



center for digital cultures  
and technology

## MEDIA FACADES FESTIVAL EUROPE 2010

**iMAL, Centre de Cultures Digitales et de Technologie**, is proud to announce the final weekend of the Media Facades Festival during the Nuit Blanche Brussels, between the 1st and the 3rd of October 2010.

### **MEDIA FACADES FESTIVAL EUROPE 2010**

MFF 2010 is an urban media art project that interconnects seven European cities through urban screens and media facades located in public spaces. Artists and media designers will show throughout Europe specially developed art projects, during screenings and Joint Broadcasting Events, opening a global window to create dialogue, share dreams and exchange ideas.

### **CONNECTED CITIES**

From August 27 till September 12, the cities of **Helsinki, Berlin, Linz, Budapest, Madrid, Liverpool and Brussels** have joined forces to present up to 25 projects amongst which several collective events. Such as a "Live Coding" and "VJing" performance on media facade, which was live broadcasted and played in network amongst the participating cities.

**In Brussels**, iMAL presents digital art projects by international artists on the new iMAL Media Facade, on the Flagey Video Screen and in Brussels' public space.

### **FINISSAGE NUIT BLANCHE BRUSSELS**

MFF 2010 will be closing during the Nuit Blanche weekend in Brussels, starting on October 1st. Our building along the canal will be pulsating to the rhythm of the city, while advertising displays will be transformed into virtual artworks. Other installations will be also shown on urban video screen and at iMAL.

### **PROGRAMME 1-3 OCTOBER 2010**

#### **iMAL Media Facade Programme**

1-3 Oct, 20:00-00:00 | iMAL Facade

Since the festival opening, iMAL's building has been transformed into a "low tech" and "low res" media facade using powerful LED spot lights. For Nuit Blanche, this installation will extend on the whole facade and comprise up to 18 pixels. Various local artists and students in digital art from Saint-Luc, Brussels will present light animations on the facade visible along the canal.

#### **"City Sleep Light" by Antoine Schmitt (FR)**

1-3 Oct, 00:00-07:00 | iMAL Facade

"City Sleep Light" will close each night by transforming our building into the sleep light of the city, connected to its organic rhythm. All the lights will be pulsing together, turning the building into a luminous cell of the living city.



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### **"Unstable Empathy" by Mattia Casalegno (IT/US)**

1 Oct: 18:00-23:00 - 2 Oct: 18:00-00:00 - 3 Oct: 14:00-18:00 | iMAL

In the demo version of this installation for media facades, 2 participants equipped with EEG headsets are constantly incited to negotiate their emphatic state. Linked through a relational device, their intimate confrontation is remediated in real time in a mirror projection.

### **"Artvertising Brussels" by Julian Oliver, Damian Stewart (NZ) & participating artists**

2 Oct, 14:00-18:00 | Starting point at iMAL, walk in Brussels.

"The Artvertiser" is an urban, hand-held 'Improved Reality' project that re-purposes street advertisements as the surface for exhibiting art, through the use of specially built binoculars (or Billboard Intercept Units).

During this "augmented" walk in the city, you will be able to discover visual creations realized by the participants of the "Artvertising Brussels" workshop.

### **"Graffiti Analysis" de Evan Roth (US)**

2 Oct, 16:00-22:00 | Flagey Video Screen

Graffiti Analysis 2.0 is a project created by Evan Roth in which the motion data of a graffiti tag is recorded, analyzed and archived in a free and open database

During the Media Facades Festival, graffiti makers are invited to record their tags, to be displayed on the urban screens and media facades of the festival. In Brussels, they will be presented on the Flagey Video Screen.

## **Credits**

MFF 2010 is initiated by Public Art Lab / Berlin in cooperation with iMAL / Brussels, m-cult / Helsinki, FACT / Liverpool, Ars Electronica Futurelab / Linz, Medialab-Prado / Madrid, Kitchen Budapest.

With the support of European Commission Culture Programme, French Speaking Community of Belgium (digital art commission), Emotiv Inc, City of Ixelles-Elsene, City of Brussels, Nuit Blanche Brussels, Belgian Presidency of the Council of the European Union.

## **Practical info**

### **MEDIA FACADES FESTIVAL EUROPE 2010**

27 August - 4 October 2010 - Closing Weekend from the 1st till the 3rd of October 2010

[www.mediafacades.eu](http://www.mediafacades.eu)

### **iMAL Center for Digital Cultures and Technology**

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## **About iMAL, Center for Digital Cultures and Technology**

iMAL (interactive Media Art Laboratory) is a non-profit association created in Brussels in 1999. In 2007, iMAL opened a new venue, a Center for Digital Cultures and Technology for the meeting of artistic, scientific and industrial innovations, a place dedicated to the contemporary artistic and cultural practices emerging from the fusion of computer, network and media.

iMAL is: (1) a laboratory and a research, experimentation & production workplace for artists and creative makers (2) an education center which organises workshops targeted to creative people (artists, designers, developers) under the direction of leading international artists (3) an art&culture center producing exhibitions, concerts, performances, conferences in order to create critical, interdisciplinary encounters between the public, artists, technology, and society.

More on [www.imal.org](http://www.imal.org)