



APPLICATION GUIDELINE

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

INTRODUCTION

Goethe-Institut Thailand co-organized with Exhibition Department, Bangkok Art and Culture Centre and Connecting Cities Network announce an open call for applications to independent media art project as part of **'Live the City: Urban Media Project'** in March 2016. It is a program aimed to enhance the critical views 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 cities in Thailand. Six proposals will be invited to the Prototyping Lab (from November 17th to 19th 2015) to support the project idea with specific technological expertise and curatorial assistance to create a cross-disciplinary approach and site-specific context. Two projects will receive grants for the final implementation presented during the **'Live the City: Urban Media Project'** in March 2016 in Thailand.

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

TIMELINE

23 October 2015 :	Deadline for proposals (Extended date)
26 Oct – 30 Oct 2015 :	Screening Process / Jury Meeting (Extended date)
2 Nov 2015 :	Announcement of the 6 Project Proposals for the Prototyping Lab (Extended date)
17- 19 Nov 2015 :	Prototyping Lab / Selection of 2 final Projects
20 Nov 2015 – 29 February 2015 :	Project Development
March 15- March 30 2016 :	Final Project Date

VENUE SITE FOR THE PROJECT

Bangkok or any other cities in Thailand as venue/site for proposed media art projects.

* The projects outside Bangkok are encouraged.

CURATORIAL CRITERIA

- Innovation / new approach through a sustainable urban media art project that converges the boundaries between art/technology, practice/research and public/professional development and empowers the people to actively create their environments and contribute to human futures beyond the arts world
- Local relationship building through generating a site-specific context
- Creative use of urban media technologies for a participatory access and intermediation for the

public audience

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

e) Technological feasibility of an urban media art project

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

ELIGIBILITY

Applying candidates must fulfill the following eligibilities:

- Those who have broader interests in media and technology and urban media including in the field of contemporary art, media art, media and technology and also includes art history, architecture, design, music and performance, urban planning, sociology, anthropology.
- Those who have experience in dealing with at least 2 organized projects in the past
- Those who will be able to participate in Prototyping Lab from 17- 19 Nov 2015
- Those who can carry off the project to full completion within the timeframe of 20 Nov 2015 through March 30 2016.

* *Group works are welcome

APPLICATION

Please submit the duly accomplished application form, proposal and required documents via emails to the Goethe-Institut Thailand: programm@bangkok.goethe.org **before October 23rd 2015.**

Please download the application form at ---

Required Additional Documents

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

2. A short statement addressing five questions:

- What technical skills do you have in the area of multimedia/video/programming?
- Do you have any experience with media art projects in public space, and 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 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 (maximum 1 page of A4 size essay, suggested concept for media art project, feasibility, technical approach, and estimated budget including sketches & photos, if any) to be presented/ disseminated according to this project, which is mentioned below under the project concept.

PROJECT CONCEPT

'Routine Rendezvous'

As the role of cities has never been a merely dwelling place, rather a center of economic, political, and cultural life that evolves not only the global platforms, but also the global migration, trans-cultural works, and civil society. In this condition, the city has been transforming to a heterogeneous place where urban life is varied, complex, and personalized. As a consequence, the more various people live in a city, the more a city is divided into individual villages where the large town is scaled down into manageable familiarities. And for its residents, 'Living in the City' is a 'Routine Rendezvous' as daily activity is transformed into urban ritual we habitually follow. This is the kind of mundane ecology that poses a question what city really means to its residents. With the current climate in the city like Bangkok, the large number of individual variability, the compartmentalization of human relations, the predominance of social control, and the frictions among various routines are part of the on-going phenomena. How does day-to-day routine effect how we perceive the city? What kind of individual habit as well as social behavior shapes the context of the city and vice versa? In the context of the '**Live the City: Urban Media Project**', it holds the concept to break down the rigid social structure, to increase the dialogues and various mobilities, and to critically explore the 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

Those who are accepted to participate in the workshop will be noticed via phone and email no later than **Nov 2nd, 2016**

GRANTS AND SUPPORTS

6 proposals will be pre-selected for the Prototyping Lab and 2 final projects will be selected for the realization, each will be supported with the following:

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

CONTACT AND INQUIRIES

- *Goethe-Institut Thailand*
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Bangkok 10120
Tel: +66 2 108 8231/32
Email: Programm@bangkok.goethe.org
- *Bangkok Art and Culture Centre*
Exhibition Department
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Pathumwan, Bangkok 10330
Tel: +66 2 214 6630~8 Ext 529, 531
Email: exhibition@bacc.or.th

ABOUT GOETHE-INSTITUT

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

We promote 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 for many with Germany 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

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

ABOUT CONNECTING CITIES NETWORK

Connecting Cities is a worldwide network aiming to build up a connected infrastructure of urban media environments like media facades, urban screens and projection sites to circulate artistic and social content. In opposition 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. Initiated by Public Art Lab and supported by the European Union.
www.connectingcities.net