



U-TURM PROJECT.

//research document

U-Turm Project | Directory

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Technical research

This document outlines some of the technical possibilities pertaining to interaction during the urban projection on the Dortmunder U.

Software | Flash ActionScript 3.0

ActionScript is a scripting language based on ECMAScript. ActionScript is used primarily for the development of websites and software, but can also be used in database applications and basic robotics.

We could use Flash to program all our interaction, flash could also be used as a host for our content, such as video, animation and sound.

Flash can be used in combination with Arduino or we could use flash to build a User Interface.

Pro

- _ Versatile
- _ Can handle video, audio and interaction in one program
- _ Common language with loads of available tutorials



Contra

- _ Not very easy to use
- _ Not specialised for video filtering

Examples

www.trouw.medialab.hva.nl/

www.vimeo.com/944162

U-Turm Project | Technical Research

Software | Processing

„Processing is an open source programming language and environment for people who want to program images, animation, and interactions. It is used by students, artists, designers, researchers, and hobbyists for learning, prototyping, and production. It is created to teach fundamentals of computer programming within a visual context and to serve as a software sketchbook and professional production tool.“

www.processing.org/

We can use Processing to program all interaction and generate video content. Processing works really well with Arduino.

Pro

- _ Made for visual content and interaction
- _ Good tutorial section
- _ Works really well with Arduino
- _ Friendly programming language



Contra

- _ Might be slow
- _ No UI components

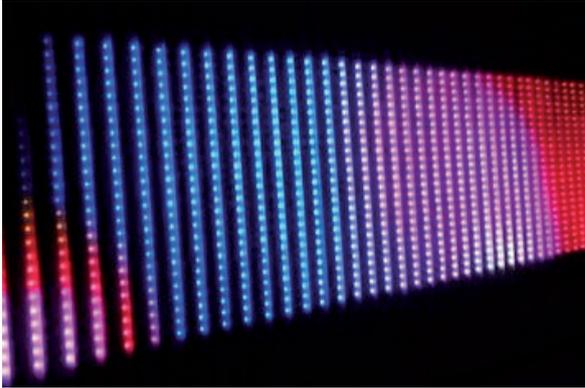
Examples

www.vimeo.com/6611103

www.vimeo.com/9908918

Learn

www.processing.org/learning/



Software | Quartz Composer

Quartz Composer is a graphics development environment that allows you to prototype Core Image filters, build engaging screen savers, create custom user-interface widgets, make data-driven visual effects, and even perform live performance animations.

We can use Quartz Composer if we want to make our interaction video-tracking based. Quartz does not work so well with Arduino.

Pro

- Easy to use visual based programming
- Made for filtering and manipulating visual content

Contra

- Limited IO (harder to use with sensors etc.)
- Not as versatile as a regular programming language
- Mac only

Learn

The artist Matthias has used Quartz Composer a lot, he offered to give a quick introduction.

Examples

www.vimeo.com/5314247
.../quartzcomposerawards

U-Turm Project | Technical Research

Hardware | Arduino

„Arduino is a tool for making computers that can sense and control more of the physical world than your desktop computer. It’s an open-source physical computing platform based on a simple microcontroller board, and a development environment for writing software for the board.

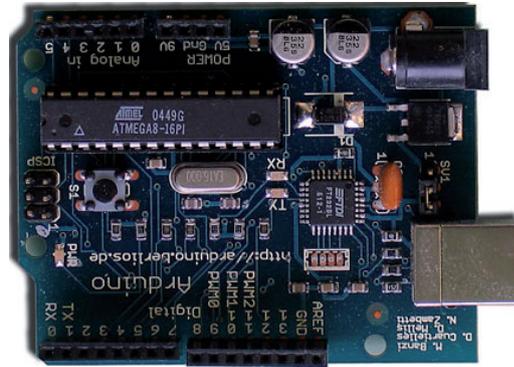
Arduino can be used to develop interactive objects, taking inputs from a variety of switches or sensors, and controlling a variety of lights, motors, and other physical outputs.”

www.arduino.cc/en/Guide/Introduction

Arduino is friendly to use and allows for the use of any type of sensors, RFID, Bluetooth etc.

Pro

- _ Cheap
- _ Simple programming language to program the hardware



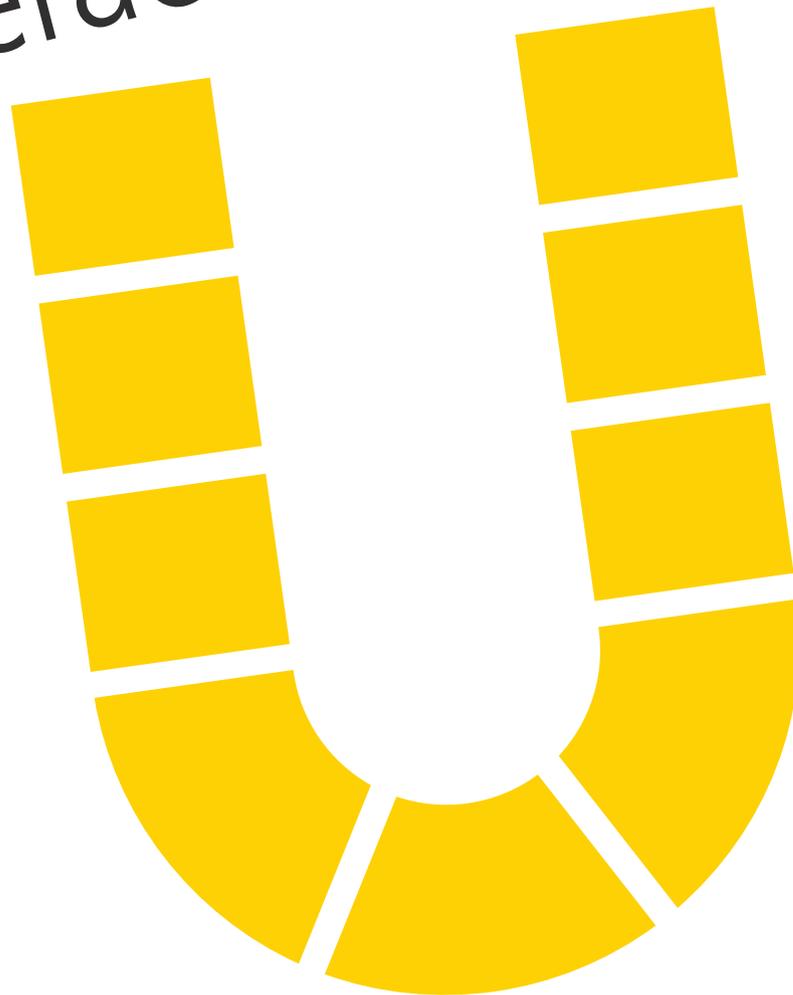
Learn

Workshop 1st april 2010 @ NIMK
www.arduino.cc/en/Tutorial/HomePage

Examples

www.vimeo.com/6611103
www.youtube.com/watch?v=sLVXmsbVwUs

Interaction Research



U-Turm Project | Interaction Research

Target group-Who's coming to ISEA/ECF?
ISEA:More than one hundred speakers will present recent developments in contemporary art and digital culture and exchange ideas with local creatives.

ECF looks for: interesting social interaction (indoor or outdoor), for tangible interfaces, new ways of playing and learning, and for good ways to apply (complex) information in practical contexts.
in ECF they aim to have projects interesting for both professionals and non professionals.

ECF aims to be a good networking and inspirational environment for artists, producers, technicians and all kind of professionals involved in the new media development process.

At the same time, the whole Ruhr2010, and as part of it ISEA2010 and ECF aim to make the Ruhr area culturally appealing for locals and visitors, so, as stated in ECF's website, they want their projects to be interesting for both professionals and non professionals.

Conclusion:

We could conclude that, although the technical aspects of the projection might be interesting for professionals, we should include that kind of content in the workshop, which is more professional orientated, but the content of the projection itself shouldn't be focused on a specific kind of audience, since according to the information we have at the moment, the people attending will be widely heterogeneous in age and interests.

TED talks

_ watched ted perry on videogames:
www.ted.com/talks/lang/eng/david_perry_on_videogames.html

Conclusion:

the key to interaction (in videogames) is emotion. Also, online gaming (user-user) interaction is more appealing than user-machine interaction.

multimedia theatrical adventure:

www.ted.com/talks/lang/eng/natasha_tsakos_multimedia_theatrical_adventure.html

Conclusion:

not much to extract from it. But the visual concept is interesting.

art that looks back at you:

www.ted.com/talks/lang/eng/golan_levin_ted2009.html

Conclusion:

around min 3 really interesting (create shapes with shadows and playing with them)

5:30 interaction with voice. interesting. possible use: battle, dividing the square in two or more parts, with two or more mics, depending on noise level...

Conclusion:

according to this video and Golan Levin, and in a similar line of thought to Matthia's users like and interact more actively when the art „looks back at them“, meaning that the interaction should not only be controllable in an abstract way by the people, but be designed in a way that the people interacting with the installation can recognise themselves there.

suelosinteractivos.com

it's a company that designs interactive ground projection for commercial purposes. maybe we can get some ideas from them. also includes some technical information about the system they use.

U-Turm Project | Interaction Research

Techniques for Interaction

//Interaction Folie

www.xam.nl/index.asp?pagina=3

Transparent film to put on a window. With this film the projection on the window will be much more clear.

Pro

- _ We have a lot of windows at the Uturn building

Contra

- _ It will be too expensive to do this on every window, btw it's not only about the window but about the whole building

Conclusion:

maybe on the windows below, but not useful for the whole building

//Laser(pen)

www.graffitiresearchlab.com/

By using a laser pen in combination with a projector it possible to write custom things on a building. It also will be possible to draw images. Maybe in combination with a lot of programming it's possible to make animated things.

Pro

- _ there is a lot possible with a simple laser pen

Contra

- _ there will be only one or two people in controle

Conclusion:

not really useful for our project. Only in combination with other types of interaction.

//Eyewriter
www.eyewriter.org/

It is a low-cost eye-tracking apparatus & custom software that allows graffiti writers and artists with paralysis resulting from Amyotrophic lateral sclerosis to draw using only their eyes.

A camera tracks the iris of your eye, with that you can make lines and so words. This can be projected. On the website they show how easy it is to make this by yourself with a small webcam.

Pro
_ very easy to do it yourself

Contra
_ there will be only one or two people in control

Conclusion:
Great for people who are paralyzed. But we and the target group are not, so for an interaction type it's not really useful for our project.

//3D hallogram
www.mouseover.be/2006/05/17/zwevend-interactief-projectie-scherm/

A screen that's projected on air. It's 70 cm big and in color. It's also possible to use this as a touch 'screen'.

Pro
very high-tech

Contra
too small for our project

Conclusion:
nice, but we can't use it.

U-Turm Project | Interaction Research

//Touch screens

Normal touch screens.

Pro

— simple to instalate and to programm

Contra

— but too simple for our project and has nothing to do with projection

Conclusion:

no way

//Smoke + text message

www.minimaforms.com/memorycloud/

In Memory Cloud, visitors can text any message they like to the artists' creation, and that phone message will be made into light-and-air smoke signals and huge in Trafalgar Square. This new exploration of personal expression in public spaces is from Minimaforms, founded in 2002 by brothers Stephen and Theodore Spyropoulos as an experimental architecture and design practice that explores projects that

provoke and facilitate new means of communication.

Memory Cloud is based on smoke signals - one of the oldest forms of visual communication, for three nights the public will be invited to participate by sending text messages that will be grafted onto plumes of smoke. Fusing ancient and contemporary forms of communication, Memory Cloud creates a dynamic hybrid space that will project personal statements as part of an evolving text, animating the built environment through conversation. The method of textual inscription works with light as virtual ink that perceptually writes and erases through a cinematic interplay with the external environment. Memory Cloud aims to motivate social interaction through the construction of an environment that is given form through a collective act of writing space.

Pro

— interaction via mobile phone

Contra

— projection only on the smoke, not on the building

Conclusion:

we can not really use the smoke part, but interaction via mobile phone is a possibility.

Types of interaction

//Full body games

www.feedtank.com/index.php?strProject=full-body-games

Full Body Games is an interactive installation that allows users to engage in an unencumbered, full body gaming experience. The Full Body Games system projects the user's silhouette in front of them in relation to simple graphic game objects with which they can interact. The user can select from four different games: Color Shooter, Two Touch, Duck and Jump, and Sorter. All games were designed to be quick, simple, intuitive and encourage dramatic movement.

Pro

— very entertaining

Contra

— maybe not possible for more people to play at the same time

Conclusion:

would be very nice to make a game of the projection, but only if a lot of people can interact/join on the same time it will be useful for our project

//Body, hands + phone

www.yesyesno.com/night-lights

In this installation YesYesNo teamed up with The Church, Inside Out Productions and Electric Canvas to turn the Auckland Ferry Building into an interactive playground. The job was to create an installation that would go beyond merely projection on buildings and allow viewers to become performers, by taking their body movements and amplifying them 5 stories tall.

They used 3 different types of interaction - body interaction on the two stages, hand interaction above a light table, and phone interaction with the tracking of waving phones. There were 6 scenes, cycled every hour for the public.

U-Turm Project | Interaction Research

Pro

- so great, exactly how we should do it: different types of interaction - realtime feedback - people can see what they are doing.

Contra

- not this way, cause this is already done

Conclusion:

exactly how we should do it: different types of interaction - realtime feedback - people can see what they are doing.

//Inter. projection makes sounds
"Transpose"
www.feedtank.com/index.php?strProject=transpose)

Transpose is an audiovisual performance instrument whose interface encourages dramatic movement. It was conceived to address the absence of physical expression found in most electronic music performances.

In Transpose, the performer's silhouette is projected in front of them along with noteboxes, which produce a sound when touched. The performer can change between instruments and record loops that can be turned on or off to create layered compositions.

Pro

- music or sound is the center of the projection

Contra

- very boring to see, and only one person's silhouette is used

Conclusion:

really need to think about a way to improve this way of interaction with sound: make more interesting to watch and should be more people involved

//Give sound a face "See Drum"
www.feedtank.com/index.php?strProject=see-drum

See Drum is a visualization tool created to enhance rhythm based performances by linking temporal auditory patterns to visual counterparts in real-time. Using sensors, See Drum interprets drum hits from a kit and, in real-time, creates matching visuals to be projected or displayed on screen. The See Drum software matches each drum in the kit with a corresponding visual representation. Mappings between drums and their visuals can be altered easily within the software. Because of its tight mappings, See Drum allows users to synesthetically experience a drum performance, artfully highlighting relationships of audio and visual patterns over time.

Pro

- music or sound is the center of the projection

Contra

- this project needs a drum and can only be played by one person at the time

Conclusion:

the way it is now, not really useful for our project, but nice to keep in mind for the use of sound with interaction

```
//face swap with face detection  
www.feedtank.com/index.  
php?strProject=face-swap
```

Face Swap is an installation that absurdly recontextualizes the viewer. Using a face detection algorithm, Face Swap isolates the user's face from a live video feed and places it in another visual environment. The software matches the colors of the face to its new environment so the replacement is as seamless as possible. Simply by standing in front of a video camera, the viewer can see his or her disembodied face on another person's body in a photograph or video.

The Face Swap software also gives the user the ability to print his or her recontextualized face by the press of a button. The ability to upload a photos to a website is also possible.

Pro

– very funny

Contra

– will the target group like it as much as we do?

Conclusion: sould do something like this

//Inter. projection+social
networks+multiple locations
www.snibbeinteractive.com/index.php/
platforms

Snibbe Interactive creates personalized full-body interactive experiences that produce powerfully positive emotional responses, engaging social spaces, and social networking opportunities.

- _ screens
- _ floor
- _ mirror
- _ table
- _ share
- _ network

Pro

- _ they think further than the interactive projection = people sharing their experience.

Contra

- _ this is a company very focused on marketing

Conclusion:

good to think further than only the moment itself.

U-Turm Project | Interaction Research

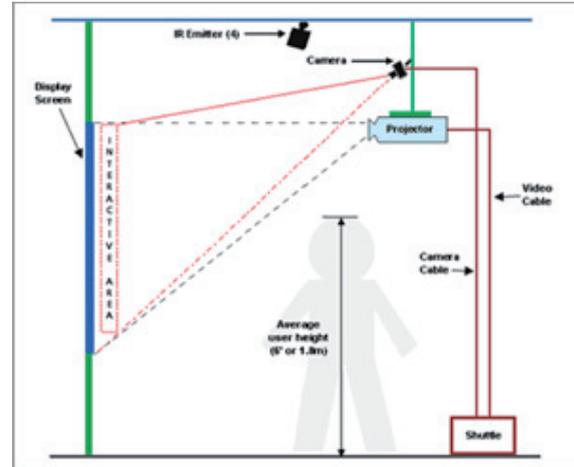
Companies

//INTERACTIVE COMPANY NL
www.touchingmedia.nl/index.asp

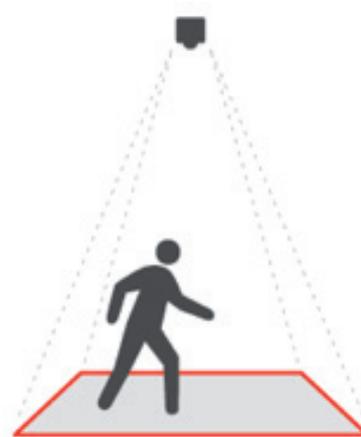
//INTER. COMPANY NL with FOLIE
www.xam.nl/index.asp?pagina=3

//INTERACTIVE COMPANY GERMANY
The interactive experience results from a projection onto any sort of surface (floor, wall, table, ceiling, etc.) and the recognition of the participants on the playing surface by a small observation camera. Along with projectors, we also make use of LCD and plasma displays. The software license of living surface is the heart of every scenario like living floor, living table or living wall.
<http://www.vertigo-systems.com/start.html>

//INTER. COMPANY USA/CANADA
www.gesturetek.com



//INTERACTIVE COMPANY
www.eyeclick.com/index.html



//INTERACTIVE COMPANY UK
www.luminvision.co.uk/interactive.htm

//PROJECTION ADVERTISING
www.projectionadvertising.co.uk/interactive-projections.aspx

An innovative video installation to animate your event or decorate a space
Mapping is defined as the adaptation of a video content to a 2D or 3D shape with the implementation of caches on the video source. It is a spectacular in situ installation.

By using a judicious synesthetic mix of light design and sound this kind of video installations transports viewers into a world of augmented reality by involving them emotionally.

www.vjevent.com/?page_id=481

U-Turm Project | Interaction Research

Help/ Free Software

- _ www.openframeworks.cc/
- _ www.instructables.com/id/How-to-Enter-the-Ghetto-Matrix-DIY-Bullet-Time/
- _ graffitiresearchlab.com/
- _ www.fffff.at/
- _ www.gravitytrap.com/sniff/?page_id=60 (dog in window)

Inspiration

- _ www.urbanscreen.com/
- _ www.idealize.nl/2009/01/interactieve-projecties-als-experience/ = a lot of links to other projects (NL)
- _ www.polygon-playground.com/ 3d object projection
- _ www.yesyesno.com/lights-on (sound + lights)
- _ www.nujij.nl/?tags=projectie (a lot of links to other projections NL)
- _ www.snibbeinteractive.com/platforms/socialscreen/products (diverent types off content)
- _ www.ifolio.idfact.net/?p=1534 (3d content)
- _ www.ifolio.idfact.net/?p=1568 (3d video mapping with pilars)

Names

- _ Zach Lieberman
(interactive playground, eyewriter)
- _ Charls Rosendaal (also student)
www.emmaproject.blogspot.com/
- _ BRAINSTORM WORDS
- _ INTERACTIVE PLAYGROUND!
- _ FUN(NY)
- _ 3D
- _ MINDBLOWING
- _ MULTIPLE INTERACTION POSSIBILITIES
- _ WHOLE SQUARE IN CONTROLE
- _ ORIGINAL
- _ EASY TO INTERACT



Sponsor Research

U-Turm Project | Sponsor Research

analyse of our Situation /
description uTurm project

DESCRIPTION:

From the 23rd until the 25th of august 2010 the "e-culture fair 2010" is in the U-Turm building in Dortmund. The ECF is part of ISEA 2010, an international symposium for electronic arts. At the 25th of august, the uTurm project will present an interactive video and music installation on the U-Turm building and organize a mind-blowing event on the square in front of the building. Big goal of this event is to get more than 1000 thousand people on the square which all can interact with the projection.

Time and deadlines

The projection is planned on the 25th of august. The deadline of our graduation project is at the start of July.

Budget and sponsors

We made a budget to see what costs we would have during this project. The total costs are E 59.141,25. Part of those costs we already have covered. A total of E 30.875,-. That leads to a total we still need of E 28.266,25. Most of this amount we need sponsoring. First we will try to lower the costs by asking our partners or used companies to lower the costs. After that we still need some money. We will get that money by sponsorship deals with (a) one or two big companies. (b) Several smaller companies that reside in the direct neighborhood of the building.

What we can offer the sponsors

1. Project branding image exposure on building projection
2. put a banner on our website
3. Put the brandname on our clothing
4. Put the logo on other giveaways like pens, keychains and post-its
5. Logo's on the flyers we hand out all over dordtmund during the festival
6. Company logo on the Poster's at the festival
7. VIP-treatments for the day of the projection? (check what's possible)
8. Banner / flag on the scaffolds
9. Place for a promotion booth on the square
10. Connect the company name to the workshops that we will give
11. lists of optional sponsors

Potential sponsors

- _ Event - ISEA
- _ U-turm – building =Constructors
- _ Phantavision/beamsystems
- _ Medialab
- _ INC
- _ Virtual platform
- _ E-ON power
- _ Erasmus
- _ RWE
- _ Radio station 1Live (cooperation)
- _ WDR tv station

U-Turm Project | Sponsor Research

//Other

- For scaffolding we could use the construction company as a sponsor
- For projectors we could use Phantavision or Beamsystems
- For sound we could use a company like Mediamarkt or Feedback
- For the maquette we could use a Bouwmarkt – Praxis/gamma/ or 1 from germany.
- For the promotion we could use a printing company
- For the per diem we could use Randstadt
- For the stay (arranged by Gastgeber?)
- Companies that get into the building when its finished
- Corporate clothing by Zeeman: H&M: or by the printing company? (anyone who wants to be on our clothing)
- Registration we could ask German media, regional or national
- Sponsor for our car (Europcar, Sixt, Hertz)

//We could use a main sponsor for 10, 20 or 30k?

- The brand of the projectors (example: samsung)
- Apple – because we all use one
- Broadcasting facility of the festival

//Minor sponsors in the neighbourhood

- Look on Google maps for: Dortmunder-U, Dortmund and check the shops, visit them

SWOT-Analyse & USPs

//Why are we silhouetted against other projections? (USPs)

Our project is organized, developed and realized by students. We introduce our new creativity and innovation into this project and going to create a mind blowing event. Due to our international team members we have intercultural influences for this project and connect various nations and cultures. Our canvas is a landmark in Dortmund and venue of an international symposium of electronic arts so we have an international professional audience. Coeval there is the Ruhr 2010 as the European Capital of Culture with a strongly interested audience.

SWOT-Analyse

//Strengths

- _ innovated, motivated, young professionals
- _ creative know-how for content (video, print, animation, etc.)
- _ good team spirit
- _ good connections to companies like beam sytem, virtual platform, mediaLAB (HvA)
- _ cooperation with Mathias Oosterik
- _ strong support with Jan and Gijs

//Opportunities

- _ create a mindblowing event
- _ work on a big project
- _ get international sensation
- _ connection to other artists, companies, students, etc.
- _ revive the U-Turm building with our projection + revive the ruhr area
- _ use an international platform for our project

//Weaknesses

- _ students with less experiance of real projects
- _ less technical know-how (just creative)
- _ much idea but few money
- _ few time to finish the projection

//Threats

- _ won't be ready until deadline
- _ technical problems due to less know-how
- _ less concern by viewers
- _ not enough sponsors - can't realize what we have planned
- _ restrictions by external influences

Next steps

1. Determine Target group
2. Link potential sponsor to target group
3. Get in touch with potential sponsor
(personal network, school network,
networks network)
4. Arrange meeting to pitch
5. Advise options for sponsoring to optional sponsor
6. Make contract: what we will do, for how much money and get it signed.
7. Examples sponsorship requests on websites (in dutch)

Example 1: IDFA

Het International Documentary Film Festival Amsterdam (IDFA) is het grootste documentaire-instituut ter wereld. In 2010 vindt de 23ste editie van het festival plaats van 18 t/m 28 november op en nabij het Rembrandtplein in Pathé Tuschinski en Pathé de Munt, het Compagnietheater, Escape en Arti et Amicitiae.

Bent u de nieuwe partner van het grootste documentaire filmfestival ter wereld? IDFA biedt u niet alleen de mogelijkheid uw merk of product te profileren maar ook deel te nemen aan (inter)nationale mediacampagnes of te profiteren van ongeëvenaarde media-aandacht.

Het festival is de ideale plaats voor positionering en ondersteuning van uw imago, voor het tonen van maatschappelijke betrokkenheid en voor het creëren van een platform voor relatie-marketing. U kunt IDFA ook inzetten om uw naams- en merkbekendheid

uit te breiden, voor marketing- en salesdoelstellingen en voor het versterken van de company pride.

Voor elke partner wordt een partnership op maat samengesteld, afhankelijk van de wensen en doelstellingen. Mogelijkheden van een partnership:

- diverse hospitality-mogelijkheden in het prachtige Tuschinski Theater
- (on site) branding van producten
- versterken van imago door associatie met een hoogwaardig artistiek festival
- diverse publiciteits- en advertentiemogelijkheden in kwaliteits-/IDFA-media

Tijdens een persoonlijk gesprek nemen wij graag de mogelijkheden met u door. Voor meer informatie of het maken van een afspraak, neem contact op met Marthe Jongmans op 020-6273329 of marthe@idfa.nl

FACTS & FIGURES

Het festival

- _ een cultureel A-merk met een sterk maatschappelijke lading
- _ 165.000 bezoeken en 2.500 internationale gasten in 2009
- _ kernwaarden: film, engagement, communicatie, internationaal
- _ een nationale én internationale uitstraling
- _ een ijzersterk mediaplatform met VPRO, Nederlandse Publieke Omroep en de Volkskrant
- _ vindt plaats in het centrum van Amsterdam

Doelstellingen IDFA

- _ internationaal marktleiderschap versterken
- _ bouwen aan een online platform en community
- _ meer activiteiten ontplooiën door het jaar heen
- _ het educatieve aanbod verder ontwikkelen
- _ draagvlak onder het bedrijfsleven versterken

Bezoekersprofiel

- _ een sterk betrokken publiek dat het festival hoog waardeert (TNS NIPO, 2006)
- _ sekse: 44 procent man, 56 procent vrouw
- _ opleiding: 92 procent hoger opgeleid
- _ beoordeling: 84 procent beoordeelt het festival, als 'zeer goed' en van 'hoog kwalitatief niveau' [Indien gewenst zijn onderzoeksgegevens TNS NIPO opvraagbaar]

Publiciteit in kort

- bioscoop- en televisiecommercial:
via Jean Mineur Mediavision en
Ster
- affiches: MUPI, A0 (1.100), A2
(2.500) met een landelijke
verspreiding
- festivalwebsite: 500.000 unieke
bezoekers per jaar
- festivalcatalogus (5.000), program-
mamagazine (40.000),
festivaldagkrant (50.000)
- festivalbijlage (625.000): via
mediapartners VPRO en
de Volkskrant
- advertentiemogelijkheden:
festivalcatalogus, festivalmagazine,
VPRO Gids, de Volkskrant,
festivaldagkrant, programma-
magazine, website
- free publicity: persconferentie,
persberichten, RTV (dagelijks
festivaljournaal op televisie)

Example 2: IFFR

Sponsor het filmfestival

ONDERSTEUN HET FILMFESTIVAL, WORDT PARTNER

Het International Film Festival Rotterdam blijft zich onveranderd inzetten voor het stimuleren van de artistieke, onafhankelijke film. De twaalf festivaldagen bieden de jonge, talentvolle filmmakers een podium waarop zij hun werk aan een enthousiast en betrokken publiek kunnen presenteren.*

Partnership

Als partner van het filmfestival stelt u ons in staat de filmmaker te blijven stimuleren, waarbij het partnership op zichzelf wederzijdse mogelijkheden biedt. Via een partnership bereikt u onze 100.000 bezoekers die tezamen het festival meer dan 350.000 keer bezoeken. Ook kunt u onderdeel vormen van de landelijke en internationale mediacampagnes en kunt u profiteren van ongeëvenaarde free-publicity.

Enkele voordelen die een partnership met het IFFR biedt

- U kunt de naams- en merkbekendheid van uw bedrijf profileren en uitbreiden;
- U kunt uw imago naar de commerciële en arbeidsmarkt eenduidig positioneren en ondersteunen;
- Het festival biedt u een platform voor relatiemarketing (cliënten en corporate relaties), en recruitment (personeelswerving);
- U kunt uw relaties interessante extra's te bieden;
- U kunt gebruik maken van onze speciale advertentiemogelijkheden;
- Door het steunen van een cultureel maatschappelijk initiatief dat aansluit op de belevingswereld van u en uw medewerkers versterkt u uw onderlinge band.

Speciale projecten

Ook bestaat er de mogelijkheid uw bedrijfsnaam te verbinden aan een van onze speciale projecten. Het festival heeft jaarlijks speciale focusprogramma's, welke in de nationale en internationale media extra aandacht genieten. Zo is er voor de 39e editie een focus op Afrika. Andere voorbeelden van succesvolle projecten van de afgelopen jaren zijn:

Size Matters/Urban Screens (2009)

Young Turkish Cinema (2009)

(Engelstalige tekst)

Hungry Ghosts (2009)

Artist in Focus: Cameron Jamie (2008)

Rediscovering the 4th Generation (2008)

(Engelstalige tekst)

Exploding Cinema (2002 – 2008)

Uiteraard gaan wij bij elk partnership uit van maatwerk en streven we naar de beste synergie tussen uw bedrijf en ons festival en staan wij open voor uw suggesties. Wij nemen graag alle mogelijkheden met u door, neemt u hiervoor contact op met Floortje Jongkoen op 010-8909090 of sponsoring@filmfestivalrotterdam.com

*Uit de ReSpons Evenementen Monitor, Evenementen Top 100, (2007) is gebleken dat het IFFR het grootste entreeheffende publieksevenement is van Nederland.

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