Italy Through the Lens of Mobile Technologies
A project developed with Nokia

Art and creativity are cornerstones of Italian culture. This is seen in Italy's rich cultural heritage and also in the business sector where Italian companies are leaders in design and fashion. What is the backdrop of this creative process? The workshop's aim is to find new ways of narrating Italian Creativity and Contemporary Culture through photo and video capture using mobile technologies. You will be guided step-by-step in this creative process by Tina Gonsalves a multimedia artist based in London, by Juha Hemanus, senior concept designer at Nokia and by VIU researchers. You will discover new ways of communicating Italian creativity in a global context using mobile phones provided by Nokia.

Working in groups, the results will be photo and video projects exhibited at the end of the semester. The group members of the best project will win a trip to Helsinki to participate in the annual Nokia Only Planet conference in September 2007.

VIU promotes a series of creative projects that are tied to a research program of VIU's TeDIS Center. The TeDIS center conducts research on Innovation and Competitiveness in the Global Economy.

In Fall 2005 students took part in the VIULIFE: Billboards art project . The artists Missirkov/Bogdanov worked with the students, staff and researchers to create a series of Billboards which are now exhibited at VIU.

In Fall 2006, the project Venice: Impressions from Near and Far saw VIU and Iuav students work together, under the guidance of photographer Stefano Graziani, on photo projects that interpreted the theme Venice and Globalization. The workshop was part of the semester course Venice and Globalization, taught by Michael Hardt of Duke University.

Nokia is a global leader in mobile technologies. Their aim is to discover new ways of enhancing communication and exploring new ways to use mobile technologies. Nokia is interested in analyzing the relationship between the global and local.

Participants
20, in groups of four combining students of VIU, Ca' Foscari and Iuav.

VIU Project coordinator Marco Bettiol
VIU-TeDIS researcher

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VIU Project leader Lorenzo Cinotti
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Artist Tina Gonsalves

Nokia OP Project Owner Juha Hemanus Nokia Senior Concept Designer

Nokia OP Project Coordinator Marianne Viglione
Nokia Competence Development Consultant

Italy Through the Lens of Mobile Technologies will be overall a creative process. No previous design skills or experience are required. To sign up for the workshop write to orla.mclaughlin@univiu.org

Workshop Schedule

February 2007
Kickoff
During the kickoff teams will be formed. You will learn the basics of visual language in a seminar led by

February 19, 2007
10.30

Introduction. Marco Bettiol will introduce the project and students will be able to sign up to participate.

February 21, 2007
10.45-12.45
14.00-16.00

Introduction to Nokia Design and Only Planet
with Artist, Nokia and VIU researchers

February 22, 2007
10.00-13.00;
14.00-16.00

Working Process & Guidance
with Artist, Nokia and VIU researchers

March 2007
Analysis and conceptualization (students & VIU teachers):
2 site visits - Venice and Northeast (1/2 day each) - Weekly meetings (1 hour each) - 2 reviews (1 hour

March 29 - 30, 2007

1st review & further design guidance
with Artist, Nokia and VIU researchers

April 2007
Project Development
Weekly meetings (1 hour each) - 2 reviews (1 hour each)

April 26 - 27, 2007

2nd review and final design guidance
with Artist, Competence Development Consultant and VIU researchers

May 2007
Project Development
Weekly meetings (1 hour each) - 2 reviews (1 hour each)

May 28 - 29, 2007

Final review & final delivery
with Artist, Nokia and VIU researchers

June 1, 2007
Exhibition and awards