

Creative Gardens

Digital Shoreditch 2013

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Origins of Creative Gardens

WHY cultivate a creative collective?



Uncertainty
Just Ahead

NO
2
ASSY LINE



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

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

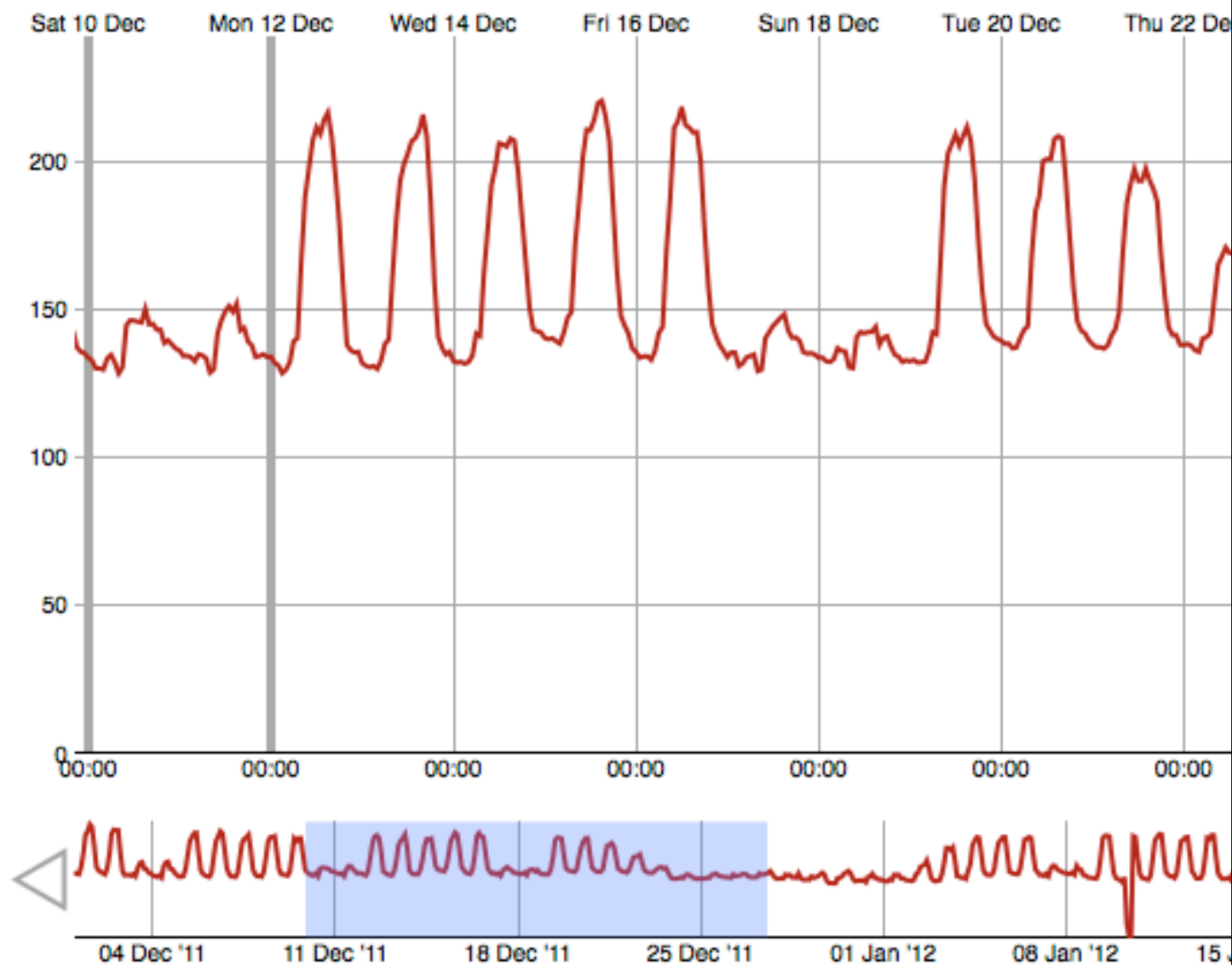
☐ Lighting and A/C

☐ Machine Room A/C

☐ Machine Room Power

☐ Machine Room Power and A/C

☐ Sockets



Colour	Room	Description	Start	End	Avg kW Se
■	GN17	Power	01-2012	01-2012	149.187

Joule @ Cambridge

Deployments ▾

Sensors ▾

Electricity ▾

Technology ▾

☐ Average: 1764.46 kW☐ Business & Management

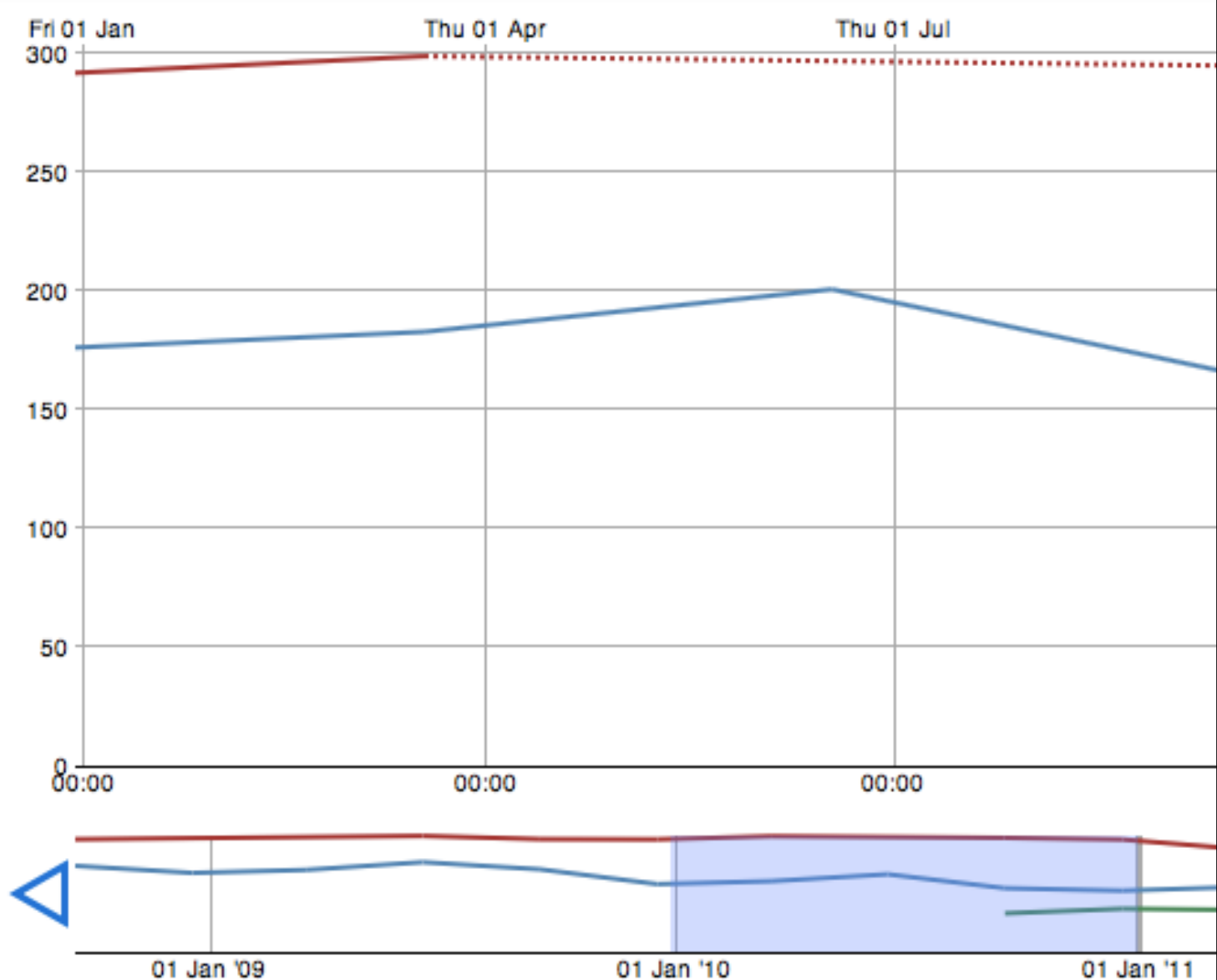
Chemical Engineering & Biotechnology ▾

☒ Average: 302.3 kW☐ Biotechnology, Institute of (E021)☐ Biotechnology, Institute of (E025)☐ Biotechnology, Institute of (E054)☐ Chemical Engineering (F130)☐ Chemical Engineering (M034)☐ Chemical Engineering (M035)☐ Chemical Engineering (M036)☐ Chemical Engineering (W044)

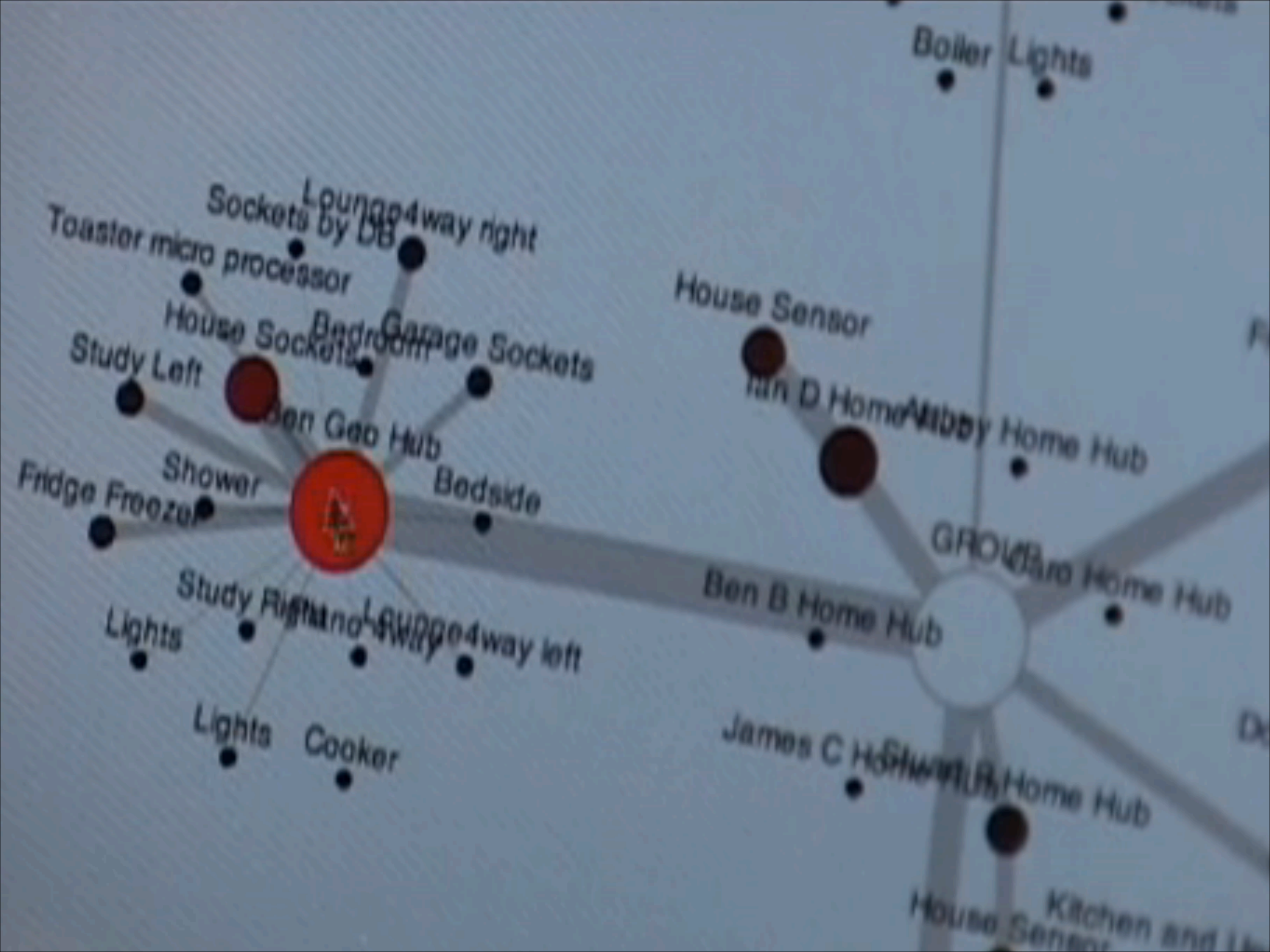
Computer Science & Technology ▾

☐ Average: 192.53 kW☐ Computer Laboratory (M027)☐ Computer Laboratory (M039)☒ Computer Laboratory (W046)

Engineering ▾

☐ Average: 965.57 kW☐ Engineering (B031)☐ Engineering (B032)

Colour	Code	Name	Site	Age	Area	S...	Avg kW S
■	---ceb	Keynes House			5383.60		288.096
■	W074-eng	Institute for Manufactu...	West ...		3153.73		106.547
■	W046-cl	William S Gates Building	West ...	2001	5668.31	121	174.662



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

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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

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