



Call for Projects*

3rd International Urban Screens Conference & Exhibition

3-8 October 08 Federation Square, Melbourne - www.urbanscreens08.net

Closing date: May 31, 2008

*** The Urban Screens 08 Exhibition is looking for Artists, Filmmakers, Multimedia and Interaction Designers and Urban Poets to submit film and videos or existing and potentially adaptable multimedia, interactive or participatory screen based projects.**

CONTEXT

Urban Screens Melbourne 08, is the third, ground-breaking international conference and multimedia exhibition in a series of worldwide Urban Screens events, promoting the extended use of digital displays in public spaces. The event is promoting a lateral trans-disciplinary approach to exploring the global transformation of public culture in the context of large new multimedia precincts such as Federation Square and various networked forms of urban screens. The event will mark the official launch of the International Urban Screens Association.

MULTIMEDIA PROGRAM

The public exhibition aims to showcase around the conference, a diverse demonstration program of screen based projects, as well as new media experiments on urban screens in cooperation with several local partners complemented through this international call for projects.

Federation Square is a unique, international meeting place where various media tools have been incorporated into the architectural design of a modern public space. The festival aims to explore the wide range of formats of urban screens as well as various types of content. The program primarily focuses on the role that this new urban media infrastructure of screens, digital surfaces and media facades have as tools for creative community-building, sustainable education or new participatory art forms. Fed Square plans to present an example of how a relationship can be built with the citizens of a vibrant, modern and environmentally conscious city in a global context.

Regional/International Joint Broadcasting Initiative

In conjunction with the exhibition at Federation Square, the festival will engage with selected regional communities around the state of Victoria and across Australia via broadcast screen linkages to temporary large LED screens. Taking place during the weekend, this initiative will explore the potential of networked urban screens, increasing the reach of the event. During a selected shared timeslot we want to extend the broadcast to a worldwide screens network.

CRITERIA

We are looking for existing and potentially adaptable projects that interrogate screen media as a medium| content and tackle the festival's key themes of issues of building community or sustainability in relation to water. These two complex themes aim to provoke discussion and spark questions such as: What is community in times of the high-speed, global flows of the new media scape? Or how can we explore the diversity of water, an element, essential to the existence of life on earth?

The projects should preferably employ one or more of the listed existing infrastructure of urban screens of Fed Square.

Projects should consider and adapt to the special circumstances of outdoor public spaces, transforming urban spaces to support dialogue and community engagement. We are looking for:

A) Film & video such as

- Video art, text art, animation, animated slideshows, or fictional advertisements and community information (under 3 min.)
- Silent works especially for the joint broadcasting or daily screenings in-between (under 3 min.)
- Short experimental films, documentary and journalistic content (under 15 min.)
- Small curated programs of the mentioned type of works

B) Interactive, performance based and participatory projects such as

- Interactive software applications for urban screens
- Participatory community projects using creative digital practices
- Live media art merging performance and new media
- Community displays for education and exchange
- Virtual/real world hybrid projects using streaming content
- Real-time generated content
- Screen related sound experiments
- Digital storytelling projects
- Mobile games using urban space as social and educative playground
- Connecting mobile culture of locative media with urban screens

THE TWO THEMES OF THE CURATORIAL FRAMEWORK

In keeping with the objectives and civic charter of Federation Square we will aim to raise awareness of the social issues of community building and multiculturalism or the environment, especially focussing on issues surrounding the topic of water.

What is a community in times of the high-speed, global flows of the new media scape? We find concepts of transnational communities living in between different locations and finding a common space in the Internet, new community websites form social networks around common interests and offer places for exchange and production of identity. Are we a step closer to the idea of a global community, a global public sphere? On the other hand the real public space is rediscovered in connection with the importance of a local identity and face-to-face interactions. New hybrid projects are emerging, connecting spatial locality and the wide virtual space. Federation Square offers with its big screens a hub for a large urban community as well as the various smaller ethnic communities. What are the places where a community can meet today? The event will explore the various possibilities to engage with Urban Screens for community building.

It is as well essential to consider the sustainability of the development of Urban Screens. Besides questioning the uncontrolled spread of this high-technology throughout sites in our cities, often only chosen in consideration of commercial interests, can we rise the quality of content for the urban society? Can we utilize screens to support the promotion of social and environmental sustainability?

The theme of water is bridging and connecting both concepts. Water is an essential element for a liveable public space. Wells, fountains and riversides are all social meeting places that create an engaging urban environment for all ages, as well as influencing the urban microclimate. Fresh water is essential for human wellbeing but has threatened to become a scare resource. Water links various ecosystems and their increasing imbalance creates threatening storms and floods. The beauty of the underwater worlds can be potentially transferred into violent powers, as it forces huge populations to leave their home.

Civilization has historically started to flourish around rivers and major waterways. Water is a symbol for vitality and regeneration and is considered a purifier in most religions. It appears as a central topic in many myths and ancient stories. We want to explore the diversity of water, the most important element in our history of mankind, essential to the existence of life on earth as we know it.

AVAILABLE INFRASTRUCTURE

Federation Square is providing its extensive screen infrastructure around their unique cultural and community precinct, as well as support from their Multimedia team.

For detailed information/images for technical infrastructure see www.urbanscreens08.net/technical

- 1x large 65m2 high definition outdoor plaza LED screen with sound system
- 1x indoor LED Screen in the public Atrium with 16 channel surround sound system
- 1x portable LED screen available after the conference
- 1x small portrait shaped LED screen at the Visitor Centre, facing the street and train station
- 1x LCD display in the window of the Visitor Centre
- 1x LCD display on the Eureka Tower Sky Deck overlooking Fed Square
- 96x re-configurable modular LED screen panels (total 25 sqm)
- 4x interactive 42" portrait LCD Screen kiosks with bluetooth networking and Skype enabled
- 8x LED ticker screens (East Shard and i-sites)
- 4x 12,000 lumen stackable projectors with outdoor enclosure for architectural projections
- SMS Interactive technologies (SMS Fed TV & Optus message board)
- Site wide fibre and cat6 network and free site wide WiFi network
- Advanced content management and broadcast systems

RIGHT OF USAGE AND COPYRIGHT

All the copyrights for the submitted works belong to their authors. The organizers of Urban Screens Melbourne 08 are entitled to exhibit the selected projects during the period of the Festival. They can document and publish images or extracts of the works to popularize and advertise the event. Names of the authors will be mentioned.

PRACTICAL

Submission are due: May 31st 2008
Projects due for installation/testing: September 1st 2008

For submissions use the relevant online application form provided under www.urbanscreens08.net/callforprojects

Fim&Video submissions should include a preview (resolution ca. 320x240) no longer than 5 minutes, or a clear storyboard of stills suitable for an online review process. Selected producers/artists may be eligible for a small honorarium, where deemed appropriate, to adjust their project to the program and site or travel to Melbourne.

CONTACT

exhibition@urbanscreens.net
(use the subject "USM08 - question concerning the CALL")

EVENT SUPPORTERS

This project has been assisted by the Australian Government through the Australia Council for the Arts, its arts funding and advisory body.



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