

MEDIA FACADES FESTIVAL 2008

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FESTIVAL SUMMARY

The Media Facades Festival builds on the successful international Media Architecture Conference held in London in 2007. By engaging a wide range of stakeholders with distinctive interests in public space, The festival promotes a multi-disciplinary approach to technology, architecture and media art in contemporary cities through a program of curates screenings, workshops, round tables, a conference and an exhibition.



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EXHIBITION AT THE GERMAN ARCHITECTURE CENTRE (DAZ)

This exhibition will explore the integration of moving images into the building facade as a communicative element, and its effect on urban space. A selection of innovative projects that have been realized in various cities will demonstrate possible relations between architecture and screens and highlight different artistic and architectural strategies. Practical technical information will give visitors a deeper insight into the challenges and possibilities of utilizing new media in architecture.

CONFERENCE AT DAZ

The conference will foster face-to-face contact and deepen the theoretical background of the issues addressed in the exhibition and workshop. Topics such as the following will be addressed:

- The sustainable integration of digital moving images in the urban architectural landscape
- The changing perception of architecture in the digital age
- Relationships between developments in technology, site specificity and new content
- Interactive design and networking with other tools for the communication with citizens
- Models for achieving a balance between commercial, communal and cultural interests

SCREENINGS ON FOUR MEDIA FACADES IN BERLIN

Media facades are a new kind of exhibition format. International media researchers, artists, architects will gain temporary use of 4 facades in Berlin and explore their cultural, political and social roles. These screenings serve as a demonstrative test platform for the public. They invite a wider audience to gain hands-on experience in this special combination of content, format, and site-specificity, and to take part in a new interactive infrastructure.

EXPERTS ROUND TABLE

Public Round Table meetings of the Urban Screens Network Berlin accompany the Festival. This expert network attempts to develop a sustainable concept for a long-term cultural program on urban screens in Berlin.

AN EXPERT AND ARTIST WORKSHOP

We will initiate a 3-day workshop with 16 Berlin-based artists selected through a call for participation. The objective of the workshop is for each artist to produce a piece for one of the 4 selected media facades. The first day consists of public introductory lectures. The second day is scheduled for exchange and discussion with the experts and screen owners at the location of each screen. The third day will be reserved for further discussion among the artists and organisers.

PUBLICATION

A detailed publication documenting the conference and the exhibition will be produced to guide the further development in the field. As best practice examples the documentation catalogue will serve the growing community to convince further potential interested parties.

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TIMELINE

April 11 2008	Opening of the series of experts Round Table meetings
July 2 - 4 2008	Workshop (3 days)
August 30 2008	Test screenings and 2. Round Table
Oct. 16 – Dec 12 2008	Exhibition at the DAZ (7 weeks)
October 17 - 18 2008	International Conference (2 days)
Oct. 18 – Nov. 3 2008	Urban Screenings on 4 media facades (16 days)
November 1	Discussion at the Art Forum Berlin

ORGANISATION

Joint Curatorial:	Susa Pop, Oliver Schürer, Mirjam Struppek, Gernot Tscherteu
Festival Director	Mirjam Struppek, Urban Screens Association
Project Management	Susa Pop, Public Art Lab, Berlin
Exhibition Director	Gernot Tscherteu, Media Architecture Group, Vienna
Conference Director	Oliver Schürer, Media Architecture Group, Vienna

CONTACT

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EIN PROJEKT VON
Public Art Lab & International Urban Screens Association

PUBLIC
ART
LAB

international
urban
screens
association

IN KOOPERATION MIT
Mediaarchitecture Group Vienna and the Deutsches Architektur Zentrum

mag
media | architecture group

Deutsches Architektur Zentrum
Eine Initiative des Bundes Deutscher Architekten BDA

DAZ

GEFÖRDERT DURCH
Hauptstadtkulturfonds
Senatsverwaltung für Wirtschaft, Technologie und Frauen Projekt Zukunft Berlin

HAUPT
STADT
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SAP

Ströer  Megaposter

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