

SXSW x COLART

2019



Interactive, Music, Film, Comedy

25,000 attendees

1,000s of sessions

8 days

+ 50 venues

SXSW is a place where art, creativity and tech meet



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I F M P OPEN TO ALL SXSW BADGES

SXSW ART PROGRAM

APPARATUM

BY PANGENERATOR

APPARATUM is inspired by the Polish Radio Experimental Studio.

Analog sound generators, based on magnetic tape and optical components are controlled via a graphic score composed with digital interface. The APPARATUM has been inspired by the heritage of the Polish Radio Experimental Studio—one of the first studios in the world producing electroacoustic music.

Supported by the Adam Mickiewicz Institute, Polish Cultural Institute New York, and the Embassy of the Republic of Poland Washington, D.C.

HOURS OF OPERATION

FRIDAY, MARCH 8	9:30AM - 6:00PM
SATURDAY, MARCH 9	9:30AM - 6:00PM
SUNDAY, MARCH 10	11:00AM - 6:00PM
MONDAY, MARCH 11	9:30AM - 6:00PM
TUESDAY, MARCH 12	9:30AM - 6:00PM
WEDNESDAY, MARCH 13	11:00AM - 6:00PM
THURSDAY, MARCH 14	11:00AM - 6:00PM
FRIDAY, MARCH 15	11:00AM - 6:00PM
SATURDAY, MARCH 16	11:00AM - 2:00PM

For more information on the SXSW Art Program
Please visit sxsw.com/art or find it on SXSW GO.



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WEAVING

BY COCOLAB

Weaving is a light art performance from the Mexican firm Cocolab. Inspired by the creation of textiles in Mexico through looms, the audiovisual installation uses a large "canvas" made out of strings of light as a medium of expression. Weaving is also a reminder that art and technology have existed together since the beginning of our culture.

HOURS OF OPERATION

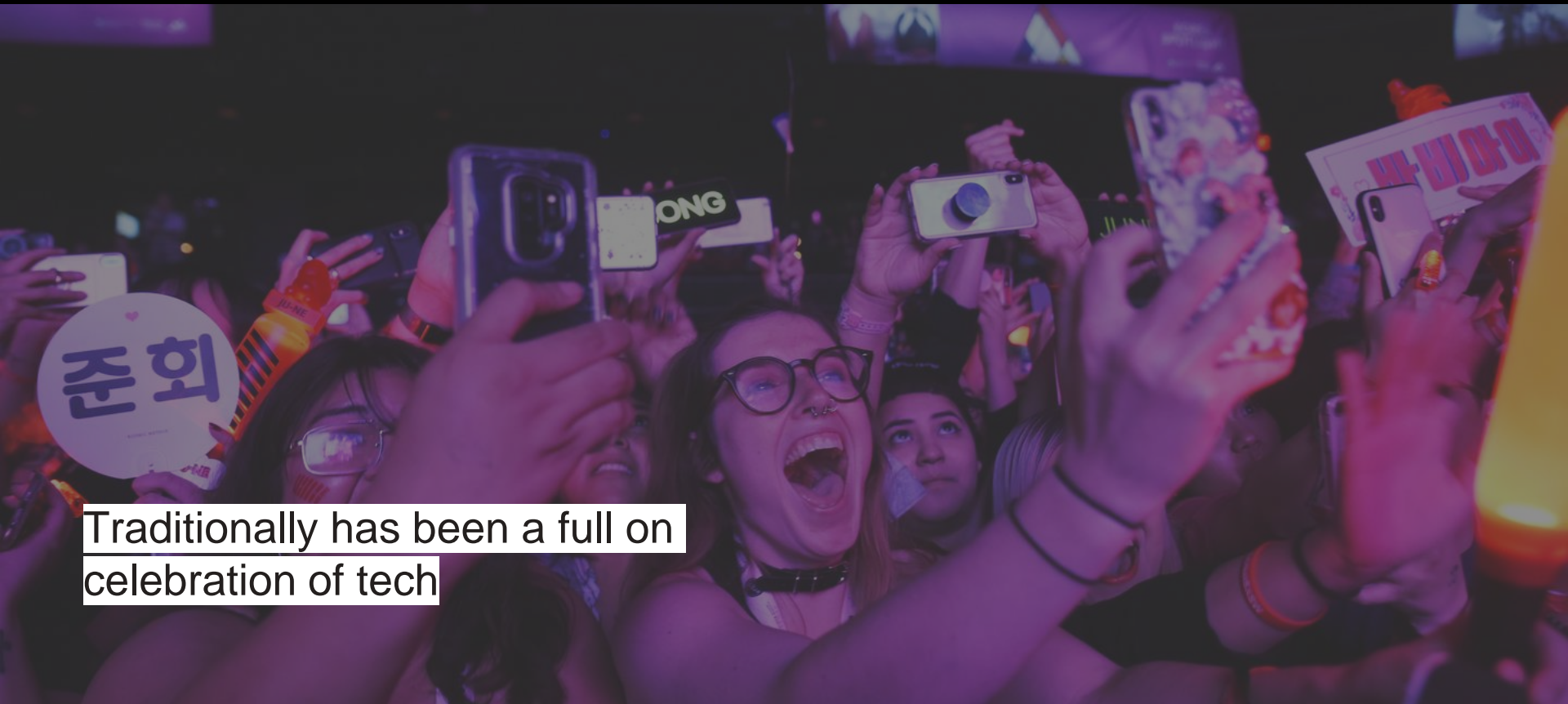
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Traditionally has been a full on
celebration of tech

But this year we noticed a change...



The trust and ethics of technology giants were being called into question more than ever

The bigger trend

Possibilities of
technology

+

Implications of
technology

Implications of technology on:



Humanity - Society - Culture

We noticed a tipping point

Tech is adding to global problems by causing as many issues as it solves

Engaging with these problems is everyone's responsibility

There's a huge appetite for transformative solutions

Don't be incremental, be transformative



For example:

“We should not be haunted by the spectre of being automated out of work, we should be excited by it.

The reason we’re not it is because we live in a society where if you don’t have a job, you are left to die. And that is, at its core, our problem.”

- Alexandria Ocasio Cortez

Big Trends

5 big trends

1. A new era for storytelling

2. New mobility rules

3. Smarter surroundings

4. Tech with a conscience

5. Dumb objects come to life

1. A NEW ERA FOR STORYTELLING

New technologies and behaviours are driving a wave of new storytelling formats.

More ideas

Do one thing at a time

The brain is a sequential processor, unlike a computer that can handle multiple tasks at once. Business and academic multitasking, but research clearly shows that it reduces productivity and increases mistakes. Try creating an interruption-free zone for your day—turn off your email, phone, and social media notifications. Whether you get more done, if you have trouble understanding a complex amount of time that you spend on a task, you may be multitasking.

How do you structure a lecture? The research shows that the most effective way to present information is to start with a general concept, then move to specific details. This is the opposite of how we often teach, where we start with a specific example and then generalize. The brain likes to hear the general idea first, before diving into the details. Give the general idea first, before diving into the details. You will see a 40 percent improvement in understanding.

Each class was 50 minutes, so I could not easily breeze through the large concepts in a single period. I would use the other 40 minutes to

...to be able to provide a detailed description of that single concept. The trick was to ensure that each detail could be easily understood. The general concepts with minimal intellectual effort. I would use the other 40 minutes to explicitly explain the link. This is like the link between the general concepts and the specific details. I sprinkled these links throughout the hour.

...from trying to multitask. If the audience is multitasking, they are not listening to what the instructor is saying. I would use the other 40 minutes to explicitly explain the link. This is like the link between the general concepts and the specific details. I sprinkled these links throughout the hour.

...Why did I construct our lecture this way? Why did I construct our lecture this way? Why did I construct our lecture this way? Why did I construct our lecture this way?

...the audience's attention is getting lost. If something isn't done quickly, the audience is losing focus. They need something so compelling that they find themselves in the 40-minute lecture—something

Next major video storytelling format?

Cinema *Film*



TV *Episodic*



Mobile *Micro Episodic*



Hollywood on your mobile

Made for small screens

10 minute quick bites

\$100k per minute

Launch Apr 2020



Meanwhile, audio is entering a second 'golden age'

Podcast listeners average 6+ hrs p/w on top of other media

Number of podcasts making money off ads doubled in 2018

Spotify spent £385m buying two podcast firms

A valuable pipeline for new creative IP

Will Netflix, HBO, Sky etc enter this space?

Spotify buys podcast firms Gimlet and Anchor

Streaming service reports first quarterly profits as it reveals plans to broaden beyond music



▲ Julia Roberts, left, and Sissy Spacek in a scene from Homecoming, an Amazon series adapted from a Gimlet podcast. Photograph: Hilary B Gayte/AP

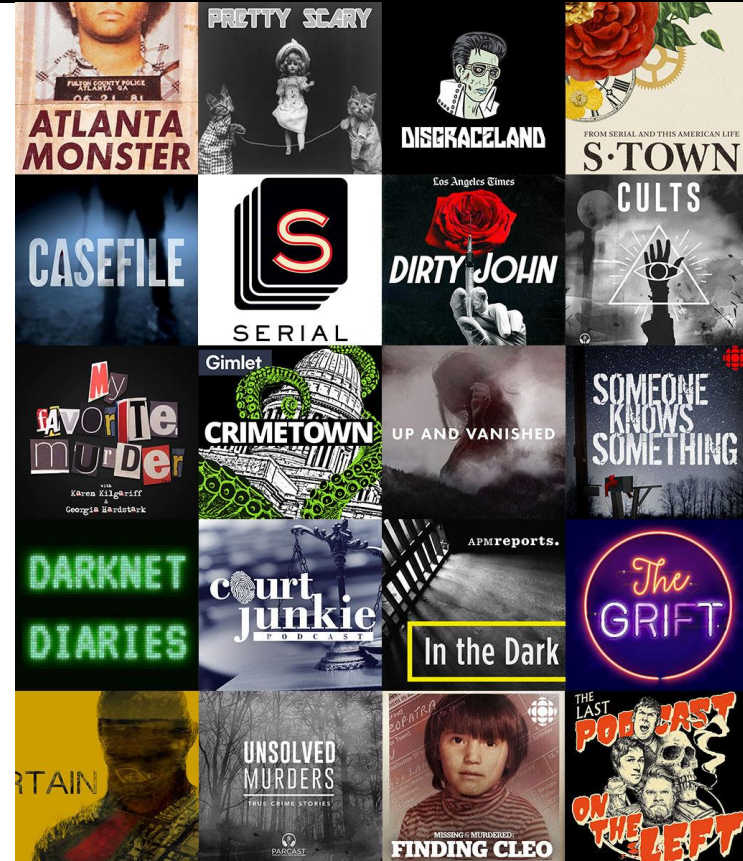
Spotify has bought two podcast firms and plans to spend up to \$500m (£385m) on further acquisitions in an attempt to move beyond its music streaming roots for new growth.

Why do Podcasts work so well?

“Audio is so distinct because you're co creating the experience in your head. You're putting a lot more effort... It's not a passive medium.”

“The ads should feel like they are incremental to the listening experience... Like the ads in Vogue magazine.”

- Matt Lieber, Gimlet Founder



Audio competing with visual as a medium

As tech improves, will people become as well versed in audio as Instagram made them in visual?

Are brands letting themselves down with poor audio experiences?

How do platforms and brands make audio more shareable?



VR coming (slowly) of age

Improvements in VR content

Critically acclaimed



Improvements in VR technology

Wireless headsets and volumetric capture



VR content that provides a unique artistic perspective



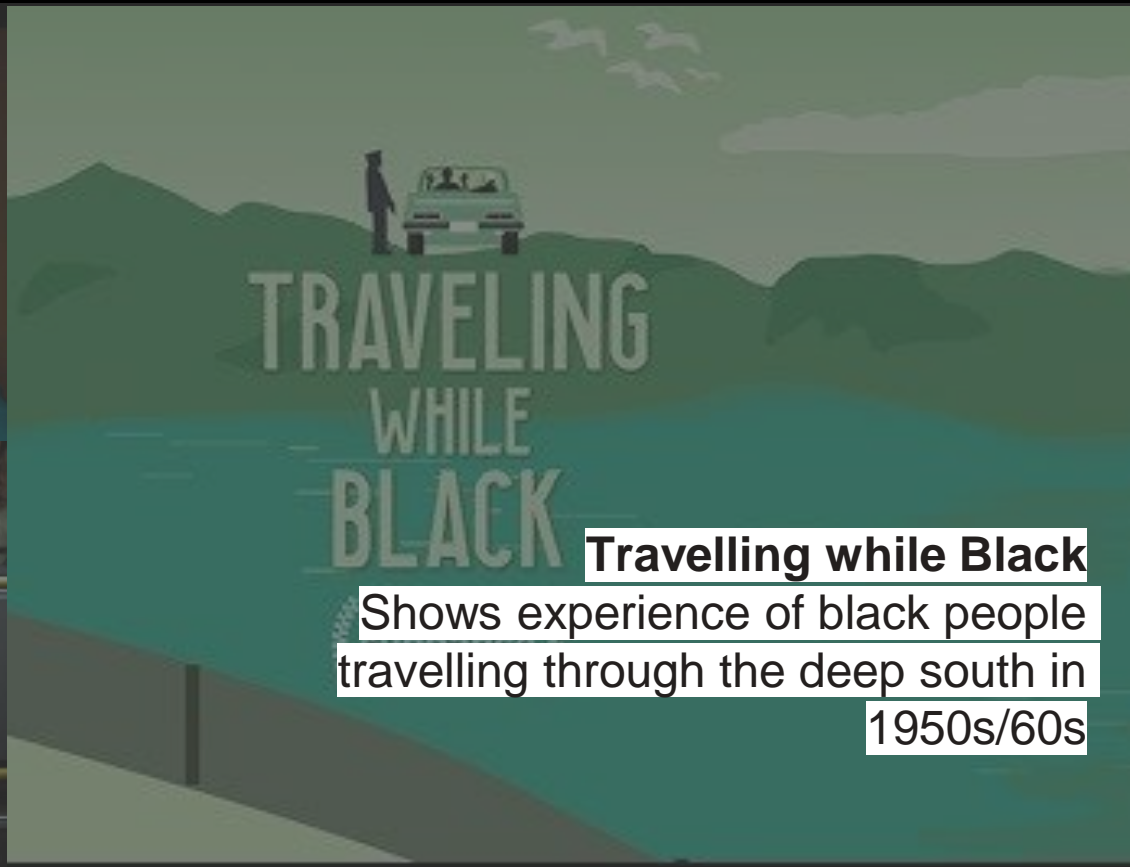
4 Feet: Blind Date

Shows disabled people have a right to their own representations of sexuality



TRAVELING WHILE BLACK

Travelling while Black
Shows experience of black people travelling through the deep south in 1950s/60s





Full 3D capture 'outside in'

Stepping inside the film

Rethink the art of filmmaking

Volumetric experience



Experiential still creates the most powerful memories

2019's Bleed for the Throne invited fans of Game Of Thrones to pay for an amazing experience with their blood.

From the creators of the 2018 Westworld experience it delivers unique depth and memory creation.



Can you serve a drink that's remembered a year later?



A new era for storytelling

Serious Hollywood investment in short-form video:

Start experimenting with shorter-format advertising & Masterclasses to drive engagement.

Audio remains an underrated storytelling medium:

Now is the time to innovate in creative audio formats and consider more how Colart might engage via podcasts etc.

VR is (finally) reaching maturity in terms of tech and artistic merit of content:

VR is increasingly becoming an artistic medium. How might we use this in physical spaces (e.g. retail)?

Experiential done well can create longer lasting memories than any other medium:

Consider what role art might play in experiential activations that build a long-term memory of your brand(s).

The background of the slide is a cityscape at sunset or sunrise. The sky is a mix of orange, yellow, and blue. In the foreground, there are light trails from cars on a multi-level highway interchange. Overlaid on the cityscape is a network of white lines and dots, representing a digital or communication network. The text "2. NEW MOBILITY RULES" is centered in a large, white, bold, sans-serif font.

2. NEW MOBILITY RULES

An aerial view of a city at dusk or dawn, with light trails from traffic on highways and buildings illuminated. Overlaid on the image is a network of white lines and nodes, suggesting connectivity or data flow.

Congestion, safety and environmental concerns are all catalysts for a new mobility future.

But what's the cost?

Last mile mobility

Already in some major cities like Austin but also Paris.

Coming to London and British Cities in 2019.

A technology people seem to love or hate.



Last mile mobility



Mobility taking to the air



Many AI car developers on show



Electric

Connected

Autonomous

Shared

Personalised

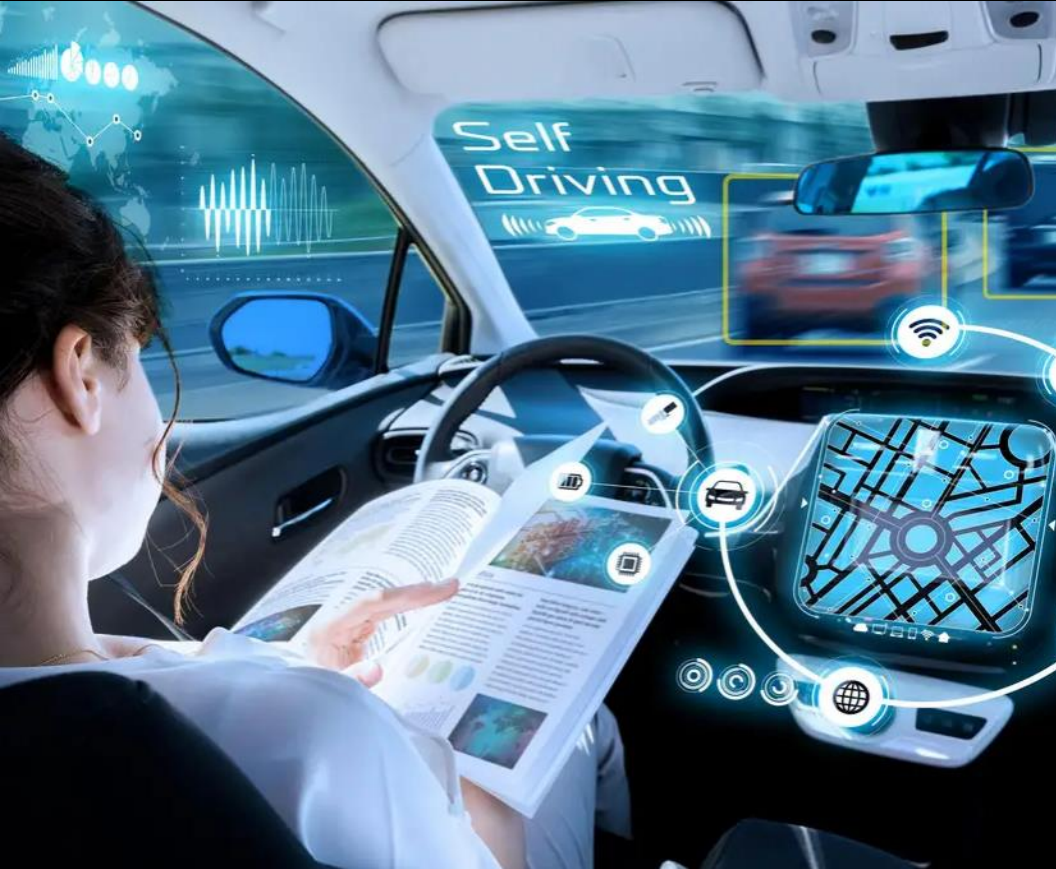


The future is a smart device on wheels



From **driver** centric to **user** centric

The emergence of a “Passenger Economy”



US drivers clock 3tn miles a year.

Billions of hrs will become free, “like adding a 25th hour”.

Intel predicts creation of a \$7tn industry.

New media formats and opportunities unlocked.

Speed becomes a different value equation

Average speed will reduce

Passengers may want journeys to last

No longer about travelling as quickly as possible

The difference between 45 mph vs 65 mph will
save lives

Will it actually be a brighter future?

Malcom Gladwell asked if a AI cars means:

- Humans not allowed drive.
- No car ownership.
- Congestion might get worse.
- Automation paradox will make for “shocking and unexpected” deaths.
- Hacking will happen and could cause accidents on a scale never seen before.



New mobility rules

Self-driving cars will present new opportunities for creativity:

One of the barriers to creativity and personal projects is lack of time. Self-driving cars will create an extra hour per day – how do we pitch for that hour on behalf of art and creativity.


Driverless cars will create new content and advertising opportunities:

We could create some really smart and disruptive content using in-car systems which will be unlocked for advertising.

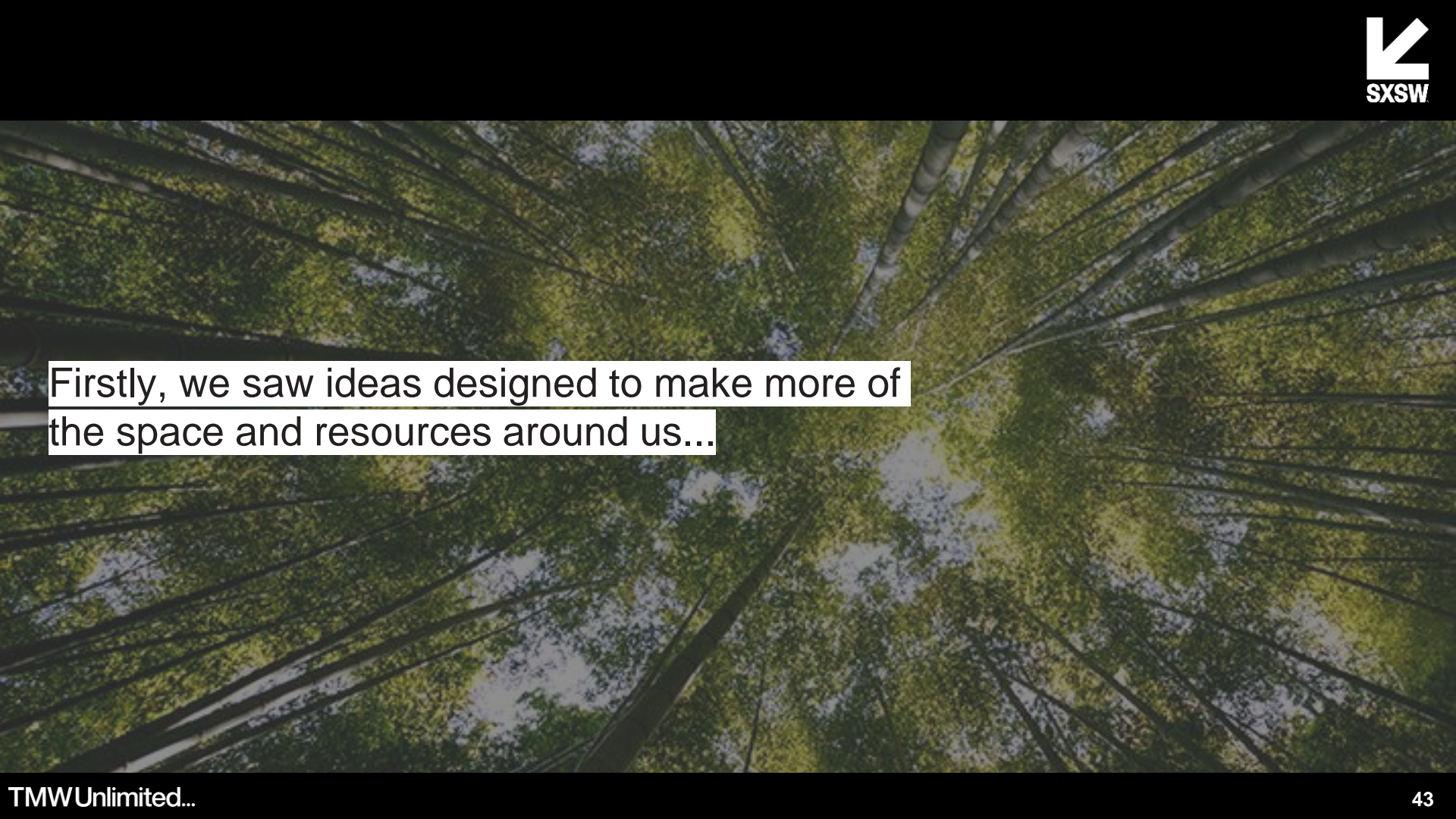
For example art lessons projected on the inside of the windscreen?

A detailed, futuristic cityscape with tall, slender skyscrapers, elevated walkways, and green spaces. The scene is set against a blue sky with scattered white clouds. The overall aesthetic is clean, modern, and technologically advanced.

3. SMARTER SURROUNDINGS



Growing populations and sustainability concerns are forcing us to rethink our living spaces and local surroundings.

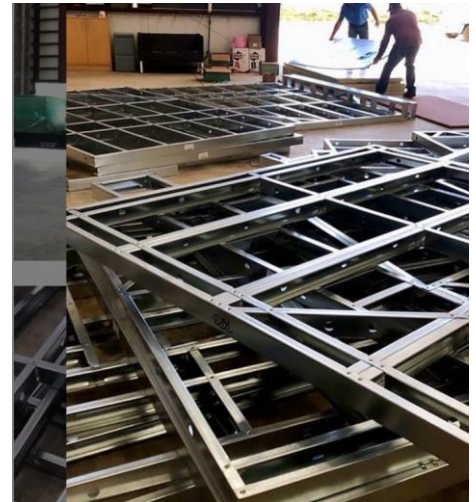
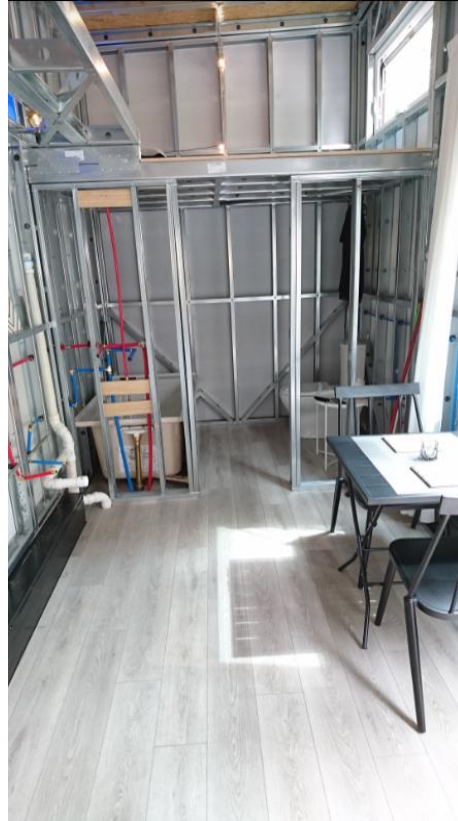
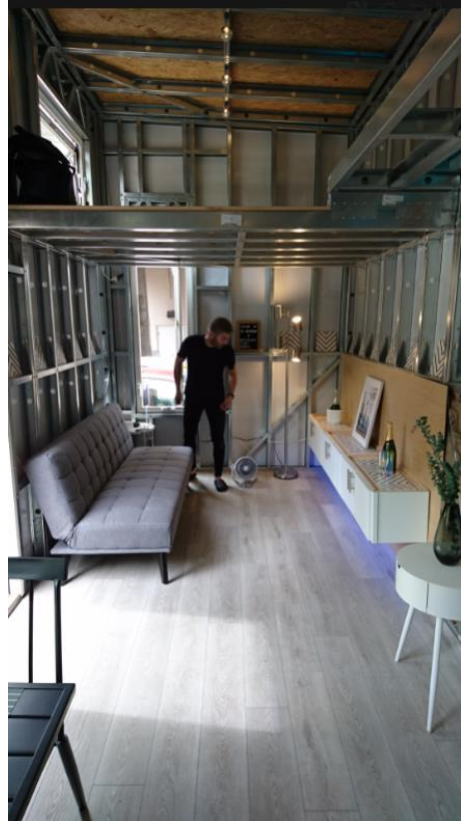
A low-angle, upward-looking photograph of a dense forest. The tree trunks are dark and vertical, creating a strong sense of height and perspective. The canopy is filled with vibrant green leaves, with patches of blue sky visible through the foliage.

Firstly, we saw ideas designed to make more of
the space and resources around us...

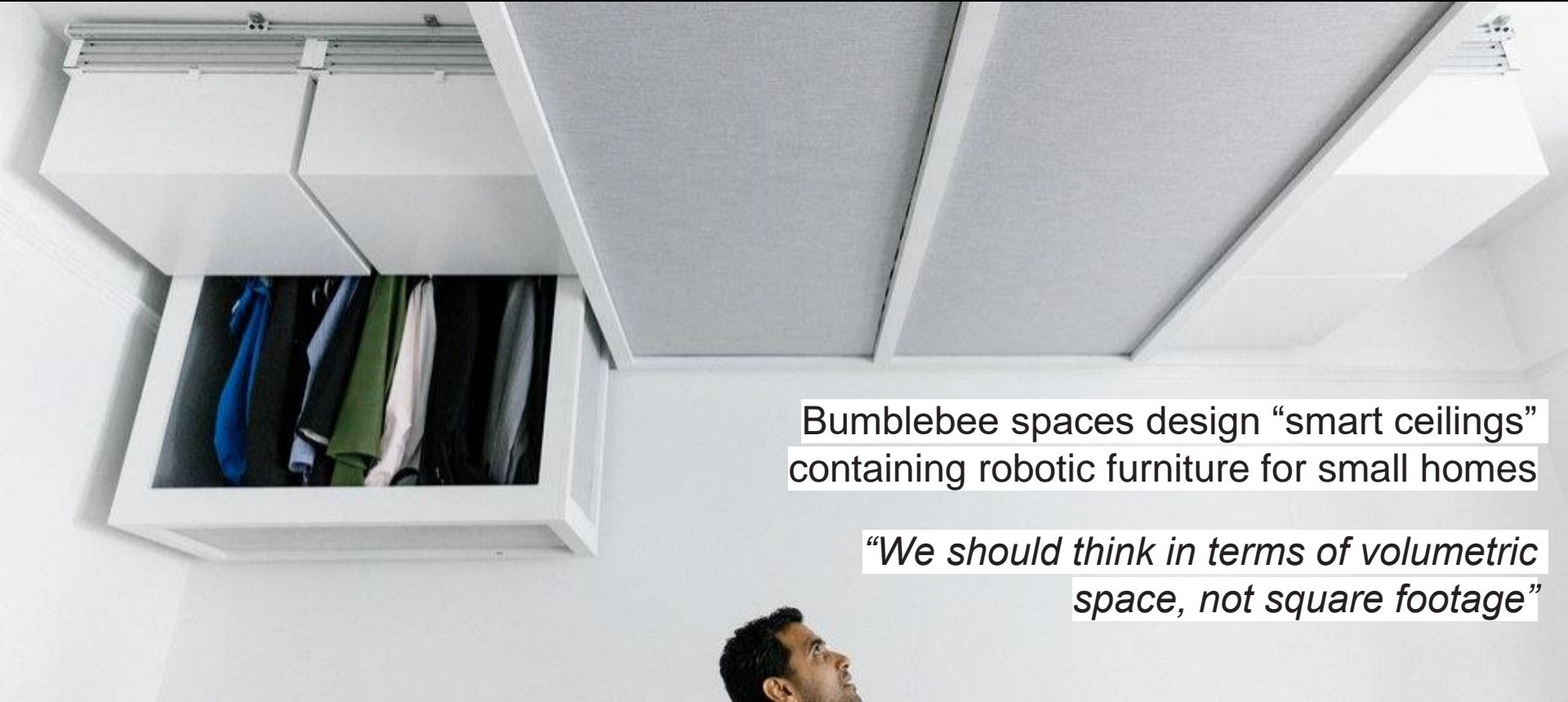
Homes are getting smaller and more sustainable



**WATERLOO
TINY HOMES**



In fact, the future of homes will be ‘volumetric’



Bumblebee spaces design “smart ceilings” containing robotic furniture for small homes

“We should think in terms of volumetric space, not square footage”

In fact, the future of homes will be ‘volumetric’



Bumblebee spaces design “smart ceilings” containing robotic furniture for small homes

“We should think in terms of volumetric space, not square footage”

Living space is being maximised through cohabiting



The Collective (London)

Cheaper, more central and higher quality housing for a growing population.

A new model, with shared spaces

“Student living for grownups”

First of its kind globally - being closely watched by investors

Sourcing more food from our local surroundings



Eating invasive species

Hyper local cuisine development

Harvesting culture, even in cities

Mutant Green Crabs Are Mean, and They're Invading Maine's Waters

By [Stephanie Pappas, Live Science Contributor](#) | September 21, 2018 03:02pm ET



MORE ▾



Even our living 'waste' can be recycled

For every litre of beer brewed, three are wasted

"Grey water" is waste water from sinks, showers, washing etc that can be reused for brewing!

Not yet legal but laws are being reviewed in some states.

The Californian craft beer brewed from waste water

A San Francisco brewery is using Nasa technology to make beer with water from sinks and showers, while other brewers are finding new ways to go green



▲ Greywater beer (on the left) and same type of beer made with conventional municipal water. Photograph: Half Moon Bay Brewing Company

Secondly, we saw how technology is enabling smarter uses of our surroundings...

Homes have been getting smarter for some time...



b8ta, an US electronics retailer made smart house of the future a reality, selling every item on their website

Now cities are smart, and China are leading the way:

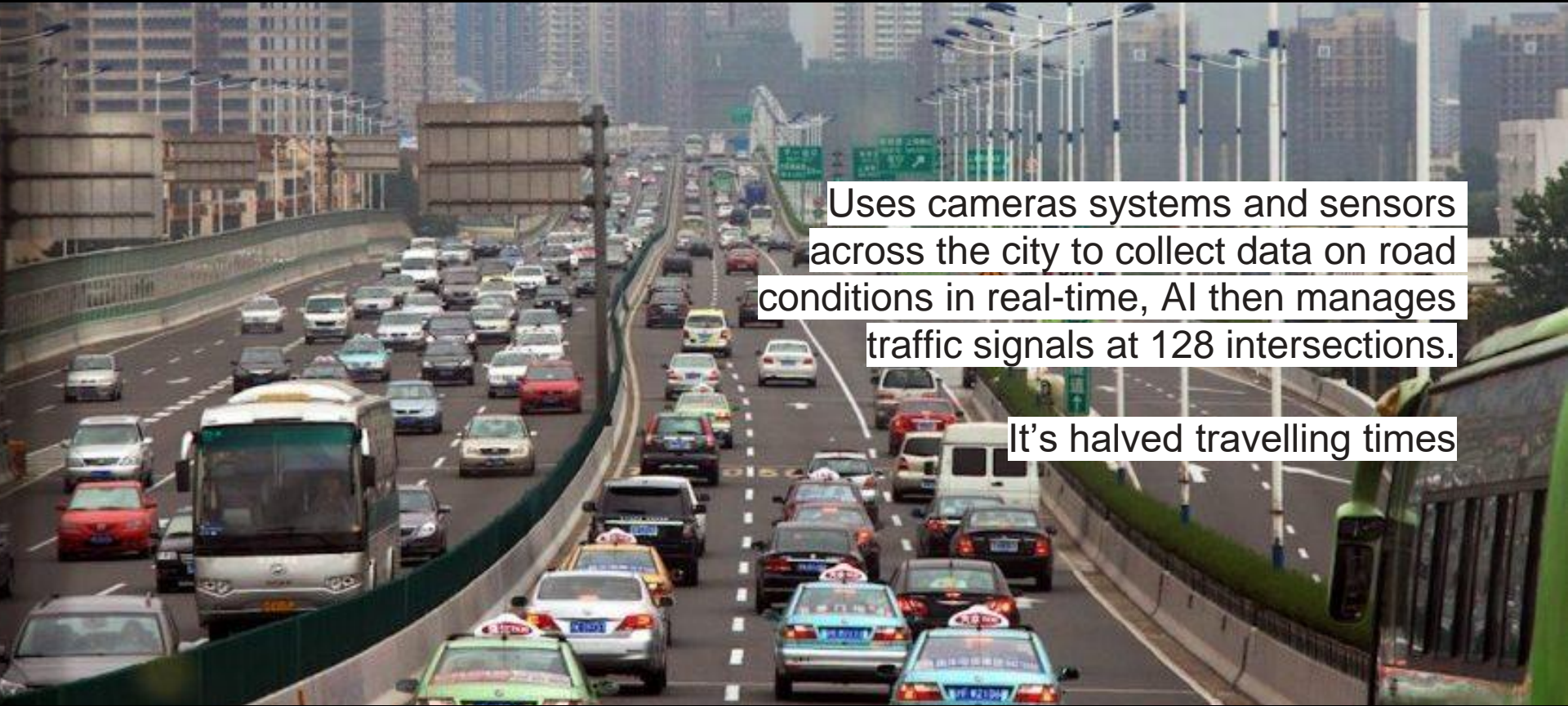


Huge government support
1.5 billion mobile subscriptions
No privacy laws to speak of
Race to 5G

...it's a national movement

Driven by Baidu, Alibaba, Tencent

Hangzhou's "City Brain"



Uses cameras systems and sensors across the city to collect data on road conditions in real-time, AI then manages traffic signals at 128 intersections.

It's halved travelling times

Smarter and safer public transport

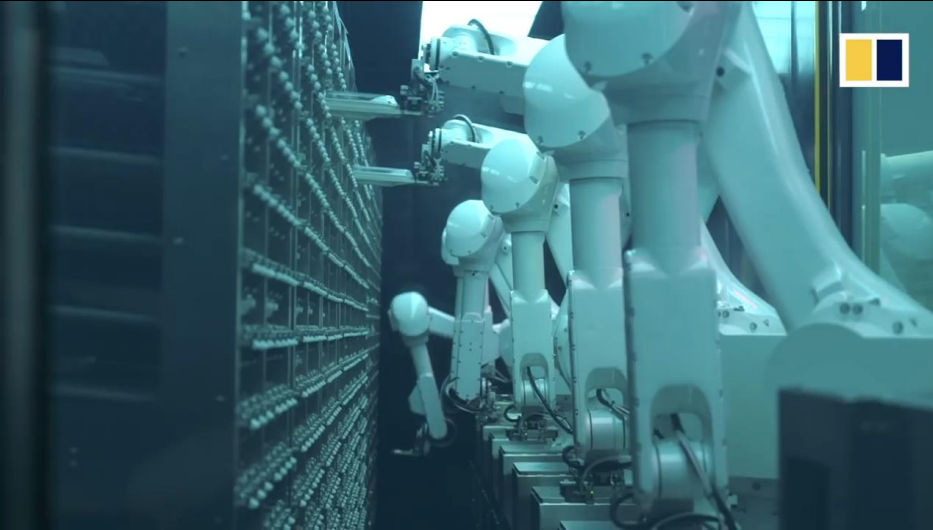
Bus drivers in
Shenzhen

Monitored by artificial
intelligence technology

Detect unsafe
behaviours

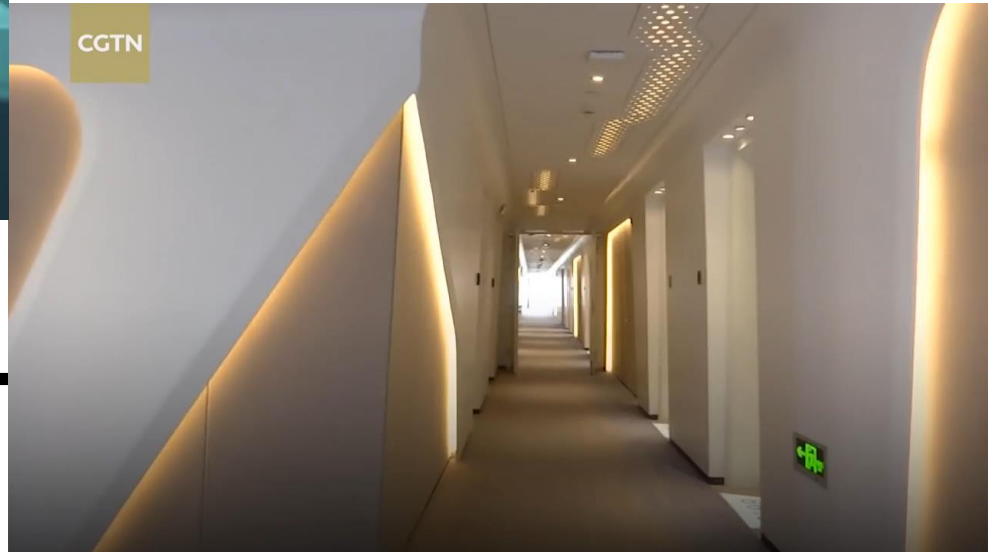
Okay, I'm dozing off...

Smarter service in restaurants and hotels



Haidilao's 'smart' hot pot restaurant, the first of its kind in the world

Alibaba has opened an AI-powered hotel - part of its huge investment in AI



CGTN

The future looks really smart, but it must be inclusive

The smallest street stalls have QR codes that allow digital payment.

Porters, street merchants and even beggars have QR codes that allow for cashless tips and donations.



Smarter surroundings

Homes and modes of home ownership are changing:

This might impact the space people have to create art or the types of art they create.

Will Colart need to play a role in creating new spaces for creating art?

Technology and progress often excludes certain social groups:

What can we do to help create inclusivity? Think beyond just your customers.

Is there a way we could use art or charity to help those left behind.

AI will make many elements of everyday life less human:

What role does art have to play in retaining humanity and emotion in a world increasingly run by AI?

A large, stylized silhouette of a human head in profile, facing right. The silhouette is composed of numerous small, glowing blue dots of varying sizes, creating a textured, digital effect. The background is a dark, solid color.

4. TECH WITH A CONSCIENCE

Technology is at a crossroads.

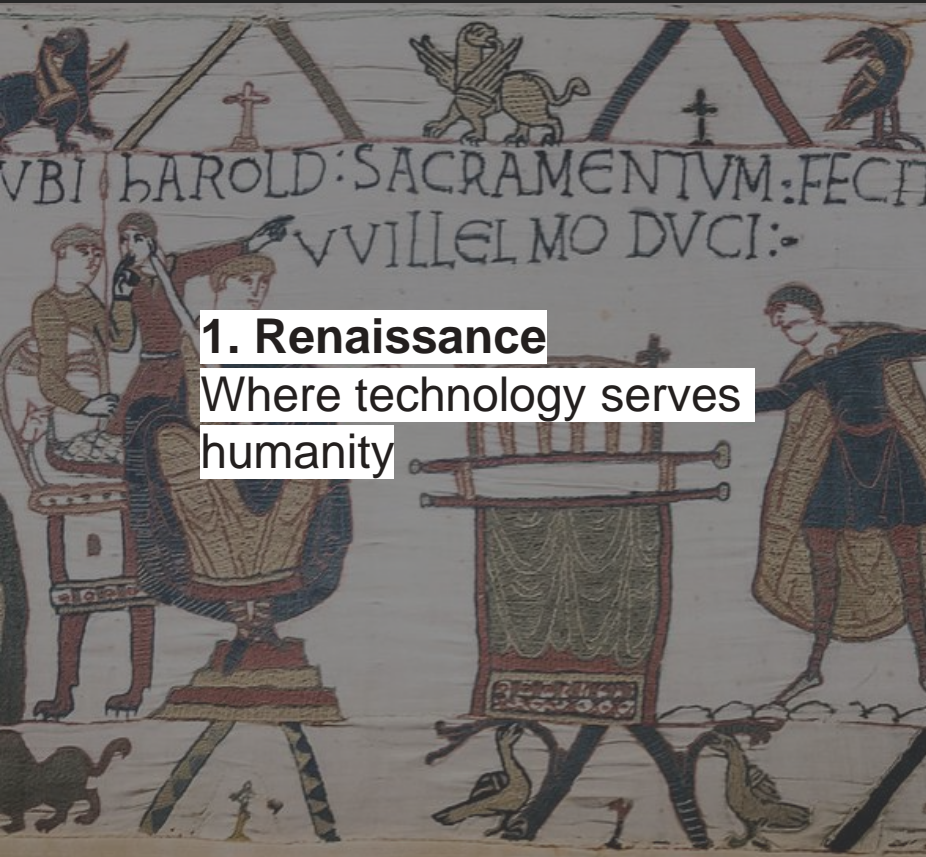
**Do we want to live in a world that's ruled
by algorithms, or where technology
enriches humanity?**

Have we reached 'Peak Technology'?



'Peak Technology' is the point at which technology ceases to advance humanity

Two choices for humanity's digital future:



1. Renaissance

Where technology serves
humanity



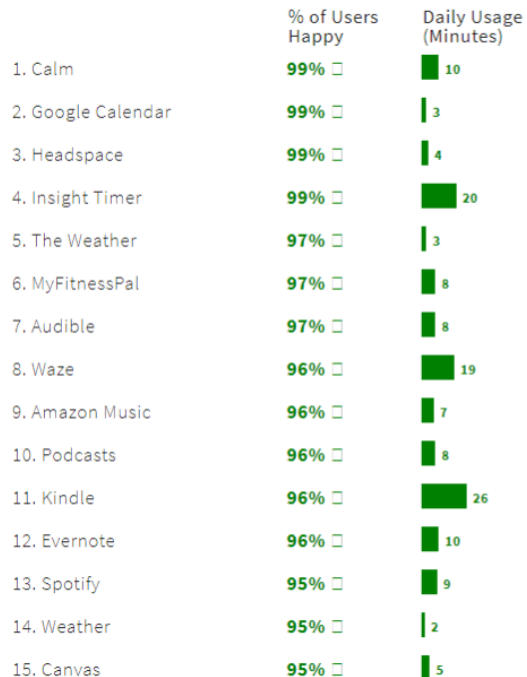
2. Feudalism

Digital slavery...whole life is
gamified

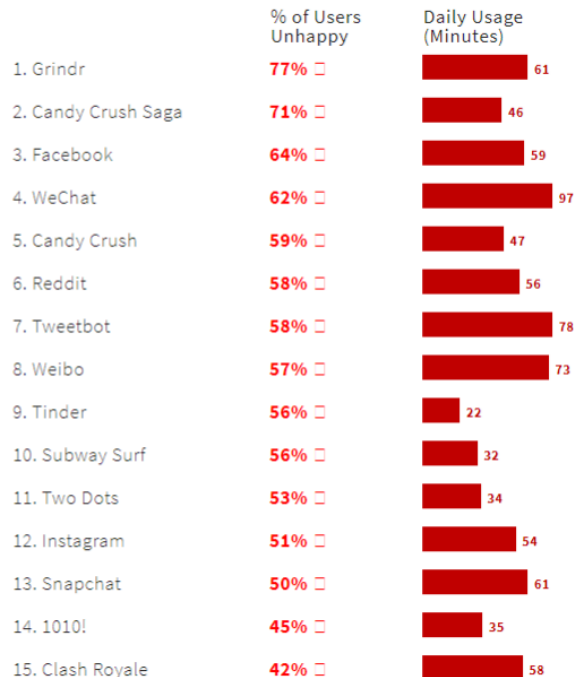
People are clearly un'appy



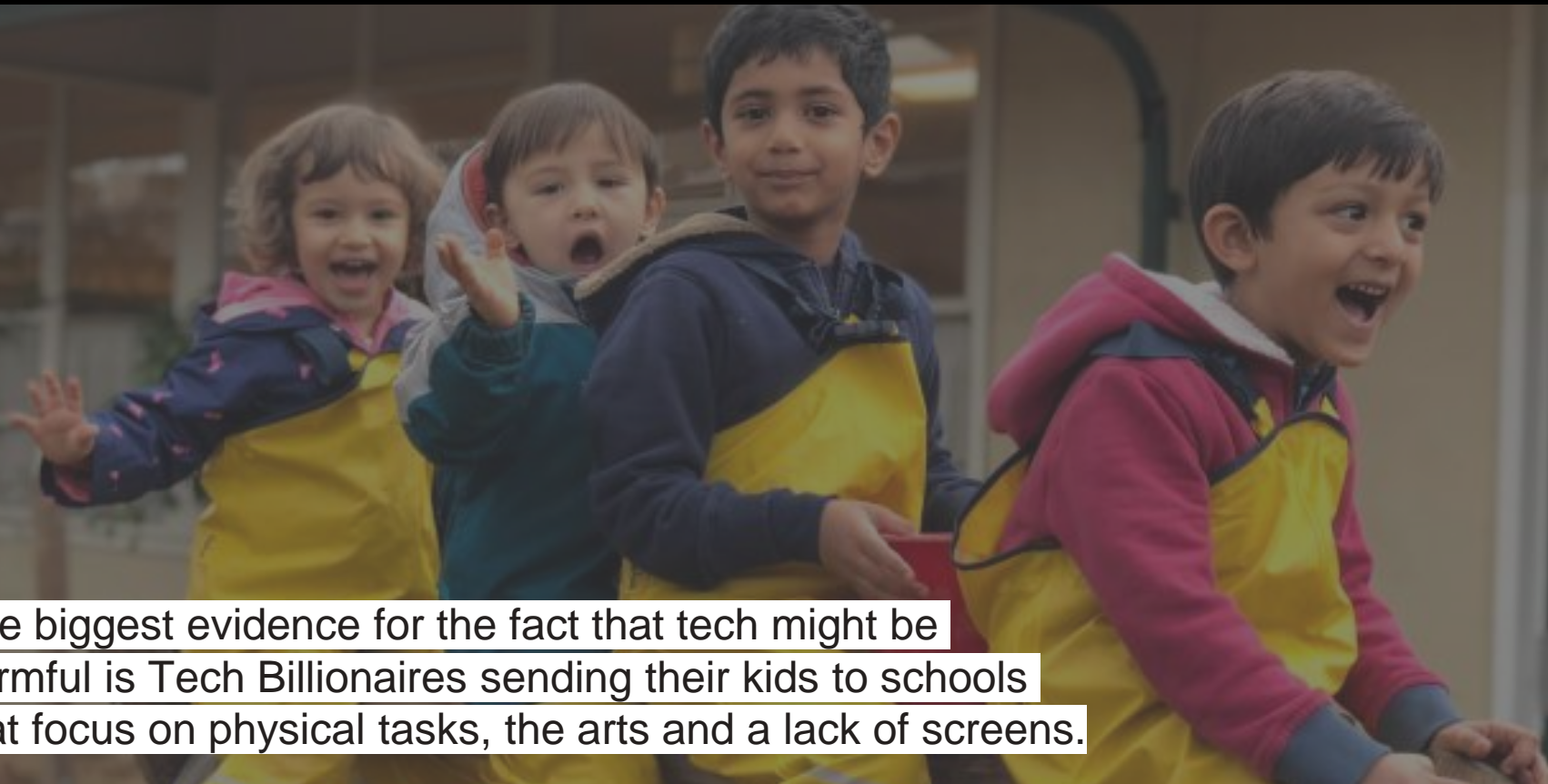
Most Happy



Most Unhappy



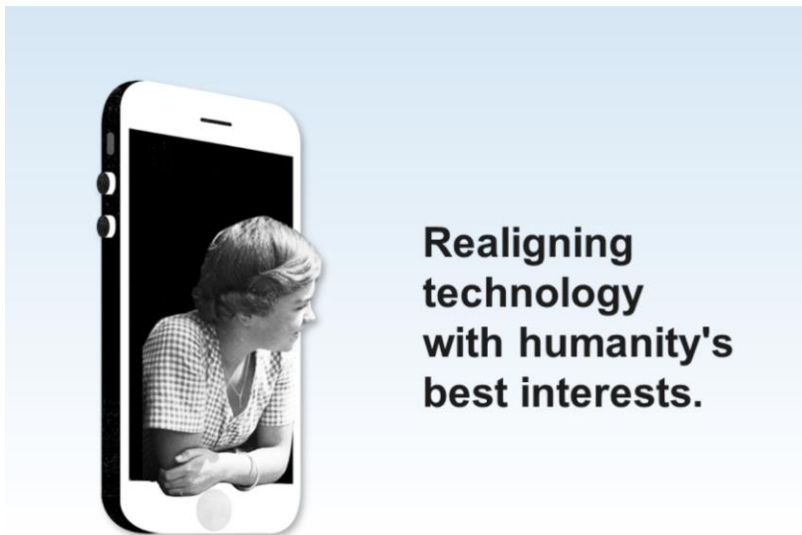
Silicon Valley are shielding their kids from digital



The biggest evidence for the fact that tech might be harmful is Tech Billionaires sending their kids to schools that focus on physical tasks, the arts and a lack of screens.

Movement to ensure tech is enriching humanity

[Center for Humane Technology]



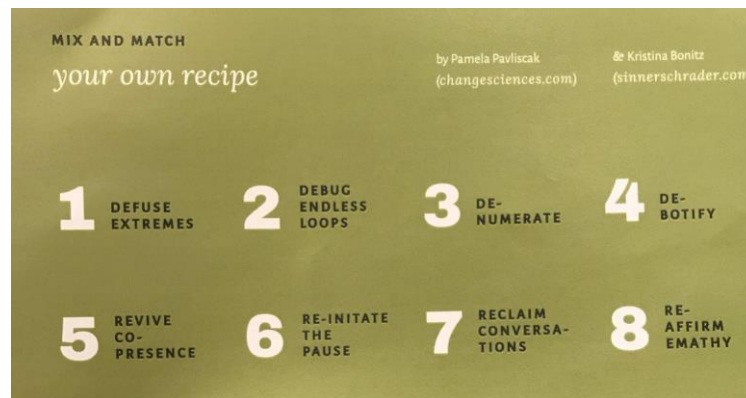
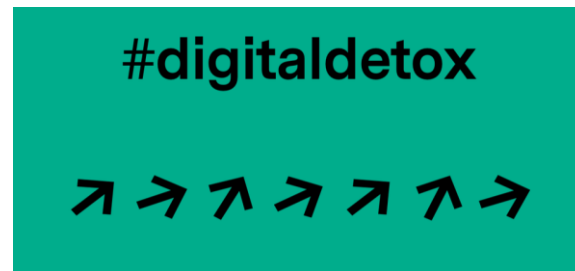
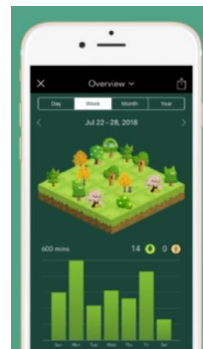
Develop tech that's better for you

Only strategy to deal with effects of digital devices is turning off

Absurdly, we have apps to get us off the apps

Put the onus back onto the developers (who aren't addressing underlying issues)

Instead of detoxing yourself, detox the product



There are also some
encouraging signs of a more
humane tech reality...



AI to protect the rights of our digital selves



The world's largest technical professional organization for the advancement of technology

IEEE - P7006 - Standard for Personal Data Artificial Intelligence (AI) Agent



Category:
Artificial Intelligence
SDO:
IEEE
ICT domain:
IT in general

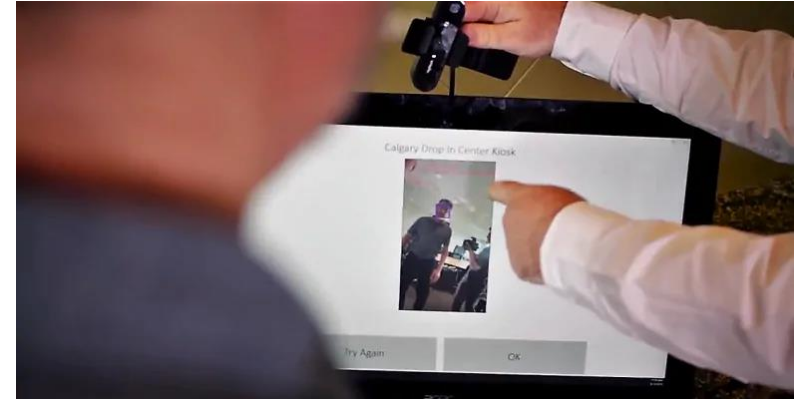
With the advent and rise of AI there is a risk that machine-to-machine decisions will be made with black-box inputs determined without input transparency to humans. In order to enable ethics based AI, individuals will require the means to influence and determine the values, rules and inputs that guide the development of personalized algorithms and Artificial Intelligence. They will need an agent that can negotiate their individual rights and agency in a system of shared social norms, ethics and human rights that also foresee and helps the individual mitigate ethical implications of data processing.

Our digital self should have the same rights as our real self.

AI to help manage rights of digital self.

Navigates data, privacy and ethic.

Austin are solving homelessness with blockchain



“I never realized I was homeless when I lost my housing, only when I lost my family and friends.”

Gamification is saving the planet

Alibaba gamification programs that are driving real results.

Ant Forrest tracks its users' carbon footprint and lets them contribute to planting real world forests.

50+ million trees planted to date.

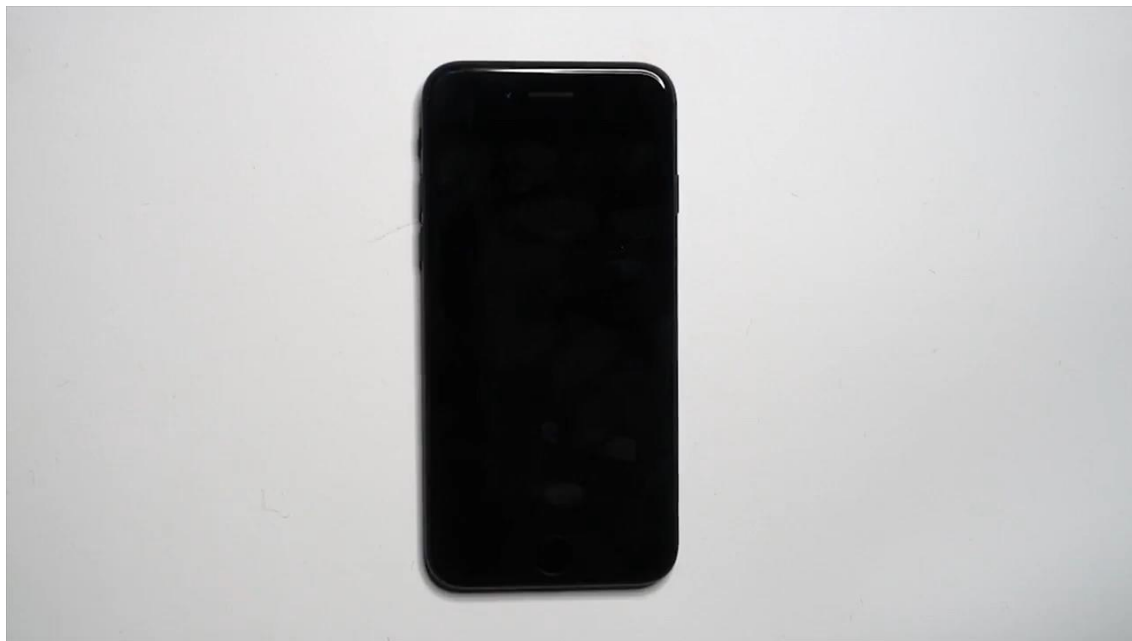


AI is preserving our history and our loved ones

Virtual Holocaust Survivors:



Preserve family and loved ones:



Using AI to save democracy – JFK 2020

Could an AI version of JFK run for office? Why not?

A powerful political brand

Different from all other candidates (a key driver of electoral success)

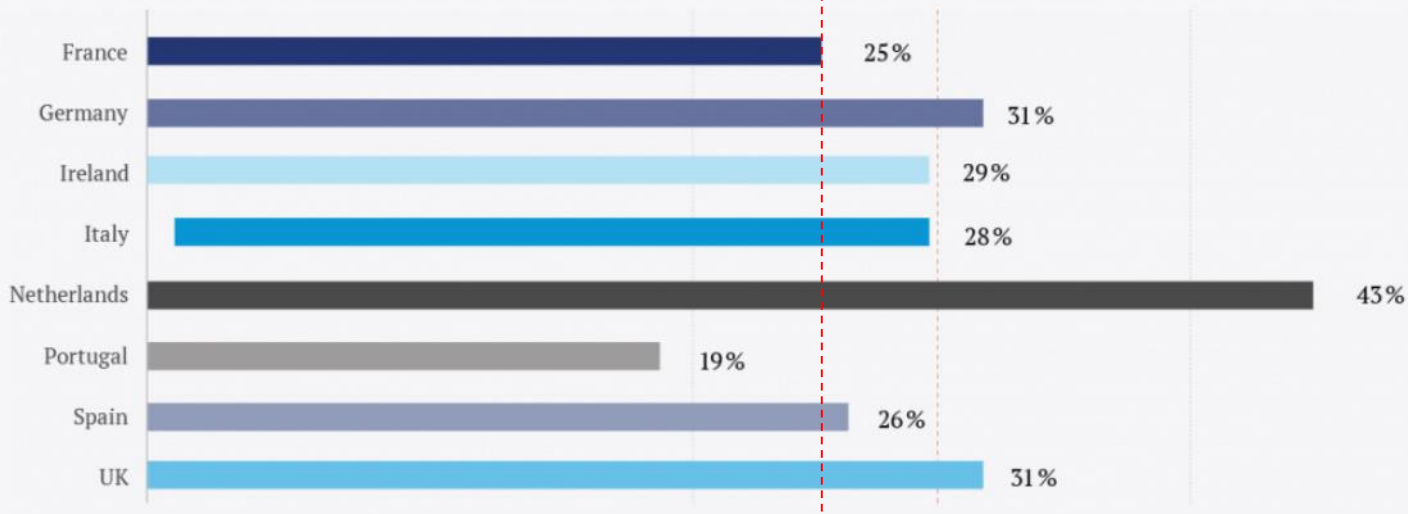
Immune to the irrational behaviour and biases of human politicians



Still think it's crazy?

Over a quarter of Europeans like the idea...

Figure 2: % of Europeans that are somewhat or totally in favor of letting an artificial intelligence make important decisions about the running of their country.



Tech with a conscience

Make a stand for digital health & wellbeing, do don't say:

Take action to improve your customers and employee's digital wellbeing.

Could Colart find a partner to create an artistic solution to digital wellbeing.

Privacy expectations are about to rise:

Are you using data to enhance the customer experience? Ensure totally transparency.

People are about to find out what data you have on them and how you use it.



**5. DUMB OBJECTS
COME TO LIFE**



Smart objects are going next level.

Once inanimate objects are now more intuitive and dynamic, in ways never seen before.

Everything's 'smart' at SXSW



But what's the next frontier for 'smart'?

2000s

**Smart
devices**



2010s

**Smart
homes**



2020s

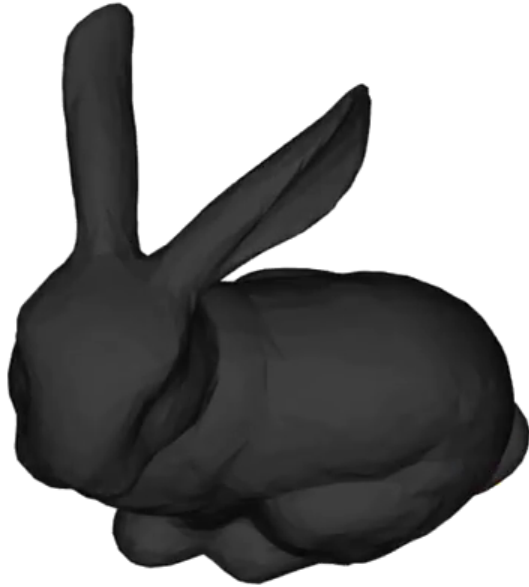
**Smart
cities**



2025s

**Smart
matter**





4D printing that adds extra dimension.

Flat-packed furniture and decoration.

Saves material, production time, shipping costs and assembly time.

Bouncing paper

Add behaviour to
paper by conducting
electricity or heat.

A poster for the movie "Starry Night" is shown. The poster features a vertical gradient from pink on the left to blue on the right. The title "Starry Night" is printed in a large, dark, serif font across the middle. Below the title, there are several small, faint icons or symbols. A hand is visible at the bottom of the poster, holding it up.

Starry Night

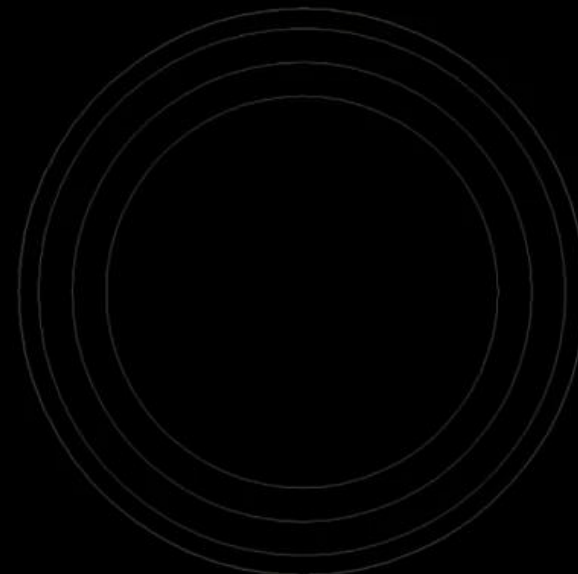
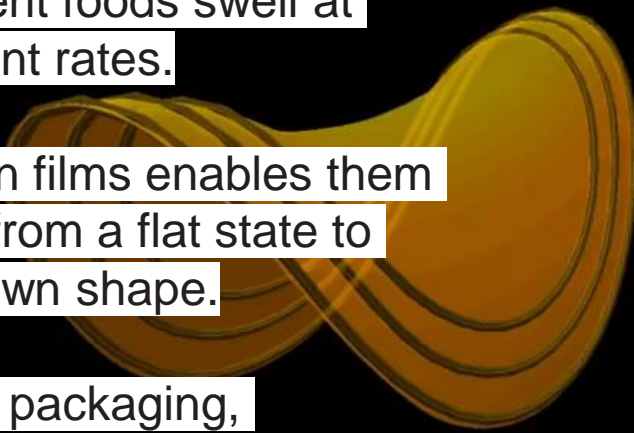
Shapeshifting 'dancing food'

Change shape when exposed to heat.

Different foods swell at different rates.

Protein films enables them to go from a flat state to their own shape.

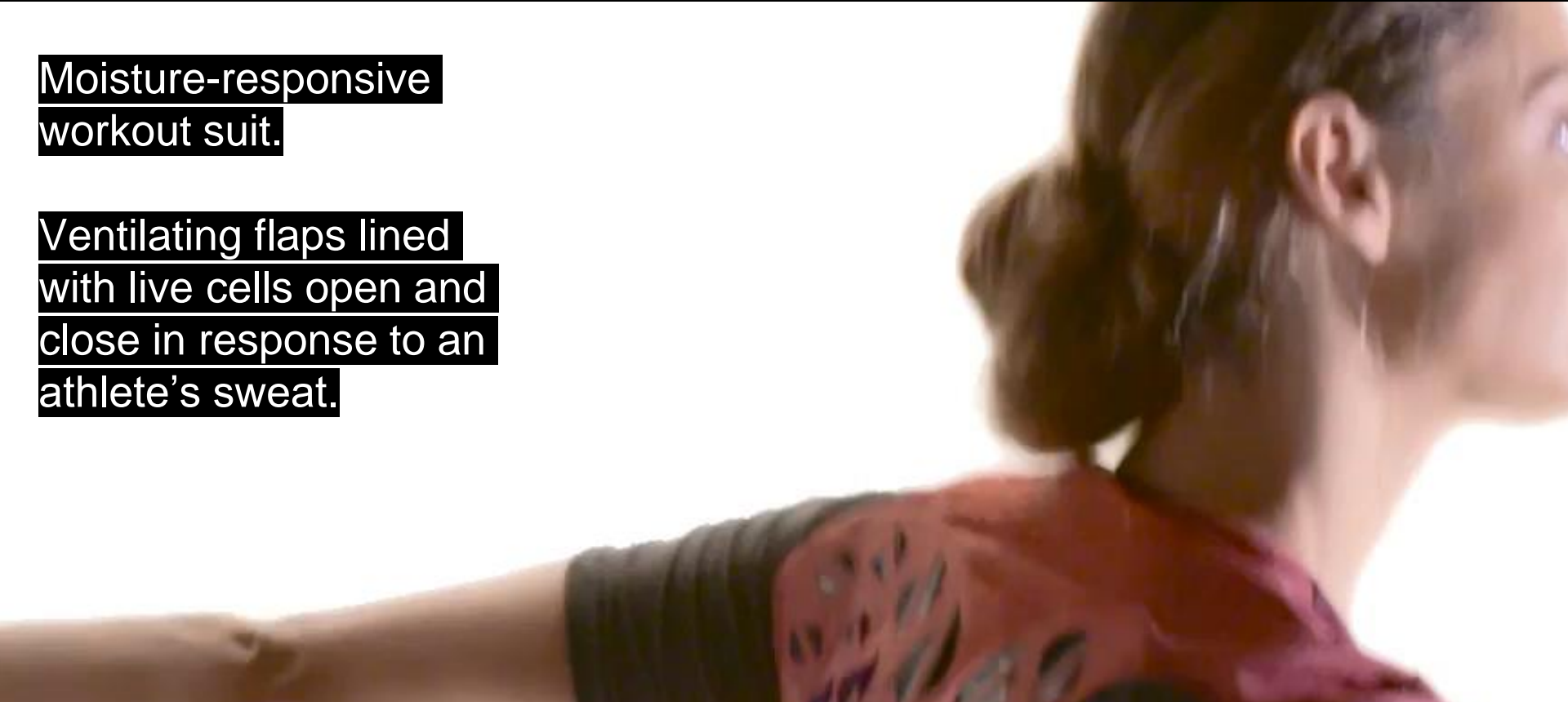
Better packaging, transport, storage.



Clothing that responds to physiology

Moisture-responsive
workout suit.

Ventilating flaps lined
with live cells open and
close in response to an
athlete's sweat.



Clothing that responds to emotions

Emotional expression
without words.

Connection between brain
and what you wear.

Visualising brainwaves
through dress colours.

Fashion as interface.

Dumb objects come to life

Smart paper is a rich creative opportunity:

Inject a level of dynamism and interactivity to paper advertising formats e.g. DM, Press, Posters, OOH.

It might have a future role in product development or experiential.

Smart plastic is a rich creative opportunity:

How might innovative shapeshifting plastic and other materials impact art (e.g. sculptures that move or change?) Might it even have a role in your products (e.g. easels or palettes?).

Big trends summary

1. A new era for storytelling

2. New mobility rules

3. Smarter surroundings

4. Tech with a conscience

5. Dumb objects come to life