

MY IDEAL CITY FORMA URBIS FUTURA

COMPETITION FOR A VIDEO PRODUCTION

Università Iuav di Venezia
(SBD - Videoteca di Ateneo) (www.iuav.it),
in collaboration with:
Museo Tridentino di Scienze Naturali, Trento
(www.mtsn.tn.it),
Experimentarium, Copenhagen
(www.experimentarium.dk),
Bloomfield Science Museum, Jerusalem
(www.mada.org.il),
Pavilhao de Conhecimento, Ciencia Viva,
Lisboa (www.pavconhecimento.pt),
Hangar Design Group, Treviso-Milano
-New York-Shanghai-Barcelona (www.hangar.it),
Associazione Archinet, Venezia-Bologna
-Parma (archinet.iuav.it),
in relation to the European Project
"My Ideal City" ("The M.I.C. - My Ideal
City project has received funding from the
European Community's Seventh Framework
Programme, under grant agreement
n°230554", www.myidealcity.eu)

**launches a video production competition
on the interpretation of the future townscape
of the four cities of Trento, Copenhagen,
Jerusalem, Lisbon, open to young artists and
students of all Europe and Israel.**

THEME

The competition aims to obtain videos able to provoke within the spectators the development of critical and creative consciousness regarding the shape and image of these four cities, inviting them to discover and imagine their possible and desirable future changes.

The participants (students or amateurs, less than 31 years old) are invited to envision the future of one of the four mentioned cities, imagining a desired future city starting from the positive or negative factors they acknowledge in the current city.

If for all the cities we can state that the image of the existing city is an unstable composition of overlapped images of many different cities as they appear to different groups of citizens and users, we can think that the new generations' eyes – which are less influenced by stereotypical visions – can be special and privileged observers of the material and immaterial processes which prepare or anticipate the actual future city transformation.

We ask the participants to produce short videos (max 5 minutes each) in terms of a documentary or a narrative or fiction film (or as an intertwined composition of these forms), describing or foreseeing the actual transformations, with the maximum freedom to compose real and invented film sequences and images, repertory film sequences and images, virtual and digital animations. The creative choice is free, except for the constraint to maintain a strict relationship between the personal original interpretation of the future urban forms and the actual reality and the image of the city directly experienced.

VIDEO FEATURES

The videos must have a maximum duration of 5 minutes. They must be either file.mov or .avi (DVD format). The image format must be 16:9. The work must be an original production, but it can embody repertory films up to 1/3 of the overall duration, respectful of the Intellectual Property Rights of the original producers. The sound track too must be respectful of the Intellectual Property Rights of the original producers.

Written and spoken texts must be normally in English. Yet it is allowed to use the own language of each city represented (Italian, Danish, Hebraic, Portuguese) with English subtitles.

ENROLMENT, DEADLINE, DELIVERY INSTRUCTIONS

The video must be uploaded to a specific on-line repository on Vimeo (<http://vimeo.com>) by June 20th 2010. A DVD copy must be sent to the Competition Secretary (Università Iuav di Venezia, Videoteca di Ateneo, Santa Croce 197, 30135 Venezia, Italy) by the same deadline, together with the attached enrolment form and a photocopy of an identity document of the author confirming her/his age. The participation is strictly individual.

All the participants must be under 31 years old. The video's sent copies will not be returned to the authors.

The promoters are allowed to display the work on the website, at exhibitions and during conferences related to the M.I.C. Project.

The work should be released to the promoters under a Creative Commons Licence (www.creativecommons.org).

JURY

The first phase of judgement will be held by four different juries which have the task to select the best 5 entries regarding each city (Trento, Copenhagen, Jerusalem, Lisbon). The four local juries will be composed of three scholars, representatives of the local science museum (MIC partner) and the local Universities.

The local juries will work on-line, with the coordination of the Competition Secretary.

The 20 selected entries will be judged by a final jury of 5 members, chosen among Iuav professors, film directors, cinema critics and a representative of the Hangar Design Group: this jury will decide one first prize and at least three acknowledgements, one for each city.

PRIZES

For each city (Trento, Copenhagen, Jerusalem, Lisbon) 5 videos will be selected and published on the MIC website and will be projected in the MIC exhibitions and conferences. Within each city group, a winner will be chosen: the prize for these 4 winners will be a journey to visit the exhibition in one of the four cities.

The prizes are offered by Archinet Association (archinet.iuav.it), Italian partner of URBADOC

(www.urbadoc.com), a major European resource bringing together hundreds of thousands of references to documents, magazines and reviews, relating to architecture, landscape, environmental and building design, urban and regional planning, from key European database producers. Search it in your university library.

To the best work's author the MIC partners will offer – as a first prize – the commission to produce a trailer on the MIC project in view of the final conference 2011.

CURATORS AND SECRETARY

The competition's curators are the Iuav professors Renato Bocchi, Leonardo Ciacci, Emanuele Garbin.

The Secretary of the competition is: Videoteca di Ateneo, Università Iuav di Venezia, Santa Croce 191, 30135 Venezia – Italy (Antonella Scarpa, Angela Colonna, Alessandra Libardo, Dario Trabucco).

Any questions about the competition can be sent to the following e-mail: videoteca@iuav.it.