

Nick Kapica intervento a x media conference

How useful is the information we can find in the web?

Good morning,...

*[ Nick, inizia l'intervento presentando esempi di traduzioni dei testi in inglese dei topics di x media conference usando la funzione "translate" di altavista.com ]*

--inizio traduzione--

Conoscenza vs informazione  
la merce tra dialogo e creazione del valore

Mentre la rete aspira la nostra conoscenza ridistribuendola come informazione, tutto a mondo perde di peso (sì, i kilogrammi). La merce informazione scardina i paradigmi del marketing tout-court e predispone nuove forme di rapporto tra utenti e progettisti, nel segno di un sentire progettuale inedito il dialogo ridisegna la committenza e fa del guadagno un effetto collaterale

--fine traduzione--

I am a designer, not a theorist and so it is slightly strange for me to be talking in the theory section of this conference. It was even stranger to be sent a description of a theme that left me wondering what do they mean.

--inizio traduzione--

knowledge vs information  
goods between dialogue and value generation

While the web is hovering our knowledge and redistributing it as information, everything in the world loses weight (yes, I mean kilos). The information as goods demolishes the tout-court marketing paradigms and suggests new kind of relationships between users and designers in the direction of a new sensibility. The dialog is redesigning the client figure and making earnings become a secondary effect.

--fine traduzione--

What should I do?

Not worry, pretend I understand it and talk about something completely different? Or should I just take the title "information and knowledge" and talk about that. But actually I was slightly annoyed that I didn't understand the text. Of course I could read all of the words, after all it is written in my mother tongue.

I showed the text to Andy, he is British too, lives in Berlin and works in the studio with me, he was also confused about what it meant but the real shock came when Tocco, another member of the studio said he thought he understood it. How could this be possible? Was he telling the truth? After all he is a German who speaks good English but surely I should understand more English than he does. The office manager, Ilka thought she knew what the text meant and so did Yvonne, it was at this point that I thought perhaps someone else should be sent to speak at the conference and I would do the washing up or tidy up the studio.

Was I too stupid? Or too clever?

When I say too clever I mean from the information I received using my knowledge of English I read every word and can imagine what the writer is trying to say. For my German colleagues it

was a different matter, they looked at the text and maybe really understood only 40% of the words and guessed the rest, and because they were guessing they guessed things they understand.

so what would happen if I would read the text in a language other than my own, maybe I would understand more, so I looked at the original Italian version.

Unfortunately I understand very little Italian; in fact I could only understand a few words.

--inizio traduzione--

Conoscenza vs informazione;  
la merce tra dialogo e creazione del valore

Mentre la rete aspira la nostra conoscenza ridistribuendola come informazione, tutto al mondo perde di peso (sì, i kilogrammi) la merce informazione scardina i paradigmi del marketing tout-court e predispone nuove forme di rapporto tra utenti e progettisti, nel segno di un sentire progettuale inedito il dialogo ridisegna la committenza e fa del guadagno un effetto collaterale.

--fine traduzione--

The words I understand are ones that look like words written in English but this is not really enough to understand the whole text. Is it possible to increase my understanding of Italian only using the information I can find in the internet.

--inizio traduzione--

Conoscenza vs informazione;  
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--fine traduzione--

Putting the original Italian text into a translation machine gives me:

--inizio traduzione--

vs acquaintance information:  
the goods between dialogue and creation of the value

While the network inhales our acquaintance redistributing it like information, all to the world it loses weight (, the kilogrammi). The goods information unhinges the paradigms of the marketing tout-court and predisposes new shapes of relationship between I customers and planners, in the sign of feeling unknown progettuale. The dialogue ago redesigns the committenza and of the gain a collateral effect.

--fine traduzione--

It seems to be getting worse.  
an alternative translation machine offers:

--inizio traduzione--

knowledge vs information:

the goods between conversation and creation of the value

while the net inhales our knowledge ridistribuendola like information, all to the world loses of weight (itself, the kilogrammi). The goods information scardina the paradigmi of the marketing tout-court and predispone new shapes of relation between users and designers, in the mark of hearing progettuale unpublished. The conversation ridisegna the committenza and does of the earning a collateral effect.

--fine traduzione--

Taking the parts that make most since I got:

--inizio traduzione--

knowledge vs information;

the goods between conversation and creation of the value

While the net inhales our knowledge redistributing it like information, all to the world it loses weight (itself, the kilogrammi). The goods information unhinges the paradigms of the marketing tout-court and predisposes new shapes of relationship between users and designers, in the mark of hearing progettuale unpublished. The dialogue ago redesigns the committenza and does of the earning a collateral effect.

--fine traduzione--

But it's still really quite confusing.

And what about the words it can't translate:

--inizio traduzione—

kilogrammi  
committenza  
progettuale

--fine traduzione--

And the words and phrases I don't really understand:

--inizio traduzione—

the goods information  
paradigms of the marketing tout-court  
in the mark of hearing progettuale unpublished  
redesigns the committenza  
the earning a collateral effect

--fine traduzione--

Lets look at the first sentence, when I read hovering I think of a hovercraft or myself hovering around the speakers podium, birds hovering in the sky, helicopters hover above our heads and someone who is in a uncertain state of mind could be hovering between madness and sanity.

But both translation machines suggest inhale, looking at the phrase aspira la nostra it even looks like it might mean inhale, checking for other Italian words that begin with aspira I find aspirapolvere and happily discover that is a vacuum cleaner, so the vacuum cleaner is sucking our knowledge.

The vacuum cleaner was actually invented over 100 years ago by a British engineer called Hubert Cecil Booth. He reversed the action of existing cleaning devices that worked on the principle of blowing dirt into a collector and instead sucked the dust up. Unlike this later German model his machines were so large they needed to be parked outside the building that needed to be cleaned.

A few years later a janitor working in Ohio called James Spangler invented a portable device. He showed this to a friend called William Hoover who saw the potential and bought the rights to it. "Hoover" was registered as a trade mark for Hoover's vacuum cleaner and subsequently his name was on everyone's lips. Very soon people began to say they were hoovering the carpet. A new machine quickly led to the invention of a new word. Alas! Because Hoover had become the generic word for vacuum cleaner, the trade mark was removed from the trade mark register. Now both meanings were okay for me hovering and hoovering, I could imagine all our knowledge hovering around in this strange place the internet, I can also imagine the internet as a Hoover sucking knowledge out of everyone and presenting it as information.

Back to the information:

while the net inhales our knowledge redistributing it like information, all to the world it loses weight (itself, the kilogrammi). The goods information unhinges the paradigms of the marketing tout-court and predisposes new shapes of relationship between users and designers, in the mark of hearing progettuale unpublished. The dialogue ago redesigns the committenza and does of the earning a collateral effect.

What about these other words I didn't understand?

Looking up tout court at dictionary.com found no entry but suggested "thatcher", "desert fox" and "to what degree".

What can you do if you can't find what you are looking for? Ask someone, and that is exactly what I did, but online. Using a website called ask.com I posted my question on a bulletin board.

"what is the meaning of tout court?"

All round the world people with time to spare and knowledge to share look at these bulletin boards and try to answer questions.

And within hours I get responses:

the literal translation from French would be "all short (or brief)". That expression is used mostly to mean, "just (something)", as in for example: "elle s'appelle Marie tout court" or "her name is just Mary"

So now we have French mixed up in our Italian English translation what is being said:

just marketing rules

or

simple marketing rules

Inquisitive, eager for knowledge I type the words tout court into the translation websites but this time from French into English and I get all-short, tempting fate I translate this into Italian and I am offered tutto-corto. Leaving out the dash, all short in Italian gives me tutto il bruscamente!

So what does that mean?

In English: all abruptly.

Which is quite interesting because in English brusque means abrupt and curt in manner or speech; discourteously blunt.

Are we talking about the abrupt marketing patterns or the simple marketing patterns, or just the marketing patterns?

Doing a search on the web for progettuale, (remember the translation machines couldn't translate

it) brings many responses, strange that it is not listed in the translation machines. Following one of the links I find myself on a website for motobikes.

...the progettuale philosophy is same that has guided the development of the thousand sp...

Design philosophy  
Concept philosophy

Obviously they have been using the same translation service as me. A fascinating website so much information about motorbikes, you can even compare the sounds of the exhaust pipes. This is my favourite (sound) although this one with the double pipes has a great tone (sound).

Once again I find myself moving off the theme, this time sucked into the magic of Italian motorbikes.

An email arrives, sent automatically from ask.com, a suggestion for what progettare means: to plan, design and in architecture progetto means plan. no translation for progettuale.

But why in the original translation does it refer to sensibility? Looking closer at the neighbouring words, sentire.

I get from one translation engine:

to feel,

and from another:

give off an odour, reek, smell,

and for the second word:

segno

character, mark, sign, signal, token

Buzzing with possible interpretations and meanings I settle on:

while the web inhales our knowledge and redistributes it as information to the world, it loses weight. This information as a product, abolishes simple marketing rules and creates new relationships between users and designers, perceiving fact that actually unpublished. This process is redesigning the customer, financial gain is becoming a secondary effect.

And I have translated this back into Italian, which may be what you think I am talking about, but on the other hand maybe not.

mentre la tela inala la nostra conoscenza ed il nostro redistributes esso come le informazioni al mondo, esso il peso sciolto. Queste informazioni come un prodotto, abolisce del semplice che le lancia sul mercato regole e crea dei rapporti nuovi tra gli operatori ed i designer del che il percepisce fatto che l'effettivamente unpublished. Questo processo redesigning il cliente, il guadagno finanziario diventa un effetto secondario.

In trying to solve this problem I have been exposed to an enormous amount of information, all of it free, and instantly available and still the old rules apply. If this information is to be at all useful I must find ways of filtering and sorting the facts to enable me to gain some knowledge about a subject.

As designers much of our work involves the presentation of information. We need to filter and select in order to communicate the essential facts.

This package measuring 170 x 190 and 18mm thick contains the most important information contained in a report that actually filled 49 A4 office folders. It was developed for the Berlin airport authority as part of their public relations program.

The airport authority is planning to build a huge new airport on the site of an existing airport in the former east part of the city. This airport is so huge that it will require various villages to be destroyed (show people from the village) and many local residents will be exposed to increases in noise pollution and a change in the local environment. By law all affected people have the right

to view the planning application before permission to build is given. Initially we were approached to prepare a room for the 49 folders to be put in so they could be publically viewed.

We quickly realised that the amount of information contained in the folders would mean it would be inaccessible to most people. The time required to understand the system and content would be so high that most people would never find what they are actually looking for. Although this may seem to be the best solution, if people don't know the details they cant complain, but thankfully our client, the airport authority realised that if people were not given adequate access to the information they would be the subject of much criticism.

We proposed filtering the information, and giving everyone a small package of the most important facts. We arranged for all of the text to be read, and summarised. We arranged the information in new groups under six new titles. These six themes were the result of noticing patterns in the questions asked at the visitors centre in the six months leading up to this product.

The 82 page book was especially designed in pocket book format so that the users would develop a personal relationship with it, it is easy to handle and each page contains not more than one subject. Everytime a subject is explained a reference number and marker pattern shows the user where they can find more information.

A clear typographic style and set of rules keeps the information as clear as possible.

Along with the book each pack contains an index of all pages in the 49 folders, and six of the most important plans of the area.

The index was initially developed as a way for us internally to understand and sort the content of the folders we proposed to the client that they might like to include it in the pack, but they said it was not required. However, accidentally the planners at the airport got their hands on one and quickly asked for some more copies saying it was the first time they could understand what they had written themselves. Unit we made the index broadsheet the information was listed on 50 A4 sheets. A few days later the client asked if we could include the broadsheet in the pack.

So this all goes to show that information alone is useless, it must be filtered and presented in a form to enable it to improve knowledge.

One final point that many present may be considering is why all of this information was not packaged as a website a website would enable the user to sort information, search with keywords and delve ever deeper in the information. Quite simply the physical form of an info pack and the presence of a real person at the visitors centre is an emotional quality that a website cannot offer. It was also difficult to determine how many of the affected people were actually using the internet we knew they all had a postbox.

thank you