



Introduction

reallybigroadtrip is an experiment in living & breathing creative digital culture. The plan is to get a bus, rig it with recording equipment, then drive it around Australia talking to people about how they engage with creative digital culture.

About me

I'm Fee Plumley, a geek artist, technoevangelist and nomadic digital consultant from the UK. I became a permanent resident in Australia on a Distinguished Talent visa last year. I've been working in this space since around 1996 when my theatrical creative practice met the internet, and my head exploded.

'This space' is hard to define, but that's what makes it so appealing. Here I'm defining it as 'creative digital culture' because I'm essentially interested in how creative people ('makers') use technology to connect themselves and their ideas to other people.

I've been a maker since long before off-the-shelf platforms like blogs, Facebook and Twitter existed, so I've had some interesting learning curves. I know how you create meaningful noise & engagement without any money. I've built and maintained online community models so attentively that one of them still exists thirteen years after I helped to establish it. I co-founded a company that created a new genre of literature inspired by the technical limitations of mobile phones, and I have established a Geek in Residence model of skills exchange that has since been adopted in other countries.

About reallybigroadtrip

I'm now taking all this to a new level; I'm crowdsourcing my life & exploring digital culture by using digital culture. Everything I do will be crowdsourced and documented. Not just 'what', but 'where', 'why', 'how' and 'who' I'm doing it with. I will interview other makers and organisations, document their work, and exchange artwork, stories, knowledge and networks. What's more, this touring home, studio, workshop, exhibition and screening space will run on vegetable oil, have a tracked carbon footprint and will take other people along for the ride.

My national and international Nomads in Residence will tell me where they want to go, who they want to meet and what they want to achieve. I will help to facilitate those relationships and, of course, document everything that subsequently takes place.

All this results in a huge amount of rich media, the best of which will be shared via social networks. The rest will be stored for future development; a vast legacy of material for advocacy, data visualisation, conferences and festivals, or possibly an eBook/interactive documentary.

Since 'this space' is still frustratingly considered "niche and emerging" this qualitative material needs some quantitative analysis. As I travel I will be asking people to complete one of three surveys depending on whether they are makers, audiences or policy developers. In this way I will map how Australia is engaged with creative digital culture. I hope to also argue why the National Broadband Network is not just a conduit for more sport & porn from overseas. Done well, the NBN has the opportunity to change how Australians make & share (not just receive) anything, anywhere.

Summary

I'm not a documentary filmmaker, anthropologist, or academic researcher, but I will be learning – and failing – at becoming all those & more on the fly. This is a personal journey with outcomes for others. It personifies my passion for creative play, technology, adventure and Australia. Where I go, what I do, and how this journey ends will be determined entirely by the people who want to join me.

So, do *you* want to play?