



WORKSHOP #1
NOVEMBER 23-26 2010
LONDON

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>> WELCOME

Welcome to the first workshop in the **MADE** project, the beginning of a stimulating journey the project partners are taking together across two years. The project will take place in 4 European countries, with 4 organisations, enabling 8 workshops, 4 residencies, a new commission, a website and a report.

Overall the **MADE** themes are based within a debate about interdisciplinarity, co-creation and innovative distributed creation processes. New models of production and distribution will be at the forefront of the discussions.

We will be examining and exploring the mobility of the digital arts in Europe today at a time of big changes. Recession, the wider acceptance of the digital into our society and the opportunity to create and produce through digital connectivity means is changing the way we all make and distribute our outputs. Many creatives today are working through digital means, travelling into a variety of countries to take up serial employment opportunities, presenting their work in a variety of hybrid and innovative ways – live and online.

For Workshop 1 body>data>space have brought together a range of culture and creative industries experts from around the UK to share their experiences with the MADE partners. The two themes for this workshop are **Virtual Mobility / Telepresence / Virtual Worlds and Media Facades and Urban Screens**. We look forward to a good gathering and we thank all in advance for your generous inputs.

body>data>space, November 2010

MADE's aims and objectives are:

1 - To implement and promote European objectives for **artist mobility within the digital arts**, and, through this, to encourage the co-operation and collaboration of European cultural organisations and the promotion of this work to audiences across Europe.

2 – To practically **examine and explore forms and models of European digital co-production**, using topical case studies and, in particular, through the commissioning and production of a live/contemporary digital work (performance and/or installation). This **new Commission** will be co-produced by the four partners across the European countries involved. The partners will collaborate artistically and financially, and additionally will examine a variety of forms of onwards distribution methods.

3 - To produce **a White Paper report** based on the two previous points, exploring European co-production and distribution methodologies for performances and installations within the digital arts field.

It is in this context that MADE is making an **open Call for Proposals, offering a co-production package**, inviting professional artists from all EU member (or candidate) countries to submit project ideas for this co-production.

One project, **a new European live/contemporary digital work (performance and/or installation)**, will be selected by the MADE Selection Panel.

This selected project will benefit from **4 successive residencies hosted by the MADE partners in each of their countries**. The partners will support the creation and production of the work by bringing their expertise and resources to it.

The project will be **premiered at centre des arts d'Enghien-les-Bains** annual festival for digital arts, Bains Numeriques 2012 and will be aided in further distribution by all the partners.

>> PARTNERS

CENTRE DES ARTS, ENGHIEEN LES BAINS [PROJECT LEADER]

Centre des Arts is a multi disciplinary digital creation centre. Part of its mission, supported by the Ministry of Culture and Communication, is run a policy dealing with production and distribution. It is a leader in welcoming artists on both the national and international level.

www.cda95.fr

DOMINIQUE ROLAND

Director, centre des arts

Dominique Roland is the Director of centre des arts since its creation in 2001. He is also General Deputy Director of the Enghien-les-Bains Services Department and Director of the Enghien-les-bains Cultural Affairs Department. He also deals with audio-visual and musical production.

CÉLINE NANNINI

Project Co-ordinator, centre des arts

Responsible for the MADE European project co-ordination at centre des arts for the city of Enghien-les-Bains, Céline Nannini is also dealing with the professional meetings of Bains Numériques Festival and with Institutional partners' relations.

PHILIPPE BAUDELLOT

Digital Performances & Cultures

Semiologist, multimedia consultant and journalist, he has worked since 1973 in new information technologies. From 1977-1983 he taught media communications in the University Paris XII. In 1983 he was Director of Development at the press agency of Gamma Television in charge of a project for a channel of continuous information associating the Gamma Agency, the AFP and Le Monde. In 1987 he joined the ICS (Interculturalities and Semiotics) as Director of the Department of Media and as consultant / director of research for the Club of Investment Media, French Ministry of Education, INA. In 1996 he created the colloquium Interactive Television and Multimedia (ITVM). In 1998 he conceived and project managed the multimedia sector of Monaco Dance Forum (2000-2007). He is now a curator and consultant. Member of the RAN.

www.digitalperformanceculture.blog.fr

BODY>DATA>SPACE, LONDON

body>data>space is an interdisciplinary design collective based in East London which emerged from the pioneer digital performance collective shinkansen/Future Physical (1989-2004). We engage in creating fascinating connections between performance, architecture, new media and virtual worlds. Using our own collaboration and networked creation processes, the group visions the future of the human body and its real-time relationship to evolving global, social and technological shifts. Working in both culture and creative industries body>data>space has realised multiple body technology projects across Europe and internationally, with a focus on tele-presence, connectivity and virtual/physical blended space. www.bodydataspace.net > www.robotsandavatars.net

GHISLAINE BODDINGTON

Creative Director, body>data>space

Ghislaine Boddington is an artist, dramaturg, curator and thought leader specialising in performing arts and the integration of body responsive technologies, virtual physical networks and interactive interfaces. She has directed and curated numerous events, workshops and symposia on topical technologies, cultural identity and inter-authorship throughout east and west Europe, the US and Asia. She is a Fellow of the Royal Society of the Arts and a Research Associate Artist at ResCen, Middlesex University, which has supported her pioneering exploration of tele-kinetics, tele-presence and tele-intuition across the last 11 years.

LEANNE HAMMACOTT

Creative Producer, body>data>space

Leanne has worked as Creative Producer for body>data>space since its formation in 2005, coming from a background in dance/body and technology. Leanne works on rehearsal direction and content development for the body>data>space, performance and telematic workshops such as NESTA idiscover, and Virtual Physical Bodies at the Centre Des Arts, Paris. She produced the EU Culture 2007-13 project Post Me_New ID. She is the Project Producer of Robots and Avatars.

ALEX EISENBERG

Communications Producer, body>data>space

Alex works with body>data>space Communications Producer and as a Documenter on the Robots and Avatars project. Alex is also an artist making performance, live art and writing works with Present Attempt.

www.presentattempt.co.uk

>> PARTNERS

BODIG, ISTANBUL

boDig is an Istanbul based arts initiative focusing mainly on the issues of the body in contemporary and digital culture. Its artistic understanding has a multidisciplinary scope, bringing a variety of fields together, like dance, performance, plastic arts, design, architecture, new media, engineering and medicine, in order to bring forth a reflection and artistic creation around the issues of the body in its contemporary and technological context.

www.bodig.org

AYLIN KALEM

Director, boDig

Aylin Kalem is the director of the boDig Association (body-based arts & new media) based in Istanbul. She is curating events, and also working as video artist and dramaturg in the boDig collective. She is the coordinator of Performing Arts Track at Istanbul Bilgi University giving courses on Performance, New Media and Movement Techniques; and also writing critical articles on dance, performance and digital culture.

BURAK ISCEN

Technical Director, BoDig

Burak Iscen is the technical director of the boDig Association. He is an architect and designer. He is one of the founding members of boDig and also working as the administrative consultant.

TRANSCULTURES, MONS

Transcultures, now an interdisciplinary centre for sound and electronic cultures based in Mons (Belgium) was launched in 1996 in Brussels in order to promote and develop crossings between contemporary artistic practices and art/society/technology stakes; focusing in particular on sound art and digital creation. Transcultures is working on production, public awareness and critical tools for the various forms of sound art and intermedia creation. Since 2003, Transcultures has launched City Sonic, international sound art festival in Mons and since 2005, Les Transnumériques (transdigital) and platform for digital arts and cultures in Mons, Brussels, Liège and associated cities and locations in France. Transcultures participates to several European projects and international exchanges with West/East European, North American and North African cultural partners.

www.transcultures.be

PHILIPPE FRANK

Director, Transcultures

Curator, sound/interdisciplinary artist, essayist and art critic, Philippe Franck (Belgium) is the Director and founder of Transcultures, Centre for Electronic and Sound Cultures based in Mons, Belgium. He curates City Sonic, a sound art festival, in Mons since 2003 and Les Transnumériques, digital arts & electronic cultural biennale since 2005 in several cities in Belgium and in France. He has curated many sound/multimedia/interdisciplinary exhibitions, events and festivals in Belgium, France and abroad. Since 2010, he has also been Deputy Artistic Director for the Music, Interdisciplinary and Sound Art Department at Transborder Cultural Centre le manège.mons. He also teaches on digital arts in the Brussels Art School of La Cambre and writes regularly on sound/digital/intermedia creation related topics.

LUCIE KNOCKAERT

Production Manager, Transcultures

Worked for several festivals in France (Festival de la Cote d'Opal, Tendances) and is now currently production manager at Transcultures in Mons (Belgium).

>> PARTICIPANTS

Toby Coffey

Senior Multimedia Designer, National Theatre

Toby Coffey is Lead Digital Creative at the National Theatre where he focuses on developing forms of digital engagement and interaction within the context of audience development and amplification around the NT and its repertoire of productions.

Toby has over 10 years expertise in the digital arena from creative, technical and social perspectives. Relevant areas include online, cross-platform, app development, interactive installations, mobile, social media, transmedia and documentary production.

www.nationaltheatre.org.uk

Cara Courage

Head of Learning, Architecture Centre Network

Cara Courage as the Head of Learning works with, and advocates for, the education teams around the network and their activity within schools and community settings and within the sector.

She is also the Sussex and Brighton Universities Cultural Co-ordinator for the Creative Campus Initiative, the largest higher educational consortia project delivering an artistic response to London 2012. Cara is an arts consultant with a specialism in creative professional development, arts and education, architecture, public and visual arts.

www.architecturecentre.net

Dick Davies

Ambient Performance

Dick Davies originally trained as a clinical biochemist before retraining as a social scientist and has led the way in innovation in the application of emerging technologies in both corporate and academic organisations for over 20 years.

In his academic career he was responsible for founding the first UK government funded centre for online learning and for providing the online services for the first online MBA programme in Europe. On moving to the corporate world he worked in internet corporate venturing and telecoms product development.

Shifting a gear he founded Internet start-ups during the early 2000's. Dick is the co-Founder and Executive Producer at Ambient Performance and is currently working in the corporate, government and education sectors implementing immersive technologies including virtual worlds, mobile visualisations including augmented reality, visualised information and data sets, etc.

www.ambientperformance.com

Ron Edwards

CEO, Ambient Performance

Ron Edwards is the Co-founder and CEO of Ambient Performance, a UK based firm specialising in 3D mobile and virtual world applications. Ambient is the European distributor and service provider for the OLIVE virtual world platform.

Ron is a pioneer and thought leader in helping organizations apply emerging technologies for better communication, collaboration and training with over 18 years experience. He is especially excited about the nascent metaverse and is developing projects in the core metaverse areas of mobile augmented reality, virtual worlds, mirror worlds and mobile lifelogging for a variety of clients in industry, government, consumer brands and education. Ron is from Seattle, lives in London, is a SMARTlab PhD student at University of East London researching collaboration in the mobile metaverse and blogs

www.ambientperformance.com/connection > www.vizit.mobi

>> PARTICIPANTS

Alex Haw

Director, Atmos

Alex Haw is an architect and artist operating at the intersection of design, research, art and the urban environment. He runs atmos, a collaborative, explorative, design-led practice creating architecture and events with an emphasis on content and connectivity, real-time responsiveness and technological innovation, spatial sensuality and articulation. Projects range from private houses to public landscapes, installations to cities; he is currently working on a digitally-fabricated house, a self-learning office and an eco-city for the Middle East. He studied at the Bartlett and Princeton on a Fulbright, worked for Grimshaws, Rogers and Diller+Scofidio, and has run design studios at the AA, Cambridge and TU Vienna. He lectures internationally, is contributing editor at WIRED UK and runs Latitudinal Cuisine.

www.atmosstudio.com

Christoph Jankowski

European Information Officer, Visiting Arts

Christoph is European Information Manager at Visiting Arts, the UK Cultural Contact Point for the European Commission's Culture programme. He has considerable knowledge and experience of Europe, the EU, and European funding. He has worked with several EU-funded projects, including IN SITU, the European network for performing arts in public spaces. He speaks several languages (English, French, German, Dutch, Spanish and some Danish) and is also a freelance writer/researcher and has written about cultural development in Marseille and the city's successful bid for European Capital of Culture in 2013.

www.culturefund.eu > www.visitingarts.org.uk

Michael Takeo Magruder

Researcher, King's College Visualisation Lab

Michael is an artist and researcher based in King's Visualisation Lab, King's College London. He is an associate of body>data>space. His artworks have been showcased in over 200 exhibitions in 30 countries and his writings have been published in various academic books and journals. His creative practice explores concepts ranging from media criticism and aesthetic journalism to digital formalism and computational aesthetics, deploying Information Age technologies and systems to examine our networked, media-rich world.

www.takeo.org

Taylor Nuttall **Director, Folly**

An unapologetic geek, Taylor is passionate about the need to understand all the implications of new technologies. Often being more creative about how they can be used, breaking them, rebuilding them, and being willing to take a chance. Taylor joined folly shortly after being commissioned as an artist to provide new work for the 2000 Lancaster Digital Arts Festival. Since then his role has been to provide leadership and the strategic direction for folly.

In 2009 Taylor also became one of the directors of Abandon Normal Devices (AND) Festival, joining forces with FACT (Liverpool) and Cornerhouse (Manchester) to deliver a new regionwide festival. Taylor also been instrumental in the development of Love Culture seeing this as an important opportunity to make a real difference to the cultural sector in taking a lead on digital engagement and placing the audience at the heart of cultural organisations thinking.

www.folly.co.uk > www.andfestival.org.uk > www.loveculture.org.uk/lc

Bren O'Callaghan **Producer, Curator and Artist**

Bren O'Callaghan spent six years (2004–2010) with the BBC Public Space Broadcasting Project, responsible for the Big Screens Liverpool, Edinburgh and implementation of wider artistic content across the largest network of ad-free urban screens in the world. Credited as driving forward original, interactive content suited to outdoor display, this resulted in four Olympic Inspire Marks awarded by the London 2012 Cultural Olympiad. Currently freelance, he is now exploring immersive audience experience using cinematic techniques, inter-disciplinary collaboration and is an associate producer with both FutureEverything and Abandon Normal Devices Festival. Resident artist at Inspace Gallery during the Edinburgh International Film Festival 2010 and acting chair of moves: Movement on Screen Ltd, the UK's largest festival of movement related experimental film and video art.

www.brenocallaghan.co.uk

>> PARTICIPANTS

Sarah Platt **Director, Kinura**

Sarah Platt is a digital media creative and business owner, specialising in live webcasting, online video and online events. Over the past 10 years or so she has managed web video projects for hundreds of clients. You can ask her anything about web video and she'll probably know the answer.

Sarah advises clients such as Tate, bmi, GlaxoSmithKline and Haymarket Business Media on streaming projects - covering video search, cross-platform content production, web video marketing, video archives and digital asset management.

www.kinura.com

Mike Stubbs **Director, FACT**

Mike Stubbs has been Director of FACT since May 2007. Previously he was Head of Exhibitions at the Australian Centre for Moving Image (ACMI), Senior Research Resident at Dundee University's School of Television Imaging and was the Founding Director at Hull Time Based Arts (HTBA). During his career, Mike has commissioned over 250 interactive, site-specific, performative, sonic and moving image-based artworks.

Originally educated at the Royal College of Art and Cardiff College of Art, Mike is a film-maker and artist in his own right. His own internationally commissioned artwork encompasses broadcast films, video art, large-scale public projections and new media installation. Recent initiatives include championing the new cross regional AND (Abandon Normal Devices) Festival of New Cinema and Digital Culture, commissioning KMA as part of Shanghai Expo 2010 and launching www.fact.tv, an online arts channel.

www.fact.co.uk

OVERVIEW

Tuesday 23 Nov	Wednesday 24 Nov	Thursday 25 Nov	Friday 26 Nov
	09.45 Meet in Hotel	10.00 Musion Visit	10.00 Workshop Conclusion
10.00 Arrivals	11.00 Move at Hayward Gallery	12.00 MADE Vision - NESTA	13.00 Lunch
12.00 Lunch	14.30 Team Setup French Institute	17.00 Drinks	16.00 Departures
14.00 Workshop Opener	15.30 Rehearsal	19.00 Dinner	
19.30 Dinner	16.30 MADE Forum		
	18.30 MADE Reception		
	20.45 Dinner		

TUESDAY 24 NOVEMBER

12.00 - 14.00

Lunch provided at body>data>space studio (Vyner Street, East London)

14.00 - 18.00

WORKSHOP OPENER

19.30

Dinner for MADE partners and key guests.

>> SCHEDULE

WEDNESDAY 25 NOVEMBER

09.45

Meet in Hotel Foyer - travel to Hayward Gallery (Southbank Centre - Nearest Tube: Waterloo)

11.00 - 12.00

MOVE: CHOREOGRAPHING YOU - EXHIBITION AT THE HAYWARD GALLERY

Lunch at Southbank Centre

14.30

Setup Team arrive at French Institute in the United Kingdom (17 Queensberry Place, SW7 2DT)

15.30

Rehearsal of Presentations

16.30 - 18.30

MADE FORUM

at The French Institute, South Kensington

Introduction and details of the project from **Dominique Roland** (Director, centre des arts d'Enghien-les-Bains, Paris), project leader of the MADE project and from UK partners **Ghislaine Boddington** (Director, body>data>space, London) with an input on virtual mobility in European performing arts. Keynote inputs will be given on topics relevant to the MADE themes:

- **David Sabel - Head of Digital Media at the National Theatre** - on NT Live, the live streaming of staged works to cinemas worldwide
- **Clare Reddington - Director of ished / Pervasive Media Studios** at the Watershed in Bristol - on the skills and needs of digital producing for the future.

Followed by questions/ answers and a debate.

18.30 - 20.30

RECEPTION

Official Launch of MADE (Mobility of Digital Artists in Europe) project and the announcement of the Call for Proposals.

19.00

With a few words from **Dominique Roland** (centre des arts d'Enghien-les-Bains, Paris), **Ghislaine Boddington** (body>data>space, London), **Xavier Guerard** (Deputy Director & Audiovisual Attaché, French Institute in the UK), **Antonia Mochan** (Head of Media, European Commission Representation in the UK). Project partners **Aylin Kalem** (boDig, Istanbul), **Philippe Frank** (Transcultures, Mons) and **Philippe Baudelot** (Digital Performances & Cultures, Toulouse) will also be present.

20.45

Dinner for MADE partners and key guests.

THURSDAY 25 NOVEMBER

10.00

Showcase of 3D holographic technologies at Musion - Portland Place
(off Oxford Street - Nearest Tube: Oxford Circus)

Musion® Systems is the exclusive master global Licensor for the Eyeliner™ projection system. They run an academy for artists to experiment with 3D holograms – they also run the MAMA'S - a series of awards which celebrate the world's best holographic projection artwork.

12.30 - 16.30

MADE VISION SHARING - NESTA, LONDON

This Workshop event invites a **small group of expert guests and key producers to join the MADE international partners** at their first London gathering, to exchange knowledge, share personal experiences and contribute influences.

During this round table Workshop we will look to:

- examine and explore forms and models of **European digital co-production and distribution**, using topical case studies from those present
- create **networking opportunities and knowledge sharing** between those invited
- enable **onwards co-operations, partnerships and shared resources** for the MADE project within the UK

For this Workshop we will be focusing on:

- **Virtual Mobility / Telepresence / Virtual Worlds**
- **Media Facades And Urban Screens**

This group workshop will be summarised by live writers onto screens in the room allowing the participants to see key points as they emerge. Live video will tape the discussion for a fast bullet point post edit for the project website. The writers will produce web-based reportage.

17.00

Drinks

20.00

Dinner for MADE partners.

FRIDAY 26 NOVEMBER

10.00

Workshop Conclusion for Partners

13.00

Lunch at local restaurant

16.00

Departures

>> TEAM

BODY>DATA>SPACE

Ghislaine Boddington

Creative Director

Nick Di Vita

Production Support

Alex Eisenberg

Communications Producer/Design

Leanne Hammacott

Creative Producer

Nat Mortimer

Video/Documentation

Fiona Gillies

Production Assistant

>> THANKS

Xavier Guerard, Odran Trummel -Institut Français du Royaume-Uni, Ben Arora - NESTA (National Endowment for Science, Education and the Arts), Oliver Gingrich - Musion, Val Bourne, Time Out, Vector Foiltec, Jeremy O'Sullivan - Cultural Diplomacy Officer European Commission Representation, Vincent Roussel - Couture, Joelle Folch - cda and all of the speakers and workshop participants for their time and generosity in sharing.

Workshop and pack conceived and produced by body>data>space, Nov. 2010



Culture Programme



Education and Culture DG

bodig

 **institut français**

body>data>space



TRANSCULTURES


DIGITAL ART NETWORK


CENTRE DES ARTS
ENGHJEN-LES-BAINS
SCÈNE CONVENTIONNÉE
**ÉCRITURES
NUMÉRIQUES**