

EYES WIDE OPEN! – BACKGROUND MATERIAL

FEELINGS FOR BEAUTY AND FOR YOUR REGULAR BUS STOP

Eyes wide open is an attempt to add people's awareness to the beauty of simple, everyday things. This happens by motivating them take pictures (with MMS-camera phones) on their regularly used bus stop. These pictures are exhibited in the Internet categorized by the bus stops. The bus stop hopefully becomes a social environment, and in best cases the participants get "team feelings" for their own bus stops.

VOTING

People find the Internet address on their bus stop. In the project's web pages people first select the bus stop, then they can either vote for the picture or give some comments on it.

AT THE BUS STOP

The idea is to stay at the bus stop or very nearby taking pictures. Of course there won't be any control. If somebody manipulates the image with computer, we are only pleased. We are looking forward to see people's interpretations of the beauty.

We hope people get fresh look to their everyday environment.

INTRODUCTION CAMPAIGN

There will be the poster and web campaign for one month to collect the images. People are given the instructions at the bus stops. Certain stops are selected and coded. Sending pictures is free, since we have a phone operator sponsoring the project.

MODERATED DISCUSSION

Or in the "Eyes Wide Open"-internet site they can have a look and give a comment on the pictures taken by fellow citizen.

The philosophical question of the beauty or art will go on in the Internet.

The discussion and the voting are slightly moderated by volunteers or by the personnel of the sponsoring company. So nothing too offensive will be published. We want to give a lot of artistic freedom though.

We might use the regulations of the city of Helsinki to "motivate" people to behave well.

<http://www.hel.fi/tietoa/jarjsaanto/index.html>

JÄRJESTYSSÄÄNTÖ, HELSINGIN KAUPUNKI

3 § Yleisen järjestyksen ja turvallisuuden noudattaminen

Kukaan ei saa käyttäytymisellään häiritä yleistä järjestystä, vaarantaa toisten turvallisuutta tai julkisesti loukata säädylisyyttä taikka aiheuttaa epäsiisteyttä tai pahennusta yleisellä paikalla.

MOTIVATION; GOOD PRIZES

There will be good prizes, also for people participating into voting. The pictures will be categorized by the bus stops. This way the persons using one, same bus stop every day can find surprising, fresh views for their familiar place.

We are going to build a loop from real world via digital world back to real world.