

What is OPENSTUDIO?

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* OPENSTUDIO is an evolving synthesis of creativity, community, and capitalism. In a community-based economic system, participants create, buy, and sell artwork with free creative tools, a flexible network infrastructure, and an open web services API.



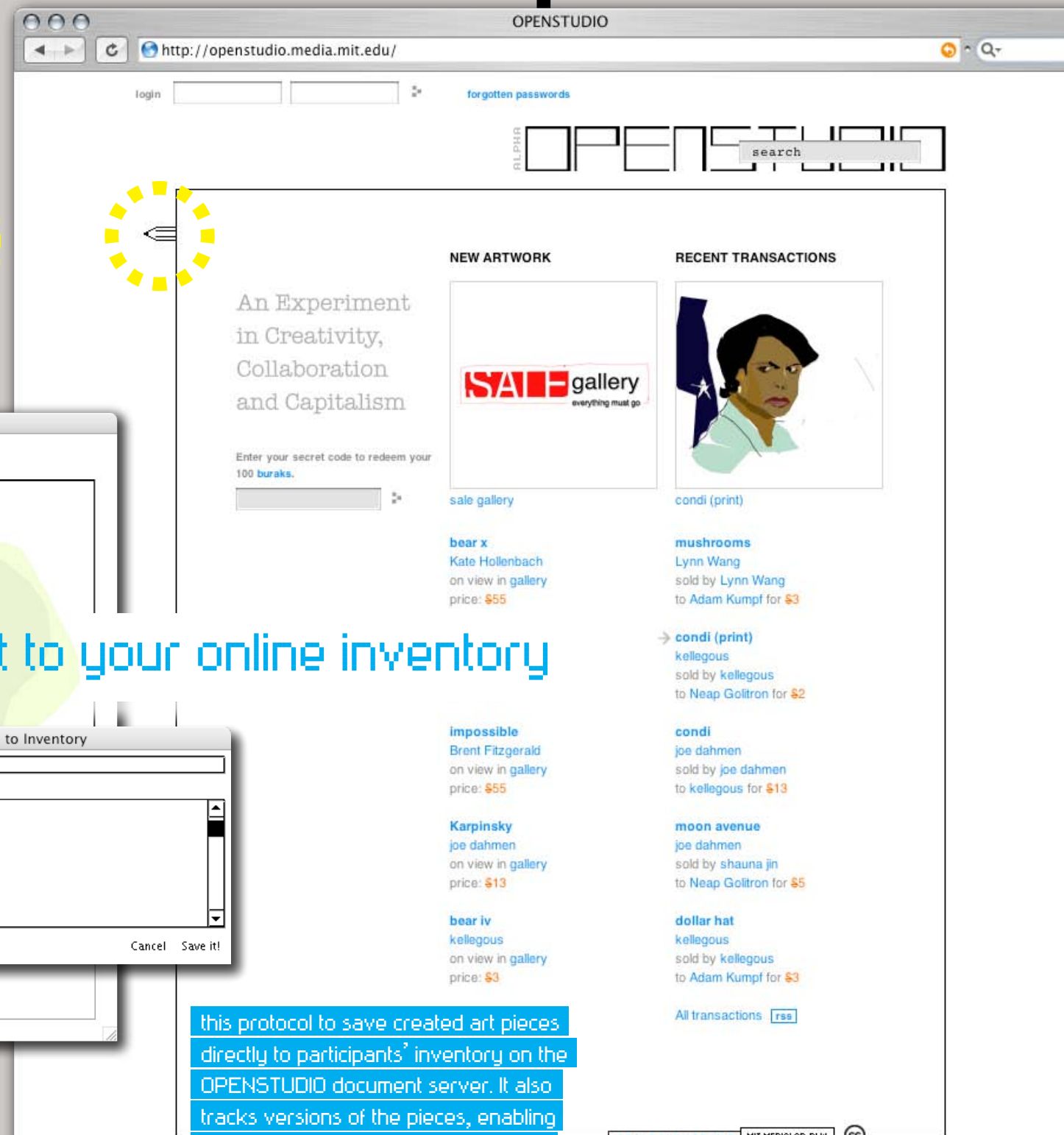
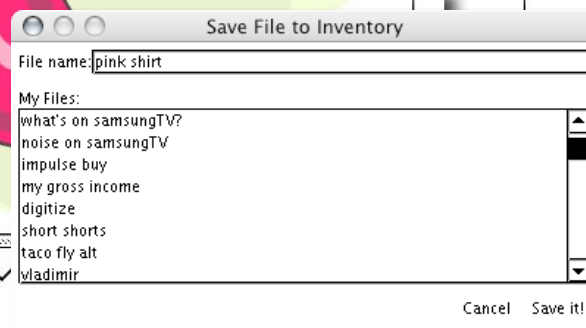
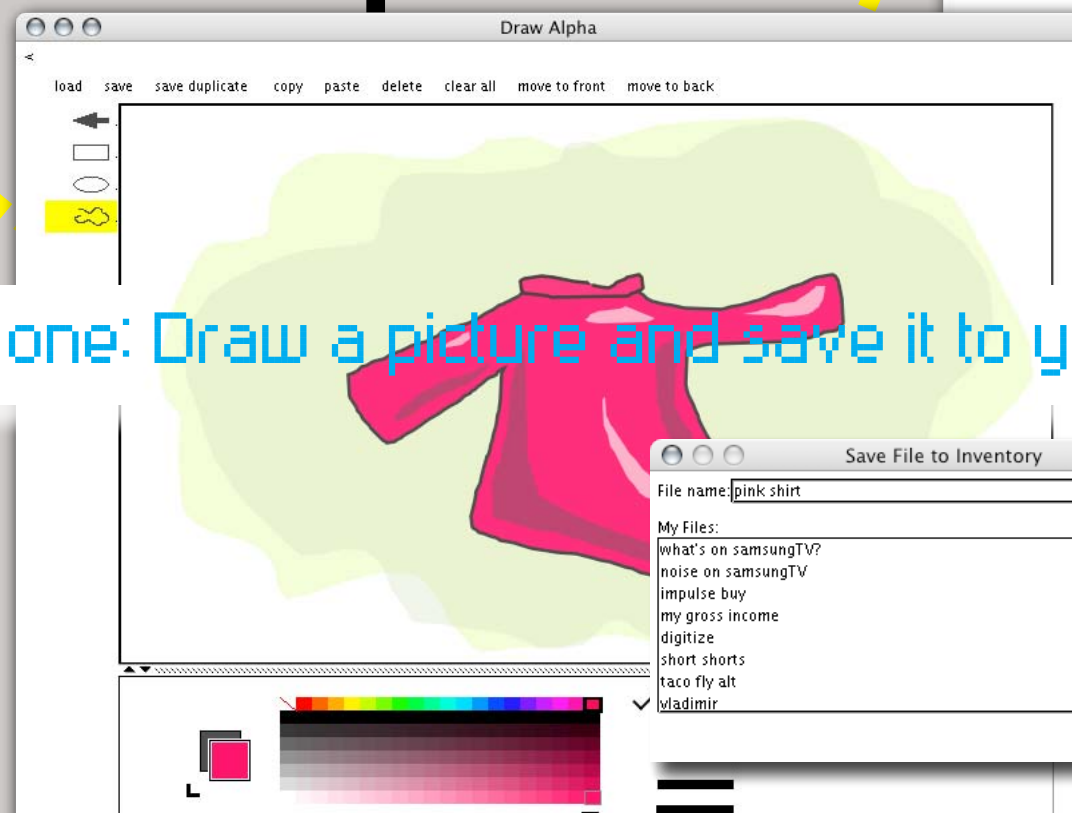
Welcome to OPENSTUDIO, the online marketplace of the digital creative economy.*

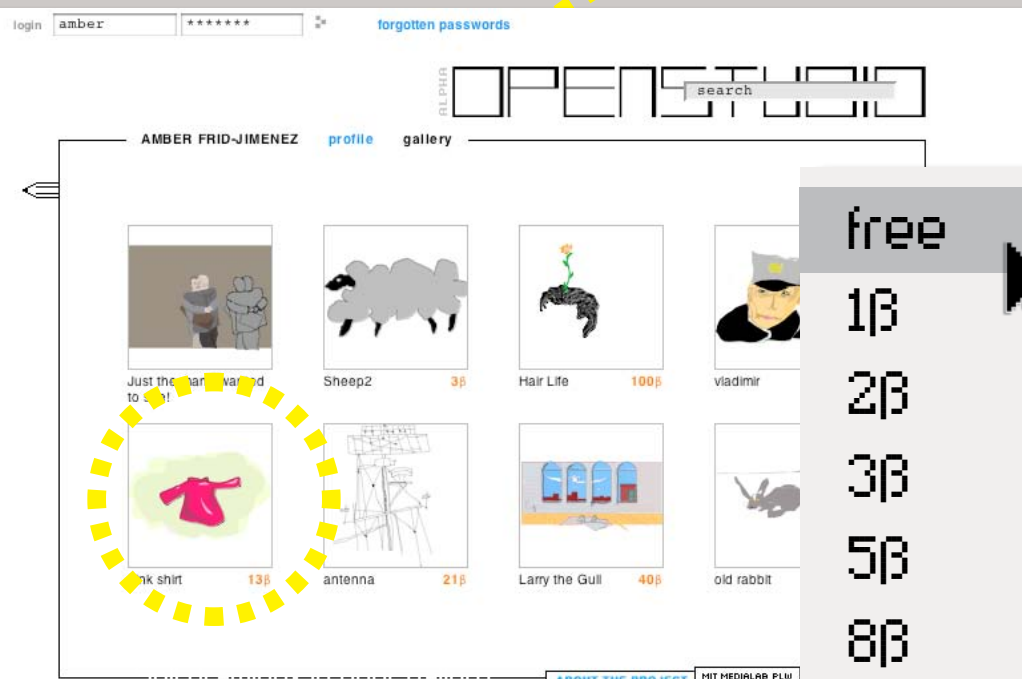
Step one: Draw a picture and save it to your online inventory

Launch Draw directly from the web. Make a drawing and save it to your online inventory. OPENSTUDIO is centered around a creative suite that is free, networked and community driven. Each participant authors and edits

her work using the project's mini-tool, Draw, a java web-start application that seamlessly integrates a simple and approachable user interface with a flexible, universal communication protocol known as SMPL. The Draw tool uses

this protocol to save created art pieces directly to participants' inventory on the OPENSTUDIO document server. It also tracks versions of the pieces, enabling browsing, search, and analysis of the creative process.





free

1β

2β

3β

5β

8β

13β

21β

34β

Step two: price your art and sell it on the front page

10 / Step two

Once an artist saves her piece, it is immediately available in the artist's private inventory on the OPENSTUDIO website. They can be kept private, displayed in the gallery, or put up for sale.

pink shirt
kellegous
March 2006

set price ✓ \$5

save

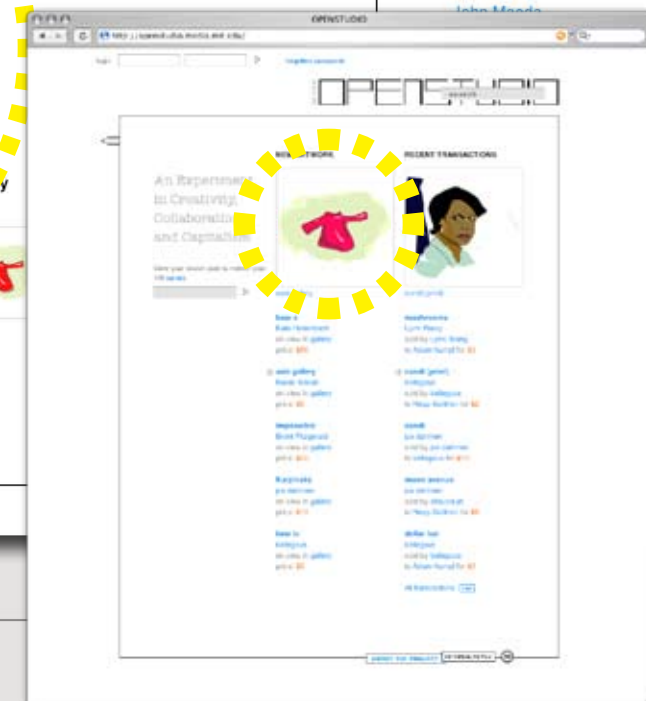
Proven

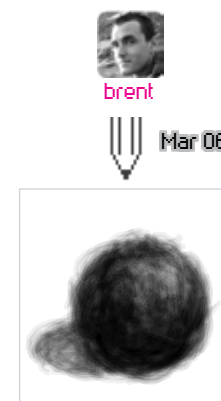
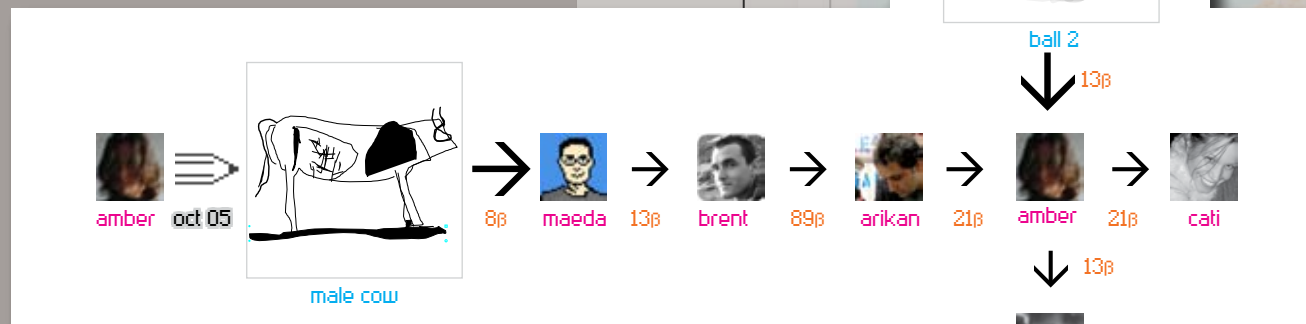
History

Not for Sale

Other...

sell your





ball 2
13β

reas
13β

lynn
20β

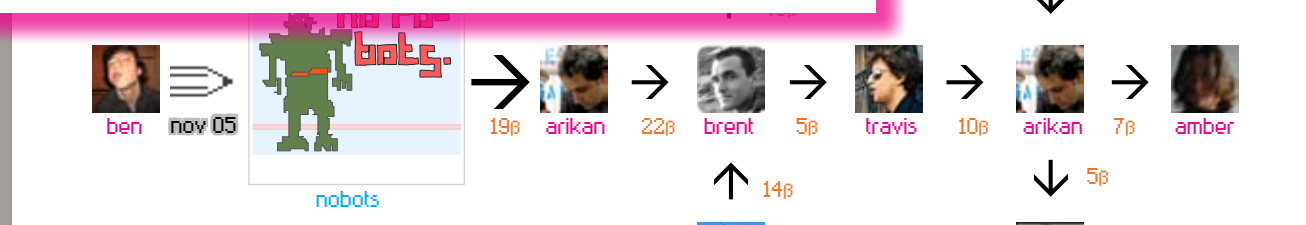
kellegous
5β

maeda
13β

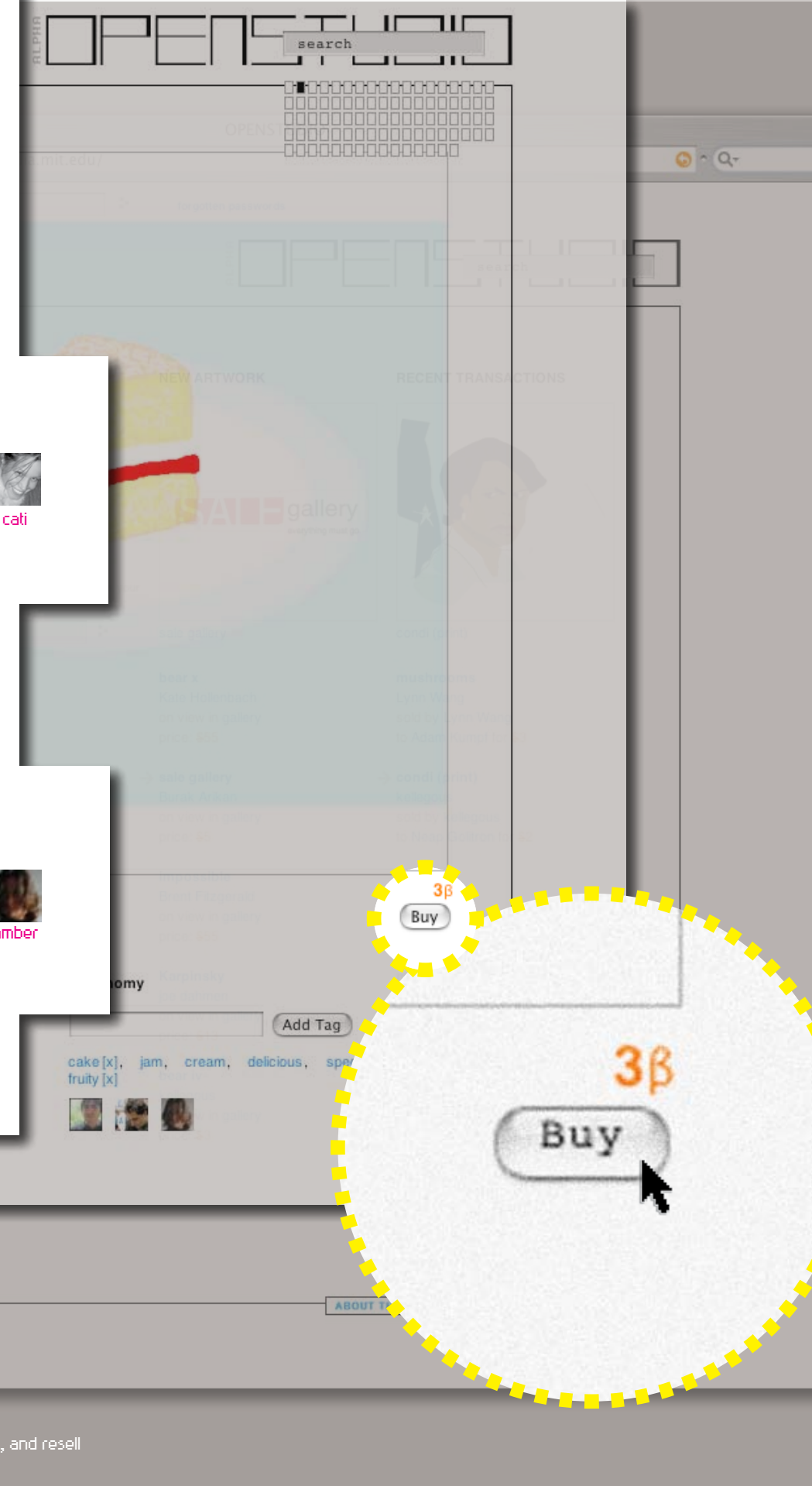


arikan

Step three: review, buy, and resell



Any piece for sale can be purchased by another OPENSTUDIO member. People can collect other artists' work and show or sell it in their galleries. Individual transactions cumulatively reveal community structure and values.



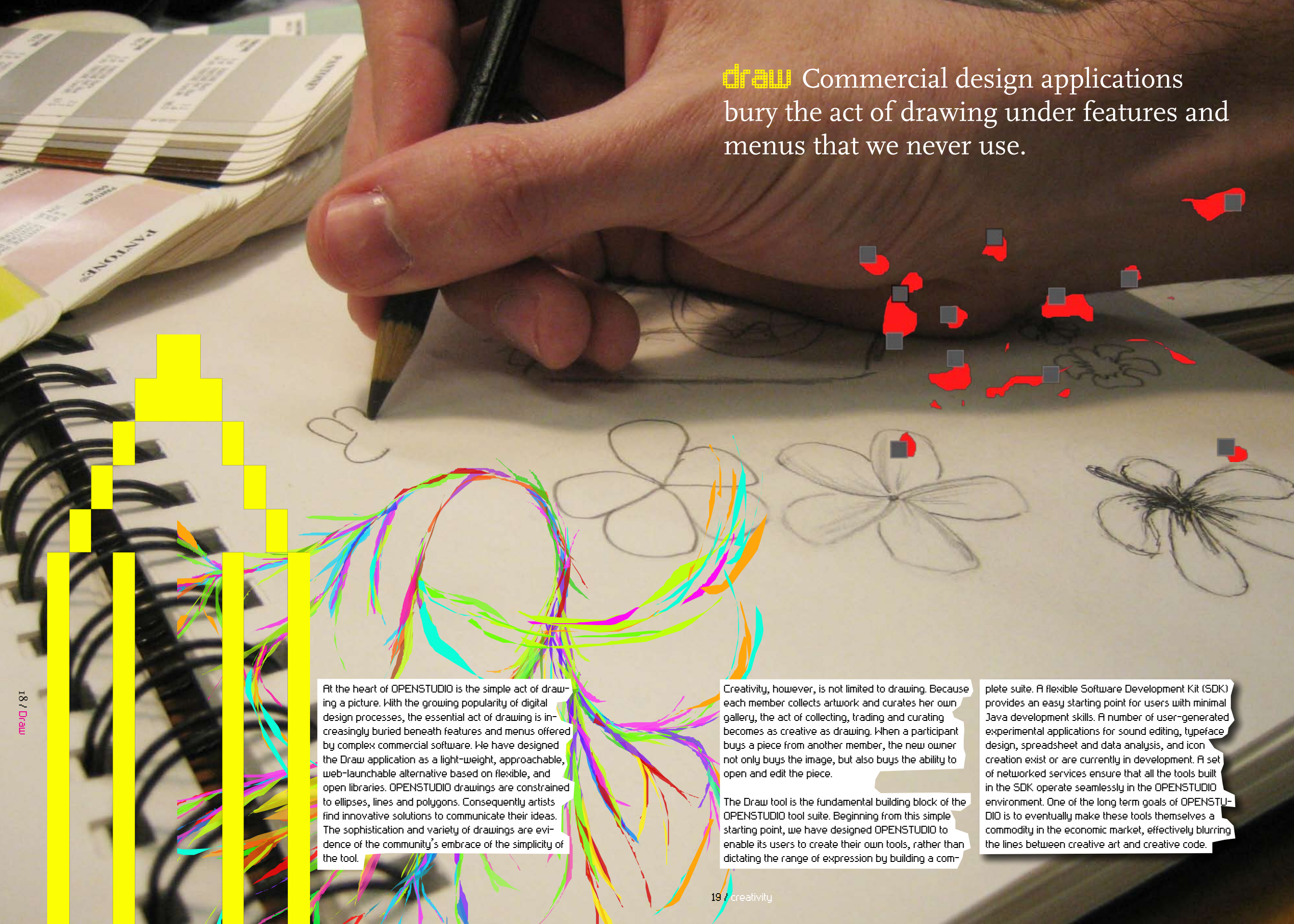
“I make drawings that I
wouldn’t make otherwise.
OPENSTUDIO lets me
stick it to the government.

—Joe Dahmen
member / artist

“..the artist now attempts to
construct an environment,
a system of communication
and production..”

—Pierre Lévy
Collective Intelligence

draw sell share




draw Commercial design applications bury the act of drawing under features and menus that we never use.

At the heart of OPENSTUDIO is the simple act of drawing a picture. With the growing popularity of digital design processes, the essential act of drawing is increasingly buried beneath features and menus offered by complex commercial software. We have designed the Draw application as a light-weight, approachable, web-launchable alternative based on flexible, and open libraries. OPENSTUDIO drawings are constrained to ellipses, lines and polygons. Consequently artists find innovative solutions to communicate their ideas. The sophistication and variety of drawings are evidence of the community's embrace of the simplicity of the tool.

Creativity, however, is not limited to drawing. Because each member collects artwork and curates her own gallery, the act of collecting, trading and curating becomes as creative as drawing. When a participant buys a piece from another member, the new owner not only buys the image, but also buys the ability to open and edit the piece.

The Draw tool is the fundamental building block of the OPENSTUDIO tool suite. Beginning from this simple starting point, we have designed OPENSTUDIO to enable its users to create their own tools, rather than dictating the range of expression by building a com-

plete suite. A flexible Software Development Kit (SDK) provides an easy starting point for users with minimal Java development skills. A number of user-generated experimental applications for sound editing, typeface design, spreadsheet and data analysis, and icon creation exist or are currently in development. A set of networked services ensure that all the tools built in the SDK operate seamlessly in the OPENSTUDIO environment. One of the long term goals of OPENSTUDIO is to eventually make these tools themselves a commodity in the economic market, effectively blurring the lines between creative art and creative code.

 The business of creativity requires a creative economy.



OPENSTUDIO slips economics into the post digital art world. The project develops a simple economic model and currency system that promotes the valuation, marketing, and exchange of creative works. By introducing economics into a creative community, OPENSTUDIO aims to empower artists to create innovative designs in the fields of ethics, politics and business.

In OPENSTUDIO people save their work from the Draw application directly to the marketplace. The economy is seamlessly woven into the creative tools and community, incentivizing individual creativity and catalyzing creative community development.

A dedicated marketplace facilitates commerce allowing members to buy and sell their work. OPENSTUDIO uses a virtual currency to lower the barrier of buying and selling activity. In the future the project aims to tie this virtual currency to existing money and markets. The price mechanism communicates crucial information to participants by integrating and abstracting both the state of the market and the features of the community.

All personal financial data in OPENSTUDIO is public, exposing the traditionally opaque processes of valuation, marketing, and the exchange of creative works. In doing so it provides a space for learning and ex-

periencing the underlying mechanisms of pricing and exchange of art. This open design fosters ties that go beyond the competitive tendencies that are endemic to free market, capitalist markets.



share Connecting people through art builds self-driven, human-powered organisms that can change the world.

22 / Share

Resilient connections among people are important in the formation of viable communities. Rather than explicit interpersonal connections of traditional web-based communities and social networks, the relationships in OPENSTUDIO are descriptive effects of participants' creative and business actions. Each document sale immediately establishes a Business Partner relationship between the gallery owner and the customer. Similarly, when a member exhibits another member's work, they automatically establish a reciprocal Exhibitor/Exhibitee relationship. The balance between self-interest and shared-interest among artists of OPENSTUDIO is a crucial factor in community formation.

With its experimental community tools, OPENSTUDIO acknowledges that artistic and technological research into new forms of social organization is as important as the traditional research into materials, processes, and products.

As OPENSTUDIO's community has grown it has gradually diversified, with an emergence of a variety of roles, including creators, collectors, curators, traders, contractors, imitators, fans, critics, and donors. Each community member independently evaluates the art according to their individual interests and priorities, and collectively they determine its value.

“some work i put a price i think is its *real value*. other work i sell on cheap, or for a loss, to try and spread people’s work around—share their style and fame.”

—Ben Dalton

member / sound artist

“As a vast social metaphor, bridge, or translator, money—like writing—speeds up exchange and tightens the bonds of interdependence in any community.”

—Marshall McLuhan

Understanding Media

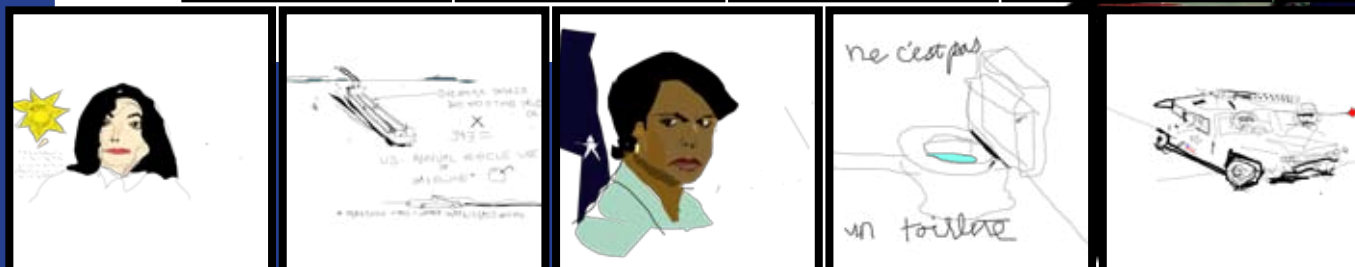
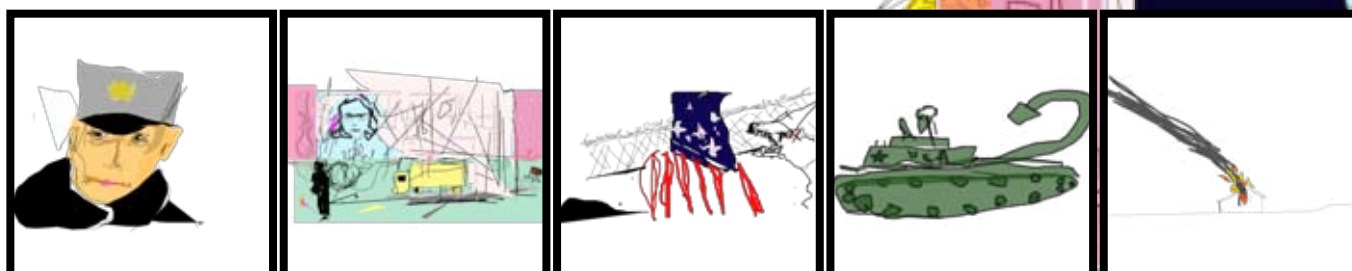
artist profiles



Joe Dahmen *the political artist*

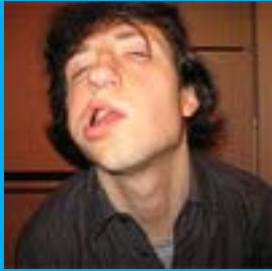
Joe Dahmen, member since November 11, 2005, primarily makes work to protest the American position in the war on Iraq. His work is popular among OPENSTUDIO

members. He sells at low prices and his message passes through many hands in the community.

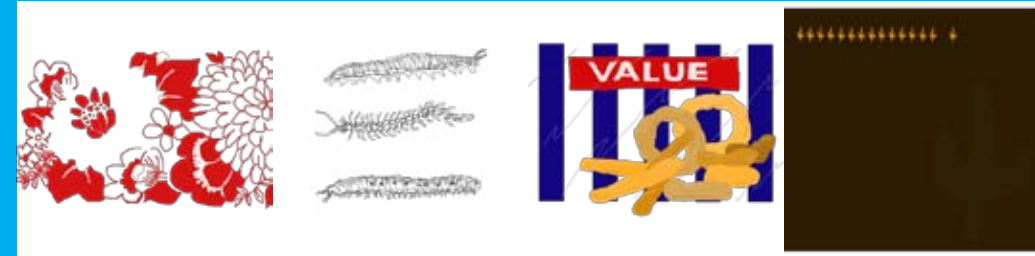


clockwise from top: vladimir 138 loafing at OJs, Oklahoma City 348 Guantanamo 58 tank 28 house on fire 38 michael 138 suezmax tanker 138 condi 138 toilet 88 humvee 88 **war 18** missile 88 lay chicken lay 38



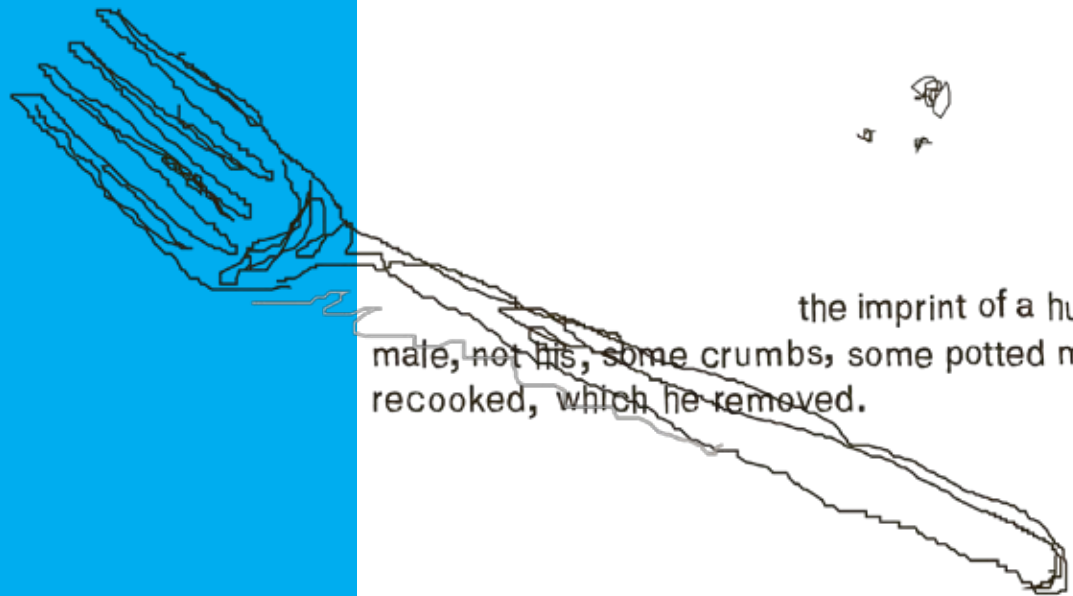
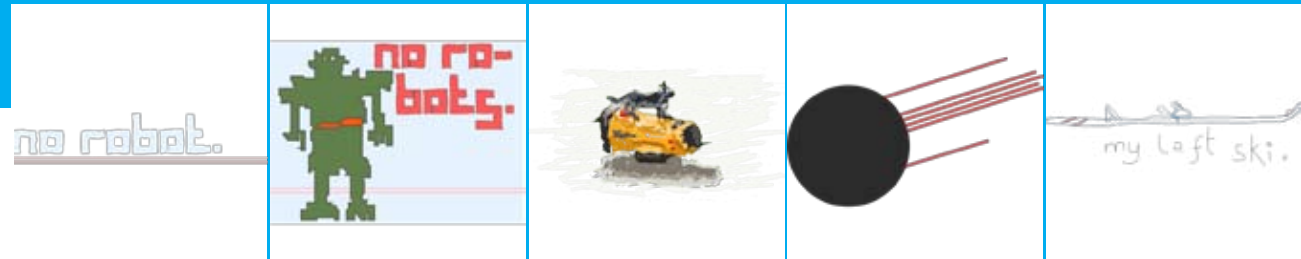


Ben Dalton the delicious artist



sold for \$100

abcdefghijklmnopqrstuvwxyz.!?",'

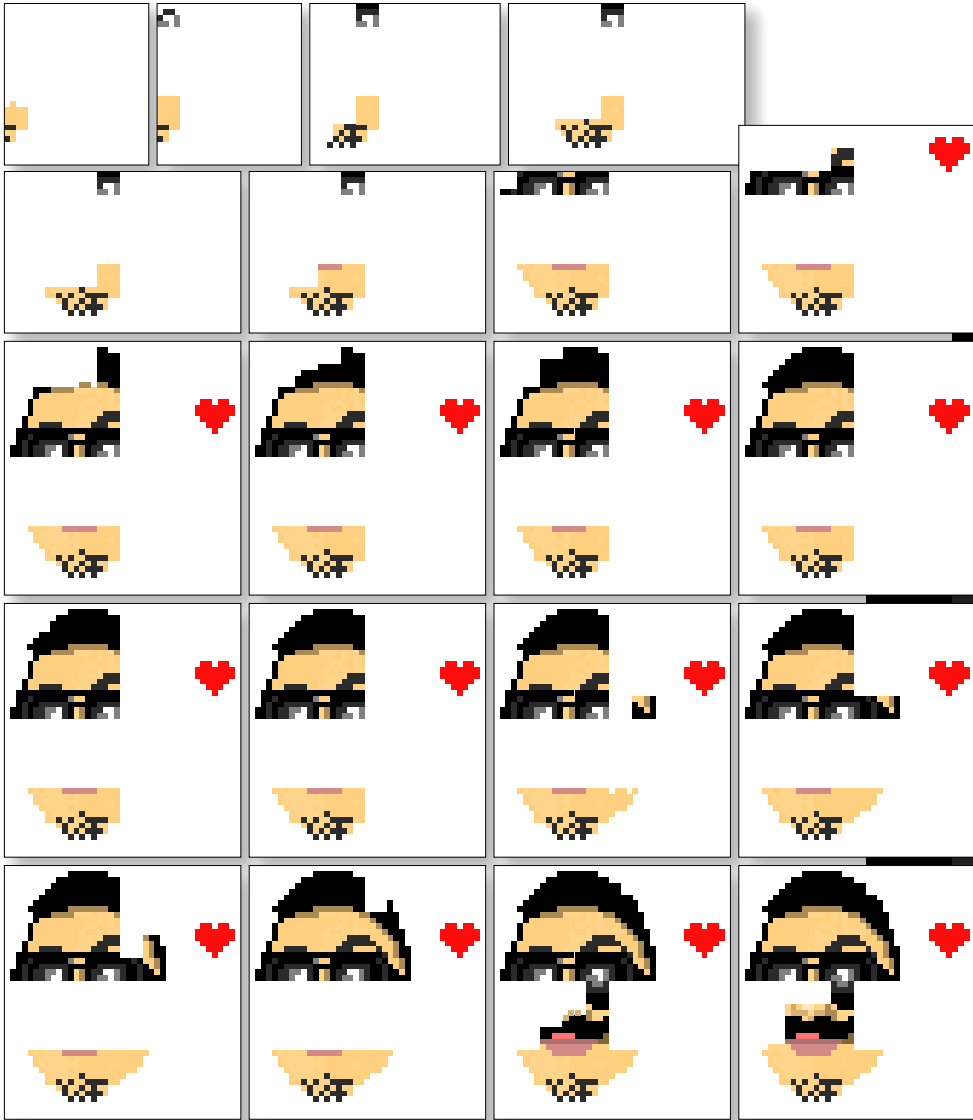


the imprint of a human form,
male, not his, some crumbs, some potted meat,
recooked, which he removed.

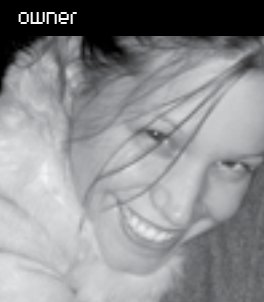
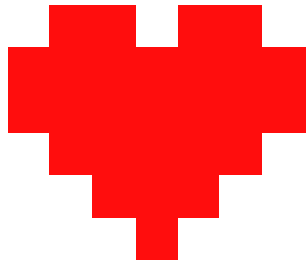
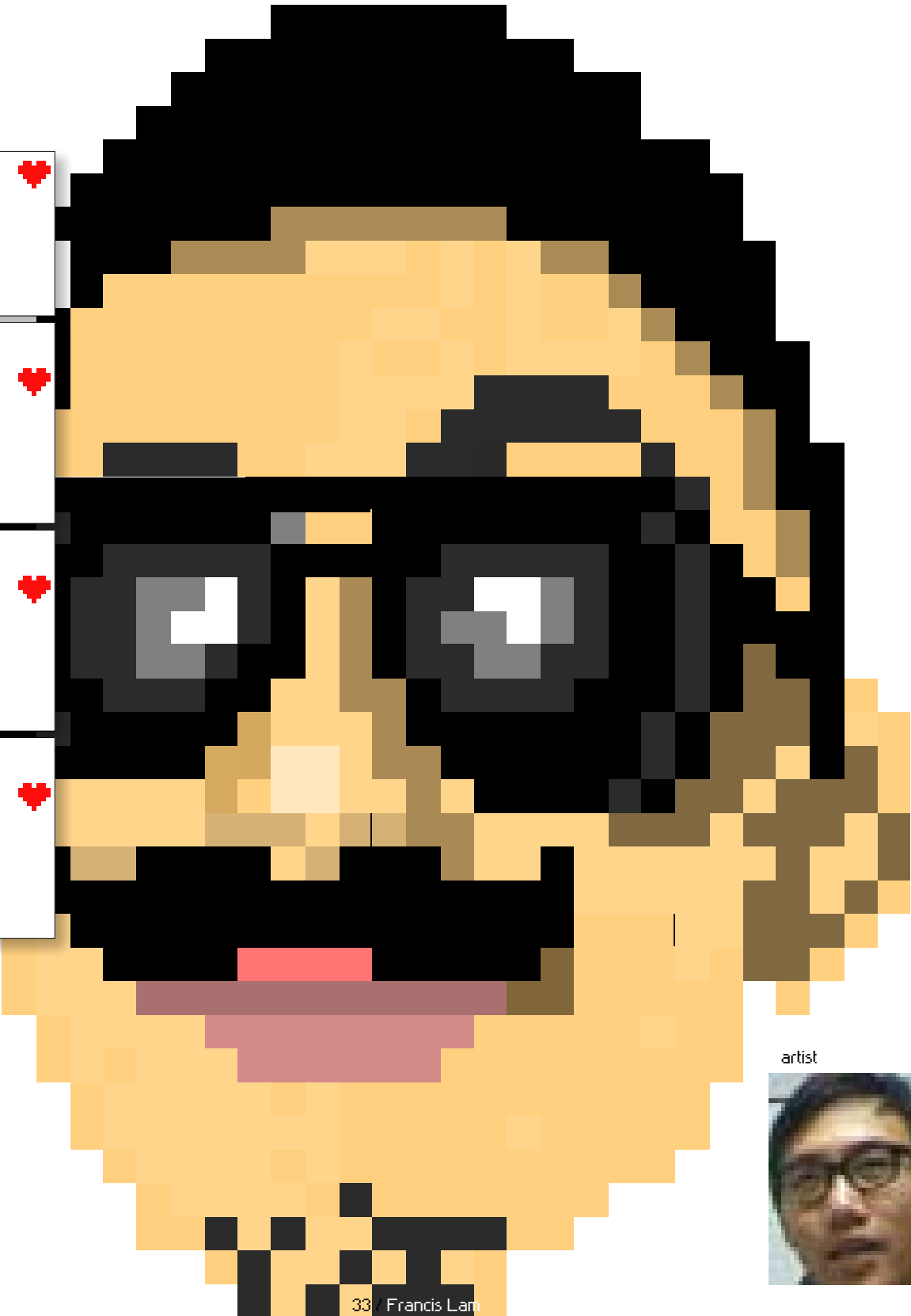
Ben Dalton, a member since November 22, 2005, has made a name for himself in the community by finding expressive ways to exploit the constraints of the Draw tool. His exquisitely executed Helvetica Soft was the first typeface created. He sold his font for 100 burak, breaking OPENSTUDIO sales records.

"i draw things for fun. i also try to test how far i can push the system, how many different looks i can get out of it (sharp straight lines, scratchy pencil drawn or painted). i also tried to make a helvetica font as a tool so i could sell it to other people—all of the letters of the alphabet for someone to write with.

new clean bedlinen, additional odours, the presence of a
human form, female, hers,



Sold to Cati Vauccelle for \$200 buraks
12/07/05 Now on sale for \$555



3,532

drawings

features

features

Select FEATURE:

ART

a. artsonomy

bubble up semiotic network

b. simplicity

open tools

c. open transactions

money as medium

d. art genealogy

track creative process

e. document server

distributed storage and rendering

f. open analysis

api

g. devices

extend physical space

SELECT

abstract figurative

cool cute bear green pink



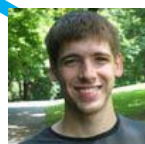
Burak weeds out all the figurative pieces.

flower ripoff light and drawn red



Kate quickly became popular with her bear series.

food cosmic litical space dream natural



Adam invests in flowers, food, and cosmic pieces.

a. Artsonomy

typographic pixel simple typogra colors face flag



Leonardo makes blue things but never sells anything.

happy narrative blue colorful pretty suggest

animal dada dark little orange feet love scenic gr

american bug circular color eyes fat future graph hot moon pop repr



Cati became famous with her silhouette series.

wild absurd balanced big bro fish heart portrait robot romance sal

warm 2d a box of chocolates antennae ball bird black black white blood body bold bright city clo

hair hat hawaiian he-man hungry laptop line lines literal map money movement multiplicity music norcal ora

tourism unreal war water world \$100 3daaction america anger balance balloons baloon bath tub bed bicycle blank bono sucks bot boy brooding bub

copy currency darkness data visualization deep blue depression design diagram disaster distance distorted dog dr. woohoo drawing effluvium expensive flat fle

i am hungry i can see jesus if i stare hard enough icon imitation in the mod information jupiter lando landscape larry low resolution lynn likes balls man meta r

In OPENSTUDIO all publicly traded artwork is subject to an informal community-based organization system called the Artsonomy. This Artsonomy builds on ideas introduced by the recent developments in “folksonomies” and tagging schemes found on many contemporary community websites. OPENSTUDIO members classify an art piece with words or phrases that they feel characterize the image, collectively forming an emergent semiotic network.

We designed Artsonomy tagging with a “bubble up” effect, meaning that the tag applies not only to the piece itself, but also to aggregates, such as the people that own, create, or collect pieces. The Artsonomy generates relations and affiliations between people, making it a key part of OPENSTUDIO’s community formation.

tter tomorrow

ntense still life yellow

dow silhouette soft waiting

ing surreal tra



Todd finds all the trippy pieces.

conomic fair trade

ttter punk real republican

circle clean clone cold color analytics color space complex content

netry girl glow growth hand harsh head heavy highway huge humorous

Tag Me with
50¢ Words



The most tagged art piece

Artsonomy



The most tagged creator



Brent Fitzgerald

cosmic abstract
light space bloody
hand drawn narrative
natural red astonishing
careful cool economic
fantastic food green humorous life
literal machine money

The most tagged collector



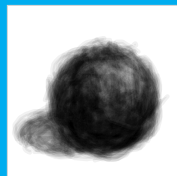
Adam Kumpf

bear figurative
norcal abstract
colorful cool fair trade
green light simple a box
of chocolates bono sucks cake
caribbean colors cosmic demoesque effluvium
electricity fat flower

rabbit bloody
cosmic real hair
bunny rabbit rabbit at
rest hot rock shifty space
cyborg adrift humorous bunny
scrappy fair trade pink pencil rabbit run



β10



hand drawn,
fuzzy, study,
ball, abstract,
careful, light, c-
thru, transparency,
lynn likes balls, shadow



parenthetical,
shoes, joe got a
deal, unexpected,
schemeoclock,
typographic, nostal-
gic, depression, girl

as creator

Artsonomy tags stay attached to documents through business transactions. Purchasing an art piece also means purchasing its semiotic Artsonomy network. When tagging an art piece, a person thinks not only about its meaning for herself, but also how her tagging choices will affect the value of the piece and its meaning and standing within the community.

Underlying the Artsonomy is a generalized tagging framework that can be configured to make any identifiable object in the system taggable. Future versions of OPENSTUDIO may evolve the concept of the Artsonomy into wholly new forms, allowing tagging not only on objects,

such as documents and people, but also on actions like economic transactions, price changes, creative processes, searches, and even hardware devices.

The OPENSTUDIO Artsonomy harvests the collective intelligence of individuals to create a communal, creative and economic online space. Within this rich tagspace artists can coordinate and spawn new movements, critics and observers can label and critique, and art investors can watch for semiotic market trends. The Artsonomy provides not only a system of organization, but a way of finding, creating, and synthesizing meaning.

as collector

ripoff

hair

some

typography

action

growth

harsh

political

rabbit

sweet

abstract

absurd

affectionate

amusing

antenna

astonishing

attached

as tagger

rabbit

bloody

cosmic

hair

bunny

rabbit

rabbit at rest

sh

scrappy

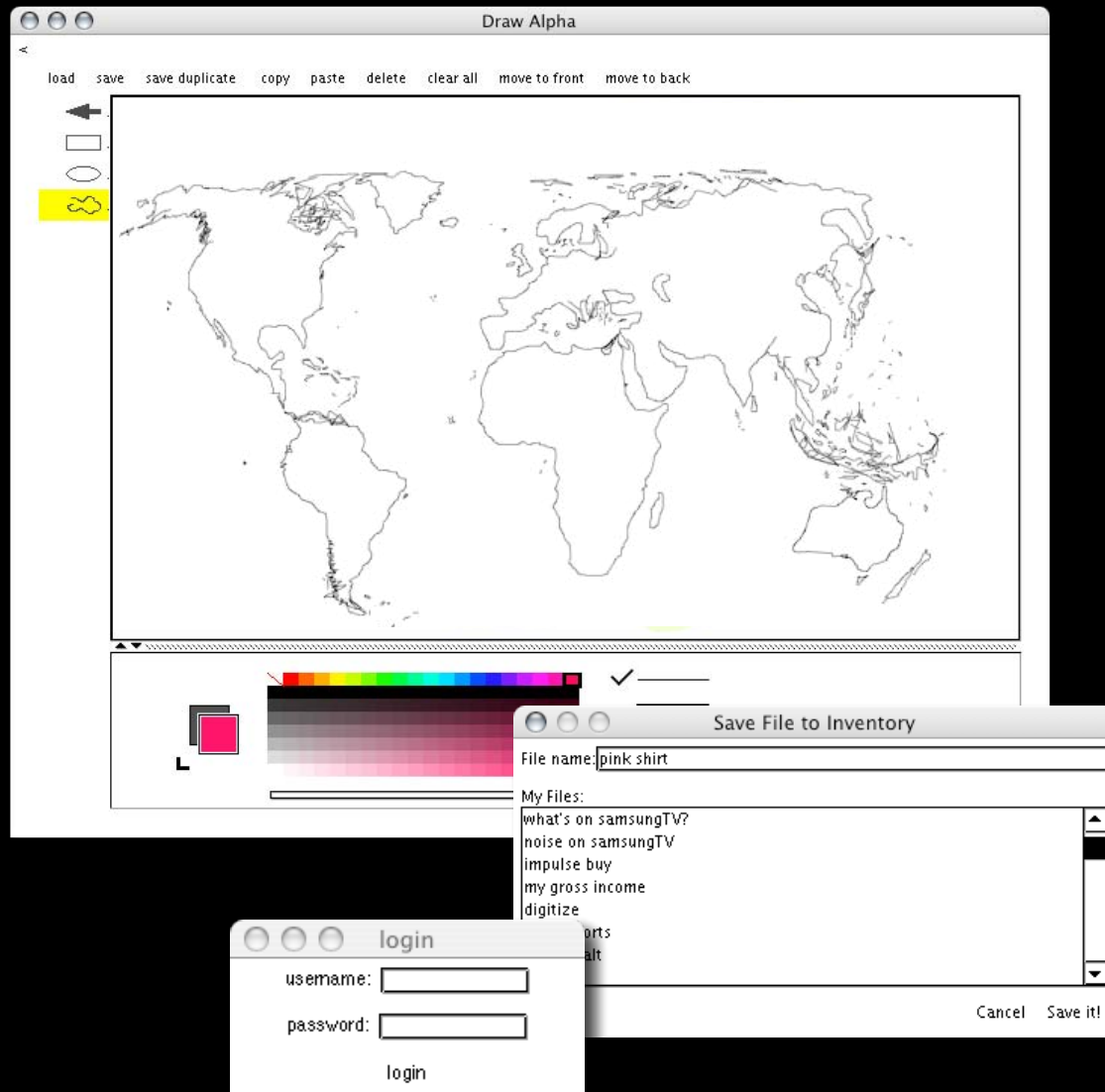
fair trade

pink pencil

rabbit run

Artsonomy is a dense interconnected
semiotic network

b. Simplicity tools

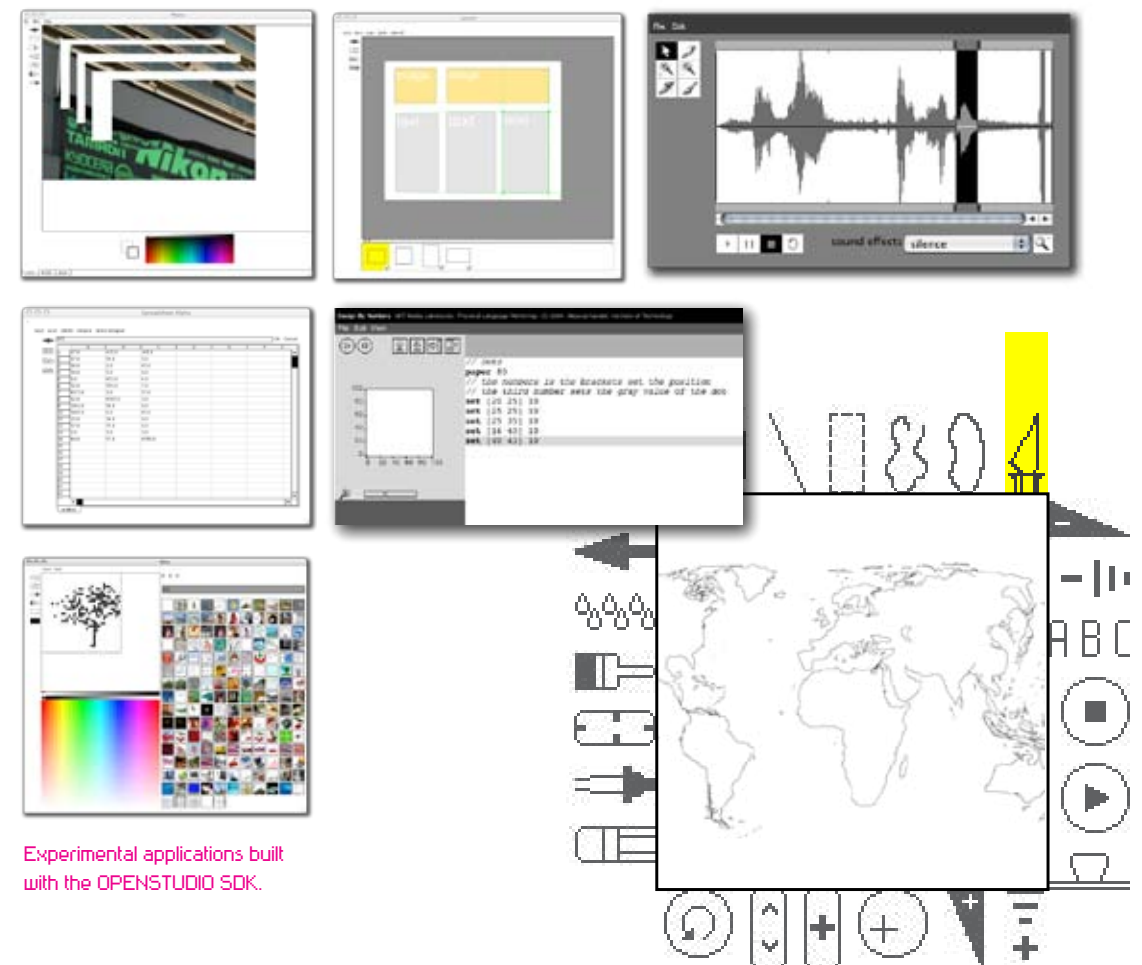


Draw runs as desktop application that seamlessly connects to the OPENSTUDIO web environment.

OPENSTUDIO is centered around a creative suite that is free, networked and community driven. Each participant authors and edits her work using the project's mini-tool, Draw, a java web-start application that integrates a simple and approachable user interface with a flexible, universal communication protocol known as SMPL. The Draw tool uses the SMPL protocol to save drawings directly to the member's inventory to the OPENSTUDIO document server. It also tracks versions of the pieces, enabling browsing, search, and

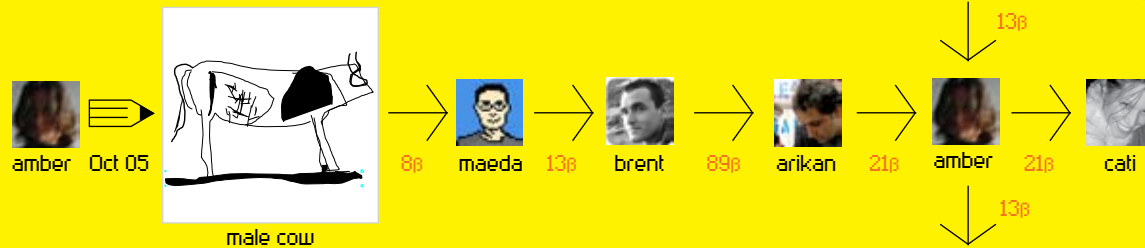
analysis of the creative process. From the web interface, a single click on the pencil icon launches the Draw applications.

A number of user-generated experimental applications for sound editing, typeface design, spreadsheet and data analysis, and icon creation exist or are currently in development. These tools are able to benefit from all the interactivity advantages of a desktop application while remaining launchable from the web.

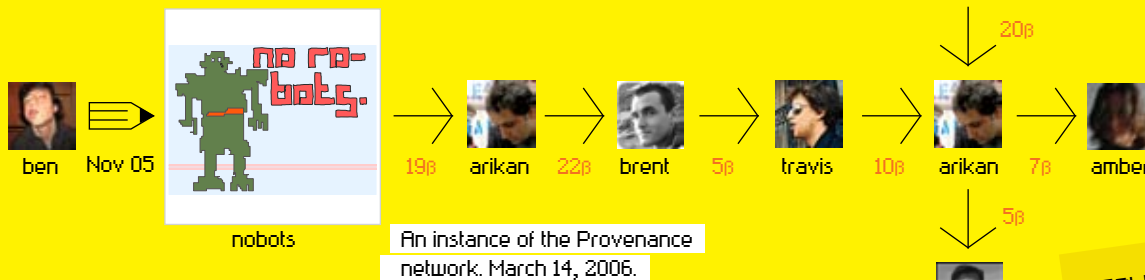


Experimental applications built with the OPENSTUDIO SDK.

Open transactions



Open transactions expose the traditionally opaque processes of valuation, marketing, and the exchange of creative works.



In OPENSTUDIO putting a piece up for sale is simple: place it in the gallery and set a price. Buying is even simpler, just a single click. For each purchase, the basic transaction is recorded in both the buyer and seller's accounts. Cumulatively all these transactions weave into a dense communal history, revealing who owned what, when, its purchase price and its selling price. This is rich, interconnected data.

In the art industry, the ownership history of an art piece—the *provenance* - is a critical factor in determining its value. It is also social, generally providing a source of

discussion, gossip, and speculation. OPENSTUDIO's transaction records provide this provenance data. For any art piece there is an explorable chain of ownership with dates and prices of purchase. Potential buyers can easily find other collectors with similar tastes, and get a sense for the current and future valuation of the piece.

OPENSTUDIO's open policy towards personal finances makes this data publicly viewable. By exposing what normally remains hidden, the project fosters new experimental approaches towards valuation, marketing, and the exchange of creative works.

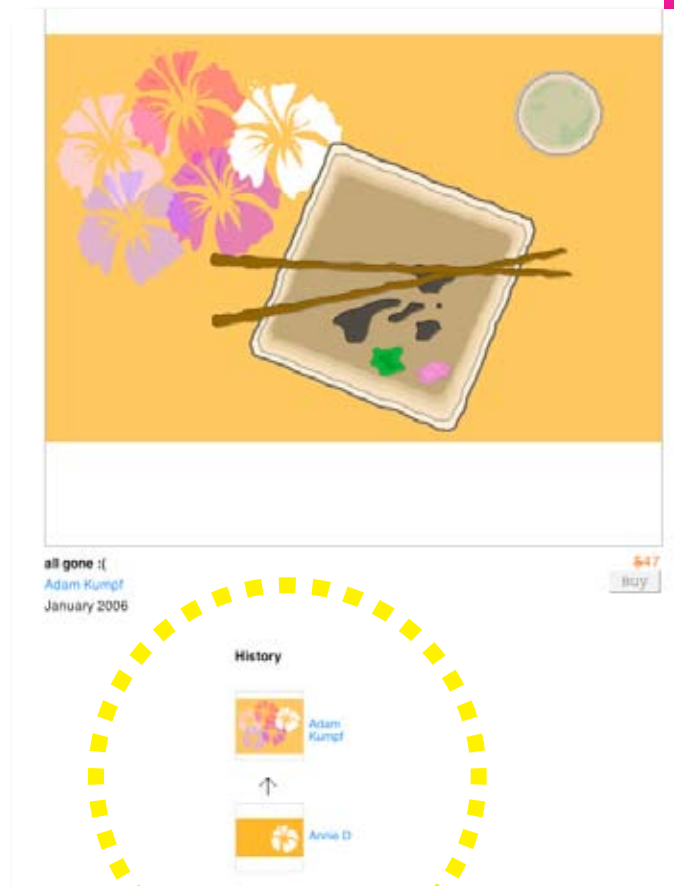


All balance distribution over time. We see three dominant areas between 0 and 100, 200 and 400, and around 1000.

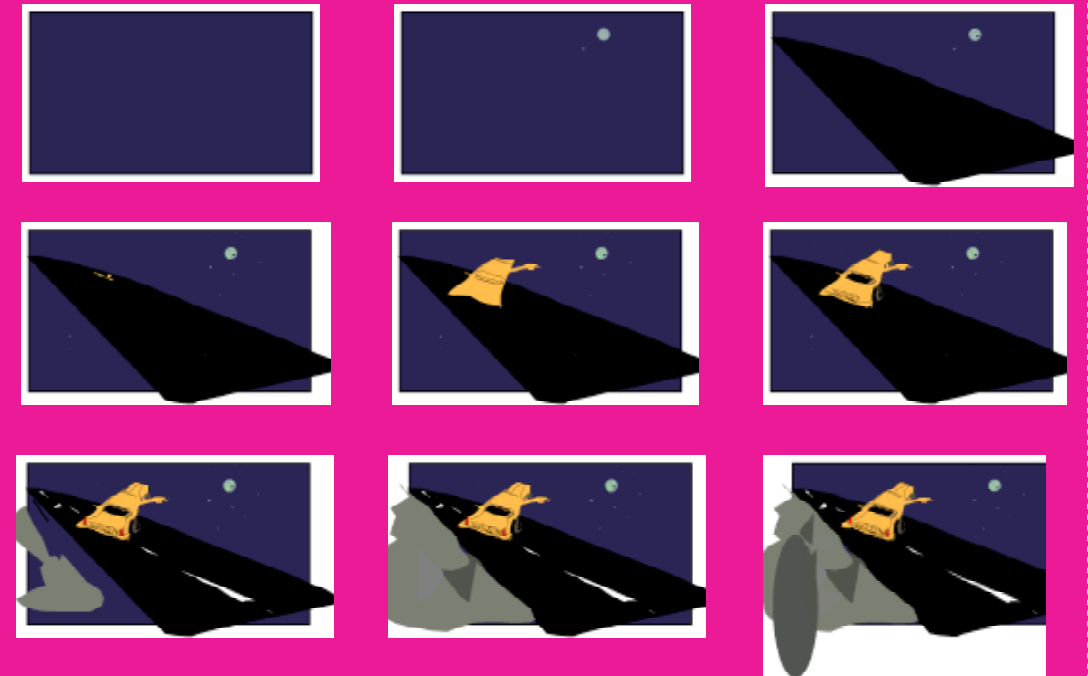
d. Arts Genealogy

As the OPENSTUDIO community continually creates and exchanges artwork, their actions generate trails of authorship that cumulatively form a rich genealogical network. Ownership of a piece entails not only the privileges to display, price and resell it, but also the exclusive rights to open, copy and edit it. Each piece changes and evolves into new forms as each new owner makes modifications, and every version in this process is preserved in the OPENSTUDIO document server.

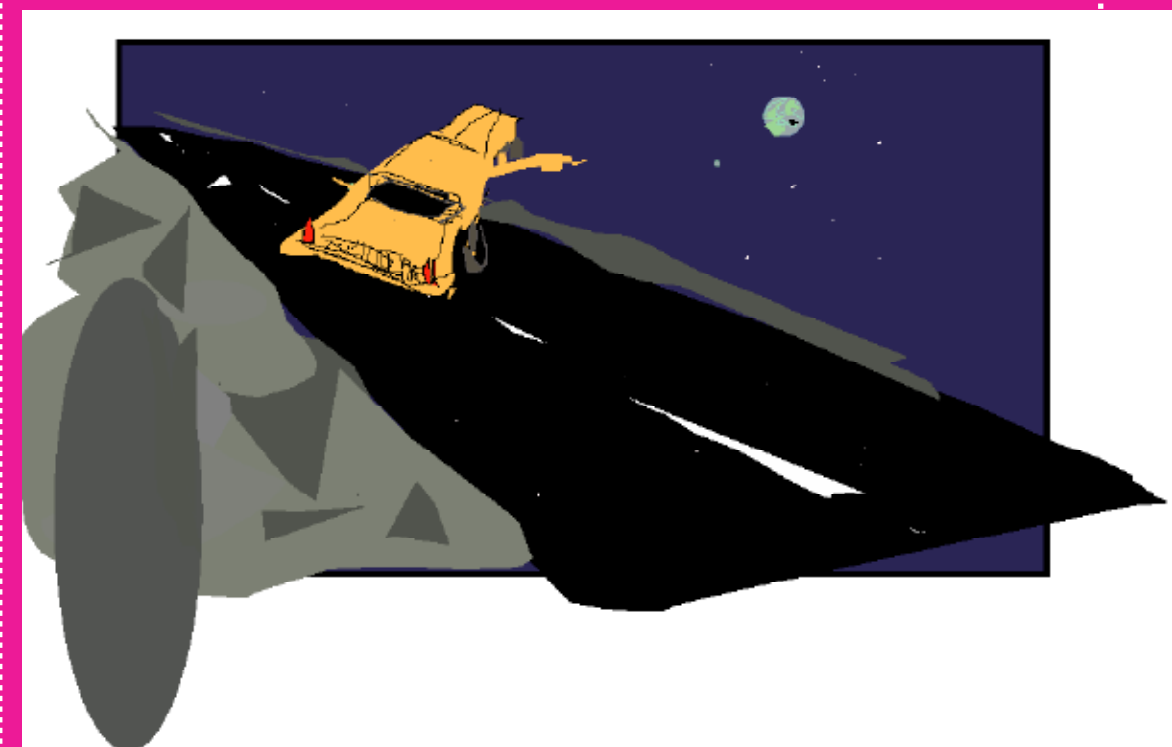
Attached to each OPENSTUDIO art piece is an associated process history that documents the lineage of previous artwork from which the piece descends, as well as previously associated authors and dates. These timelines form a genealogy for each piece of art, a tree with the original work at the root branching into subsequent developments, derivations, and inspirations.



Annie Ding, flamenco



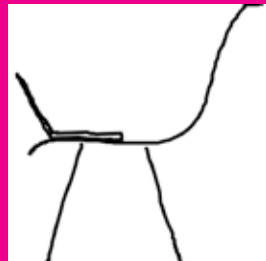
This simple history tracking is powerful. At the most basic level, it serves as a version control system, tracking the changes between each version of a piece. An artist can keep track of the important stages of his or her creative process by saving a snapshot of the work at that time.



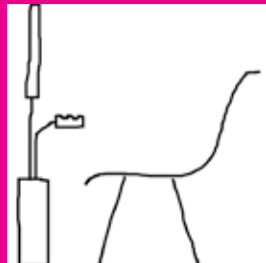
Joe Dahmen, Moon Avenue



Burak Arikan



modern life



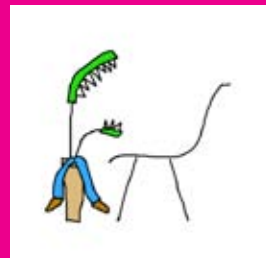
modern life



John Maeda



100\$ lightbulb



another user down



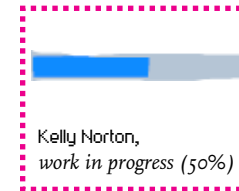
Annie Ding



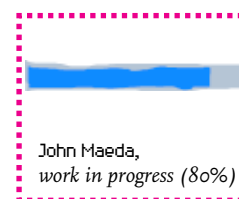
bug trap



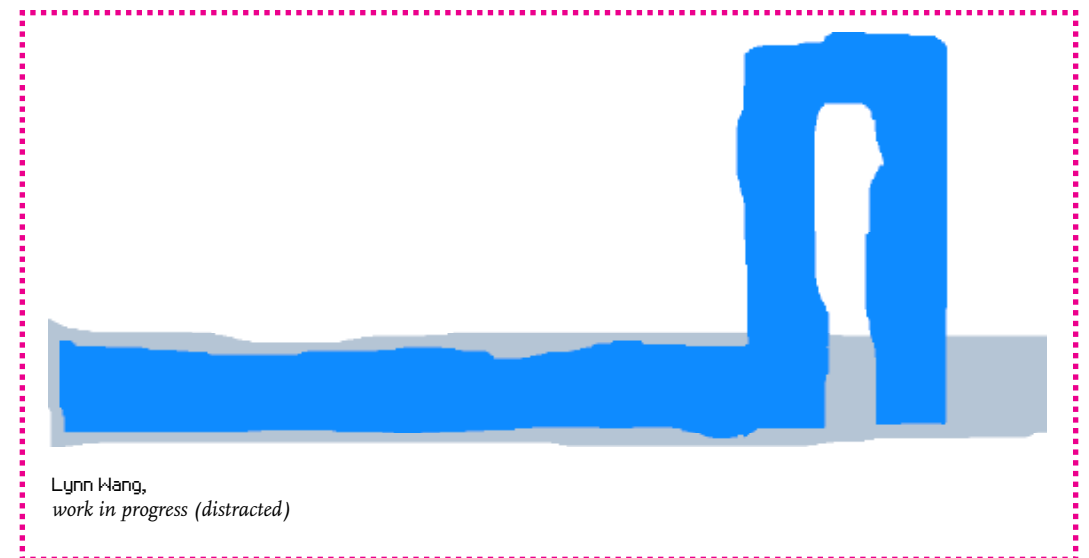
Burak Arikan,
work in progress



Kelly Norton,
work in progress (50%)



John Maeda,
work in progress (80%)



Lynn Wang,
work in progress (distracted)

The creative genealogy is fundamental to the workings of OPENSTUDIO's attribution system. When multiple authors are working on pieces within the same genealogy, each of these authors can be given proper attribution for their work. A person cannot merely buy a piece and save a copy and pass it off as his own original work because the history will show that the work was originally done by a different author.

This genealogical information also gives a way for authors to indicate inspiration for a piece of work, giving a nod to the original author of a piece they are editing. Openly exposing this information gives greater meaning to the interpersonal ties within OPENSTUDIO because authors become connected by artwork genealogy, linked by their creative endeavors.

Openly exposing the history of document creation allows authors to connect through their collective memory.

Document Server and Distributed Rendering

At the core, OPENSTUDIO's infrastructure is focused on sharing. Unlike conventional software companies who control access to their document servers, OPENSTUDIO documents are stored where they are always accessible. In addition, a host of services promotes access and reuse. This trait is built into the application framework such that all future tools will also be built to facilitate sharing.

When a user saves a piece in OPENSTUDIO from the Draw application, the data

use OPENSTUDIO content anywhere on the web. In fact, all of the images of pieces featured on the OPENSTUDIO site are being produced on-demand from the rendering service. This has also permitted artwork to be easily displayed in a wide variety of other contexts including large display walls, digital picture frames and portable devices.

Each of these critical services sits atop a sophisticated software framework developed specifically to address the unique demands

All of the images of pieces featured on the OPENSTUDIO site are being produced on-demand from the rendering service.

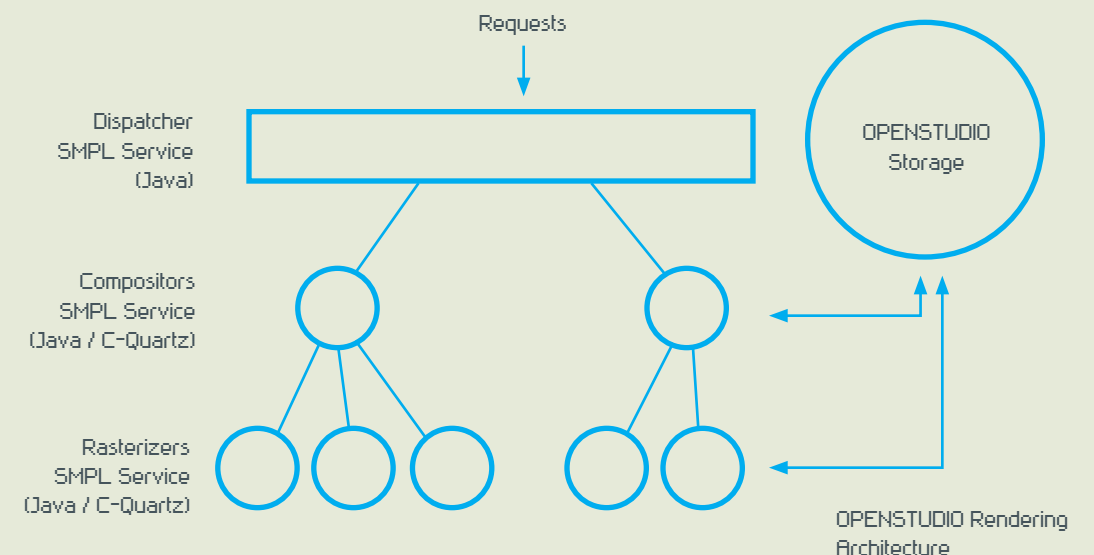
is sent to the community's central document server. The document server provides applications with a virtual file system view of the community's central database. Documents are therefore immediately available of the community. A user can elect to keep the piece in her private inventory or make it publicly viewable. Once the piece is stored in OPENSTUDIO's central database, additional services in the infrastructure can transform the piece into a variety of usable formats. The most visible of these services is the rendering server, which produces standard images of documents at requested sizes. This service has proven to be a wonderful way to



of OPENSTUDIO. The SMPL framework powers network-based media services that permit a universal connection to data in OPENSTUDIO's web interface and desktop applications. Built into the SMPL framework are several core services, including document storage and retrieval, user authentication, and document rendering.

Just as OPENSTUDIO's front-end is

built on a principle of universal connectivity among creative people, the back-end is designed to provide an equally universal hub among applications, peripherals, software services and hardware devices.



Open Analysis and API

OPENSTUDIO's API is a web service that exposes the functionality and data of the OPENSTUDIO infrastructure to outside developers. Using either SOAP or XML-RPC standards, software written in different languages or running on different operating systems can talk to OPENSTUDIO to easily exchange data. The API not only opens up the aggregated community data back to members, but also provides a basic universal language to interact with the increasingly complex information structures that are being developed in the OPENSTUDIO environment.

Existing typologies for digital media and information architecture are insufficient because of the load and complexity of the interconnected world, where multiple programming languages, software platforms, protocols, and aggregation of information from networks of people and devices work in relation to each other.

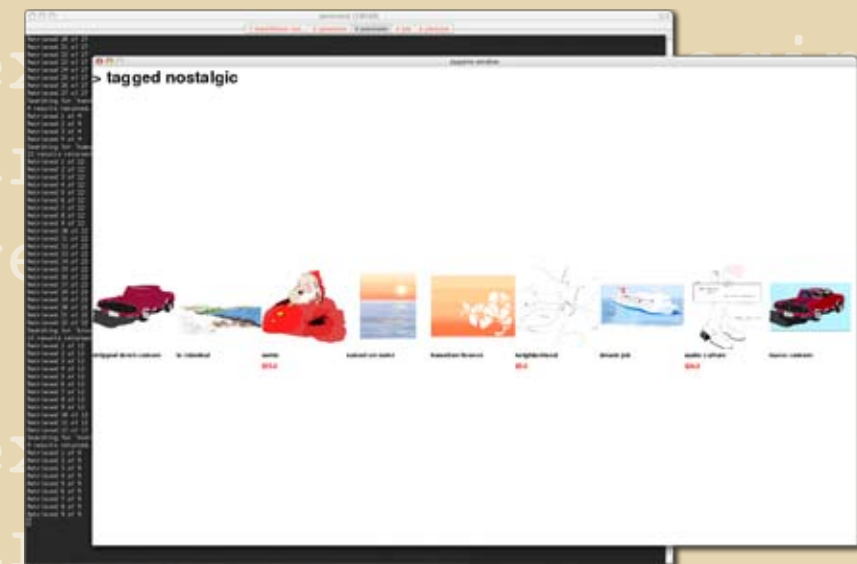
The API is an early step along a larger research path emerging from OPENSTUDIO. In our continuing development of OPENSTUDIO, we distill emerging concepts

The API opens community data to members and provides a basic universal language to interact with the complex information structures.

The API has been indispensable for querying and interacting with OPENSTUDIO via external programs, allowing search and retrieval of any information in the system, including data about documents, people, transactions, tags, and devices. We have developed applications that seamlessly incorporate OPENSTUDIO data and functionality, including dynamic visualizations, a visual command line application, and an RFID based art auction system. All of the data visualizations in this book were generated by retrieving data via the web services. The API is also one of the core elements of the OPENSTUDIO device infrastructure.

and develop simple programming interfaces to configure the complexity. We call these programming interfaces *meta-dialects*: distilled interfaces for high-level composition of multiple programming languages, software platforms, databases, and communication protocols. Meta-dialects enables us to build complex systems easily, and because of that we can create flexible media structures. OPENSTUDIO API is a meta-dialect in progress that will help people to seamlessly use OPENSTUDIO as it gets more complex.

Meta-dialects are distilled interfaces for high-level composition of multiple programming languages, software platforms, databases, and communication protocols.



Documents

```
allDocuments
findDocuments
findDocumentByID
findDocumentsTaggedWith
findDocumentTaggers
```

People

```
allPeople
findExhibitors
findArtists
findBusinessPartners
transactionVolume
salesVolume
salesProfit
```

Transactions

```
allTransactionsVolume
allTransactions
allTransactionAmounts
rangeTransactions
allBalance
```

Devices

```
dispatcherNotification
checkDispatcher
checkDispatcherByLogin
checkDevice
checkDeviceByLogin
checkDeviceByHostname
```

above: Visual Commandline Application implemented in Python. Uses the API to remotely query the OPENSTUDIO database. left: Example methods from the OPENSTUDIO API

9. Device Infrastructure

OPENSTUDIO's infrastructure is designed for flexibility. The network services that power the OPENSTUDIO web interface and application support are all part of a more general communications interchange. They provide a mechanism facilitating the connection of any possible combination of devices that can communicate over a local area network. This abstraction makes it very easy to compose together applications and scenarios that leverage many different types of networked devices.

Currently, OPENSTUDIO device infrastructure includes inexpensive hardware building blocks, called Pinkies. Pinkies, invented in the Physical Language Workshop, are network-based electronics prototyping boards that work in-relation to OPENSTUDIO through a router software that enables global peer-to-peer device communication. This router works with the OPENSTUDIO device services to program and run Pinkies in a way that enables people to exchange data over the Internet. So it opens up a new way of collaboration through physical devices between artists and designers that reside in different parts of the world. Sharing the information that is sensed from different physical environments and situations creates a potential to explore new experiences in physical space.

Furthermore, the devices in OPENSTUDIO are represented as

database models and can be used in relation to other models such as people, transactions, and Artsonomy. This enables high-level activities around devices. For example, people can rent sensors of a Pinkie board, they can virtually tag it, and they can create their own device compositions that make sense to other people remotely. With this integration, the device infrastructure extends high-level social and economic information flow to the physical activities in space. Such an interconnected environment reveals new types of scenography and spatial continuity that fundamentally affect the way we understand and use space.

Another networked device experiment is the multi-mouse Draw application that uses two mice at a time. These special mice are connected to the network, not directly to the computer, so the multi-mouse collaboration can take place from either across the room or across the ocean.

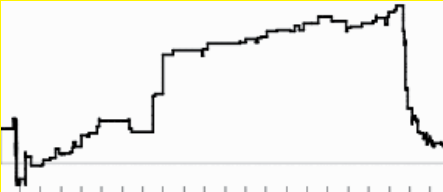
These are only a few of a number of projects that demonstrate the flexibility of OPENSTUDIO's infrastructure for easy assembly of various networked objects that exist in our homes and labs.



OPENSTUDIO Device Infrastructure opens up a new way of collaboration through physical devices between artists and designers that reside in different parts of the world.

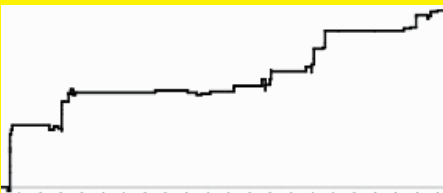
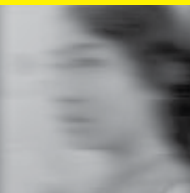
THE TEAM

Burak Arikan



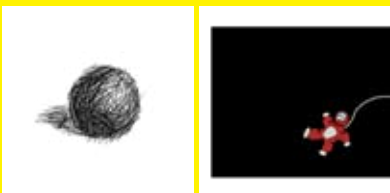
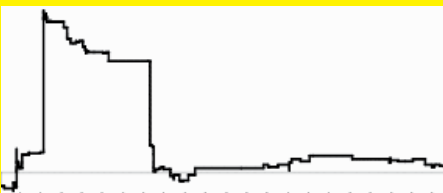
Volume	2,285.528
Revenue	1,170.058
Expenses	1,115.478
Profit	54.588

Annie Ding



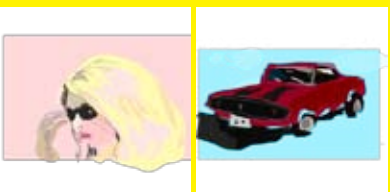
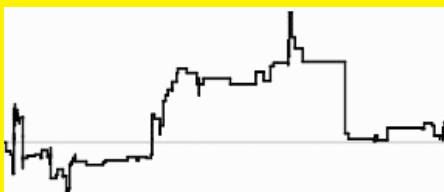
Volume	816.958
Revenue	666.958
Expenses	1508
Profit	516.958

Brent Fitzgerald



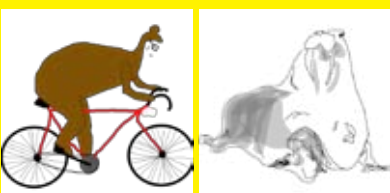
Volume	3,636.658
Revenue	1,807.538
Expenses	1,829.128
Profit	-21.598

Amber Frid-Jimenez



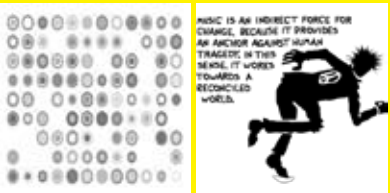
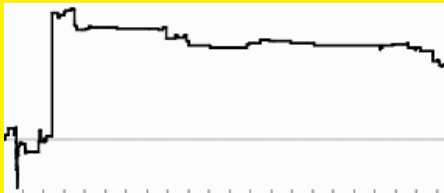
Volume	1,459.028
Revenue	7458
Expenses	714.028
Profit	30.98

Kate Hollenbach



Volume	1,394.838
Revenue	697.958
Expenses	696.888
Profit	1.078

Kelly Norton



Volume	2,852.538
Revenue	12248
Expenses	1662.538
Profit	-438.538

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