Programme for Media Architecture Biennale 2012

Thursday November 15

09.00-12.30	Full day workshops Morning	All workshop participants meet at **Godsbanen** (main venue). You get a workshop map when you register (it's also online).
12.30-13.30	Lunch	You'll get **sandwiches at the workshop** – for those at Godsbanen, they will be in the main exhibition area (café).
13.00-17.00	FULL day workshops Afternoon HALF day workshops Afternoon	Bus leaves for Martin Professional workshop from Godsbanen at 13.30 (sharp). **Meeting point: Registration booth at Godsbanen.**
17.30-19.00	Special exhibition event: SNACK/DRINKS	Hang out in the café/exhibition space at **Godsbanen** and get a drink while your gear up for the opening.
19.00-19.30	OFFICIAL OPENING Uffe Elbæk, Danish Minister for Culture Jacob Bundsgaard, Mayor of Aarhus Søren E. Frandsen, Pro-Rector, Aarhus University, Martin Brynskov, Biennale General Chair, Aarhus University Gernot Tscherteu, Exhibition co-curator, Media Architecture Institute	At Godsbanen, room **"Remisen"**.
19.30-20.30	Public opening keynote JASON BRUGES	Same room.
20.30-21.30	Film Premiere: ELECTRIC SIGNS (Alternatively: Beer @ Radar)	Alice Arnold introduces her film in person in **"Remisen"**. You may go to the **Radar** (concert venue *inside* Godsbanen) and use your free drink ticket instead.
21.30-22.30	3D concert with the artist Vectral	**Radar** (in Godsbanen). Limited seating (seating!).
22.30-24.00	DJ	Hang out if you want, at Radar or at the Godsbanen café.

Friday November 16 – Everything at Godsbanen, room "Remisen", except reception and award ceremony from 16.30 – 20.00 at City Hall

09.00-10.00	Invited talk ERKKI HUHTAMO, UCLA
10.00-10.45	Paper session 1: THEORY Christian Ulrik Andersen & Søren Bro Pold: *Occupation of the 'Open City'* Morten Søndergaard: *The Implied Producer: Investigating an Emergent Typology in Participatory Culture* Patrick Allen: *Framing the Media Architectural Body (presentation online)*
10.45-10.50	Industry open mic
10.50-11.15	Break
11.15-12.15	Invited talk JAKOB LANGE, BJARKE INGELS GROUP (BIG)
12.15-13.15	Lunch. Buffet in the main exhibition area.
13.15-14.15	Invited talk UNITED VISUAL ARTISTS
14.15-15.00	Workshop results
15.00-15.30	Break
15.30-16.30	Paper session 2: LESSONS FOR DESIGN Glenda Caldwell, Mark Bilandzic & Marcus Foth: *Towards Visualising People's Ecology of Hybrid Personal Learning Environments* Henrik Korsgaard, Nicolai Brodersen Hansen, Ditte Basballe, Peter Dalsgaard & Kim Halskov: *Odenplan – a Media Façade Design Process* Luke Hespanhol & Martin Tomitsch: *Designing for Collective Participation with Media Installations in Public Spaces*
16.30-16.40	Walk to City Hall (5 mins, outside) **IMPORTANT: YOU MUST WALK TO CITY HALL IMMEDIATELY.**
16.40-18.00	City Hall Reception & Tours Welcome address by LAURA HAY, ALDERMAN FOR TECHNICAL SERVICES AND ENVIRONMENT, AARHUS MUNICIPALITY Snacks & drinks
18.00-19.00	Award ceremony keynote BEN RUBIN @ CITY HALL
19.00-19.45	AWARD CEREMONY @ CITY HALL
19.45-20.00	Walk to Godsbanen (5 mins, outside)
20.00-22.00	Gala Dinner @ GODSBANEN

Saturday November 17

0900-1200	Invited talk SANXING CAO, COMMUNICATION UNIVERSITY OF CHINA
1000-1100	Paper session 3: HYBRID ENVIRONMENTS Morten Breinbjerg: *Urban Sound Interfaces – Poetic Approaches to Media Architecture* Martyn Dade-Robertson, Nick Taylor, Justin Marshall & Patrick Olivier: *The Political Sensorium* Katarzyna Urbanowicz & Lucyna Nyka: *Media Architecture – Participation Through the Senses*
1100-1130	Industry open mic
1130-1230	Invited talk ANDREAS LYKKE-OLESEN, KOLLISION
1230-1330	Lunch. Sandwiches in the main exhibition area.
1330-1430	Invited talk JEFF RISOM, GEHL ARCHITECTS
1430-1530	PANEL
1530-1600	Break and book reception
1600-1700	Paper session 4: CASE STUDIES Nemanja Memarovic, Marc Langheinrich, Florian Alt, Ivan Elhart, Simo Hosio & Elisa Rubegni: *Using Public Displays to Stimulate Passive Engagement, Active Engagement, and Discovery in Public Spaces* Henrika Pihlajaniemi, Anna Luusua, Minna Teirilä, Toni Österlund & Tuulikki Tanska: *Experiencing Participatory and Communicative Urban Lighting through LightStories* Katharine Willis, Gianni Corino & Karen Martin: *Developing a Neighbourhood Locative Media Toolkit*
1700-1730	Video: GOODBYE! Break
1730-1830	Closing Keynote 18:00 ANTONINO SAGGIO, LA SAPIENZA

PAPER SESSION 1: THEORY
10:00-10:45, Friday, 16 November 2012.

Occupation of the 'Open City'
Christian Ulrik Andersen & Søren Bro Pold
Speaker: Christian Ulrik Andersen, Aarhus University, Denmark.

This paper proposes to view the concept of an 'open city' in the light of an occupation by 'the smart city' that rules out conflict. Through an analysis of IBM's presentation of "A Smarter Planet Initiative" and "Smarter Cities Challenge", and with references to social apps, it presents and deconstructs smartness, open data and participation as technological myths for a contemporary anti-urbanity, and finally proposes to build urban technological design on a perception of openness that includes the conflicts inherent to the urban experience.

The Implied Producer: Investigating an Emergent Typology in Participatory Culture
Morten Søndergaard

Whereas many good things can be said about the ability of digital media to facilitate the public access to cultural material, there has been no significant development in the theoretical understanding of ubiquitous digital media's potential for participatory culture – and what human typologies emerges from this reconfiguration? The small Swedish Biennale, Electrohype run an impressively straight line of investigations into the participatory spaces of art – thereby also facilitating the dissemination of the, at that time, almost unnoticed field of media art. It appears, from the Electrohype Biennales, that we are not 'just' dealing with a 'new' genre or style within the art category; on the other hand we are not dealing with a pure commercial culture either (the abstract notion of 'the user' has its limits); what is becoming evident is that the 'implicit' roles of the participatory 'actors' in culture and art are being transformed. This paper investigates this emergent 'persona' in the post-digital participatory culture, and names it 'the implicit producer'.

Framing the Media Architectural Body
Patrick Allen *[Will be presented online]*

This paper develops an argument about transformations in the experience of the urban as a consequence of the rise in, so called, augmented public space. Contemporary media spaces of which media architecture now plays center stage. The argument is this: that through artistic and creative interventions that deploy these technologies and the spaces that they are embedded within can have a direct impact on issues such as the mediation of place and locality and consolidates the central role of the body as a frame in contemporary media spaces. The intention is to map the potential of a media architectural body.

PAPER SESSION 2: LESSONS FOR DESIGN
15:30-16:30, Friday, 16 November 2012.

Towards Visualising People's Ecology of Hybrid Personal Learning Environments
Glenda Caldwell, Mark Bilandzic & Marcus Foth
Speaker: Marcus Foth, Queensland University of Technology, Australia.

Ambient media architecture can provide place-based collaborative learning experiences and pathways for social interactions that would not be otherwise possible. This paper is concerned with ways of enhancing peer-to-peer learning affordances in library spaces; how can the library facilitate the community of library users to learn from each other? We report on the findings of a study that employed a participatory design method where participants were asked to reflect and draw places, social networks, and activities that they use to work (be creative, productive), play (have fun, socialize, be entertained), and learn (acquire new information, knowledge, or skills). The results illustrate how informal learning – learning outside the formal education system – is facilitated by a personal selection of physical and socio-cultural environments, as well as online tools, platforms, and networks. This paper sheds light on participants' individually curated ecologies of their work, play, and learning related networks and the hybrid (physical and digital) nature of these places. These insights reveal opportunities for ambient media architecture to increase awareness of and connections between people's hybrid personal learning environments.

Odenplan – a Media Façade Design Process
Henrik Korsgaard, Nicolai Brodersen Hansen, Ditte Basballe, Peter Dalsgaard & Kim Halskov
Speaker: Henrik Korsgaard, Aarhus University, Denmark.

In this paper we present an example of how to work with the challenges inherent in media façade design processes. We base the paper on our experiences from the creation of a series of design proposals for a media façade on the Odenplan subway station in Stockholm, Sweden. We approach the question of how to design for media façades by discussing how we have structured our design process to address specific sets of challenges outlined in previous literature in the field of media architecture. In our view, such research is valuable in that it helps establish common ground for researchers and practitioners in a developing field by building a repertoire of approaches, as well as highlight important issues that need to be addressed in this emergent field.

Designing for Collective Participation with Media Installations in Public Spaces
Luke Hespanhol & Martin Tomitsch
Speaker: Martin Tomitsch, The University of Sydney, Sydney.

One of the greatest challenges that designers and artists face when deploying interactive media displays in the urban space resides on finding the right level of audience participation. In many cases this includes the challenge of designing for sustained interaction over an 'ideal' time period. It has been acknowledged that questions concerning the meaning and purpose of public displays are expected to be addressed thoughtfully with respect to the surrounding environment, its architecture, social conventions, and the values and habits of its inhabitants and visitors. Consideration must be given to the role played by both the social context and cultural values shared by the community, since those may influence proxemic aspects [7] of the interaction and in consequence impact the designed collective experience. This paper analyses the effect of contextual constraints such as prominence and length of the exhibition on two interactive light installations. Both installations adopted media displays as a tacit element to sustain awareness of the collective experience promoted by the public space interventions. Following a nested action research approach we studied the installations in the field, which led us to formulate interaction goals and content strategies for designing the collective participation in interactive artworks. More specifically we link the identified parameters to the two extreme categories of performative and ubiquitous interaction and discuss their value for designing interactive, public media.

PAPER SESSION 3: HYBRID ENVIRONMENTS

10:00-11:00, Saturday, 17 November 2012.

Urban Sound Interfaces – Poetic Approaches to Media Architecture

Morten Breinbjerg

This paper draws on the theories of Michel de Certeau and Gaston Bachelard to discuss how media architecture, in the form of urban sound interfaces, can help us perceive the complexity of the spaces we inhabit, by exploring the history and the narratives of the places in which we live. In this paper, three sound works are discussed in relation to the iPod, which is considered as a more private way to explore urban environments, and as a way to control the individual perception of urban spaces.

The Political Sensorium

Martyn Dade-Robertson, Nick Taylor, Justin Marshall & Patrick Olivier
Speaker: Martyn Dade-Robertson, Newcastle University, UK.

In this position paper we outline some of the key themes and background research which may help form a better understanding of the relationship between technology and political activity. The paper is written in an attempt to articulate a better understanding of the relationship between political processes, urban environments and situated technologies. The paper is written from a UK perspective, although the ideas have a broader relevance for relatively developed western democracies. To this end we analyse the political and digital divides which are present in western

society focusing on local politics in Newcastle upon Tyne in the UK as a case study. Following a brief description of the problem domain we briefly give an outline of an ongoing project Viewpoint which has created a mobile voting system which we are currently deploying in various locations in Newcastle Upon Tyne.

Media Architecture – Participation Through the Senses

Katarzyna Urbanowicz & Lucyna Nyka
Speaker: Katarzyna Urbanowicz, Gdansk University of Technology, Poland

Pervasive media and interactive technologies have become inseparable not only from our everyday life but also from architecture and city spaces. However, the generic use of new technologies in the design process and material production that affects contemporary architecture, results in buildings that become mere visual objects losing their hapticity and non-visual qualities. Despite the substantial advancement in the research studies on human sensorial perception, the potential of cities to affect and co-create our sensuous experiences has diminished dramatically. The paper examines recent artistic practices that involve new media technologies focusing on their potential to create interactive environments that due to their multi-sensory qualities induce people to participate through their senses. The steadily growing interest in exploration of the role of media and interactive technologies in generating sensorial experiences establishes an important direction toward new kinds of their applications in architecture and city spaces. This work emphasizes the power of media and interactive technologies as important tools that incorporated in architecture demonstrate the ability to enrich the sensory perception of the cities.

PAPER SESSION 4: CASE STUDIES
16:00-17:00, Saturday, 17 November 2012.

Using Public Displays to Stimulate Passive Engagement, Active Engagement, and Discovery in Public Spaces

Nemanja Memarovic, Marc Langheinrich, Florian Alt, Ivan Elhart, Simo Hosio & Elisa Rubegni
Speaker: Nemanja Memarovich, University of Lugano, Switzerland

In their influential book "Public space" Carr et al. describe essential human needs that public spaces fulfill: (1) passive engagement with the environment, where we observe what others are doing; (2) active engagement through intellectual challenges posed by the space, or through engagement with the people in it; and (3) excitement of novel discoveries within the space. An often underused resource in public spaces – public displays – can be used to stimulate these needs. In this paper we argue for a new research direction that explores how public displays can stimulate such essential needs in public spaces. We describe and conceptualize related processes that occur around public displays, based on indepth observations of people interacting with a

publicly fielded display application in a city center. Our conceptualization is meant to lay the foundations for designing engaging public display systems that stimulate PACD, and for supporting the analysis of existing deployments.

Experiencing Participatory and Communicative Urban Lighting through LightStories
Henrika Pihlajaniemi, Anna Luusua, Minna Teirilä, Toni Österlund & Tuulikki Tanska
Speaker: Henrika Pihlajaniemi, University of Oulu, Finland.

This paper presents the results of a real-world adaptive urban lighting demo conducted in a pedestrian street in the centre of a city in Northern Finland. The main objectives were to explore methods of enabling the inhabitants of the city to participate in the design of public urban lighting, as well as interaction and communication through urban lighting. This article discusses the participants' experiences of participation and their attitudes towards adaptive and interactive lighting. The case project – LightStories (Valotarina) – applied a web-based design tool which offered our participants the possibility to devise one-hour long lighting designs, displayed along a pedestrian oriented street. Additionally, users could write a narrative or a message associated with their lighting design, published on the website and the public UBI touch screens. This article describes both our participants' experiences of participation and how LightStories (LS) was used as an ambient media in urban space.

Developing a Neighbourhood Locative Media Toolkit
Katharine Willis, Gianni Corino & Karen Martin
Speaker: Katharine Willis, University of Plymouth, UK.

We describe the development of a toolkit using locative media and Internet of Things (IoT) technologies as an approach to enabling neighbourhoods to engage with their local built and social environment. We address how the local community informed the concept, development and presentation of the projects through a series of public consultation workshops and events where neighbourhood residents were invited to trial the projects. The paper describes and documents work in progress.