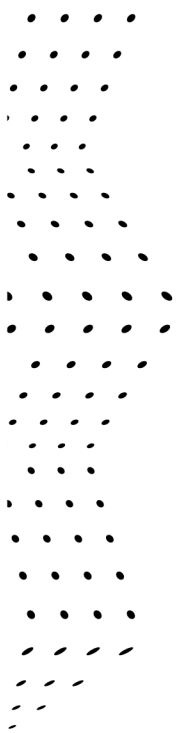




Media
Architecture
Biennale
2014

NOV 19 – 22

mab14.org



Light, technology and people in the cities of the world

Outstanding examples of media architecture. Creative uses of light and technology. New partnerships between architects, academia and industry. This is all on the agenda, when the world’s premier media architecture event takes place on November 19-22 in Aarhus, Denmark.

The Media Architecture Biennale 2014 brings together people and organisations that work with media and the built environment: With media facades, with urban screens and with buildings that communicate. Across professions and nationalities, the biennale participants will create, innovate and discuss the media architecture of the future – and they will come up with creative solutions and form new partnerships.

“The biennale is a great place to find new partners and collaborators – both other industry partners and artists. People meet and develop new ideas together. We really bring the most sophisticated people in this field together and discuss how light technology can play a role in ubiquitous city development,” says Dr M Hank Haeusler, special advisor of the biennale.

“After the last biennale, we’ve seen several examples of this – great projects and installations as a result of these new partnerships.”

New settings for city life

The theme of the 2014 biennale is ‘world cities’. This is relevant not least due to the fact that media architecture is an increasingly important digital layer in cities all over the world. It is a part of shopping malls, casinos, digital signs and commercials. And it holds great potential as mouthpiece for public voice. No matter if it is in Aarhus, Copenhagen or Berlin – or in São Paulo, Sydney or Beijing – media architecture augments public space and creates new settings for life in the city. These new settings will be the focus of the Media Architecture Biennale 2014. And the world’s top experts and a large number of international city architects are invited to join the discussion from both an academic, architectural and technological point of view. Among many others, Snøhetta, Daan Roosegaarde, realities:united, Adam Greenfield and Nanna Verhoeff will join the discussion.

Dr Martin Brynskov, General Chair of the biennale, elaborates:

“The Media Architecture Biennale is the only global event that has an intense focus on what’s happening at the intersection of technology, architecture and society.”

This is more relevant than ever before, he argues:

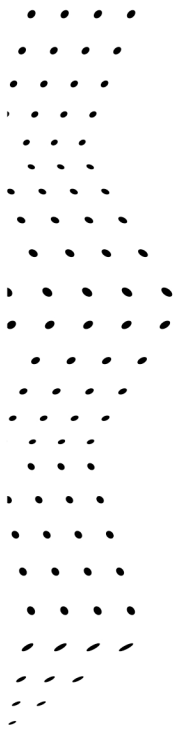
“Just look at how architectural lighting is a growing line of business with many light manufacturers. Or look at how cities to a larger and larger extent are choosing flexible, dynamic and integrated solutions when upgrading their lighting infrastructure.”



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Progressive examples of media architecture

Besides workshops, a conference, and an award show, the Media Architecture Biennale 2014 features an exhibition. It shows the best and most progressive examples of media architecture, and it spreads out from the main venue Godsbanen to the facades of Aarhus.

Previous media architecture events have taken place in Berlin, London, Vienna, Hong Kong, Frankfurt and Beijing. Aarhus hosted the Media Architecture Biennale for the first time in 2012

The Media Architecture Biennale 2014 takes place at Godsbanen in Aarhus on November 20-22. A pre-event takes place at Danish Architecture Centre in Copenhagen on November 19. More information can be found on mab14.org.