



23 - 27 NOVEMBER

# MEDIA ARCHITECTURE BIENNALE

*#FUTURES IMPLIED*

Amsterdam  
Utrecht

## Call for Workshop Proposals: MAB 2020 – *Futures Implied*

Amsterdam – Utrecht, The Netherlands, 23-27 November 2020

### Call for Workshop Proposals

We are looking for people who are excited about the role of media and technology in the urban environment and want to share this excitement with an interdisciplinary audience.

The Media Architecture Biennale is a biennial event, featuring workshops, a conference, and an exhibition that attracts interaction designers, lighting designers, architects, artists, researchers, and industry practitioners.

The workshops at the Media Architecture Biennale are an interactive, dynamic forum leading up to the conference and exhibition, that offer an opportunity for exchanging ideas, forming communities, sharing knowledge, inspirations, getting in touch, prototyping, and networking.

The next Media Architecture Biennale will be held in Amsterdam and Utrecht, The Netherlands, 23-27 November 2020. We welcome workshops in academic research, art, and industry themes. The workshops are planned to take place on Tuesday November 24.

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### Important dates

- Deadline for submission: 21 February 2020
- Notification of acceptance: 15 March 2020
- Workshops date: 24 November 2020

## Preparing your submission

To submit a proposal for a workshop, please provide a 2-page proposal ([ACM Extended Abstracts format](#)) that includes:

- Workshop title and theme
- How your workshop integrates with the Media Architecture Biennale
- Target audience
- Type and format of audience engagement (e.g. co-creation, theoretical, prototyping, etc.)
- Workshop length (half-day or full-day)
- Rough schedule draft
- Materials required
- Deadline for participants' expression of interest (if applicable)

Send your workshop proposal as PDF via email to [workshops@mediaarchitecture.org](mailto:workshops@mediaarchitecture.org) by **February 21, 2020**.

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## MAB Theme: Futures Implied

The theme for the Media Architecture Biennale 2020 is ***Futures Implied***. The following themes are of specific interest:

- **The Aesthetics and Poetics of Responsive Urban Spaces:** Media architecture that contributes to a sense of place, deepening citizens' understanding of and attachments to local sites, and making them more legible, imaginative and inclusive.
- **Citizens' Digital Rights in the Era of Platform Ecologies:** Media architecture that articulates public values and allows citizens to govern through digital platforms, rather than be governed by them.
- **Playful & Artistic Civic Engagement:** Media architecture that enacts people-centric interventions through which citizens themselves learn, negotiate and create innovations through play and games.
- **Restorative Cities:** Media architecture that enables societies to regenerate socially, ecologically, physiologically on multiple levels, from the individual to the city as an entity of systems.
- **More-Than-Human Cities:** Media architecture that embraces the well-being of the natural ecosystem as a whole.

## About the Media Architecture Biennale

The Media Architecture Biennale is the world's premier event on media architecture, urban interaction design, and urban informatics, bringing together world-renowned architects, artists and designers, leading thinkers on urban design, key industry and government representatives, and students. The event offers workshops, symposia, a conference with an academic research track and keynotes by leading thinkers in the field. It closes off with a ceremony in which the biennial Media Architecture Awards will be presented to outstanding works of art, architecture and design.

The Media Architecture Biennale is an initiative of the international Media Architecture Institute (Vienna/Sydney). After editions in Vienna, Aarhus, Sydney and Beijing, it is now organized by the Amsterdam University of Applied Sciences in collaboration with Utrecht University and a number of local partners from governments, cultural institutions, and the creative industries. Close ties to both research and industry are a central element of these events.

MAB20 will take place in Utrecht and Amsterdam, November 23-27, 2020.

An overview of all current and upcoming calls (Workshops, Papers, Demos & Posters, Late Breaking Work, Student Exhibition, Media Architecture Awards) can be found at our website.

[www.mab20.org](http://www.mab20.org).

## More information & Contact

For more information about the theme, see the curatorial statement on the MAB20 website, <http://www.mab20.org>.

For inspiration, please have a look at the workshops held at MAB 2016 and MAB 2018:

[http://mab16.org/pages/workshops\\_guide.php](http://mab16.org/pages/workshops_guide.php)

<https://mab18.org/workshops/>

## Workshop Chairs

Luke Hespanhol, The University of Sydney - [luke.hespanhol@sydney.edu.au](mailto:luke.hespanhol@sydney.edu.au)

Marius Hoggenmueller, The University of Sydney - [marius.hoggenmueller@sydney.edu.au](mailto:marius.hoggenmueller@sydney.edu.au)

The Media Architecture Biennale 2020 is organized by the Amsterdam University of Applied Sciences in collaboration with Utrecht University.

Executive Committee & General Chair: Martijn de Waal, Amsterdam University of Applied Sciences; Frank Suurenbroek, Amsterdam University of Applied Sciences; Nanna Verhoeff, Utrecht University; and Michiel de Lange, Utrecht University. Program Chairs: Dave Colangelo, George Brown College Toronto; and Ava Fatah, Bartlett, University College London.

[www.mab20.org](http://www.mab20.org)