

# SmileyMap

**Project Type** Research and practice

**Status** In progress

**Partner UdK Berlin**

Ilaria Biotti, student in the Postgraduate M.A. Course "Art in Context"

**Partner TU Berlin**

Dr. Hamed Ketabdar, Dr. Robert Schleicher, Ina Wechsung  
Quality und Usability Lab der Telekom Innovation Laboratories

**Project Coordinator Hybrid Plattform**

Claudia Müller | [claudia.mueller@hybrid-plattform.org](mailto:claudia.mueller@hybrid-plattform.org)  
030 31852721

## Questions and Content

What processes are behind the collective emotional state of a city? How do the structures of subjective perception develop and change? This project links and illustrates data on human emotional states and the factors of space and time. This helps to reveal and analyze the processes that can determine the emotional state of a city.

The team, which is composed of an artist from the UdK Berlin and three researchers from the Quality and Usability Lab of Telekom Innovation Laboratories, is developing a mobile interactive application that will enable people to input their mood at a particular place. Users associate their emotions with specific places. The overview can generate an emotional map of a place. The overall picture can depict the entries for the emotional state of people in a city as a snapshot or over time. For example, thanks to the user-generated content, the maps offer a picture of how happy people are in a city. The technological and artistic challenge is to find a clear way to depict this that both permits simple and rapid interaction and is visually appealing.

## Use and Target Audience

The development of this program benefits from the interdisciplinary expertise of the project partners. The technological know-how focusing on usability and aesthetic-design competencies complement each other. Specialized approaches are exchanged. The resulting synergy effects are crucial to achieving the project's shared goal.

The mobile application itself makes it possible to discover emotional structures and reveal their connection to places in the city. Associating places with emotions can alter the perception of a city, for example. That is interesting for people concerned with Berlin, either because they live there or visit the city as tourists.

## Support from the Hybrid Plattform

The Hybrid Plattform brought together the project partners and supports the cooperative project with publicity work.