

Jon Interviews: Simon about the QR Project

Jon: Simon, hello

Simon: Hello, Jon

Jon: I understand you've just been speaking to Otto of ottoGraphic

Simon: I have.

Jon: A fellow I know very well. He's moved to Gouarec, he's German but he's spent time in the south west of England. What's the project you're involved in?

Simon: So its um we've been calling it the QR Project. Er it's a project which was started by Le Patrimoines. It's an association in Gouarec and the Otto had written or has produced a book of graphics of various historical parts of Gouarec, the church, the les Halles,

Jon: I see in his book very impressive.

Simon: Very impressive. And um so what has happened is that there's an initiative to create a tourist attraction which will eventually mean that what we have is posters outside of these 10 sites in Gouarec. There will be these posters with Otto's prints for each site and underneath the print will be 3 QR codes which when you scan on your phone will take you directly to a website. The 3 QR codes, 1 for French, 1 for English and 1 for Breton, will take you to a the appropriate language for you to listen to on your phone, a commentary about the site, so for example there will be somebody talking about the jardin at Marilyn's house for example. It will tell you how it was created, who created it, all the sites have little stories about the station the church and anecdotes that have been provided by witness statements. So there are people who've been interviewed, some of them, in fact 1 of the ladies who was interviewed is over 100. So you'll be able to listen to a commentary and in some cases, not all cases, in some cases a witness statement or a testimonial that's probably the best word.

Jon: I was going to say witness statement makes them sound like criminals



Simon: Yeah. Let's say an anecdote. You can listen to an anecdote about the site, some historical fact that's amusing or interesting for example the cafe at the station during the war, when a German officer was shot by somebody who was somebody from the resistance, ok. So there are little stories like that and the it's a fascinating project. I was brought in originally to handle the recording, I have a recording studio and it's something that I do, and also to do the voice over for the English version. And it's expanded from that, and in fact I've now been in charge of putting the whole website together and organising all that. So what happened is the the script, if you like, was written for each site and then I've done the translation into English and a friend of mine who's a French actor was brought in to do the French version and a local roman who you may know lives in Gouarec has done the Breton version.

Jon: I know him and I shan't be listening to that one I'm afraid.

Simon: Well it's very interesting actually, it's quite extraordinary. So I recorded the actors the Breton and the French versions in my studio and edited them together with the anecdotes where there are anecdotes and I've done the same with my English voice and

Jon: So how many images are there all together?

Simon: There are 10.

Jon: 10

Simon It will all be on the website. Well this is the interesting fact is that there is a website called gouarec.org which is a new website that I've created for this project and also there are going to be other associations the photography I think and some other associations in Gouarec who will be taking space on this. At the moment when you, when you see the poster which should be up quite soon, when you see the posters and scan the QR code you'll go directly to that page for that site and all there is on that page, it's nice and simple and easy, is the graphic that you've just been standing in front of, the print and then a little player that you click Play and if you've chosen to go to the English version you'll hear me telling you the story about the site and possibly the anecdote if there is an anecdote for that

Jon: Now is this a new idea, this project? Because I seem to remember a fellow was gonna take photographs and then they would be displayed on

posters with QR codes. I very much prefer the idea of looking at Otto's prints, looking at some art. So is this version 2?

Simon: I've not heard of the version you're talking about.

Jon: OK

Simon: I don't know about that.

Jon: I don't even know if it actually came to prevision.

Simon: No, well it certainly didn't in Gouarec

Jon: But this one is certainly taking off? And it's going to be up and running, do we know when?

Simon: I think it's very soon, I know that the stands have been delivered, the posters have been printed, the QR codes, 30 QR codes that I had to generate have been added to Otto's prints, so it should be up very very soon. I'm sure it's hopefully gonna be up for tourist season, which starts very soon.

Jon: Which begins very soon, exactly. This goes out in July?

Simon: Yeah

Jon: Hopefully it will it be ready for then?

Simon: Yeah well hopefully it will be up by the time this programme's out there. And it's been a very interesting process because listening to the anecdotes has really been very interesting because and I think you know visitors hopefully will find it as interesting too because we've had people talking about their days as a young apprentice as a wheel wright and talking about how they, you know, you had had to heat the iron before you put it on the on the wheel obviously the iron rim and it couldn't be too hot or the wheel would catch fire and at the end of the day being allowed one Ricard, one Ricard, but only one in those days you know, so there's all sorts of funny stories about people.

Jon: I'm sure they were very thirsty working in that all day

Simon: Very thirsty work. I think I wouldn't stick with just one but

Jon: OK so can you give us some information now on the actual posters. What's your favourite poster, for example?

Simon: Ahh gosh

Jon: Can you give us a word picture?

Simon: Oh, I'd have to think about that. I can show you Jon one of the pages on the website. Let's take for example the the eglise the church and so there's one of Otto's prints that you'll see

Jon: Beautiful

Simon: It is beautiful, isn't it? And it's very simple, there's just the artwork there and this is the commentary which

Jon: You could actually play it for us Simon, see if it works.

Simon: I could but Im not going to. But what you have to realise is these will all be on the phone although you can visit them on the website if you wanted to the whole idea is that you link this to a QR code that everybody's travelling with a mobile phone these days and so very few people will be looking at this on their on their computer. But if for example I can show you - this is actually quite good radio without telly this is quite nice radio. If I go for example to the convent and if I want to share it I'll show you what you would see if I scanned it on my phone, let me just go to this. So this is for the benefit of showing you how it works. So I've just called up on the website the QR code that is generated for each page for each site and it's now displaying on my MacBook as you can see. I now open my camera on my phone and I simply point my camera at that and as you see it's automatically framed the QR code and in the bottom depending on your operating system of course but at the bottom it's got a link to click. Now if I just push that, tap that, if we're lucky we will get that, and now you see that the graphic for the convent fills the whole of my phone screen and above it is the audio.

Jon: Sounds like you Simon

Simon: It is me, but now you can see that it's simply built for

Jon: Yeah it does work

Simon: Very elegant, you get the full picture in your screen

Jon: And you get a sense of how effective a poster can be with just basically 2 colours

Simon: Yes

Jon: It's black, orange, that particular shot is black, orange and grey, so probably maybe even 1 colour

Simon: It's beautiful, yeah, it's beautiful

Jon: Very colourful

Simon: So that's the thing, so it's all designed for the phone. The plan is to expand the website over the coming weeks or months to include other activities that are happening in Gouarec and it was decided that we'd have this separate site, we have a link to the Mairie site of course but the Mairie site is much more official stuff and this site gouarec.org will host associations who want to publish information about their activities, and so it's a little bit more less formal

Jon: So sorry, who's actually in charge of Gouarec.org?

Simon: Me

Jon: Ahh, we're speaking to the man himself

Simon: Well I'm only in charge in as much as I drew up the website and organised it

Jon: On the technical side you're in charge?

Simon: On the technical side, yeah

Jon: And the content?

Simon: The content is it's me that will put it up but it's the associations and anybody who wants to have space on that website will need to contact the Mairie and they will contact me. So if for example an association wants to have a page or 2 or as many as they like really on the website they would need to go through the Mairie because we need to make sure that obviously everything that goes up there is legal decent honest and truthful and everything else. Um but then it will be me that puts it up there and for example if it were an association and they were called, I don't



know, horse riding in Gouarec or something maybe they'd want their URL, their web address to be nice and simple. it could be something like you know gouarec.org/horses and that would be their website

Jon: It sounds quite easy. Yeah, good.

Simon: It's very simple

Jon: Has it been an enjoyable project for you?

Simon: Yeah it's been fascinating, yeah obviously my background is in recording and music but because I've been involved in building my own websites for since websites were invented it's something that I know how to do and it's fun to do for a different day out in my work studio

Jon: And have you actually had the pleasure of meeting Otto and all the other

Simon: Oh yes

Jon: Contributors? Good, OK charming fellow

Simon: Yeah, yeah

Jon: And I look forward to seeing it. Simon, thank you for telling us about it

Simon: No problem. Thank you for listening.