



23 - 27 NOVEMBER

MEDIA ARCHITECTURE BIENNALE

*#FUTURES IMPLIED*

Amsterdam  
Utrecht

## Call for Participation Demos & Posters Exhibition: MAB 2020 – *Futures Implied*

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

### Call for Demos & Posters

The Media Architecture Biennale 2020 (MAB20) is a biennial event featuring demos, workshops, a conference and an exhibition that attract interaction designers, lighting designers, architects, artists, researchers, city officials, and industry practitioners working in the fields of media architecture and urban interaction design.

The Demos and Posters Exhibit at the MAB gives artists, architects, planners, city officials, designers, researchers, and other professionals the chance to exhibit their work to an international audience, including leading practitioners and researchers in the fields of Media Architecture and Urban Interaction Design. We are looking for early-stage prototypes, more mature works-in-progress, or learnings from finished projects. Possible exhibition formats include photos, posters, videos, diagrams, scale models, or small scale functioning prototypes. Demos and Posters could be used to showcase art works in public space, media architecture elements such as facades or interactive installations, research projects, smart city and citizen or living lab experiments, design prototypes of products and services, city visions, conceptual (design) frameworks, etc.

The focus of the Demos and Posters Exhibit is on sharing insights and learnings of upcoming, ongoing, and recently finished projects. Exhibits should make these learnings, insights, goals, or conceptual frameworks clear and invite visitors to reflect and discuss. A good submission explains the questions or issues it addresses, the proposed intervention, how this is supposed to work, and the insights or learnings derived from the project.

Demos and Posters will be exhibited during the MAB on-site at [Marineterrein Amsterdam](#) from November 25 to 27. Presenters will be expected to set up their own work and be present to discuss their work with visitors during the conference time slots reserved for the Demos and Posters exhibition (approximately 1,5 hours each day). We expect these periods to be lively sessions where presenters will receive feedback from an international audience.

Demos and Posters will be documented in the Media Architecture Online archive. Those who wish to do so, can also submit an official abstract in ACM-format to be published in the official conference proceedings.

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### **Important dates**

- Submissions open: 1 April 2020
- Submissions close: 15 June 2020
- Selections announced: 15 July 2020
- Build up of demos and posters on site: 23-24 November 2020
- Opening of Exhibition: 25 November 2020
- Exhibition open to the public: 25-27 November 2020
- Take down of Exhibition: 28 November 2020

## Preparing your submission

Exact guidelines for submissions will be published 31 January 2020. From then on, projects can be submitted through an online submission form. Submissions will need to include:

- Title & author(s)
- Clients, Site and/or context of implication
- Type of project
- Abstract: a brief description of the work, central themes, proposed intervention, and insights
- For Posters: a PDF of the poster to present
- For Demos: a description of the onsite installation
- Additional images and/or videos
- Optional: an ACM-format abstract to include in conference proceedings

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## MAB Theme: Futures Implied

The theme for the Media Architecture Biennale 2020 is *Futures Implied*. The following themes are therefore 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

More information about the Marineterrein can be found on their website: <https://www.marineterrein.nl/en/>. Information about specific Marineterrein buildings and how to travel to and between them can be found [here](#) and [here](#).

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

## Demos & Poster Chair

Juan Carlos Carvajal Bermúdez, Media Architecture Institute - [juan@mediaarchitecture.org](mailto:juan@mediaarchitecture.org).

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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)