

# The Microculture Network

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# microculture.net

A web site that answers the question:

"When should I plant my tomatoes?"

In this presentation:

What it does, who will use it, and how

Short-term and long-term goals

Bloviating

Questions/comments

# What it does

- Combines climate information with crop models
  - Large databases
- Generates customized news feeds about weather and plants
  - Timing for gardening
  - Early warning for important events
- Convenient distribution
  - Pleasant murmur about right outside

# Target users

- Gardeners
  - Want help with planning, timing
- Mobile foodies
  - Seasonal rhythms at current location
  - Farmers' market opportunities
- Nature lovers
  - Hikers, other tourists
  - Virtual travel

# How to use it

- Set up an account
- Specify interests
  - place, plant, other things
- Interests generate news when combined
- Receive your murmur

- Demo!

- <http://www.microculture.net>

# Caveats

- Interface smoothing is ongoing
- Climate data is not being updated daily
  - Doesn't know the particulars of this year
- Plant simulation is not state-of-the-art
  - Growing-Degree days,
  - "Days to harvest" seed-packet numbers
  - Much more plant data is needed!
    - Dan Herms at OSU
    - <http://www.oardc.ohio-state.edu/gdd/>

# Coming Soon

- Sending out events as they occur
- Recipes
  - News generated from recipe interests
  - "Recipes" for propagation, harvest, and preservation of all plants
- Interest aggregation
  - hay fever, wildflowers, leaves turning, fauna

# networks of microclimates

- compare climates; link like to like
  - <http://www.microculture.net/climate.php?ID=10157>
- local gardeners' networks
- global networks of similar climates
  - Specialized plant varietal transfer
    - Seed-savers' Exchange needs this.
  - Climate-sensitive business transfer
    - Cheese theft!
  - Other cultural transfer
    - Festivals, animal symbols

# Why this project?

- This is an attempt at activism.
- I am an artist; I do by making.
  - I am disinclined to didacticism.
  - Social involvement by invention
    - Moral tools enable right behavior.
    - Control culture by making it
- I keep moving
  - I made a tool for putting down roots

# Culture Generation

- More culture needs to be invented than I can make.
- My background in generative art
  - <http://www.workly.com/prints/transience/index.html>
  - Generate meaning from masses of data
  - lots of weather => a climate
  - climate + plants => a place
  - add people's actions (recipes, history) => culture! (well, a shallow one, anyway)

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Thank you.

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