

# urban screens melbourne 08

## 'mobile publics' conference

3–5 october 2008  
bmw edge  
federation square

## 'connected communities' multimedia exhibition

3–8 october  
federation square

Global launch:  
International Urban  
Screens Association

3rd International  
Urban Screens  
Conference & Exhibition



international  
urban  
screens  
association



[urbanscreens08.net](http://urbanscreens08.net)

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FEDERATION  
SQUARE

international  
urban  
screens  
association



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## 3–5 october 2008 bmw edge federation square

urban  
screens  
melbourne 08

Global launch:  
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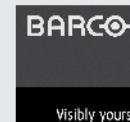
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# 'mobile publics' conference

3–5 october  
2008

bmw edge  
federation  
square

**USM08: Mobile Publics** explores a range of new pressures and possibilities that are generated as city life is transformed by digital technology. Large screen precincts offer dynamic examples of emergent relations between media, architecture and urban space, between art and everyday life, between local and global cultures. By forming nodes in expanded digital networks, large public screens point towards the reconstruction of the 'local' as an open rather than a bounded territory. Public screens not only display diverse streams of digital content, but can form responsive and interactive surfaces which highlight a new role for art in contemporary culture. As an emergent forum for the public display of user-generated content, large urban screens ask us to rethink our definition of the 'public sphere'. Through the production of experimental interfaces, they have the potential — as yet largely untapped — for the active construction of different, heterogeneous 'publics'. Networked large urban screens herald new modes of transnational cultural exchange, and the possibility of a 'global public sphere' which remains attached to particular spaces and connected to local concerns.

# 'mobile publics' conference program

## CONFERENCE PRICING

**Full conference package (includes keynotes)**  
**\$300.00 / \$200.00** (student/concession)

**One day conference package –**  
Saturday 4th Oct (includes keynotes)  
**\$225.00 / \$170.00** (student/concession)

**One day conference package –**  
Sunday 5th Oct  
**\$200.00 / \$150.00** (student/concession)

**Keynotes only –**  
Friday 3rd Oct  
**\$25.00 / \$20.00** (student/concession)

**Keynotes only –**  
Saturday 4th Oct  
**\$25.00 / \$20.00** (student/concession)

Single tickets will be available for keynote sessions on the day

For further information, contact:  
Federation Square Multimedia  
Tel: 03 9655 1952  
Email: [Elodie.Hodgkins@fedsquare.com](mailto:Elodie.Hodgkins@fedsquare.com)

For ticket sales for the conference visit:  
[urbanscreens08.net](http://urbanscreens08.net)

FRIDAY 3 OCTOBER

## OPENING SESSION BMW Edge

6:00pm – 6:10pm  
**Welcome** – Kate Brennan,  
CEO Federation Square

6:10pm – 6:20pm  
**Opening Address** – Lily D'Ambrosio,  
Parliamentary Secretary Community  
Development, Parliament of Victoria

6:20pm – 6:30pm  
**Introduction to the Public Program: USM08**  
**Multimedia Exhibition** – Artistic Director  
USM08 Multimedia – Mirjam Struppek

## KEYNOTE ADDRESS BMW Edge

6:30pm – 6:40pm  
**Introduction to Keynote** –  
Associate Professor Scott McQuire

6:40pm – 7:30pm  
**New frontiers of global urban space:  
heavy metal/fuzzy logic** –  
Professor Saskia Sassen

7:30pm – 7:50pm  
Keynote Questions

## PUBLIC PROGRAM The Square

8:00pm – 8:45pm  
Official opening of the public program:  
**USM08 Multimedia Exhibition**

## SATURDAY 4 OCTOBER

### SESSION 1: Art, technology and public space BMW Edge

This session focuses on contemporary projects using interactive art in public space. Many contemporary artists no longer see screens simply as surfaces that capture attention by means of visual and narrative content, but as sites for the production of new forms of public relationships, a new public sphere mediating physical and electronic space. How can public art play a critical role in the context of publicity-soaked cultures? What forms of interactivity will contribute to a genuine revitalisation of public space? By exploring the dynamic relationship between artists, architects, urban planners and theorists in re-thinking urban space, we aim to reveal a rich inventory of cultural practices that can transform social relationships in public space.

10:00am – 10:10am  
**Introduction to Session 1** –  
Professor Sean Cubitt

10:10am – 10:30am  
**Our space** – Dr Melinda Rackham

10:30am – 10:50am  
**Mobile technology culture and the emergence of 'mobile' subjectivities** –  
Dr Yoshitaka Mori

10:50am – 11:10am  
**Test cases for the public sphere. Recent projects by Knowbotic Research** –  
Dr Andreas Broeckmann

11:10am – 11:50am  
Moderated discussion

12:00pm – 12:40pm  
**Poster presentations** –  
moderated by Mirjam Struppek  
**The Atrium**  
Developments and experiments in the field of Urban Screens

### SESSION 2: Public screens and public space broadcasting: a new public sphere? BMW Edge

This session will address current and future directions in the media infrastructure of urban space: large screens, networked information kiosks, mobile media, wireless networks, etc. One of the features distinguishing new media platforms from older forms is their distinctive spatial disposition. Large urban screens are now frequently embedded in streets and city squares while personal mobile devices such as phones and mp3 players are routinely used while traversing public space. While these developments are contributing to novel spatialisation of the social life of contemporary cities, they do not happen by magic. This panel will examine critical issues affecting the roll-out and uptake of new media platforms including the formation of standards, protocols for sharing content and connecting technology, and models of policy and funding.

2:00pm – 2:10pm  
**Introduction to Session 2** –  
Associate Professor Scott McQuire

2:10pm – 2:30pm  
**CASZ | 362 days | 6516 hours | 219 artists showing 527 works | and counting** –  
Jan Schuijjen

2:30pm – 2:50pm  
**Live Sites UK** – Mike Gibbons

2:50pm – 3:10pm  
**Barco Media & Entertainment** –  
LED applications – Yann Le Bellégo

3:10pm – 3:50pm  
Moderated discussion

4:00pm – 4:20pm  
**CASZUIDAS screening program – a selection of works** –  
The Square

### KEYNOTE ADDRESSES: BMW Edge

4:45pm – 4:50pm  
**Introduction to Keynote Address** –  
Professor Nikos Papastergiadis

4:50pm – 5:30pm  
**Beyond praxis** – Aaron Tan

5:30pm – 5:40pm  
**Introduction to Keynote Address** –  
Professor Nikos Papastergiadis

5:40pm – 6:45pm  
**Intimate publics. memory, performance, and spectacle in urban environments** –  
Dr Andreas Broeckmann

6:45pm – 7:05pm  
Keynote Questions

## SUNDAY 5 OCTOBER

### SESSION 3: Strategies for urban regeneration BMW Edge

The development of large urban screens is often the result of particular strategic alignments between different sectors such as city councils, arts institutions, hardware and software producers, businesses and content providers. However, the proliferation of large screens in cities all around the world also testifies to the increasing globalisation of cities and culture, and exemplifies the emergence of standardised technological infrastructures which are often associated with anxieties about 'loss of place'. This session explores how these tensions might be productively negotiated. What sort of partnerships between institutions contribute to the formation of 'creative cities'? What role can large screen precincts and media density play in urban development or regeneration projects?

10:00am – 10:10am  
**Introduction to Session 3** –  
Dr Audrey Yue

10:10am – 10:30am  
**Spatial intelligence** –  
Professor Leon van Schaik AO

10:30am – 10:50am  
**Urban screens as a communication medium in the process of regeneration** –  
Mirjam Struppek

10:50am – 11:10am  
**tenantspin: a case study** –  
Patrick Fox

11:10am – 11:50am  
Moderated Discussion

11:55am – 12:15pm  
Patrick Fox introducing the tenantspin showreel  
**The Square**

### SESSION 4: Cross-cultural public networks BMW Edge

How might different publics be actively constructed in the present, at a moment when both the social space of the city and the cultural boundaries of the nation-state have become more complex, porous and uncertain? How might large urban screen installations embedded in specific urban precincts contribute to rethinking the relation between local places and global culture? What models of collaboration might enable a shift beyond competition between individual cities battling to become 'cultural hubs'? How might the aspirations of civil society be extended to a global scale?

2:00pm – 2:10pm  
**Introduction to Session 4** –  
Professor Nikos Papastergiadis

2:10pm – 2:30pm  
**2008 Taipei Biennial: A case study** –  
Manray Hsu

2:30pm – 2:50pm  
**diverCities: A global collaboration space for intercultural dialogue** –  
Professor Ien Ang

2:50pm – 3:10pm  
**The city as open creative platform** –  
Soh-Yeong Roh

3:10pm – 3:50pm  
Moderated discussion

### SESSION 5: Closing Plenary BMW Edge

4:30pm – 6:00pm  
Chaired by Professor Nikos Papastergiadis and Associate Professor Scott McQuire, the plenary session will involve keynotes and members of the panel sessions, along with guest speaker Conrad Bodman, and speakers from the floor in a discussion of key issues emerging from the conference.

### KEYNOTE SPEAKERS

#### Professor Saskia Sassen

Saskia Sassen is Lynd Professor of Sociology and Member, The Committee on Global Thought, at Columbia University. Her most recent books are **Territory, Authority, Rights: From Medieval to Global Assemblages** (2006) and **A Sociology of Globalization** (2007). She has now completed for UNESCO a five-year project on sustainable human settlement based on a network of researchers and activists in over 30 countries; it is published as one of the volumes of the **Encyclopedia of Life Support Systems** (EOLSS). Her books are translated into sixteen languages.

#### Aaron Tan

Aaron Tan is the Director of Research Architecture Design (RAD), Hong Kong, which sets to redefine the new architecture and urbanism of the emerging cities of East Asia. Recognizing the socio-cultural matrix in which it operates, the office incorporates the global nature of its urban architectural experiences to develop new contemporary Asian urban planning and architectural approaches. Tan leads a team of architects, urban planners, interior designers and media researchers of multinational origin. Projects include office towers in Hong Kong, new economy planning in Singapore, urban design in China and the SK Telecommunications Tower and Nabi Art Centre in Korea.

## KEYNOTE SPEAKERS (CONTINUED)

## CHAIRS

### Dr Andreas Broeckmann

Dr Andreas Broeckmann is an art historian and curator who lives in Berlin. Independently curated exhibitions include projects at Stedelijk Museum Amsterdam ('Image:Process', 2008), Media Art Biennial Seoul ('media\_city\_seoul', 2008), Skuc Gallery in Ljubljana ('KRCF - Room for Manoeuvre', 2006), at TENT/Witte de With in Rotterdam ('Tracer / Neuralgic', 2004), and with Konfetjner / MaMa in Zagreb ('Runtime Art', 2004). From 2005 till 2007, he was one of three artistic directors of TESLA - Laboratory for Arts and Media in Berlin. From 2000 to 2007 he was the Artistic Director of transmediale – festival for art and digital culture Berlin; and he is co-founder of Les Jardins des Pilotes. In university courses, curatorial projects, and lectures he deals with art, technology, digital culture, and an aesthetics of the machinic. He is currently working on a study about 20th century machine art.

**Professor Sean Cubitt** is Director of the Media and Communications Program at the University of Melbourne. As a journalist, curator, essayist, and scholar, as a director of arts organisations (Chair of the Board of the Foundation for Art and Creative Technology – FACT, Liverpool for five years), and as a member of policy bodies in the arts (British Film Institute, Arts Council of Great Britain/England, Greater London Arts) he has worked with policy makers, planners, and implementation teams as well as artists and scholars in new media for two decades. His recent books include **EcoMedia** (2005) and **The Cinema Effect** (2004).

**Associate Professor Scott McQuire** is an academic and writer with a strong interest in interdisciplinary research linking social theory, new media, art, and urbanism. He is Associate Professor and Reader in the Media and Communications Program at the University of Melbourne, and a chief investigator on the ARC funded research project 'Large Screens and the transformation of public space'. His most recent book is **The Media City: Media, Architecture and Urban Space** (2008).

**Professor Nikos Papastergiadis** is Research Chair and Deputy Head of the School of Culture and Communication at the University of Melbourne. He has published widely on migration, globalisation and the emergence of a new cosmopolitanism. Throughout his career he has provided strategic consultancies for government agencies on issues relating to cultural identity and has worked in numerous collaborative art projects. His most recent book is **Spatial Aesthetics: Art Place and the Everyday** (2006). He is a member of the Victorian State Government's Multicultural Arts Policy Advisory Committee.

**Dr Audrey Yue** is Senior Lecturer in Cultural Studies at the University of Melbourne. She is co-editor of **AsiaPacificQueer: Rethinking Gender and Sexuality** (2008) and **Mobile Cultures: New Media in Queer Asia** (2003). Her recent essays on cultural policy, diasporic cultures and Hong Kong cinema appear in **Feminist Media Studies, Sexualities, GLQ, International Journal of Cultural Policy, Datutop, Youth, Media and Culture in the Asia Pacific Region, Cultural Theory/ Everyday Practice and Chinese Films in Focus: 25 New Takes**. She is a member of the Australia Research Council-funded Cultural Research Network.

## SPEAKERS

**Professor Ien Ang** is Distinguished Professor of Cultural Studies and Australian Research Council Professorial Fellow at the Centre for Cultural Research, University of Western Sydney. She is internationally renowned for her work in transnational, multicultural and global cultural studies and has published influential work on globalisation and media audiences, Asians in multicultural Australia, and the politics of knowledge and representation in cultural institutions. As ARC Professorial Fellow (2005–2009) she is working on a research program titled 'Cultural Research for the 21st Century: Building Cultural Intelligence for a Complex World'.

**Conrad Bodman** is Head of Exhibitions, Australian Centre for the Moving Image (ACMI). He has a distinctive track record of curating and delivering world-class exhibitions and events across a wide range of media, including photography, film, digital media and architecture. A former curator at the prestigious Barbican Centre in London, Conrad curated renowned exhibitions including **Derek Jarman - A Portrait, Space of Encounter - The Architecture of Daniel Libeskind** and **Game On**, the definitive history of video games.

**Patrick Fox** is the Programme Manager of tenantspin, FACT's (Foundation for Art & Creative Technology) collaborative new media arts programme that works with leading artists and thinkers and communities. He is a board member of AXIS, a UK based organisation tasked with the need to support and assist the development of the visual arts. Patrick has commissioned leading International artists, including Kelly Mark, Chris Watson and Shu Lea Cheang, to work in a collaborative setting, both in gallery and public environments as well as strategically developing partnerships across various sectors, ranging from Health to Housing.

**Mike Gibbons** is Head of Live Sites and UK Coordination for the London Organising Committee of the Olympic and Paralympic Games. Prior to joining LOCOG, he was Project Director, BBC Live Events where he set up a pilot project to establish what is now a network of nine Big Screens in the Public Space Broadcasting Project. This led to being part of the first Urban Screens Conference in Amsterdam 2005 and being Chair of Manchester Urban Screens Conference 2007.

**Manray Hsu** is an independent curator and art writer based in Taipei and Berlin. His recent major exhibitions include '2000 Taipei Biennial: The Sky Is the Limit' (co-curated with Jerome Sans, Taipei Fine Arts Museum); 'How Big Is the World?' (2002, O.K Center for Contemporary Art, Linz, Austria); 'Wayward Economy' (2005, co-curated with Maren Richter, Taipei); '2006 Liverpool Biennial' (co-consulted/curated with Gerardo Mosquera); 'Naked Life' (2006, co-curated with Maren Richter, Taipei Museum of Contemporary Art); '2008 Taipei Biennial' (co-curated with Vasil Kortun, Taipei Fine Arts Museum).

**Yann Le Bellégo** is Sales Director for Barco Media in Asia-Pacific. He is in charge of LED display business activity and has an extensive experience of this market in the region. Yann has been involved in his career in the development and deployment of the LED displays, starting in particular with Sony Corp. at the early stage of the research and development of blue LED. He holds a PhD in material science from Caen University in France.

**Dr Yoshitaka Mori** is Associate Professor of Sociology and Cultural Studies at Tokyo University of the Arts and since 2006 he has worked as one of the directors of NPO, Art Institute Kitakyushu (AIK) organising contemporary art projects. His recent publications include Japanese books **Karuyuraru Stadeizu Nyumon** (The Introduction to Cultural Services) co-written with Toshiya Ueno, and **Bunka = Seiji** (Culture=Politics). He has also published several English essays for journals such as Inter-Asian Cultural Studies and the recent edited volume **Popular Culture, Globalization and Japan** (2006).

**Dr Melinda Rackham** is the Director of the Australian Network for Art and Technology (ANAT), Australia's leading cultural organisation working at the intersection of art, research, science and emerging technologies to generate new creativities and enrich culture and industry. For over a decade she has engaged with emergent practices as a pioneering net artist, a writer, curator, media consultant and cultural producer – exhibiting, presenting and publishing globally. Melinda was the first Curator of Networked Media at the Australian Centre for Moving Image (ACMI), and in 2002 she established -emprise-, one of the world's leading online critical theory forums.

**Soh-Yeong Roh** is the Director of Art Center Nabi in South Korea, which she founded in 2000, and is now the main centre for new media arts in Korea. With a special focus on locative media, Art Centre Nabi promotes creative talents from diverse backgrounds, turning ideas into practices. As well as directing Nabi, she gives lectures around the world and is a visiting professor at Chingwha University in China.

**Jan Schuijren** is a freelance curator based in Amsterdam. His recent exhibitions include the eleven-part film and video program **Sex and Sadness**, at Witte de With, Rotterdam and at Platform Garanti in Istanbul, and the 7th Werkleitz Biennial – Happy Believers in Halle, Germany, which he co-curated in 2006. In 2007 he presented the exhibition Confined Innocence at the Art Gallery of Windsor, Ontario, Canada and LIVING THE CITY at Platform 21, Amsterdam. The same year he developed the concept for CASZ –contemporary art screen Zuidas, for which he curates an ongoing program of film and video works.

**Mirjam Struppek** is an urbanist, curator and consultant based in Berlin. She developed the concept for the first Urban Screens conference in 2005 and is President of the newly formed International Urban Screens Association (IUSA). She is a member of Public Art Lab, Berlin. Together with Public Art Lab she is developing the 'Media Facades Festival Berlin 2008' at the German Architecture Centre, around the myths and potentials of media architecture and urban screens. She is the Artistic Director of the Urban Screens 08 multimedia program.

**Leon van Schaik** AO, LFRAIA, RIBA, PhD, is Professor of Architecture (Innovation Chair) at RMIT, from which base he has promoted local and international architectural culture through practice-based research. Writings include monographs compiled on Edmond and Corrigan, Ushida Findlay, Guilford Bell, Tom Kovac, Poetics in Architecture, The Guthrie Pavilion, The Practice of Practice, and Sean Godsell. His latest books are **Mastering Architecture** (2006) and **Design City Melbourne** (2007). His forthcoming book **Spatial Intelligence** will be published by Wiley Academy in 2008.

# USM08 poster presentations

## public exhibition the atrium

To bridge the Conference and the Multimedia Exhibition, USM08 Posters highlight the latest developments in the interdisciplinary field of Urban Screens, presenting speculative, ongoing research projects, and drawing conclusions from practical experiments.

At 12pm Saturday 5 October in the Atrium, several artists and researchers will introduce their submissions, which range from digital artworks to new practical design applications and cutting edge technologies under development. Presentations will be made in person or live on the Atrium screen via Skype.

**Patrick Allen, UK:**  
*Dwell-Time*  
**Lecturer in Creative Technology in the School of Informatics, University of Bradford**

This poster asks fundamental research questions about the function of urban screens in the built environment. The work presented is based on the investigation of both curatorial practices and the design of video art and installation work for the BBC's Big Screen in Bradford, UK. Key questions include: the use of urban screens for community engagement and participation; the impact of this important media form on the experience of the urban environment; and the management of creative and artistic content in public space.

**Tom Barker, M. Hank Haeusler, Australia:**  
*Research towards an external voxel facade*  
**University of Technology, Sydney**

Experienced in both research and practice in the field of media architecture, Tom Barker and M. Hank Haeusler are starting a research lab at University of Technology, Sydney from October 2008. Barker with his experience in developing the SmartSlab system and Haeusler with a research background in designing media content for 3D displays are developing an external voxel facade and foundation research in the field of media and architecture.

**Martin Brynskov, Rune Nielsen & Tobias Ebsen, Denmark:**  
*Aarhus by Light*  
**Centre for Advanced Visualization and Interaction (CAVI), University of Aarhus**

Aarhus by Light was a social experiment conducted using an interactive media façade at Concert Hall Aarhus in Denmark. Small creatures of light lived in the façade. When visitors approached the concert hall, they entered the world of these creatures, which was also a part of the city. The purpose of Aarhus by Light was to create a media façade which engaged passers-by and contributed to the visual qualities of the architecture and surrounding urban space. [www.aarhusbylight.dk/index-english.html](http://www.aarhusbylight.dk/index-english.html)

**Karen Casey & Harry Sokol, Australia:**  
*Global Mind Project*  
**Melbourne based artist and technical collaborator**

The project is a development of 'Art of Mind', initiated by Karen Casey with the Brain Sciences Institute, Swinburne University of Technology in 2003. Using specially developed software 'Viseeg' brainwave (EEG) data controls and generates real time audiovisual effects from programmed commands and moving image content. Global Mind Project looks beyond the flow of information between individuals to possible inter-connectedness of mind states, exploring modes of pattern based recognition, programmed to encourage brainwave activity associated with creativity and dream-states. The forthcoming online presence will invite the public to engage in a creative neurological conversation with the artist. [www.globalmindproject.com](http://www.globalmindproject.com)

**Kevin Hamilton, USA:**  
*Mirror Site – Exploring Asymmetry in Live Video Links*  
**Associate Professor and Chair of New Media, University of Illinois**

The Mirror Site series explores the potential of asymmetry in live video links between distant spaces. Two-way simultaneous video communication typically relies on the construction of a unified common space. The Mirror Site series is based on the assumption that a pair of cameras and monitors cannot and should not bear this symbolic weight. Instead, the Mirror Site series relies on asynchrony, simulation and a more cubist approach to pictorial space. Mirror Site involves pairs of strangers in live connections that retain difference, disconnect, and distance.

**Osman Khan, USA:**  
*SEEN-Fruits of our Labor*  
**Associate Professor, Center for Virtual Architecture, University at Buffalo**

SEEN Fruits of our Labor is an interactive 'monolith': a communication device modeled after the ubiquitous obelisks, plaques and sculptures that populate public squares. It broadcasts people's hopes and the 'American Dream' in light of globalization. Displayed on a 4'x 8' infrared LED screen whose content is visible only through the audience's personal digital capture devices (mobile phone cameras, digital cameras and video cameras etc).

**Clare McCracken, Australia:**  
*Speed Cheek*  
**MA – Art in Public Spaces, RMIT University**

Speed check devices are a common sight on our roads. Speed Cheek is designed for bike and pedestrian paths rather than roads. The technology is interactive, allowing cyclists and pedestrians to measure their km/h and providing opportunities for play, education and training. Speed Cheek, installed in Oakwood Park, Noble Park, in June 2008, is comprised of two solar run speed radars complete with LED display screens.

**Dr Daniel Michelis, Germany:**  
*Playful Interaction with Public Displays*  
**Researcher, University of St. Gallen, Switzerland, and University of the Arts Berlin**

This poster describes a series of experiments on playful interaction with public displays. The experiments were conducted using four interactive displays in Berlin which invited passers-by to interact with their mirror images. In 13 experiments, almost 5000 people were observed and an additional survey was conducted. The results of the experiment were recently analysed as part of the author's dissertation. [www.magicalmirrors.de](http://www.magicalmirrors.de)

**Prof. Laurent Mignonneau, Prof. Christa Sommerer, Prof. Michael Shamiyah , Austria:**  
*Solar Display*  
**University of Art and Industrial Design, Linz Interface Cultures and Design-Organisation-Media Research Laboratory**

Wissensgewächs is a visually growing facade that reflects the visitor's attention and interest. The passer-by can interact with a series of increasingly complex images displayed on 16 screens surrounding the building. In May 2008 the authors filed for a patent for an interactive, self-sustainable media facade, called Solar Display. This system uses solar energy for creating a large self-powered communication display that can be used to display interactive digital content.

**Christine Satchell, Marcus Foth,**  
**Ronald Schroeter, Australia:**  
*New Media Design to Augment Social Networks of Residents in Inner-City Developments*  
**Institute for Creative Industries and Innovation, Queensland University of Technology Interaction Design Group, The University of Melbourne**

This poster reports a three-year study underway to advance design knowledge of how residents in urban environments can be assisted to communicate and interact through the use of new media to bridge the physical and digital city.

**Ava Fatah gen. Schiek, UK:**  
*A tale of Two Cities*  
**Senior research fellow at University College, London**

This ongoing research project aims to develop a better understanding of the urban landscape augmented with the digital landscape. It explores the impact of moving images on urban space and the potential social interactions within two different cities in the UK: Swindon and Birmingham. Here we present two case studies that deploy the BBC Big Screen in an urban context.

**Dr Mariana Yordanova, Germany:**  
*Sustainable Urban Screen*  
**Faculty of Architecture, Technical University of Munich**

The patented facade technology MediaBIOSe offers three significant functions: Media, Solar Energy and Sun Shadowing. In energy-operating mode, the homogeneously-structured facade envelope both provides shade and generates power, due to the opaque surface of its photovoltaic cells. In video operating mode, all tubes are oriented to compose the digital skin of the building using numerous LED clusters.

# 'connected communities'

## multimedia exhibition

3–8 october  
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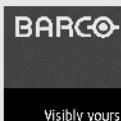
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# 'connected communities': multimedia exhibition

**URBAN SCREENS:**  
An experimental visualisation zone on the threshold of virtual and urban public space: dynamic digital displays and interfaces in urban space such as LED and plasma screens, projection boards, information terminals and intelligent architectural surfaces; screens that support the use of public space for the creation and exchange of culture, strengthening a local economy and the formation of public sphere

Mirjam Struppek, President,  
International Urban Screens Association

[urbanscreens08.net](http://urbanscreens08.net)

**Urban Screens Melbourne 08** is the third in a series of international Urban Screens Conferences and Multimedia Exhibitions, following Amsterdam 05 and Manchester 07.

A first for the Asia-Pacific region, Urban Screens Melbourne 08 is celebrating Federation Square as a modern multimedia precinct, taking its place among an emerging global network of urban screens venues. Together they are creating new opportunities for global community building, multiculturalism, and public education and engagement in the consideration of environmental, cultural and social sustainability.

**Urban Screens Melbourne 08** marks the global launch of the International Urban Screens Association (IUSA), an independent organisation established to facilitate networking, cultural content sharing and knowledge exchange among screen owners and operators, manufacturers and technicians, cultural producers, academics and researchers, curators, artists, software designers, architects, urban planners and governmental bodies.

IUSA will help to inform and guide the extended use of digital displays in public spaces: their sustainable and considerate integration in the urban landscape; and their potential to build relationships with and between the citizens of a modern and vibrant city – and increasingly between cities and citizens around the world.

**fri 3-wed 8  
october  
federation  
square**

**USM08: 'Connected Communities'** is a free public multimedia exhibition which will explore the emerging interdisciplinary practice of 'Urban Screens': digital moving images in public spaces. Utilising Federation Square's extensive screen infrastructure as well as temporary LED screens in selected regional Australian cities, the exhibition will provide an engaging way for the public to gain hands-on experience of emerging interactive and networked infrastructure. Presented as part of the academic, creative and industry development component of Urban Screens Melbourne 08, the exhibition will showcase proof-of-concept projects involving various new forms of networked screens and digital surfaces, whilst supporting a lively space for creation, participation, exchange of culture and creative education. The conceptual themes

Images from left:  
Federation Square  
Big Screen  
Photo Left:  
David Simmonds  
2008  
Photo right:  
Ben Swinnerton  
2008



Images from left:  
Am meer: Johanna Reich  
Flow: for love of water  
x-milieu: Monash University  
Overflow:  
Shakthi Sivanathan &  
Aimee Falzon



being explored by artists, filmmakers, designers, architects and media producers will raise awareness of the social issues of community building, multiculturalism and the environment, with a special focus on issues surrounding the topic of water.

USM08 has invited Melbourne-based festivals and their own creative communities to share our space at Federation Square to further explore ways of inspiring the city and society by using urban screens in different ways. As well as many film and multimedia contributions from various festival organisations, USM08 is collaborating with the Victorian Seniors Festival 2008: the Opening Day Celebrations on Sunday 5 October, 10am – 4.30pm, will take place around the big screen at Federation Square.

**FRIDAY 3 OCTOBER 2008****THE SQUARE**  
**Exhibition Opening**

8:00pm – 8:45pm Launch of the International Urban Screens Association  
 'Our Friends are Electric 2': IUSA global screen partners compilation  
 'Town Square' meeting: Skype-enabled video conference: International Urban Screen Experts

8:45pm – 9:30pm 'INTERACT': interactive demonstration art projects

9:30pm – 10:00pm 'Urban Screen Heroes': compilation of urban screens in films

10:00pm – 11:30pm Feature Film: 'Minority Report' (2002)  
 Steven Spielberg

11:30pm – 12:00am 'Dark Nights': ambient visual short films for night screenings

12:00am – 1:30am Night Feature Film: 'Koyaanisqatsi' (1982)  
 Godfrey Reggio

1:30am – 2:00am 'Silent Shorts': Selection of silent films

2:00am – 3:30am Night Feature Film: 'Powaqqatsi' (1988)  
 Godfrey Reggio

3:30am – 4:00am 'Dark Nights': ambient visual short films for night screenings

**THE ATRIUM**

5:15pm – 5:45pm 'Urban Screen Heroes': compilation of urban screens in films

5:45pm – 6:00pm Documentary: 'Electric Signs'

6:00pm – 6:30pm Shorts: 'screens on screens'

6:30pm – 7:30pm 'INTERACT': interactive demonstration art projects

7:30pm – 8:35pm 'Atrium Shorts'

8:35pm – 10:00pm 'INTERACT': interactive demonstration art projects

10:00pm – 10:30pm 'Urban Screen Heroes': compilation of urban screens in films

**ACMI**

7:00pm – 8:30pm 'Flow: For Love of Water' (1998)  
 Co-presented by the Australian Centre for the Moving Image, Federation Square: a fascinating and compelling investigation into the commodification of the earth's most fundamental natural resource.

**SATURDAY 4 OCTOBER 2008****THE SQUARE**  
**Big Screen Program**

7:00am – 9:00am 'Morning Screening': a beautiful day, a mindset of calm, paradise visions

9:00am – 9:50am Festival Partner: 'Portable Films'

9:50am – 10:20am Joint Broadcasting: 'the TED Prize launch' live from New York

10:20am – 10:50am Shorts: 'Screens on Screens' – short films about urban screens

10:50am – 12:45pm 'INTERACT': interactive demonstration art projects

12:45pm – 1:15pm Joint Broadcasting: 'Art & Innovators for the Environment' live from Streaming Museum, New York

1:15pm – 3:15pm 'INTERACT': interactive demonstration art projects

3:15pm – 3:45pm Joint Broadcasting: 'Art at the Heart' broadcast from Alice Springs'

3:45pm – 4:00pm Indigenous: 'Town Camp Stories'

4:00pm – 4:30pm Special Screening: CASZuidas – a selection of works from Amsterdam's Urban Screen

4:30pm – 4:45pm Story Reports 'Visual Foreign Correspondent'

4:45am – 5:00pm Documentary: 'Electric Signs'

5:00pm – 5:50pm Documentary: 'Blue Planet – Introduction'

5:50pm – 6:30pm 'Man with a movie camera' (2007)  
 Perry Bard (Canada)

6:30pm – 8:00pm 'INTERACT': interactive demonstration art projects

8:00pm – 8:50pm Documentary: 'The Blue Planet - The Deep' (2001)

8:50pm – 9:20pm Shorts: 'Screens on Screens'

9:20pm – 11:30pm Feature Film: 'The Island' 127mins (2005) Michael Bay

11:30pm – 12:00pm Joint Broadcasting: 'Art & Innovators for the Environment' live from Streaming Museum, New York

12:00am – 1:35am Night Feature Film: 'Baraka' (1992) Ron Fricke  
 1:35am – 2:05am 'Silent Shorts': selection of silent films  
 2:05am – 3:05am 'Dark Nights': ambient visual short films for night screenings

**THE ATRIUM**

8:00am – 10:00am 'Morning Screening': a beautiful day, a mindset of calm, paradise visions

10:00am – 12:00am 'INTERACT': interactive demonstration art projects

12:00am – 12:40pm Poster Presentations  
 Developments and experiments in the field of Urban Screens (Conference Program)

12:40pm – 1:00pm Festival Partner Experiments: 'Shorts'

1:00pm – 2:30pm 'INTERACT': interactive demonstration art projects

2:30pm – 3:30pm Festival Partner Digital Fringe: 'Shorts'

3:30pm – 5:30pm 'INTERACT': interactive demonstration art projects

5:30pm – 6:30pm Festival Partner Next Wave:  
 'Our World Writ Large'

6:30pm – 6:45pm Documentary: 'Electric Signs'

6:45pm – 7:15pm Festival Partner Electundra: 'Shorts'

7:15pm – 8:15pm Atrium Shorts

8:15pm – 8:35pm Best of USM08 Shorts

9:00pm – 10:00pm Tetrachroma - Michael Glen (Australia)  
 VJ Performance

10:00pm – 10:30pm 'Urban Screen Heroes': compilation of urban screens in films

**ACMI**

7:00pm – 8:30pm 'Flow: For Love of Water' (1998)  
 Co-presented by the Australian Centre for the Moving Image, Federation Square: a fascinating and compelling investigation into the commodification of the earth's most fundamental natural resource.

**SUNDAY 5 OCTOBER 2008****THE SQUARE  
Big Screen Program**

7:00am – 8:50am	Morning Screening: a beautiful day, a mindset of calm, paradise visions
8:50am – 9:50am	Next Wave Festival Partner: 'Our World Writ Large'
9:50am – 10:25am	Seniors Festival Partner: 'O'Zirigidum Samba School'
9:30am – 10:55am	Seniors Festival Partner: 'Love TV'
11:00am – 11:20am	Seniors Festival Partner: Official Opening
11:20am – 10:35am	Seniors Festival Partner: 'O'Zirigidum Samba School'
11:35am – 11:55am	Seniors Festival Partner: 'Love TV'
11:55am – 12:15pm	Patrick Fox introducing the TenantSpin showreel
12:15pm – 12:30pm	Gabe Sawhney presenting 'Tentatively Untitled' from Urban Screens Toronto
12:30pm – 1:00pm	Joint Broadcasting: 'Blinkenlights Stereoscope' media facade live from Toronto, Canada
1:00pm – 2:00pm	'Town Square' meeting: Skype-enabled video conference 'Living Life'
2:00pm – 2:40pm	Seniors Festival Partner: Louisiana Shakers – Jazz and videoscapes by VJ Miss Random
2:40pm – 3:20pm	'INTERACT' – interactive demonstration art projects
3:20pm – 4:00pm	Seniors Festival Partner: Louisiana Shakers – Jazz and videoscapes by VJ Miss Random
4:00pm – 4:30pm	Shorts: 'Community Today'
4:30pm – 5:00pm	Shorts: 'Our Environment'
5:00pm – 5:50pm	Night Documentary: 'The Blue Planet – Frozen Seas' (2001)
6:00pm – 6:30pm	'Town Square' meeting: Skype-enabled video conference: 'Film Festival Partners'
6:30pm – 7:50pm	'INTERACT' – interactive demonstration art projects
7:50pm – 8:20pm	Shorts: 'Water'

## 8:30pm – 10:05pm Documentary: 'Earth' (2007) BBC

10:05pm – 10:20pm Dafur Dafur (2007)  
Leslie Thomas – curator (US)10:20pm – 11:10pm Documentary: 'River of Dreams' (1999)  
John Hughes (Aus)

11:10pm – 11:40pm Joint Broadcasting: 'Art &amp; Innovators for the Environment' from Streaming Museum, New York

11:40pm – 12:10am 'Silent Shorts': selection of silent films

12:10am – 12:30am 'Dark Nights' – ambient visual short films for night screenings

**THE ATRIUM**

8:00am – 10:00am Morning Screening: a beautiful day, a mindset of calm, paradise visions

10:00am – 11:30am 'INTERACT' – interactive demonstration art projects

11:30am – 12:30pm 'Atrium Shorts'

12:30pm – 12:50pm Best of USM08 Shorts

12:50pm – 2:30pm 'INTERACT' – interactive demonstration art projects

2:30pm – 3:30pm Festival Partner Digital Fringe: 'Shorts'

3:30pm – 6:00pm 'INTERACT' – interactive demonstration art projects

6:00pm – 7:30pm 'Atrium shorts'

7:30pm – 8:30pm Festival Partner: 'Portable Films'

8:30pm – 9:00pm Shorts: 'Screens on Screens'

9:00pm – 9:30pm 'Urban Screen Heroes': compilation of urban screens in films

**ACMI**5:30pm – 7:00pm 'Flow: For Love of Water' (1998)  
Co-presented by the Australian Centre for the Moving Image, Federation Square:  
a fascinating and compelling investigation into the commodification of the earth's most fundamental natural resource.**MONDAY 6 OCTOBER 2008****THE SQUARE  
Big Screen Program**

7:00am – 8:30am Morning Screening: a beautiful day, a mindset of calm, paradise visions

8:30am – 09:30am Indigenous: 'Black Screen Shorts'  
Australian Film Commission

9:30am – 10:30am 'INTERACT': interactive demonstration art projects

10:30am – 11:00am 'Don't Talk about the Drought' (2007)  
Stephen Routledge (Aus)

11:00am – 11:30am Shorts: 'Community Today'

11:30am – 12:00pm Indigenous: 'Dreamtime Animations' (2006)  
Gozer Media / Gunbalanya School

12:00pm – 12:15pm Indigenous: 'Pitcha This: Contemporary Indigenous Imagery' (2007) Sista Girl Productions

12:15pm – 1:00pm 'INTERACT': interactive demonstration art projects

1:00pm – 2:00pm Documentary: 'The Blue Planet - Coral Seas' (2001)

2:30pm – 3:30pm Shorts: 'Screens on Screens'

3:30pm – 4:00pm Shorts: 'Community Today'

4:00pm – 4:30pm Shorts: 'Our Environment'

4:30pm – 5:30pm 'INTERACT': interactive demonstration art projects

5:30pm – 6:30pm Indigenous: 'Black Screen Shorts'  
Australian Film Commission6:30pm – 7:20pm Documentary: 'River of Dreams' (1999)  
John Hughes (Aus)

7:20pm – 7:50pm Shorts: 'Water'

8:00pm – 8:20pm Indigenous: 'William' (2008) Eron Sheean (Aus)

8:30pm – 10:00pm Feature Film: 'Bedevil' (1993) Tracey Moffat (Aus)

10:00pm – 10:15pm Indigenous: 'Shit Skin' (2002) Nicholas Boseley &amp; Sista Girl Productions (Aus)

10:15pm – 10:45pm Indigenous: 'Black Screen Shorts'  
Australian Film Commission

10:45pm – 11:15pm 'Silent Shorts': selection of silent films

11:15pm – 11:45pm 'Dark Nights' – ambient visual short films for night screenings

**THE ATRIUM**

8:00am – 10:00am Morning Screening: a beautiful day, a mindset of calm, paradise visions

10:00am – 11:30am 'INTERACT': interactive demonstration art projects

11:30am – 1:00pm 'Atrium shorts'

1:00pm – 2:30pm 'INTERACT': interactive demonstration art projects

2:30pm – 3:30pm Festival Partner: 'Portable Films'

3:30pm – 4:00pm Festival Partner Digital Fringe: 'Shorts'

3:30pm – 5:30pm 'INTERACT': interactive demonstration art projects

5:30pm – 5:50pm Festival Partner Experimenta: 'Shorts'

5:50pm – 6:20pm Festival Partner RMIT: 'Heat' shorts

6:20pm – 7:00pm Festival Partner: 'Electundra'

7:00pm – 8:00pm 'Atrium shorts'

8:00pm – 8:30pm 'Urban Screen Heroes': compilation of urban screens in films

**TUESDAY 7 OCTOBER 2008****THE SQUARE  
Big Screen Program**

7:00am – 8:30am	Morning Screening: a beautiful day, a mindset of calm, paradise visions
8:30am – 09:30am	Festival Partner Digital Fringe: 'Shorts'
9:30am – 10:00am	Shorts: 'Community Today'
10:00am – 11:00am	Special Screening: 'Video Spread' (2008) Celine Jouenne (Fra)
11:00am – 12:00pm	Festival Partner Next Wave: 'Our World Writ Large'
12:00pm – 2:00pm	'INTERACT': interactive demonstration art projects
2:00pm – 3:00pm	Shorts: 'Our Environment'
3:00pm – 4:00pm	'INTERACT': interactive demonstration art projects
4:00pm – 4:30pm	Documentary: 'Electric Signs'
5:00pm – 6:00pm	'INTERACT': interactive demonstration art projects
6:00pm – 6:40pm	Shorts: 'Water'
6:40pm – 7:00pm	Special screening: 'The Avoca Project' (2008) Lyndal Jones (Aus)
7:00pm – 7:30pm	Shorts: 'Community Today'
7:30pm – 8:00pm	Best of USM08 Shorts
8:00pm – 8:30pm	Shorts: 'Our Environment'
8:30pm – 9:00pm	Shorts: 'Screens on Screens'
9:00pm – 9:40pm	Festival Partner Electundra: 'Shorts'
9:40pm – 10:00pm	Festival Partner: 'Experimenta'
10:00pm – 10:30pm	'Silent Shorts': selection of silent films
10:30pm – 11:00pm	'Dark Nights' – ambient visual short films for night screenings

**THE ATRIUM**

8:00am – 10:00am	Morning Screening: a beautiful day, a mindset of calm, paradise visions
10:00am – 11:30am	'INTERACT': interactive demonstration art projects
11:30am – 12:30pm	'Atrium shorts'
12:30pm – 12:50pm	Best of USM08 Shorts
12:50pm – 2:30pm	'INTERACT': interactive demonstration art projects
2:30pm – 3:30pm	Festival Partner Electundra: 'Shorts'
3:30pm – 4:00pm	Festival Partner RMIT: 'Heat' shorts
4:00pm – 5:30pm	'INTERACT': interactive demonstration art projects
5:30pm – 7:00pm	'Atrium shorts'
7:00pm – 8:00pm	Festival Partner Next Wave: 'Shorts'
8:00pm – 8:30pm	Best of USM08 Shorts

**WEDNESDAY 8 OCTOBER 2008****THE SQUARE  
Big Screen Program**

7:00am – 8:30am	Morning Screening: a beautiful day, a mindset of calm, paradise visions
8:30am – 9:00am	Festival Partner Experimenta: 'Shorts'
9:00am – 9:30am	Festival Partner Electundra: 'Shorts'
9:30am – 10:50am	'INTERACT': interactive demonstration art projects
11:00am – 11:30am	Shorts: 'Water'
11:30am – 12:30pm	Shorts: 'Community Today'
12:30pm – 2:00pm	'INTERACT': interactive demonstration art projects
2:00pm – 2:30pm	Shorts: 'Our Environment'
2:30pm – 3:00pm	Special Screening: 'In the Frame' (2008) FED ED: 'shorts'
3:30pm – 4:30pm	Special Screening: 'Video Spread' (2008) Celine Jouenne (Fra)
4:30pm – 5:30pm	'INTERACT': interactive demonstration art projects
5:30pm – 5:45pm	'Don't Talk about the Drought' (2007) Stephen Routledge (Aus)
5:45pm – 6:45pm	Festival Partner Digital Fringe: 'Shorts'
6:45pm – 8:45pm	Festival Partner Portable Film: 'Portable Films'
8:45pm – 9:00pm	Documentary: 'Electric Signs'

**THE ATRIUM**

8:00am – 10:00am	Morning Screening: a beautiful day, a mindset of calm, paradise visions
10:00am – 11:30am	'INTERACT': interactive demonstration art projects
11:30am – 1:00pm	'Atrium shorts'
1:00pm – 2:30pm	'INTERACT': interactive demonstration art projects
2:30pm – 3:30pm	Festival Partner Electundra: 'Shorts'
3:30pm – 4:00pm	Festival Partner RMIT: 'Heat' shorts
4:00pm – 5:30pm	'INTERACT': interactive demonstration art projects
5:30pm – 6:30pm	'Atrium shorts'
6:30pm – 7:00pm	'Urban Screen Heroes': compilation of urban screens in films

# the film program

The film program has been developed to both enhance the individuality of the films yet allow some cohesive themes to be highlighted through the several categories outlined below.

## MORNING SCREENING

Looking for a calming start to your day? Our morning screening program with idyllic and opulent images of both real and virtual landscapes may inspire the passer-by to pause, slow down and prolong their entry into the hectic day ahead. Includes:

### 'Morning Paradise'

A program of short films for the early hours.

### 'Paradiese Panorama'

Katrin Schoof (Germany)

'Paradiese Panorama' can be abstractly described as the intertwining of both spatial and physical expansion, made visible by a piece of nature! (Werner Hofmann on Caspar David Friedrich and Art at the beginning of the 19th century.) Landscape as a 'space of desires': a contemplative journey into a visual paradise.

### Cutevertisements

Jeremy Rotsztain (USA)

Cutevertisements demonstrates a socially positive role for the advertising world by encouraging feelings of love, appreciation, affection, and acceptance of others. Images of adorable pets from the ever-so-popular animal photography blog [www.cuteoverload.com](http://www.cuteoverload.com).

## FEATURE FILMS

Futuristic urban screen visions have appeared repeatedly in feature films over decades and have shaped our association with the digital moving images in public spaces. The selected features are '**Minority Report**' (2002) Steven Spielberg (USA) and '**The Island**' (2005) Michael Bay (USA).

**'Bedevil'** (1993) Tracey Moffat (Aus) was the first feature directed by an Australian Aboriginal woman, challenging racial stereotypes in Australian society. The narrative consists of three 'ghost stories' which belong to Aboriginal and Anglo/Celtic relatives. These stories are told via a playful bending and blending of generic conventions, providing a meta-narrative of how Indigenous and non-Indigenous Australians understand and live with each other.

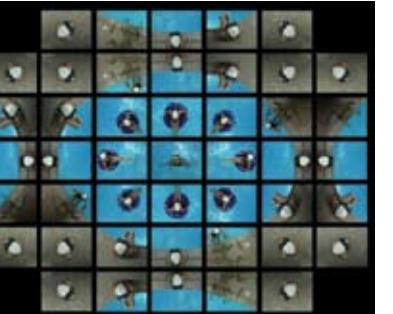
Cutevertisements  
Jeremy Rotsztain



## DOCUMENTARIES AND DIGITAL STORY REPORTS

A diverse range of documentaries and short digital stories selected for their relevance and insights into the exhibition themes: urban screens, community building, multiculturalism and the environment, with a special focus on issues surrounding the topic of water. Includes:

**'Earth'** (2007) BBC Natural History Unit (UK/Germany);  
**'The Blue Planet'** (2001) BBC1 (UK)  
**'River of Dreams'** (1999) John Hughes (Aus)  
**'Electric Signs'** (2008) Alice Arnold (USA)  
**'Don't Talk about the Drought'** (2007) Stephen Routledge (Aus)  
**'Visual Foreign Correspondent'** (2007–08) Nanette Hoogslag (NL)  
**Darfur Darfur** (2007) Leslie Thomas curator (USA)



## SHORTS PROGRAM

**'Water'**: These short films explore not only our fascination with underwater worlds but also play with the symbolism and beauty of liquid itself. Artistic explorations of the rising sea level and new interpretation of religious water rituals show the range of interpretations of 'Water'. Artists: Holger Mohaupt, Johanna Reich, Mary Magsamen and Stephan Hillerbrand, Cindy Malon, Dima Stefanova, Sue Anne Ware, Shuli Nachshon, Monsieur Moo in collaboration with Anaïs Weber, Ira Eduardovna, Daniela Bronfemajer, Fred Froehlich, Karen Curley, Peggy Sylopp, Necla Kose, Eva Marosy-Weide, Benoît Géhanne, Neil Horne, Tim Coe, Brent Grayburn, Philipp Geist, Athene Currie.

**'Community Today'**: Let's take a deep breath before we think about community today! Is there 'community' in terms of human settlement etymology and geographical relationships turning into metaphors of virtual meta-cities of a new mediatic 'civilization'? No, we are still very much bound to our local space and its inhabitants. Common fears, desires, rituals or pleasures determine our integration in the local community, our living condition and distinguish but also connect us in a globalised world.

Artists: Dima Stefanova, Martin John Callanan, Alexandro Ladaga and Silvia Manteiga, Christopher Fulham, Anna Sieradzka-Kubacka, Valerie LeBlanc, Michael Pinsky, Shuli Nachshon, Ivana Cekovic, Holger Mohaupt.

**'Our Environment'**: A selection of short films imagining the seaside within the context of radical climate change: a climatic apocalyptic dreamscape and the sea as a persistent residue of man-made and natural failures resulting in a catastrophe that refuses to die... And how does a community cope with living on the fastest eroding coastline in Europe? Artists: Danielle Oke 'DMo', Brit Bunkley and Andrea Gardner, Nicole Antebi, Esther Johnson, Tamsin Sharp.

**'Stop. Watch'**: A one-minute film commission by Animate Projects and RSA Arts & Ecology – seven artists take diverse approaches that consistently and powerfully challenge common perceptions and clichés of current debates about environmental crises and their human impact. (Jordan Baseman, Phil Coy, Manu Luksch, Christine Ödlund, Elodie Pong and Annie Wu, Simon Woolham, and Young-Hae Chang Heavy Industries)

**'Screens on Screens'**: Six different artistic interpretations of a world increasingly influenced and shaped by digital moving images. The city with its nighttime architecture is becoming a screen of light pixels itself. Are the bright LED Screens the symbol of a modern vivid city life or a sign for a threatening gentrification process? Artists: Julien Collieux, André Werner, Rob Kennedy, Kit Wise, Mike Salmon, Pappsatt.

**'Silent shorts'**: A selection of films that are not necessarily based on being accompanied by sound. Urban Screens in outdoor spaces often have no audio available due to strict restrictions considering urban sound pollution. It is a challenge to create inspiring footage that can be appreciated purely visually.

Images from top to bottom:  
Ümbli: Monsieur Moo  
Crawl: Michael Pinsky  
The Pool: Ira Eduardovna  
Metaforms II : Tim Coe

## SHORTS PROGRAM

**'Atrium Shorts':** The Atrium is a galleria-like pedestrian link between Flinders Street, BMW Edge and the Yarra River. A special selection of short film programs (5–20 min. duration) will screen exclusively in the Atrium in addition to short films from other categories. 'Atrium Shorts' includes works by artists Miha Vipotnik, Jody Zellen, Myriam Thyes, Opie Boero Imwinkelried.

**Indigenous:** A program of short films by Indigenous Australian film makers from the Australian Film Commission's Black Screen program, managed by the National Film and Sound Archive, as well as individual submissions from the call including '**William'** (2008) Eron Sheean (Aus); '**Dreamtime Animations'** (2006) Gozer Media (Melbourne) in conjunction with the community of Gunbalanya in western Arnhem Land; '**'Pitcha This: Contemporary Indigenous Imagery'** (2007) Sista Girl Productions with Wayne Quilliam (Aus); **Town Camp Stories** (2008) Vincent Lamberti (Aus).

**Next Wave Festival: 'Our World Writ Large'** – a kaleidoscopic array of observations and ideas about our world today, this curated program from the Next Wave Festival presents a heady mix of narrative styles and artistic tendencies.

**Portable Film Festival:** a selection of content from the Portable Film Festival, which delivers its content online and through portable video devices such as iPods, mobile phones and laptops – representing the growing democratisation of filmmaking and viewing processes around the world.

## NIGHT SCREENING

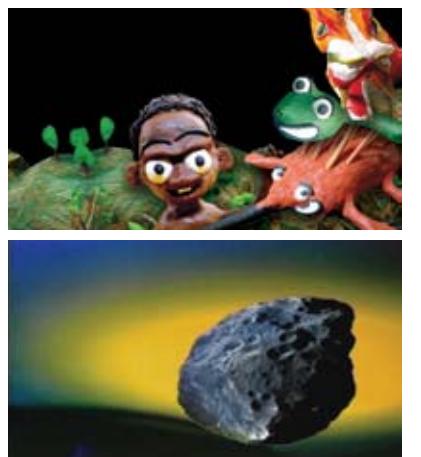
**Experimenta:** Experimenta is respected as Australia's leading organisation dedicated to commissioning, exhibiting and promoting the most advanced media and technology-based art. For USM08, Experimenta has curated a program of video artworks that emerge from the dynamic subcultures of our urban environment. The works are simultaneously public performances and private moments of personal expression. The program explores the creative potential and impact of curating content specifically for outdoor spaces such as the Big Screen at Federation Square.

### 'Dark Nights'

'Dark Nights' is a collection of short films brought together in acknowledgement of the risk that LED screens may create light and noise pollution in public spaces. Aimed at reducing light emission and preventing the flickering of light that is disturbing to many, the films are primarily dark tones and soft transitioning images, and are screened silently.

Artists: Mike Kostner, Stefan Riebel, Tim Skinner, Opie Boero Imwinkelried, Andrea Werner, Eva Lunde, Michael Pinsky, Lisa Harms, Anne Wilson, Boris Eldagsen.

Dreamtime Animations: Gozer Media  
Atmosphere: Miha Vipotnik



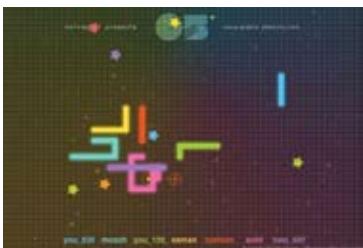
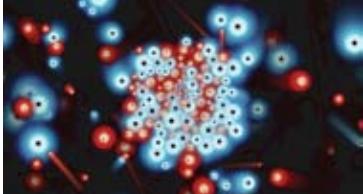
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**Digital Fringe:** Part of the Melbourne Fringe Festival (24 September - 12 October 2008), the Digital Fringe provides access to public screens and novel environments for artists working in new media to exhibit their work. The Digital Fringe is providing a curated selection of short film projects.

**Electundra:** Melbourne's 'Loop' bar/venue, which co-ordinates and delivers the annual Electundra Film Festival is providing USM08 with a program of selected content from past Electundra festivals.

**'Standard Time':** Between other programs, we bring you '**'Standard Time'** (2007) Mark Formanek/Datenstrudel (Germany). Seventy workers build a wooden 4 x 12 m 'digital' time display in real time: a work that involves 1611 changes within 24 hours. With a stoic sense of duty and constantly on the verge of failing, the workers waste time on an apparently useless activity that fulfills only one function: to display the time.

# USM08 multimedia projects – interact demonstrative art projects



## SCREEN-BASED PROJECTS

### MobiToss

**MobiLenin / Jürgen Scheible (Finland)**  
MobiToss is a mobile application that allows participants to capture a video or photo and with a throwing gesture throw the clip directly onto an urban screen for instant viewing and manipulation. Visual effects can be applied by tilting the supplied phone in different directions.

### SEED

**Napoleon Brousseau, Gabe Sawhney, Galen Scorer, Dave Reynolds, Adam Bacsalmasi (Canada)**

Audience members at USM08 are invited to dial a supplied phone number on their mobile phones to receive a 'seed' to grow on the 'Big Screen'. Using the keypads on their cell phones, participants can grow their seeds with each punch of the keypad, choose the type of trees they want to plant, and change their texture and colour.

### Tentatively untitled

**Gabe Sawhney, Carolyn Taylor, Soomi Kwak (Canada)**

'Tentatively untitled' is a collaborative generative video with multichannel audio input. By using their cell phone, participants can call a number and speak, sing or make sounds into their phone, and watch their voice be translated into abstract, colourful visuals on screen.

### x-milieu

**Monash University (Australia)**  
x-milieu is an interactive installation that explores the communities that emerge in the public space of Federation Square's Atrium via an abstract digital visualisation. The work is a real-time visualisation of an ecosystem made of digital particles. Motion sensors track the flow of people entering and exiting the space, particles are added to or removed from the visualised ecosystem accordingly.  
Artists: Troy Innocent, Mark Guglielmetti and students Indae Hwang, Joel Collins, Vanessa Riley.

### Tetrachroma

**Michael Glen (Australia)**  
Michael Glen is a motion graphic designer and VJ based in Melbourne. For USM08 Michael and co-performers will present a live audio visual performance piece in the Atrium, combining audio visual elements from multiple sources, output to the Atrium screen and wall projection. Tetrachroma includes a surreal underwater environment where fish-like organisms interact to bring about formal structures, resulting in their own extinction.

Images top to bottom:  
MobiToss: Jürgen Scheible  
SEED: Gabe Sawhney  
x-milieu: Monash University  
Public Playing/ RaveSnake: Martin Fleck/ Kaspar Trüstedt

## SCREEN-BASED PROJECTS

### Public Playing/RaveSnake

Martin Fleck, Kaspar Trüstedt (Germany)

Public Playing combines mobile, online and out-of-home media for big screen interactive gaming. Ravesnake is a multiplayer game using mobile phones to navigate 'snakes' onscreen. People in proximity of the game area can spontaneously sign in, customise their game character and compete against up to six other players via their Bluetooth-enabled mobile.

### I used to believe

Sara Cole (Australia)

'I used to believe' enables USM08 visitors to share their childhood beliefs by texting messages to the big screen via Federation Square's SMS-TV. The outcome is often a funny and bizarre collection of ideas that adults thought were true when they were children. It will remind you what it was like to be a child, fascinated and horrified by the world in equal parts. 'I used to believe' was created by UK-based Mat Connelley ([www.ilusedtobelieve.com](http://www.ilusedtobelieve.com)).

### Reflections

Morgan Barnard (New Zealand)

A real-time documentary about our emotional connection to water and urban screens experience. Content including documentary-style video interviews will be collected prior to and during the exhibition for use in spontaneous and engaging presentations. Additional content includes information feeds, data-mined from the internet as typography and motion graphics, and HD footage of water in various environments.

### Fluid Text

Boero Imwinkelried (France)

Whereas philosophy was ubiquitous in public spaces in ancient Greece, nowadays it is largely excluded from the public realm. Fluid Text displays philosophical quotes from French feminist, philosopher, linguist, psychoanalytic and cultural theorist Luce Irigaray concerning water and fluids on Federation Square's LED ticker screens: "For there is no peril greater than the sea. Everything is constantly moving and remains eternally in flux. Hence with a thawing wind, bad fortune arrives. As well as salvation."

### StalkShow

Karen Lancel & Hermen Maat (Netherlands)

StalkShow deals with feelings like the threat of insecurity and isolation in public spaces. A performer carries a backpack, containing a laptop with a touch screen. It is a wearable billboard, on which a webcam is attached. Audience members are invited to touch the screen and navigate through an archive of statements about insecurity and isolation. By doing so, they construct a personal montage of social strategies which are displayed on Fed Square's screens along with the user's portrait from the backpack webcam.

## PROJECTION PROJECTS (AFTER SUNSET)

### MobiSpray

Mobilinen / Jürgen Scheible (Finland)

MobiSpray is an application for digitally spray-painting onto surfaces in real-time. Using supplied mobile phones with built-in motion sensors (as 'spray-cans'), participants can spray designs onto the surface of Federation Square's architectural facade.

### Falling Times

Michael Bielicky (Germany)

An online, participatory, real time, news translation machine. Falling Times are projections of icons that represent headlines and key words appearing in the news most frequently. Online participants can collectively define the meaning associated with each icon. This open platform permanently grows and transforms itself by learning from the collective contributions.

### CYCLONE.SOC

Gavin Baily (UK)

The work presents polemical debate concerning climate change through meteorologically inspired visualizations – satellite imagery of emerging cyclonic weather conditions act as a visual and animated interface to online debates. Drawing from blogs and forums, textual sources reflect various ideas about the impact of climate change, and postulate visions of the future.

### Digital Fringe Projection Walk

Digital Fringe (Aus)

The Digital Fringe Festival invites visitors to USM08 on a short wander through the urban environment to see some of Melbourne's best pixelists pixel in some unusual places. The Mobile Projection Unit (MPU) will light up at Federation Square at 8pm on Saturday 4 October. See [digitalfringe.com.au](http://digitalfringe.com.au) for more details.

### Overflow

Shakthi Sivanathan and Aimee Falzon (Aus)

The 2008 Melbourne Fringe Festival is contributing 'Overflow', an interactive projection and performance installation that examines how our relationship with the urban landscape might change; suggesting that Federation Square has gone underwater due to rising sea levels resulting from global warming. The work puts the audience in the shoes of those who might end up at the bottom, as well as at the top of the heap, should the more disastrous effects of global warming take place.

### 'text, form'

Alec Lewis, Next Wave Festival (Aus)

The project 'text, form' explores the internet 'junk space', a term coined by the Dutch Architect Rem Koolhaas, which refers to the urban space being overwhelmed by the leftovers of modernisation. 'text, form' gives its public audience a deeply personal and scarily human voyeuristic experience of watching anonymous people's actions through the Internet. Using Urban Screens, it investigates the ethical and moral issues surrounding web user database techniques employed by international companies such as Google and AOL.

## INSTALLATION – THE ATRIUM

### 360 Degree Pod – Mediating Architecture

Design Studio, RMIT Architecture (Aus)

Delving deep into the fertile ground of discarded technologies, the 360 Degree Pod elaborates the simplicity of the camera obscura into an inhabitable architectural apparatus. Operating simultaneously as camera, projector and screen, the structure mediates the visual relationship between the inhabitant and their surrounds in an evocative textural experience.

Original concept design: Alex Mak and Jo-Han Seah. Project team: Khara Abate, Zeynep Cakir, Aphiphong Chaichavalit, Tamara Cher, Amir Hamzah, Qian Huang, Jack Meagher, Alicia Pichner, Sean Seah, Ben Stafford, Pui Han Sung, Linton Wood, and Xuan Qi Yang. Tutor: Anna Tweeddale.

Mobispray: Jürgen Scheible



# regional & international joint broadcasting initiatives

During USM08, cities across Australia and the world will participate in joint broadcasting initiatives designed to demonstrate emerging opportunities for community engagement and connectivity.

On permanent urban screen installations or via temporary mobile LED 'big screens', the cities will be simultaneously screen USM08's specialised program.

Several centres will participate in a series of 'town square meetings': live Skype-enabled videoconferences on Federation Square's big screen.

USM08 will participate in the simultaneous global launch of the TED Prize 2007 from New York. TED Conferences will broadcast a three-min photo, text and graphics slide show by world-renowned photojournalist James Nachtwey. Each year, the TED prize winner is granted US\$100,000 and a "wish to change the world". USM08 is helping to make James Nachtwey's wish come true by sharing a story that he says "the world needs to know about".

USM08 will also broadcast the opening ceremony and selected highlights of **Art at the Heart**, Regional Arts Australia's sixth national conference in Alice Springs, 2 – 5 October 08. This initiative is supported by the Australia Council for the Arts, Regional Arts Australia and ABC Television.

The international networking and joint broadcasting on worldwide urban screens was developed by the USM08 multimedia program team in partnership with the New York-based Streaming Museum, a new hybrid museum for the 21st Century which presents real-time exhibitions in cyberspace and public space on seven continents.

[urbanscreens08.net](http://urbanscreens08.net)  
[artattheheart.com.au](http://artattheheart.com.au)  
[streamingmuseum.org](http://streamingmuseum.org)  
[tedprize.org](http://tedprize.org)

Photo of Federation Square:  
John Gollings 2008



