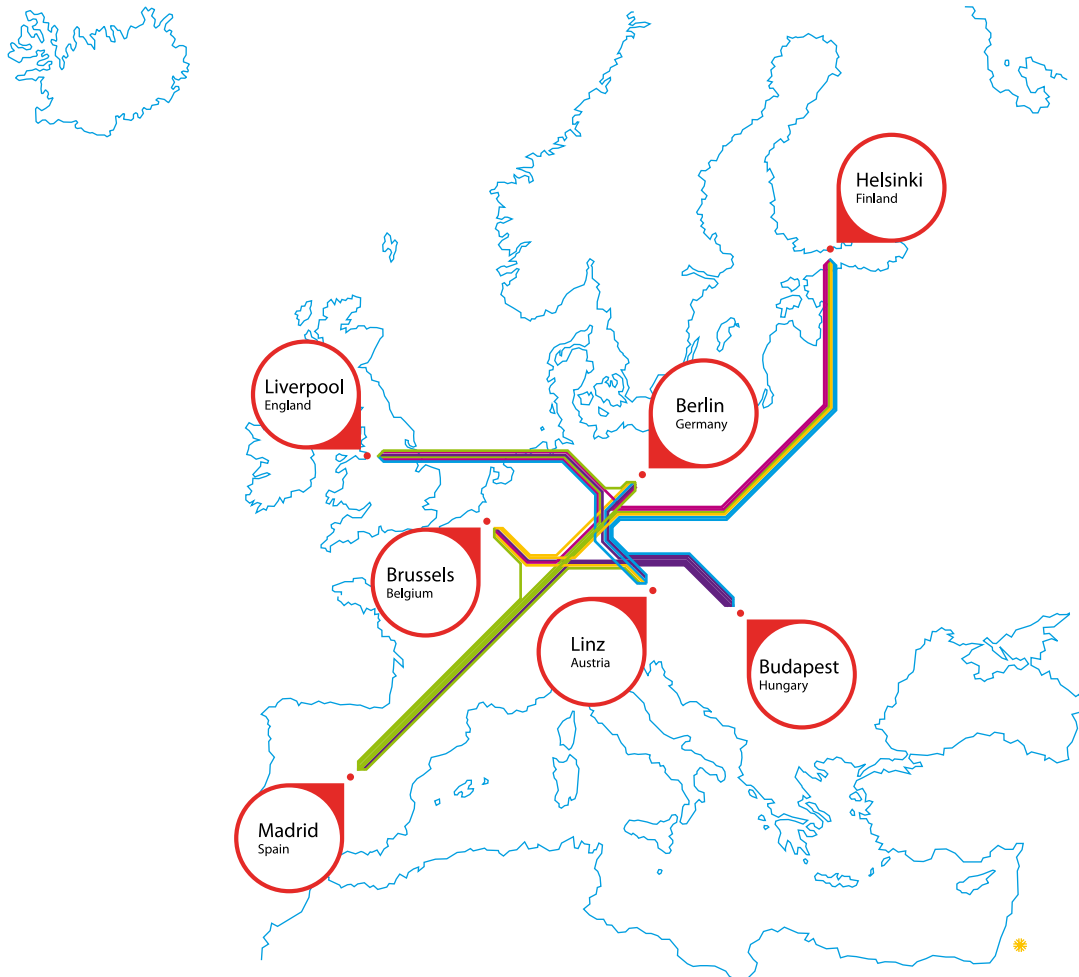


# MEDIA FACADES FESTIVAL



## EUROPE 2010



### ■ From 27 August to 12 September 2010

Seven European cities will be connected through the medium of urban screens and media facades. MEDIA FACADES FESTIVAL EUROPE 2010 (MFF 2010) is a pilot project for artists and media designers. It will employ the networked urban infrastructures in 'Joint Broadcasting Events' throughout Europe for transnational circulation of artistic and cultural exchange.

### ■ A Project by Public Art Lab / Berlin

In cooperation with FACT / Liverpool, iMAL / Brussels, m-cult / Helsinki, Ars Electronica Futurelab / Linz, Medialab-Prado / Madrid, Kitchen Budapest  
[www.mediafacades.eu](http://www.mediafacades.eu)

**Contact:** Artistic Director: Susa Pop / Public Art Lab / Berlin · [susapop@publicartlab.com](mailto:susapop@publicartlab.com) · tel. 0049-(0)163-391 22 92  
**Press contact:** Eva Woldrich · [eva.woldrich@publicartlab.org](mailto:eva.woldrich@publicartlab.org) · tel. 0049-(0)30-896 318 12

# MEDIA FACADES FESTIVAL

## EUROPE 2010

Berlin ■ Brussels ■ Helsinki ■ Liverpool ■ Linz ■ Budapest ■ Madrid

### ■ Urban Screens and Media Facades – a new urban communication format

MEDIA FACADES FESTIVAL series reflects the worldwide trend of digital moving images in urban public space. As a counter movement against the primary commercial use of urban screens and media facades, the festival focuses on content in the context of reinvention of public sphere based on a well-balanced mix of functions. It zooms into the cultural and participatory potential of digital moving images as a new urban communication format. Thereby, offering a platform for the creation and exchange of culture, strengthening local creative economies, and supporting the formation of local identity. It calls on the citizens to be active members of the community instead of becoming passive consumers.

### Background: Media Facades Festival Berlin 2008

MEDIA FACADES FESTIVAL EUROPE 2010 is based on the enormous success of the Media Facades Festival Berlin 2008, initiated by Susa Pop (Public Art Lab) and Mirjam Struppek (International Urban Screens Association). The Festival presented an innovative series of events including an 'International Conference' and 'Architecture Exhibition' at the German Architecture Centre (DAZ) in Berlin, in cooperation with the Media Architecture Group in Vienna. It included an urban screenings programme, whereby the audience participated in a creative process of the temporary artistic screenings from 18 October to 3 November 2008. Twenty-four Berlin based artists realised unique site-specific projects for the media facades of O2 World, Nightscreen-Gasometer, SAP headquarter and the Collegium Hungaricum, which was interactively connected with a city terminal of Wall AG.

### ■ Media Facades Festival Europe 2010

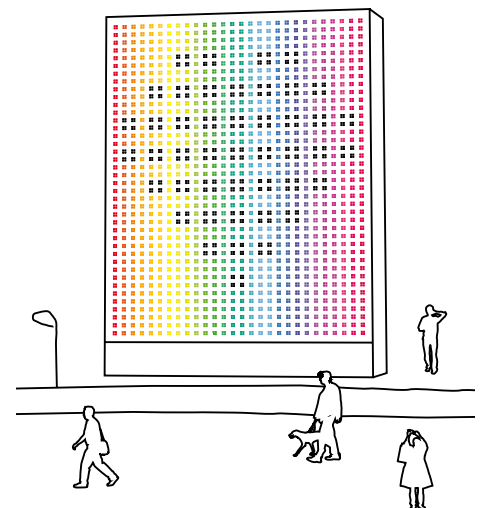
#### Connected Cities

MEDIA FACADES FESTIVAL EUROPE 2010 continues the exploration of site-specific shared content and the networked possibilities of connected screens via the internet and use of new technologies on a European level. The concept to connect seven European cities via Urban Screens has been selected by the European Commission as one of the best German submissions of the Cultural Programme 2007-2013.

The Connected Cities infrastructure allows artists to involve within their projects the public in various places in Europe virtually. The media facades will be transformed into local stages and open a vision panel for societies and cultural processes throughout Europe.

#### Joint Broadcasting Events

With our European partner institutions (FACT / Liverpool, m-cult / Helsinki, iMAL / Brussels, Ars Electronica Futurelab / Linz, Kitchen Budapest, Medialab-Prado / Madrid), we will approach the challenge of the networked possibilities of Europe-wide 'Joint Broadcasting Events' by including the general public to create a local reference - in a collaborative intercultural process.

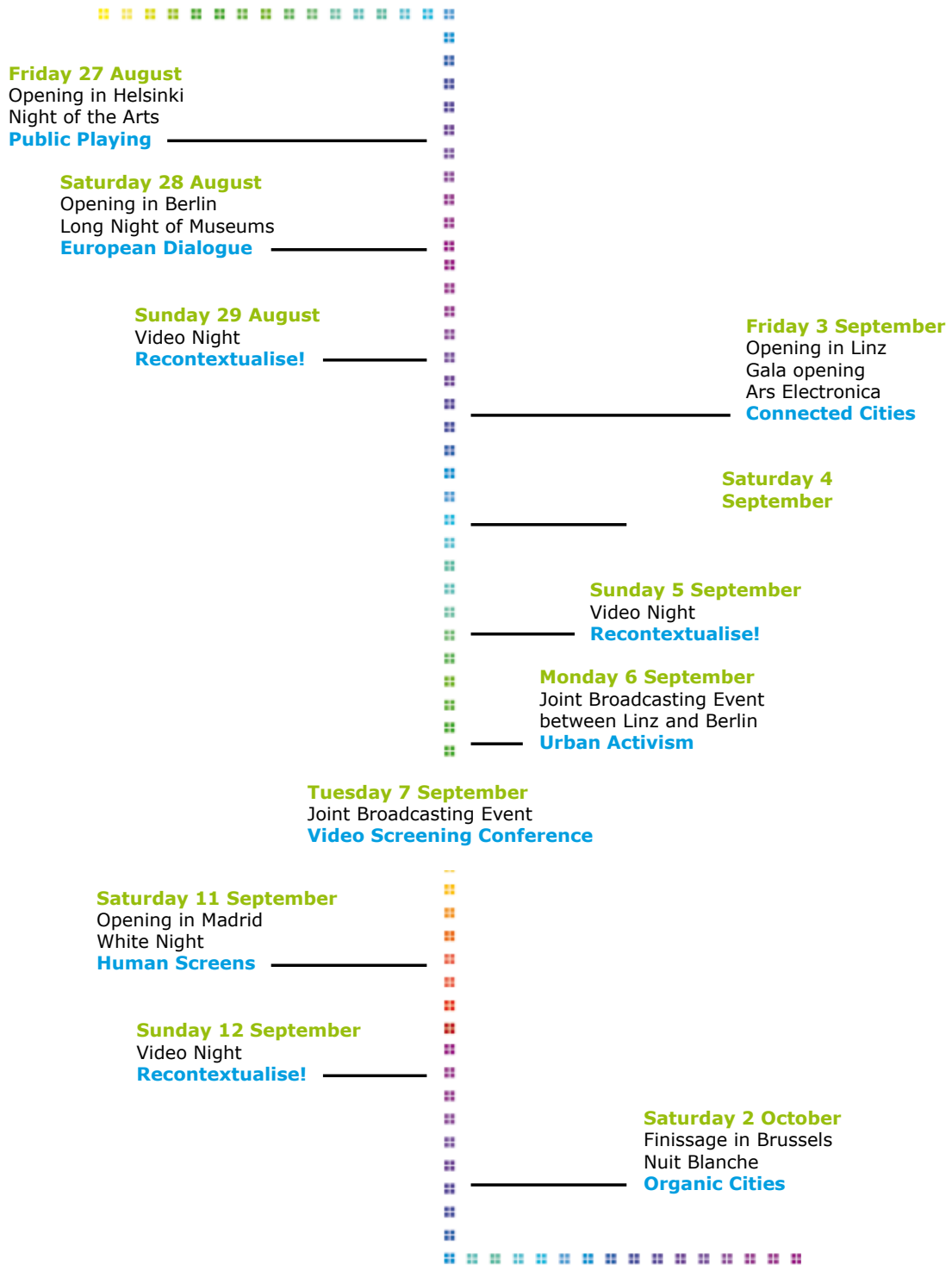


Media Facades Festival Europe 2010  
Keyvisual, designed by Kathrin Schoof

# MEDIA FACADES FESTIVAL

## EUROPE 2010

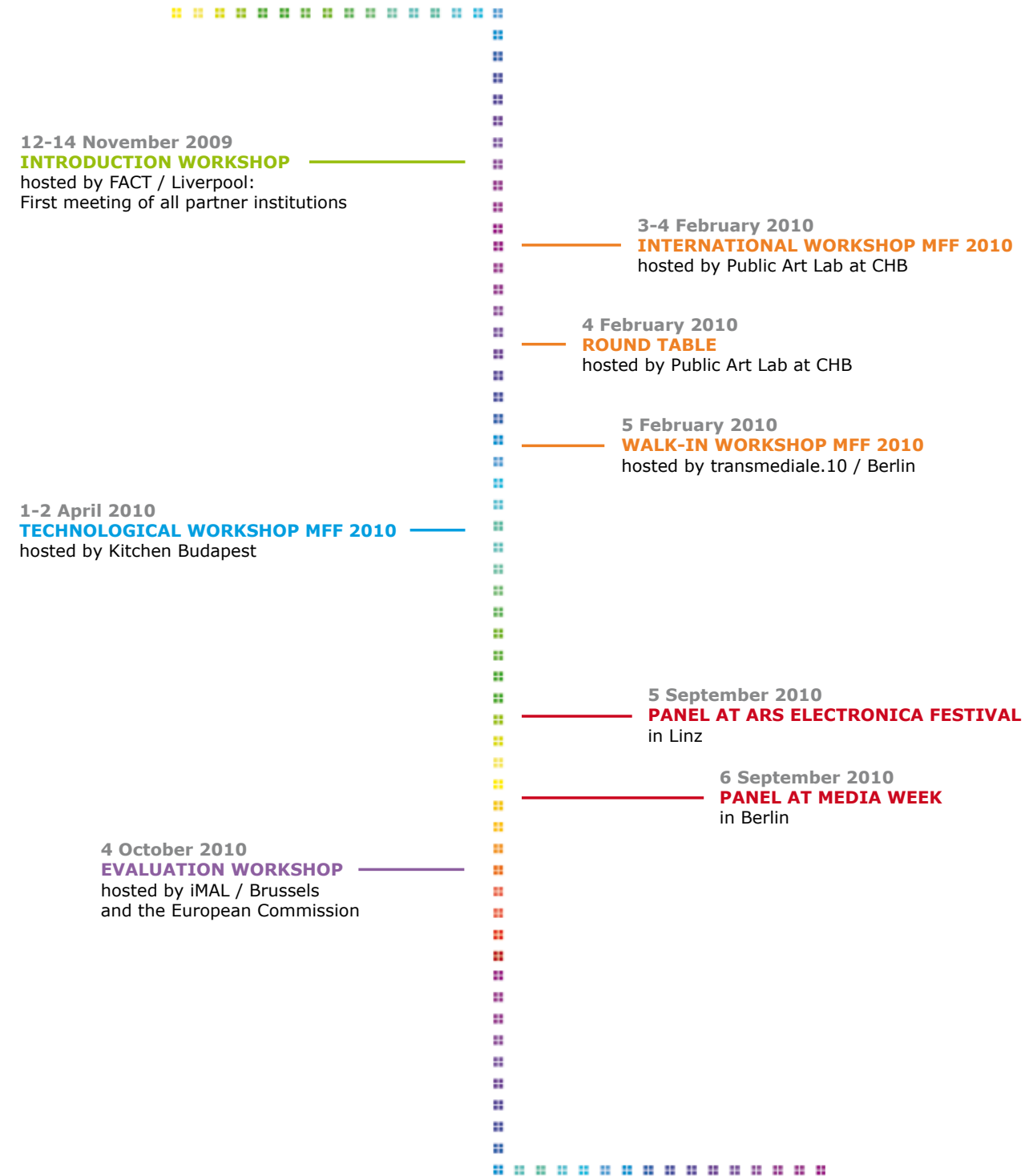
### Timeline – Joint Broadcasting Events from 27 August to 2 October 2010



# MEDIA FACADES FESTIVAL

## EUROPE 2010

### Timeline – Workshops and Panels from 12 November 2009 to 4 October 2010



# MEDIA FACADES FESTIVAL



## EUROPE 2010

### Media Facades

#### Berlin · Media Facades

##### Centre of the Festival: Collegium Hungaricum Berlin (CHB)

CHB will be the main festival location in Berlin. It includes a 40 m<sup>2</sup> large rear projection window in front of the Panorama Hall, visible from the boulevard Unter den Linden. It will be used as a live streaming studio. Behind the 15 m<sup>2</sup> front window of its ground floor restaurant, the facade will provide another avenue to communicate with the public space.

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

##### Nightscreen-Gasometer

The Nightscreen-Gasometer is located in the south of Berlin. With an expanse of 660 m<sup>2</sup> it is Europe's biggest LED media facade constructed to generate money through advertisement for the restoration of the Gasometer. The LED net is attached to two top rings of the steel frame of this historic monument in an altitude of 80 m. It is visible beyond the Schöneberg district at night. The orientation of the screen is directed towards the new regional and intercity railway station: Berlin Südkreuz, the Berlin Circle Line (Ringbahn) and the city motorway interchange.

[www.night-screen.de](http://www.night-screen.de)

##### Berliner Fenster

The Berliner Fenster is the mute passenger TV in Berlin's subway. A mixture of current world news, sports, culture, weather, today's events, and advertisement is broadcasted on 3,768 double screens in 1,106 coaches. It hosts an annual short film competition called 'Going Underground'. It is a new dimension to television through the use of innovative dual display system: one display provides all main pictures like a TV would, while the second display replaces the sound by showing text. That enables to deliver the same value of information.

[www.berliner-fenster.de](http://www.berliner-fenster.de)

##### Full Digital Metrostation: Railwaystation Friedrichstraße (Wall AG)

Twelve digital city light boards in size of 2.4 x 1.8 m will be placed behind the tracks of the underground station U6 at Friedrichstraße. The space between the user and the projection will approximately be 1 to 3 m. Centrally located within close proximity to the city's main tourist attractions such as the Unter den Linden boulevard, the Brandenburg Gate and Reichstag, this station also serves as the main junction for regional traffic in Berlin, which makes it a focal point for a mass of tourists and locals alike.

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



'Office Cleaning' by Nika Radic  
Media Facades Festival Berlin 2008  
Photocomposition: Nika Radic



'Mood Gasometer'  
by Richard Wilhelmer, Julius von Bismarck  
Media Facades Festival Berlin 2008



Trailer at passenger TV 'Berliner Fenster'



Full Digital Metrostation, Friedrichstraße / U6

# MEDIA FACADES FESTIVAL



## EUROPE 2010

### ■ Brussels · Media Facades

#### Flagey Screen

The Flagey Screen is situated in the centre of Brussels in the Flagey district. This urban screen is a daylight compatible LED screen. More information will be available soon on our website.

[www.mediafacades.eu](http://www.mediafacades.eu)



Flagey Screen, Brussels

### ■ Liverpool · Media Facades

#### FACT Building Facade

The projection surface is at the back of the FACT building viewable from a public square. The media facade measures 13 x 11 m. The projection is emanated from the opposite building where the necessary equipment is stored. The technical infrastructure and facilities of FACT can be flexibly utilised as well for projects that include additional audio and interactive systems.

[www.fact.co.uk](http://www.fact.co.uk)

#### BBC Big Screen

The BBC Big Screen in Liverpool is located in Clayton Square, in the heart of a shopping district and close to the main railway station, so the pedestrian zone is highly frequented. The BBC Big Screen measures approximately 25 m<sup>2</sup> and is situated 10 m above ground level. It is daylight compatible and has audio and some interactive capability via video camera. The Screen is part of a growing network of Urban Screens distributed all over Britain's cities, which show a colourful programme of special BBC content and local news as well as cultural and artistic productions.

[www.bbc.co.uk/bigscreens](http://www.bbc.co.uk/bigscreens)



FACT Building Facade, Liverpool



BBC Big Screen, Liverpool

# MEDIA FACADES FESTIVAL

## EUROPE 2010

### ■ Budapest · Media Facades

#### Palace of Arts

The Palace of Arts building next to Danube River opened in 2005 as part of the Millennium City Centre of Budapest. It incorporates a concert hall, Festival Theatre and the Ludwig Museum. Two lighting systems will be used for the MFF 2010: the LED lights strips and headlamps around the building, operated by two different computer systems but can be used simultaneously.

[www.muveszetekpalotaja.hu](http://www.muveszetekpalotaja.hu)

#### LED Figs Installation

The LED Figs facade is a computer controlled display system made of 300 green moulded plastic pixels, each one about the size of a fig. They are placed in the windows of the Kitchen Budapest Building. Thus, KIBU creates a communication platform with the street outside by sending out data from the internet, like today's weather, visits to their website and many other things that fit in 300 pixels on 30 m.

[www.kitchenbudapest.hu](http://www.kitchenbudapest.hu)

### ■ Linz · Media Facade

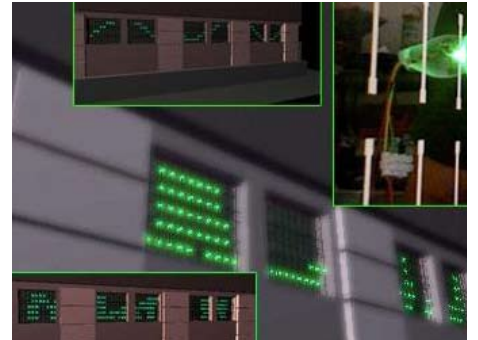
#### Ars Electronica Center

The new Ars Electronica Center in Linz is an ambitious architectural undertaking that went up in record time. A multi-level structure was built adjacent to the existing facility. Subsequently, the entire ensemble was wrapped in a glass shell: the AEC's spectacular 5,100 m<sup>2</sup> LED facade, which consists of 1,085 windows coloured red, green, blue and white in size of 3 x 1 m. The LED lights are attached in groups to the building's facade (horizontal and vertical). The colours and intensity of the lights are interchangeable by groups, RGB based colours.

[www.aec.at](http://www.aec.at)



Palace of Arts, Budapest



LED Figs Installation, Kitchen Budapest



Ars Electronica Center, Linz

# MEDIA FACADES FESTIVAL



## EUROPE 2010

### ■ Helsinki - Media Facades

#### Multi Touch Screen / CityWall at Lasipalatsi Square

Lasipalatsi Square is located in Kamppi, the centre of Helsinki. The square is enclosed by the old bus station and the Lasipalatsi Media Centre which includes two exhibition spaces, Helsinki's largest cinema 'Bio Rex', and the city library's IT space, as well as shops, bars, cafés and restaurants. The CityWall is installed as a rear projection to the window at the back of Lasipalatsi Centre. It is a 2.4 m wide and 1 m high urban screen running on multi-touch design for interactive multimedia presentations. There are possibilities to set-up an installation at the front window of the building. .  
[www.multitouch.fi](http://www.multitouch.fi), [www.citywall.org](http://www.citywall.org)



Lasipalatsi Square, Helsinki

#### Gallery Alkovi

Gallery Alkovi is an artist-run window gallery specialising in contemporary, urban and media art. The gallery is situated in the district of Kallio. The neighbourhood, associated with its working class history, is now known for its urban liveliness, vibrant youth environment as well as its social problems. The window surface of the gallery is 2.5 x 8 m with a depth of 1.5 m. Media Facades Festival Europe 2010 cooperates with Gallery Alkovi in organising workshops and screenings.  
[www.alkovi.com](http://www.alkovi.com)



Gallery Alkovi, Helsinki

#### Helsinki City Tourist Office

The Helsinki City Tourist Office is located in the old centre of Helsinki, at the corner of the Esplanadi Boulevard, with the Senate and Market squares and the ferry terminals close by. In spring 2009, the office opened a new window display based on 6 projectors activated after dark. They are currently used for presenting tourist material and other information on Helsinki.  
[www.visithelsinki.fi](http://www.visithelsinki.fi)



Helsinki City Tourist Office

### ■ Madrid - Media Facade

#### Media Facade of Medialab-Prado

Medialab-Prado is close to Paseo del Prado Street, Prado National Museum and Reina Sofia National Contemporary Art Museum, which constitute the institutional cultural axis of Madrid. Its neighbourhood is a residential area, now embedded into a gentrification process caused by the increase of museums, art galleries and fancy shops. The large-scale LED screen is installed on the facade of the industrial Medialab-Prado building, facing the Plaza de las Letras. It measures 14.5 x 9.4 m.  
[www.medialab-prado.es](http://www.medialab-prado.es)



Media Facade of Medialab-Prado, Madrid



# MEDIA FACADES FESTIVAL



## EUROPE 2010

### ■ Selected Artists' Projects

#### ■ Public Playing

##### 'Hand From Above' by Chris O'Shea

curated by FACT / Liverpool

'Hand From Above' encourages people who often find themselves rushing from one destination to another to question their normal routine. Passers-by will be live recorded by the camera and playfully transformed by a giant hand on the urban screen. Pedestrians will be randomly tickled, stretched, flicked or removed entirely in realtime by a digital deity. Actions change depending on how crowded the scene is or by weather conditions.

[www.chrisoshea.org/projects/hand-from-above/](http://www.chrisoshea.org/projects/hand-from-above/)



'Hand From Above' by Chris O'Shea

##### 'European Citi(zen)s with child's eyes' by Kitchen Budapest

curated by Kitchen Budapest

How do cities and citizens look like in the eyes of a child? What differences are there when described by an adult or a child? What do kids find important in a city? KIBU will show you in an interactive animation. Kitchen Budapest is currently making a workshop for 4-6 year-old children and imaging cities and citizens in drawings together. After the workshops, these drawings will provide the basis for the development of the visuals (figures) and movements. The project is based on the Animata software, a real-time animation software for live performances: the movement of the audience will animate virtual puppets to move in the same way.

[www.animata.kibu.hu](http://www.animata.kibu.hu)



'European Citi(zen)s with child's eyes' by KiBu

##### 'Giants of the Hoods' by Sini Haapalinna

curated by m-cult / Helsinki

'Giants of the Hoods' is a participatory and interactive mobile street performance and urban VJ intervention influenced by nomadic guerilla art. It invites passers-by to influence the content of a public urban screen through collectively creating moving images of representative characters from their neighborhood and animating them with their own dancing and video scratching. The avatars will appear as moving 'giants' on the media facade.

[www.myspace.com/transfluxc](http://www.myspace.com/transfluxc)



'Giants of the hoods' by Sini Haapalinna

##### 'LummoBlocks'

by Carles Gutiérrez, Javier Lloret, Mar Canet und Jordi Puig

curated by Medialab-Prado / Madrid

'LummoBlocks' is a new version of the legendary 'Tetris' game designed to create social interaction between people in a public space where a digital facade is used to visualise the game. The mechanics of the game are the same as in 'Tetris'. Players must try through their movement in space to solve the largest possible number of lines in order to prevent the stacked pieces from reaching the top of the screen. The aim is to create a playful interactive space located experience.

<http://www.lummo.eu/>



'LummoBlocks' by C.Gutiérrez & team

# MEDIA FACADES FESTIVAL



## EUROPE 2010

### **'robotcowboy: The Threat from Planet X' by Dan Wilcox**

**curated by Ars Electronica Futurelab / Linz**

Sit down, strap in, put on your helmet, and blast off on the AEC mothership into a low-res space opera for a high-res century. Expect tales of chivalric robots, a dusty galactic frontier, and the conquest of planets played out on 1085 windows through live music, acting, and digital puppetry. Be prepared! YOU and your fellow passengers will participate in audience interaction at a large scale as the AEC hurtles through the cosmos to parts unknown. [www.robotcowboy.com](http://www.robotcowboy.com)

■ **European Dialogue** Saturday, 28 August 2010



'robotcowboy' by Dan Wilcox

### **'Mobile Dinner' by Johanna Bruckner (premiere)**

**curated by Public Art Lab / Berlin**

'Mobile Dinner' invites special guests as well as passers-by to join a unique intercultural dinner in front of the media facade of Collegium Hungaricum in Berlin. About 150 guests at a 50 m long table will be able to communicate with the other MFF 2010 countries via the screens. After the dinner Helsinki will motivate everybody to take part in a virtually connected dancing event. The installation experiments with the formation of transnational urban space through connecting the private setting of a dinner and dance club with public space and technology, forming unique intercultural social behaviour. [www.johannbruckner.org](http://www.johannbruckner.org)



'Mobile Dinner' by Johanna Bruckner

### **'Colour Occurrence' by Ann Oren & Zevan Roser**

**curated by Medialab-Prado / Madrid**

'Colour Occurrence' is a text work, linking colour as interpreted in spoken language with Twitter. The project randomly selects a colour from our database, that's constructed out of colours named by our online contributors worldwide. They associate a word or phrase with a colour of their choice. The database becomes a personal, current and multilingual "spoken language" colour library. When a colour is selected, a Twitter search is performed for tweets containing this colour's name and live tweets are displayed, generating a cross among international cyber communities. Since in a city there are endless, disjointed encounters of people, we find the twitter language a relevant language to merge with the cityscape.

[www.coloroccurrence.wordpress.com](http://www.coloroccurrence.wordpress.com)



'Colour Occurrence' by Ann Oren & Zevan Roser

### **'At Hand' by Heidi Tikka**

**curated by m-cult / Helsinki**

'At Hand' is an interactive piece designed for touch screens in public space. The project is about urban gestures, micro spaces of the street and the possibility of otherness. European flow of migration is its starting point, specifically the recent appearance of beggars in Helsinki's city spaces. How should we encounter and respond to the new gestures of plea directed towards us? The project explores the experiential and expressive possibilities of multi-user touch interaction via an orchestration of intimate close-ups of gesturing hands and the dynamics of the touch interface. It is custom designed for the MultiTouch screen technology and will be presented on the CityWall interactive screen installed at Lasipalatsi in the centre of Helsinki. <http://mlab.taik.fi/~htikka/>



'At Hand' by Heidi Tikka

# MEDIA FACADES FESTIVAL

## EUROPE 2010

### Connected Cities

#### 'Live Coding Performance' by Gábor Papp and Ágoston Nagy curated by Kitchen Budapest

In all participating MFF 2010 cities a Live Coding Performance will take place simultaneously on 3 September. Kitchen Budapest will present 'No Copy Paste' who generate music and visuals in realtime, utilizing live coding which emphasises the expressive possibilities afforded by programming languages as a means for defining and manipulating computational processes. <http://nkp.kibu.hu/>



'Live Coding Performance' by G.Papp & Á. Nagy

#### Radio VJ - Joint Broadcasting Event curated by Ars Electronica Futurelab / Linz

For the Gala evening of the Ars Electronica Festival on 3 September a local radio station will play special music for the area around the Danube River to invite VJs to visualise the sound on the media facade of Ars Electronica Center. For the Joint Broadcasting Event this music programme will be streamed to the participating MFF 2010 cities and invite VJs to create simultaneously a visual programme for their media facades. [www.aec.at](http://www.aec.at)



Gala evening of the Ars Electronica Festival

#### 'Coloring with mobile phones' curated and realised by Kitchen Budapest & AEC

Kitchen Budapest and Ars Electronica Center are making interactive facades with SMS in the cities. When the citizens' send an SMS with special characters in front of the buildings, they will see how the colour of the facade changes afterwards. The aim of the project is to involve the citizens directly in the Festival and play with them in a more sophisticated manner than just being an external observer. <http://kitchenbudapest.hu/>

### Citizens' Journalism

#### 'Tales that are never told – ZeroEstigma' by Toxic Lesbian curated by Medialab-Prado / Madrid

'Tales that are never told – ZeroEstigma' aims to contribute to visualise a part of the history of women and lesbians in Spain, regarding the role of mental control in society. Collaboratively, people of all genres will build the final image of the project, the meaning of stigma in mental health. The artistic model of Toxic Lesbian goes from pure artistic language to virtual and live action, creation and investigation processes, including all kinds of collaborations. [www.ideash.org/cuentosquenuncacuentan/](http://www.ideash.org/cuentosquenuncacuentan/)



'Tales that are never told – ZeroEstigma' by Toxic Lesbian

#### 'Tenantspin' curated and realised by FACT / Liverpool and m-cult / Helsinki

Liverpool's famous community media project tenantspin co-produces a project for MFF 2010 with local residents in Helsinki and Liverpool. The project is realized via workshops focusing on local people's conceptions of normality and citizenship. It is led by artist Alex Harrison together with community programme leader Laura Yates and tenantspin members Ian McNeill and Lucy Gonzales. In May 18-24, tenantspin 2010 conducted the first workshop in Kontula, Eastern Helsinki, with participants of the Sympis community centre. After Kontula, a workshop with the same issues will be realised in Liverpool's Anfield/Breckfield. The resulting programmes build a bridge between two neighbourhoods and will premiere during the MFF 2010. [www.tenantspin.org](http://www.tenantspin.org)



'Tenantspin' curated and realised by FACT / Liverpool and m-cult / Helsinki

# MEDIA FACADES FESTIVAL



## EUROPE 2010

### **'The Colors of the Times: Linz Bunt Blitz' by Shervin Afshar**

**curated by Ars Electronica Futurelab / Linz**

Every day, a list of local newspapers websites, blogs, and twitter feeds from Linz and the province of Upper-Austria would be aggregated as text content. The result will be stored and analysed using computational and psycholinguistic methods, expected to produce characteristics of the text (i.e. positivity, negativity, formality, informality). These characteristics will be mapped using varying shades, colours and patterns to give a general feeling of the day's texts. Following this exercise, the colour analysis will be projected on the facade of Ars Electronica Center 5 minutes every day at the same time. [www.shervinafshar.name](http://www.shervinafshar.name)



Ars Electronica Center in Linz

### **■ Urban Activism**

### **'SMSlingshot' by VR/URBAN**

**curated by Public Art Lab / Berlin**

The 'SMSlingshot', a digital intervention device, equipped with an ultra high frequency radio, hacked 'arduino' board, laser and batteries, is empowering the people to put own statements on urban screens. Text messages can be typed on the phone-sized wooden keypad, which is integrated in an also wooden slingshot. After the message is finished, the user can aim on the media facade and send/shoot the message straight to the targeted point. It will then appear as a coloured splash with the message written within, and is further broadcasted to the participating cities. [www.vrurban.org](http://www.vrurban.org)



'SMSlingshot' by VR/URBAN

### **'Men in Grey' by Julian Oliver**

**curated by Public Art Lab / Berlin**

Two men in grey suits carrying briefcases with integrated laptops enter a public space near a media facade and take control of a local public wireless access point. Acting as network/media routers any traffic using that access point – emanating from people around who browse, chat and surf on their smartphones, laptops and netbooks – will be passed to the media facade. Over time the men in grey will increasingly manipulate the content: redirecting webpages, turning popular sites upside down, manipulating AIM/MSN/ICQ/Facebook chat and swapping images in webpages: a future scenario presented as an activists' performance.

<http://meningrey.net>, <http://julianoliver.com/>

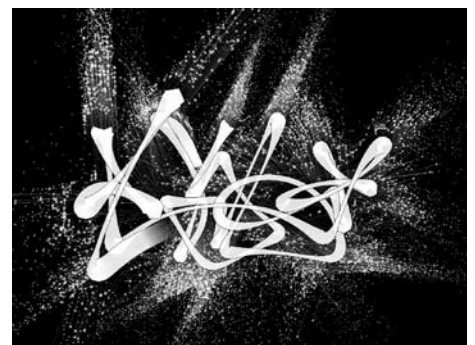


'Men in Grey' by Julian Oliver

### **'Graffiti Analysis' by Evan Roth**

**curated by Public Art Lab / Berlin**

'Graffiti Analysis' makes visible the unseen movements of graffiti writers in the creation of tags. Motion tracking, computer vision technology, and a custom C++ application are used to record and analyse a graffiti writer's pen movement. These gestures are processed to produce algorithmically-generated digital projections that appear in motion on the digital media facade. Thus relationships are created between analogue and digital graffiti styles, forming a link among traditional graffiti, experimental street art, and new media. <http://evan-roth.com/>



'Graffiti Analysis' by Evan Roth

# MEDIA FACADES FESTIVAL



## EUROPE 2010

### **'Workshop Artvertiser' by Julian Oliver**

curated by iMAL / Brussels

'The Artvertiser' is an urban, hand-held "Improved Reality" project that re-purposes street advertisements as the surface for exhibiting art. Instrument of conversion and reclamation, 'the Artvertiser' situates the 'read-only', proprietary imagery of our public spaces as a 'read-write' platform for the presentation of non-proprietary and critically engaging content. During this 5-day workshop, local artists will have the opportunity to create visual works to replace urban advertisement in Brussels. They will be able to experiment and analyse real time computer vision techniques developed by Julian Oliver and his team. [www.theartvertiser.net](http://www.theartvertiser.net)



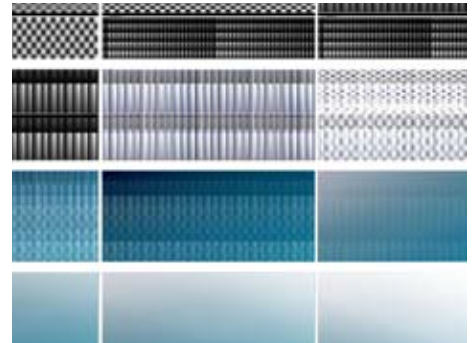
'The Artvertiser' by Julian Oliver

■ **Human Screens** Saturday, 11 September 2010

### **'Empathic State Building' by Mattia Casalegno**

curated by iMAL / Brussels

'Empathic State Building' is a collaborative game in which the meanings of cooperation, entangling and collective consciousness are directly perceived on the physiological level. EEG-electrodes are being mounted on the head of two players in order to assess their mental state. The players' brain activities are rendered in realtime as visuals on a media facade behind them. By forcing themselves in an emphatic relation they can influence the narration of the imagery. [www.mattiacasalegno.net](http://www.mattiacasalegno.net)



'Empathic State Building' by Mattia Casalegno

### **'Air Hunger' by Hanna Haaslathi**

curated by m-cult / Helsinki

'Air Hunger' aims to create an interactive projection where the lighting in a designated area is controlled by the breath rate of participants. People can participate by wearing a wireless breath-monitoring belt around their chest which transmits (via bluetooth) vital signs to a computer in realtime. The programme translates the data into visualisation which is then projected on the wall. Interaction suspends the shadow at the rate of the breath, thus making the media facade a constantly moving battlefield between light and shadow. [www.fantomatico.org/artworks](http://www.fantomatico.org/artworks)

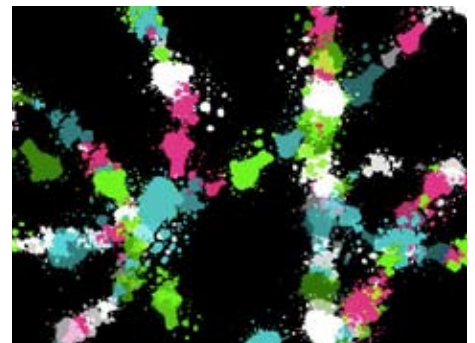


'Air Hunger' by Hanna Haaslathi

### **'Action Flocking' by OiOi**

curated by m-cult / Helsinki

'Action Flocking' is an RFID based project to change a square into a giant canvas, where the visitors act as brushes to create a picture which will be visible on a digital screen. Flyers including RFID tags will be handed out at the entrance of the square. Through RFID technology, the paintings on the screen are directly driven by the motion of the people on the square. Participants can also send pictures via mobile phones as background images. The game can be played simultaneously by teams in different cities. [www.myspace.com/transfluxc](http://www.myspace.com/transfluxc)



'Action Flocking' by OiOi

# MEDIA FACADES FESTIVAL



## EUROPE 2010

### ■ Organic Cities *Saturday, 2 October 2010*

#### **'Mimodek' by Marie Polakova and Steven Pickles** curated by Medialab-Prado / Madrid

'Mimodek' is a digital 'organism' visualised on a media facade at a public place which responds immediately to people and animals physically present in its surrounding. Social and environmental data such as air temperature and movements influence its growth. Practically, 'Mimodek' is an interactive evolving artwork functioning alongside the principles found in nature and thus introduces the city to some of the natural elements which are lacking. It is the artists' aim to create a piece of work that touches the complexity of the natural living systems. [www.marura.wordpress.com](http://www.marura.wordpress.com)



'Mimodek' by M. Polakova & S. Pickles

#### **'City Sleep Light' by Antoine Schmitt** curated by iMAL / Brussels

'City Sleep Light' is a Public Data project which will show how the different cities are sleeping. Local information sources will provide public data which characterise the sleeping cities. The data will be evaluated and visualised on the media facade. The project will take place in the different participating cities on their urban screens, so that it becomes possible to compare the sleeping status of their inhabitants. [www.gratin.org/as](http://www.gratin.org/as)



'City Sleep Light' by Antoine Schmitt

### ■ Site-specific videos *during the whole festival*

#### **'Paradise Panorama' by Katrin Schoof** curated by Public Art Lab / Berlin

'Landscape can be abstractly described as the intertwining of both spatial and physical expansion, made visible by a piece of nature' – Using the Romantic Movement as her inspiration, artist and designer Katrin Schoof investigates landscape as a 'space of desires'. Through a composition of opulent images of both real landscapes from Canada, Umbria, England, Brandenburg and Lower Saxony, as well as virtual landscapes a contemplative journey into something like paradise unfolds in slow motion. [www.gabi-berlin.de](http://www.gabi-berlin.de)



'Paradise Panorama' by Katrin Schoof

#### **'Get Your Back Up Off the Wall' by Nika Radic** curated by Public Art Lab / Berlin

Nika Radic creates a European party which will be celebrated only on the screen: she will film 1 to 2 party guests of each city and compose them as an ensemble in a party scenario. In each clip a single person is at first filmed standing or sitting near a wall. The people then 'get off the wall' and start moving, talking, or dancing. For the facade of Collegium Hungaricum Berlin the artwork is designed to be interactive. Visitors can influence the party scenario on the screen. [www.nikaradic.com](http://www.nikaradic.com)



'Get Your Back Up Off the Wall' by Nika Radic

# MEDIA FACADES FESTIVAL



## EUROPE 2010

### **'The Park' by Ulu Braun**

curated by m-cult Helsinki / Public Art Lab

'The Park' is a high-resolution living painting made out of images from human perception. The panoramic video landscapes present the world as a place of constant simultaneity. The video deals with reality in a hyperartistic and poetic way. Dreams seem to come true, but at the same time it undermines the slick and glossy surface of our media world.

[www.ulubraun.com](http://www.ulubraun.com)

### ■ **Public TV**

*during the whole festival*

### **New Public TV Format**

For the intercultural dialogue between the MFF 2010 cities Public Art Lab Berlin is currently developing a new Public TV format which will include a special streaming technology and content management system to open a window to the other cities and include the public audience.

### **Video Screening Conference**

organised by Public Art Lab / Berlin

Worldwide urban screens initiatives will be invited to join a public skype talk to discuss two main questions:

- 1) How to curate Urban Screens?
- 2) What is your business model to broadcast cultural content?

During the Media Facades Festival Europe 2010 the participating initiatives will present their best examples of their recent programmes.



'The Park' by Ulu Braun



Media Facades Festival Berlin 2008

# MEDIA FACADES FESTIVAL

## EUROPE 2010

### Credits, Media Facades Festival Europe 2010

#### Initiator

##### Public Art Lab / Berlin

Artistic director: Susa Pop  
Research: Mirjam Struppek

[www.mediafacades.eu](http://www.mediafacades.eu)  
[www.publicartlab.org](http://www.publicartlab.org)  
[www.interactionfield.de](http://www.interactionfield.de)  
[www.urbanscreens.org](http://www.urbanscreens.org)

#### Contact

Public Art Lab / Susa Pop  
[susapop@publicartlab.com](mailto:susapop@publicartlab.com)  
Mobile 0163-391 22 92  
[www.mediafacades.eu](http://www.mediafacades.eu)

#### Partner and curators

##### FACT / Liverpool

Artistic directors: Heather Corcoran, Mike Stubbs  
[www.fact.co.uk](http://www.fact.co.uk)

##### iMAL / Brussels

Artistic directors: Marie-Laure Delavon, Yves Bernard  
[www.imal.org](http://www.imal.org)

##### m-cult / Helsinki

Artistic director: Minna Tarkka  
[www.m-cult.org](http://www.m-cult.org)

##### Kitchen Budapest

Artistic director: Eszter Bircsak  
[www.kitchenbudapest.hu](http://www.kitchenbudapest.hu)

##### Medialab-Prado / Madrid

Artistic director: Nerea Calvillo  
[www.medialab-prado.es](http://www.medialab-prado.es)

##### Ars Electronica Futurelab / Linz

Artistic director: Stefan Mittleboeck  
[www.aec.at](http://www.aec.at)

#### Initiator and Partners

PUBLIC  
ART  
LAB



m-cult

FACT  
FOUNDATION FOR ART AND  
CREATIVE TECHNOLOGY



ARS ELECTRONICA  
FUTURELAB





# MEDIA FACADES FESTIVAL EUROPE 2010

## Credits, Media Facades Festival Europe 2010

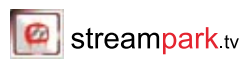
### Funding Partners



### Media Facades Partners Berlin



### Technological Partners



### Sponsor Partners



### Network



### Research Partner



## Credits, Media Facades Festival Berlin 2008

### Funding Partner

