Creative Gardens
Digital Shoreditch 2013

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Origins of Creative Gardens
WHY cultivate a creative collective?
Uncertainty
Just Ahead
WHAT: diversity, agility, non-linear ...
HOW combine creative collectives with digital cultures ...
the creative imagination means

• *understanding* who you are

• *seeing* the world, generating insights

• *imagining* possibilities, ideas

• *articulating* solutions

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Brief

- split into teams
- choose a facilitator (time, ideas)
- choose a reporter (feedback)
Process

• Give yourselves a name

• Deliver an insight

• Come up with 1 or 2 ideas

• Communicate to the other teams
The Golden Rules

- Be very fast
- Don’t wait or hesitate
- Use ready knowledge
- Don’t criticise
Communicate the results

- 1 company name
- 1 insight
- 2 ideas
Insight and ideas about:

The Challenge Today?
challenge: crowdsource sustainability

- beyond energy monitoring and efficiency
- how to crowdsource innovation
- visualise comparative energy use
William Gates Building Energy Usage V1.9.5 Alpha

Graphic visualisation of the energy use currently and historically used by the Computer Laboratory.

Explore tree by: Geography  ○ Function  ○

- **Sensors**
  - **Electricity**
    - Building Average (Jan): 150.94 kW
    - Monitored Average - N/A
  - **Lighting**
    - Monitored Average (Dec): 20.69 kW
    - First Floor
      - Monitored Average (Dec): 6.36 kW
    - FC31 (First Central)
    - FN30 (First North)
    - FW10 (First West)
  - **Ground Floor**
  - **Second Floor**
  - **Lighting and A/C**
  - **Machine Room A/C**
  - **Machine Room Power**
  - **Machine Room Power and A/C**
  - **Sockets**

- **Graph**

- **Table**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Room</th>
<th>Description</th>
<th>Start</th>
<th>End</th>
<th>Avg kW Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>GN17</td>
<td>Power</td>
<td>01-2012</td>
<td>01-2012</td>
<td>149.187</td>
</tr>
</tbody>
</table>
some energy data

- http://www.cl.cam.ac.uk/meters/
- http://www.cl.cam.ac.uk/meters/tools/univ-vis/
- http://publicdata.eu/dataset?q=energy
Process

• Give yourselves a name
• Deliver an insight
• Come up with 1 or 2 ideas
• Communicate to the other teams
Results: Team ‘Light Energy’

- focus on use of energy for lighting
- traffic light colour code for buildings
- exterior projection for realtime awareness
- element of fun - identify ‘naughty’ buildings

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Results: Team ‘Toaster’

- focus on understanding energy use
- illuminate terminology
- embedded displays of varying sizes
- aim to improve awareness
you have learned:
creative leadership means

• motivating a collective

• giving ownership

• using existing knowledge

• valuing insight