

THE INTERACTIVE ART EXPERIMENT

AN EXPLORATION OF THE
CONNECTION BETWEEN
ART AND TECHNOLOGY

This project is an exploration of the connection between art and technology. Art is defined as a physical manifestation of human reason - a vessel through which we convey truth to each other, which has the added benefit of permanence in a changing world. We honor and respect artists for what they do, because they are able to overcome the constant fluctuations of life. Art is therefore an important component of human culture and exchange, a method through which we build community and relationships with each other. Art in communities is always the most important gathering place, and the way in which we honor places of importance. We put statues in important parks, paintings in churches, decoration and ornament on buildings. This is how we say to one another, "this place matters".

In today's world, this ability to communicate the distinction of place has become increasingly difficult - there is so much information, and so many things which scream for attention, that we have trouble communicating clearly. Technology has revolutionized our lives in so many ways; it has made life more efficient and much wider than our small towns. But art is still a vehicle for truth, and though we must accept the changes that technology has brought, we cannot forget the importance of communicating real Truth to each other, and not just the facts of our daily life.

This project examines the way in which art today can intersect with both technology and community. We increasingly rely on our near constant connection to the internet which implies a connection to each other. The Experiment integrates mobile codes with artwork that was specifically made for Northport Artwalk. The viewer interacts with the art not only by viewing, but also by scanning the code with a mobile phone, which when scanned will send the user to a website with a storyboard behind each painting. To engage the viewer further, the website is also connected to a local business or merchant offer. Each illustration is unique and the codes are fully integrated. To appreciate the experiment, the viewer must fully engage the illustration and find the code in order to scan it. At the close of Northport Artwalk, the websites will all revert to displaying the portion of the story which they illustrate. In this way, the illustrations are forever connected to their text and to each other, but are also individual pieces that stand alone. Much like we are.

The project illustrates the story of a town by a harbor, not necessarily this one, but close enough for us to feel its truths as our own. It tells of businesses which flourish, decay and are reborn and how a community comes together to recreate its relationships and save its identity. It is an experiment in human dynamics and community building and a continuation of the endless human struggle to communicate.

ABOUT THE ARTIST

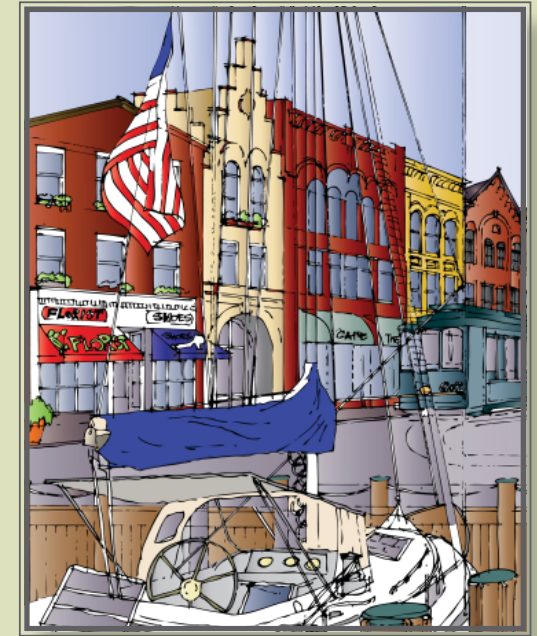
Ela Dokonal

LEED AP, AICP

Ela is a local artist whose art has been exhibited internationally, and locally in Northport DoArt exhibitions. Her paintings reflect the deep emotional effects of people and places, and are often sparked by her desire to invoke memories of places left behind. Ela's observations are refined by her training in architecture, urban design and planning, but it's her artistic sensibility that projects the emotional side of places. Her interest is to find out what it is that excites or comforts us, attracts us, or makes us walk away. What exactly creates these bookmarks in our memories? Ela's paintings are portrayals of places and participants pulled together into one frame frozen in time; at the same time, they announce perpetual change and motion bigger than that frame.

Ela's professional career is highly informed by her explorations as an artist. Her work as an architectural designer and town planner has an emphasis on compact, mixed use development with mixed housing types for mixed income and inter-generational, appropriately dense, human scale, pedestrian oriented development, linked by mass transit. She is an advocate for light imprint methodologies that offer tools and a range of environmental strategies for different landscapes and urban conditions, adjusted according to the appropriateness of their use and location. Ela's illustrative and rendering work for the Pen & Inker (www.penandinker.com) helps to bring these concepts to life through visualizations with different media. She has worked on a variety of projects with a range of professionals to help educate and explain the visions of so many people devoted to helping transform their communities for the better, or to simply commemorate or crystalize their own memories of places important to them.

Ela is certified by the American Planning Association's professional institute- the American Institute of Certified Planners (AICP) and by the US Green Building Council as a LEED AP; and holds a Masters degree in Architecture and Urban Planning (MArch) from the University of Zagreb, Croatia. Ela is also a graduate of the Form Based Code Institute. Form Based Codes are regulations that foster predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. The regulations and standards in form-based codes are presented in both words and clearly drawn diagrams and other visuals. Her professional work touches on variety of topics of interest to modern urban and suburban environments, with a focus on urban design and town planning (for more information, please visit www.STUDIOleed.com).



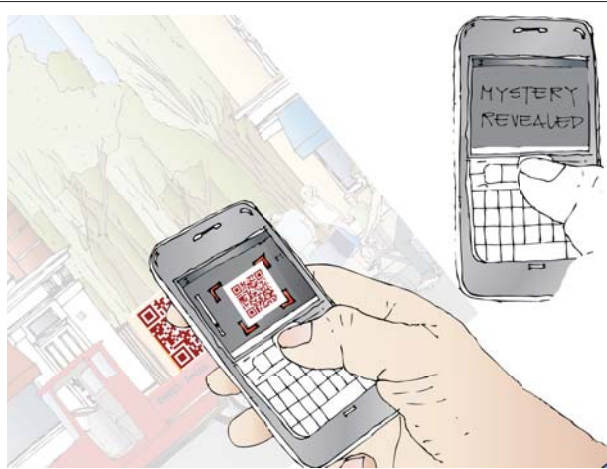
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by
Ela Dokonal

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HOW TO INTERACT WITH ARTWORK

1. Locate the code on the painting.
2. Scan it with your mobile phone.
3. Read the storyboard.
4. Find the mystery coupon
5. Visit the local merchant!

USE THE QR-CODE READER APP ON YOUR PHONE!

* Coupons are valid during Northport Artwalk, April 17, 1-5PM. Some additional restrictions may apply, please verify with merchants.



ENJOY THE ARWALK!

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THE VILLAGE

Once upon a time, far, far away there was a small village. It was nestled in a green county of a green state, in a deep harbor of a Mighty Sea.



HAPPINESS

People were happy living in this village. They walked to local stores to shop, they fished from the local dock, they listened to concerts in the local park and watched great shows in a local theatre. The village had plenty of offices where people could work. There was a local doctor, a mechanic, a plumber. Some villagers lived above the stores. Children dreamed of growing up to become local doctors, teachers, mechanics, lawyers and cooks for local restaurants.



VILLAGE FRIENDS

People knew each other and were very kind. Very slowly, with time, newer and newer stores opened up, the big kinds of stores to which one could only drive. People started driving everywhere believing they will be spending less money driving to these giant superstores, instead of walking to their village. But the stores were far away and driving took a lot of time. Their cars used a lot of gas. They shopped in places where they didn't know anyone. These big, big stores were often owned by unknown and unfamiliar people from faraway lands.



FORGOTTEN

Slowly, the Villagers forgot that they could walk to shop, walk to a restaurant, or walk to watch the show in a theatre. The shoe shop got more shoes, all the popular ones, but people forgot about the Main Street Shoe Shop. Local Main Street Bookstore had all sorts of beautiful books, that no one was reading. People from the village forgot that the books were there, so close, and they forgot they could ask their local bookkeeper anything about those books. They forgot about the local books in the local shop.



EMPTINESS

Slowly, the Main street shop keepers had to close their stores. Many people lost their jobs. There is no shoe store any more. There is no bookshop, no butcher, and one could not buy vegetables in the Village any more. The Villagers didn't see each other as often as before. They didn't have time to walk, or play in the park, or fish from the dock. They spent a lot of time watching TV, tired after driving in big cars to far away shops and far away work places. The Village grew quiet and dark. Many winters went by.



MOVEMENT

The TV news and newspapers started talking about energy and how expensive it will become. The big cars needed a lot of gas to run and it became expensive to drive far each day. The Villagers remembered that they didn't have to, and that they could walk to their stores. But, the shoe store was not there, the bookstore was not there. Many stores they needed were missing. The Villagers started meeting with local shopkeepers to tell them what they needed to buy. They organized Village events to bring everybody together again and to remind people of how beautiful their Village is. Local artists hung their art in local shops and people from everywhere came to see them.



FARMERS' MARKET

The Farmers' market opened up, and Villagers could buy fruit and vegetables that were grown on farms around Village, and fish that was caught by local fisherman in the Mighty Sea.



MARCHING FORWARD

Soon enough, the shoe shop and the butcher and the bookstore, and many other stores were back. People walked everywhere again and knew each other. The Village was happy and people were very kind.