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**School: School of Creative Industries**

**Researcher: Dr. Ruth Farrar**

**Project Title: Dear Carnegie Hall**

**UOA: 34**

Research Timeline

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| **Date** | **Rationale of research activities and decisions undertaken** |
| 19-09-13 – 21-09-13 | **Research Pathway to Industry Commission**  In the *New York Times*, Seamus O’ Reilly, Head of e-Strategy at *Carnegie Hall*, read about my practice-based research: a digital sound walk installation entitled *From Austria to America*, which was commissioned by the *Austrian Cultural Forum*’s *Moving Sounds Festival* in New York.  After experiencing the installation in person at the *Austrian Cultural Forum* in New York, he invited me to pitch for a commission to further develop my research from the installation into a new digital artifact to celebrate Carnegie Hall’s 125th anniversary. |
| 01-12-2014 – 15-12-2014 | **Initial Proposal**  Collaborating with industry partners Lucy Telling and Barney Heywood from *Stand + Stare*, an immersive theatre and interactive design company based in the U.K. we put forward a co-designed proposal.  We were successful in getting our proposal ‘greenlit’ and secured funding to make an interactive digital storytelling app for *Carnegie Hall*’s 125th anniversary. The app was originally called *Postcards from Carnegie Hall*. It was later renamed to Dear Carnegie Hall. |
| 14-04-15 –  20-06-15 | **Production**  The production of the app involved two field trips to Carnegie Hall in New York examining its archives for research material, demonstrating the app’s proposed immersive technologies to Carnegie Hall colleagues and interviewing 12 people with different connections and stories of Carnegie Hall ranging from interviewing *Carnegie Hall* patron Jim Stewart at the *New York Times* Building to recording the Orchestra of St. Luke’s in the Stern Auditorium at *Carnegie Hall*. |
| 31-06-15 –  28-09-15 | **Post-Production: Editing & User Testing**  We collated all the audio recordings of interviews and began to shape each story with animations, sound design and material from *Carnegie Hall*’s archive.  Each story became a physical postcard. By placing the postcard in the app’s viewfinder, it unlocks the story using image recognition technology.  Collaborating with *SEGames*, we thoroughly tested the app’s development so it could seamlessly work on any Android or iPhone device and be downloaded from the Apple Store or Google Play.  I carried out further user testing to ensure the app’s design was intuitive and it provided evidence and rationale behind our design choices in a report to *Carnegie Hall*’s team. |
| 01-12-15 –  03-02-19 | **Exhibition**  *Dear Carnegie Hall*’s 12 stories were exhibited in three ways:   1. In the foyer of Carnegie Hall, all 12 printed postcards were displayed for audience attendees to interact with and takeaway a postcard. 2. 2,436 downloads of the app from the *Apple Store* and *Google Play*. The app was live from 01-12-15 until 03-02-19. 3. An extensive postal marketing campaign in which collections of 12 printed postcards were posted out to *Carnegie Hall*’s national and international patrons and *Carnegie Hall’*s industry partners. |
| 31-03-17  Forthcoming  08-02-16 | **Knowledge Exchange**  Research insights gained from making *Dear Carnegie Hall* were shared and impactful in three ways:   1. An Invited Key Note Speech at The International Academic Forum (IAFOR) Conference in Kobe, Japan which led to an attendee, a Professor from the Phillipines, applying insights gained to enrich his teaching in fashion history. 2. An academic article published in *Convergences*: *The International*   *Journal of Research into New Media Technologies*  (3) Research gained from the process led to securing future industry  commissions. Dr. Ruth Farrar and *Stand + Stare* hold the  intellectual property rights for the app’s design and development,  which were then utilised on future funded projects in industry such as  *Stand +Stare’s app The Illuminators of Aberdeen* unlocking the stories  of six remarkable innovators from Aberdeen’s past for *Spectra*:  Aberdeen’s Festival of Light. |
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