



e > tribal art



**CREATIVE  
COLLABORATION**

PARTNERSHIP  
IN THE ARTS



# E-TRIBAL ART

[www.tribalart.net](http://www.tribalart.net)

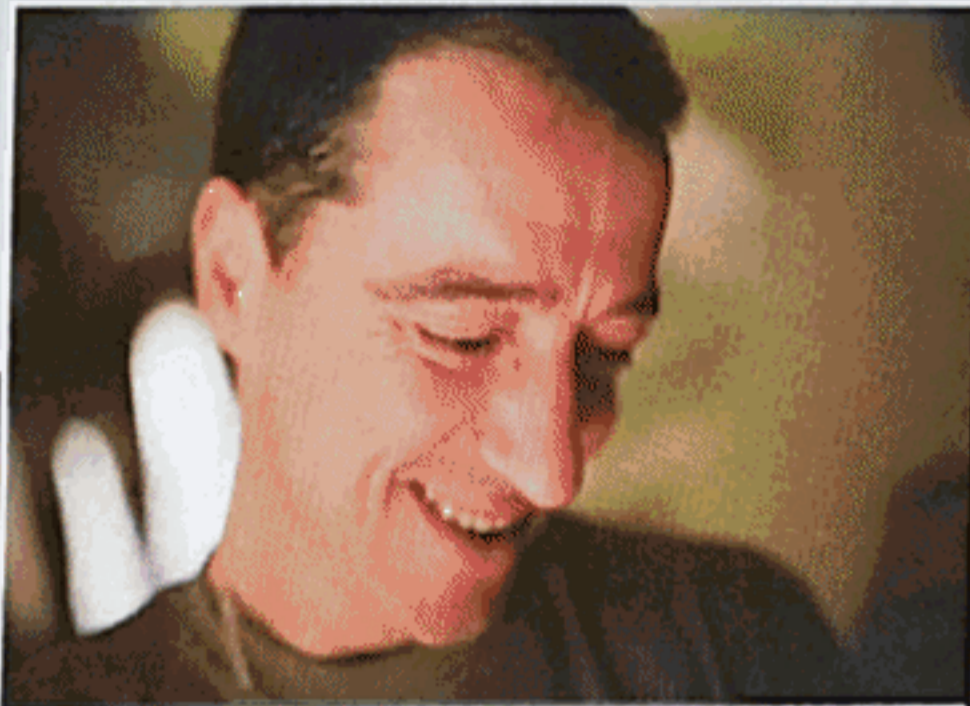
[www.britishcouncil.org/creativecollaboration](http://www.britishcouncil.org/creativecollaboration)



INSTITUTUL  
CULTURAL  
ROMÂN

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programulcantemir.ro  
**Cantemir**



**Ekmel Ertan** received his BSc degree on Electronics / Communication Engineering from Technical University of Istanbul and his MA degree on Interactive Media Design from Yıldız Technical University, Istanbul, Turkey. He worked as a design and test engineer on telecommunication systems in Turkey and Europe. After returning to Istanbul, Ekmel Ertan started a multimedia design company on his own. Since 1999, he is teaching multimedia/visual communication design at several Universities in Istanbul. Ertan exhibited his photography work at "La Mama Gallery" ("city and eye" - 1997) and at the "Marmara-Manhattan Gallery" ("alice in whirling land"- 2003) in New York and Turkey. He also exhibited his installations and cooperative performance works in several international venues. "Ertan is the founder member of "BIS Body-Process Arts Association", a laboratory and research and production platform on new technologies in art. Ertan has been the curator and the director of the annual amberFestival since 2007 ([www.amberfestival.org](http://www.amberfestival.org))."

[ekmelertan.jpg](http://www.ekmelertan.jpg)

<http://www.forumist.com>

<http://www.a-m-b-e-r.org>

## Blow In

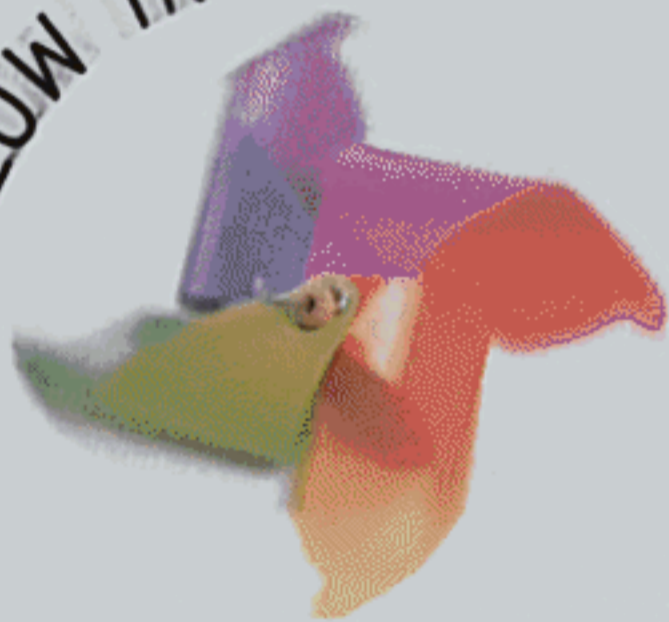
a network tool for collective-online-physical participation

**Blow In** connects people remotely yet in a physical way in order to achieve a goal. The participants have to blow into a DIY windmill to constitute and partake in its action. The action can be a protest against the stupidity of a politician, public lies or generic injustice. Artists can use this tool to publicly activate their work. Activist can use it to bring people together for a cause. Friends can play online games based on physical effort. Even believers can pray remotely but communally.

**Blow In** is a web-based system. On the web site you can find all the information, instructions and applications you need. As a participant you select the event you will participate. Before the time of the event you will get reminder emails. At the time of the event you get online, select the way to Blow In and start the related application and the application will guide you. You start blowing in simultaneously with all the networked participants. During the event you will see the visualizations, which show the total power created by all the participants as well as your own participation to the sum. At the same time, you will also watch the final effect of the Blow In session which can be another visualization or a sound or a video which shows the achieved action in real time. You can also set an event in the calendar and invite people to join in. You can pull the streaming data of the sum of the blown in from the Blow In system.

An example the way that the Blow In event can be is a public video show in an open venue in the city. The video will be projected to the screen in a public place where the audience can gather to watch. The video will

BLOW IN



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be driven by the power of Blow In system in a way that the video will play forward with the power of people actively blowing in to the system. The people who join in the activity can be sitting on their computer anywhere on earth and connected through the internet or can be in the venue with their notebooks since a free wi-fi connection available or they can use their iphone over the 3G network.

#### Argument

The artist thought about the question of worldwide resistance against injustice and domination.

Blow in utilizes the Internet as a networking framework and circulates the breath of individuals to achieve the communal goal. Not the arms, hands, face or any other body parts but the breath, which symbolizes the very existence of a living being.

The format of the project consists of custom software that works over the internet utilizing browsers and also includes physical devices.

#### Functionality details

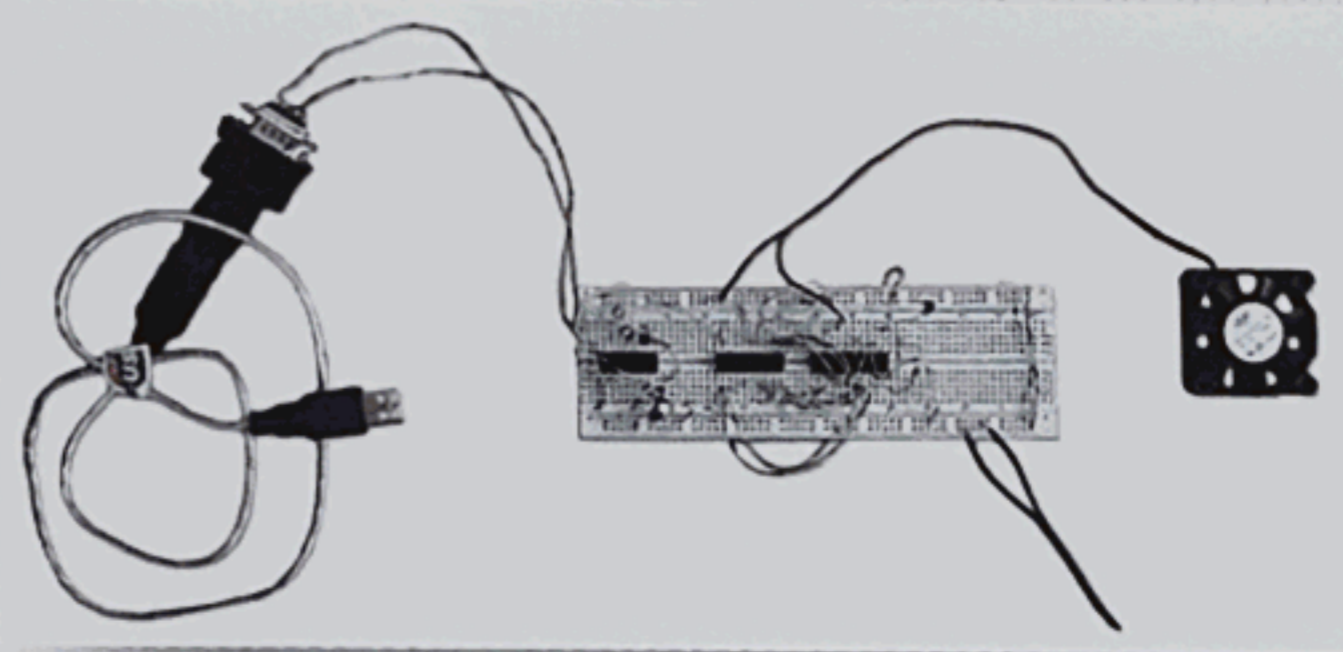
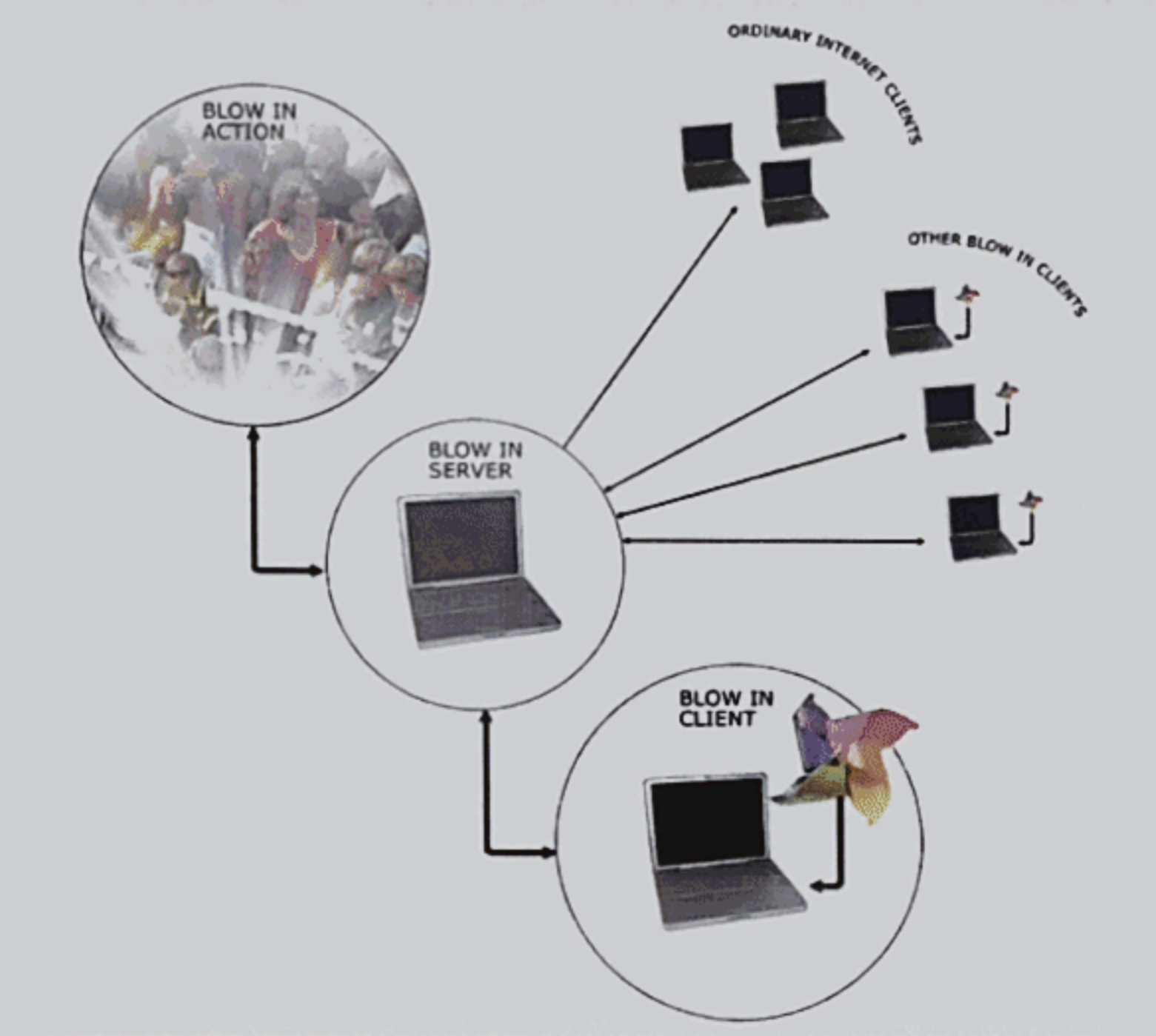
##### The System

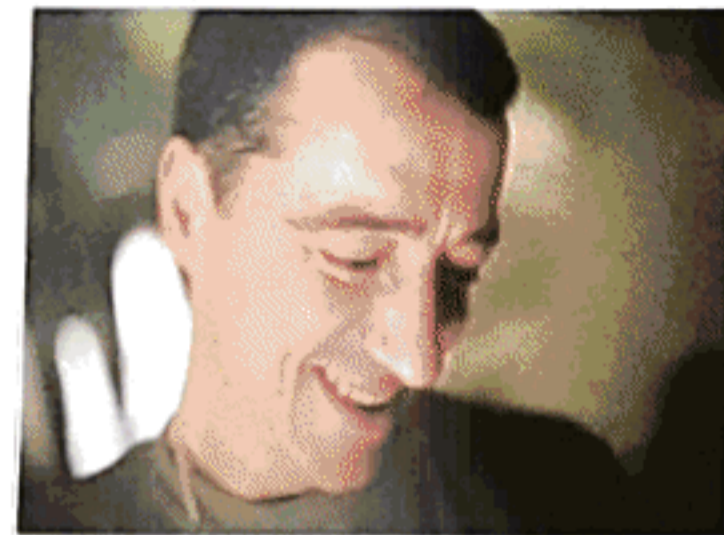
Blow In works online. The individuals who want to take part in a planned communal action should build a windmill, which is a physical interface device developed by amberPlatform. DIY instructions will be available on the Blow In web site. The windmill is connected to a computer through USB port and converts the power of the blow into data, which is then sent to the server with the help of an integrated program. The server collects the data that is sent from different individual computers and uses it to achieve the targeted activity, which can be virtual or better physical.

##### The DIY Device

For the sake of a better engagement, we suggest individuals to start from do-it-yourself component. It is also more fun.

Although building the DIY device is very easy even for first timers, the ones who do not want to deal with hardware can use software interfaces, which utilize the microphone of their computer or their iphone. All software components are also available in Blow In web site.





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a network tool for collective-online-physical participation

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