Urban media art might be one of the most momentous current orientations expanding in the field of contemporary public art and design. It is an aesthetic domain between the arts, design, and architectural practices. It can interrogate, reflect, shape and facilitate the urban sphere at the interfaces of aesthetic discourse, media architecture, city development, creative technologies and science. It is a complex domain depending on discussion, bridge building and synergies with other disciplines to face the challenging issues and urgencies of our time and our cities.

The Urban Media Art Academy (UMAA) is conceived as a worldwide networked academy that investigates and intermediates **What Urban Media Art Can Do - why when where and how** for people, communities, society, our cities and future environments. The academy acts as a networked platform for facilitating programs and inquiries for knowledge, learning and practice with urban media art. The academy is founded and directed by Susa Pop and Tanya Toft in cooperation with the Goethe-Institut.

The three-day Urban Media Art Academy presents an intensive educational program with the aims to equip participants with knowledge on the theoretical, practical and interdisciplinary aspects of the emerging domain of urban media art. It will present lectures and workshops by scholars, urbanists, technologists and arts professionals in Bangkok and from international arts scenes, including **Maurice Benayoun** (Artist and Professor at City University of Hong Kong), **Luke Hespanhol** (University of Sydney, Member of Media Architecture Institute), **Susa Pop** (Director of Public Art Lab, Initiator of Connecting Cities Network), **Dr. Ing. Priyakorn Pusawiro** (Professor at Esic Lab, King Mongkut's University of Technology Thonburi), **Laia Sanchez** (Citilab Barcelona), **Ali Smith** (Director of Superact & Coordinator of Future DiverCities), **Martin Venzky-Stalling** (Director of Creative Chiang Mai), **Pichaya Aime Suphavanij** (Exhibition Director BACC), **Pratarn Teeratada** (Director of Bangkok Design Week & Founder of Art4d), **Tanya Toft** (Independent Curator and PhD Candidate) and **Kamin Lertchaiprasert** (Contemporary Thai Artist).

The program is based on the methodology presented in the publication **What Urban Media Art Can Do - Why When Where & How?** which emphasises the various conditions of the artwork and its experience, combining (Why) intent and critical inquiry, (When) reflection on timing and cultural relevance, (Where) emphasis on site (physical and conceptual), local environment, exhibition infrastructure and urban context, and (How) knowledge on how to produce, install and maintain the work during its exhibition.
The call for participation is open for artists, designers, architects, curators and others seeking to advance their knowledge, skills and network in the domain of urban media art. The program will combine learning on urban media art histories, urban theory, curatorial inquiries and criticality as well as 'knowledge from the field' via conversations with professionals. It will introduce participants to methods of artistic research, concept development and artwork proposals for creative citymaking. Participants will particularly be prepared to develop and submit a solid urban media art proposal for installation in Bangkok or Chiang Mai (2018).

Register

The workshop is open to students and professionals in the fields of art, design, curating, architecture, city planning, science & technology and mass communication. Participants are expected to attend all three days of the workshop. A one-time fee of 500 THB for the complete workshop (meals and breaks included) is required by all participants and payable in cash at registration on the full first day of the workshop. Students receive a discount rate of 250 THB.

Pre-registration via online form is required. https://goo.gl/forms/ipg0aJns83IzwgDo2

Pre-Registration is open until April 19, 2017.

The public seminar module is open to all pre-registered participants, but only the first 40 who pre-register will be offered a place for the full duration of the workshop. Participants will be notified via e-mail within 24 hours of pre-registration.

For further inquiries, please contact programm@bangkok.goethe.org or call 02 108 8232

The Urban Media Art Academy is initiated by Susa Pop and Tanya Toft in cooperation and co-funded by the Goethe-Institut and with the support of the EU project Future DiverCities.