

URBAN SCREENS AND PUBLIC SPACE SEMINAR

September 28 through 30, 2009. Medialab-Prado, Madrid (Spain)

Final Conclusions, by Susa Pop, Public Art Lab, Berlin

1. Local reference: a media facade to fall in love with

As the media facade is very closely located to the neighbourhood, it is very important to include them from the very beginning. They have to fall in love with the media facade. If you achieve this from the very beginning, you will never have problems for the further display of more experimental screenings. How to do it?

- Let the media facade grow like a plant: the media facade as a growing organism

Invite the neighbours to plant a digital flower that is slowly growing. Every day they have to water it digitally via internet and contribute to the growth of the plant.

Thus the media facade will slowly illuminate and the neighbours get more and more excited and curious about the 100% flourishing of the screen.

- Cinematic light moods: sunset

Everybody loves the light atmosphere of sunset or sunrise.

With the pure illumination of the screen, you could create an artificial light like in film productions which pretend natural light situations like sunset or sunrise.

The media facade beams into the sitting rooms of the neighbours who feel like in their holidays during cold winter days in Madrid.

Urban screens and media facades as a communication platform and local stage

We experienced a chain of reaction with following steps:

- involvement of the neighbourhood and passers-by in creative processes
- the resident as an active citizen instead a well-behaved consumer
- identity building of local scenes
- community building
- regeneration of the public sphere

Urban screens and media facades as visualization zones

for storytelling and public data projects

- visualisation of virtual public spaces and the real world
- visibility of social processes
- screens as urban vision panels

Urban screens and media facades as interactive displays

- active participation, exchange and dialogue of the users and the public audience
- access through the internet
- mobile devices as intervention tools
- games

Connected screens

Through international urban screens initiatives like the Media Facades Festival Europe 2010

the media facade of Medialab-Prado will open a local window and digital stage to a global audience. Similarities and differences between the European public will become visible and invite to enter into an intercultural dialogue.