

REFLECTEUR

DIGITAL CULTURE EXPLAINED

POWERED BY  vivaki



ROVER'S EYE VIEW

When the Mars Rover went to Mars, it took many photos of the surface, some of which now power Google Earth Mars. It also took a horizon photo at the end of each drive. These photos give us a rovers eye view of what the little guy “saw” as it undertook its 3 year, 13 mile trek across the planet.



The images have been compiled into a time-lapse video that is posted on YouTube. We've probably all seen some images of the moon or even Mars before. But this video takes it a step further. It's a fascinating view of the surface of the planet, something we regular people rarely get to see in such detail. We've featured a number of items in digital culture that allow us to see things that are normally hidden from site (Parks Canada, Issue 76; The Chapel, Issue 78; Contraband, Issue 80). Being able to see, as if you were there, the surface of another planet is an amazing experience. The comments on the video are almost entirely about debating the content and the technology - with a few Star Wars references thrown in. We are talking digital culture here.

This is also a great example of the way content from a brand or company, in this case NASA, can be remixed and shared by an online community. NASA in particular has embraced the internet and transparency in a large way, allowing anyone access to much of what they collected in Mars.

RELATED LINKS: ROVER'S EYE VIEW OF 3-YEAR TREK ON MARS

TASTE BUDS

Many people would probably readily admit that they have no idea how to create meals without a recipe. How are you supposed to know what goes with what? Never mind that there are so many spices, vegetable and meat options to choose from. Yet most of the time we're usually stuck making a dinner with what is in our kitchen already.



There are tons of websites that try to help you figure out what to cook based on what is in your kitchen. And there's something fun about seeing all the meals you might actually be able to make. Yet, these sites aren't a helpful tool for a quick, end of day meal. That's where a new infographic from Information is Beautiful comes in. It maps major food categories like fish, chicken or greens and various complimentary flavors for items within that grouping. Want to make a spinach salad? Pine nuts and bacon are good to include. Turns out pigeon also goes well with bacon (who knew?). The charts are fascinating for those odd little tidbits alone, but they are also amazingly helpful for anyone with a penchant to lose the recipe cards.

RELATED LINKS: TASTE BUDS - COMPLIMENTARY FLAVORS

TOP SITES

ALL FACEBOOK

ASYLUM

BUZZFEED

THE CHIVE

READWRITEWEB

CNET

BOINGBOING

CO.DESIGN

FEMINISTING

ENGADGET

THE VIBE

CRACKED

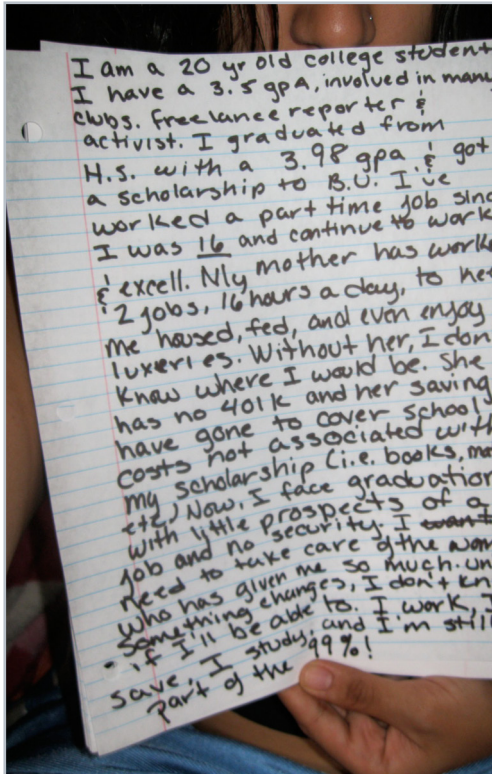
KURIOSITAS

FAZED

GEEKOLOGIE

11POINTS

THESIXTHAXIS



WE ARE THE 99%

In the past month, one event has dominated US news reporting. The Occupy Wall Street protests have been a persistent presence not only in lower Manhattan but also on the nightly news. As a spontaneous movement, it's impressive. But because the news coverage tends to focus on the mass of humanity, it can be difficult to connect with the individual participants.

A new Tumblr addresses this dynamic. It provides a forum for individuals to tell their stories in the context of the protests, and in doing so provides much needed context to the entire movement. People write down their personal stories, hold up the paper, take a photo and post it to the site.

The reality is that it can be easy to dismiss the picketing mob as extremists or radicals. It's much more difficult to read an individual's story, look in their eyes, and dismiss their problems. These accounts are highly personal. Some are quite private. All are moving. Where the mass protests have succeeded in forcing attention on the issue of extreme wealth inequality, this site shows what it means to our fellow neighbors and citizens.

RELATED LINKS: WE ARE THE 99%

EVERYONE LOVES BALLOON HATS

Is there anything in life more playful than a balloon hat? Even our issues with clowns (not fun – terrifying) aren't enough to spoil the sheer whimsy of a balloon hat. But do people across the globe appreciate this art? Does it cross cultures, bringing happiness to all?

Self-taught balloon twister Addi Somekh wanted to use the medium to help us connect with each other – to show that we're really not that different. 'The idea was to show that there is functionality in human beings in social interactions.' His site captures his travels around the world, where he visited different countries and cultures. Along the way, he made balloon hats for the people he encountered and photographed their reaction. The result is a highly personal and touching photo gallery. As a viewer, you can't help but feel a bond with these people.

At one point in the documentary video, the narrator says, 'There are some things that connect all human beings.' Who knew that one of these things was a lowly balloon hat? The web is great for connecting people, but sometimes it takes a physical device to actually make that happen.

LINKS: BALLOON HAT, DOCUMENTARY ON VIMEO



TOP REFLECTEUR LINKS

DADDY LONG LEGS, WHO DID NAME YOU?

ANIMALS TALKS IN ALL CAPS

BRANDING 10,000 LAKES

PUMPED UP KICKSIDUBSTEP

GUY ON A BUFFALO - EPISODE 1

FUCK YOU, APPLE

WHO IS HANKSEY?

BLACKBOARDS IN PORN

RUDE HAND GESTURES OF THE WORLD



ANDRAS VIGH NAMED COUNTRY CHAIR FOR CHINA

VivaKi CEO Jack Klues announced today that Andras Vigh has been named Country Chair for VivaKi Greater China. Vigh replaces Yifei Li, who was elevated earlier this year to Chief Strategic Development Officer for Publicis Groupe in China.

As Country Chair, Vigh will work with the regional and local leadership of Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia to strengthen their ability to service clients in Greater China.

He will also oversee the VivaKi Exchange and the VivaKi Nerve Center, reporting directly to Klues. In China, VivaKi employs over 1,200 people and through its China Media Exchange, it is one of the largest media buyers in China. Andras has been serving as VivaKi Country Chair for Central and Eastern Europe, where VivaKi operations rank among the top 2 in nearly every market.

“Andras brings a unique blend of global expertise and local sensitivity to this role,” said Klues. “He has 17 years of media experience across the globe and also across Publicis Groupe, and he is recognized for his ability to build powerful businesses in dynamic and emerging markets.”

Andras was appointed to the role of VivaKi Chair for Central and Eastern Europe (CEE) in 2010, responsible for implementing VivaKi’s vision in the region and working closely with the leadership of the network brands. In addition, he has served as CEO for ZenithOptimedia (ZO) for CEE, Russia, the Middle East and the Nordics for over five years. In this capacity, he was working very closely with Russia on of the key BRIC markets. For the past two years he has also served as global leader of Performics, the Search agency network operated by ZenithOptimedia. Congratulations to Andras!

ABOUT REFLECTEUR

Reflecteur is about understanding and explaining digital culture. The contemporary digital experience is highly participative, and a unique digital culture has emerged. Because people - not corporations - are behind it, this culture continually evolves.

In order to arm ourselves, our clients and our partners with a deeper understanding of digital culture, we have created this initiative. Spanning the VivaKi network, Reflecteur taps into the collective wisdom of the organization to identify

digital culture phenomena and the accompanying insights. We crowdsource the featured items through a community of culturally-connected people across the VivaKi brands. We then apply ethnographic techniques to uncover the underlying cultural themes and insights, which we are pleased to share with you in our publication, landscape presentations and workshops.

For more information, please contact: Eric Bee, eric@denuology.com

REFLECTEUR IS CREATED & CURATED BY

Ellen Bird ellen.bird@vivaki.com

THIS ISSUE’S AGENCY CONTRIBUTORS

Stephen Portelli Erin Vogel

Garrett Sorrels Brian Mathena



ABOUT DENUO

Denuo is a Publicis Groupe company that instigates and invents new forms of creativity to solve the brand challenges of modern marketplaces.

Through an enlightened perspective, world-class hybrid talent, inspired work and data-driven insights, we help clients get to the future first.

Working out of offices in Chicago, London, San Francisco and Los Angeles, we navigate the continually-evolving landscape of emerging

platforms, the intersection of creative and media, new forms of content and rapidly changing digital culture. For additional information, visit: denuogroup.com and denuology.com

Denuo.
Making tomorrow tangible today.