



A Media, Games & Art Conference

21—23 November 2012 at
Swinburne University of Technology
Melbourne, Australia.



Acknowledgements

Welcome to CODE!!

This conference would not have happened without the sustained contributions from a dedicated team.

Specifically, the Conference Organising Committee was a constant source of intellectual delight, meticulous forethought and wry humour. For once, the sublime fantasy of participatory, collaborative culture was realised. Thanks so much all!

The Conference Organising Committee would like to acknowledge assistance from the following University areas:

We thank Smart Services CRC for their generous support of our Keynote Speaker, Jussi Parikka.

Our Exhibition Opening is kindly sponsored by the Swinburne Institute for Social Research.

CODE Organising Committee

Esther Milne (Chair)

Steven Conway

Laura Crawford

Jane Felstead

Lawson Fletcher

Dean Keep

Jenny Kennedy

Ramon Lobato

Anthony McCosker

James Meese

Aneta Podkalicka

Mike Skolnik

Thanks also to Chris Hoare, Vlora Hoti, Troy Innocent, Jonathan Lang, Emily van der Nagel, Amanda Seabrook and Justin Westgate.

In addition, we say cheers to the Administrative staff in the Faculty of Life and Social Sciences for their patience and diligence!

Last and certainly not least, thanks to all the delegates and artists hope we all have an amazing time!

Dr Esther Milne
Academic Head, Humanities, Arts and Social Sciences
Faculty of Life and Social Sciences
Swinburne University
Melbourne, Australia
emilne@swin.edu.au

The logo for SMART SERVICES CRC features the text "SMART SERVICES CRC" in a blue, sans-serif font. Above the text, there are three horizontal bars of varying lengths and colors: a green bar on the left, a blue bar in the middle, and a red bar on the right, all slightly offset to the right.

Conference Theme

Code is the invisible force at the heart of contemporary media and games, routinely obscured by the gadget fetish of breathless tech marketing and scholarly focus on more visible social and technical interfaces. With the recent material turn in media studies and the refinement of new approaches including software studies and platform politics, which emphasise interrogating the formal characteristics and underlying technical architecture of contemporary media, the time has come to bring code out into the open.

Code can be defined in two distinct but related ways: as an underlying technological process, a set of rules and instructions governing, for instance, the permutations of all those 0s and 1s obscured behind user interfaces, but also as a cultural framework navigated and understood socially and performatively, as is the case with legal, social and behavioural codes. As an operative principle, code's significance thus extends far deeper than its current digital manifestation. For this conference, we invite submissions of papers and creative works that consider the role of code as a simultaneously material and semiotic force that operates across the wider cultural, social and political field, with particular emphasis on media, games and art.

The conference theme is also an opportunity to reflect on how, as academics and creative practitioners, we often participate in but can also challenge the disciplinary and institutional codes that can arbitrarily separate these domains. CODE will be a transdisciplinary event that brings media studies, media arts and games studies into dialogue through individual papers, combined panels, master classes and an included exhibition.

CREATIVE WORKS

Code operates, as if by stealth, beneath the materiality of networked media performances, software art, games, mobile apps, locative and social media. But code also presents artists, performers and creative practitioners with opportunities to construct innovative hybrid media forms that can extend our understanding of contemporary art practice. From video installations in the 1960s, through to sophisticated interactive media and augmented reality applications, artists have arguably been at the forefront of innovation, adopting the language of the computer to forge new creative frontiers. We invite contributions that examine the creative potential of code, including but not limited to, the implications of code for contemporary art/ists, code as art and/or performance, code as avant-garde, virus and anti-art.

Wednesday 21 November

- 8.30 Registration
(Second Floor AGSE Building – coffee and tea on arrival)
- 9.00 Conference Opens: Chair Esther Milne
(Room AGSE 207)
- 9.10 Welcome Address: Professor Russell Crawford, Dean, Faculty of
Life and Social Sciences
- 9.20–10.30 **Keynote Speaker: Jussi Parikka**
Managing Software: Cultural Techniques of Cognitive Capitalism
- 10.30–11.00 Morning Tea
(Venue: Second Floor AGSE)

PANEL SESSIONS 11.00 – 1.00		
Interstices Chair: Laura Crawford Room AGSE 210	Creation Chair: Ramon Lobato Room AGSE 203	Publics Chair: Aneta Podkalicka Room AGSE 204
Liam Magee <i>Coding Simulations, Simulated Codes: a Virtual Encounter between De Landa and Kittler</i>	Melissa de Zwart and Sal Humpheries <i>The Lawless Frontier of Deep Space: Code as Law in EvE online</i>	Katarina Damjanov <i>The Code and the Commons: Media in Outer Space</i>
Jessica Balanzategui <i>Born Without Fingerprints: The Abject Alterity of “Code” in The Ring and Ringu</i>	James Meese <i>Rethinking the Authorial Ideology: Making and Breaking Codes of Creativity</i>	Chris Chesher <i>Robot Searching in Belief Space: Field Robots and Their Contingent Encodings of Unknown Environments</i>
Annie Wan Space <i>Juxtaposition in Locative Arts</i>	Maria Angel and Anna Gibbs <i>What Matter Who is Reading/ writing? The Political Poetics of Google</i>	Brogan Bunt <i>Walking, Drawing and Procedure</i>
Nadine Wanono <i>Code and its Detournement Power</i>	Rowan Wilken <i>My Brief Dalliance with Erica T. Carter; or, Poetry and the Codes of Creativity</i>	Fan Yang <i>Recoding ‘Sensitive Words’ on Chinese Social Media: Internet Censorship and the Politics of Visibility</i>

LUNCH 1.00 – 2.00
Second Floor AGSE

PLENARY PANEL

Coding Labour - Subjectivity, Aesthetics, Movement

Chair: Anthony McCosker

2.00 – 4.00 (Venue: AGSE 207)

Melissa Gregg *Codes of Conduct: Computer Technology and the Shaping of a Professional Self*

Ned Rossiter *Logistical Worlds: Command and Control, Exodus and Invention*

Mark Coté *Data Motility: Digital Human Being in the Age of Big Data*

Soenke Zehle *Common Gestures*

AFTERNOON TEA 4.00—4.30

Venue: Second Floor AGSE

PANEL SESSIONS 4.30 – 6.00

Algorithmic Chair: Esther Milne Room AGSE 210	Placing Code Chair: Steve Conway Room AGSE 203	The Human Fax Machine Workshop Brogan Bunt and Lucas Ihlein Room AGSE 204
Mitchell Whitelaw <i>Programmable Matter — Proto-computing in the Media Arts</i>	Daniel Golding <i>The Hook of the Look: The Role of the Vista in Videogame Space</i>	<i>A game in which participants invent a sound-based code system to transmit an image through space.</i> <i>Using only basic technologies such as textas, paper, and various crude sound-making devices (such as a jar of chickpeas), you will rapidly come up with a communication system to deliver surprisingly complex images from one side of a visual barrier to another.</i> No computers allowed! Booking essential: lucasi@uow.edu.au
Scott Wark <i>Towards a Technics of Literature</i>	Dale Leorke <i>Location-based Gaming and its Anachronisms</i>	
Tom Apperley <i>Random and Boring</i>	Luke van Ryn <i>Placing Code — The Gestural Economy of Cooking Mama</i>	

Exhibition Opening and Drinks

6.00 – 8.00

AGSE 120 Function Space

Code Exhibition Artists

A. J. Patrick Liszkiewicz

Aaron Oldenburg

Amani Naseem, Sarah Allaghui Sillehoved & Trine Laier

Andre Brodyk

Annie Wan

Baden Pailthorpe

Jeff Thompson

Lisa Gye/Darren Tofts

Nancy Mauro-Flude

Samson Young

Todd Anderson-Kunert

Thursday 22 November

8.30 Registration Second Floor
(AGSE Building – coffee and tea on arrival)

9.15–10.30 **Keynote Speaker: Anna Munster**
Transmateriality. Toward an energetics of signal in contemporary media
(Room AGSE 207)

10.30–11.00 Morning Tea
(Second Floor AGSE)

PANEL SESSIONS 11.00 – 1.00

Performance Chair: Ramon Lobato Room AGSE 210	Production Chair: James Meese Room AGSE 203	Bodies Chair: Aneta Podkalicka Room AGSE 204
Vanessa de Luca <i>Analog Surroundings: Urban Interventions, Practices and Web-based (In)visibility</i>	Debora Lanzeni <i>Entangling Code: The Invisible Spatialization of Technology and Political Praxis</i>	Suneel Jethani <i>Latencies in Bio-spatial Codes and Transformative Politics</i>
Juan F. Belmonte <i>Re-Coded Sexuality: Enforced and Liberated Identities through Code in Video Games</i>	Grant Bollmer <i>CAPTCHAs, Click Fraud, and Code: Limits to 'Free labour'</i>	Emily van der Nagel <i>Faceless Bodies: Technological and Cultural Codes on Reddit</i>
Matt Delbridge <i>Monkey Business (or coding animality)</i>	Robbie Fordyce <i>Automated dissent</i>	Matthew Riley and Adam Nash <i>Reproduction: Contemplative Interaction with a Mixed Reality Artwork</i>
Mathias B. Korsgaard <i>The Codes of Music Video</i>		Tully Barnett <i>When Will We Get Google Bodies? The Book and the Body in the Late Age of Both</i>

LUNCH 1.00 – 2.00

Glenferrie Road eateries - see
CODE Chow Food Map for suggestions

Thursday 22 November

PANEL SESSIONS 2.00 – 4.00

<p>Knowing Chair: Jane Felstead Room AGSE 210</p>	<p>Feels Chair: Jenny Kennedy Room AGSE 203</p>	<p>Agency Chair: Lawson Fletcher Room AGSE 204</p>
<p>Justine Humphry <i>When Media Breaks Down: Workarounds and Repair in Urban Space Time</i></p>	<p>Anthony McCosker <i>Aberrant Interaction? Provocation and the Vitality of Agonistic Social Media</i></p>	<p>Mitchell Harrop, Martin Gibbs and Christine Satchell <i>Common Player Frames and Games Design</i></p>
<p>Glen Fuller <i>From 'How to' to 'Build Threads': Towards an Online Media Archaeology of 'Know How'</i></p>	<p>Dylan Lederle-Ensign <i>Emotional Code: Examining Jason Rohrer's Gravitation</i></p>	<p>Peter Bayliss <i>Ghosts in the Machine/'John Romero's About to Make You His Bitch': Intentionality, Agency, and Human-Technology Relations in Videogames.</i></p>
<p>Melanie Swalwell <i>Collecting Code: Challenges and Strategies</i></p>	<p>Raya Darcy <i>Up Close and Intimate on the Big Small Screen: Biosemiotics, Affect & Digital Television</i></p>	<p>Filipe Pais <i>Revealing the Spell of Media, Code and Transparency</i></p>
<p>Bjorn Nansen <i>Digital Death and Resurrection Software</i></p>	<p>Rowan Tulloch <i>Rethinking Video Game Violence: Codified Bodies, Pedagogy, and Numerical Representation</i></p>	<p>Nancy Mauro-Flude <i>The Intimacy of the Commandline</i></p>

AFTERNOON TEA 4.00 to 4.30

Venue: Second Floor AGSE

Thursday 22 November

PANEL SESSIONS 4.30 – 6.00

Going Astray: Code as Resource and Remix Chair: Steve Conway Room AGSE 210	Screen Chair: Mike Skolnik Room AGSE 203	Aesthete Chair: Laura Crawford Room AGSE 204
Darshana Jayemanne <i>'My Style is impetuous!' God Hand and Gaming's Re-coding of Camp</i>	Adrian Martin <i>Making the Subjectile Appear: The Unconscious of Film</i>	Troy Innocent and Andy Trevillian <i>Digital Media Aesthetics & Materiality: imprinting into and out of the virtual across the real</i>
Brendan Keogh <i>Dinosaur Comics as Ergodic Literature</i>	Kyle Moore <i>Encoded Space in Mobile Augmented Reality Videogames</i>	Lisa Gye and Darren Tofts <i>Cool Beats and Timely Accents</i>
Ben Abraham <i>'Flarf' poetry and the Facebook Tagging Algorithm</i>	Aylish Wood <i>Behind the Screens of Autodesk Maya</i>	Jason Wilson <i>White lines Abstraction in the history of systemic art</i>

CONFERENCE DINNER 6.30pm

Please register in advance at <http://www.regonline.com/codeconference>

Omah's Malaysian Restaurant (<http://www.omahs.com/>)

338-342 Burwood Rd, Hawthorn

Friday 23 November

8.30 Registration Second Floor
(AGSE Building – coffee and tea on arrival)

9.15–10.30 **Keynote Speaker: Christian McCrea**
The Play Machine
(Room AGSE 207)

10.30–11.00 Morning Tea
(Second Floor AGSE)

PANEL SESSIONS 11.00 – 1.00

Diegesis Chair: Steve Conway Room AGSE 210	Language Chair: James Meese Room AGSE 203	Mutation Chair: Aneta Podkalicka Room AGSE 204
Michael Ryan Skolnik <i>Code-breaking and Videogame Engrossment</i>	Adam Nash <i>Triple Darkness: Digital Data, Display and Code in Thought and Expression</i>	Adam Muir <i>Demoscene</i>
Stefan Barton-Ross <i>The Summoner's Code</i>	Brogan Bunt and Lucas Ihlein <i>Coding Without Computers: The Human Fax Machine Experiment</i>	Chris Moore <i>From Blood to Bullets: The Transformation of Code and Culture Through Video Game Modification</i>
	Tom Drahos <i>Beyond Code – The Dionysian in Creative Writing</i>	John Egenes <i>Code and the Folk Process: Democratising The Creation of Music</i>
Emily McAvan <i>The Bible Code: Left Behind, Rapture Theology and the Promise of Completion</i>	Penny De Byl and James Birt <i>Procedural Literacy:...Educating Art and Design Students with Code</i>	Darryl Woodford <i>Code: Dominant or Subservient</i>

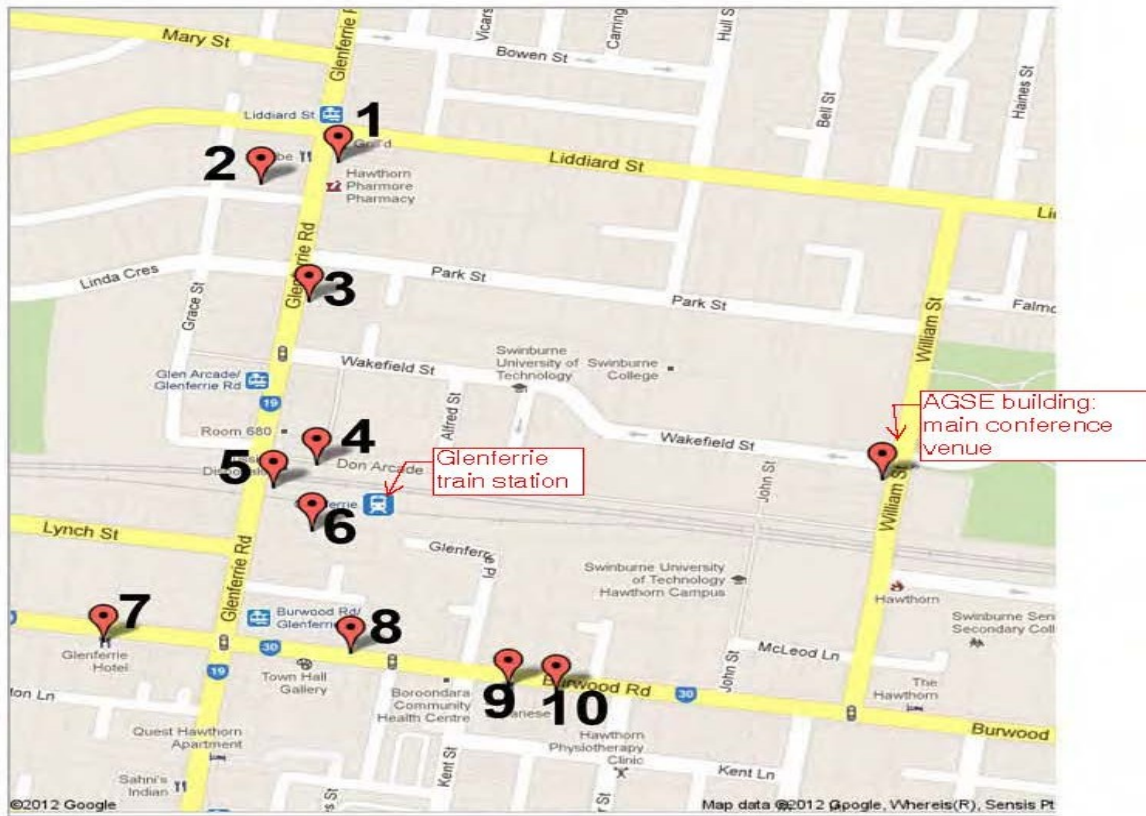
Friday 23 November

1.00—1.15 Conference Coda (AGSE 207)
Acknowledgements; Conference Publication Details and preview of Master Classes

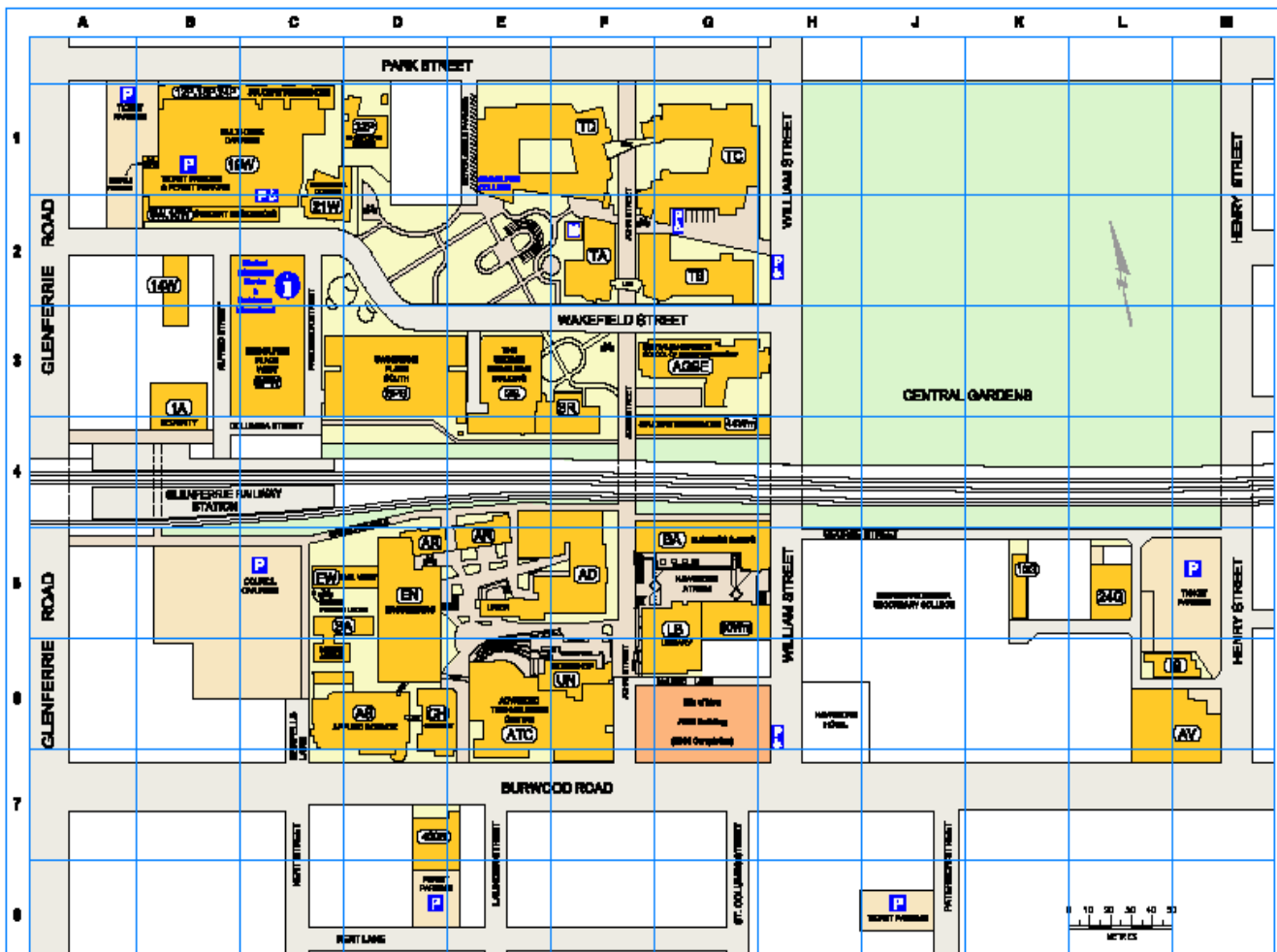
1.15—2.30 LUNCH
BBQ in Central Gardens, Henry Street, Hawthorn (park is opposite AGSE Building)

MASTER CLASSES 2.30– 4.00	
<p><i>Media Archaeology and Cultural Techniques</i></p> <p>Convened by Jussi Parikka Room AGSE 210</p>	<p><i>The Designed Object of the Videogame</i></p> <p>Convened by Christian McCrea Room AGSE 203</p>

CODE CHOW: recommended restaurants and cafes around campus



1. *Viet Star*- 750 Glenferrie Rd
Cheap and cheerful Vietnamese food-- approx \$8 per meal
2. *Spudbar Hawthorn* - 717 Glenferrie Road
Gourmet baked potatoes - \$10-12
3. *Straits of Malacca* - 704a Glenferrie Rd
Fantastic Malaysian food - \$10-\$12 per meal
4. *Shuji Sushi* - in Alley on north side of Glenferrie train station
Cheap take-away sushi and sit-down Japanese meals-- \$2.50-\$13
5. *Mario's Coffee House* - 666 Glenferrie Rd
Cozy place for coffee, snacks and chocolate
6. *Alley Tunes* - 660A Glenferrie Rd (in alley near train station)
Great coffee and snacks, outdoor seating
7. *Glenferrie Hotel* - 324 Burwood Rd
Traditional Australian pub food-- approx \$12-\$20 per meal
8. *Ajisen Ramen* - 367 Burwood Rd
Delicious Japanese soups-- approx \$10 per meal
9. *Zen Japanese Restaurant*- 388 Burwood Rd
Sit-down Japanese restaurant -- approx \$15 per meal
10. *Knead Bakers*- 396 Burwood Road
Bakery offering a range of home baked, traditional style breads, cakes, muffins, slices,



SERVICES

Student Information Centre	6PW
Alumni & Development	SPS
Atrium	BA, LB
Auditorium	ATC
Chancellor's Office	6PS
Bookshop Co-operative	UN
Car Park	1RW
Careers & Employment	G8
Chaplain	G8
Child Care Centre	32P
Counselling	G8
Disability Services	G8
Facilities & Services Group	SPS, 1A
Finance	6PW
Gymnasium	SR
Hawthorn Project Hub	BA
Human Resources	6PW
Information Technology Services	G8
Language & Academic Support	G8
Library	LB
Mail Centre	1A
Marketing	6PW
Medical Centre	G8
Multi Faith Facility	G8
Psychology Clinic	G8
Security	1A
Student Operations	6PW
Student Residences - Reception	21W
Student Services	G8, 6PW
Swinburne College	TD
Swinburne Abroad	6PW
Swinburne International & National Recruitment	6PW
Swinburne Knowledge	6PS
Swinburne Legal	SPS
Swinburne Research	SPS
Swinburne Student Union (SSU)	UN
Swinburne Student Association (SSAA)	G8

BLDG

1 Alfred St	1A
10 George St	1G
21 Wakefield St	21W
24 George St	24G
32 Park St	32P
400 Burwood Road	400B
60 William St	60Wm
Old Administration Building	AD
Advanced Technology Centre	ATC
Applied Sciences Building	AS
Arts Building	AR
Australian Graduate School of Entrepreneurship	AGSE
Aviation Building	AV
Business & Arts Building	BA
Chemistry Building	CH
Engineering Building	EN
Engineering - West Wing	EW

BUILDING NAME

BLDG.	REF.
1A	B3
1G	K8
21W	C2
24G	L5
32P	D1
400B	D7
60Wm	G8
AD	F6
ATC	E8
AS	D8
AR	E5
AGSE	G3
AV	M8
BA	G6
CH	D8
EN	D8
EW	C8

HIGHER EDUCATION FACILITIES

Business & Enterprise, Faculty of Engineering & Industrial Sciences, Faculty of Information & Communication Technologies, Faculty of Life & Social Sciences, Faculty of	AGSE
	EN, TD
	AS

TAFE SCHOOLS

Business, TAFE School of Engineering, Technology and Trades, TAFE School of Sustainable Futures, TAFE School of	TD
	TC
	TB

INSTITUTES & SPECIALIST CENTRES

Advanced Internet Architecture, Centre for Asia-Pacific Centre for Social Investment & Philanthropy	EN
Articphysica and Supercomputing, Centre for Atom Optics & Ultrafast Spectroscopy, Centre for Business Work & Ageing Centre for Research Brain & Psychological Sciences Research Centre	BA
Computing and Engineering Software Systems, Centre for Emerging Technologies & Safety, Australian Centre for Enterprise Performance, Centre for Entrepreneurship, Australian Graduate School of Environment & BioTechnology Research Centre	AR, BA
Industrial Research Institute Swinburne	EN
Microphonics, Centre for New Manufacturing, Centre for Sustainable Infrastructure, Centre for Swinburne College	BA
Swinburne Institute for Social Research	ATC
	AS
	TB
	EN
	TD
	EW

BUILDING NAME

BLDG.	REF.
IS Building	IB
Library	LB
Multi-Deck Car Park	1RW
Science Annex	BA
Sports & Recreation Centre	SR
Student Residences - Park St	12P, 13P, 24P
Student Residences - Wakefield St	9W, 16W
Student Residences - Wakefield St	SPS
Student Residences - Wakefield St	6PW
Student Residences - William St	400W
Swinburne Place - South Building	SPS
Swinburne Place - West Building	6PW
TA Building	TA
TB Building	TB
TC Building	TC
TD Building	TD
The George Swinburne Building	G8
UN Building	UN



Swinburne University of Technology

Hawthorn Campus
John Street, Hawthorn

P.O. Box 218
Hawthorn VIC 3122
Tel : 03 9214 8000
Fax : 03 9819 5454