



URBAN MEDIA ART ACADEMY

BEIJING ||
8-14 NOV. 2018

LAB+LECTURES || FIELD TRIP ||
SYMPOSIUM
@MAB18 | CAFA

VENUE

No.8 Hua Jia Di Nan St., Chao Yang
District, Beijing, P. R. China
Building 7, room 813

OVERVIEW OF ACTIVITIES

8-9 Nov. 9.00-17.00	Urban Media Art Academy LAB ++ LECTURES ++ FIELD TRIP <i>@CAFA, Building 7, room 813</i>
10 Nov. 10.00-17.00	Urban Media Art Academy FIELD TRIP ++ WORKSHOP <i>@ CAFA / Goethe-Institut Beijing / Art Zone 798 (meet at CAFA)</i>
14 Nov. 14.00-17.00	Urban Media Art Academy SYMPOSIUM <i>@CAFA MAB18</i>
18.00-19.00	Digital Calligraffiti Performance <i>@Building 7, room 813</i>
17 Nov. Evening	Digital Calligraffiti Performance <i>@30 Years Anniversary of Goethe-Institut Beijing</i>

URBAN MEDIA ART ACADEMY

The Urban Media Art Academy is conceived as a networked initiative that investigates and intermediates *What Urban Media Art Can Do - why when where and how – for people, communities, society, our cities and future environments*. It is an interdisciplinary learning environment for artists, curators, designers, architects, scholars and city makers to explore how to bring media art closer to processes of change in local and global urban contexts today. It is initiated with aims of facilitating and qualifying thoughtful, ethical and sustainable practice with media aesthetic expressions - based on the publication *What Urban Media Art Can Do - why when where and how* which was presented at the Media Architecture Biennale in Sydney 2016.



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URBAN MEDIA ART ACADEMY @CAFA:

CITY OF SHIFTING ENERGIES IN THE CONTEXT OF THE HYBRID CITY

8-10 November: LAB ++ LECTURES ++ FIELD TRIP
@ CAFA | MAB18 | GOETHE-INSTITUT

The Urban Media Art Academy 2018 program addresses a contemporary condition in Beijing characterized by rapidly shifting and philosophically contradicting energies that progress the hybrid city. Changing city plans up through the twentieth century with transition from a planned economy to a market economy, today progressing with development of high-tech industries and rapid urban growth, have shaped an urban atmosphere of growth and rationalization. Different philosophies of energies have accompanied the city's development: Old Beijing was built up around 'acupuncture points' or nodes of energy, the transition to a market economy has been driven by rationalizing energies, and material thinking post the cultural revolution is informed by simultaneous economic dynamics and ancient philosophies of material energy (气 or Qi). Energies distributed from different philosophies and historical phases of the city take up the air, atmosphere and heartbeat of the city, and their negotiation determine the future conditions of living for citizens in Beijing.

With this academy program we will examine how media art in the context of Beijing can intervene in and negotiate the city's spaces of shifting energies: What can urban media art do as a mean of intervention among shifting energies (from ancient to historical and hi-tech) in Beijing, and how may art contribute to negotiating Beijing's urban futures?



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URBAN MEDIA ART ACADEMY@CAFA

LAB+LECTURES || FIELD TRIP

	Thursday 8 November 2018 @CAFA <i>Building 7, room 813</i>
8.45-9.00	Check in
9.00-9.40	Welcome by CAFA and Urban Media Art Academy Prof. Chang Zhigeng, CAFA Dr. Tanya Toft Ag and Susa Pop, Urban Media Art Academy
9.40-11:20	Unwrapping the theme of 'City of Shifting Energies' Philosophical Perspective on the Chinese Notion of Qi and Its Impact on Today's Development of Culture and Society Prof. Dr. David Bartosch, School of International Relations and Diplomacy, Beijing Foreign Studies University Conversation
11.20-11.30	Break 10 min
11.30-12.30	group conversations What are Shifting Energies in Beijing? Where might we find them? What issues and urban urgencies might they reveal?
12.30-13.30	lunch
13.30-14.00	Keynote Placemaking and Designer's Mission by Prof. Chang Zhigeng, CAFA
14.00-14.30	Introduction to field trip / methodology Methodology for looking for shifting energies
14.30-17.00	Field Trip starting from CAFA



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	by Petra Johnson
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	Friday 9 November 2018 @CAFA <i>Building 7, room 813</i>
9.00-10.30	Data sharing and reflections from the field trip
	Group discussion – after Field Trip: What are Shifting Energies in Beijing? Where might we find them? What issues and urban urgencies might they reveal?
10.30-10.40	Break 10 min
10.40-11.40	What is Urban Media Art? Art that <i>Does</i> by Dr. Tanya Toft Ag Urban Media Art Projects for Climate Change and Renewable Energies by Susa Pop
11.40-12.30	Context - Presence - Change Group discussion Artistic tactics and methodologies for the City of Shifting Energies
12.30-13.30	Lunch
13.30-15.00	Input Talks by Janet Fong, Independent Curator, Co-Founder of International Art Exchange and Residency and Art Director of Moving Art Museum by Maurice Li, guest lecturer at Beijing Hospitality Institute and founding partner of CHAO
15.00-15.15	break
15.15-16.15	Conversations in groups



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	What can urban media art do in the city of shifting energies?
16.15-17.00	Data-Driven Energies of Creative Expression By Magnus Ag, Founding Director of Bridge Figures
	Saturday 10 November 2018 @CAFA <i>Building 7, room 813</i>
10.00-11.00	Introduction to exam submission By Dr. Tanya Toft Ag Q&A
11.00-12.00	Network session By Susa Pop and Dr. Tanya Toft Ag Presenters of future Urban Media Art Academy programs: Kristy Kang (Singapore) Kyu Choi (Seoul) Masa Milhelm (Dubai)
12.00-13.00	Drive to the Art Zone 798
13.00-14.30	Artistic Perspective: Digital Calligraffiti Introduction by Don Karl, From Here to Fame Michael Ang, artist and engineer, ABS Crew
14.30-15.30	lunch @ at Fodder Factory
15.30-17.30	Guided tour around Art Zone 798 By Digital Calligraffiti artists



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More program details:

www.urbanmediaart.academy