

# MEDIA FACADES FESTIVAL EUROPE 2010

## **International Media Facades Festival Workshop in Berlin 5 February 2010 at transmediale**

**Location of the MFF Workshop at transmediale (5 February 2010)**

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**Haus der Kulturen der Welt / House of Cultures (HKW)**

John-Foster-Dulles-Allee 10

10557 Berlin

phone +49-30-39 78 71 75

Room: Foyer

[www.transmediale.de](http://www.transmediale.de)

### **Workshop "RECLAIM THE SCREENS"**

**at transmediale.10 'futurity now' / future exchange programme**

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The workshop is organised by Susa Pop / Public Art Lab, initiator of the MEDIA FACADES FESTIVAL EUROPE 2010 in cooperation with the festival partner institutions m-cult / Helsinki FACT / Liverpool, iMAL Brussels, Ars Electronica Futurelab / Linz, Kitchen Budapest and Medialab-Prado - hosted by Christian Zoellner and Tobias Fischer of VR/urban.

#### **Concept**

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This workshop aims to find new ways of opening and giving back urban media screens to the public. People should not remain as passive audiences. They ought to secure the privilege of creating their own multimedia content in the streets. And essentially, obtain the right tools for it. Worthy technical innovations need to be developed for the people, as more and more media facades, LED supplied walls and huge projections continue to dominate the public space. Creating content for these facades or hanging digital video is not the same as putting up old-fashioned posters in the streets. They are expensive and technologically challenging. Mounted in high places and secured by surveillance systems, it is not possible to manipulate this kind of technology like people use to draw on politician posters. Vandalizing and crossing stupid slogans, or adding your own messages is very likely to end you up in jail because of massive property violation. The image is elusive, not steady and always changing. VR/urban will present and discuss existing forms of urban hacking, digital interventions and the structural and phenomenological backgrounds in public spaces.

The MEDIA FACADES FESTIVAL BERLIN 2008 delivers a good showcase for the democratic use of urban screens. The public audience participated in a creative process of the temporary artistic screenings from 18 October to 3 November 2008. Twenty-four Berlin based artists realised and developed site-specific projects for commercially used media facades (O2 World, Night Screen / Gasometer, SAP) and the Collegium Hungaricum, which was interactively connected with a city terminal of Wall AG.

While the 2008 MFF Festival explored the social and cultural potential of urban screens, the MEDIA FACADES FESTIVAL EUROPE 2010 will connect Europe-wide urban screens and media facades in joint broadcasting events from 27 August to 3 October 2010. Initiated by Susa Pop / Mirjam Struppek / Public Art Lab Berlin is realised through the support of the European Union Culture 2007-13 programme, in cooperation with m-cult / Helsinki FACT / Liverpool, iMAL Brussels, Ars Electronica Futurelab / Linz, Kitchen Budapest and Medialab-Prado.

# MEDIA FACADES FESTIVAL



## EUROPE 2010

### Programme

#### **10am-2pm – Cultural showcases & hacking tools for urban screens and media facades**

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Showcases and presentations of Public TV, citizens' journalism, urban graffiti, mobile interaction, interconnectivity

**moderated by and Christian Zoellner and Tobias Fischer of VR/urban and Susa Pop, initiator of the Media Facades Festival Europe 2010 and curator of the Berlin programme**

#### **with the European curators of the Media Facades Festival Europe 2010**

Minna Tarkka - m-cult / Helsinki

Mike Stubbs, Heather Corcoran - FACT / Liverpool

Marie-Laure Delaby / iMAL Brussles

Stefan Mittlboeck - Ars Electronica Futurelab / Linz

Eszter Bircsak - Kitchen Budapest

Nerea Calvillo - Medialab-Prado / Madrid

#### **& the participating artists**

Evan Roth / Graffiti Research Lab, Lab(au) Brussels, Christian Zoellner and Tobias Fischer of VR/urban

#### **3.30-5pm – Infrastructure and business models of urban screens and media facades**

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Exchange about the intersections of cultural content / hacking tools for urban screens and economic business models of the screens holders

**moderated by Christian Zoellner and Tobias Fischer of VR/urban and Ela Kagel, programme curator of the transmediale.10**

#### **with the European curators of the Media Facades Festival Europe 2010**

Minna Tarkka - m-cult / Helsinki

Mike Stubbs, Heather Corcoran - FACT / Liverpool

Marie-Laure Delaby - iMAL Brussles

Stefan Mittlboeck - Ars Electronica Futurelab / Linz

Eszter Bircsak - Kitchen Budapest

Nerea Calvillo – Medialab-Prado / Madrid

#### **& participating screen holders**

Christian Vogel, Wall AG

Gerd Henrich, Megaposter GmbH

Andreas Orth, Berliner Fenster

#### **& Prof. Dr. Liebl**

author of 'Cultural Hacking' and professor for Strategic Marketing at the Institute for Theory and Practice in Communication, University of Fine Arts Berlin (UdK)

#### **& participating artists**

Evan Roth / Graffiti Research Lab, Lab(au) Brussels, Christian Zoellner and Tobias Fischer of VR/urban

# MEDIA FACADES FESTIVAL



## EUROPE 2010

### **Presentations and Technical Equipment**

- 2 LCD Monitors / one large screen / one beamer
- poster
- information card
- print material from your institutions

#### **1. Beamer for live performances and presentations**

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The beamer will be used for the presentation of your showcases and live performances / presentations (SMSlinslot by VR/urban, Web-Marker by Tobias Leingruber / FAT lab, Graffiti Analysis by Evan Roth / Graffiti Research Lab) during the workshop

##### **Examples for the showcases:**

Stefan Mittlboeck - Ars Electronica Futurelab / Linz  
'Hands on' media facades project of the last ars electronica

Heather Corcoran - FACT / Liverpool  
BBC projects / storytelling / Public TV

Minna Tarkka – m-cult / Helsinki  
Public TV / storytelling

Marie-Laure Delaby / iMAL Brussels  
Presentation together with Lab(au), media designers and artists of the media facades projects  
'Wheather Tower' and 'Chromotower' at the Dexia Tower Brussels

Eszter Bircsak - Kitchen Budapest  
Interactive projects with iPhone

Nerea Calvillo - Medialab-Prado / Madrid  
Commissioned projects of Medialab-Prado

#### **2. Two LCD Monitors & one large screen for MFF 2010 trailer and information / documentation of the MFF 2010 partners**

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##### **Trailer of the Media Facades Festival Europe 2010**

We will present a special trailer (loop) with the styleguide of MFF 2010 and the most important curatorial statements of MFF 2010.

##### **Information / documentation of the MFF 2010 partner institutions**

Here we would like to present some information / documentation of you and your projects. Are you having some pre-produced material which you could forward us? We would edit all the contributions and title them. This could be also interesting to display during MFF 2010.

# MEDIA FACADES FESTIVAL



## EUROPE 2010

### **3. Poster**

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All initiatives of the 'Future Exchange' programme of the transmediale.10 will be presented with one poster. We have chosen as motive a visual designed by our graphic designer which you will find in the attachment.

We have to mention the main sponsors: European Commission / Culture 2007-13 programme, Project Future Berlin of the Senate of Economy, Technology and Women and Lotto Foundation. If you have some main sponsors to be mentioned, please send us the logos.

### **4. Information Card**

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We will print an information card of MFF 2010 with the motive of the poster (attachment). As most of you are still in negotiations with partners, we will print this card for Berlin. You will receive the motive and design of the card and can print it later for your local communication when you finalised the partnerships.

### **5. Print material from MFF 2010 partner institutions**

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There will be a table for presenting your activities. Please bring with your presentation folders, catalogues etc.