1)           Kort konseptbeskrivelse

The open wall (theopenwall.no) builds on the open source business model by taking openness out in the public space. The open wall is one (or more) led display to be placed in the open space of the town of Trondheim. The open wall goes beyond the concept of interactivity as the audience will not only interact with the wall but provide content to the wall and modifying the programs governing the wall.

2)           Verdikjedene, hvem er aktørene her? NB verdikjeden kan bestå av flere enn 3 ledd

There are at least the following roles:

- the main sponsor, this could be for example a company like Statoil-Hydro, or Microsoft, or google, who wants to make a present to the town of Trondheim and at the same time build up its image. We may involve the center for Open source (Friprog), digi, Bouvet or other actors working with open source.

- the artist/curator who is responsible of the placement and the appearance of the artwork. this could be KORO (see <http://www.koro.no/>)

- the technology provider who implements and maintains a hardware and software system able to receive contributions by the audience (<http://www.soundscape-studios.no/> studios for example)

- the audience who provides content to express them self. Here we have to look into the open source model to understand why contributors will contribute, like for example to show their ability, to interact with each others.

- secondary sponsors who pay to be allowed to provide content (advertisement) at given times

- one community (or wall) manager who takes care that the wall is alive and displays interesting content and set the rules for the interplay between audience provided content and sponsor provided content.

- network provider (trådløs Trondheim).

- NTNU – here I need help to define my role

3)           Beskrivelse av roller, interesser og gevinster

Here we have to build upon the OSS model. On the one hand, we have the Norwegian state has precise rules about open source and open format in the public administration. On the other hand we have companies like <http://www.redpill-linpro.se/> or <http://www.redhat.com/> or Mozzilla which base their business on open source. Both PA and such companies should be interested in sponsoring the open wall. Again Friprog <http://www.friprog.no/> should be contacted and involved.

4)           Hvor og hvordan kommer inntekter og utgifter

Revenues come from main sponsors (who pay for the technical system and the position of the community manager) and secondary sponsors who pay for being able to advertise. Costs are technical development (hardware, software) and maintenance (more to maintenance than to develop).   If we understand the business model of companies like Mozzilla or Red Hat we may be able to replicate these in the art/architecture world.

Moreover we need a person who work at least one day per week as a community manager. Finally, this should generate network traffic for wireless Trondheim.