

Co-Creation “Open your eyes, you’re in the Pori City Park!” Exhibition – Case Pori hidden beauties geocaching road

Pirita Ihamäki
University of Turku,
P.O. Box 124, Pori, 28100, Finland
E-mail: Pirita.ihamaki@utu.fi

Abstract In this case study described the result of a co-creation and social experiences to create the geocaching concept, “*Pori hidden beauties geocaching*” be part of the exhibition. Geocaching is global treasure hunt game with using in GPS technology to find geocaches all over the world. The game concept has created students of University of Turku Degree Program Cultural Production and Landscape studies and this study based on 11 students survey material. The concept belong City of Pori National Park and My Pori is beautiful –society exhibition called “Open your eyes, you’re in the City Park each!” The exhibition present My Pori is beautiful Facebook group, which collect user’s photographs city of Pori. The pictures have been gathered photographic exhibition in one work (107 pictures) that revolves around incessantly on the big screen. This course chooses for those pictures six of them and makes geocaches behind of the picture in real environment Pori National City Park. This is a new way to present your own environment for citizens and tourist by using geocaching game. The study findings corroborate previous work that showed how socio-contextual enhancement could increase performance on adventure task-driven games, while also suggesting that it can increase student activity and engagement when provided as context like this study Pori National City-Park exhibition for non task-driven game environments. The conclusion present students co-creation experiences, collaborative learning together and finally Pori hidden beauties geocaching road part of the exhibition.

Keywords: Co-Creation; geocaching game; Exhibition; Social Experience, Social technology.