APPLICATION GUIDELINE
'Live the City: Urban Media Project'
Open call for Media Art Projects

INTRODUCTION

In co-operation with the Exhibition Department of the Bangkok Art and Culture Centre and Connecting Cities Network, the Goethe-Institut Thailand is pleased to announce the opening of its Call for Entries for the independent media art project: **'Live the City: Urban Media Project',** due to take place in March, 2016. The program aims to enhance critical reflection on media art and culture in the context of city, urban media, city culture and related platforms. Participants are required to send a media art project conceived for the urban space of Bangkok or other Thai cities. Six project proposals will be invited to a Prototyping Lab (November 17th - 19th, 2015), where each one will receive support, in the form of specific technological expertise and curatorial assistance, in order to create a cross-disciplinary approach and site-specific context. Two of these projects will receive grants towards their final implementation, to be presented during the **'Live the City: Urban Media Project'** in Thailand in March 2016.

The project addresses a critical view towards the use of media in the context of cities. In times of digital communication and smart cities, the communicative potential of public space is reinterpreted in manifold ways. Media facades, large digital screens and wall projections connect physical space with the digital world and encourage city inhabitants to actively and conjointly shape urban space. Technological developments provide a multitude of participation and interaction technologies. At the same time, however, technological environments need to question critically the meaning of the media being used and its relevance to the community. With this call, we wish to investigate the communicative and intercultural potential of urban media for local neighborhood-building in our cities. How can we use urban media 'to live our city'? How can we co-create urban media environments to encourage city inhabitants to actively, conjointly, and meaningfully shape the urban space?

TIMELINE

16 Oct. 2015 :	Deadline for entries
19 Oct. – 23 Oct. 2015 :	Screening process / Jury meeting
26 Oct. 2015 :	Announcement of the 6 entries selected for the Prototyping Lab
17- 19 Nov. 2015 :	Prototyping Lab / Selection of 2 final projects

20 Nov. 2015 – 29 Feb. 2015 :   Project Development

March 15 - March 30, 2016 :   Final Project Date

PROJECT SITES

Bangkok or any other Thai cities are eligible sites for the proposed media art projects.

* Entrants are encouraged to select project sites outside Bangkok.

CURATORIAL CRITERIA

a) Innovation of approach via a sustainable urban media art project, in which the boundaries between art/technology, practice/research and public/professional development converge and in which people are empowered to actively create their environment and contribute to human futures beyond the arts world

b) Enhancement of local relationship-building through the generation of a site-specific context

c) Creative use of urban media technologies permitting participatory access and intermediation for the public audience

d) Social relevance and critical reflection on the role of art and creative technology in shaping human futures in order to increase dialogue and transformation processes across places, towards reconciliation and civic encouragement within the daily routines of our future societies

e) Technological feasibility of the urban media art project

d) Implementation of the urban media art project within the available production budget

ELIGIBILITY

All candidates are required to show evidence of:

- a broad interest in media and technology and urban media, including contemporary art, media art, media and technology as well as art history, architecture, design, music and performance, urban planning, sociology and anthropology.
- experience in dealing with at least 2 organized projects in the past
- a compromise to participate in the Prototyping Lab from 17- 19 Nov 2015
- a compromise to see the project through to full completion within the time frame of 20 Nov. 2015 through March 30. 2016.

* *Group productions are welcome

APPLICATION

Please submit the completed application form, project proposal and required documents via email to the Goethe-Institut Thailand: programm@bangkok.goethe.org **before October 16th 2015.**

Additional documents required:

1. Short biography and web link of your own works, if available.

2. A short statement addressing the following five questions:

- Which technical skills do you possess in the area of multimedia/video/programming?
- Do you have any experience with media art projects in public space? If not, why are you interested in working with media?
- What does public space mean to you and in your work?
- How would you try to spark the audience's interest with your work or how might you start the dialogue with the audience in the urban space?
- Which existing project best represents your working method / subject matter and the type of project you would like to develop?

3. Project plan (essay style, maximum 1 A4 page, presenting suggested concept for media art project, feasibility, technical approach, and estimated budget, including sketches & photos, if any) to be presented/disseminated in line with the project concept mentioned below.

PROJECT CONCEPT

'Routine Rendezvous'

The role of cities has never been that of mere dwelling places. More than that, they are centers of economic, political, and *cultural life, which have evolved into global platforms, with global migration, trans-cultural* work and civil society. In this condition, the city has been transformed into a heterogeneous place, where urban life is varied, complex, and personalized. As a consequence, the greater the variety of people living in a city, the more the city becomes divided into individual villages, where the large town is scaled down into manageable familiarities. For its residents, 'Living in the City' is a 'Routine Rendezvous', as daily activity is transformed into an urban ritual we habitually follow. This is the kind of mundane ecology that poses the question as to what "city" really means to its residents. With the current climate in a city like Bangkok, the great range of individual variability, the compartmentalization of human relations, the predominance of social control and the frictions existing in various routines are all part of the on-going phenomena. How does day-to-day routine effect how we perceive the city? What kind of individual habits and social behaviours shape the context of the city and vice versa? In the context of the **'Live the City: Urban Media Project',** the concept is to break down the rigid social structure, to increase dialogue and various mobilities, and to critically explore automated daily acts. The media art project should be an active opportunity to creatively ask the residents in the city to turn around their existing routines and opt for a transforming experience that maximizes the potential of their usual environments.

NOTICE OF PARTICIPANTS

Entrants who are accepted to participate in the workshop will be notified by phone and email no later

than **Oct 26th 2016**

GRANTS AND SUPPORTS

6 proposals will be pre-selected for the Prototyping Lab and 2 final projects will be selected for final realization. Each of the 2 projects will receive:

- A grant to finance the project.
  ** Please note that the grant will vary depending on the project. Participants will be asked to finalize the budget after working with the prototyping labs to reflect the feasibility of the required technology and the practicality of the funding source.
- The support of Prototyping Lab to actualize the project

CONTACT AND INQUIRIES

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  Tel: +66 2 108 8231/32
  Email: Programm@bangkok.goethe.org
- *Bangkok Art and Culture Centre*
  Exhibition Department
  939 Rama 1 Road, Wangmai
  Pathumwan, Bangkok 10330
  Tel: +66 2 214 6630～8 Ext 529, 531
  Email: exhibition@bacc.or.th

ABOUT THE GOETHE-INSTITUT

The Goethe-Institut is the cultural institute of the Federal Republic of Germany with a global reach.

Our task is to promote the knowledge of the German language abroad and foster international cultural cooperation. We convey a comprehensive image of Germany by providing information about cultural, social and political life in our nation. Our cultural and educational programmes encourage intercultural dialogue and enable cultural involvement. They strengthen the development of structures in civil society and foster worldwide mobility.

With our network of Goethe-Instituts, Goethe Centres, cultural societies, reading rooms and exam and language learning centres, we have been the first point of contact with Germany for many people, for over sixty years. Our long-lasting partnerships with leading institutions and individuals in over ninety countries create enduring trust in Germany. We are partners for all who actively engage with Germany and its culture, working independently and without political ties.

ABOUT BACC EXHIBITION DEPARTMENT

The BACC exhibition department is part of the Bangkok Art and Culture Centre (BACC) creating programmes for art exhibitions, creative disciplinary projects, and cultural/educational events. It aims to provide a meeting ground for the diverse views of curators, artists, scholars, art practitioners and audiences and to stimulate critical thinking as well as learning experience. Ranging from art programmes for the community to art education, our work is intended to provide a platform for cultural exchange in terms of content, curatorial and cultural management, opening up new landscapes for cultural dialogue, net working in order to create new art and cultural resources.

ABOUT CONNECTING CITIES NETWORK

Connecting Cities is a worldwide network aimed at building up a connected infrastructure of urban media environments like media facades, urban screens and projection sites to circulate artistic and social content. As opposed to the commercial use of these urban media, Connecting Cities' goal is to establish them as platforms for co-creating and shaping the human futures of our digital cities. It was initiated by Public Art Lab and is supported by the European Union.

www.connectingcities.net