

# waterscapes

**A New Creative Engagement Model for  
Robust Community Consultation and  
Interaction**

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# Creative Engagement

What is creative engagement?

How are we making use of creative engagement?

# Creative Engagement through Public Interactives

Public Interactives are:

- 'devices' that provide for new experiences in public spaces. Akin to a 'stage.'
- maps of various sorts of experiences.
- a form of public communication designed to engage people in 'conversations.'
- an art form that supports new modes of human engagement in public spaces, evoked through new experiences and perceptions.

Public Interactives are an emergent form of public communication designed to engage people in conversations with digital media for the purposes of information exchange, education, entertainment and cultural memory<sup>1</sup>.

<https://prezi.com/jwskbiiyi-az/asa-2015--public-interactives-soft-power/>

Anne Balsamo, The New School Cara Wallis, Texas A & M

Accessed 14/10/2015 *power/*



Flexible  
Multi-faceted  
Experiential  
Interactive  
Participatory  
Bottom up

Incorporate digital / communication technologies  
that can mediate new modes of engagement

# Spin of: social interaction



Example: VIVID-social interaction and collaboration

# Spin off

- Intercultural and inter-generational dialogue
- Use of interactive technologies - to network and transcend geographical boundaries.
- Interactives can contribute to encouraging people to act as agents of social change – youth?
- Run on effect for local communities by involving community to open up new opportunities for employment and learning.

SEGRA 2015 – Our ‘taster’...

**What is the meaning of  
water for you?**



# The importance of culture for promoting sustainable development... UNESCO

“..experience has shown that activities associated to the culture sector can deliver a range of concrete benefits to communities in social, economic and environmental terms, thus driving sustainable development”.

[http://www.un.org/en/ecosoc/newfunct/pdf13/edis\\_phase\\_ii\\_-\\_opening\\_message.pdf](http://www.un.org/en/ecosoc/newfunct/pdf13/edis_phase_ii_-_opening_message.pdf)

Accessed 10 October 2015