

## Biographies and abstracts of City Sets speakers:



**Marja Seliger** is Professor of Graphic Design Research at Aalto University, School of Arts, Design and Architecture.

Her doctoral dissertation (2008) was a research about visual rhetoric in outdoor advertising. Her research interests are communication design, visual culture, semiotics and visual ethnography.

Marja Seliger is a professional graphic designer with an extensive experience in publishing design and educational material production in Finland and abroad. She worked six years as a UNESCO graphics and production expert in educational projects in Africa and in the Caribbean region. In 1990's she led the graphic design department in Edita, a Finnish printing and publishing house. Since 2001 she has worked as a graphic design researcher and professor at the University of Lapland at the Aalto University.

Marja Seliger is the vice-president of Grafia, the Association of Professional Graphic Designers in Finland.

Read more:

[https://reseda.taik.fi/Taik/jsp/taik/Researcher.jsp?lang\\_global=en&id=24016](https://reseda.taik.fi/Taik/jsp/taik/Researcher.jsp?lang_global=en&id=24016)

### **Title:**

Visual ethnography in urban environments

### **Abstract:**

In progress



**Maureen Thomas** is a media artist working with spatially organised narrativity. She is a Senior Research Fellow (Screen Media and Cultures) of Churchill College, and a Senior Research Associate at the Digital Studio, Department of Architecture ([www.expressivespace.org](http://www.expressivespace.org)), at the University of Cambridge. She has a particular interest in cinematic urban architectural narrative [see e.g. Thomas, M. 2012. 'The moving image of the city – expressive space/inhabitation/narrativity', pp. 281 – 310 in Penz, F. & A. Lu (ed.). "Urban Cinematics - Understanding Urban Phenomena through the Moving Image". Bristol: Intellect].

Read more:

[www.expressivespace.org](http://www.expressivespace.org)

**Title:**

Narrating the city: media in the urban context

**Abstract:**

In progress



**Remy Bourganel** is a product and interaction designer by education, design researcher/strategist in practice, Remy does practice innovation by design since 1996 and through the lead of various advanced design studio in the mobile communication industry since 2001:

Mitsubishi Electric Telecom Europe, Samsung Design Europe, Alcatel (consulting) before joining Nokia Design in October 2004 to establish the first interaction design team and assume the creative direction of some strategic initiatives. These include the exploration of new forms of communication and presence in an always-on world as well as experience framework with generative tools to enhance an emotional relationship with the brand. Remy has contributed in the definition of the Nokia UI DNA and the structuring of Nokia Design User Centred Design practices. He is now VP/head of UX in Orange Vallée, an innovation accelerator, subsidiary of Orange reporting Orange CEO. He is also in charge of setting the Orange Service Design DNA. Remy Bourganel is also co-leading a research lab in EnsAD Lab Paris focused on new mobile communication forms. Finally Remy is setting-up a course about interaction and service design in EnsAD . Remy does also practice photography and exhibit his work regularly.

**Title:**

Experience framework for digitally augmented living city.

**Abstract:**

As we produce a large volume of data within cities to augment its reality, a grammar of design patterns for navigating layers of information from a 'living city' might emerge.

This presentation will explore models which could help address this emerging need.



**Franz Fischnaller** is a scholar, designer, producer and project manager, operating in the fields of art, design, communication and technology with more than 16 years of experience in the field of virtual reality, simulation, stereoscopy, interactive techniques and immersive technology.

Fischnaller areas of interest and expertise are: Art, Design, virtual reality, interactive techniques, visual communication, 3D animation, real-time simulation, immersive stereoscopic environments, virtual narrative, interactive storytelling, networking collaborative learning environments(mobile technology), augmented reality, interactive design.

Current Area of Interest and ongoing research projects:

Bridging and intersecting design, architecture, and entertainment technology.

Integrating artificial (Virtual) and augmented reality into physical (Real) environment

Integrating “Real” and “Virtual” architecture

Virtual augmented Windows

Ultra High Definition immersive virtual reality (4K Stereo and 8K mono)

Ultra High Definition Imaging distributed on optic network (UHD-NET)

Haptic perception, intuitive navigation and interaction in immersive virtual environment user experience

Fischnaller has designed and produced a representative number of technological, artistic and scholarly works, including: immersive real time simulations, virtual reality applications (3D stereoscopic content), online collaborative shared environments, interactive installations, multi-user systems interfaces, creative interfaces and multi-user interactive installation (VR and Augmented Reality).

He is the recipient of the Multimedia Grand Prix of Japan for the Multi Mega Book. He has received two Prix Ars Electronica awards: one for the project Lautriv Chromagnon Medusa and the other for Robot Avatars ...Dreaming with Virtual Illusions. MMB & Renaissance was a selected film at Siggraph' 96 screened at the Electronic Theatre, USA; SOE, the Space on Earth project was a Juried selected animation at SIGGRAPH 2009 Animation Festival. Other Juried selected films were by productions by Digital Domain, Columbia Pictures', Sony Pictures Animation's, and Pixar Animation Studio.

Fischnaller is Chief Designer & Production Manager of F.A.B.R.I.CATORS ...Architects of Culture, Fabricators of Ideas <http://www.fabricat.com/>

Fischnaller Long Bio: [http://www.fabricat.com/PDF\\_FILES/Fischnaller\\_LongBio.pdf](http://www.fabricat.com/PDF_FILES/Fischnaller_LongBio.pdf)

**Title:**

Shaping the Virtual Skin of Cities

**Abstract:**

Bridging and combining digital storytelling and augmented virtual design in architecture, for channeling novel design solutions, inspiring ideas and experimentation within the communicative practice of urban environments and city interfaces (e.g. , building envelop, architectural facades , walls, windows, squares, street furniture. ancient /traditional buildings, new architectural creations, urban screens, media façade) The ongoing discoveries and innovation in science, technology, engineering and media communication constitute major driving forces in the evolutionary progress of cities and the media urban environments. The city infrastructure and its environment becomes an integrated and dynamic system interface, enhancing different possibilities of interventions and more collaborative attitude. An angle of an urban environment can become an integrated and multi user “urban window’ and /or a shared interactive virtual space for the use of artistic cultural, social, scientific and/or environmental experiences and/or to connect with the inhabitants and the audience.

This presentation will introduce and discuss ideas, project, and case studies focusing on Media Façades, Urban Screens, Urban Media , Digital urban living, and project design exploring the potential of media and creativity in urban environments. The author will also present few of his own experimental ideas and projects design deriving from exploration of the convergences of disciplines such as design, art, architecture, technology and science.

We expect the framework to help in analysis and evaluation of current and future designs which emphasize in experimental approaches, active and integrated novel design solutions



**Michelle Teran:** is a Canadian-born artist whose practice explores media, performance and the urban environment. Her work critically engages media, connectivity and perception in the city. Her performances and installations repurpose the language of surveillance, cartography and social networks to construct unique scenarios that call conventional power and social relations into question. Currently she is a research fellow within the Norwegian Artistic Research Fellowship Programme at the Bergen Academy of Arts and Design, 2010-2013. She is the winner of the Transmediale Award, the Turku2011 Digital Media & Art Grand Prix Award, Prix Ars Electronica honorary mention (2005, 2010) and the Vida 8.0 Art & Artificial Life International Competition (Madrid). She lives and works between Bergen and Berlin. Michelle Teran presents her new project Urban Takes Helsinki during the Media Facades Festival 2012 Helsinki at Lasi-palatsi gallery.

**Title:**

Future Guides for Cities

**Abstract:**

Location-based and image-making technologies are creating new ways of looking at the city and navigating through urban space. In Future Guides for Cities, I explore the relation between the domain of online space and the domain of the city. By exploiting locative data which accompanies each video when it is put online, I use the locations and authors of various YouTube videos produced in cities to explore methods for created multi-threaded narratives that demonstrate possible links between each inhabitant's stories and paths through the city and with the world wide web. These provide possibilities for new forms of documentary and storytelling brought on by today's global network and the increasing production and dissemination of images. In my talk, I will introduce some methodologies and artistic projects that critically engages media, connectivity and perception in the city.



**Martin Brynskov, PhD.:** is associate professor in interaction technologies at the Department of Aesthetics and Communication at Aarhus University in Denmark. He is also research fellow at Participatory IT Centre (PIT) and Center for Advanced Visualization and Interaction (CAVI), director of the Digital Design Lab, co-founder of Smart Aarhus, and former director of the Civic Communication group at the Center for Digital Urban Living. Working closely together with municipalities, artists, journalists, media organizations, and industrial partners, he investigates the consequences of digitization and explores new forms of mediation within a variety of domains with special focus on the role of social interaction, materials and interfaces. The research is mostly carried out as interventions and experiments in the wild, deploying prototypes and semi-permanent interactive systems. He was the project lead of Aarhus by Light and has been involved in numerous projects and products based on social interaction mediated by technology, working together with public institutions and industrial partners, including LEGO and Bang & Olufsen. During his doctoral work, he developed tools for social construction for children using mobile and pervasive media based on the notion of “digital habitats”. He also holds an MA in information studies and classical Greek.

**Title:**

Media Architecture and Participatory Publics

**Abstract:**

As building materials gain digital media-like properties, so do the spaces created with such materials. Media Architecture is as much about the situations that play out in these digitally (hopefully) enriched spaces as it is about content for new platforms. To the extent that such spaces are publicly accessible, media architecture is an interesting element in a new, or perhaps simply adjusted, conception of public space. Media architecture can bring publicness to private spaces and private elements to public space. It can also create connections within and between such spaces, public or private. This speaker will argue, by means of examples and principles, that different characterizations of participation, digitally mediated on an architectural scale with public access, will lead to quite different instants of public space.

## Curating and producing on urban screens

### Round table

**Nerea Calvillo:** is an architect, professor, researcher and curator. After working in several internationally acclaimed architectural firms such as NO.MAD, Madrid, and F.O.A., London, she founded C+arquitectos in 2004.

Specialised in new technologies as design tools, C+ has designed architecture projects, contemporary art exhibitions, and competitions, being awarded and published in international venues. C+ was selected for FreshMadrid, a selection of emergent practices in 2007. C+ research projects oriented towards data visualization and cartographies have been developed in workshops at international universities and medialabs, which include Invisible Cartographies in PEI, Bogotá (Colombia), and In The Air, in Medialab-Prado, (Spain), Kitchen Budapest (Hungary) and Museum of Contemporary Art of Santiago de Chile (Chile) or the Canadian Centre of Architecture (Canada).

Another area of production are curatorial projects related to media facades or collaborative research. Nerea curated the seminar Digital Screens and Public Space in Medialab-Prado in Madrid and the Media Facades Festival 2010 in Madrid. Since 2010 is part of the working group of El Ranchito at Matadero-Madrid .

Nerea Calvillo received the MS in Advanced Architecture Design from Columbia University in 2001 as a Fulbright Fellow, working at the moment on her PhD. Since 2006 holds a professorship at the Universidad Europea in Madrid and since 2010 at the Universidad de Alicante and is a Poiesis Fellow at the New York University (New York).

#### **Position statement:**

In her talk she will propose the need to expand participation in the content, management and public use of digital facades, illustrated through the MFF2010 and the Open Up workshop experiences at Medialab Prado-Madrid.

**Heidi Tikka:** is a practicing media artist and researcher. She is in the process of completing her practice based doctorate thesis on the “Networks of Production” at the Media Lab, School of Arts, Design and Architecture, Aalto University. Between 2008-2012 Heidi Tikka worked as the media art production consultant at the Promotional Centre of Audiovisual Production, AVEK. She has also worked as the Professor of Multimedia and Communication (2001-2002), as a researcher and the lecturer of media art and culture at the Aalto University’s Media Lab. She is the artist-producer of the award winning series of experimental mobile projects, including Syntymiä, and the recipient of the first AVEK media art award 2004 and the Prix Möbius Nordica 2005 award for innovation.

**Position statement:** In her talk she will discuss media art production for public places as the work, which takes place in the multidimensional problem space of social and technical variables.



**Timo Wright & Matti Niinimäki**  
**The Race Code**

Surveillance of urban space makes use of face recognition software, with which suspect persons can be separated from the crowd - and also we are unconsciously classifying passers-by through fleeting perceptions. The Race Code (Timo Wright & Matti Niinimäki) questions this activity by presenting a mock computer program to rate people into “higher” and “lower” classes based on their facial features.

The Race Code is Matti Niinimäki’s and Timo Wright’s first collaboration. Timo Wright has in his previous works for example photographed every single object he owns and built a machine that destroys his pictures. Matti Niinimäki works often with everyday objects and gestures, giving them new meaning with the help of recycled materials and state-of-the-art technology.

The Race Code / 23-26.8. / Media Facades Festival 2012 Helsinki, Lasipalatsi Square  
<http://m-cult.org/projects/race-code>



**Albert Laine and the City Canvas crew**  
**City Canvas**

City Canvas is an animation project that illuminates street spaces with moving images, mobile projectors and light painting. The City Canvas crew leads participants on an animated walking tour evoking symbols and characters on urban surfaces. By projecting only ephemeral, fleeting traces, the project makes a commentary on the illegal status of graffiti and celebrates street-level creativity.

The City Canvas crew mixes artists working with animation, media art and light painting. The team members are Albert Laine, Janne Parviainen, Kristina Laine, Hannu Huhtamo and Leena Jääskeläinen.

City Canvas walking tours / 23-25.8. / Media Facades Festival, Starting from Lasipalatsi gallery,  
Mannerheimintie 22-24  
<http://m-cult.org/projects/city-canvas>



## **Hello Homo!**

**Jaakko Pesonen & Mika Tuomola / Crucible studio**

“Guess how I knew you were a homo?” Hello Homo! is an interactive installation which invites passers-by in a tragic and comic encounter with beliefs and prejudices. The installation characters, three women of different ages, give a face to online discussions about homosexuality.

Jaakko Pesonen (born 1966) grew up in Asia and Africa and moved back to Finland to study architecture in 1985. After graduating in 1995 he started his own studio. Jaakko specializes in exhibition architecture, set design, graphic design and new media installations. His works often combine new media to special designs. He directed and designed “Alan01” a Europix awarded multimedia piece in collaboration with Crucible Studio, Aalto University of Design Helsinki, that has been exhibited in several venues, including the “Colorito” exhibiton in Florence (2010). In the autumn of 2012 he will hold his first solo exhibition at the Forum Box gallery in Helsinki.

Hello Homo! installation / 23.-24.8. / City Noises, Karhupuisto park, Kallio  
<http://crucible.mlog.taik.fi/productions/homo/>



## **Szövetség'39**

### **No distance. No Contact**

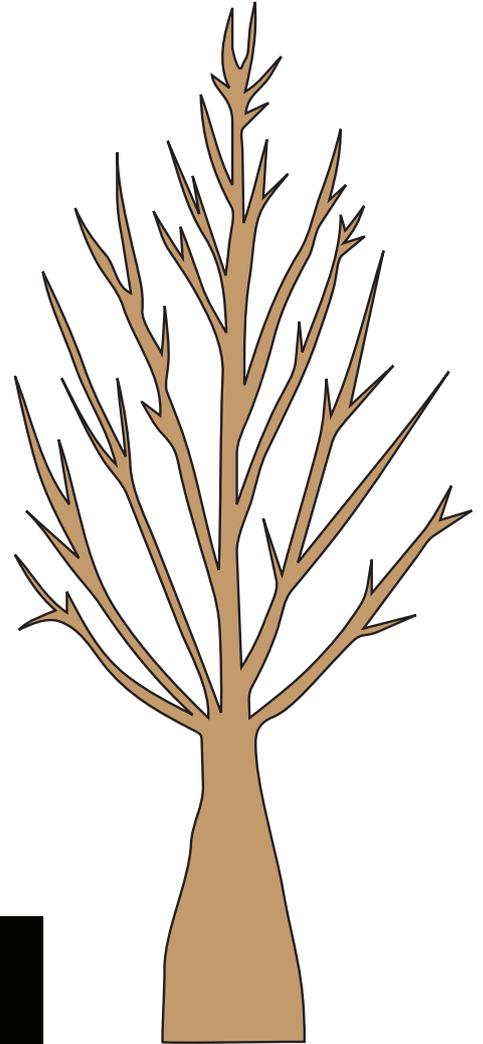
No distance. No contact. investigates people's interactions in public spaces. We would like to model how people makes experiments on their phisical environment and community, how they interact with each other through non-visible vibrations (energy flow) without touching. Here, vibration will appear as different sound waves that can interfere. The Szövetség'39 is an association of artists who primarily deals with complex artistic design. The subject matter of design typically related to some form of spatial situations, such as installations, artistic design of buildings, actions and artworks of plazas, public spaces. The current members of the group are: Anna Baróthy, Csenge Kolozsvári and Melinda Bozsó joined by artists and creative groups in the workshop as well.

No Distance. No contact / 23.-24.8. / City Noises, Karhupuisto park, Kallio  
<http://szovetseg39.hu>

**Cross-Squawk installation.**  
**A Social Status Mapping Exercise**  
**and Art Installation**  
**Ravensbourg**



Explore ideas of class, power, and society in a guided workshop by creating colorful birds as part of an ongoing international art installation.



**Dancing Tales**

Public Places to Hidden Spaces is a promenade dance-theatre duet, with an augmented sound experience.

Birds, webs, night skies, maps, strange happenings, a dance of death all appear as red string threads through an imagined and urban landscape.

Dancers: Sophie Arstall and Elizabeth Barker.

Sound Designer/Composer: Michele Panegrossi