# **Ron Herrema**



Centre for Creative Computing Bath Spa University

### Theme

*"ways in which collaboration between academia and the media industries can shape creative practice"* 

## My practice

i = 0 j = 50notes = [] while i < 100 for x in 25..70 notes << (i \* j \* x % 17) + 18 end i += 1 end

print notes

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### **iTunes** Preview

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### Dancing Wu Wei By Ronald Herrema

Open iTunes to buy and download apps.



#### View in iTunes

#### Free

Category: Lifestyle Released: Jun 15, 2013 Version: 1.0 Size: 23.8 MB Language: English Seller: Ronald Herrema © 2013 Ron Herrema Rated 4+

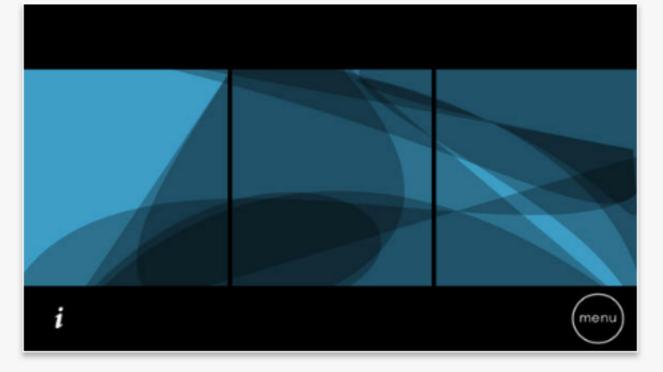
Compatibility: Requires iOS 5.1 or later. Compatible with iPhone, iPad, and iPod touch.

#### Description

Based on the movements of Tai Chi and Qi Gong, this app's contemplative music, and its slowly unfolding animated graphics and colors, provide an ambient audiovisual environment suitable for meditation, relaxation, and for the simple appreciation of its continually novel geometrical patterns.

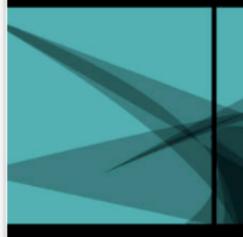
#### Dancing Wu Wei Support >

### **iPhone Screenshots**





....More



### iTunes Preview

### By Ronald Herrema

Open iTunes to buy and download apps.



View in iTunes

#### Free

Category: Lifestyle Released: 21 March 2017 Version: 1.0 Size: 41.0 MB Language: English Developer: Ronald Herrema © Ron Herrema Rated 4+

**Compatibility:** Requires iOS 8.0 or later. Compatible with iPad.

#### **Customer Ratings**

We have not received enough ratings to display an average for Description

Infinity is an animated audiovisual experience meant for contemplation, relaxation, exploration, or meditation. It has two modes, Folds and Waves, to suit two modes of contemplation. The app is graphically and sonically interactive, though on a minimal level, in keeping with the general aim of stillness.

Ronald Herrema Web Site > Infinity Support >

### iPad Screenshots



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## **TalentLab**



## **Mixed Reality Lab**



Fusing Audio and Semantic Technologies for Intelligent Music Production and Consumption Dedicated to the life and works of Alan Dower Blumlein



https://vimeo.com/171653087

## **'User Centred Design'**

- 13 participants 9 observed, all interviewed
- What are your initial reactions?
  - Have you used similar apps previously?
    - What were the most satisfying aspects?
      - What possible changes might you like?
        - How important was the interactivity?
          - In what context would you imagine using the app?
            - Would it work as a meditative aid?
              - How would you describe the app to friends?

## **Affirmations**

"... the drone actually helps you kind of relax and stop thinking about fiddling and being in control. That's probably the cause of most the stress and anxiety in our life, trying to be in control" - Glen

"I could actually spend a long time playing around with this. It's very absorbing" - Amy

"I could sit for a long time" - Ximena

"Well things that are billed as being sort of ambient and soothing I tend to be suspicious of, but this, this was both. I mean, within about ten seconds I wanted to stare at it forever."

- Jocylin

## **Desires**

"I'd have liked to have seen a little bit more happen with the gestures...to be able to add just a little bit more randomness to the visuals, and just see them kind of swirl around a little bit more" - Glen

Monica would like to be able to not always see lines, but perhaps circles, and to be able to change the colour.

"Another type of sound?...maybe a delayed something.... I got quite lost in the experience to begin with, but maybe to keep me there, just one more sound"

- Amy

## Insights

"She begins by shaking and rotating the device; she watches the graphics 'upside down', but I don't say anything. She is clearly absorbed by the app and spends a lot of time touching in a variety of ways (swiping, dragging, pinching, tapping, multiple fingers)." - Interviewer's notes

"almost like seeing close up images of skin" - Katharine

"If I'm sitting on the bus...I don't like to close myself off...this could be a nice thing where I'm not shutting myself out from the world, but I'm not just zoning out, I'm actually doing something enjoyable." - Jocylin

## Insights

Monica says that it is not a game, because it is not about winning at something. She wouldn't use it for meditation because in meditation she needs stillness, whereas with the app she needs concentration. Instead she would use it to take a break, similar to taking '*a cigarette break*', which she says fits my concept of it being contemplative.

## **Tensions**

- Aesthetics vs Meditation
- Poiesis vs Requirements Elicitation
- Artist vs Users
- Art vs Commerce
- Interactivity vs Stillness
- 2D vs 3D
- Flowing vs Coding