ok

Phototropic Memories

Claudio Lucio Midolo

Phototropic Memories

Claudio Lucio Midolo

I'm creating a new kind of camera, designed to maximize the emotional side of the photographic experience and minimize productivity, to ultimately let the audience focus on their feelings rather than on their performance.

Phototropic Memories

Claudio Lucio Midolo

Why Photography?

Phototropic Memories

Claudio Lucio Midolo

The art of capturing images, and with them emotions and memories, has always fascinated me since my early childhood.

I remember I had my first contact with this strange world made of black boxes, strong lights and long lenses when I was five years old.

Phototropic Memories

Claudio Lucio Midolo

IMPETUS

ANALOG → DIGITAL

how we *interact* with the camera to capture visual memories

how we *look* at them

how we *share* them

what *value* we attribute them.

Phototropic Memories

Claudio Lucio Midolo

During the transition from digital to analog photography we *traded*

Surprise → FOR → Immediacy

Visual Identity → FOR → Quality + Speed

Intimacy → FOR → Convenience

Phototropic Memories

Claudio Lucio Midolo

Professional Cameras → $$$

Design based on **PRODUCTIVITY**

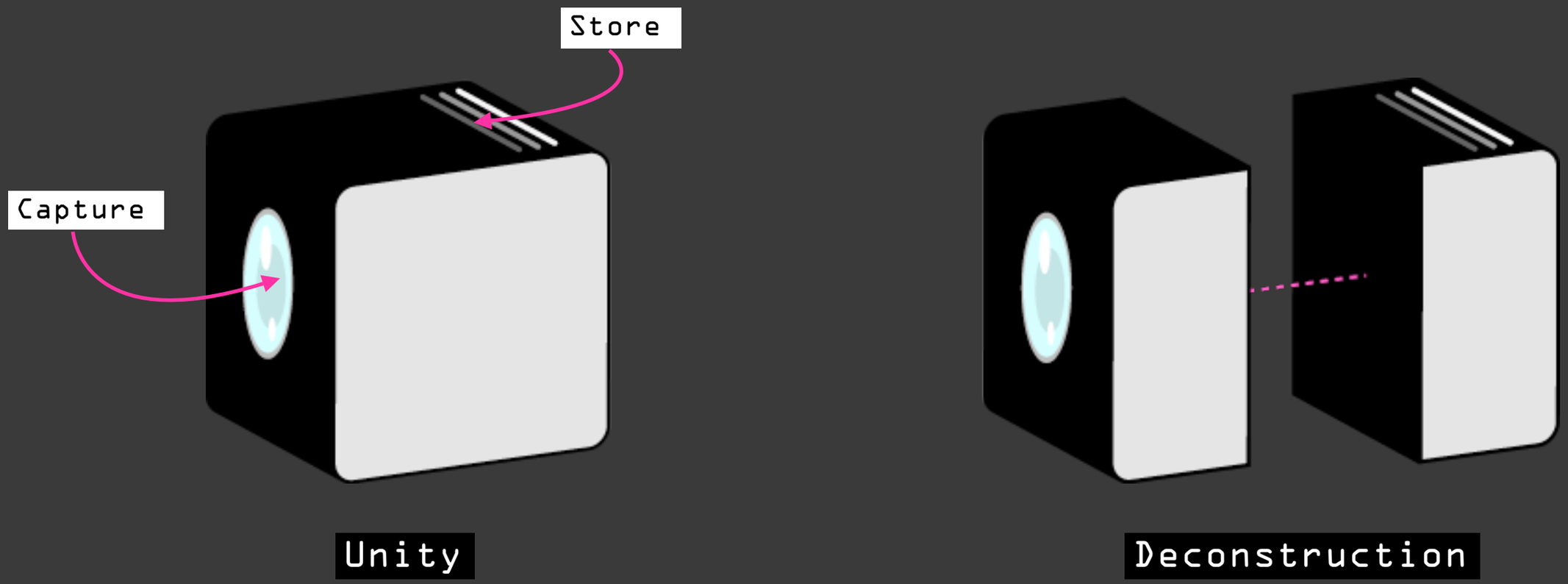
Non professional cameras → Emotions

IDEA+FORM

The device I'm envisioning will try to *solve* the issue previously highlighted, suggesting a possible *perspective* over a completely ignored, thus incredibly fertile, dimension of design, driven by **Humanity** instead of **Productivity**.

It will bring back the elements of **magic, surprise, intimacy, curiosity, commitment and value, currently overshadowed by means of performance.**

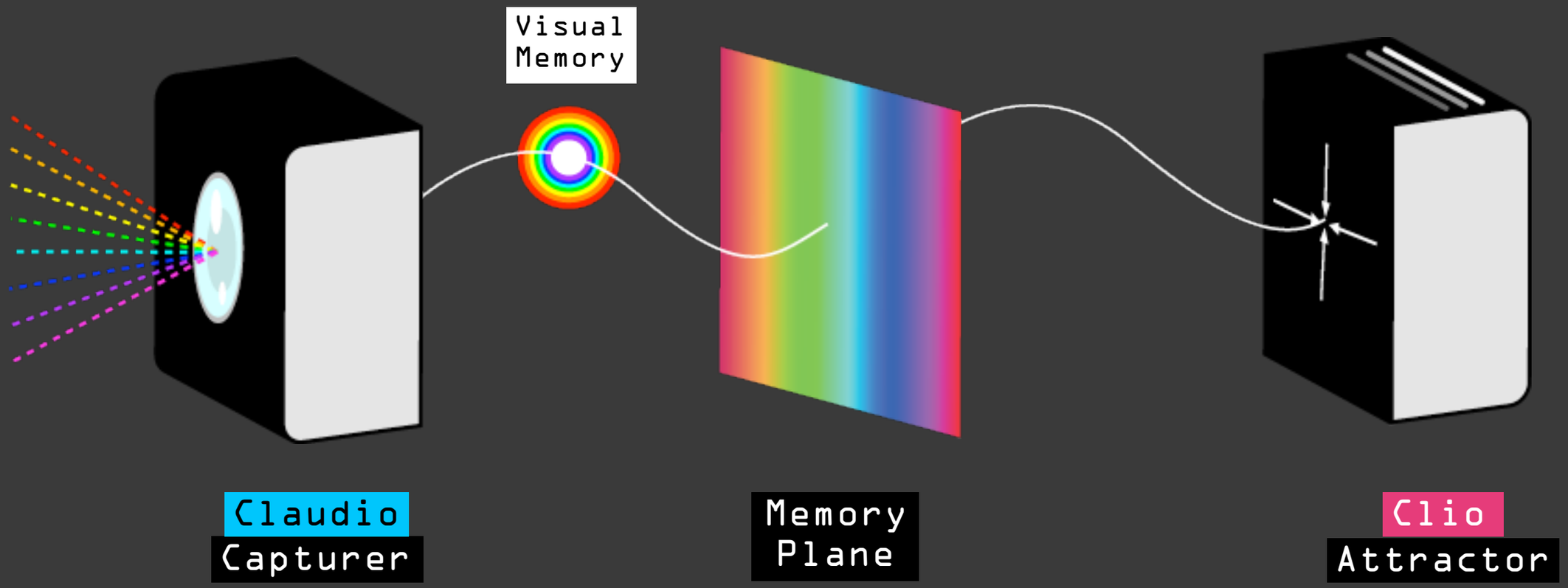
It will accomplish this aim starting from the deconstruction of one of the conceptual fundaments of Photography, the unity of the part which captures the image with that which stores it in time.



Phototropic Memories

Claudio Lucio Midolo

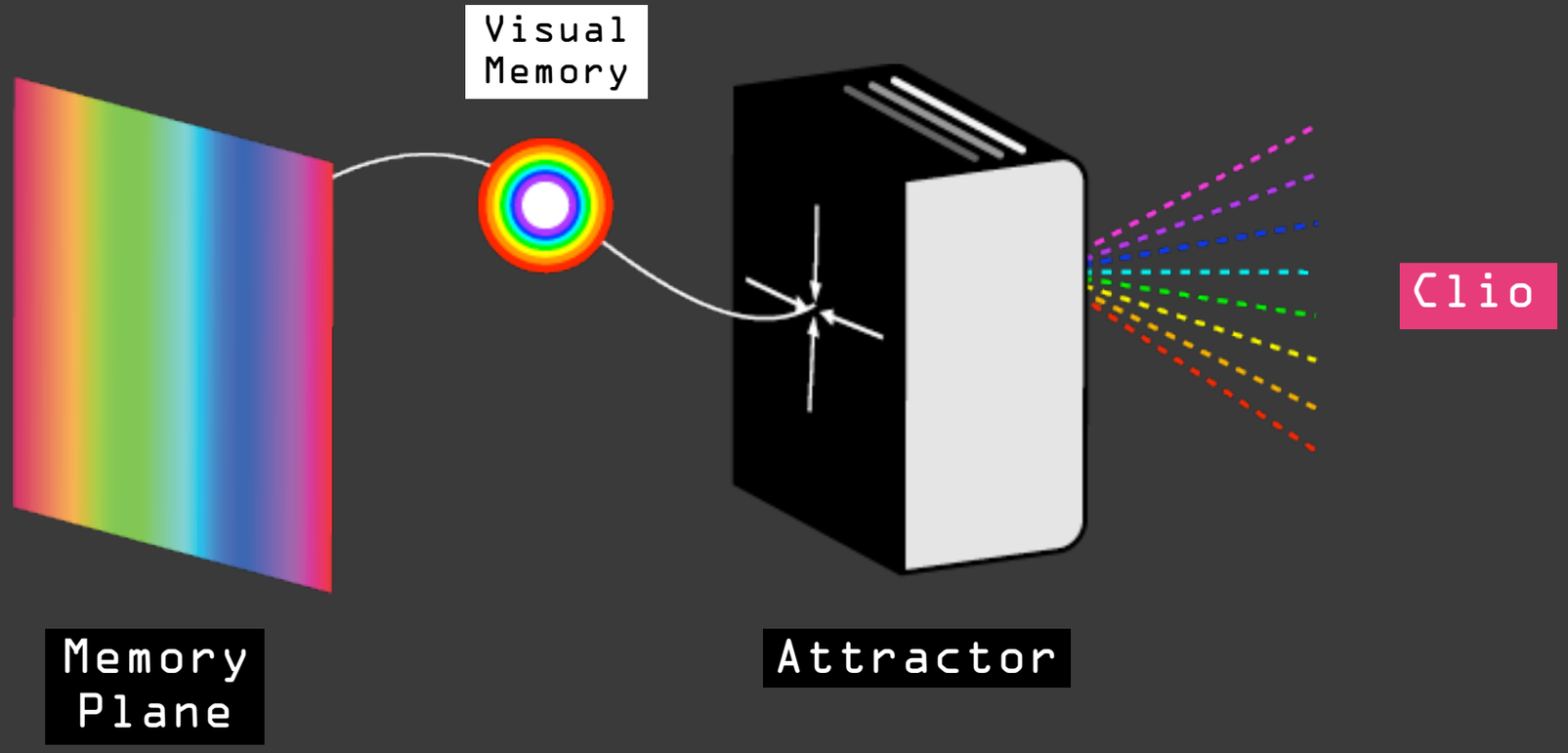
The camera will be split into two halves, each one intimately linked with the other, to be held by two emotionally linked persons, in this case Claudio and Clio, husband and wife. The *Capturer* half will be able to capture a visual memory which will be immediately sent to the *Memory Plane*, a median dimension where memories fluctuate until attracted by the other half, the *Attractor*.



Phototropic Memories

Claudio Lucio Midolo

The Attractor will be able to retrieve the visual memories from the Memory Plane and play them back to Clio, the person who owns the Attractor half.



Phototropic Memories

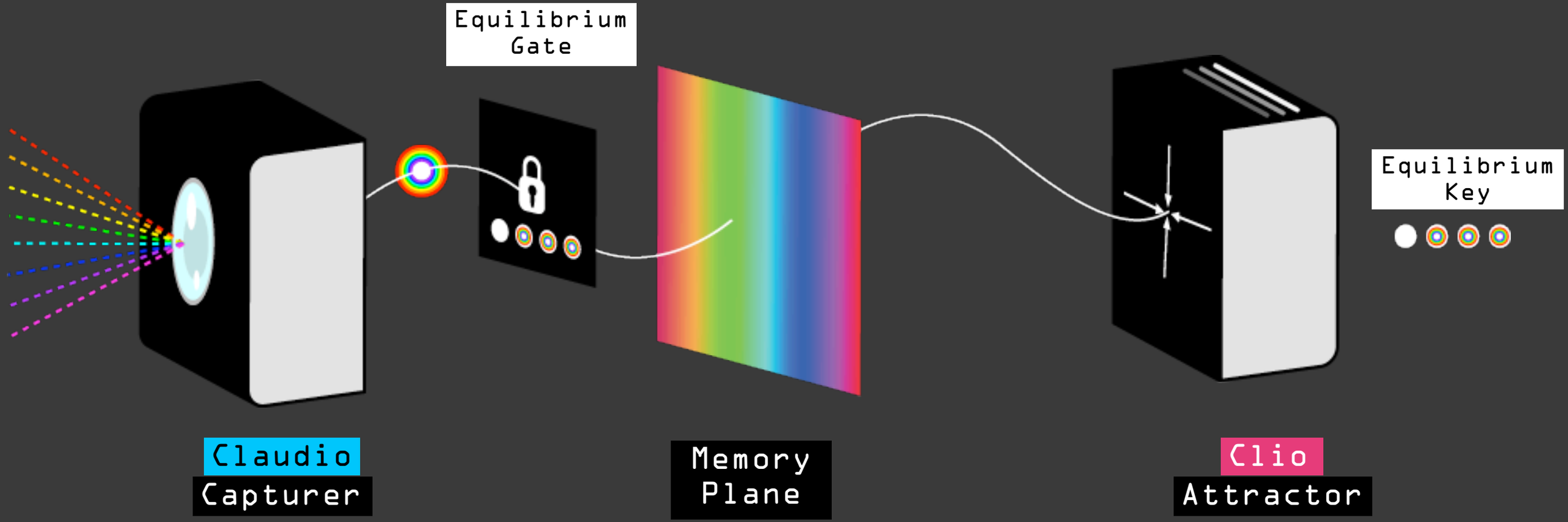
Claudio Lucio Midolo

Some *rules* will regulate this system

Phototropic Memories

Claudio Lucio Midolo

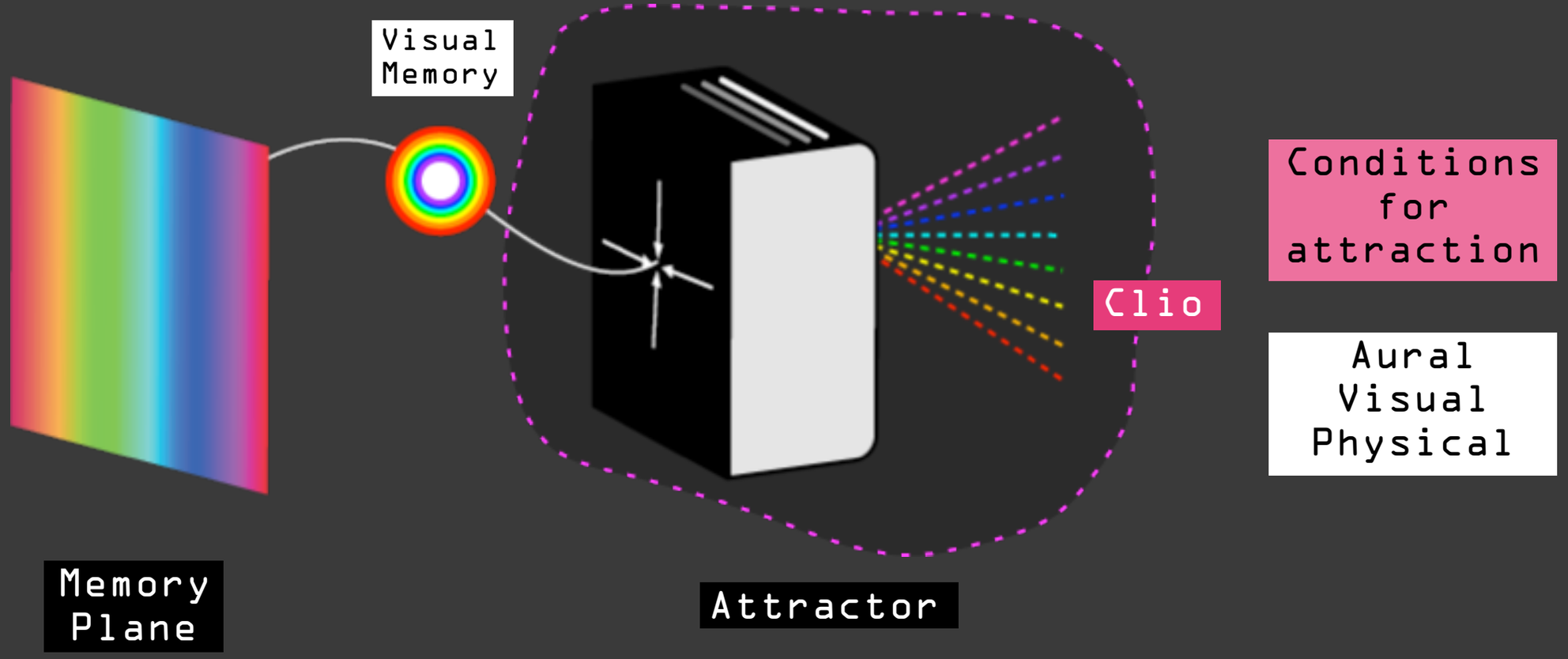
Claudio wont be able to continuously record one memory after another without any limit, but an *equilibrium* will exist relative to the number of new visual memories actually seen by Clio.



Phototropic Memories

Claudio Lucio Midolo

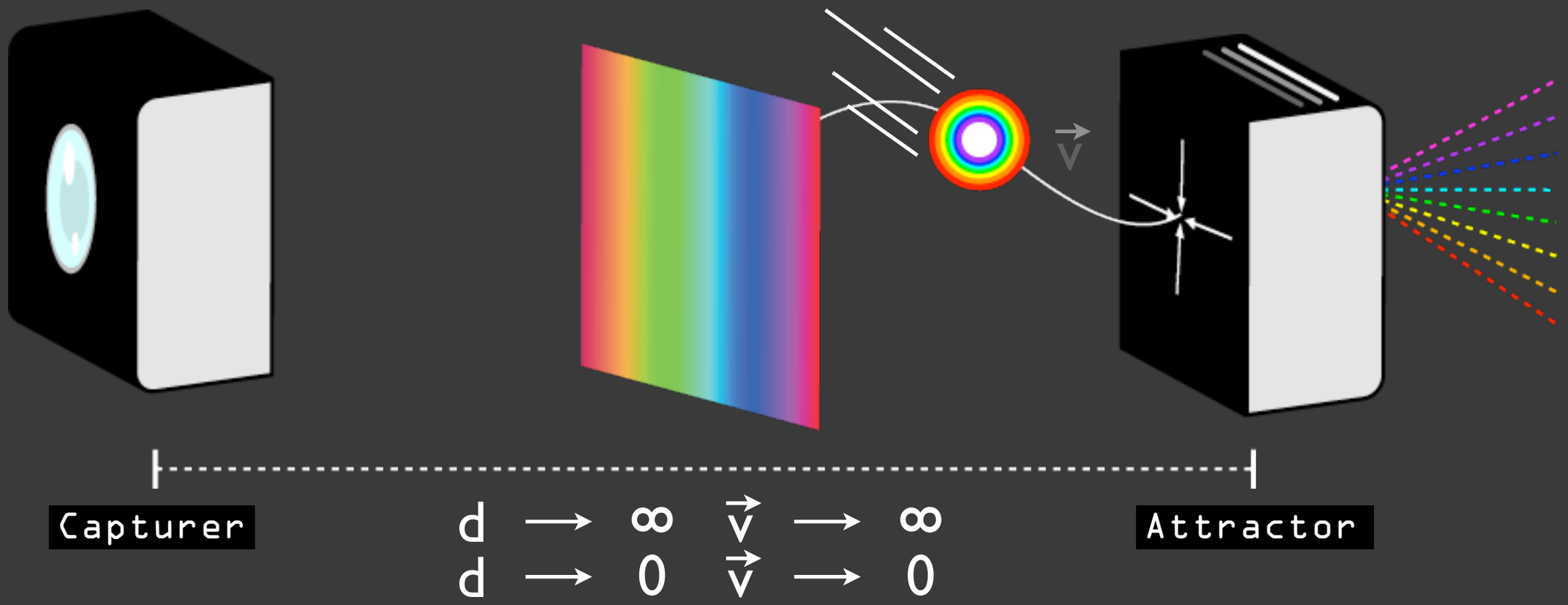
The Attractor won't work simply as a passive output, as a television, but certain *conditions* will have to be met by Clio in order to successfully attract visual memories from their plane, such as providing a silent or quiet aural environment, darkness or dim lights and presence, physical commitment.



Phototropic Memories

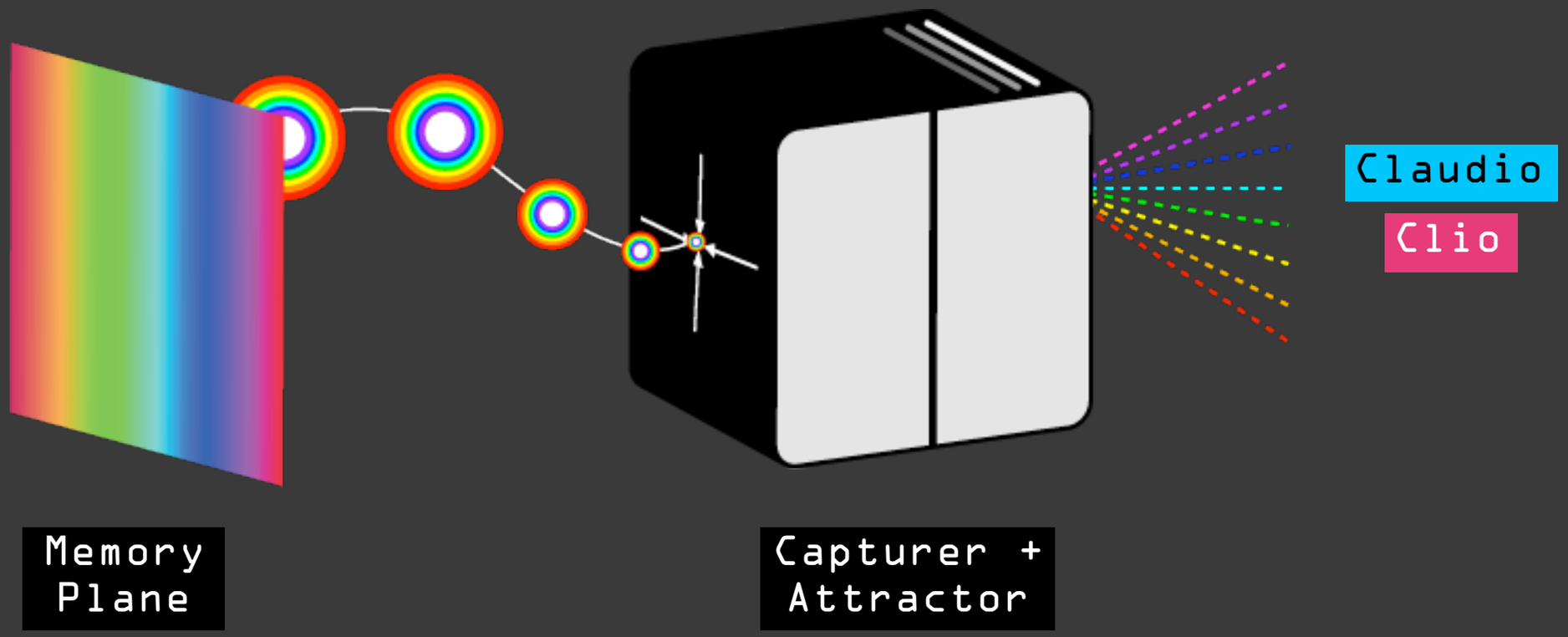
Claudio Lucio Midolo

How each single visual memory is going to be *attracted* by the attractor? It can't be simply a random attraction. The logic I've imagined is based on the idea of *physical distance*.



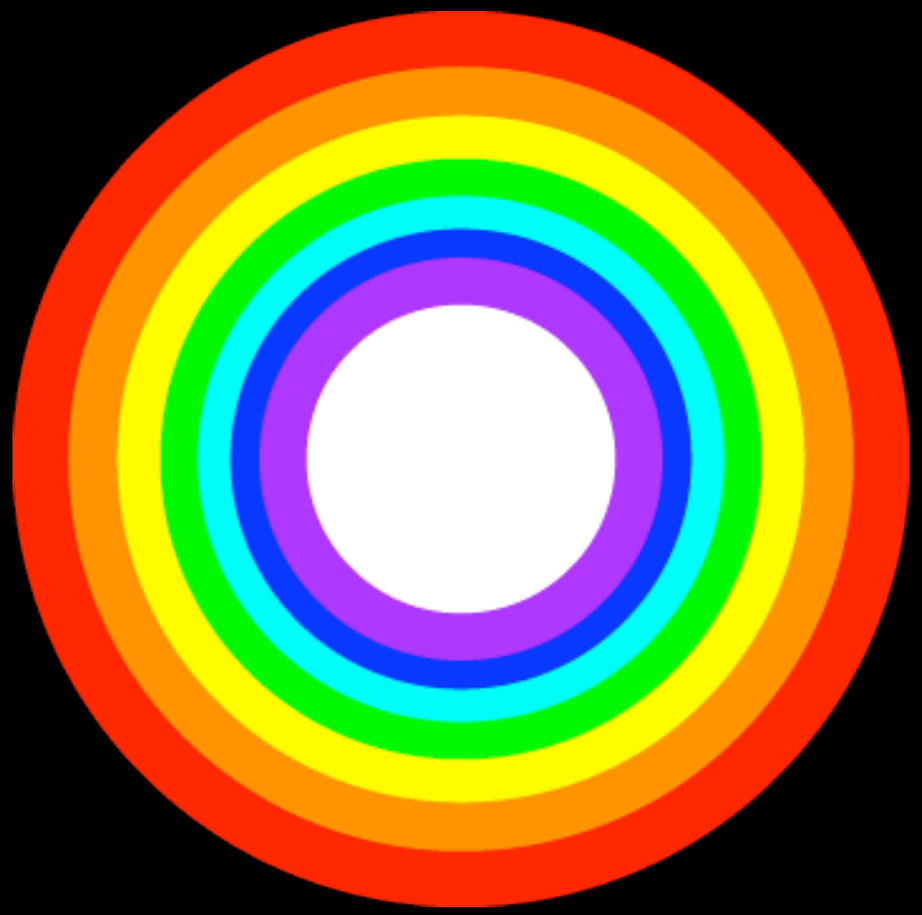
If the physical distance (d) between the two halves is high then then speed ($\vec{v}$) of the new visual memory moving towards the Attractor is high, and vice versa with distance next to 0 speed is next to 0.

Claudio wont be able to immediately see the results of its capture, the visual memory it has recorded, until he will *physically* meet Clio, the holder of the Attractor. In that occasion something very special will happen, as the who halves will recognize each other, finally attracting all the visual memories from the Memory Plane to be enjoyed by the two persons without any limit or condition to be met, until the two parts will be separated again.



Phototropic Memories

Claudio Lucio Midolo



What are the *visual memories* I'm talking about? ... you'll see it in the prototype ;)

Phototropic Memories

Claudio Lucio Midolo

DOMAINS

Psychology

Memory

Explicit memory

Declarative memory

Episodic memory

Identity

Photography

Digital

Personal

HCI

Interaction Design

Aesthetics + Communication

Slow technology

Cultural Studies

Material Culture

Phototropic Memories

Claudio Lucio Midolo

PRECEDENTS

Phototropic Memories

Claudio Lucio Midolo

The Moment Camera

Technic

Michael F. Cohen and Richard Szeliski

Microsoft Research

Phototropic Memories

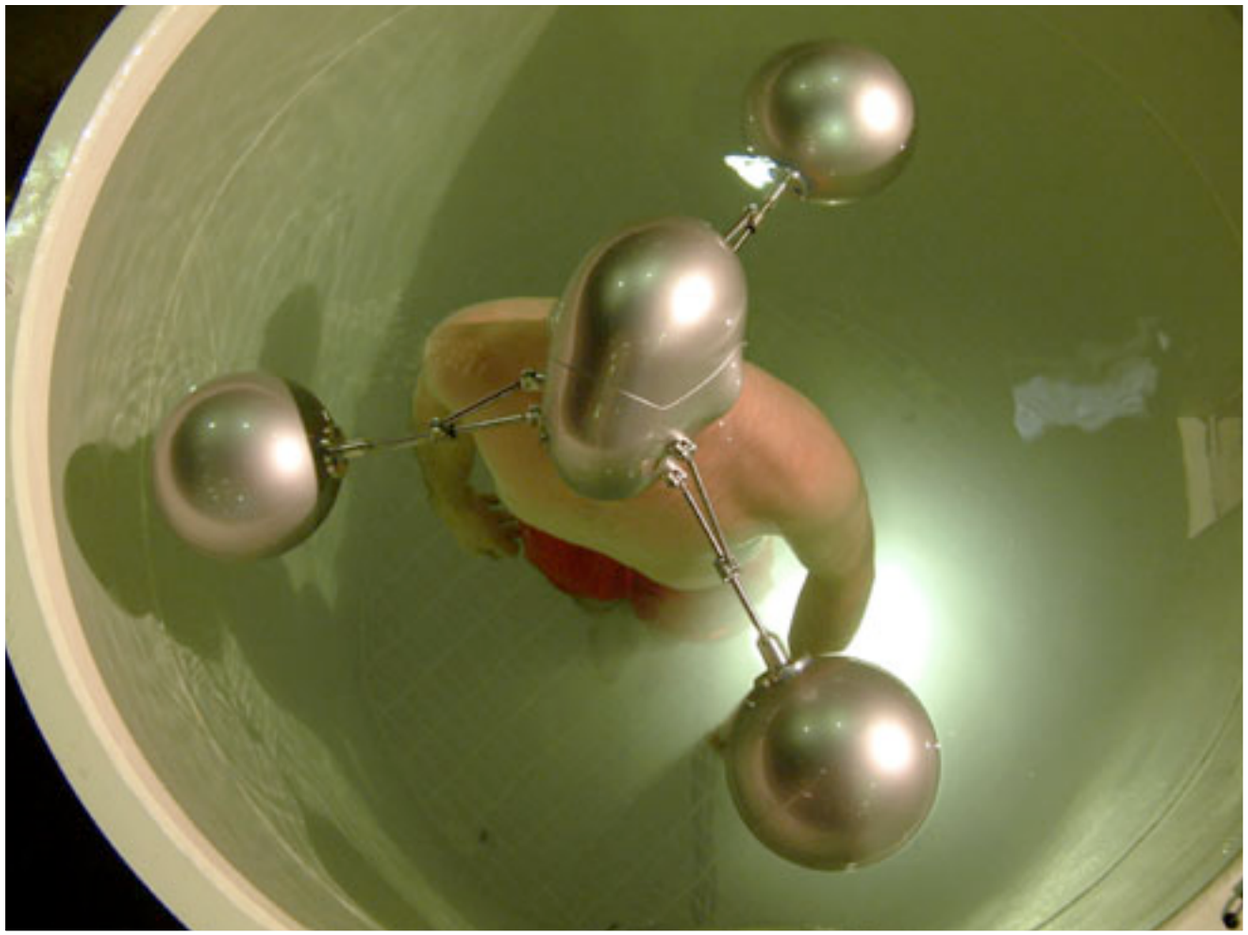
Claudio Lucio Midolo

Iso-phone

Concept

James Auger, Jimmy Loizeau, Stefan Agamanolis

Media Lab Europe



Phototropic Memories

Claudio Lucio Midolo

ILog

Look & Feel

Leafcutter John, Kaffe Matthews , & Thor Magnusson

IXI software

Phototropic Memories

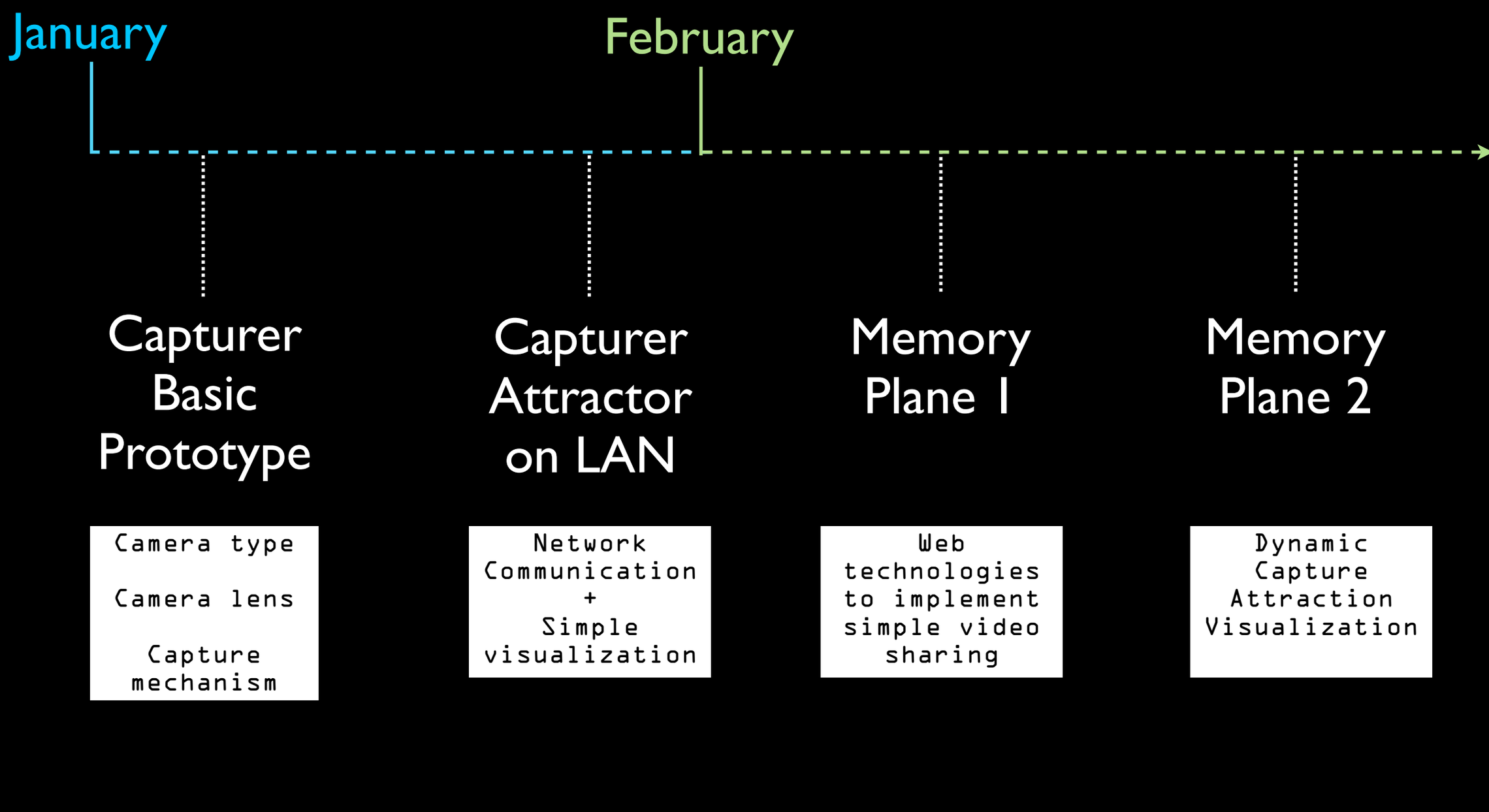
Claudio Lucio Midolo

PROTOTYPE TIME!

Phototropic Memories

Claudio Lucio Midolo

SCHEDULE



Phototropic Memories

Claudio Lucio Midolo

March

April

Physical Interface 1

Bodies

Look and Feel I

Attractor lens

Physical Interface 2

Interactions

Environmental conditions

Reunion event

Test 1

Test

+

Fixes

Test 2

Remote Test

+

Refinements

Phototropic Memories

Claudio Lucio Midolo

May

June

Test 3

Show

Final
Testing

+

Evaluation

Phototropic Memories

Claudio Lucio Midolo

Drive to California with my wife Clio
probably ending up losing ourselves in the desert :)

Phototropic Memories

Claudio Lucio Midolo

Thank you!

+

Special thanks to

Clio, Marko, Loretta, Katherine Moriwaki, Joel for the help with wood and my awesome classmates!

Phototropic Memories

Claudio Lucio Midolo