



**IMLab** Interpretive  
Media Laboratory  
@ Los Angeles State Historic Park

**UCLA**



The **Interpretive Media Laboratory** is an innovative partnership of UCLA and California State Parks that harnesses emerging technologies and cutting-edge research to create new ways for communities to use **public space for discovery and interpretation** of culture, history and nature; to **engage civic processes** that transform neighborhoods; to **improve health and wellness**; and to **share their stories**.

Emerging from a seven-year collaboration between California State Parks and the Center for Research in Engineering, Media and Performance (REMAP) in UCLA's School of Theater, Film and Television, IMLab focuses on Northeast Downtown Los Angeles, with the unique 32-acre Los Angeles State Historic Park (LASHP) between Broadway and North Spring Streets as the hub of a "living laboratory."

IMLab employs **participatory design** to build **physically interactive, multi-media experiences** and **location-based mobile applications** that together aim to enable *collective creativity* and *exploration of identity*. This approach, called *Cultural Civic Computing*, aspires to provide fun and thought-provoking ways to *investigate critical issues* in the environment and then translate the resulting new knowledge into *collaborative, publicly exhibited creative work*.



Pilot projects to date have included hands-on explorations with a broad group of community, academic, and industry partners, including workshops, university courses, technology development, and prototype multimedia installations in the Park. These projects engage the public in envisioning and building technologies that promote community participation in Los Angeles and explorations of their local environment. In 2014, the partners are now seeking support to make IMLab a self-sustaining contributor to the local communities.

Plans for 2014-2016 include a **participatory interactive exhibit on the Flow of History and Culture in the LASHP Welcome Pavilion** and **LASHP Trails**, a new **mobile app for walking, jogging, and cycling tours of Northeast Downtown**, starting at the Park, which enable exploration of the City's rich history.

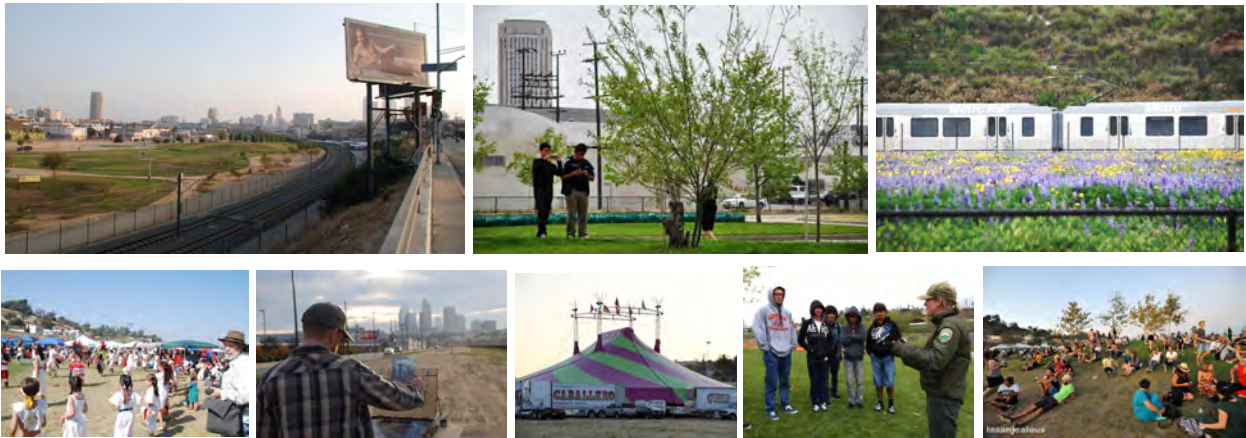
In partnership with



The  
California  
Endowment



The Los Angeles State Historic Park is the hub of a **living laboratory** envisioned for Northeast Downtown that tangibly connects UCLA research to the City's social fabric and the development of its communities. The Park, which sits just south of Dodger Stadium and adjacent to the LA River, is a resonant place for Angelenos, having seen each major phase of technological and social development in City history, including the engineering of water supplies, railroads, and freeways. About one million people live within a five mile radius: 28% of them children, many in lower-income underserved groups, a third with no access to a car.



A collective, dynamic, and growing “digital memory,” will act as a foundation for the Lab's efforts. Work has already begun to gather **original family narratives**, extensive media, maps and visualizations, and the results of **youth urban investigations** using mobile and sensing devices. Together, UCLA, State Parks, its partners, and local community organizations want to offer the public engaging, interactive access to these interpretive layers for the public space of the Park, using new mobile, projection, distributed sound, and sensing technologies to create engaging experiences *without* keyboards, mice, or computer screens.



**For Los Angeles**, IMLab will act an **incubator**, to develop innovative, community-focused technologies; a **steward**, to sustain, curate, and protect the resources developed in this collaboration; and an **advocate** to share what is developed and integrate it with the efforts of schools, community organizations and industry.

For more information, contact -

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# History of the Interpretive Media Laboratory

## HIGHLIGHTS 2006-PRESENT

- 2006: **Memorandum of Understanding** and Right of Entry Permit grant to UCLA REMAP by California State Parks
- 2006: REMAP, along with UCLA Vice Chancellor of Research Roberto Peccei and TFT Dean Robert Rosen, participate in the **IPU opening**, providing “Sonic Fireworks” and demonstrating the *Imageability* interactive installation and mapping tool.
- 2006-present: REMAP builds a **database of historical images** for the neighborhoods surrounding LASHP, which has been geocoded, carefully tagged, and curated by UCLA students and researchers.
- 2006: **Cisco provides \$430k in cash and equipment** for research, connectivity, and WiFi network deployment at LASHP and UCLA.
- 2007: *Junction / Juncture* **digital interactive mural exhibited @ LASHP**, created collaboratively by REMAP, Disney Imagineering R&D, and California State Parks staff from the Los Angeles Sector and Southern Service Center.
- 2008-2009: Nokia Research provides **\$50k grant to develop location-based tablet** application prototype and 3D visualization of media.
- 2009-present: Prof. Fabian Wagmister offers the **Interpretive Media for Public Space course** in Film, Television and Digital Media, organized around interpretive media at LASHP.
- 2010: **Two interagency agreements** between California State Parks and UCLA provides \$113k in support for research, courses, the creation of the *Skyline Traces* prototype app, and WiFi network test.
- 2011-present: REMAP begins the **Eco-interns program**, in which local youth collaborative create billboard art surrounding LASHP for Earth Day, with crucial support and participation from Sean Woods, Nancy Mendez, and James Newland of State Parks.
- 2011-12: REMAP and UCLA students generate the “**Interpretive Media Concepts**” **booklet**, in consultation with State Parks.
- 2012: NSF Center for Embedded Networking Sensing provides \$65k to support a **4-week workshop for high school students on Interpretive Media** at LASHP, with the hands-on participation and guidance of James Newland, Nancy Mendez, and Sean Woods.
- 2012-13: NSF funds a **\$300k pilot “Cyberlearning” project** to work with youth in Lincoln Heights to build an interactive digital mural authoring system for display at LASHP.
- 2014: Groundbreaking of the Los Angeles State Historic Park.
- 2014: The National Park Service, City of Los Angeles, and California Endowment join UCLA and California State Parks in the development of the Interpretive Media Laboratory.

## PARTICIPATING UCLA UNITS

- Center for Research in Engineering, Media and Performance (REMAP)
- School of Theater, Film and Television
- Henry Samueli School of Engineering and Applied Science
- Graduate School of Education and Information Studies & the Lab School
- Center for Embedded Networked Sensing
- Students from Urban Planning, Design & Media Arts, Public Health, and other disciplines.