



3<sup>rd</sup> June 2018

To Whom it May Concern

I am pleased to offer a very enthusiastic endorsement of the new Interact-in.place platform.

As a public space activation professional with a decade managing Australia's most pre-eminent civic precinct – Federation Square – and more recently working with a broader range of placemaking stakeholders, I am acutely aware of the value of effective, sustainable public engagement initiatives.

Public screen programming in general is a burgeoning field that can catalyse public involvement in cultural, civic and community outcomes. However, traditionally, digital platforms have been mostly restricted to the exhibition of “passive” media content, with true opportunities for direct public engagement in screen programming usually in the minority – and coming at a high resource point. This often is unachievable for the operators of public screens to program to any meaningful extent – therefore digital assets historically have limited potential to catalyse public engagement.

Interact-in.place offers a game-changing ability to put interactive initiatives at the heart of public screen programming. In terms of civic engagement, this will allow screen programmers to devote more time to facilitating real-time community participation in ongoing programming – significantly enhancing the democratic potential of both existing screens and. And in terms of creative potential, the ability for emergent and established digital artists to build cutting edge, uniquely interactive creative applications with the platform is unmatched, in public space.

As a key driver of the Digital Placemaking Institute, I am very aware that there is an increasing number of public screens in both public and semi-public (developer-led) precinct developments. There is a real appetite for digital placemaking to be an ongoing part of civic discourse and creative expression, but there is a gap in product to adequately facilitate and sustain community participation in screen programming. Interact-in.place is best-placed to revolutionise public screen programming.

Regards

A handwritten signature in black ink, appearing to read 'Matt Jones', written in a cursive style.

Matt Jones  
Director  
Digital Placemaking Institute