

Turtle Lane Studios Pty Ltd

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TURTLE LANE STUDIOS PTY LTD has over twenty years experience in the Information Technology and Arts industries. It is an innovative Australian company combining appropriate techniques from both arts and IT to architect advanced information services. These services are characterised by specialised and effective access methods and navigation facilities to maximise the user's engagement and enjoyment and the owner's return on investment.

SKILLS & CAPABILITIES

- Architecture of information services;
- Knowledge-based systems;
- Electronic publishing;
- Requirements analysis;
- Project management;
- Visual arts.

MOTIVATION

- **Aesthetics**
The design of the future needs to be informed by a sense of visual beauty - the information highway should be an aesthetic experience;
- **Visual Literacy**
In a strongly visual culture such as the later 20th Century, art expertise must assist in the ordering of the mass of information to make it comprehensible for our non-digital brains;
- **Lateral Thought**
In Australian industry, caution and assured profit rule. Only through play, experimentation and risk will we make the creative leaps, which will move us beyond the bottle-necks such as point-click-and-wait;
- **Complexity**
Artists were central in developing this century's technology of photography, film and video. Only through the merging of fine art and technology can there be a complex melding of image/form/content which transcends the predictable mediocrity of most mass media images.
- **Simple yet Elegant**
Today's users demand elegant, sophisticated and simple access methods and navigation structures. Many of today's web sites ignore users - they concentrate on pushing technology. The user must be recognised as the most important influencer for design.

SIGNIFICANT ACHIEVEMENTS

- **The ABC of the Internet and Digital TV**, is a report prepared for a major Australian broadcaster detailing opportunities for a broadcaster in the converging industry sectors of communications, IT and publishing.
- **OL&OD'99 Proceedings**, electronically publishes a complete session of the 1999 Online and On Disc Conference.
(http://www.cadre.com.au/html/body_online_on_disc.html)
- **New Technologies and Australian Culture**, developed a CD ROM on the providing advise and guidance on the digitisation of cultural and heritage objects, incorporating the electronic proceedings of a one-day workshop, Copyright and the Electronic Image, and 300 pages of supporting material.
- **Yvonne Boag Virtual Art Exhibition**, an event on line electronically publishes an exhibition of visual art on the web using the Events On Line architecture.
(http://www.cadre.com.au/html/body_eolwww.html)
- **Events on Line** developed an architecture for electronically publishing an event using the World Wide Web. An event on line is created after recording the event capturing its richness using the various types of information available to an attendee. The digital event is then processed and value added through the addition of extra material and facilities, for example, chat rooms, background material, etc.
- **Australia Council Artist in Residencies in New Media Technologies**, developed an artists in residence scheme within the IT industry.
- **Electronic Archive of Finnegans Wake** used the IntelliText software to provide an electronic version of the manuscripts of Finnegans Wake by James Joyce. This was a collaborative project with the CNRS Institut des Textes et Manuscrits Modernes in France.
- **EPICentre**, the Electronic Publishing Innovations Centre explored 12 aspects of electronic publishing in the context of developing electronic version of the Australian Journal of Chemistry (AJC) and the further development of the electronic journal Psyche. These aspects covered: data structure and architecture (representation); reading; distribution alternatives; editing/refereeing and IP issues.
- **IntelliText** was a project that developed a novel architecture for publishing documents electronically. The architecture was prototyped on a publication for Academic Press (UK) Ltd.