

**SANDBERG@MEDIAFONDS
CONFERENCE**

**WIRELESS
STORIES
NEW MEDIA
IN PUBLIC
SPACE**

**THURSDAY 17 FEBRUARY 2011
STADSSCHOUWBURG AMSTERDAM**

STADSSCHOUWBURG
AMSTERDAM
LEIDSEPLEIN 26

Van flashmobs tot GPS Citygames, van urban screens tot digitale graffiti, en van rondleidingen via smartphones tot Augmented Reality.

Donderdag 17 februari
10.00 – 17.30 uur

RESERVEREN VIA
conference@sandberg.nl
www.wirelessstories.nl

TWITTER
#wirelessstories

ENGELS GESPROKEN
TOEGANG GRATIS

Enerzijds raakt de fysieke ruimte voller en voller met elektronische, vaak onzichtbare maar niet minder aanwezige communicatie- en observatienetwerken. We organiseren ons sociale leven met de mobiele telefoon, vinden onze bestemming met GPS, krijgen toegang tot het openbaar vervoer dankzij RFID, terwijl CCTV-camera's ons gedrag observeren. Anderzijds wordt de digitale ruimte steeds 'fysieker'. Applicaties als *Foursquare*, *Facebook Places* en *Google Maps* koppelen bijvoorbeeld sociale netwerken en databestanden aan geografische locaties. De fysieke wereld van de stad en de virtuele wereld van het internet lopen meer en meer in elkaar over. Dit heeft grote gevolgen voor zowel de manier waarop we de openbare ruimtes ervaren, als voor de wijze waarop nieuws en verhalen worden uitgewisseld.

De conferentie Sandberg@Mediafonds 2011 gaat in op de mogelijkheden en gevolgen van deze ontwikkelingen voor mediamaak-ers. Wat betekent de opkomst van locatieve en mobiele media voor de inhoud en vorm van wat we elkaar vertellen? Vormt het groeiende aantal mediatoepassingen op straten en pleinen een beperking van de openbaarheid? Of kunnen deze toepassingen juist nieuwe vormen van openbaarheid in het leven roepen? Is het mogelijk om in de fysieke buitenruimte een nieuw type publiek te vinden? Welke andere vertelvormen bieden deze mediatoepassingen en hoe kunnen we daar betekenisvolle applicaties en producties voor ontwikkelen?

De conferentie wordt georganiseerd door het Sandberg Instituut afdeling Ontwerpen in samenwerking met het Mediafonds en vormt de aftrap van de masterclass Sandberg@Mediafonds. Hierin werken programmamakers samen met ontwerpers aan nieuwe culturele mediaproducties die digitale grenzen verkennen. De eindresultaten worden gepresenteerd op donderdag 26 mei 2011.

STADSSCHOUWBURG
AMSTERDAM
LEIDSEPLEIN 26

From flash mobs to GPS city games, urban screens to digital graffiti, and from smartphone tours to augmented reality .

Thursday 17 February
10am–5.30pm

RESERVE AT
conference@sandberg.nl
www.wirelessstories.nl

TWITTER
#wirelessstories

ENGLISH SPOKEN
FREE ADMISSION

Physical space is becoming more and more filled with electronic communication and observation networks, which are invisible but no less present for that. We use mobile phones to organise our social lives, GPS to find the places we want to go, and RFID to ride on public transport, monitored by CCTV cameras all the time. Meanwhile, digital space is becoming more "physical", with applications like *Foursquare*, *Facebook Places* and *Google Maps* linking social networks and data files to geographical locations. The physical world of the city and the virtual world of the Internet are overlapping more and more. This has major consequences for both the way we experience public spaces and the way we exchange news and stories.

The Sandberg@Mediafonds 2011 conference will explore the possibilities and consequences of these developments for media producers. How will the rise of locative and mobile media affect the meaning and form of the things we tell each other? Does the growing number of media applications in our streets and squares constitute a limitation of publicness, or can they actually generate new forms of it? Can we find a new kind of audience in physical outdoor space? Which other narrative forms do these media applications offer, and how can we develop valuable uses and productions for them?

The conference is a joint project of the design department of the Sandberg Instituut Amsterdam and the Mediafonds. It kicks off the Sandberg@Mediafonds master class, in which programme makers and designers will work together on new cultural media productions that explore digital boundaries. The results will be presented on Thursday 26 May 2011.

MICHEL DE LANGE (NL)

THE MOBILE CITY

Michiel de Lange completed his PhD in philosophy at Erasmus University Rotterdam with the dissertation "Moving Circles: Mobile Media and Playful Identities" (2010), on how mobile media technologies shape the construction of personal and cultural identities, in the urban context in particular. He studied cultural anthropology and the sociology of non-western societies at the University of Amsterdam. With Martijn de Waal, he founded The Mobile City, a think tank, research initiative and international network concerned with the role of digital technology in urban culture and urban design.

blog.bijt.org
www.themobilecity.nl

**DICK VAN DIJK
(WAAG SOCIETY) (NL)**

7SCENES

Dick van Dijk is a concept developer at Waag Society, a media lab that explores the interplay of culture and technology in relation to society, education, culture and health care. Part of his work there involves creating interactive concepts, strategising about (and realising) user involvement, and monitoring the development of the actual object. He is currently working with the Amsterdam Museum on a project called the MuseumApp, based on 7scenes, a community platform for multiuser real-time gaming and storytelling using mobile and location-specific technology.

www.waag.org
www.museumapp.nl
www.7scenes.com

**HELENA MUSKENS,
QUIRINE RACKÉ (NL)**

DIAMOND DANCERS

In *Diamond Dancers*, a film by filmmakers Quirine Racké and Helena Muskens and choreographer Nicole Beutler, a large group of line dancers travels to Amsterdam in a white tour bus to perform as a flash mob on Dam Square. Most flash mobs are young people who give surprise performances, but this one is a group of elderly dancers who enjoy showing themselves to passersby. Racké and Muskens produce and direct films and documentaries exploring themes of identity and community in a mediated world. They made the documentaries *Celebration* (2005), about the town Disney built, and *Come Back Kate* (2007), about fans of the singer Kate Bush. At the moment, they are working on *I Love Venice*, a film about the Disneyfication of the Italian city.

www.keyfilm.nl/movie/diamond-dancers

**DIMITRI NIEUWENHUIZEN
(LUST/LUSTLAB) (NL)**

MOBILE MAN, MOBILE MACHINE:

THE USE(FULNESS) OF AMBIENT INTELLIGENCE

LUSTlab conducts research, generates hypotheses, and makes unstable media stable again. More than a new form of research and development, LUSTlab's work goes beyond observing, inventing and producing, comprising a platform where knowledge, issues and ideologies can be shared. Research takes place at the fringe of society, where communication, science and technology are united with design, interaction and technique, often without a clear goal. LUSTlab believes the future of digital media lies in the design of their use. LUSTlab approaches design as the most ingenious, beautiful and consolatory science in its endeavours to understand human beings – from our molecular origins to our possibilities in the future.

www.lust.nl
www.lustlab.net

**TOBIAS EBSEN (CENTER FOR
DIGITAL URBAN LIVING (DUL)) (DK)**

DESIGN CASES

IN URBAN COMPUTING RESEARCH

The Center for Digital Urban Living, a strategic research organisation, addresses new forms of digital urban living influenced by the societal and technological development of the experience economy. The Center's activities are based in and reinforce public-private cooperation; projects are organised according to research-based, user-driven innovation and an explorative, case-based activity model. In keeping with this model, four cases – Civic Communication in Urban Spaces, Participation in Cultural Heritage, Digital Art in Urban Space, and New Urban Areas – have been initially selected to constitute the basis for involving citizens, industry and public institutions in case-driven research with an emphasis on innovations and partnering, leading to new businesses.

www.digitalurbanliving.dk

MATTHIJS TEN BERGE (NL)

ILLUMINATE OUTDOOR MEDIA

Schooled as an urban planner at the University of Amsterdam Matthijs ten Berge worked in the field of film production in the Netherlands. After starting up his company illuminate he tried to combine both worlds in developing and producing media architecture projects in the public domain. Projects include LEDTex for the National Textile Museum in Tilburg, LED Landmark Cruquius and the award winning Moodwall (Dutch Design Award 2009). Matthijs is the Benelux coördinator for the International Urban Screens Association (IUSA) and member of the expert team for sensory influencing of the Dutch Centre for Crime Prevention & Safety.

www.illuminate.nl/outdoor

MICHAEL EPSTEIN (USA)

UNTRAVEL MEDIA

Untravel Media began with CEO Michael Epstein's graduate research on mobile storytelling techniques, audiences and technologies at MIT. His thesis focused on industry and experimental projects bringing mobile technologists and storytellers together. He received a grant from the European Union, Motorola and Dell to create a walking tour of Venice from 2004 to 2005. His concept of "terratives" – born of that project – developed into a business, and in 2006 he incorporated Untravel Media, a unique production and software company focusing on mobile storytelling. Working with a range of clients and grants, the company has grown into a diverse studio with developers, designers, writers, and producers based in Boston and San Francisco.

www.untravelmedia.com

MARTIN RIESER (GB)

THE THIRD WOMAN AND OTHER STORIES

A professor of digital creativity, Martin Rieser has always been fascinated by the possibility of creating fragmentary narrative structures and interactive stories using digital technology. This has led him into explorations using mobile sensing and large-scale interactive video experiences. His art practice has been seen around the world from New York to China, and he recently edited *The Mobile Audience*, a book on locative art due out this year from Rodopi. He is a joint research professor in De Montfort University's Institute of Creative Technologies and Faculty of Art and Design. *The Third Woman* is an interactive mobile film-game, performance, and installation, which gradually reveals the layers of a contemporary film drama on mobile phones and screens.

www.martinrieser.com
www.thirdwoman.com

BREGTJE VAN DER HAAK (NL)

A SENSE OF PLACE:

SOME HONG KONG OBSERVATIONS

Bregtje van der Haak is a documentary filmmaker, journalist and writer. Since 1998, she has been directing international television documentaries on social change, with a focus on urban life and globalisation, most recently for the *Backlight* series. As a project director and acting editor-in-chief for VPRO television, she initiated many transmedia formats and collaborative projects, including *Metropolis TV* and *Urban Century*. For the past six months, Van der Haak was a visiting associate professor in the School of Creative Media at City University of Hong Kong, where she developed a curriculum for undergraduate education in "future television" and wrote a research blog on new technologies and immersive documentary storytelling.

weblogs.vpro.nl/beingthere
www.youtube.com/user/VPROinternational
www.cityu.edu.hk/scm

MARTIJN DE WAAL (NL)

ANALYSIS OF THE DAY

Martijn de Waal is a writer and researcher in the field of digital media and society. His specialities include the role of new media in urban culture. He co-founded The Mobile City with Michiel de Lange and is affiliated with the University of Groningen's Department of Practical Philosophy and the University of Amsterdam's Media Studies programme. His dissertation on digital media and the urban public will be published this year. At the end of the conference day, De Waal will provide a review and a critical analysis.

www.themobilecity.nl

DAVID DOOGHE (B)

SOUNDPIECE ROTTERDAM

The architect and urban designer David Dooghe was commissioned by Rotterdam Festivals to create a strategy for a sustainable use of Soundpiece, the permanent sound installation on Schouwburgplein in Rotterdam. As its curator, he aims to ensure that Soundpiece reflects the city's diverse cultural life and supports Schouwburgplein's role as its cultural foyer. During *Wireless Stories*, the conference lectures and debates will be audible live through Soundpiece. In addition, from noon to 2pm, Soundpiece's daily lunchtime programming produced in conjunction with the Poetry International Festival will be audible live in the foyer of the Stadsschouwburg in Amsterdam. Soundpiece was created by Thijs Ewalts, Jasper Niens and Kamiel Verschuren in cooperation with V2_Institute for the Unstable Media.

www.daviddooghe.com
www.soundpiece.nl

17 FEBRUARY 2011
STADSSCHOUWBURG AMSTERDAM

INSCHRIJVING /
REGISTRATION

10.00 uur

OPENBAARHEID /
THE PUBLIC

10.30 – 12.30 uur

Hans Maarten van den Brink, Welcome

Annelys de Vet, Introduction

Michiel de Lange (NL), The Mobile City

Dick van Dijk (Waag Society) (NL), 7scenes

Helena Muskens, Quirine Racké (NL),
Diamond Dancers

PUBLEK EN INTERACTIE /
AUDIENCES AND INTERACTION

13.30 – 15.00 uur

Dimitri Nieuwenhuizen (LUST/LUSTlab) (NL),
Mobile Man, Mobile Machine:
The Use(fulness) of Ambient Intelligence

Tobias Ebsen (Center for Digital Urban
Living) (DK), Design Cases in Urban
Computing Research

Matthijs ten Berge (NL), Illuminate
Outdoor Media

VERTELLING /
STORYTELLING

15.30 – 17.30 uur

Michael Epstein (USA), Untravel Media

Martin Rieser (GB), The Third Woman
and Other Stories

Bregtje van der Haak (NL), A Sense of
Place: Some Hong Kong Observations

Martijn de Waal (NL), Analysis of the day

BORREL /
DRINKS

17.30 – 19.00 uur

Live Installation: **David Dooghe** (B),
Soundpiece Raotterdam

Moderator: **Annelys de Vet**
(Sandberg Instituut Amsterdam) (NL)