

## **Collaborative Urban Screen Applications**

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### **ABSTRACT**

*In recent years there has been a growing interest in Urban Screen applications. While there have been several deployments of these media in urban environments, surprisingly little research effort has aimed to explore the people's engagement and interaction with these urban screen applications. In this paper, I try to explore of collaborative action on large urban displays situated in, Milan, New York and Melbourne. The study highlights ways in which collaborative play is initiated and coordinated within the context of an urban environment. These experiences are related to physical characteristics of the architectural spaces, the people populating these spaces and the interactive properties of the game itself. The study moves on to discuss issues relating to audience and spectatorship, an inherent feature of interaction in urban environments. Learning from the experience of those cities we can highlight factors to consider in the design of collaborative urban screen applications.*

**Keywords:** *architectural space, new media, urban screen*