

Bioinspired Forum 2012 – Augmented*

Making Sense of the Sea or the Distribution of Senses

*Augmented – enlarge, enhance, grow
(adding a syllable or two to nature)

Augmented Reality – a form of mediated on-demand reality with a multitude of layers governed by the individual's need for information in a given situation and site.

Can we understand and experience the Baltic Sea in new ways?

- How can we understand and develop 20 000 km³ of water?
- How can we make the sea more accessible?
- How can we engage new disciplines in the storytelling about the Baltic Sea as a resource?

We see this as a starting point to formulate new approaches that can give us insights of what is going on under the sea surface and at the same time invite the creative industry to participate in the process. We believe that if we support a casting of interdisciplinary creative teams we can vitalize and develop a “smart grid” innovation system with the Baltic Sea as our client.

We have very few tools to experience big or small activities in the sea. It is still very much *Mare incognitum* beyond our everyday reach. We start by looking into what is called Augmented Reality and touch upon the idea that biological sensors can inspire to innovations.

We have invited people to give inspiration and insights.

They will bring up topics such as:

- Augmented Reality – What is it?
- Biological Sensors – How does it work?
- Geopositioning – What's next?
- Image Recognitioning – From shape to content.
- Pheromones – A media for communication?

We have initiated a first augmented reality test case which will be on display as a work-in-progress in what we call WIP-CORNER in the entrance of the Marine Center Simrishamn. The case will also be included in the program transmitting some of the challenges we are confronted with. WIP-CORNER will give space for speculation and scenario building.

This invitation is mainly directed to you as a professional that one way or another are dealing with these issues.

Please **RSVP** to: augment14@bioinspiredforum.com, make a note if you would like lunch and/or buffet.
Questions: Contact *Mats Brodén* Tel. +46(0)70-777 34 50

This is an initiative by Bioinspired Forum in collaboration with Marine Center Simrishamn with support from Region Skåne and European Union – European Regional Development Fund.

Co-production with: *Max Wang*, Cacao Intelligence, Taiwan

Where? When?

Marint Centrum Simrishamn
Varvsgatan 4, Simrishamn, Sweden
Thursday June 14, 2012
12.00–18.00 (starts with lunch)
Discussion starts at 13.00 and ends with buffet.



BIOINSPIRED FORUM

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In collaboration or dialog with people from:

- Augmented Event, Malmö
- Cefas – Centre for Environment, Fisheries & Aquaculture Science, England
- DTU Aqua, Copenhagen
- ExpoLund, Lund
- University of Gothenburg, Department of Marine Ecology
- Havs och vattenmyndigheten/The Authority for Sea and Water
- Havsmiljöinstitutet/The Institute for Sea and Environment
- Imego – Industrial sensors, Gothenburg
- KEW Garden, London
- Media Evolution, Malmö
- Marin Miljöanalys, Gothenburg
- Region Skåne/Skåne Regional Council