

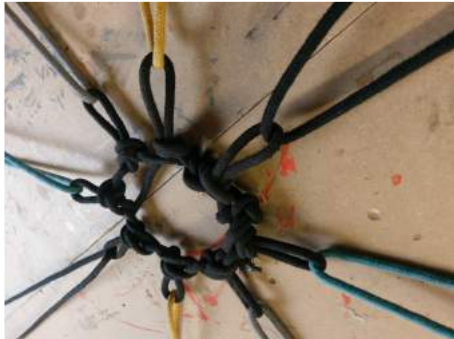
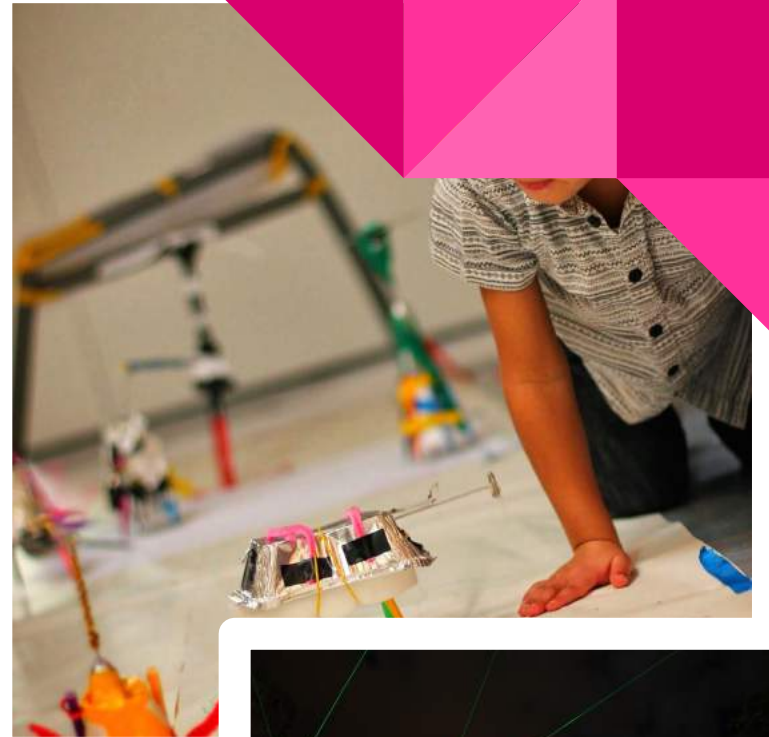
# Open Citizens

**LUDICROOMS**

Dom Breadmore  
*Creative Director*



# LUDICROOMS





The Core  
at Corby Cube



pervasive media studio

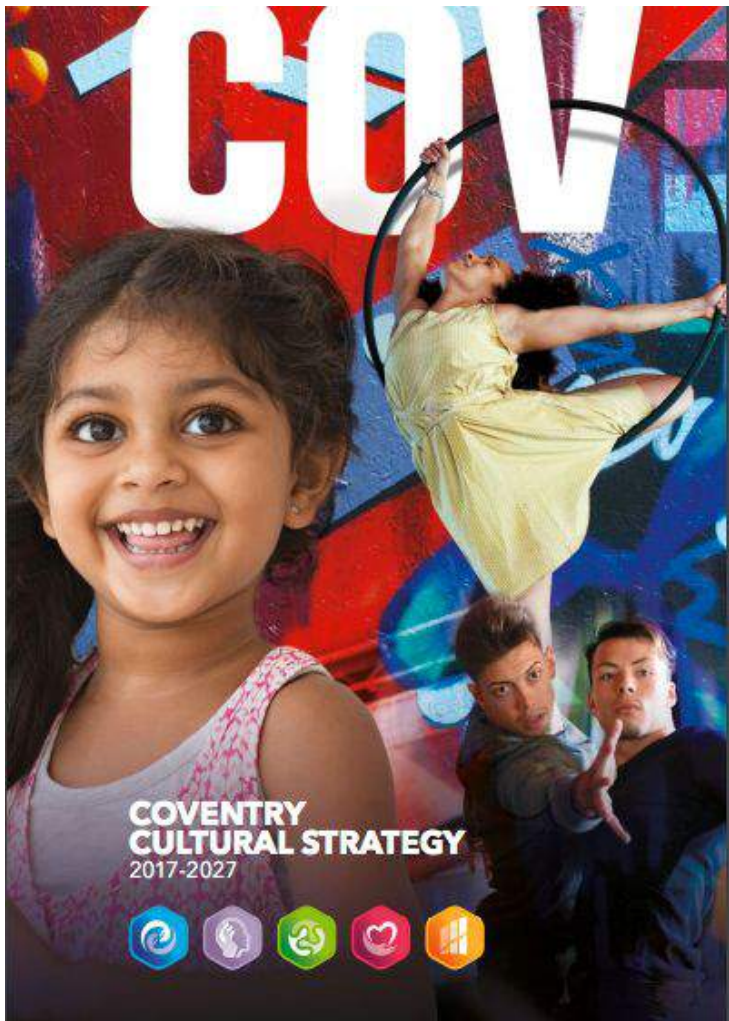




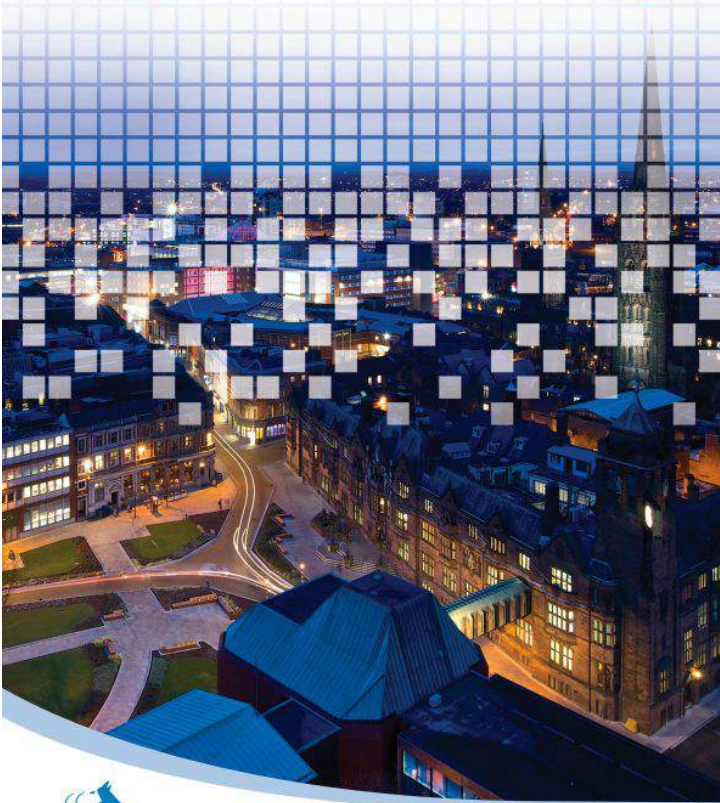
# Coventry

2021 UK CITY OF CULTURE BID





# Digital Coventry



[www.coventry.gov.uk/digitalcoventry](http://www.coventry.gov.uk/digitalcoventry)



## Digital Strategy

- Digital customer and inclusion
- Digital communities
- Digital place
- Digital workforce

## Cultural Strategy

- Coventry the place partnership
- Creative production hubs
- The city is the festival
- Seven years younger
- The nation in Coventry
- Diverse City
- Getting Coventry moving



# VISION

*“Cities that play together stay together.”*

THE GUARDIAN

Playable City puts people and play at the heart of the future city, re-using city infrastructure and re-appropriating smart city technologies to create connections – person to person, person to city.



[playablecity.com](http://playablecity.com)

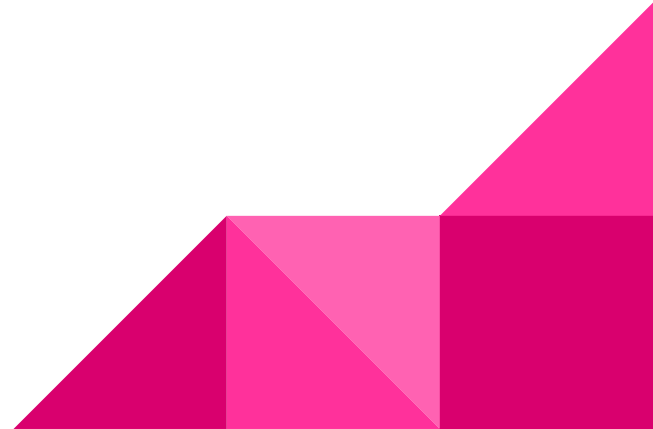



# Playable



# Democratic Citizenship

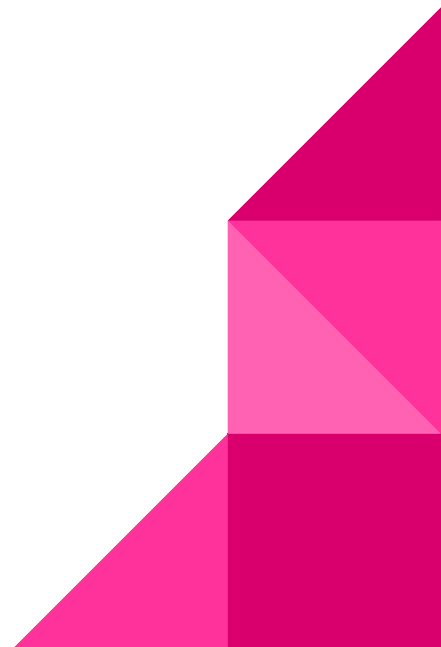
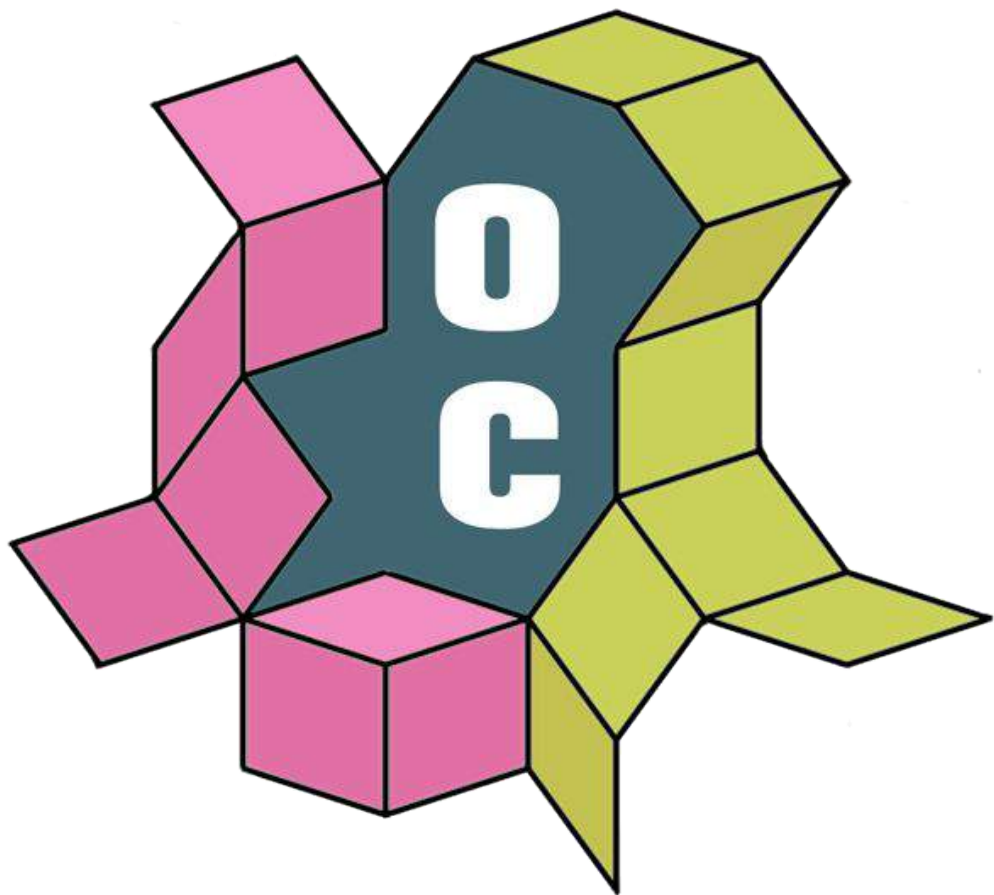
- Equality
- Community
- Sharing Values
- Fairness
- Safety
- Access
- Responsibility





**“un-pragmatic and  
non-result-oriented  
behaviour”**

**Rusegger (2011)**



# Project Timeline

Pilot	<i>Oct-Dec 2016</i>
R&D	<i>Jan-Mar 2017</i>
Playtesting	<i>Apr 2017</i>
Participation	<i>May-July 2017</i>
Exhibition	<i>July 2017</i>
Development	<i>Aug-Sept 2017</i>
Takeover	<i>Oct 2017</i>



Start Small



# Speculative Design

# Iterative Design

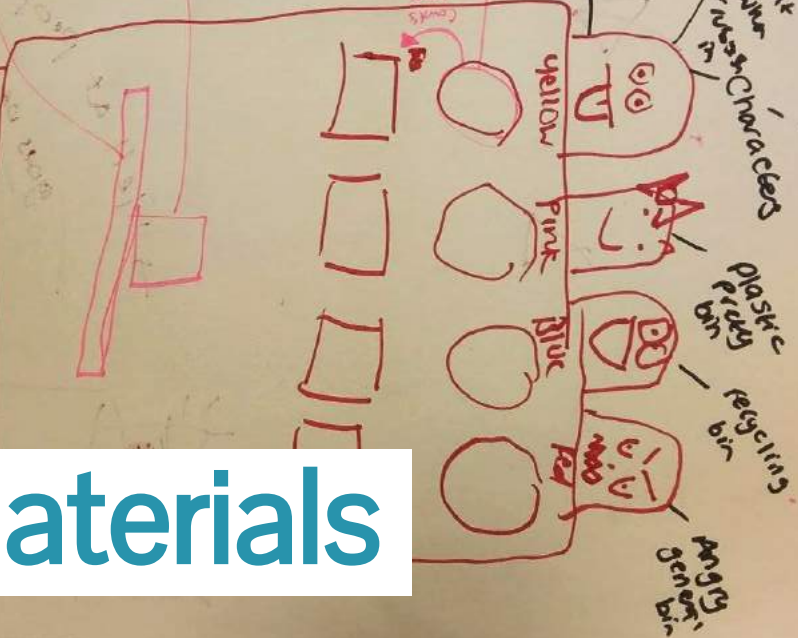


- Picks up when people walk past, shout at people

Sensor

Counts  
Motion  
Senses  
Person  
Keeps  
Catches  
Picks  
Up  
1 month

QR code  
link  
to website



Angry "oi you piece of  
pretty" plastic

# Known materials

Wear



Build  
Test  
Repeat





**HEFCE 'National Network for collaborative outreach'**



How can art, open data, and open manufacturing help us to become more active citizens?



# GCSE Citizenship

Sidney Stringer Academy  
Y11 Cohort (approx 30 students)

# BA Digital Media

Coventry University  
L1 Cohort (approx 30 students)





# Tinker



# Decision makers



# Coventry

2021 UK CITY OF CULTURE BID

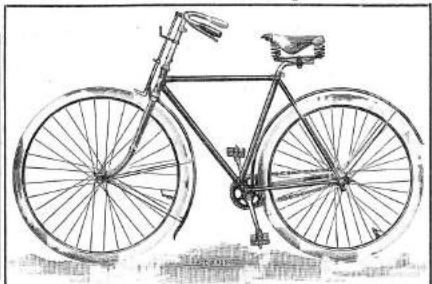




## THE ROVER LIGHT ROADSTER.

With Short Ball Socket Steering.

40lbs. all on.

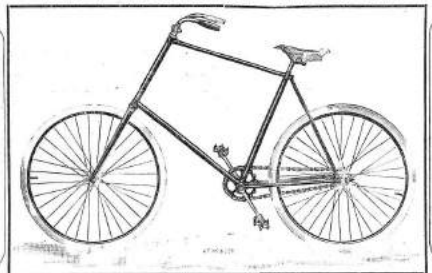


40lbs. all on.

PRICE: £21 Ordinary Tyres: £23 15s. Cushion Tyres: £26 Pneumatic Tyres.

## THE ROVER RACER.

25lbs. all on.



25lbs. all on.

PRICE £25 10s.

Also made with 30 and 28 wheels, roadster tyres, guards and brake, weight 35lbs. all on.

PRICE £26 10s.

**EXTENDED PURCHASE WHERE DESIRED.**

We are now arranging our Agencies for 1892, and shall be pleased to hear from anyone desirous of representing, us where we have no agents appointed.

Intending Purchasers should see our introductory remarks in catalogue on the principle of Rolling v. Carrying comprising seven pages of useful and original matter, dealing with Cycle construction, position for riding, the tyre question and its relation to the road.

Price List and Lamp-lighting Table for 1892 now ready free on application.

# Messrs. J. K. STARLEY & CO., Ltd.

Meteor Cycle Works, Coventry.

LONDON: 5, HOLBORN VIADUCT. PARIS: 13, RUE TAYLOR











◆  
CARPOOLS ONLY  
2 OR MORE PERSONS  
PER VEHICLE  
↓

Culver City  
NEXT 4 EXITS

6148  
Coach America





← CANAL BASIN →



How do we move around the city?

Where do we stay still and why?

Changing our everyday practices

Making visible our own behaviours

Owning and sharing public spaces



GO

Coventry  
JUST AN CITY OF CULTURE

How can you reclaim  
your city  
by playing  
in public?  
B







# Dialogue



Steps

An urban space or feature

Location

That senses or measures...

Meet  
people

That makes you...

# CounterPlay

A WORLD OF CULTURE  
A YEAR OF CHANGE

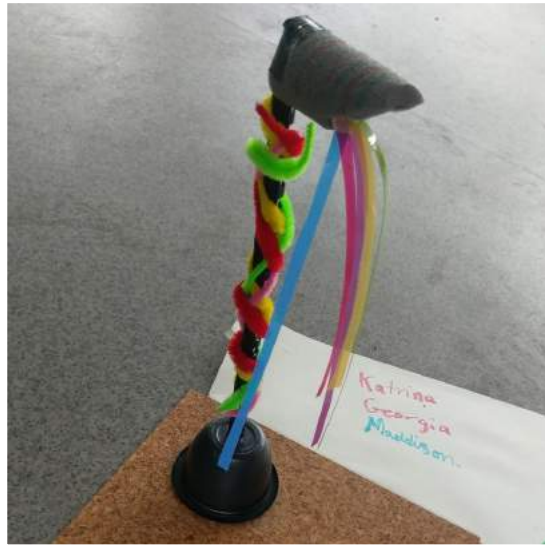


ARHUS  
-2017-  
EUROPEAN CAPITAL  
OF CULTURE

ARHUS -2017-  
EUROPEAN CAPITAL  
OF CULTURE  
DANMARK 25.00

ARHUS -2017-  
EUROPEAN CAPITAL  
OF CULTURE  
DANMARK 25.00





Co-creators  
450+





Country

Evening

Telegraph







SHOUT if you  
want to go FASTER



A pair of bicycles allow you  
to compete with a friend in a race.  
The louder you shout, the faster  
you go!

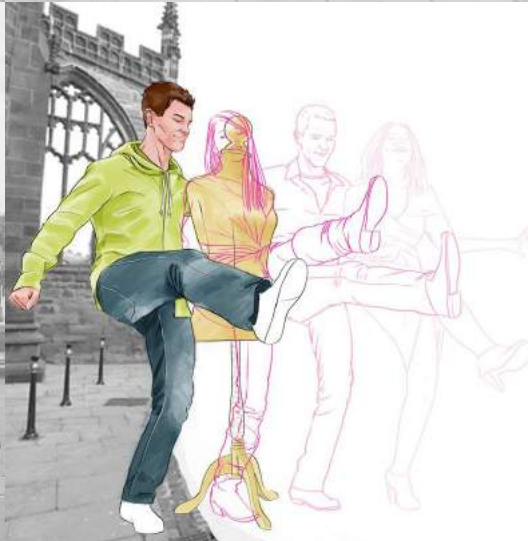


Cycle lane

Sound

Feel in  
control











Wider audience  
190,000+





Active  
participants  
6,500+





[ludicrooms.com](https://ludicrooms.com)