



PRE-LAUNCH: URBAN MEDIA ART ACADEMY

What Urban Media Art Can Do - Why When Where and How?

Goethe-Institut, Jim Thompson House & Bangkok Art and Culture Centre

April 23 - 26, 2017

Hallo dear participants and speakers of the Urban Media Art Academy Bangkok,

with this paper you will find all necessary information including:

- Agenda of the Urban Media Art Academy
- Address of the venues (Hotel / Goethe-Institut / Jim Thompson / BACC)
- Contact of the organisers and hosts

We really appreciate to see you soon.

AGENDA

SUNDAY 23 APRIL - DAY 1 // 3PM-5PM @ JIM THOMPSON HOUSE

Address: Jim Thompson House, 6 Soi Kasemsan 2, Rama 1 Road, Bangkok

บ้านไทยจิม ทอมป์สัน ซอยเกษมสันต์ 2 ถนนนพพระราม 1 ตรงข้ามสนามกีฬาแห่งชาติ

<http://www.jimthompsonhouse.com/>

2.30 pm	Registration
3.00-3.10 pm	Welcome by Goethe-Institut Thailand
3.10-3.30 pm	From Urban Media Art Prototyping to Urban Media Art Academy by Susa Pop, Connecting Cities & Public Art Lab
	WHAT URBAN MEDIA ART CAN DO
3.30-4.00 pm	Curatorial Introduction: On the Significance of Urban Media Art by Tanya Toft, independant curator and PhD candidate
4.00-4.30 pm	Metropolis of SEA Cities by Pichaya Aime Suphavani, exhibition director, Bangkok Art and Culture Centre (BACC)
4.30-4.45 pm	Break
4.45-5.15 pm	Urban Media Art vs. Urban Cosmetics by Maurice Benayoun, artist and professor at City University of Hong Kong



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5.15-6.15 pm	Panel with Tanya Toft, Pichaya Aime Suphavanij, Maurice Benayoun moderated by Susa Pop
6.15-6.30 pm	Q & A
6.30-7.45 pm	Get Together: Urban Media Art Community Meeting and Mingling of the participants tags with names and different colours for their role

MONDAY 24 APRIL - DAY 2 // 10AM-5.30PM @ GOETHE-INSTITUT THAILAND

Address: Goethe-Institut Thailand, 18/1 Soi Goethe, Sathorn 1, Bangkok 10120

สถาบันเกอเธ่ 18/1 ซอยเกอเธ่ สาทร 1 กรุงเทพมหานคร 10120

<https://www.goethe.de/ins/th/de/>

10.00-10.15 am	Daily Overview: What Urban Media Art Can do by Tanya Toft
	How CAN URBAN MEDIA ART CONTRIBUTE TO URBAN CHANGE
10.15-10.35 am	From Public Art to Creative City Making by Susa Pop, Connecting Cities & Public Art Lab
10.35-10.55 am	Citizen laboratories: Head, Heart and Hands on to grow an open innovation ecosystem for creative city making by Laia Sanchez, Citilab Barcelona
10.55 -11.10 am	Q & A
11.10-11.25 pm	Break
	WHAT CAN URBAN MEDIA ART DO FOR THAILAND AND SOUTH EAST ASIA
11.25-11.45 am	Universal Connection - Spiritual Fractal by Kamin Lertchaiprasert, artist
11.45-12.05 am	Practical Inquiry: Artistic Research by Pratarn Teeratada, Bangkok Design Week, founder of Art4d magazine
12.05-12.25 pm	Networking: Creative Cities Network of South East Asia by Martin Venzky-Stalling , director of Creative Chiang Mai
12.25-12.35 pm	Q & A
12.35-2.00 pm	Lunch Break
	WORLDWIDE CREATIVE CITY MAKING SHOWCASES
2.00 -2.30 pm	Future Divercities: Creativity as a Tool for Social Inclusion by Ali Smith, founding director of Superact, coordinator of Future DiverCities





2.30-2.50 pm	Digital Placemaking: Media Architecture Biennale Dr. Luke Hespanhol, program director Master of Interaction Design and Electronic Arts and program director of the University of Sydney
2.50-3.10 pm	Q & A
3.10-3.25 pm	Break
	WORLD CAFE WITH THEME TABLES
3.25-5.00 pm	Feedback of the participants at Theme Tables
5.00-5.30 pm	Evaluation of the World Café

TUESDAY 25 APRIL - DAY 3 // 10AM-5PM @ GOETHE-INSTITUT THAILAND

Address: Goethe-Institut Thailand, 18/1 Soi Goethe, Sathorn 1, Bangkok 10120

สถาบันเกอเธ่ 18/1 ซอยเกอเธ่ สาทร์ 1 กรุงเทพมหานคร 10120

<https://www.goethe.de/ins/th/de/>

10.00-10.15 am	Daily Overview: Developing Guidelines for the Submission BY Susa Pop
	METHODOLOGY AND ARTISTIC RESEARCH OF URBAN MEDIA ART
10.15-10.45 am	Artistic, Curatorial and Philosophical Inquiry Context - Presence - Change by Tanya Toft, independant curator and PhD candidate
10.45-11.00 am	Break
	SEMINARS - CREATING AN URBAN MEDIA ART PROJECT
11.00-12.20 pm	Seminar on Urban Context: How to create a co-design process with the public audience? by Ali Smith, founding director of Superact, coordinator of Future DiverCities and Laia Sanchez, Citilab Barcelona
12.20-1.40 pm	Lunch Break
1.40-3.00 pm	Seminar on Artistic Concept Development: How to create an urban media art project for Bangkok? by Maurice Benayoun, artist and professor at City University of Hong Kong and Pratarn Teeratada, Bangkok Design Week, founder of Art4d magazine
3.00 - 3.10	Break
3.10-4.30 pm	Seminar on Creative Technologies: How to create participatory

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	interfaces for community building? by Dr. Ing. Priyakorn Pusawiro, professor at Esic Lab, King Mongkut's University of Technology Thonburi and Dr. Luke Hespanhol, program director Master of Interaction Design and Electronic Arts and program director of the University of Sydney
4.30-4.45 pm	Break
4.45-5.30 pm	Summary - Guidelines for Developing an Urban Media Art Project Final discussions and exchange of ideas with the participants

WEDNESDAY 26 APRIL - DAY 4 // 3PM-6PM @ BANGKOK ART and CULTURE CENTER

Address: Bangkok Art Culture Center (BACC) 939 Rama 1 Road, Wangmai, Pathumwan, Bangkok 10330

หอศิลปวัฒนธรรมแห่งกรุงเทพมหานคร 939 ถ.พระราม 1 แขวงวังใหม่ เขตปทุมวัน 10330

<http://www.bacc.or.th/>

5.00-5.15 pm	Welcome by Bangkok Art and Culture Centre (BACC)
5.15-5.30 pm	The Future Visions of the Urban Media Art Academy by Susa Pop, Connecting Cities & Public Art Lab and Tanya Toft, independant curator and PhD candidate
	PUBLIC LECTURES
5.30-6.00 pm	Tectonics of Tactics in the Urban Context: a Case Study by Maurice Benayoun, artist and professor at City University of Hong Kong
6.00-6.30 pm	Cities of Electronic Clay: Media Architecture for Malleable Public Spaces by Dr. Luke Hespanhol, program director Master of Interaction Design and Electronic Arts and program director of the University of Sydney
6.30-6.45 pm	Coffee Break
6.45-7.15 pm	Citizen Laboratories: Growing the Cultural Innovation Ecosystems for Creative City Making by Laia Sanchez, Citilab Barcelona
7.15-8.00 pm	Roundtable Final statements and good advice by the speakers of the Urban Media Art Academy





LOCATIONS

HOTEL AETAS LUMPINI

Address: 1030/4 Rama 4 Road, Thungmahamek, Satorn, Bangkok 10120
<http://lumpini.aetashotels.com>

It is a nice hotel with a swimming pool and very good breakfast - just around the corner of the Goethe Institute.
You can walk there in 10 min.

HOW TO GET THERE

BY TAXI FROM THE AIRPORT TO THE HOTEL

If you arrive at the airport Suvarnabhumi, please follow the sign 'Public Taxi' - it is in the -1st floor. Don't take a black taxi or private taxi.
You have to get a number at the ticket machine downstairs. The number relates to your taxi.
Please go there and show your Thai and English address.

BY PUBLIC TRANSPORT FROM THE AIRPORT TO THE HOTEL

Location: MRT Subway Lumpini Station
The station is only 2 min away from the Hotel Aetas Lumpini.

BY EXPRESS TRAIN

The Express train entrance is located 500m far away from the hotel. This particular express way is a gateway to Suvarnabhumi Airport and the most of Bangkok area. Rama VI express way also allows you to travel to various parts of the city with ease during rush hours.

GOETHE-INSTITUT THAILAND

Goethe-Institut Thailand, 18/1 Soi Goethe, Sathorn 1, Bangkok 10120
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JIM THOMPSON HOUSE

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BANGKOK ART and CULTURE CENTER BANGKOK (BACC)

Bangkok Art Culture Center (BACC) 939 Rama 1 Road, Wangmai, Pathumwan, Bangkok 10330
หอศิลปวัฒนธรรมแห่งกรุงเทพมหานคร 939 อ.พระราม 1 แขวงวังใหม่ เขตปทุมวัน 10330
<http://www.bacc.or.th/>





CONTACT OF ORGANISERS & INITIATORS

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