SPECIAL PROJECTS: Public Projection
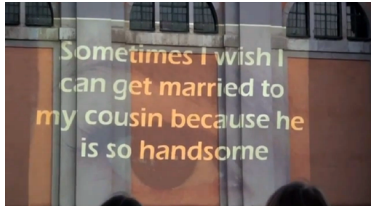Instructors: Talan Memmott, Maria Engberg
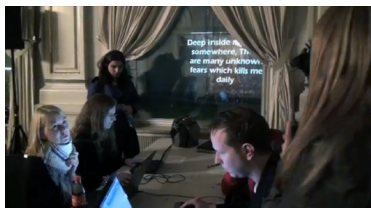*Let Me Tell You a Secret* (2010)

Inspired by Paul Notzold's *TXTual Healing* projects, and the public projection projects of Krzysztof Wodiczko, *Let Me Tell You a Secret* was a social experiment exploring aspects of sharing-culture, calling attention to openness and exhibitionistic tendencies in social media.

For the project, secrets were gathered from the public through SMS. The collected secrets were fed into an application, along with prerecorded video content and images, then publicly projected onto the Fredriks Church in the main square of Karlskrona, Sweden. Throughout the evening onlookers were invited to send more secrets through SMS to the application.
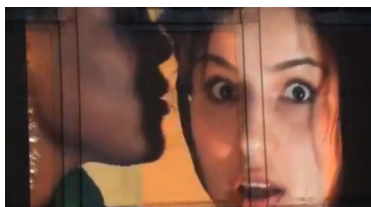

In the course students first attended seminar sessions and performed research on various public projection projects. This was followed by the development of a conceptual framework for what could be explored through the development of a public projection project. Once the theme was settled, the class was divided into various teams and development began. The engineering team worked on the development of the application itself; the technical logistics team worked with Telenor (a Scandinavian mobile phone company) and the engineering team to develop a strategy for the collection of the SMS messages; the design team developed marketing material and created images for the application that addressed the theme; the video production team shot numerous videos of people telling secrets to each other, showing reactions; the local logistics team addressed finding a venue, and securing the location.

Throughout the course, students were asked to keep a production journal. Following the public event, students were required to produce an essay reflecting critically on the process, addressing the development of the project, its cultural positioning, and how it relates to its conceptual framework.

Swedish Television coverage:
http://www.youtube.com/watch?v=UebE2I0ZXP0

Video blog from Martin Arvebro:
http://youtu.be/5X_Dp6JID4Q?t=36s