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
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)

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<td>Room AGSE 210</td>
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<tr>
<td>Liam Magee</td>
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<td>Coding Simulations, Simulated Codes: a Virtual Encounter between De Landa and Kittler</td>
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| **Creation**                |
| Chair: Ramon Lobato         |
| Room AGSE 203              |
| Melissa de Zwart and Sal Humpheries |
| The Lawless Frontier of Deep Space: Code as Law in EvE online |

| **Publics**                 |
| Chair: Aneta Podkalicka     |
| Room AGSE 204              |
| Katarina Damjanov          |
| The Code and the Commons: Media in Outer Space |

| Jessica Balanzategui       |
| Born Without Fingerprints: The Abject Alterity of “Code” in The Ring and Ringu |

| James Meese                |
| Rethinking the Authorial Ideology: Making and Breaking Codes of Creativity |

| Chris Chesher             |
| Robot Searching in Belief Space: Field Robots and Their Contingent Encodings of Unknown Environments |

| Annie Wan Space           |
| Juxtaposition in Locative Arts |

| Maria Angel and Anna Gibbs |
| What Matter Who is Reading/writing? The Political Poetics of Google |

| Brogan Bunt               |
| Walking, Drawing and Procedure |

| Nadine Wanono            |
| Code and its Detournement Power |

| Rowan Wilken             |
| My Brief Dalliance with Erica T. Carter; or, Poetry and the Codes of Creativity |

| Fan Yang                 |
| Recoding ‘Sensitive Words’ on Chinese Social Media: Internet Censorship and the Politics of Visibility |

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*

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### 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**  
Programmable Matter — Proto-computing in the Media Arts | **Daniel Golding**  
The Hook of the Look: The Role of the Vista in Videogame Space | A game in which participants invent a sound-based code system to transmit an image through space. 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.  
*No computers allowed!* |
| **Scott Wark**  
Towards a Technics of Literature | **Dale Leorke**  
Location-based Gaming and its Anachronisms |  |
| **Tom Apperley**  
Random and Boring | **Luke van Ryn**  
Placing Code — The Gestural Economy of Cooking Mama |  |

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**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**

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<tr>
<td>Vanessa de Luca</td>
<td>Debora Lanzeni</td>
<td>Suneel Jethani</td>
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<td>Juan F. Belmonte</td>
<td>Grant Bollmer</td>
<td>Emily van der Nagel</td>
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<tr>
<td>Re-Coded Sexuality: Enforced and Liberated Identities through Code in Video Games</td>
<td>CAPTCHAs, Click Fraud, and Code: Limits to ‘Free labour’</td>
<td>Faceless Bodies: Technological and Cultural Codes on Reddit</td>
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<tr>
<td>Matt Delbridge</td>
<td>Robbie Fordyce</td>
<td>Matthew Riley and Adam Nash</td>
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<tr>
<td>Monkey Business (or coding animality)</td>
<td>Automated dissent</td>
<td>Reproduction: Contemplative Interaction with a Mixed Reality Artwork</td>
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<tr>
<td>Mathias B. Korsgaard</td>
<td></td>
<td>Tully Barnett</td>
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<td>The Codes of Music Video</td>
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<td>When Will We Get Google Bodies? The Book and the Body in the Late Age of Both</td>
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**LUNCH 1.00 – 2.00**
Glenferrie Road eateries - see CODE Chow Food Map for suggestions
Thursday 22 November

PANEL SESSIONS 2.00 – 4.00

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

AFTERNOON TEA 4.00 to 4.30

Venue: Second Floor AGSE
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<th>Time</th>
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<td>4.30 – 6.00</td>
<td><strong>Going Astray: Code as Resource and Remix</strong>&lt;br&gt;Chair: Steve Conway&lt;br&gt;Room AGSE 210</td>
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<td><strong>Screen</strong>&lt;br&gt;Chair: Mike Skolnik&lt;br&gt;Room AGSE 203</td>
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<td><strong>Aesthete</strong>&lt;br&gt;Chair: Laura Crawford&lt;br&gt;Room AGSE 204</td>
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<td>Darshana Jayemmane&lt;br&gt;‘My Style is impetuous!’ God Hand and Gaming’s Re-coding of Camp</td>
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<td>Adrian Martin&lt;br&gt;<strong>Making the Subjectile Appear: The Unconscious of Film</strong></td>
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<td>Troy Innocent and Andy Trevillian&lt;br&gt;Digital Media Aesthetics &amp; Materiality: imprinting into and out of the virtual across the real</td>
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<td>Brendan Keogh&lt;br&gt;Dinosaur Comics as Ergodic Literature</td>
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<td>Kyle Moore&lt;br&gt;<strong>Encoded Space in Mobile Augmented Reality Videogames</strong></td>
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<td>Lisa Gye and Darren Tofts&lt;br&gt;Cool Beats and Timely Accents</td>
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<td>Ben Abraham&lt;br&gt;‘Flarf’ poetry and the Facebook Tagging Algorithm</td>
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<td>Aylish Wood&lt;br&gt;<strong>Behind the Screens of Autodesk Maya</strong></td>
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<td>Jason Wilson&lt;br&gt;White lines Abstraction in the history of systemic art</td>
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**CONFERENCE DINNER 6.30pm**

Please register in advance at [http://www.regonline.com/codeconference](http://www.regonline.com/codeconference)


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)

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**PANEL SESSIONS 11.00 – 1.00**

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

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<tr>
<td><strong>The Designed Object of the Videogame</strong></td>
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<tr>
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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

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,