

# @YOURCITY

## Jordan Shaw , Toronto Canada ( 2012 )

Artist, Programmer and Builder

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### Project URLs:

- Map / Video: <http://jordanshaw.com/atyourcity/index.html>
- Screen Caps Static Mapped Route: <http://jordanshaw.com/atyourcity/grid.php>

Jordan Shaw is a programmer and builder, who focuses his attention on our present evolving digital culture, and the ability of technology to influence and change our society. Applying this mentality to his pieces, his current work focus on programming, art, culture and history. Through his work, he explores the relationship between the ever changing world of technology and its influence on our societies' behaviour in terms of how we create, execute, produce and consume. Jordan attended Carleton University and Algonquin College, graduating with a Bachelor of Information Technology, with specialities in Interactive Multimedia and Design.

Previously, Jordan has shown internationally at ACM SIGGRAPH SpaceTime Exhibit with EmoCapsule Interactive Art Installation, 2008.

**@yourcity** looks at the level of exertion when using Twitter as a way of shameless self promotion. Comparing itself to graffiti culture, **@yourcity** attest to the concepts of fame between the two cultures and their different effects due to the medium. Both mediums set out to conceptually accomplish a similar end intent, but they are executed very differently. Arguably, each medium could be perceived very differently in terms of authenticity and labour involved. Since the emergence of technology, the effort and dedication required to gain personal notoriety within one's culture has changed drastically. Technology can make certain tasks easier to

complete, however the quickest route may not always be the best or effective solution.

Technology has made our quest for fame easier in all aspects of the process; from execution, to publishing ideas, to the number of people you can reach in the population. A single Tweet can be broadcast to many different services, such as Facebook and Tumblr, allow it to be viewed in any location around the world. Twitter, along with technology, has made it more efficient to send ideas, via a Tweet, having it consumed by numerous people around the world in a matter of seconds. Unlike graffiti tagging, Tweets don't have to be connect to specific locations. With Twitter, your message is no longer tied to a one-to-one relationship between the created location and where it gets consumed . Twitter removes your messages geographical restrictions making their consumption boundless. There is no doubt that Twitter is much more efficient, but what is the cost for efficiency. Much can be lost in the meaning of a message based on its context in which the Tweet is being viewed. Twitter also eliminates the dedication and work ethic required to gain recognition and fame, unlike that of a graffiti writer. This eliminates the feeling of gratitude and satisfaction of achievement in the quest to gaining notoriety.

Being on Twitter has largely become a fame game where the accounts with the most followers holds the most "credibility". Twitter has become the laymans equivalent of tagging in the digital space, in such that, every Tweet being shared has a slight hope of gaining a new follower attached to it. As well Twitter logos and user "handles" are being used and added to all points of culture and communication without much forethought. In essence these brands could be considered as tagging their own communication with advertisements for these social media brands.

**@yourcity** connects the simplicity of online creation by promoting my Twitter handle ( [@JSHAW3](#) ) throughout the streets of Toronto with a more demanding and time consuming creation process similar to that of a graffiti writer. Creating a digital piece through non-digital means, takes the simple task of Tweeting and reintroduces it to the traditional work ethics, dedication and exertion of effort that is used in graffiti culture.

## How to Display @yourcity

An internet connected computer with dual monitors each monitor with an instance of Chrome running. There should be a mouse available to the users to be able to interact with both screens. The left monitor should have the following url loaded <http://jordanshaw.com/atyourcity/index.html> with the video set to full screen mode. The right monitor is to display the url <http://jordanshaw.com/atyourcity/grid.php>. This url has a toggle functionality to allow the user to switch between my route with a background of a map or screen shots from the video.

The second screen allows users to visually connect the distance traveled, exertion and the final project if the viewers are unable to watch the full ~30 minute video.

## Project Facts and Resources:

### Ride Facts:

To complete **@yourcity** I travelled a total of 47.6 miles, climbing 649 feet, and dedicated 04:06:58 hours to complete the cartographic portion of the project.

### Technology and Libraries Used:

**@yourcity** You was completed with a mix of hardware and technologies including:

- GoPro Camera
- Fixed Gear Bike
- Strava for GPS tracking and GPX export
- Google Maps V3 for mapping
- Popcorn.js for HTML5 Video
- A forked version of [gpxviewer](#) to include polyline animation
- Node.js with a FFmpeg library for video screenshots
- Custom Javascript library to connect video and map interaction

## **Links and Resources Used:**

<https://developers.google.com/maps/>

<https://github.com/jshaw/gpxviewer>

<http://ffmpeg.org/>

<http://popcornjs.org/>

<http://nodejs.org/>

<http://strava.com/>

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