Creative Processes in New Media of the Cultural Production

Gianluca Mura, Politecnico di Milano University, Italy

This issue of the *International Journal of Art, Culture and Design Technologies* (IJACDT) which is dedicated to cross boundaries of design, science and culture with emerging technologies will be publishing an issue on creative processes within cultural production.

In this issue, we will aim to explore and to uncover a variety of creative and innovative insights arising from enterprise and academic perspectives.

The issue starts with two interesting articles that present topics about natural languages processing techniques applied within two different contexts that add new points of view to these previously explored topics within the research field of the Metaplastic discipline.

The first article "A Model of Culture for Cognitive Agents" by Félix Ramos, Omar González, and Jean-Paul Barthès explores the misunderstandings derived from cultural differences represent a main barrier for effective communication and collaboration. As part of a platform aimed at supporting intercultural interactions, the authors present a synthetic model for quantifying culture. This approach is based on theories which abstract culture as a set of quantifiable aspects called cultural dimensions. Given that in general, the values of cultural dimensions are subjective and highly dependent on the observer judgment, they are modeled as linguistic variables. Linguistic variables allow profiling users using pseudo natural language which is appropriate for an abstract concept like culture. Regarding computations, fuzzy logic and approximate reasoning can be used for comparing culture of individuals, making inferences from their values, and modeling stereotypical cultural profiles.

The second article titled "ConnectiCity: Real-Time Observation and Interaction for Cities using Information Harvested from Social Network" by Salvatore Iaconesi and Oriana Persico presents the approaches, methodologies and results of a multidisciplinary research project which, over the last four years, was able to investigate on the possibility to observe the behavior of city dwellers using information harvested from social networks which was then analyzed using natural language processing techniques to gather insights about the emotions and themes expressed in the messages, and Geo-Referencing, Geo-Parsing and Geo-Coding techniques to understand their relevancy to the various parts of the city. Infoaesthetics and multiple forms of information visualization were designed and used to make information accessible from a variety of perspectives, including ones created to suggest novel practices for Urban Planning which would benefit from the produced technologies, methodologies and visualization and interaction metaphors.

The third article titled "The Application of Computer Aided Design as a Tool for Building User-Centered Design in Consumer Ceramics' Product Development" by Olalere Folasayo Enoch, Ab Aziz Bin Shuaib, and Ramli bin Ismail investigates the knowledge regarding how user-centre design can be built in ceramic consumer products. The paper gives the general overview of ceramics, computer-aided design and its application in ceramic product development. It also illuminates on product emotion, its influence on consumers' behaviour and how it can be integrated into new product conceptualization. Furthermore, the paper analysed the systematic approach in building user-centred design in new product and also reveals how CAD can be used to achieve a user-centred design. In order to test the viability of CAD in achieving user-centred design, a study was performed where a CAD-model of a multi-functional ceramic pot was created and a questionnaire with the image (CAD model) and eight emotions was given to participants so as to know their emotional responses toward the product. The result from the study reveals the viability of computer aided design as a tool for building user-centred design in consumer ceramics' product development.

The fourth article titled "An Investigation of the Relationship Between Intellectual Capital and Knowledge Transfer: An Exploratory Case Study of Taiwanese Bands" by Chia-Wen Tsai, Pei-Di Shen, and Nien-En Chiang presents a study about this newly competitive and dynamic knowledge economic era for enterprises. As a part of the cultural enterprises, the music industry produces cultural products that are non-material, aesthetic and expressive for audiences and consumers. The report on the artistic and cultural fields from the European Union illustrates that the impor-

tance of the creative industry increases day by day in recent years. However, the studies of intellectual capital and knowledge transfer mostly focused on the high-tech industries. In this study, the researchers adopted a case study to explore how the knowledge transfer among music band members and intellectual capital's effect bands. Based on the interviews, the researchers found that human capital is the fundamental of a music band and organizational capital, and it influenced the transfer of human capital. The authors further discuss the implications for bands and the for music industry to promote knowledge transfer and build their intellectual capital.

The last study is interesting because it investigates and validates, from a different point of view, some topics within the previously defined Metaplastic interdisciplinary research field. The "Information Systems as a Reference Discipline for Visual Design" article by Daniel A. Peak, Victor Prybutok, Michael Gibson, and Chenyan Xu proposes the Information Systems (IS) discipline as a reference discipline for the Visual Design discipline and vice versa. This work tries to offer a pluralistic framework of visual design systems (VSD) where the primary focus is on how the Visual Design discipline utilizes the intellectual know-how of IS concerning systems of development. Because visual design is part of the aesthetic paradigm where interpretivism rules and IS is contained in the positivist paradigm, the authors employ a multi-paradigm approach to bridge these two paradigms and their constituent disciplines.

Gianluca Mura
Editor-in-Chief
IJACDT

Gianluca Mura is a researcher, architect, and designer at Politecnico di Milano University. His research area is within digital cultures interrelations among art, science, and technology. He holds a PhD in industrial design and multimedia communication from Politecnico di Milano University. He has teaching experience in design university and professional courses. He is doing research, academic publishing, and actively participates in numerous international scientific conferences and symposiums. Dr. Mura is also a scientific member of several international conference committees