#YukonArtsDigitalDay

Presented by
Arts Branch, Tourism and Culture, Yukon Government and Canada Council for the Arts

January 16, 2018

Whitehorse, Yukon

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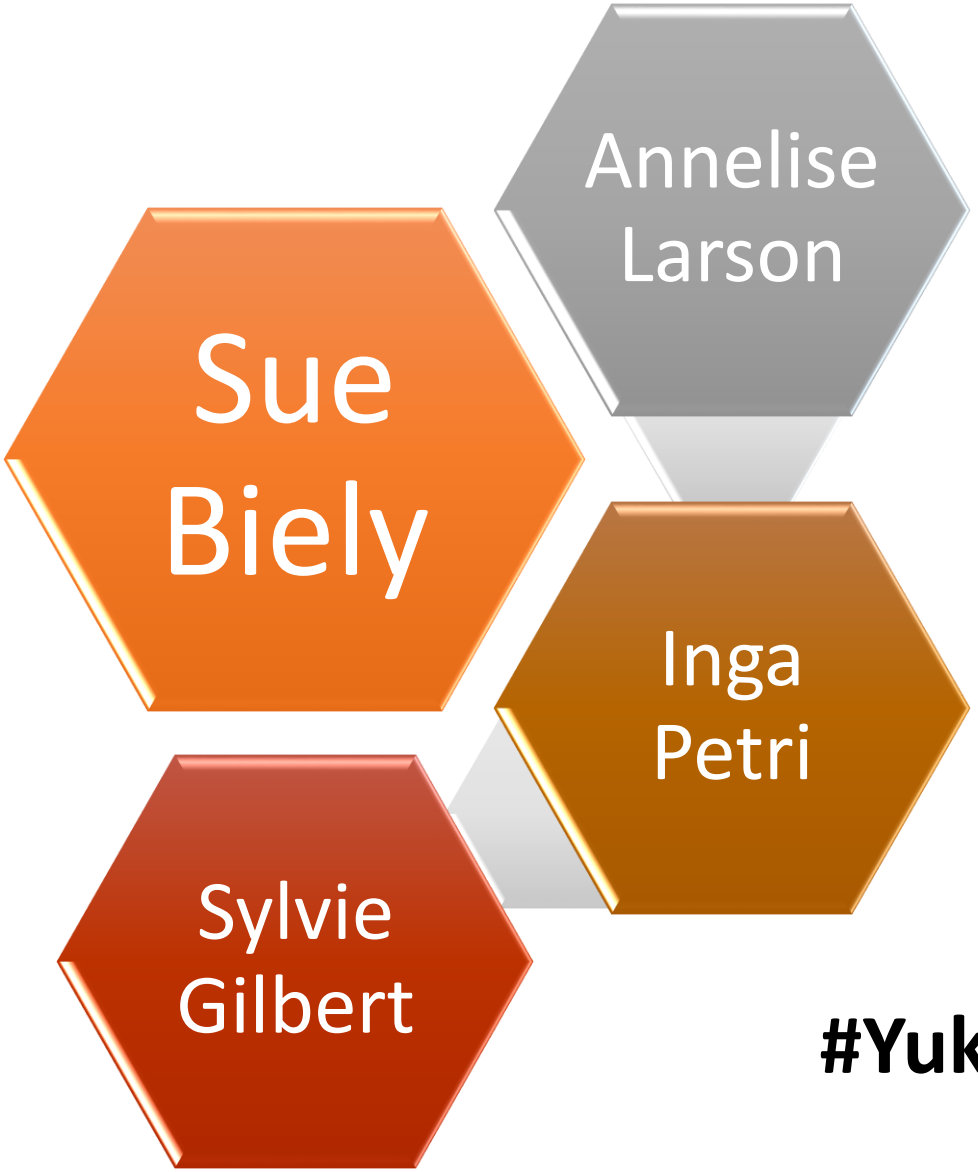
Welcome and Introductions

Sophie Tremblay Morissette — Manager of Arts, Tourism and Culture, Yukon Government

Hon. Jeanie Dendys — Minister of Tourism and Culture

Sue Biely — Facilitator

Your Facilitators and Presenters



#YukonArtsDigitalDay

Challenges

Meaning Making: What is “Strategic”

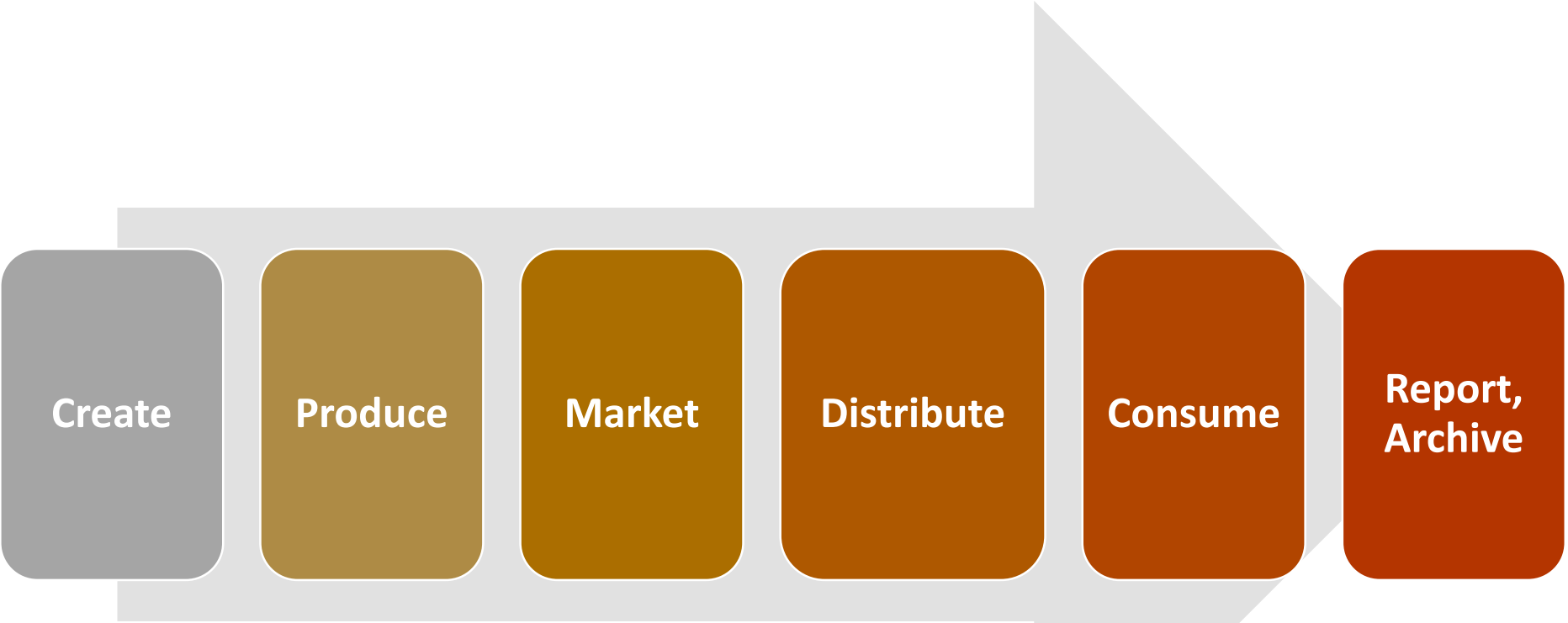
What is strategy?

- **There are all kinds of synonyms for strategy; they depend on the organization and its culture.**
  - Purpose
  - Mission
  - Vision
  - Goals
  - Objectives
  - Tactics
- **A strategy is simply put a choice of a course of action**

Strategy	Tactics
Initiative	Project
Digital technologies project	Digital arts project

Strategic development = Long term impact beyond your own organization and its audiences, stakeholders

Strategic transformation= lasting change



Digital Technologies tend to disrupt 'bricks-and-mortar' industrial production / creative chains in unanticipated ways

- **Strategic Planning = A dynamic process that deals with fundamental, far-reaching, long-term decisions**
- **Strategic Plan = Our roadmap; living document**
- **Strategic Management = Systemic implementation of strategy across an organization or organism; measure and adjust**

What is Digital

Digital vs analog

Electronic signals vs waves

Digital Technology

Online / Internet

Stand alone computer / devices

Virtual Reality systems

Digitizing the Performing Arts: http://www.strategicmoves.ca/wp-content/uploads/2014/10/Digital_Innovation_Assessment.pdf
En français : La numérisation des arts du spectacle: http://www.strategicmoves.ca/wp-content/uploads/2014/10/Numerisation_Arts_Spectacle.pdf

Current Digital Technologies

This list of digital technologies has been collected from various reports[678] and web searches. This list is a snap shot that aims to capture major categories, rather than specific technologies, of digital used in or with potential in the performing arts.

Digital technologies in performance settings

- Digital images, animation and video in stage production design
- Digital supers, closed captioning in theatre, opera
- Digital sound mixers and other production technologies
- Movement, gesture and video sensors
- Artificial figures and virtual characters, holograms of live performers

Digital technologies in off-line environments

- Cinematic events (e.g. Metropolitan Opera, Stratford Festival live HD broadcasts)
- Installations, sound and image sculptures
- Augmented reality
- Virtual Reality (There is convergence toward online integration)
- Video games (consoles) (Most have strong online integration)
- 3-D animation (in movies; games)

Digital on Virtual Private Networks

- Distance arts education in HD for point-to-point events

Digital technologies online

- Websites, HTML5, Semantic web
- Webcasting and live streaming
- Music streaming services
- Video on demand services
- Music and movie file downloads
- Mobile apps
- Mashups (application hybrids)

Digital peer-to-peer online platforms

- Facebook live video
- Youtube video
- Social video streaming (Periscope)
- Snapchat

Online communications

- Social media platforms
- Email, E-Newsletters
- Blog, website
- Search engines
- Crowdfunding
- Online games
- Intelligent personal assistant (e.g. Siri, Alexa)

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Digital Mindset

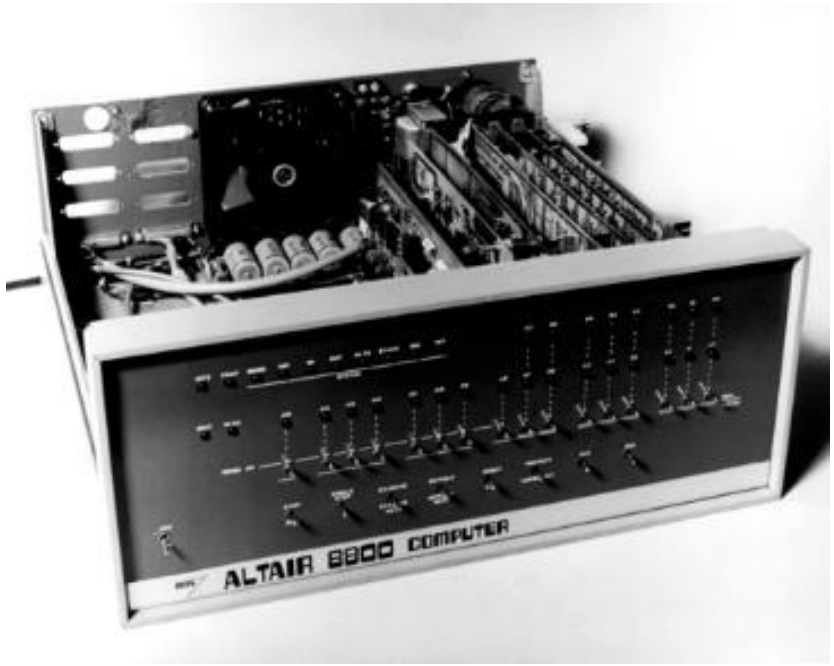
Scale up and beyond

What is our tech future?

“Television won't be able to hold on to any market it captures after the first six months. People will soon get tired of staring at a plywood box every night.”
Darryl Zanuck, executive at 20th Century Fox, 1946

There is no predicting the tech future

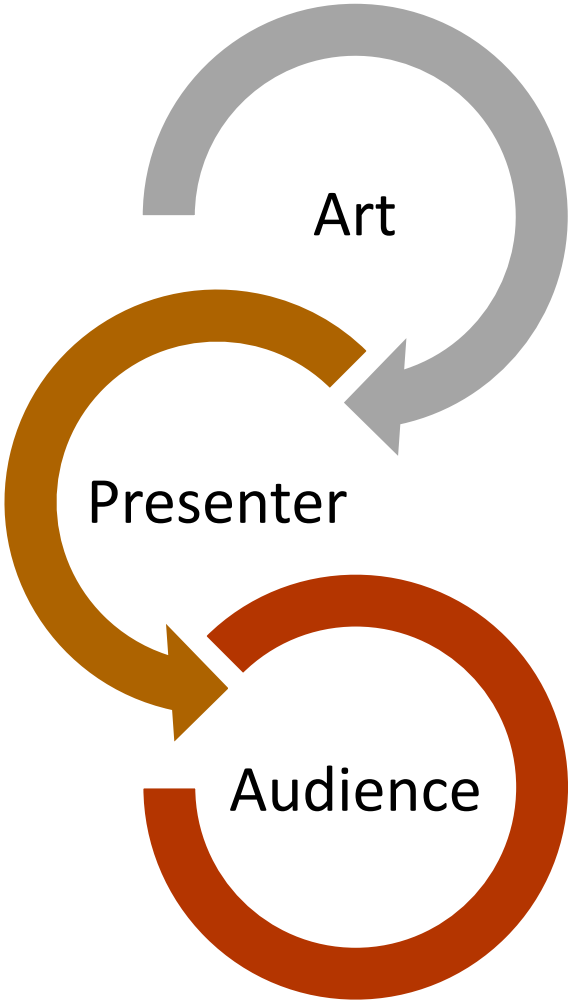
“There is no reason anyone would want a computer in their home.” *Ken Olsen, founder of Digital Equipment Corporation, 1977*



Why we won't 'predict' the tech future

- **"Almost all of the many predictions now being made about 1996 hinge on the Internet's continuing exponential growth. But I predict the Internet will soon go spectacularly supernova and in 1996 catastrophically collapse."** *Robert Metcalfe, founder of 3Com, 1995*
  - *In 1999, he literally ate his words as he had promised in that article.*

Our work is simple



Our context is changing: Analog vs Digital

What we know to do

Photo: David Kenney, Arrested Development, Calgary Folk Music Festival

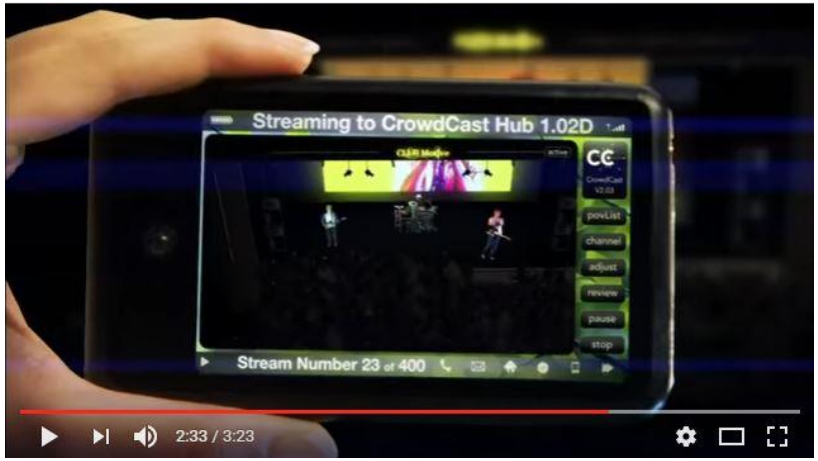
What we need to get comfortable with

Image: Hatsune Miku, Crypton Future Media, virtual character, software voice synthesizer

When LIVE was only way to experience performing arts

Radio, TV, Internet, AR, VR, virtual characters, holographic projection

Digital Mindset: A Future Scenario



https://youtu.be/zKv6uGPwE9o?t=2m32s

https://creators.vice.com/en_uk/article/yp5ddx/control-this-holographic-android-via-twitter

Creative agency work to promote U.K. TV show *Almost Human*

Holography and social media interactivity

Digital Mindset = Design Thinking

- Iterative development
- More unknowns than knowns
- Feels risky
- High reward
- Driven by vision and user-centric to the extreme

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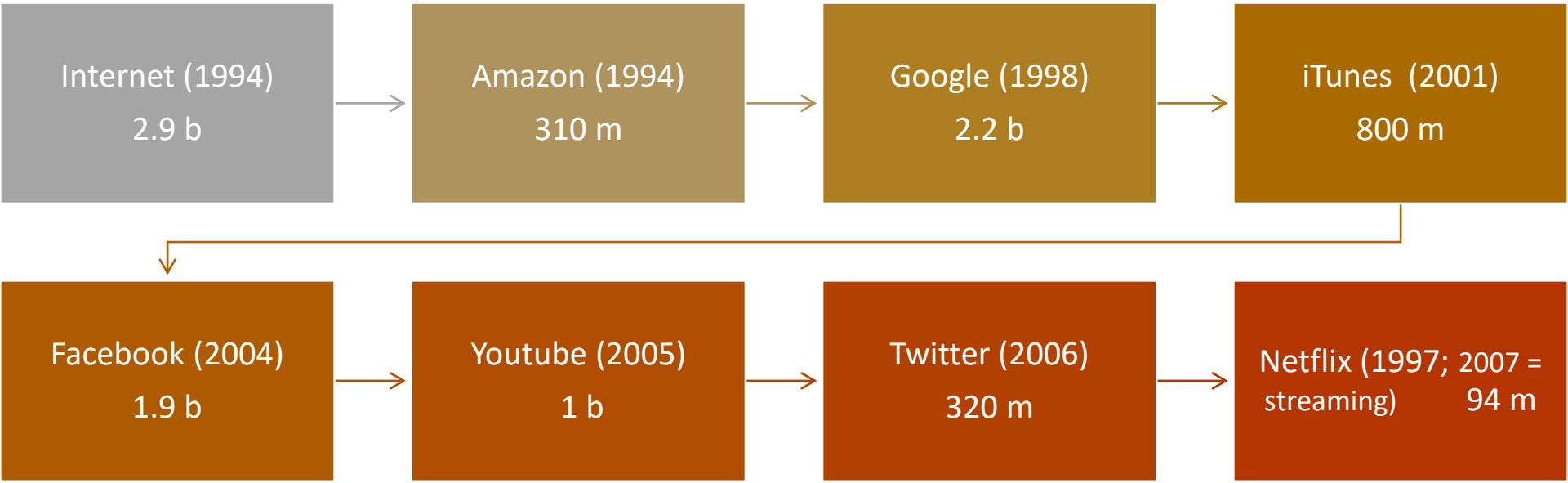
Digital Mindset = Digital Scale = New Value



Who owns Kindle?
Amazon!

(Not printers or publishers)

Who owns iTunes?
Apple!

(Not Music Labels)

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Digital Innovation = New Value

Platforms	Infrastructure	Revenue Streams
• Google • Facebook • Amazon • iTunes	• Hardware • Software • Server farms • Technology staff • Interface/UxD • Data architectures • Semantic web	• End users pay • Content providers pay for placement • Offer Free and Premium services • Advertising (need very large user base) • B2B Marketing Partnerships • New uses of platform

Digital disrupts every bricks and mortar business chain

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Semantic Web

Open, Linked Data

Data about data = meta data

- Semantic = Meaning of a word, phrase, text
- Semantic web = machine-readable data
- Meta data standards (e.g schema.org)
- Supporting standards like ISNI (International Standard Name Identifier, ISO-certified)
  http://www.isni.org/
- Meta data tags

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Are you on the web or in it?

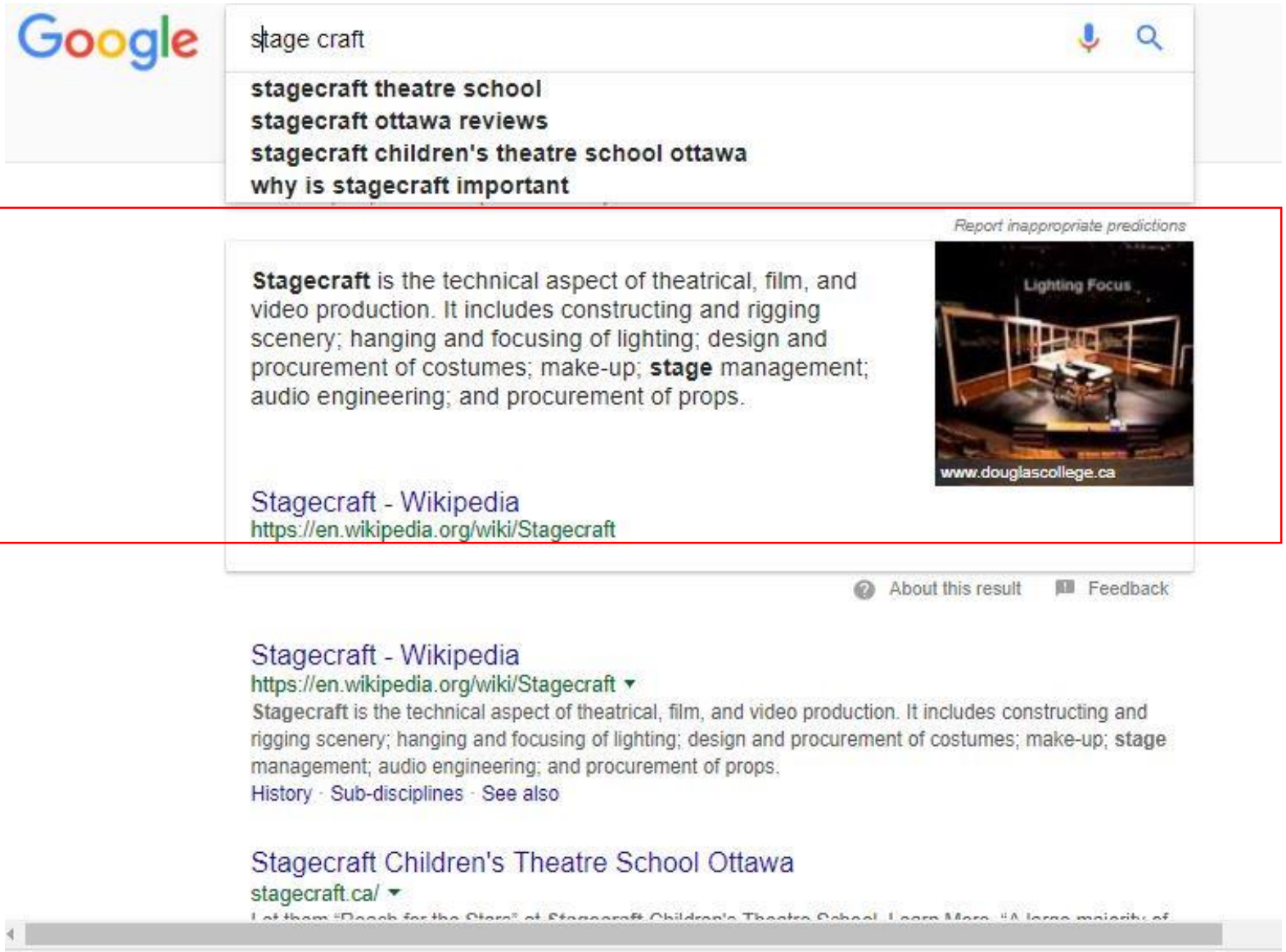
ON the web

- Web site
- Drive traffic to site
- Social media
- Closed system
- Traditional SEO

IN the web

- Database
- Common metadata standard
- Open, linked data
- Discoverability

Moving from finding links and websites via Search engines, to getting the answers you want



Google events in Whitehorse

All Maps News Images Shopping More Settings Tools

Whitehorse › Events

Next 7 Days

Sun., Jan. 14 4:00 p.m.	Bethany Church Filipin… What's Up Yukon - Event…	Sat., Jan. 20 7:30 p.m.	Bhangra Barndance MusicYukon
Fri., Jan. 19 9:30 p.m.	Prizefighter at the Soci… MusicYukon	Mon., Jan. 15 8:00 a.m.	SSS City of Whitehorse

Whitehorse Events | Yukon Territory Alaska Northern British Columbia

https://www.yukoninfo.com/calendarofevents/category/whitehorse-events/

2018 **Babe Southwick Memorial Sled Dog Race**. February 10 - February 11. Ibex Valley tracks, Km 1448 on the Alaska Highway. Ibex Valley, Yukon Canada + Google Map. 12 Days of Christmas **Fireweed Community Market**. December 7 - December 18. **Kwanlin Dün Cultural Centre**, **1171 Front Street**. Whitehorse, YT Y1A 0G9 Canada + ...

You've visited this page 3 times. Last visit: 11/12/17

Yukon Events Magazine - whatsupyukon.com

whatsupyukon.com/

Jenny Trapnell. **Whitehorse** writer Jenny Trapnell loves to discover our wild spaces. Jenny has a passion for birding she shares her tips for bird watching and helps us learn about the birds in the Yukon through her column Time For Birds. more ...

Yukon Events · Yukon Live Music Events · Yukon Arts and Culture Events · Recipes

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Yukon Events - whatsupyukon.com

whatsupyukon.com/yukon-events

Talks, Readings and Book Receptions. Yukon 48 Film Challenge. Jan 12, 2018. 5:30 PM. **KIAC Klondike Institute of Art & Culture**. Making Meditation Meaningful in Daily Life. Jan 12, 2018. 6:30 PM. The Old Fire Hall. Weekend Empowerment and Teachings. Jan 13, 2018. 12:30 PM. Yukon Transportation Museum.

Whitehorse

City in Canada

Whitehorse is the capital of northwest Canada's Yukon territory. To the south are the basalt cliffs of Miles Canyon, site of a former gold rush town. From the canyon, the Yukon River Loop Trail winds north past the Whitehorse Fishway fish ladder toward the S.S. Klondike, a restored sternwheeler that once plied the Yukon River. North, the Takhini Hot Pools' mineral springs offer views of the northern lights in winter.

Weather: -20°C, Wind S at 34 km/h, 76% Humidity

Population: 25,085 (2016)

Local time: Friday 6:34 p.m.

Plan a trip

- Whitehorse travel guide
- 3-star hotel averaging $133
- Upcoming Events

Points of interest

View 10+ more

Google

ottawa events next 7 days

All Maps News Shopping Images More Settings Tools

Ottawa › Events

Next 7 Days

Mon., Jan. 15 8:00 p.m.	Julie Corrigan Ottawa	Sat., Jan. 20 7:00 p.m.	Ottawa Senators vs. To… Canadian Tire Centre	Thu., Jan. 18 8:30 p.m.	Lori Cullen National Arts Centre	Wed., Jan. 17	National Arts Centre Or Southam Hall
Thu., Jan. 18 7:30 p.m.	Ottawa Senators vs. St… Canadian Tire Centre	Sun., Jan. 14 11:00 a.m.	Rhythm and Dance National Arts Centre	Wed., Jan. 17 7:00 p.m.	Jojo Mason Algonquin Commons The…	Fri., Jan. 19 8:30 p.m.	Hillsburn National Arts Centre
Sat., Jan. 13 1:30 p.m.	Alain Trudel National Arts Centre	Sat., Jan. 13 7:00 p.m.	Blackalicious The 27 Club	Mon., Jan. 15 1:30 p.m.	Monday Trivia Night The Lieutenant's Pump	Sat., Jan. 13 9:00 p.m.	NISKA The Bourbon Room
Thu., Jan. 18 5:00 p.m.	Curator Tour – She Wh… Canadian War Museum	Tue., Jan. 16 7:30 p.m.	887 - NAC English The… National Arts Centre	Sat., Jan. 13 10:00 p.m.	SkyJam Sky Zone Trampoline Park	Sat., Jan. 13 8:00 p.m.	JW-Jones LIVE! on Elgin

Things to do in Ottawa this Weekend! - Ottawa Tourism

https://www.ottawatourism.ca › Ottawa Insider

17 hours ago - There's lots to do in **Ottawa** on chilly winter **days**! Here is a ... This Saturday, January 13 and Sunday, January 14, visit the Wedding Palace Bridal Show at the Shaw Centre for fun ideas for your big **day**! Learn about ... For more information on these **events** and others, see the **Ottawa** Tourism **Events** page.

Julie Corrigan @ Girls to the Front @ Irene's Pub w/ Melissa Payne & Jessica Pearson in O...

Monday, January 15, 2018, 8:00 p.m.

Ottawa
Ottawa Division, ON

Source: bandsintown.com

Julie Corrigan @ Hunter's Public House - Bytown Sound

https://www.bytownsound.ca/event/julie-corrigan-hunters-public...2/2018-01-14/

Born and raised in the **Ottawa** Valley, **Julie Corrigan** is a soulful, country, pop, roots, singer/songwriter hailing from the small town of Shawville Quebec. Julie is on the ... Date: **January** 14. Time: 12:00 pm - 4:00 pm. Recurring: An event every week that begins at 12:00pm on Sunday, repeating until **January** 28, 2018. (See All).

Sun., Jan. 14 Julie Corrigan @ Hunter's Public House

Julie Corrigan @ Hunter's Public House - Bytown Sound

https://www.bytownsound.ca/event/julie-corrigan-hunters-public...2/2017-10-15/

Oct 15, 2017 - Born and raised in the **Ottawa** Valley, **Julie Corrigan** is a soulful, country, pop, roots, singer/songwriter hailing from the small town of Shawville Quebec. Julie is ... Porchfest with **Julie Corrigan**// David RangerSeptember 9, 2016Similar post. Guitar on the Bar ft. **Julie Corrigan**December **15**, 2016Similar post.

Girls to the Front with Host Julie Corrigan and special guests Melissa ...

irenespub.ca/event/girls-to-the-front-with-host-julie-corrigan

Details. Date: **January 15**; Time: 8:00 pm - 11:55 pm. Cost: Free. Event Navigation. « The Sunday Sessions with Joe McDonald and the Walkin' Hawks · Trivia ... Contact Us. 885 Bank Street **Ottawa**, Ontario, Canada K1S 3W4. (613) 230-4474. Open Daily. 11:30 am - 2:00 am. Upcoming Events. All Star Blues Showcase with ...

Mon., Jan. 15 The Sunday Sessions with ...
Tue., Jan. 16 Girls to the Front with Host ...

Singer-songwriter Julie Corrigan finds her voice | Ottawa Citizen

ottawacitizen.com › Arts › Local Arts

Julie Corrigan

Musical artist

Available on

Spotify

YouTube

Record label: INDEPENDENT

Genre: Alternative country

Albums: The Language, Been Through the Fall

Songs

Can't Take My Man
The Language · 2016

Never Be Apart
The Language · 2016

Been Through the Fall
Been Through the Fall · 2008

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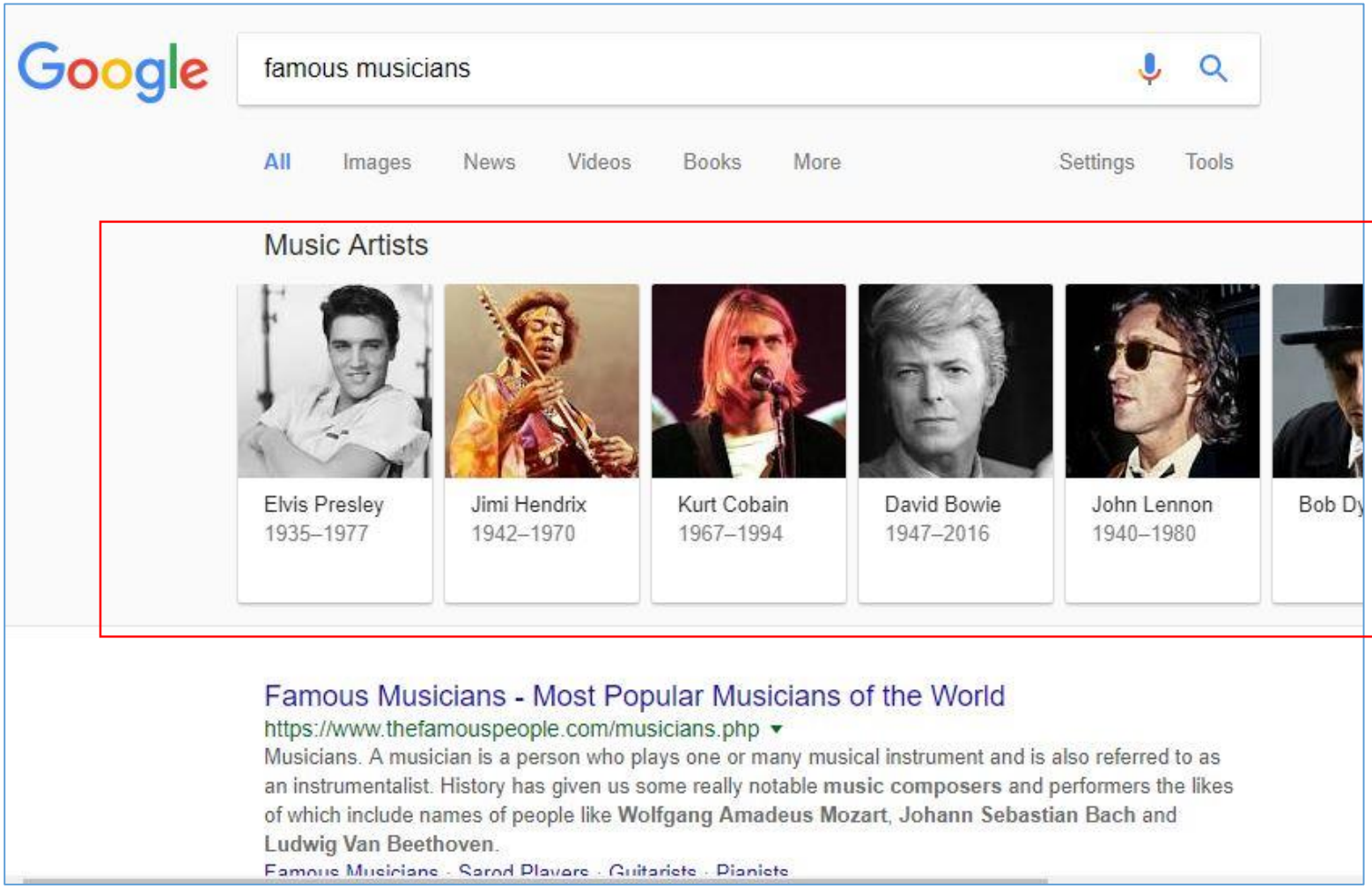
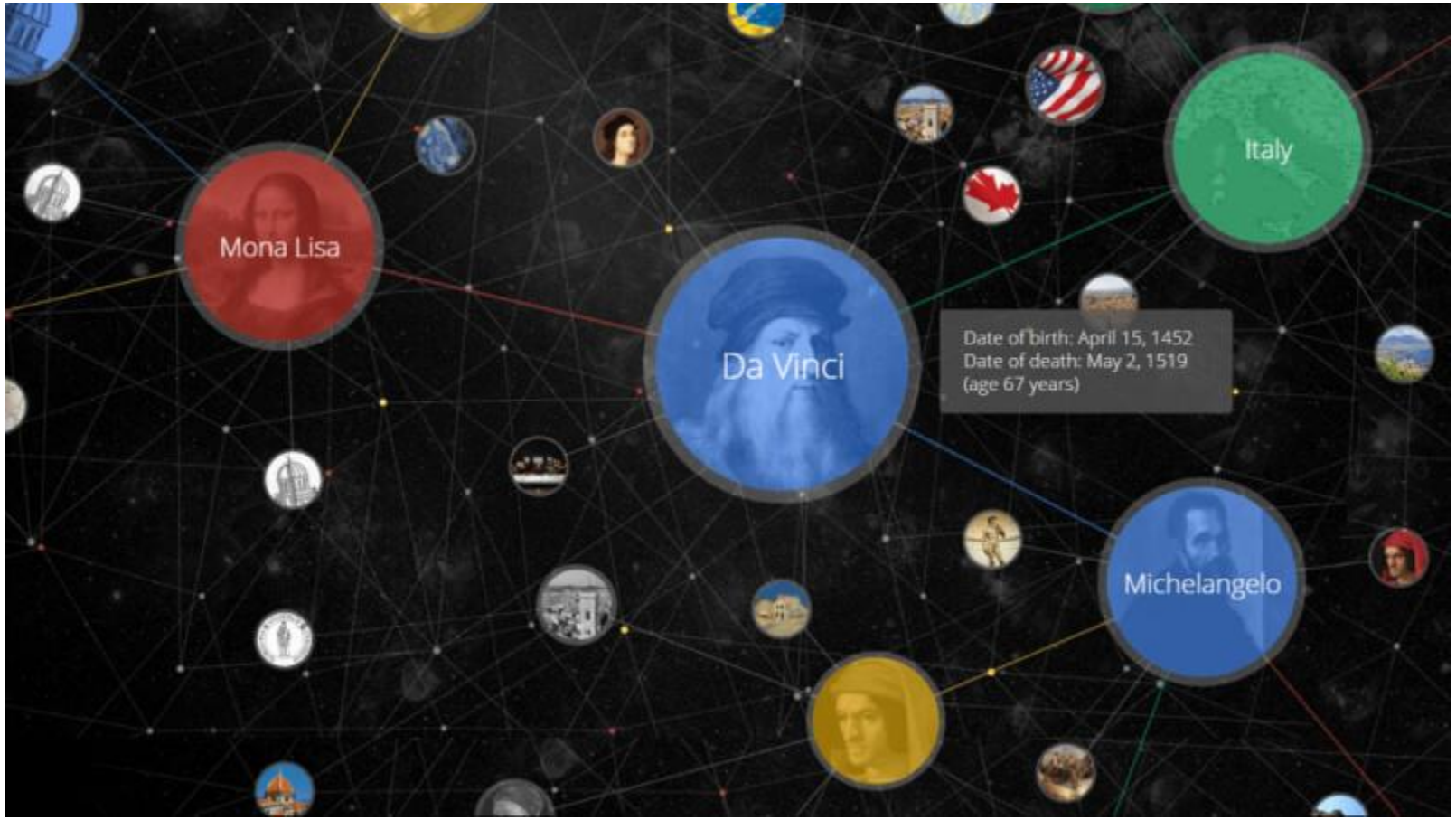
Events

Sat., Jan. 13 7:00 p.m.	Whitewater Region, ON Cobden
Mon., Jan. 15 8:00 p.m.	Ottawa Division, ON Ottawa

Moving for searching to discovering



Network = connectivity: Open, linked data
Google knowledge graph



https://www.google.com/intl/es419/insidesearch/features/search/knowledge.html

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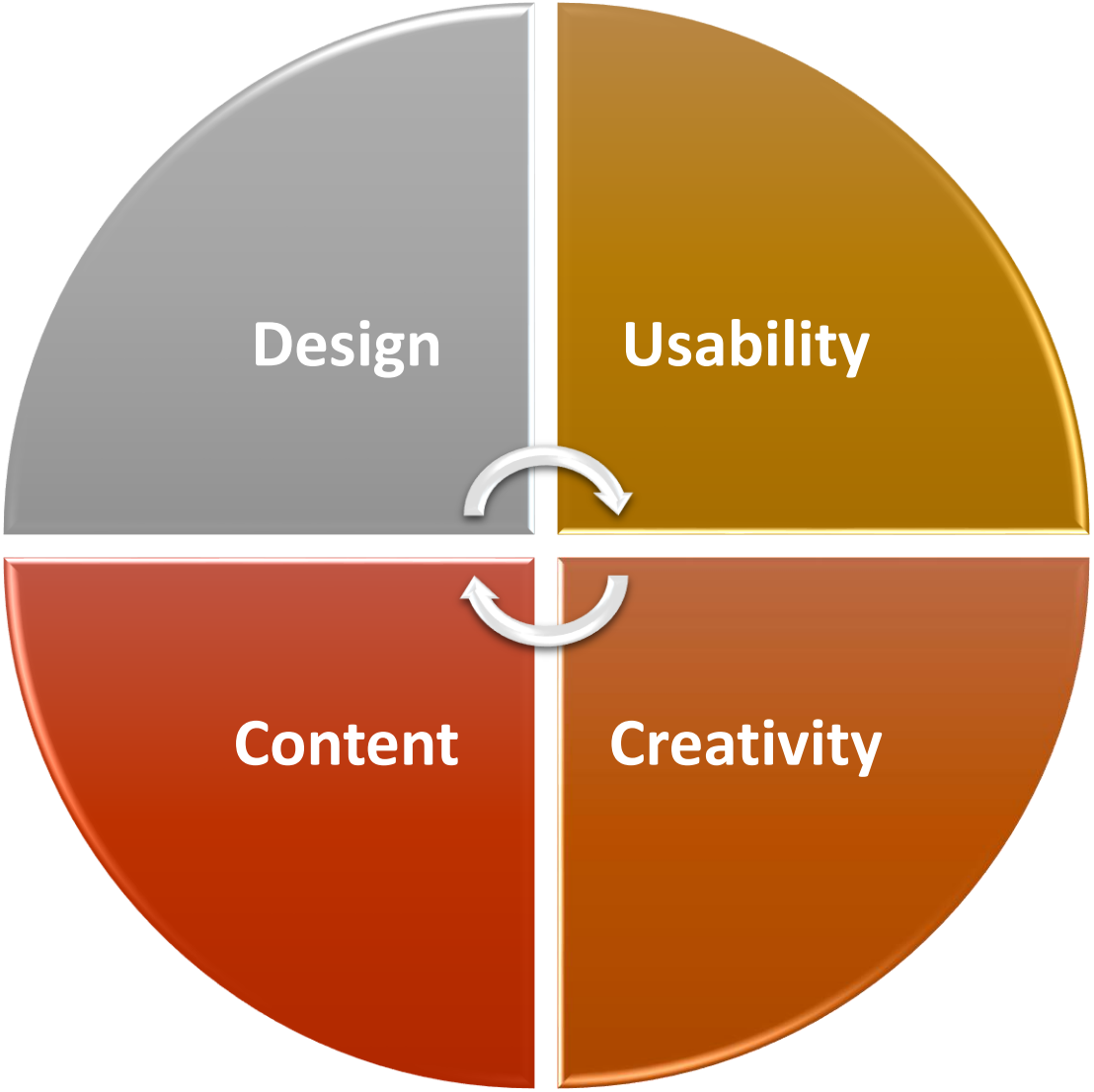
UxD

The human matters

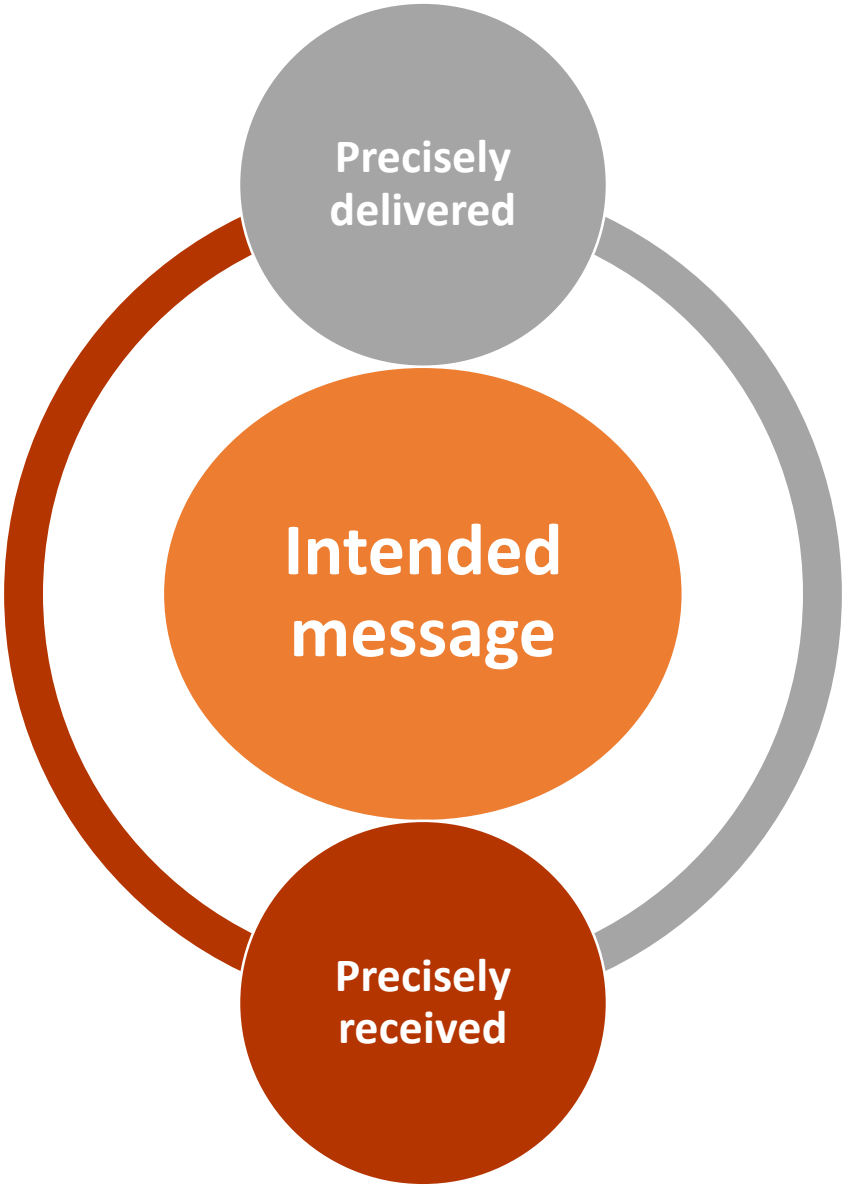
User Interface Design
User Experience Design



Rule # 1
Always start with your audience

- **Who is your audience?**
  - What do they want from you?
  - When do they want it?
  - How/where do they want it?
- **What do you want them to do?**

Effective communication



New thinking about whole online channel eco-system re: UxD

Connected devices

Connected screens

Usability testing = qualitative research

- **Iterate in design and production stages**
  - Identify user groups
  - 4 to 6 people per distinct user group
- **Consider task-based scenarios**
  - Can they complete them with ease and certainty
  - What are difficulties they encounter
- **Testing with people**
  - On functionality – “if you could do this, would you?”
  - On wire frames
  - Usability of prototype
- **Testing technology**
  - Load times
  - Coding

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Process vs Project Funding Proposal

Project

1. Specific outcome
2. Annual programming
3. Artistic practice
4. Single entity
5. Budget certainty
6. Known universe

Process

1. Specific intention
2. Define problem clearly
3. Method and approach: Iterative development process
4. Collaborations and skills
5. Budget still certain, but outcomes are fluid
6. How to manage uncertainty and risk

Process orientation = different emphasis

How can we navigate uncertain circumstances with few known or accepted sign posts?

How do we solve problems or manage dilemmas when the need for change is overwhelming?

How can we be sure that the issue we have identified is indeed the right issue?

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Process proposal focal points

- Issue definition, redefinition
- Learning through research
- Managing insight and action
- Methods of reflection and iteration
- Living documentation
- Operational plan that harnesses who does what when and how and has accountability mechanisms, “go/no-go” decision
- Collaborative partnerships with different skill sets