

# Sensing the Audience: Connecting Fashion, Senses, and Spaces

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**Abstract:** What if the club of the future could create the perfect “party vibe”, by reacting to the level of enjoyment of the crowd, a speaker could dynamically adapt her talk, depending on the honest reactions of the crowd, and a theatre could evaluate the success of the play last night based on the actual engagement of the audience? We live in a society based on experiences; yet, it is surprising to see how little it is actually known about how people actually value these experiences. The high-end technical solutions for shaping experiences sharply contrast with the rather conventional mechanisms used to measure them. This talk will overview our efforts on gathering data and understanding the experience of people attending cultural events, by using wearable sensor technology. Through practical case studies in different areas of the creative industries from theatre going to clubbing, we will showcase our results and discuss about our failures. Based on realistic testing grounds, collaborating with several commercial and academic partners, we have deployed our technology and infrastructure in places such as the National Theatre of China in Shanghai and the Amsterdam Dance Event in the Netherlands. Our approach is to seamless connecting fashion and textiles with sensing technology, and with the environment. The final objective is to create intelligent and empathic systems that can react to the audience and their experience.

## BRIEF BIOGRAPHY

Pablo Cesar leads Distributed and Interactive Systems group (<http://www.dis.cwi.nl>) at CWI (The National Research Institute for Mathematics and Computer Science in the Netherlands). Pablo's research focuses on modelling and controlling complex collections of media objects (including real-time media and sensor data) that are distributed in time and space. His fundamental interest is in understanding how different customisations of such collections affect the user experience. Pablo is the PI of Public Private Partnership projects with Xinhuanet and ByBorre, and very successful EU-funded projects like 2-IMMERSE, REVERIE and Vconnect. He has (co)-authored over 100 articles. He is member of the editorial board of, among others, ACM Transactions on Multimedia (TOMM). Pablo has given tutorials about multimedia systems in prestigious conferences such as ACM Multimedia, CHI, and the WWW conference. He acted as an invited expert at the European Commission's Future Media Internet Architecture Think Tank and participates in standardisation activities at MPEG (point-cloud compression) and ITU (QoE for multi-party tele-meetings). Webpage: <http://homepages.cwi.nl/~garcia/>