is a video, or if text elements open between the lines, pop over, etc. The tablet has a relationship with the landscape, it is a framework on a larger space. In this, it has much more logical relation to the image than with the text.

When I came to CERN, I wanted to have another approach to the space-time structure. I wanted to apprehend his pace, to map stories into it. Something more fluid and unexpected than the page after page or even tangible structure. We are in digital space. What do we learn from the world and from human relationships if by stretching out the finger (faire le geste) we reach a parallel universe, or if our fingertips have already disappeared in the number of years? If temporalities disintegrate?

I will now illustrate my point in a peculiar way, through three projects of mine : luna's earth, the road companion and wrist watch. It will be a little bit like an experiment, in Google Street View. You'll then understand why.

Demo in Google Street View + drawing on Google Maps

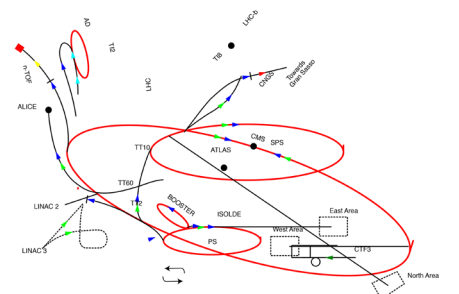
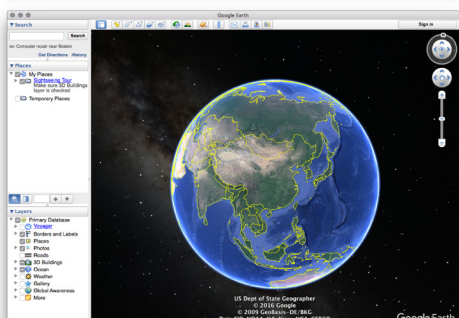
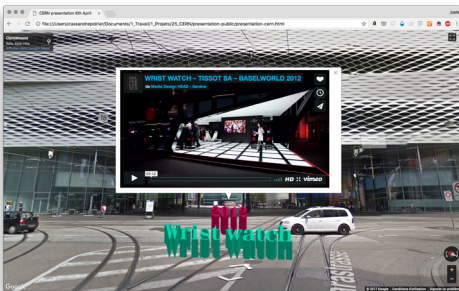
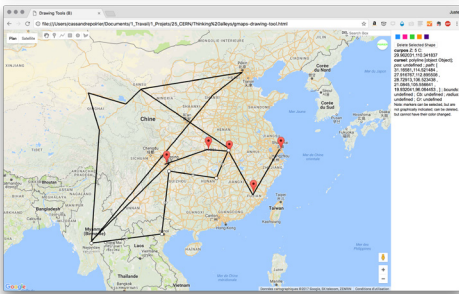
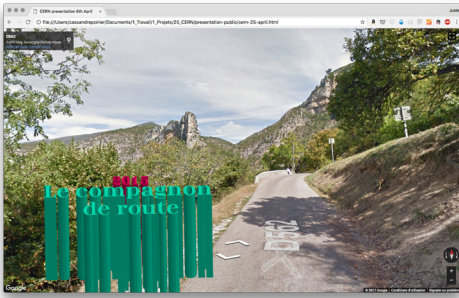
So let's begin with a book, but a digital one.



3- Three projects
La Terre de Luna

We start our journey in China, where the first book of Luna's Earth takes place. Luna and her grandfather are travelling around the world in scientific expeditions, inspired by expeditions that really occurred. The first is set in China where the grandfather goes on an expedition to see the last remaining river dolphins on the Yangsé, that's why we are here near this river.

Luna's Earth is a saga for teenagers about the environment published in paper and digital formats. The app show Luna's universe through a series of continents, each representing a volume of the series and reproducing the country where the story takes place. The different chapters are located on the map of the continent, so when reading one of the books, the user zooms into the corresponding continent and can follow Luna's adventures. So the structure shown of this story is linear but seen from above. We advance zone by zone, and we don't see the micro-shiftings.



Le compagnon de route

We are in a little road in Drôme, where I grew up. Le compagnon de route (The road companion) is a story to be read [red] online, and it is not a road movie but a road story.

You just need to print a windshield in paper and to glue it on your computer screen to transform it into a car. Then you can navigate into the story with the arrows on your keyboard. There is a crossroads, and you choose which way you want to drive.

Like in a video game, we'll go on the roads, with the driver and his companion, to pick up flowers, like little treasures. The fact of choosing paths will not allow us to change the story, but more to understand differently the relationship between the two people in the car, depending on the information we'll get.

This web project has been exhibited the first time as a website in the National Library of France in 2015 during a conference about digital literature, and the second time it has been exhibited here, in the Contemporary Arts Center as an installation.

This story is the literal representation of what a hyperfiction is. You know, the Choose Your Own Adventure Books? This is the same structure, with branch lines.

Wrist Watch

Tissot wanted a display to show their T-Touch digital watches. The one I proposed and was exhibited at Baselworld in 2012, consisted of a series of four terminals, arranged like quartz, open to the public. Visitors were encouraged to put their hand in each terminal as a mimic of the gesture of looking at their watch. By inserting their hand in the terminal visitors triggered the appearance of a miniature world that clung around the wrist.

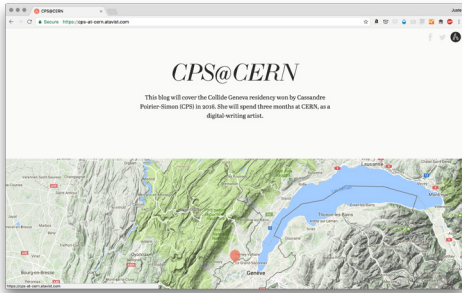
The world is reduced to a sphere. We trigger the stories and we watch them interacting together.

4- The residency

So, as you know, I have been awarded the Arts At CERN award for digital literature and spent three months as an artist in-residence at CERN.

When I came here, my first idea was, in short, to develop a digital book that translates physicists' understanding of time and space to both its story and navigation system. For example, a book that is in perpetual expansion: (we begin from a little room, then other rooms and characters appear, etc.) It could be also a book that contains no pages, but another form of basic structure. So what would be the elementary element of a book? The page, the

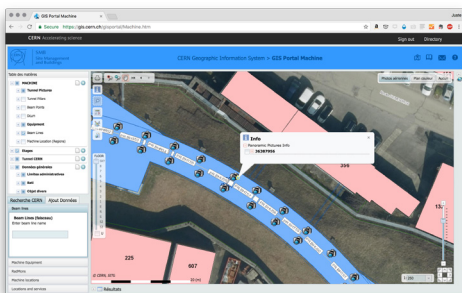
word, the letter, the ink, the sounds, the meaning, the ideas? It could also be a story where sometimes you can follow an event lasting one second then an event lasting a thousand years, and where you can zoom in and out of space and time. Once upon a time there was a princess...then she dies. You can follow during several paragraphs the water in a glass warmed by the sun, then in one line, an entire dynasty has gone extinct!



The residency was about meeting people, speaking, and exploring the experiences. At the beginning, I thought it would have been difficult to come to CERN for nearly three months without producing anything from what I was learning. Fortunately, I was asked to run a blog. So I was able to react to some of the inputs.

Soon came the idea of doing something at CERN, first to have an exchange and propose something of my own to them, and secondly to have a longer discussion with scientists as a brainstorming around a precise subject. That's why a writing workshop came to my mind, to pick up impressions, ideas, and space-time representations from the scientists. I also wanted to propose my vision of writing, which is writing for a specific context and, a specific device. You are not writing only text. There is also a reading experience. But what tool could I furnish?

I then began to explore the CERN. The spaces there were like theaters for me. (It is important to know also that my father is an actor, and when I spent holidays with him, it was in a theatre during his rehearsals. So I explored theaters a lot.)



Then Claire Adam Bourdarios, a physicist working at ATLAS, told me that the Google Street Car spent time in CERN, photographing the places. I began wondering what it would be like to tell stories or create visits in this space. I met Jean-Yves Le Meur to gain more input on the Invenio Software that runs the Cern Document Server and that interests me because all the grey literature of the CERN is there. He told me that there was an API, and also a lot of archive pictures of the CERN. So they could really be injected in Google Street View. I spoke also with Maximilien Brice, who took care of the Google Car team in CERN, and explained to me how they did it and how the project developed further: a similar tool has been included in the GIS portal, which is the CERN internal cartographic system.

But the more usable tool in the short term was Google Street View, because it has an API ready and the public can see it while the GIS is restricted to people inside CERN.

5- The workshop

I am more accustomed to longer workshops, but here, the 2 times 3 hours' duration that I wanted to propose was too much commitment, so I reduced this to 2 hours. There were twelve participants, and they worked in 3-people teams.

I proposed that they use Google Street View as a playground where they'll place their stories. Since we didn't have much time, I asked them to jump on the first idea they had.

I will now present you the four projects :

1 - Past building blocks of the future

I will read the team's presentation note composed by Tamara Vasquez Shroeder, Mélissa Gaillard and Nicole Cremel

“The physics that can be done nowadays at CERN is only conceivable thanks to the gigantic breakthroughs that previous scientists have made in the understanding of nature. CERN celebrates the work from our predecessors, naming various streets inside of CERN after scientists that have left their impact in the history of particle physics.

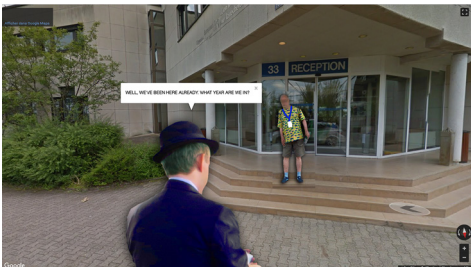
With this project based on Google Maps inspired by Cassandre Poirier-Simon, the virtual visitor is guided from Entrance B to Restaurant 1 (the usual meeting point for physicists to discuss over coffee) meeting the outstanding personalities from the past that are remembered by the street names, from different times and different places, all related to particle physics as in a multi-dimensional puzzle.”

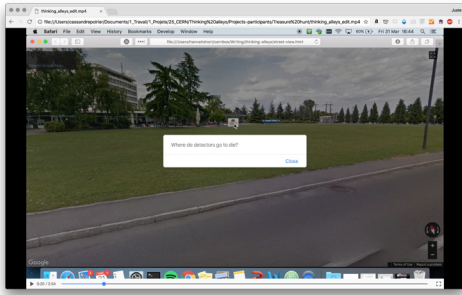


2 - Future visitors for a contemporary visit

Jeremi Niedziela, Natalia Karina Juszka, Steven goldfarb and Maria Dimou's idea was to create a visit of the CERN in 2017, by visitors from the future.

So they wrote a dialogue between “us” (the physicists from the future) and “them” (CERN workers from 2017). We learn a lot of interesting things, for example that they finished with particle physics around 2165 (twenty one sixty-five) and that ALICE discovered via their research in the gluon plasma the explanation of dark matter and dark energy. This is called the “white rabbit discovery”, that allows for reaching places through teleportation (into the rabbit holes).





3 - Street View Game

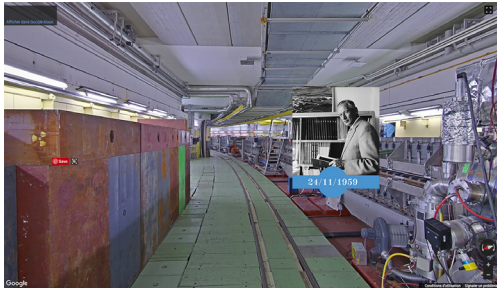
I'll read the presentation note by Heather Gray, Kittii Lai and Hannah Short :

“Our final idea was to collect pieces around CERN which lead us to a Physics theme.

The idea behind it is to have an interactive and entertaining approach to capture interests. To do that, we collected our ideas together and added maps with clues on these places:

- a. Starting point from the Globe with clues of CERN.
- b. Clues for coffees in R1
- c. Clues to find the biggest detector? (ATLAS)
- d. Clues to find the bubble chamber in S’Cool LAB / Microcosm graveyard. (Right outside)
- e. Clues to find the first proton accelerator? (Proton Synchrotron) -> this is the final part where finders teleport to the CMS experiments control room in Cessy, Point 5.”

In this video, we see a rapid demo of their work.



4 - The Early Days

Finally, the last team, represented by Maria Alandes Pradillo, Gavin Salam and Yuri Tanaka, focused on the localisation of timelines in space, as a real space-time entanglement.

I read their text :

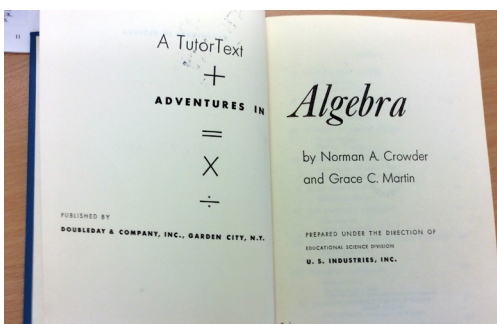
«Our idea was to represent in Google street view the different timelines that appear in the CERN web. We started with the accelerator timeline. Our idea was to have a picture of the director general at the time at CERN next to the relevant building, where the information would be presented.”

It may be a direct answer to a question I asked at the beginning: how can we build a map by integrating the notion of time?

It was a very short but interesting workshop, and I'm glad to have received positive feedback from the participants. For the moment, what we have done is really embryonic, but I am sure we can create a much more developed tool in Google Street View, for outreach, but also for real poetry and stories in it.

The equations

To finish, and at the same time continue with the idea of opening spaces like accordions and conduct research on the various media that could possibly tell stories, I was very interested in the system of writing equations. Indeed, they are not read linearly. So I will therefore continue to study how they are structured, perhaps to be inspired for other forms of narrative structures. I even found a «choose your



own lesson book» around the equations, by chance, in the CERN library!



Let me now present Maria Dimou: she was one the workshop participants, but she was also from the other side : I had the chance to have her as my scientific partner, and she helped me a lot to organize the workshop and to meet the people I wanted to speak with. We saw each other every week of my residency. She has been working for many years on the Worldwide LHC Computing Grid, and at the beginning I was also interested by the near “data deluge” and all the consequences it would imply. She also helped evangelize this crazy thing that is the volunteer computing, via short technical videos in her IT e-learning project, but she will tell you more about all of this.