

Curated Memory Cards

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The act of networking in any context has some element of ceremonial performance attached to it. In an analogue world these performances have historically included the act of exchanging business cards. This 'ceremony of networking' has the potential to be altered by the emergence of new media, especially digital technology, displacing the old ceremony of business card exchanges and disrupting what can traditionally be seen as networking.

The history of business cards have shown that, despite several digital alternatives, they are still resistant to digitisation and so predominantly still physical and tangible. So, we sought to explore the ceremony around giving business cards as the sharing of 'curated memory', to better understand how and why we share and co-create curated memories with others. Including the sharing curated memories more generally, and the changing nature of networking, arising from the ever-increasing connectivity and digital embeddedness associated with the information age. Therefore, exploring the ceremony around needing, creating, sharing and using business cards, within different contexts and cultures. Also, identifying the tasks that people are trying to perform and optimise at different stages (before, during, and after) in a range of scenarios. Also, to explore how the ceremonies of networking might be significantly altered as a result of digital media and tools.

The approach of using sets of cards around Who, How, Why and Where emerged from the need for a tool that could build narratives around the considerable diversity of the disjointed scenarios of networking we observed. So, the cards provide a reference by which to share general understanding in an entertaining and easily accessible manner. Second, provides a tool to summarise narratives from the scenarios we observed, and that we could then use to create new scenarios to explore insights such as post-meeting curation of 'shared memories' when networking. Third, define a number of 'games' to help anyone explore how to better understand and utilise aspects of networking in their current approaches, and challenge them to develop new approaches. Therefore, generating debate and self-reflection on the ways players use business cards themselves.



Toolkit to explore, discuss and play with networking scenarios.