Innovation Oakland
Benchmarking Research

- Public Art
- Physical Devices
- Wayfinding
- Iphone Apps

Inspired by the look of Liquid Mercury, artist Anish Kapoor created his public sculpture “Cloud Gate.” The sculpture is made of high polished stainless steel, and it’s mirror finish reflects the city’s skyline like a giant fun house mirror! Currently, this popular sculpture sits as the center piece of AT&T Plaza in Chicago.

Public Art

Prominent street artist Bill Fitz-Gibbons specializes in creating neon-light displays in urban areas. Mundane overpasses come to life with vibrant colors that turn everyday concrete structures into gorgeous works of art.

Public Art

Bill Fitz-Gibbons, *Chromatic Gateway*, Proposal for Perth Australia

Public Art

“Puppy” is a curious and innovative piece by Jeff Koons. The sculpture is made of living flowers on top of wood and stainless steel. Perhaps the most intriguing part of piece is that it features an internal irrigation system to keep the beautiful flowers alive. Puppy is a truly original and breathtaking piece of public art.

Public Art

The Humble Telescope is designed as an interactive
civic sculpture that brings the wonders of space down to earth and into our cities, to encourage us learn more about the universe and perhaps appreciate our own world a little more.

Inside the telescope exists a 3D simulation of our entire known universe. Pointing the telescope in any direction immediately shows us what exists in that area of space, so now we can get a greater understanding of where the planets are and where we live in the Milky Way.

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Public Art

http://vimeo.com/5135075

Featuring real-time 3D graphics and a human motion tracking system, the LightScraper explores new forms of engagement with technology and ultimately each other. The LightScraper is a custom built aluminum structure, fabricated with a layer or semi translucent mesh. A single computer and two projectors are used to bring the sculptures visuals to life. The LightScraper also acts as a giant musical instrument, people's location influence the melodies emitting from the sculpture.

Visitors' positions are tracked via an infrared camera mounted at the peak of the structure, and transposed into musical notes.

Public Art

Public Art

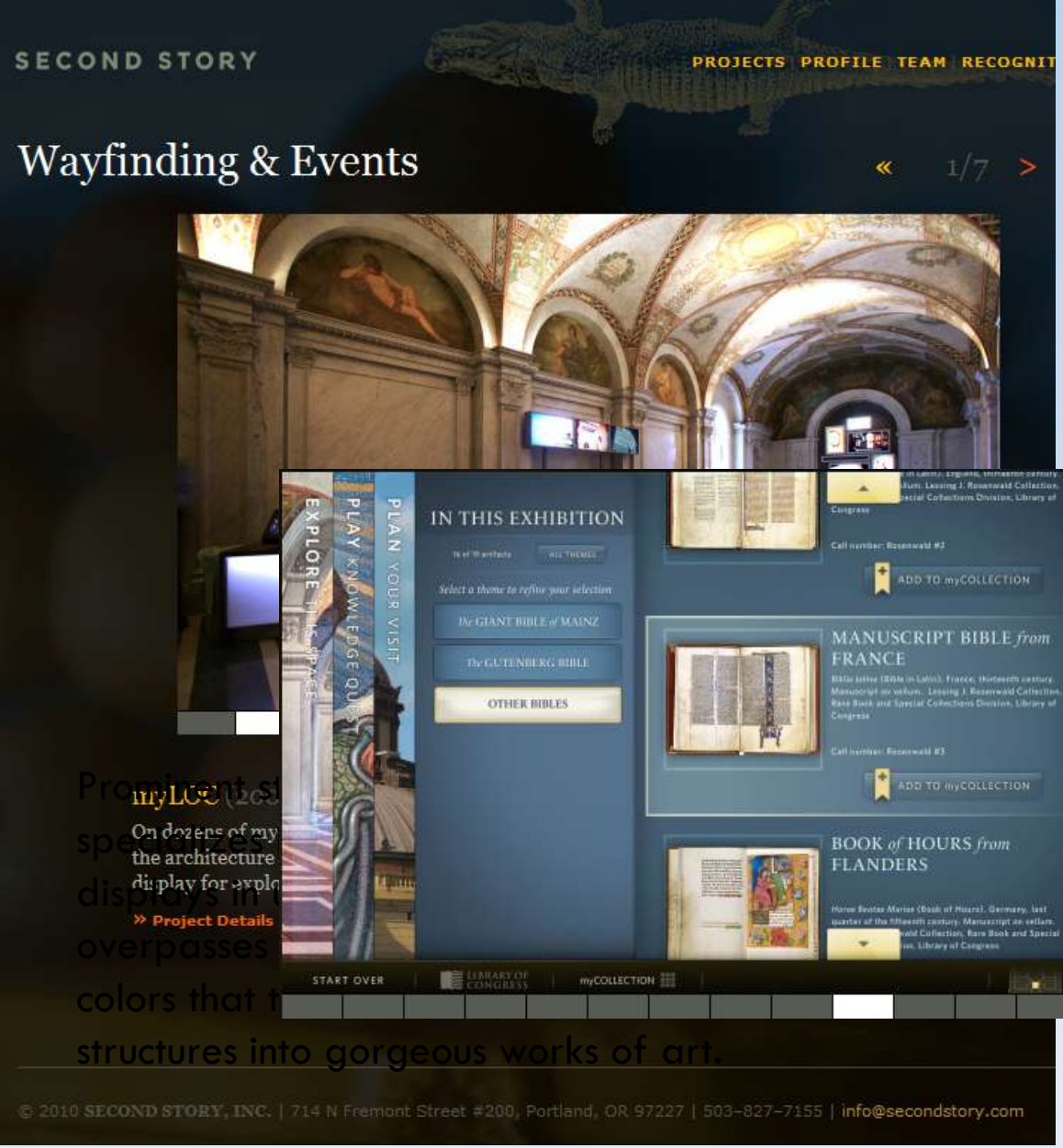
http://www.youtube.com/watch?v=rlAaWE8wZ2A

Prior to the project's conception, the Bijlmer Tunnel was a dark lit, graffiti ridden underpass. Over a five year period, Berge and his team worked to install the low-resolution *Moodwall* – the wall reacts and engages with pedestrians in real-time, displaying content based on human movement.

Public Art

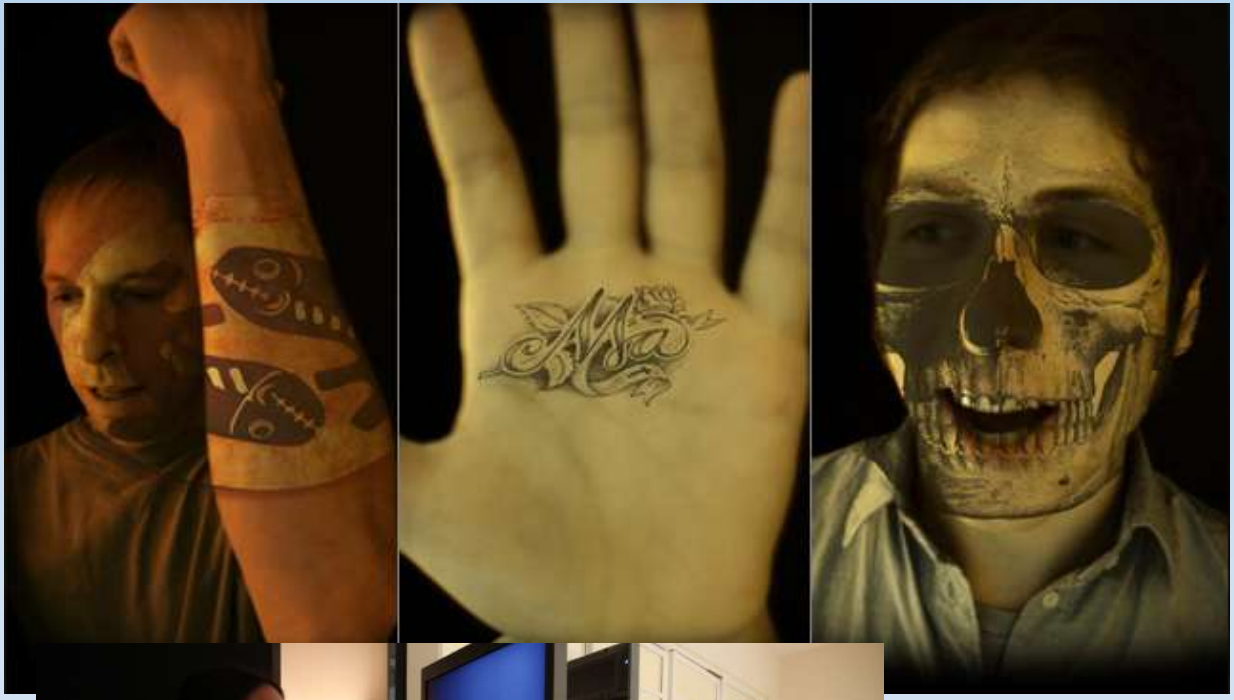
Office Semaphore is a sculptural work and a viewer-participatory installation that will change on a daily basis. Peering into the telescope, viewers will find it trained on an office in a building a few blocks away. Each day, the person who works in that office—the anonymous protagonist of the piece—will arrange a group of objects in his window. Each combination will represent a specific message, which viewers down at street level can decode using a visual key located beside the telescope.

Public Art



At the Library of Congress, Second Story created a network of interactive exhibits. As visitors start their journey, they receive a Passport of Learning, to which they can upload content to at many of the exhibits. Visitors can learn about the architecture around them, play a treasure hunt–like game of discovery, and collect items on display for exploring in more detail online.

Physical Devices



Second Stories Body Collective transformed the art exhibit, *Marking Portland: the Art of Tattoo* from static art work into a dynamic space in which guests and artwork meet. This two-sided experience literally merges the museum's community and collection. On a large display visitors walk up and see themselves with details of artwork blended onto their likeness. After a few seconds an image is captured of the composite and added to the Body Collective collection

Physical Devices

Cabspotting tracks the movements of cabs through a city, visualizing these traces as a dynamically changing animated map in an interactive time-lapse display or web page. Cab movements form a circulatory system of the city that pulses with the rhythms of peoples' lives.

Cabspotting can be customized with different colors, fonts and logos, plants, or behaviors, or incorporated into a multi-exhibit experience.

Project Owners: Snibbe Interactive Social Immersive Media

Physical Devices

In You and We, a person walks through a colored bar to choose a personal colored spotlight that follows him or her around the floor. As the person touches others, her spotlight temporarily combines with that of her companions, blending each of their unique colors. She then takes away pieces of their colors, creating a collection of colors representing social relationships.

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Physical Devices

This interactive wall display creates a silhouette from each passerby's shadow, then combines it with that of others to create a single, living montage. All of the passerby's movements play back, looping over and over in one of many tiles on screen.

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Physical Devices

Product: Social Share
Company: Snibbe Interactive

This kiosk is added to any immersive interactive as a touch-screen display adjacent to the experience. Here visitors find videos of themselves and their friends interacting with the experience that they can email to themselves, and share in online social networks like Facebook.

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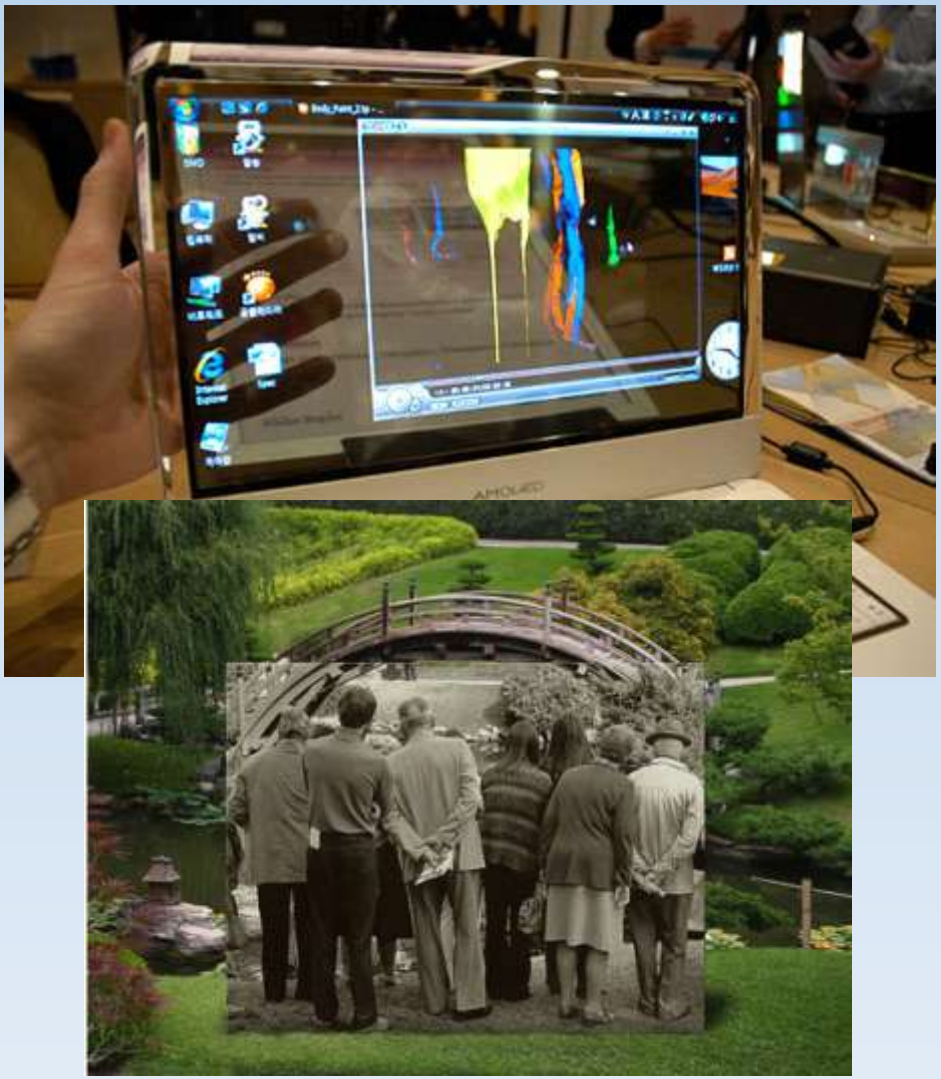
Physical Devices

Physical Devices

This virtual dressing room allows a shopper to pass through a scanner that takes her measurements. Afterward, she proceeds to a mirror that shows her what the clothes she's picked out will look like on her without ever trying them on.

Physical Devices



Samsung's new transparent OLED display, demoed at CES in January, is 40% transparent when not illuminated but becomes fully opaque when illuminated. Transparent displays present the opportunity to overlay digital histories onto real world scenes to present a "then and now" perspective of Oakland's rich history.

Physical Devices

Cool Looking German Bus Stop

MIT SMART Bus Line, Paris 2006

Physical Devices

Metlink is Melbourne, Australia's re-branded public transportation service.

The 2004 revision implement new clear signage, both static and digital.

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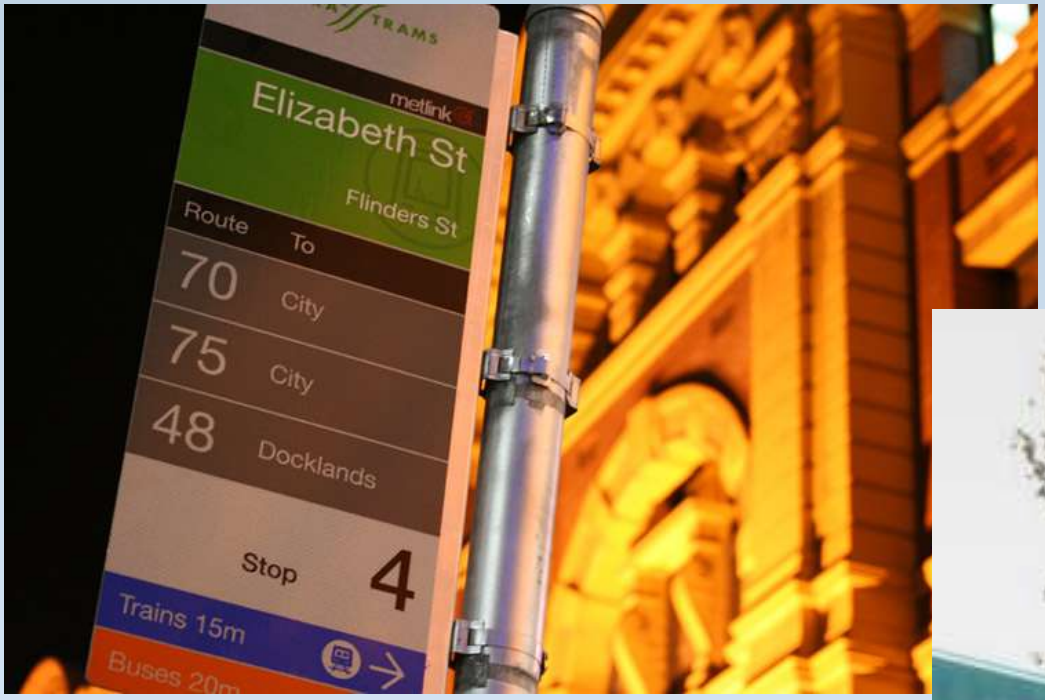
Wayfinding



Static signage is clean and easily readable

Transportation modes are color coded:

- Green- Trams
- Blue- Trains
- Orange- Buses

Wayfinding

Digital signage is both installed and handheld

Dynamic information can be updated with ease providing the users with accurate arrival and departure times.

Wayfinding

Helsinki, Finland

A city that makes using an expansive transportation system easy.

Bus stations are equipped with LCD time tables that are updated based on actual bus travel time.

Even simple bus stops have full service route maps that make traveling easier.

Wayfinding

Los Angeles, California

Downtown LA Walks is helping pedestrians find their way.

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Wayfinding

Currently the nation's largest wayfinding initiative.

Installed more than 1,300 sign that use unique iconography and colors to promote LA's 13 districts.

Wayfinding

New age wayfinding for 8 million annual patrons

Smithsonian Museum of Natural History

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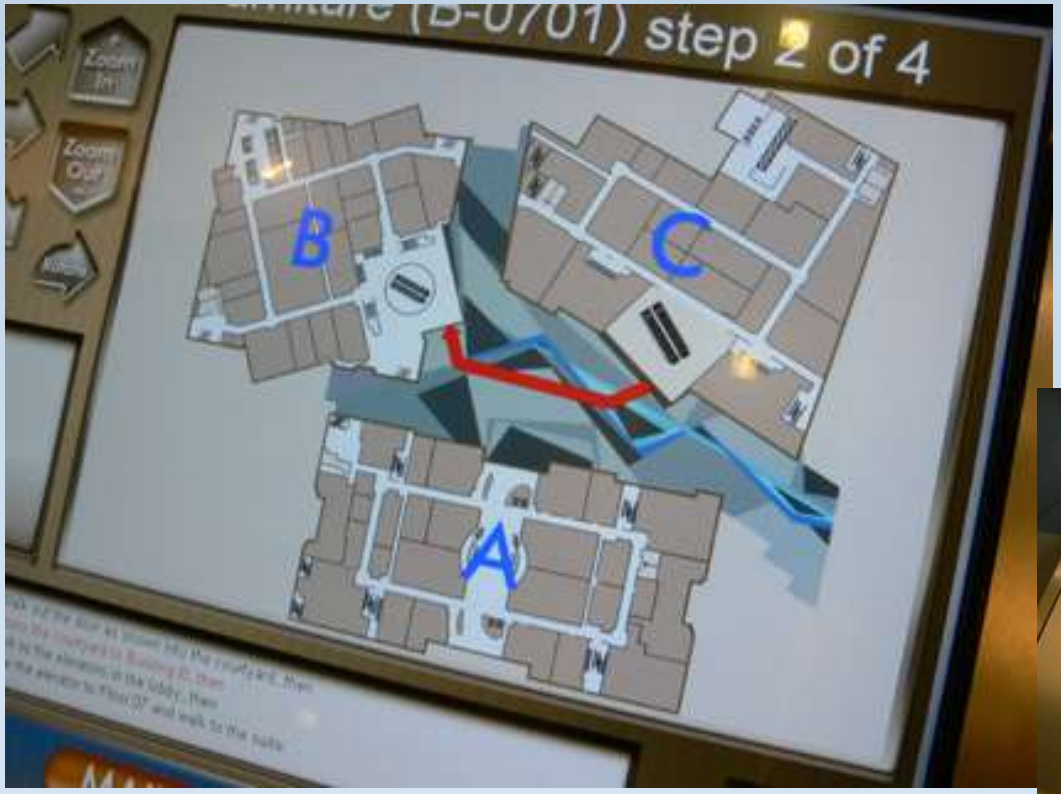
Wayfinding

Animated LCD maps were integrated into the existing structure, which was originally built in 1910.

System also includes static maps that share aesthetics with digital maps.

Reduction in frequently asked questions

Wayfinding



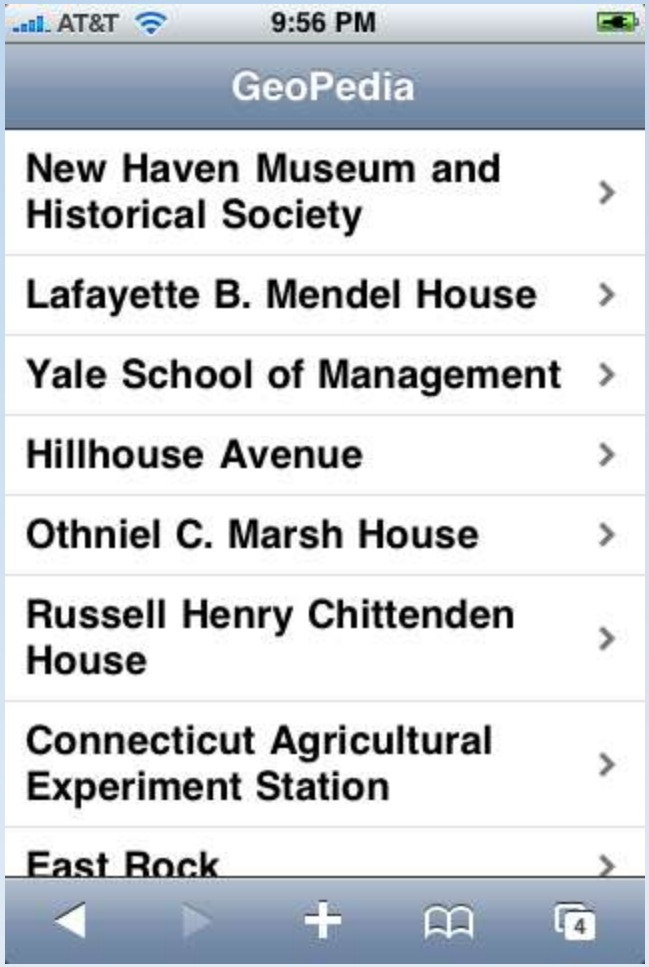
Las Vegas, Nevada

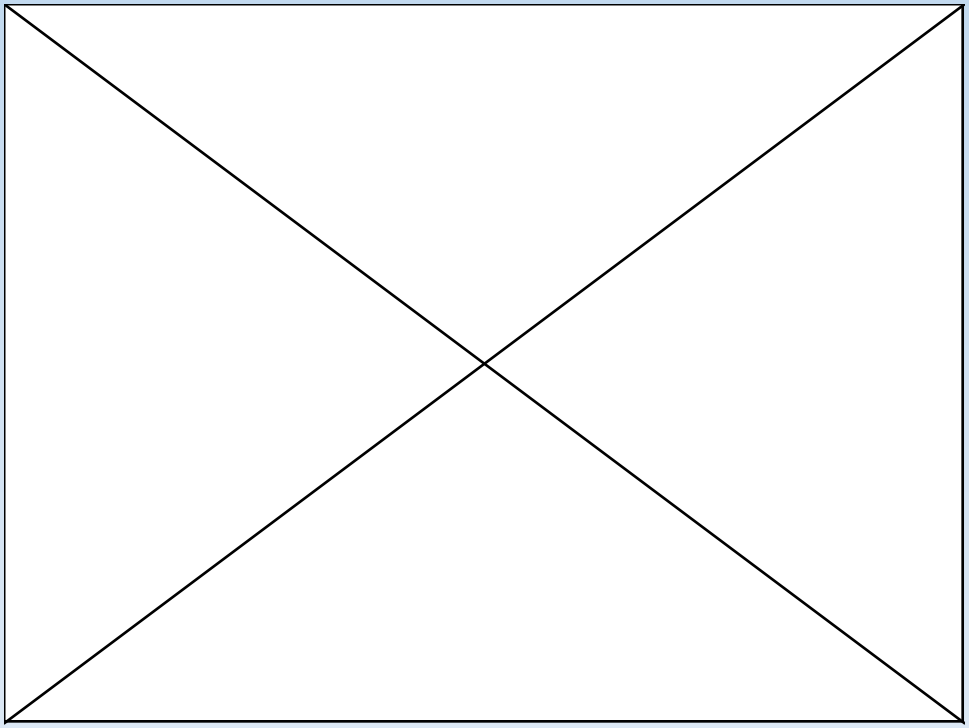
Mapping installations designed by Cosign Media for Las Vegas Market and Las Vegas Design Center

Uses navigation functions similar to online maps (Google, MapQuest) to guide guests across the 5 million square foot campus.

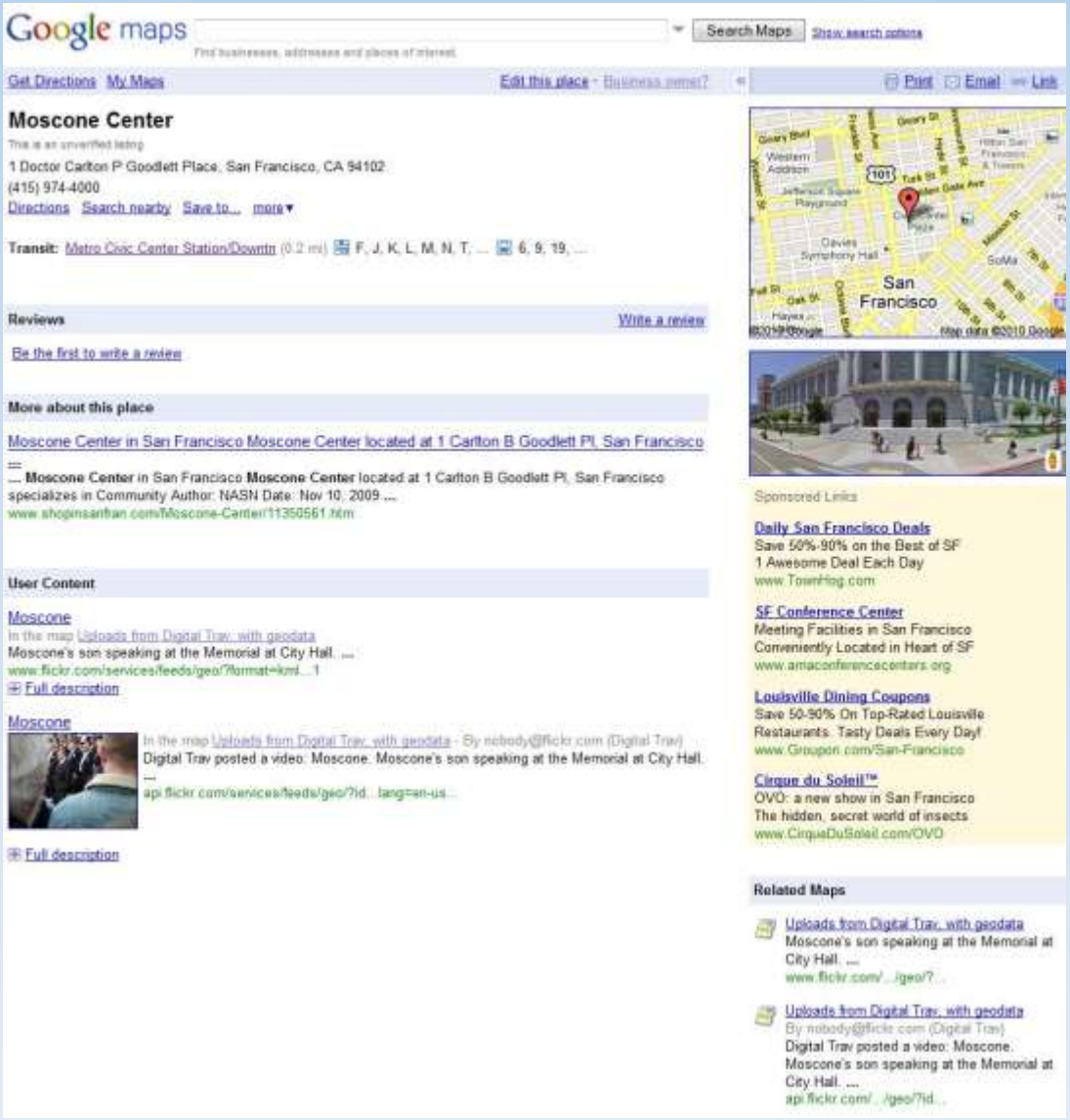
iPhone Apps - Yelp

Location Aware Wikipedia

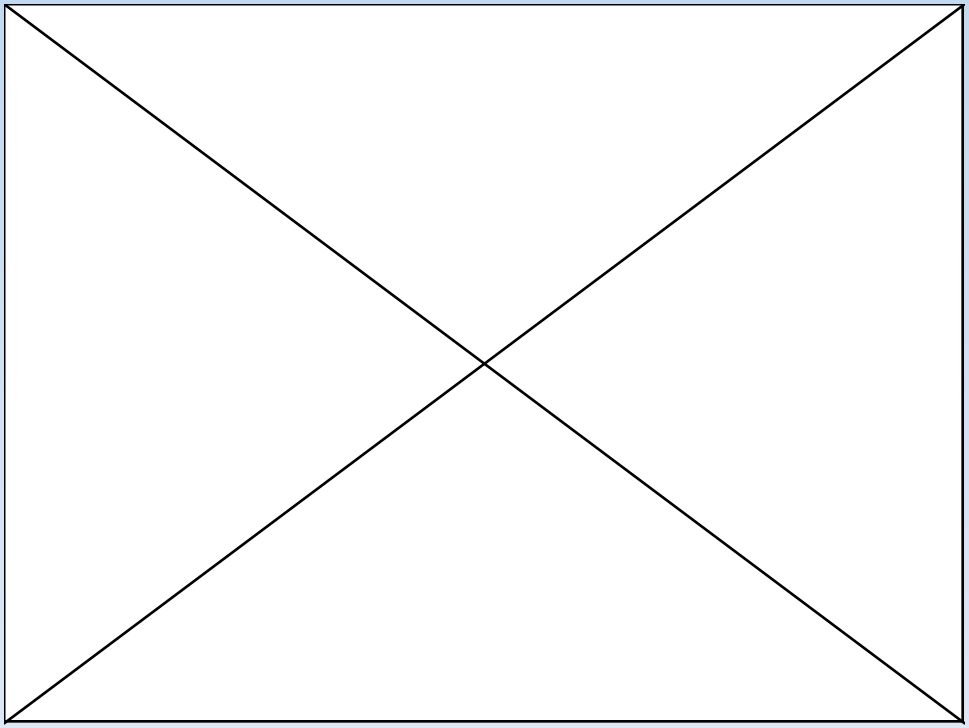




iPhone Apps – Sekai camera



Similar services – Google map



Similar services – Near me now

Similar services – Media Pole in Korea