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Innovation News is Yours

Welcome to the first edition of Innovation News...

The AUT Creative Industries Research Institute (CIRI) is a hub that weaves together the many creative research strands running through the Faculty of Design and Creative Technologies. It acts as a focal point for collaborative research and practice between our varied areas of expertise, encourages excellence in our disciplines, and promotes the innovation that is core to many of our creative industries.

Our Vision

To foster a strong research-led culture to the extent that it permeates our environment and allows us to promote the interdisciplinary synergies that not only should, but must, be a part of all creative endeavours, and positions us at the leading-edge of creative industry.

Ultimately, the most important measurable outcome for the Institute is to increase AUT's standing as a world-class university achieved, in principal, through an increase in tangible research outputs. To achieve this goal, CIRI will:

- Champion the collection of funds from various sources.
- Coordinate research activities within the various centres
- Encourage and foster cross-disciplinary collaborative research
- Mentoring of new and emerging researchers

The Creative Industries Research Institute will also act as a shop-front to showcase research being undertaken by the various centres at AUT. The purpose of this gallery is to promote the exciting work being undertaken at AUT.

The purpose of this newsletter is to disseminate useful information on work being undertaken in the creative industries. It is up to you to decide both the contents and the direction that this newsletter takes.

We look forward to your contributions and suggestions towards this newsletter and wish you the best of success in all your creative endeavors for the upcoming year.

Any contributions you wish to make to this newsletter can be e-mailed to olaf.diegel@aut.ac.nz.

Meet the people

Here are the people that head up the CIRI centres. As your representatives, they need and welcome your insight.



Olaf Diegel, Director of CIRI

Olaf was born in New Zealand, but has spent much of his life in countries such as the USA, Canada, South Africa, and Japan. His areas of interest include rapid product development, CAD, rapid prototyping, design for assembly/manufacturing, and problem solving.



Barry King, Director of Centre for Performance Studies Research

Barry's research interests lie in the areas of communications and cultural theory. His publications encompass popular photography, the sociology of acting and performance, American media culture, stardom and celebrity, violence and the media and visual semiotics.



Frances Joseph, Acting Director of Creative Technologies Lab, and Acting Director for the Textile & Design Lab

Frances Joseph has worked as a designer in areas of sculpture, puppet design and animatronics. Since joining AUT in 1997 her teaching and research interests have centred on design history and theory, with a focus on the representation of design knowledge.



Sarat Singamneni, Director of Rapid Product Development Centre

Sarat's Core area of expertise is the application of numerical methods for the analysis of manufacturing processes. His research interests include Metal Cutting, Numerical Applications in Engineering, Finite and Boundary Element Methods, Software Development for Engineering Applications, CAD/CAM, Rapid Prototyping and Manufacturing



David Robie, Director of Pacific Media Centre

David has written eight books on the region's politics and media. In 2005, he won the PIMA Pacific Media Freedom award for his contribution to Pasifika journalism education and media freedom in both New Zealand and the region.

News and Events

TDL print featured at Milan exhibition

The "fantasy" chair was one of six original pieces designed by Auckland-based furniture designer Phil Cuttance, and exhibited at the 2007 Salone Satellite Design Show in Milan, Italy last month. The show is a prestigious showcase of work by a select group of young designers from around the world and is regarded as the most important platform for designers starting their careers.



The inkjet printed "fantasy" chair

The chair was created by Phil and illustrated by artist Jared Kahi (www.kahi.co.nz) who created the images on paper and in Photoshop before the design was printed onto the fabric using the TDL's inkjet textile printer. "This method of printing was ideal for the project, providing quicker, cheaper and harder wearing results than screen printing", says Phil. "The chair and the process behind its creation were enthusiastically received by show attendees. Manufacturers, distributors and press from all over the world were very interested in the chair, especially the fabric and the process used to create the print"

Curved Layer Rapid Prototyping Project

The Centre for Rapid Product Development, a collaborative effort between CAMTEC (the Centre for Advanced Manufacturing Technology) and CIRI, has had a boost with Dr. Singamneni receiving \$15,000 in funding for his curved layer Fused Deposition Modelling (FDM) process.

Fused Deposition Modelling (FDM) is one of the most widely used Rapid Prototyping (RP) processes that uses the technique of depositing a semi-solid material in flat layers to build up a part. When it comes to directly producing the end products with specific functional requirements, the process is still in its infancy. Inferior materials and flat layer deposition bring forth shortcomings in quality such as poor surface finish, low strength for curved parts, and an undesirable high number of layers.

The research will begin with experimental investigations using different types of materials and curved-layered deposition techniques. The curved deposition technology resulting from the research is expected to pave the way for the direct production of critical components such as skull bone replacements.

Pacific Media Website makes a Splash!

The Pacific Media Centre has set up a research and resources website and has been quickly in the news since the establishment of the faculty's research institute.



Hosted at the centre website, www.pmc.aut.ac.nz, are sections on events/projects, research (including indexes of media theses), publications and resources such as Brown Pages and regional news media. The centre is involved in two forthcoming book projects about South Pacific media.

For media industry practitioners and journalists, the website also offers a variety of news and current affairs departments.

Nius Beat offers a selection of daily news and links, Postmortem includes columnists Ali Bell and Tapu Misa, Global Watch covers reportage from postgraduate students on the Asia-Pacific Journalism course and Special Reports features items such as an audio report on the illegal kwha logging industry and a video report on Scoop Independent News.

The website, designed by Louise Cahill, will feature postgraduate research and reportage by students, and also by prominent regional journalists.

Centre director David Robie was recently interviewed at length by Australia's ABC Media Report on suppression of dissent in Tonga. The centre has also featured on the Niu FM Breakfast Show, Radio NZ International news and in the Fiji Times.

Knitwear company prospers from TDL links

New Zealand clothing company, Avie Knitwear, has experienced significant sales growth for their new range of knitwear, some of which was developed using the TDL's SDS One Design System.

Design and Development Director, Debi Masters, says, "We have always had a problem translating certain ideas into finished garments, but with the SDS One system we can see "virtual" samples within minutes. Details, colours and patterns can be changed at will, until the result is exactly what we want. This saves us an enormous amount of time in development, and enables us to try more variations within a style, which will allow us to extend our range. It is a fantastic resource that we will definitely be making use of in the future. The team at the TDL has been marvelous and has gone to great lengths to help us in our programme, so a big thanks to them".

Fisher & Paykel Sponsor Textile & Design Lab

The Textile & Design Lab have taken delivery of a new washer and dryer (retail value \$3600) courtesy of Fisher & Paykel. This industrial washers and dryer will be used as tools to help set the printing process from the Shima textile printer.

The Designarc Project

The Designarc project is concerned with the research and dissemination of New Zealand's emerging design heritage through the establishment of a dynamic digital repository.

In association with the AUT library, Datacom Ltd, and with the support of CIRI and an AUT Contestable grant, Designarc will include material from the old New Zealand Design Archive database and new material contributed by prominent New Zealand design historians, designers, postgraduate students and institutions.

Through the Designarc project, AUT Library is piloting the use of D-Space - a digital repository - under the auspices of ELCONZ, the Educational Libraries Consortium of New Zealand. D Space can hold and future-proof a wide range of digital files which are accessible via a website.

The system will include a dynamic content collection and editing system so that new content can be contributed online, checked by the editorial group and published in the Designarc D Space.

The project team is being co-ordinated by Associate Professor Frances Joseph and includes Craig Murdoch and Jasna Romic from AUT Library, William Lu from

the School of Art and Design, Dr Noel Waite from the University of Otago and Michael Snape from Unitec.

The establishment of the Designarc D Space is significant as New Zealand's primary online design history resource.

Pacific Media Watch Database Revived

Pacific Media Watch is an independent, non-profit, non-government organisation comprising journalists, editors, researchers, lawyers and other media workers, supporting media freedom, and examining issues of ethics, accountability, censorship, media freedom and media ownership in the Pacific region. The website was founded in 1996 and is now in the process of being taken over by AUT University and developed as a digital media archive with the Pacific Media Centre

PMW's objectives are to:

- Press for the urgent removal of barriers to press freedom and freedom of expression.
- Protect and support journalists unjustly jailed, assaulted or harassed while performing their professional duty.
- Encourage debate on media ethics, and press for improved professional standards.
- Monitor regional media ownership and other issues affecting freedom of information.
- Provide an information base through the internet and a web site.
- Represent the overwhelming desire of Pacific peoples for a free and independent media.



TDL Presentation at AUTEX 2007

Fashion CAD specialist and emerging TDL researcher, Lyle Reilly, will be traveling to the AUTEX 2007 Conference in Tampere, Finland, in June to present a poster session on 'The Textile and Design Laboratory: A New Zealand Textile Innovation Pilot Initiative'. Lyle is being supported by CIRI and Faculty Conference Funding.

Collaborative AUT Rapid Prototyping Lab Formed

In a joint venture between the School of Art & Design and the School of Engineering, a rapid prototyping lab will be formed under the auspices of CIRI. This lab will combine the facilities of both schools to offer a comprehensive prototyping service to AUT staff and students. Services will include the production of plastic parts, printed plaster and cellulose parts, silicone and rubber molding, direct metal casting, and more...

The Lab will be both an educational and a practical facility, and will offer students exposure to a wider range of technologies, as well as offering useful advice in designing to maximize the benefit of the technologies.



The CIRI Research Centres

Pacific Media Centre

Informed journalism and media research contributes to economic, political and social development and the centre will stimulate research into contemporary Maori, Pacific and ethnic media and culture production. It will also collaborate with other Asia-Pacific media centres engaged in research and cultural production and develop cultural and research publications, building on the success of the peer-reviewed publication Pacific Journalism Review.



Creative Technologies Lab

The Moving Image Centre and AUT are developing a unique interdisciplinary media technology centre to facilitate research and development and skills transfer between education, industry bodies, arts organisations and commercial communities. It will focus on the innovative use of rapidly developing technologies in concept development, generation, systems and distribution across three convergent areas: locative media, performative media, and sound and image technologies.



Centre for Rapid Product Development

This centre is a collaboration between the Creative Industries Research Institute and CAMTEC (the Centre for Advanced Manufacturing Technologies). It aims at developing targeted innovation and creativity stimulation tools and techniques to improve the speed at which new products are brought to market in a manner that not only makes them more competitive, but also has them exceed customer expectations. Its research ranges from developing techniques for better managing the conceptual fuzzy front end of new product development projects, to exploring aspects of Human Centered Design and ergonomics, to exploring methodologies for the improved use of engineering technologies such as rapid prototyping and Computer Aided Design.



Centre for Performance Studies Research

The purpose of the Centre is to promote research into the broad field of performance, understanding this term to cover a manifold of practices that rest on the interaction between human and humanlike agents and modes of practice within the performing arts.

The Centre will encourage multidisciplinary and trans-disciplinary research and seek to create strategic alliances between academic, practitioner and industry stakeholders in the areas of creative organisations, art practices and new media theory and practice.

Textile & Design Lab

Equipped with the latest digital design, knit and print technology the TDL has been established to strengthen fashion and textile industry/education engagement and sector responsiveness through access, training and research into new enabling technologies and innovation through greater production expertise and design development. The establishment of the TDL has been funded by a NZ \$1.3 million GIPI grant and is supported by experienced personnel drawn from industry, A.U.T. University and TEO partnerships. Research is focused in the areas of knit design, digital textile printing, smart textiles, and design innovation and education.



AUT Rapid Prototyping Lab

Rapid Prototyping is a technology that allows for the creation of complex 3 dimensional prototypes in very short times. This allows product concepts to be rapidly tested from an aesthetics, ergonomics or engineering point of view. It allows ideas to be trialed before committing major costs to going into production, and allows several faster iterations of the product development process before a design is finalized.

The AUT Rapid Prototyping Lab can produce parts in a variety of materials including plastic, plaster, cellulose and aluminium. Parts can generally be produced within a few hours, or days for complex large parts.

The AUT Rapid Prototyping Lab, as well as producing prototype parts, is researching methods to make most effective use of the available technologies to produce complete product prototypes in very short times.



For more information on the AUT Rapid Prototyping Lab and the services it can offer you, please visit www.ciri.org.nz/rplab/

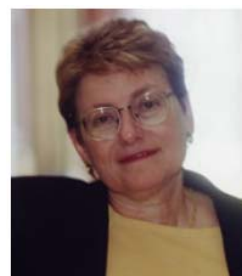
Upcoming Seminars

Pacific Media Centre:

The Media and Cultural Diversity: Associate Professor Arlene Morgan Journalism, Race and Ethnicity Programme Columbia School of Journalism New York

Friday, 4.30pm, 25 May 2007

WA220 Lecture Theatre, AUT University, Wellesley St, Auckland



Professor Morgan is visiting New Zealand as a guest of the NZ Journalism Training Organisation (NZJTO). She is visiting journalism schools and conducting workshops throughout New Zealand. This will be her only public lecture during the visit.

Please RSVP to pmc@aut.ac.nz

Textile & Design Lab Workshops

TDL held 3 very well attended industry workshops in March. Notable attendees included Farmers, Smith & Cagheys, Huffer, Wales and Mackinlay, Charles Parsons, CWT, Global Textiles, Beyer Textiles, Illicit Clothing and Optimum Clothing.

A separate workshop was also held for both AUT and Whitecliffe College students.

Our May familiarisation workshops are fully booked but don't despair! If you wish to participate in the next series of TDL workshops, please email peter.heslop@aut.ac.nz to reserve a place on the next ones scheduled for June. These workshops enable industry and educational partners to get first hand experience of the TDL's new technology and learn how the lab can offer support in the areas of research, training, product development, sampling and small-scale production.

Discussion Forums

One of the largest problems faced when doing interdisciplinary collaborative research is communication. As a tool to overcome this problem we will be holding a series of discussion forums for each CIRC centre at which ideas, projects, directions can be discussed and shared.

These forums will also serve as a stage for a series of seminars presented by various Centre researchers to disseminate information about current projects.

The forums are open to anyone with an interest and will be held on the Fridays from 2:00 to 4:00. Faculty wide emails will be sent out a week prior to each forum advising of location and specific seminars taking place.

The schedule for the initial series of forums is:

Textile Design Lab	Friday 18 th of May
Creative Technologies Lab	Friday 25 th of May
Centre for Rapid PD	Friday 1 st of June
Centre for Performance Studies	Friday 8 th of June
Pacific Media Centre	Friday 6 th of July

Collaborators Needed

This section of the newsletter is for those needing collaborators, or other, help with research projects.

The Perfect Stylus

Peter Gilderdale, from the School of Art & Design, has done much research into the history of penmanship, and has detected several flaws in the way in which we currently write and hold our writing implements.

This project would be to develop an ergonomic writing stylus for PDAs and PC-Tablets that naturally prompts the user to hold it in the most effective manner. The product would develop into a software package for natural computer calligraphy and drawing. This software would detect the various parameters of the stylus (speed, angle, curve, etc) and use this information to create a natural hand-writing and drawing tool.

Collaborators are needed in the areas of ergonomics, product development and software. If you are interested in contributing to this project please contact Peter at peter.gilderdale@aut.ac.nz or the CIRC office.

Contributing to Innovation News

As mentioned in the introduction, this newsletter is yours. Any items of interest you wish to contribute as well as comments or suggestions can be sent to olaf.diegel@aut.ac.nz.

CIRC offices are currently located at:

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CIRC also has a website at www.ciri.org.nz which contains a wide range of resources and information.

