

- content management website
- online augmented reality games
- temporary tatoos
- artcards
- wearable magazines
- boot camps
- masterclasses

imagine cairns cultural precinct

what does culture mean for you?

Website functionality

Policies:

Website etiquette policy
Usage policy
Copyright policy
Privacy policy

Website Owner Functions:

Moderation
Helpdesk
Disputes resolution

Overall website generated rewards system

Peer Rating

Website owner rating
Rewards for AR engagement (code breaking, competition entry, art resources)
Participation/ website usage rewards

These would provide ways for users to accrue points towards the bootcamp/materclass scholarships

User Stuff

User Functions:

Registration
Avatar/personalistic icon
Comment signature / author tag
file upload

User Enhancements:

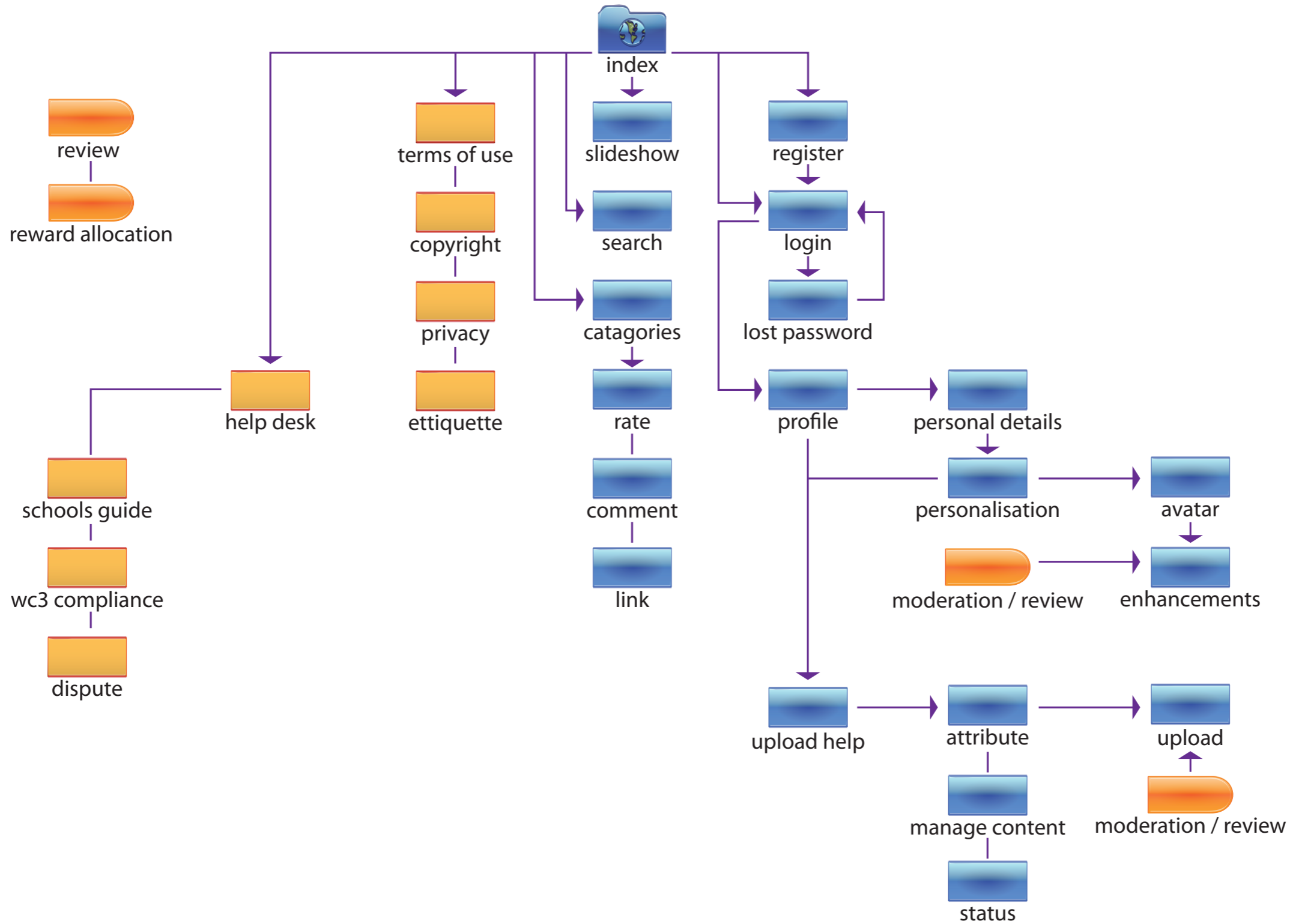
Back stage pass
Intern
Stage hand
Crew
New talent
Surprise talent
Protégé
Star
Producer

Peer review:

Artwork / genre categories
Peer rating linked to user enhancements
Peer comments

moderation / review 

www.imaginecairns.com



Imagine Cairns Cultural Precinct Search Imagine Slideshow Login



today:

Imagine Cairns Cultural Precinct
what does culture mean for you?

Imagine Cairns Cultural Precinct

Search

Imagine

Slideshow

Login

- Craft
- Design
- Film & Video
- Music
- Performance
- Visual Arts
- Media Arts
- Creative Writing
- Photography

- Back Stage Pass
- Intern
- Stage Hand
- Crew
- New Talent
- Surprise Talent
- Protege
- Producer
- Star

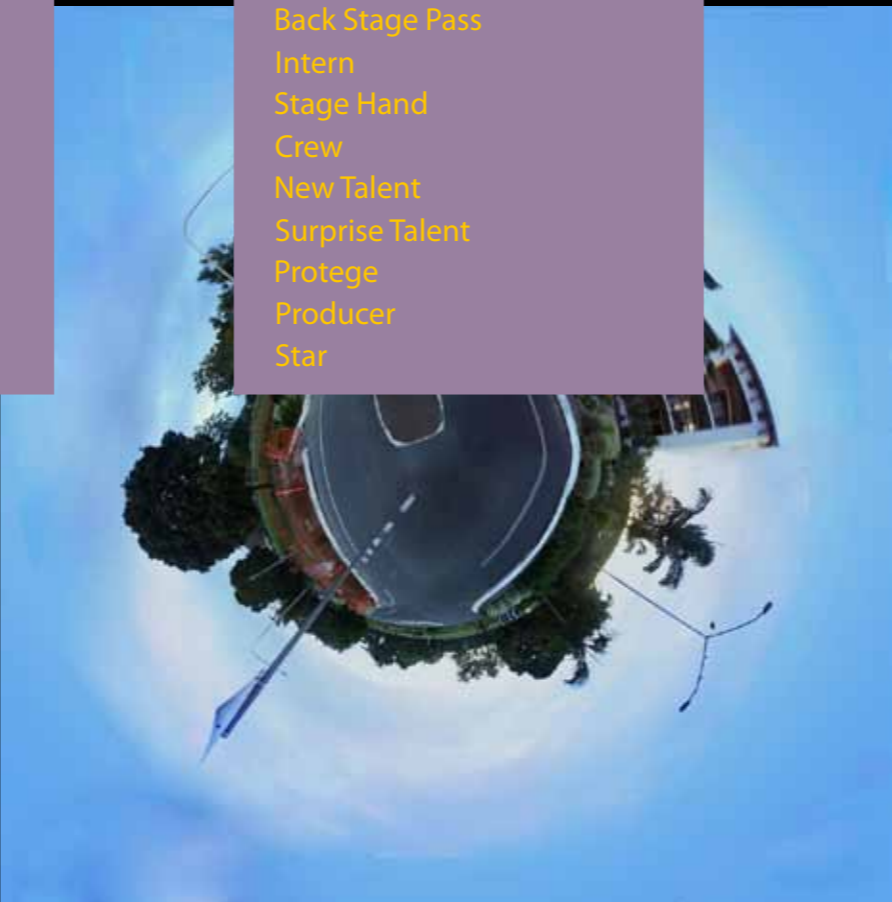
Username

Password

Login

Join Now

Lost Password



Stereoscopic World
by Josie Gelling
Photography / Media Arts

Submitted: April 2011
[View the Gallery of Josie Gelling](#)
[More Photography / Media Arts](#)

OK

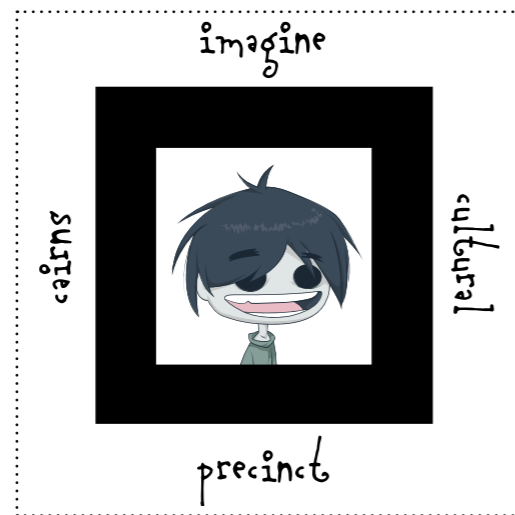
Cool

Awsome

Epic

Comment:

Etiquette | Privacy Policy | Schools Guide | Copyright Policy | Helpdesk



temporary tatoos activate Augmented Reality at imaginecairns.com

Age group activity 9 – 12 yrs Primary :

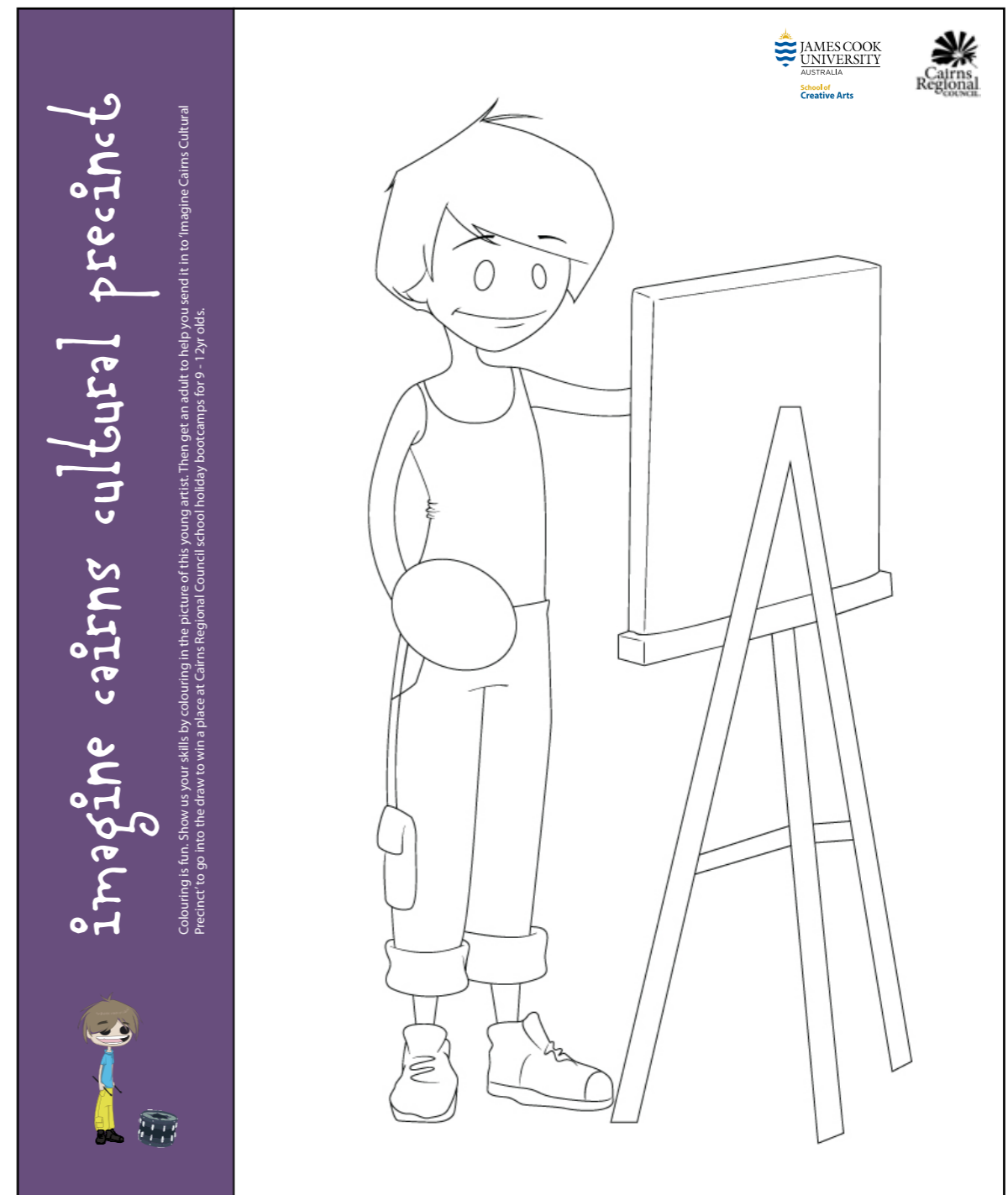
Colouring / art competition - awarded scholarships in age specific bootcamps/workshops

AR marker temporary tattoo:

Cute/Spooky character emerges from the marker triggering a voice over indicating instructions on how to unlock a registration section of the Imagine Cairns website where downloadable pdf colouring-in templates and other age specific art resources are available.

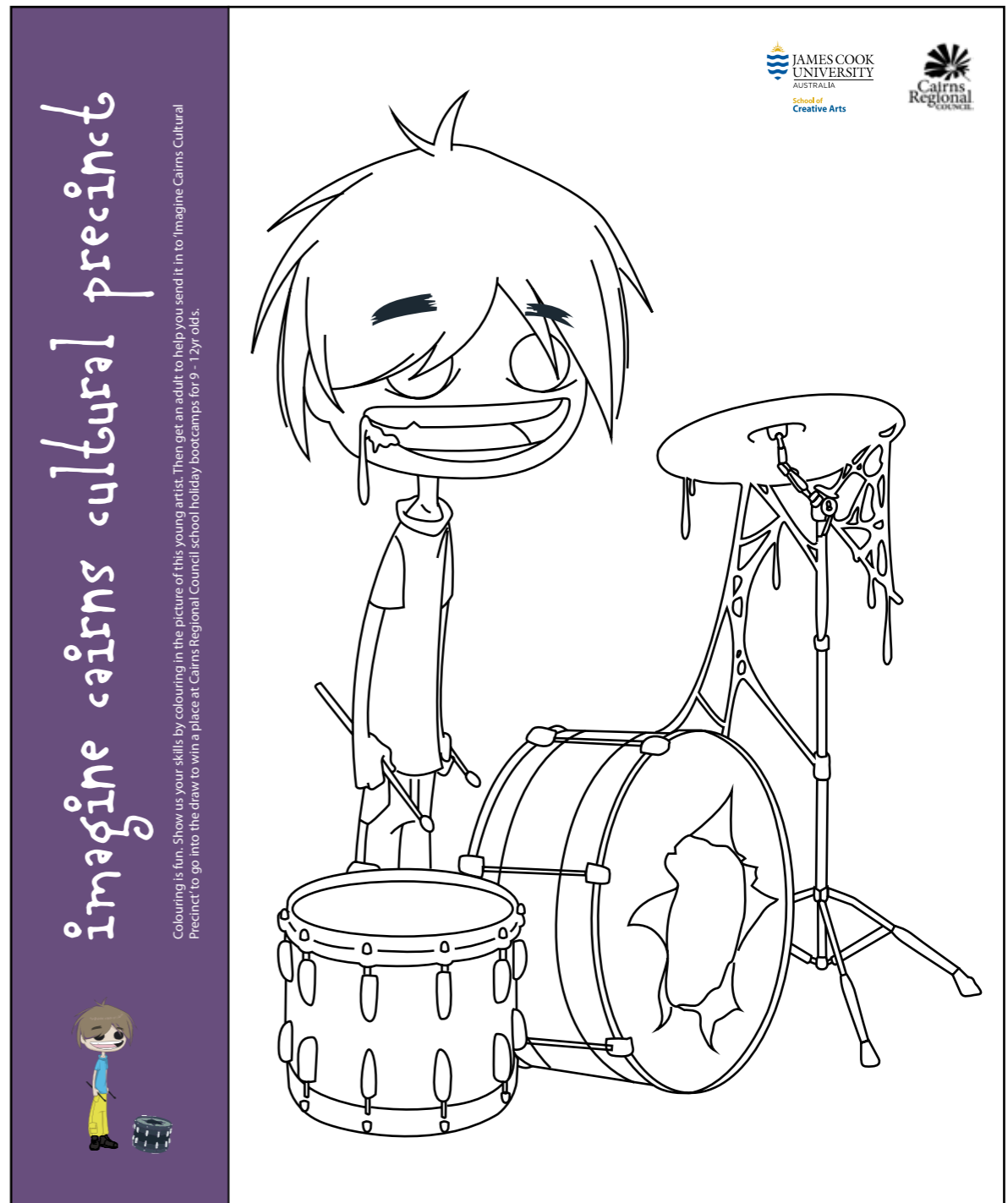
Finished artwork entries are mailed through regular postal service to Cairns Regional Council for judging/selection.

Winning entries awarded scholarships in age specific bootcamps/workshops.



Example of art activity sheet for primary school aged children.
illustration by Kate Muffet

**Age group activity
9 – 12 yrs Primary :**



Example of art activity sheet for primary school aged children.
illustration by Kate Muffet

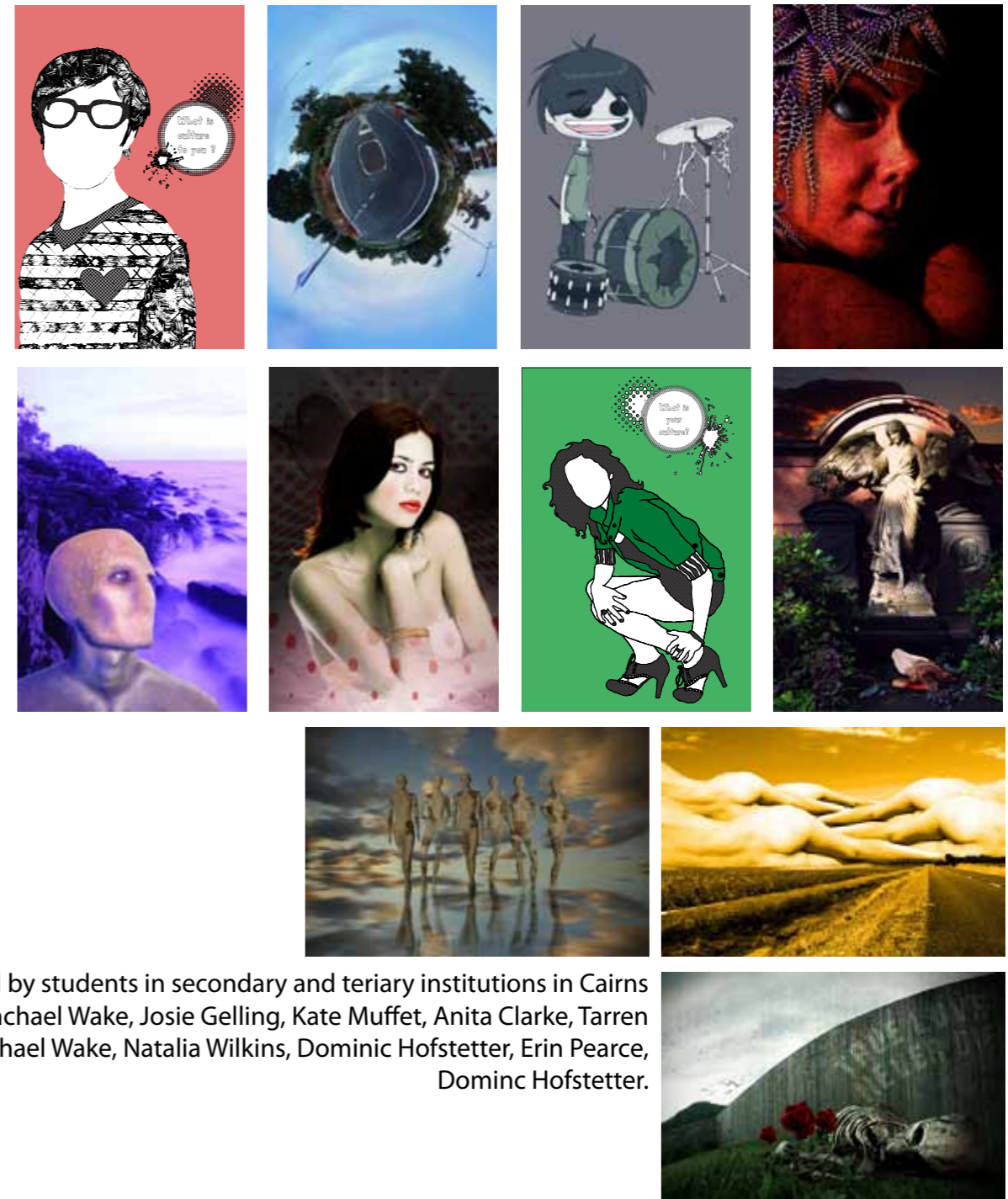
Age group activity 13 – 18yrs Secondary :

ArtCards – Peer rated imaginecairns.com artworks shortlisted for final selection. Selection for both next edition of artCards and scholarships to bootcamps/materclasses

Code breaker game based on the artCard Augmented Reality marker rotation.

Initial AR animated character explains/demonstrates the game strategy and reveals access to a registration interface and secondary AR gameplay. The sign-in produces a random anagram that is to be ciphered through AR model hand signals and a code legend based on musical chromatic scale.

Code breaker rewards are linked to website user status enhancements.



Art card designs created by students in secondary and tertiary institutions in Cairns and region. left to right: Rachael Wake, Josie Gelling, Kate Muffet, Anita Clarke, Tarren Barclay, Jay Beumont, Rachael Wake, Natalia Wilkins, Dominic Hofstetter, Erin Pearce, Dominc Hofstetter.

Age group activity 13 – 18yrs Secondary :

**Imagine
Cairns
Cultural
Precinct**



use this marker to
break the code and win
enhancements go to:
imaginecairns.com

  This Imagine Cairns ArtCard is a free card displaying the work of our regions young artist's. If you are 13 - 18 go to: imaginecairns.com to register and start uploading your creations for a chance to have your best art presented on an artCard - we send them everywhere. There are other great prizes and opportunities as well!



Art card designs created by Rachael Wake

Age group activity 13 – 18yrs Secondary :

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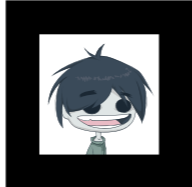
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Art card designs created by Rachael Wake

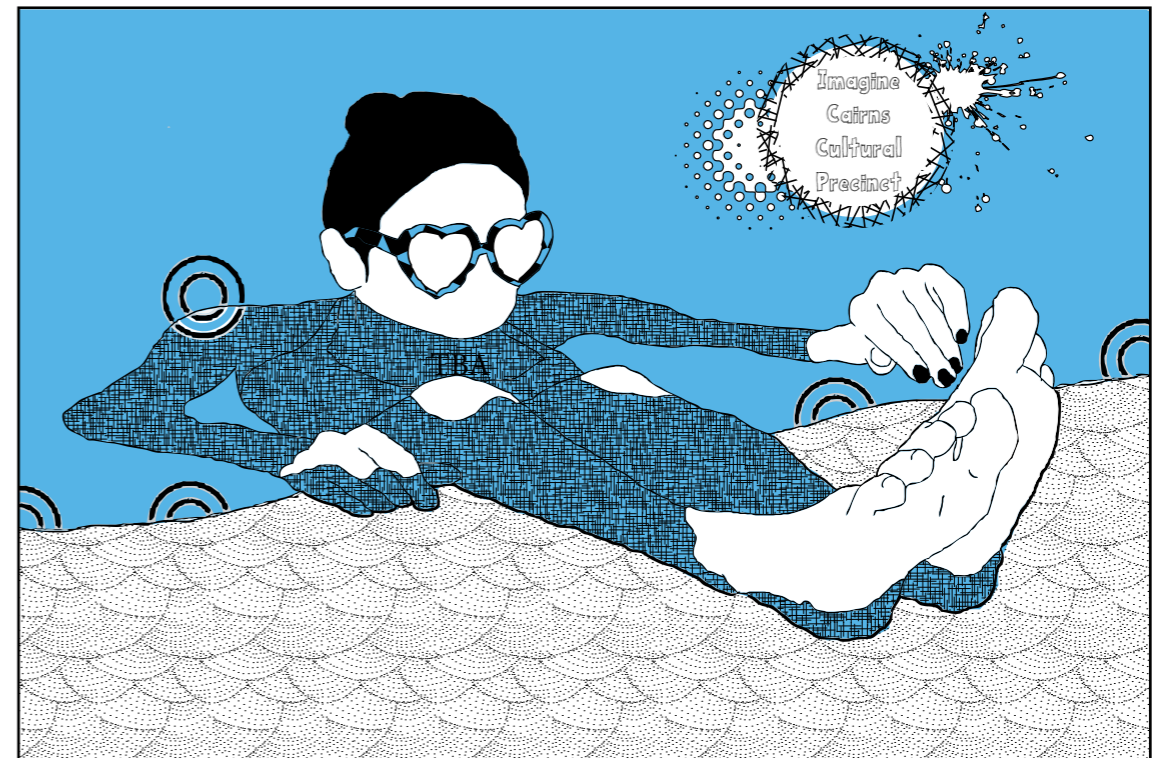
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Art card designs created by Rachael Wake

Age group specific activity

19 – 26yrs Tertiary / Young Artist :

Users register to participate in reward program through imaginecairns.com
Uploads of artwork to imaginecairns.com accrue user status enhancements.
Certain level of status rewarded through winning a wearable magazine
t-shirt with Augmented Reality marker.

Initial Augmented Reality marker character triggers instructions for
accessing registration and competition design brief for the next wearable
magazine t-shirt edition (the story is printed on the inside).

Entries are uploaded for peer rated shortlist and final selection.



T-Shirt designs created by students Rachael Wake & Anita Clarke

Age group activity

19 – 26yrs Tertiary / Young Artist :

WHAT IS CULTURE TO YOU?

"Culture is what we do, and who we are" Samuel Tupou

"Culture is everywhere. It's inside you, your history, your lifestyle and actions. It belongs to everyone and is deeply founded in place and environment and the surroundings you call home" Rachael Wake

"Diversity of all types of people, their beliefs and lifestyles" Tyra Tyrklesen

"The Cambridge Dictionary defines culture as; the way of life, especially the general customs and beliefs, of a particular group of people at a particular time. Considering this is the broadest term for a particular word given at any particular time this shall be the definition I refer to henceforth. Can general customs and beliefs be defined as consuming alcohol and cheering loudly whilst watching the Rabbitohs play in hope (and belief) they win tonight? They apparently fit the guidelines. Now I need to find "particular people undertaking this at a particular time". A group of my mates and myself on a Friday night? Okay let's roll with that. Thus what I consider culture is drinking in front of the football with my mates on Friday night.

Us bogans, we are a cultured lot!" Adam Burke

"Diversity" Samuel Fockers

"Culture - a cultivation of microorganisms, such as bacteria, grown on an agar plate and used for research or study." Rachael Tranter

"History" Barbara Clarke

"To me culture is colour and dance!!! I think all cultures express themselves through these two avenues" Gemma Hawes

"Sight, sound, taste, smell, touch - one or more of these or even all of these combined to create and enrich the sense of community, identity and belonging." Pete Dillon

"Culture is LOST in modern typical Australian society. It's a CHEAP CLICHE nowadays. I wish we had more culture. I think of tribes, traditions, ceremonies, and meaningful things... culture is meaningless in Australia now; we do what we want, when we want, without much consequence. We uphold certain traditions - marriage white dress, debutant ball, and Santa clause, Easter etc. But the meaning is lost on the frivolousness and materialism and \$\$\$ it's like we've FORGOTTEN our culture"

Liz Christenson

"As a traveler: exploration, customs, identity, absorption, care, collection, calling, purpose." Kyle Wilson

"Culture is why I get up in the morning" Carmen Olsen

"Culture is celebrating life in a way that is as vivid, colourful and imaginative as possible" Sarah Laute

"Culture is about being part of something – Whether you believe in it or not it evokes all of your senses and the more you believe in that culture the more you will be a part of it." Brett Walsh

"Culture is the way human beings put forward their experiences so they can be shared." Leslee Hogan

"Being open minded" Toby Myers

Age group activity

19 – 26yrs Tertiary / Young Artist :

“Our culture runs on coffee and gasoline. The first often tasting like the second. But seriously the word culture has many meanings and representations and to me culture is a differentiated system of object worship practiced by the many peoples of the world. Each culture pertaining to different social norms influenced by region, physical and material stature and the need to expand their views either as a collective or branch out to other areas. Of course culture could mean bacteria in a petri dish grown for cultivation purposes but I’m just saying.” Peter Noakes

WHAT IS CULTURE TO YOU?

“Culture is a safety net that makes us feel safe, thinking we are in the right. The destroyer of free thinking but also the wall that provokes expansion to those who choose to push out from it. Culture lets us accept atrocities and protects our way of life while at the same time creates the foundation from which we create new and ‘wild’ ideas, labeled wild or any other name simply because they are different to that which we know” Petah Chapman

“People expressing their creativity” Toni Myers

“Being educated about different opinions in the world” Darrell Clarke

“I think my culture was lost in transit. Whether it was from Scotland, Ireland, Denmark or England, somewhere in the journey to Aus a decision was made to toss something overboard. For some odd reason culture was carelessly cast aside but the tripe and kidney pie was kept.? Now, though our bellies are full, we hunger for something...” Erin Barrett

While living in a society that in itself contains myriad cultures from around the world, it would seem that us Australian’s don’t really have a “Culture” of our own.

“What about the footy and drinkin’?”

“Fishin’ on a Sundy’?”

What about the people who do neither, are they un-cultured?

I’ve never considered myself to have a culture but with the question asked I say: Culture is individual expression of life, within life.” Matt Thomson

Age group activity

19 – 26yrs Tertiary / Young Artist :



IMAGINE
CAIRNS
CULTURAL
PRECINCT

name plate : tertiary 19 - 26yr

IMAGINE CAIRNS CULTURAL PRECINCT

ALPACA54
regular 24pt

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name plate : secondary 13 - 18yr

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name plate : primary 9 - 12yr

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3D Model for Augmented Reality
Adobe Flash, Papervision webcam
activated computer vision system.



3D Modellers blue prints from designs created by Kate Muffet