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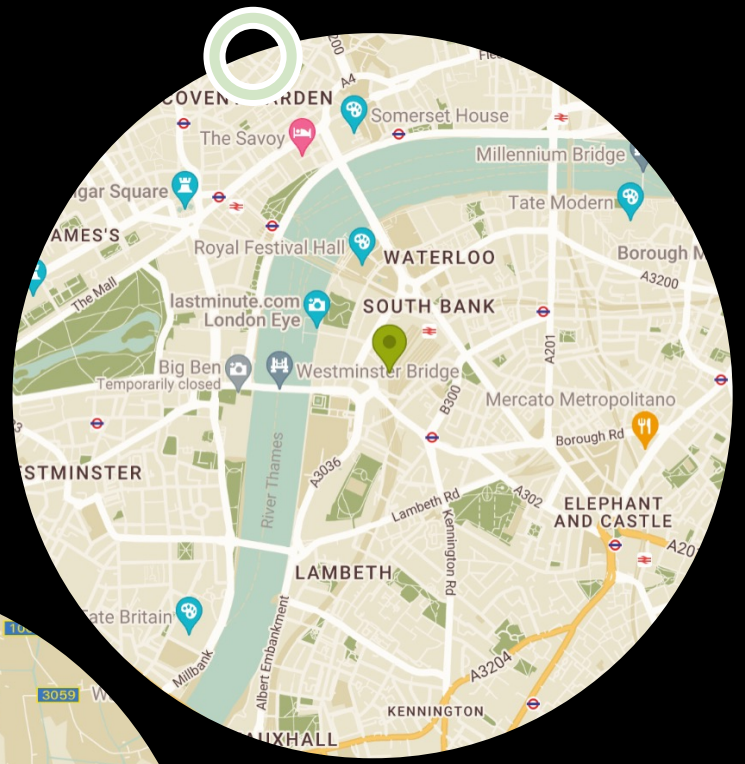
ANI-CODEX

An Intercultural Artistic Adventure

London – Bangkok

University of Arts London – Mahidol University International College



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Intro

"Ani-Codex", a cross-cultural project, unites UK and Thailand students in co-creating an AR graffiti installation across London and Bangkok.

The result of 4 days across four-weeks workshop were a series of animated graffiti, viewable via AR, adorning the walls of Leake Street in London, and Bangkok.

A collaboration between the MA Animation Course at London College of Communication UAL (MAALCC) and Mahidol University International College (MUIC)

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Trailer

14 July 2023

Link https://vimeo.com/851015122/c5f2f74331

Filmed by Nana Maiolini

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Try out the AR

App Store

Google Play

1. **Install** the Artivive app

2. **Find** artworks marked with the Artivive icon

3. **View** the artwork through your smartphone

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Support

Ani-codex was supported by the International Relations Unit at UAL. The IRU works across the UAL Colleges to support the development of mutually beneficial partnerships with creative industries, higher education institutions and governments around the world. This results in collaborative activity such as high-quality Transnational education (TNE), student and staff mobility or projects that tackle global societal challenges and encourage innovation.

Image: @SaraMassieu

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Aims

1. Enhance Student Experience and Employability
2. UAL's Social Purpose mission
3. Sustain and develop long-term partnerships

Emphasising social and climate justice, personal identity, and visual representation, this collaborative effort stands as a vivid symbol of youth creativity and international unity

Image: @SaraMassieu

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Enhance Student Experience and Employability

Through cross-cultural collaboration, MAALCC students from London and BA MUIC students from Bangkok co-created a series of animated AR street art installation, fostering creativity and teamwork. Participants developed animation and AR skills, enhancing employability.

Image: @Karma

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UAL's Social Purpose Mission

The project explored social and climate justice themes through graffiti and AR, promoting awareness and dialogue on societal challenges across the two countries and engaging the public.

Image: @SaraMassieu

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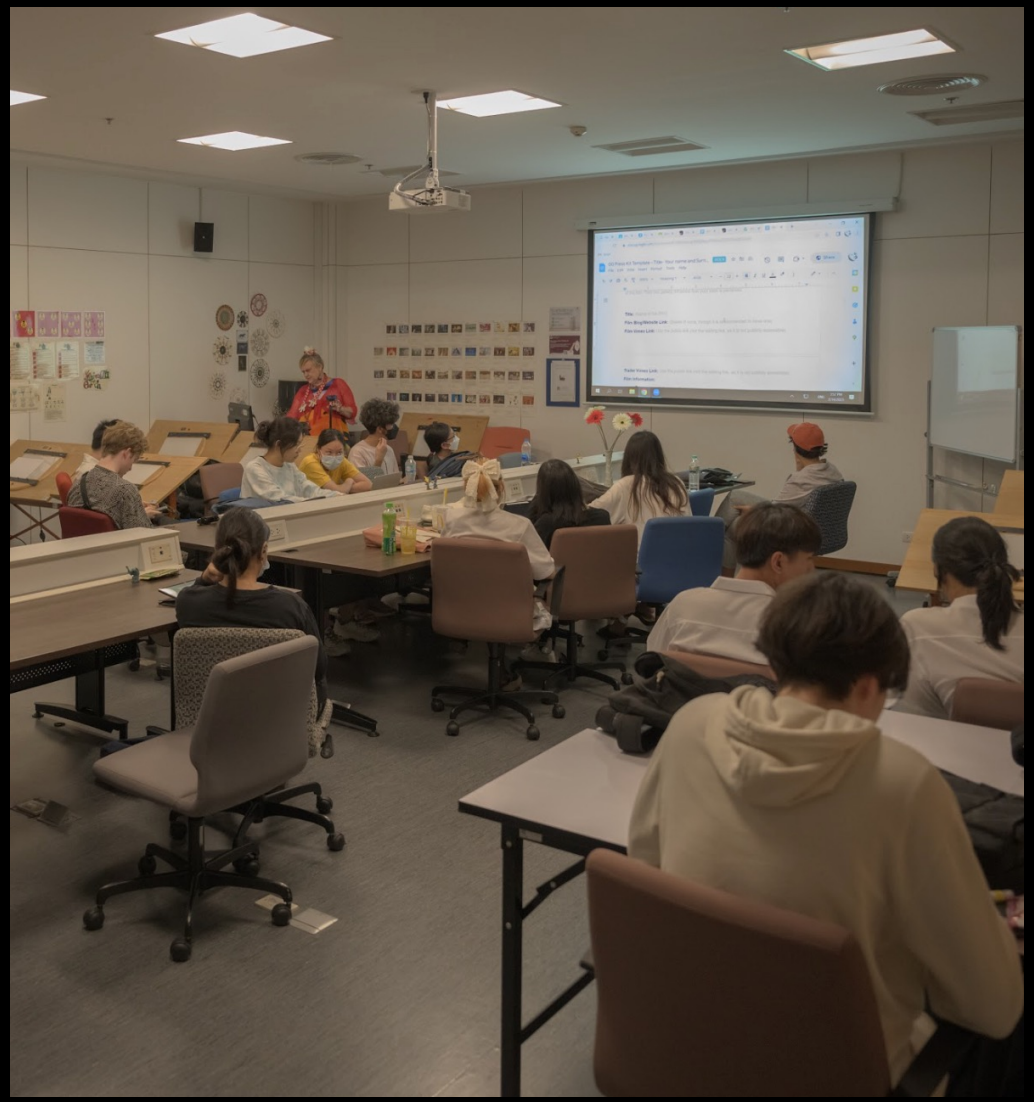

Sustain and Develop Long-term Partnership

The collaboration will run again in July 2024 involving MAALCC and MUIC plus two extra courses: Ma Animation online and MA 3D.

The collaboration facilitated cultural exchange and networking, with an AR graffiti piece in London and Bangkok, ensuring long-term impact. Methods included a blog, industry feedback, and social media engagement for impact assessment.

Image @Karma

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Methods Employed to Measure Impact

Impact assessment methods included:

- Blog Documentation: Participants' progress, reflections, and collaboration were qualitatively assessed through a group blog. ANICODEX 2022-23 Padlet.pdf
- Feedback from Industry Professionals: External evaluation by industry experts provided insights into project quality and relevance.
- Social Media Engagement: Dissemination of clips on platforms like Instagram and Vimeo enhanced outreach and potential societal impact.
- Image: @SaraMassieu

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Industry Guests

Karma Sirikogar : A journey.

From Street Art to Branding, NFT and Galleries

Karma_Journey.pdf

Image: @Karma

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Industry Guests

Nica Harrison : Works on Walls.

From Animation to printmaking and social street art murals around the globe.

Harrison_Murals.pdf

Image: @nicaharrison @subterraneos.oax

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Industry Guests

Kris Hofmann: Insect and us

An Augmented Reality story about the importance of insects to planetary health and human well-being. Commission AR Exhibition for the Photographer Gallery

https://www.krishofmann.co.uk/project/insects-us

Image: @KrisHoffman

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Talks

- Ani-Codex: Kim Noce
- Introduction to the Climate Emergency: Alejandro Martinez
- Collaboration: Zuliana Binti Mohd Eusof
- Decolonisation: Kerong Fan
- Artivive And Animation: Yu Sun
- The Society of the Spectacle: Alejandro Martinez

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Student & Staff Feedback

"My key take away from this collaboration project is to respect people I am working with. Being respectful of everyone's time, personal background, and the culture they are from is an essential practice when working with others. As all of us has respect for each other, it allows us to work really well together, creating this valuable experience."

Response Feedback for Ani-Codex.xlsx

Team

UAL LCC Ma Animation Team : Kim Noce, Yu Sun, Zuliana Binti Mohd Eusoff, Alejandro Martínez, Sara Massieu, Tong Xu, Kerong Fan, Nana Mailolini

MUIC Team : Millicent Young & Karma Sirikogar

Industry Guests: Dominica Harrison, Karma Sirikogar, Kris Hofmann

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© MUIC ICFA233 Storytelling by Design Tri 3 2023 - Mahidol University International College
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Image: @SaraMassieu

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Q&A

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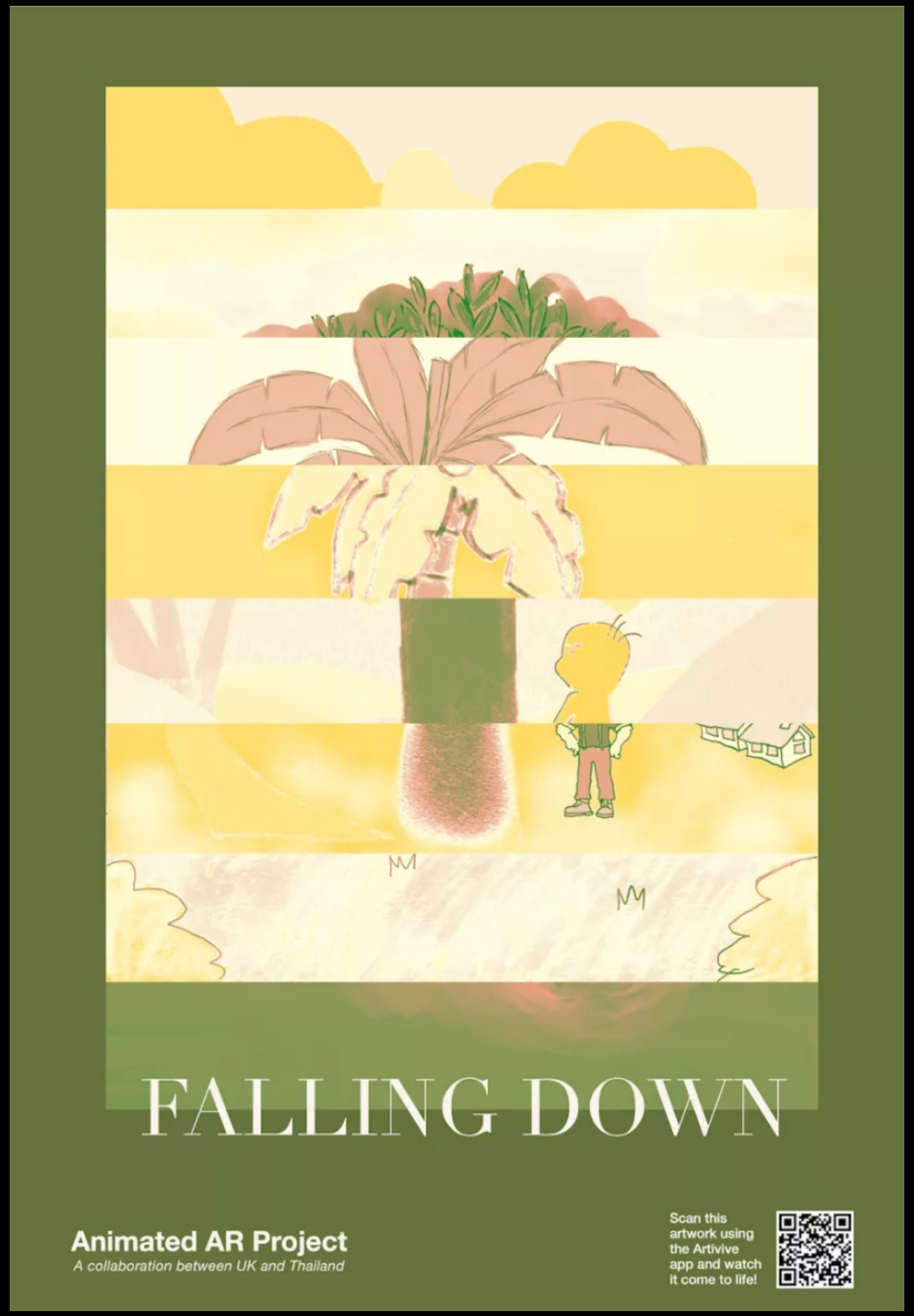

AR Animated Graffiti Project

A collaboration between London and Thailand

"It's just a joke"

Can't you take a joke? Why are you taking it so seriously? Everyone else thinks it's funny Well you must be fun at parties You don't have to be so srious all the time I was just kidding, you know You should take a chill pill Why are you so serious?

Scan to download Artivive and see our AR come to life!

"Words cut deeper than knives. A knife can be pulled out, words are embedded into our souls"

- William Chapman