AOS
Art is Open Source

REFF Workshops
Remix the world, Reinvent Reality
With Italian artist duo Arts Is Open Source

"The use of communication technologies and invasive practices for the reinvention of reality is crucial for student movements in this difficult moment. We would like to get the students involved in the REFF experiments by providing them with access to those technologies that can work as effective forms of critical and alternative communication. Students in UK and in Italy will have access to all the cross-medial CMS used to build the REFF book which will enable them to create their own QRCodes and Fiducial markers that they can then stick around the city to disseminate information integrated within their communication across the web and the city." – Art is Open Source

Art is Open Source (AOS) propose to run workshops with students in the weeks commencing 14 and 21 February 2011.

Workshops concept
The theme of these workshops is "the reinvention of reality" to be enacted in several ways through REFF's fake institution, comprising tactical technological platforms, knowledge sharing actions, workshops, presentations and collaborative performances.

General Outline
During the workshops students will learn:
- about the history of REFF with details about the methodologies, techniques, technologies and practices used
- about hacking and open source and networked processes
- how to use two of REFF's Open Source software platforms:
    - **MACME** - a cross-media, multi-author content management system, that enables the creation of multi-device and paper publications, featuring location-based technologies, QR-codes, and augmented reality
    - **Bluetooth Wars** - a linux live distribution application designed to transform laptops into mobile broadcast stations that are able to disseminate, distribute and deliver tactical content by proximal body-based p2p networks.
- how to create QRCodes and Fiducial Markers to spread their own content and interactions via objects, architectures, and spaces around London. Participants'

interventions and statements, starting from the idea of "reinventing reality", will be made available on a dedicated platform, so that they can be enriched with multimedia content (videos, sounds, documents, links...) and then published ubiquitously using augmented reality, wide tagging and location based technologies , enacting the tactical strategies and methodologies explained in the workshop

During the exhibition at Furtherfield, students will also be invited to curate their own event in which they can present their take on the idea of "reinvention of reality", and connect with the students' movements in other countries (using Skype at Furtherfield, at the ESC in Rome and at the Cantiere in Milan) presenting themselves to each other. The event will terminate with an urban performance in which each party exchanges and prints QRCodes stickers that are then disseminated across the city.

Workshops are offered in three formats:

1-hour Workshop/Lecture
This option will feature general presentation about REFF (the fake institution) and the tactical practices that make its existence possible. It will also include a short practical demonstration by AOS of platforms and related activities, processes, and strategic toolset.

What is required:
• projection or large monitor
• sound
• internet access (optional)
• participants with own computer and wireless connection (optional)

3-hours Workshop/Lecture
This option will feature an introduction to REFF and a detailed practical demonstration of the two technological platforms (MACME and Bluetooth Wars), the themes of the exhibition, and its related activities and processes. The platforms will be explained and shown in action – participants will learn how to install and use them on their laptops (if available). Their interventions and statements, enriched with multimedia content (videos, sounds, documents, links, etc.) will be made available on a dedicated platform and published ubiquitously using augmented reality, wide tagging and location based technologies, enacting the tactical strategies and methodologies explained in the workshop.

What is required:
• projection or large monitor

- sound
- internet access
- participants with own computer and wireless connection (optional)

8-hours (full-day) Intensive Workshop/Lecture
This option will feature an introduction to REFF and a detailed practical demonstration of the two technological platforms (MACME and Bluetooth Wars), the themes of the exhibition, and its related activities and processes. The platforms will be shown and explained through an end-to-end cycle from installation to usage. Participants will learn how to install and use them on their laptops (if available). Additionally the workshop will include the participatory setup of a real, usable, deployed cross-media publication ecosystem that can be used for the participants' needs. This is designed to help groups and teams to start up their own cross-media publishing process.

What is required:
- projection or large monitor
- sound
- internet access
- participants with own computer and wireless connection (optional)

More about Art is Open Source
AOS operates interdisciplinarily across universities and research institutes, businesses and associations, critical collectives and extreme practitioners in arts and design, promoting innovative approaches to the environment, to (multi)cultural interaction, and to the creation of real, sustainable and socially responsible opportunities.
http://www.artisopensource.net

More about REFF
REFF started out by investigating themes around intellectual property and cultural policies, and then expanded to the domains of freedom of expression and to the idea that the tactical use of technologies and network-oriented practices can enable people to change the rules of the game and reinvent our reality. Taking inspirations from street arts, raves, skateboarding, technologies allow us to re-code and write onto the world creating layers of additional reality that express our own interpretation of the cities we live in, of the things we buy and use every day.

One outcome of the project is a book published in 2010, which will soon be available in English. The book is a cross-medial publication enacting the theories investigated

by FakePress (a next-step publishing house created by AOS in 2009 researching on the REFF themes through the idea of reinventing publishing itself): it is simultaneously a book; a location-based, augmented reality application; a living digital ecosystem; and a wide tagging mechanism using QRCodes and Fiducial Markers to disseminate content and interactions on objects, architectures and spaces.

The book was created by using a series of technological tools imagined to maximise accessibility to these critical tactical technologies. The tools have been arranged into a platform called MACME (Multi Author Cross Medial Ecosystem) that has just been released under a GPL3 licensing scheme. The release of these and further technologies is an integral part of the work of net.art ,which informs the REFF project.
http://www.romaeuropa.org/

To get involved please contact Alessandra Scapin, Furtherfield Coordinator and Programme Manager at ale@furtherfield.org