

	<p>ADAPTATION <i>festival</i></p> <p>进化</p>	
<p>virtueel_ platform</p>	<p>hybrid cities sustainable living</p> <p>多维的城市 有机地生活</p>	<p><i>Dutch Culture Centre</i> <i>Shanghai, August 14-17 2010</i></p>
 <p>The Mobile City</p>	<p>Call for Participation 'Designing the Hybrid City'</p>	

As part of the **Adaptation Festival**, The Mobile City and Virtueel Platform organize '**Designing the Hybrid City**'. This event takes place in Shanghai on August 16-17 2010 and focuses on the role of digital media and technologies in urban design.

Main theme: how do new media alter urban culture and change urban design?

Mobile and wireless media, as well as technologies that can sense and react to what is happening around them, increasingly shape our urban environment and turn our cities into 'hybrid cities'. What does this mean for urban design? How should we deal with this emerging relation between new media technologies and the city? Which approaches have already proven successful? Which experiments have the most promise? What can different disciplines involved in urban, media and interface design learn from each other? And how is the process of urban design itself changing?

'Designing the Hybrid City' consists of **keynote lectures and panel discussions** (August 16) and **Open Sessions** (August 17) in which participants are invited to showcase their own work and design approach or organize relevant debates or workshops.

Who are we looking for?

We are looking for people to present projects that have made use of digital media technologies in urban design. For instance:

- Architects who have incorporated new media technologies in their design process (e.g. social media or gps tracking).
- Architects, designers and artists who have incorporated new media technologies in their designs (urban screens, responsive architecture).
- Architects and urbanists who in their urban designs have anticipated the way citizens make use of digital media in everyday life.
- Artists and/or civil organizations who have designed new media projects to intervene in urban (social and political) life.
- Designers or artists who have made use of new media to enhance urban life or extend the experience of the physical city (mobile services, urban gaming, locative media art).
- Academics and researchers who have studied and theorized the relation between physical cities, urban life and digital media.

See **Main theme: 'designing the hybrid city'** for a full overview of design approaches.

Who is this for?

We invite all (future) professionals involved in the shaping of the 21st-century city to join us in Shanghai. Whether you are a city planner, architect, (academic) researcher, artist, media- or interface designer, or developer of mobile apps, what counts is that you have an open mind towards other disciplines, and that you like to discuss your ideas and experiences and show your best practices.

Deadline

We currently accept proposals to host an 'open session'. Proposals should be sent to shanghai2010@themobilecity.nl no later than April 22 2010. If the number of applications exceeds the number of available time slots, the program committee will make a selection of proposals received. Notifications of acceptance will be given before May 1 2010.

Application Guidelines

We accept proposals to host an Open Session as part of the 'Designing the Hybrid City' event on Tuesday August 17. Open Sessions are initiated by participants. You may choose your own preferred form, i.e. lecture, showcase of a design project, presentation of a research project, art intervention, city tour, site specific intervention, discussion or workshop.

Requirements:

- Proposals are welcome from professional urbanists, architects, planners, tech developers, artists, curators, researchers etc. worldwide.
- The concept should fit within **the theme of the conference**.
- You are invited to either organize a full session (workshop, debate, round table or other format), or you can send in proposals to just showcase and discuss your own project(s).
- The working language of the conference is English.

Applicants should send the following:

- Format of the session/presentation (including the time needed (anywhere from 20 minutes to a full day) and additional equipment that is not mentioned as before).
- Content and approach of the presentation? Please include references to online material if applicable (max. 350 words).
- How does your project relate to the central theme? (max. 200 words).
- What audience are you aiming at? (max. 200 words).
- Up-to-date short bio and CV including links to previous work.

We offer:

- Usual conference arrangements such as locations with chairs and tables, Wi-Fi internet, a flip board, a beamer, sound. Any additional materials should be arranged by the session host.
- Free attendance and participation in the program 'Designing the Hybrid City', including the conference and its additional program and the Adaptation Festival.
- Documentation and dissemination of your project and the results of 'Designing the Hybrid City' via The Mobile City channels (website, newsletter, social media platforms).
- Excellent networking possibilities among peers and with audience members.

More Information

More information about 'Designing the Hybrid City': <http://www.themobilecity.nl/adaptation/>

Organization

The event 'Designing the Hybrid City' is curated by [The Mobile City](#) and [Virtueel Platform](#). The Adaptation Festival is organized by [Virtueel Platform](#) and [The Mobile City](#), [Shanghai eArts](#), [V2_](#), [Cybercity Ruhr](#) and [Dynamic City Foundation](#). See <http://www.adaptation.nu> for the full program of the Adaptation Festival

The [Adaptation Festival](#) takes place in the [Dutch Cultural Centre](#) in Shanghai in the context of the World Expo 2010. The DCC is an initiative of the Netherlands [Ministry of Education, Culture and Science](#) and coordinated by the [Netherlands China Arts Foundation](#). Parallel to the World Expo the DCC hosts a diverse, non-commercial program of cultural events that aims to link the Dutch and Chinese arts 'worlds' and to stimulate artistic dialogue between the two countries.