

## EDITORIAL PREFACE

# Creative Processes in Art and Design of the Cultural Innovation

*Gianluca Mura, Politecnico di Milano University, Milan, Italy*

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

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

The first article *Functionalization and the Real Virtual what happened to us and how we want to overcome it now* article by Ulrich Gehmann and Martin Reiche explores the tendency in virtual world design towards the creation of non-functionalized virtual worlds, i.e. worlds which only exist without resembling any function in their design. The authors are going to show how this tendency is grounded in the ongoing process of formatization in the real world by introducing a 4-step model of de-functionalization and show which chances exist for these non-functional virtual worlds to affect the real world through the mental world conception of the user.

The Conversation China *Serendipity on a plate* article by Michael Johansson discusses the design thinking, methods, processes and some examples of work, that demonstrates how the author together with different co-creators set up a work practice, using digital 3d objects and images, and how such process can be used to create images and animation in a variety of design and art projects. The main example is a project called “Conversation China” that still is in its making, here we work with rather complex processes, involving several digital analogue techniques as the basis for creating the images for a 150 pieces porcelain dinner set. This work could be interesting exploring how the intention of the artist or designer is transferred and later embedded in the procedural or algorithmic process and how this intent is organized and set up to secure a desired outcome, mixing the possibilities of the digital media object with manual editing and artistic craftsmanship.

The *Brown Cloud Project: A new blue?* article by Ioannis Michaloudis and Miik Green describes an immaterial material aerogel, a material that sits between the virtual and the physical world to asks new questions regarding our environment. It is through this cross-collaborative process that the medium of silica aerogel was manufactured, a product that fused scientific

research with artistic vision, enabling ethereal physicality. This article presents a fundamental issue that rests on an individual culture's perception, historical experience and associations. The chapter 'light' investigates the importance of light and its role in the enlightenment. Finally, sky addresses the ether, the invisible yet present atmosphere that surrounds us as humans, viewed as something intangible that has the possibility of being made tangible, and investigated through the medium of art.

The article *HEOSA: towards a categorization of scambaiting strategies against online advance fee fraud* explores the online information communities specializing in identifying, documenting and reporting actions of so-called '419 scammers'. A qualitative research approach was applied to two active scambaiting communities - 419eater.com and thescambaiter.com. Content analysis of several discussions and the examination of interviews from the web radio 'Area 419: Scambaiting Radio' resulted in the seven categories of scambaiting techniques that are presented in this article. The aim is to both give a wider understanding of the scope of existing Internet scams as well as answering questions of why and how individuals or communities of scambaiters take action against Internet scammers. The analysis on various scambaiting practices is intended as a base for future discussions, for instance, whether some scambaiting methods should be implemented in media competence training.

The article *Perception of Relationship between Art and Science in Contemporary African Arts and Technology* by Bankole E. Oladumiye investigates the contemporary African art and science as a product of human works of conception and perception worthy aesthetic values. This study discusses the conceptualization and the perception of art and science in the contemporary Africa, and therefore analyze the benefits of interaction of these two domain within the artistic and scientific African communities in recent years.

*Gianluca Mura*  
*Editor-in-Chief*  
*IJACDT*  
*Editor*