

MEDIA LAB
May 29 & 30

Girona Spain



Club of Amsterdam

LAB on MEDIA and Human Experience

An immersed experience of a Do-Tank

May 29 & 30, 2007

Location: **Girona near Barcelona, Spain**

Max. 20 Delegates

Event Site:

<http://www.clubofamsterdam.com/event.asp?contentid=657>

Online Registration:

http://www.clubofamsterdam.com/contentevents/lab_registration_002media.htm

Moderated by **Humberto Schwab**, Director, Club of Amsterdam, Innovation Philosopher

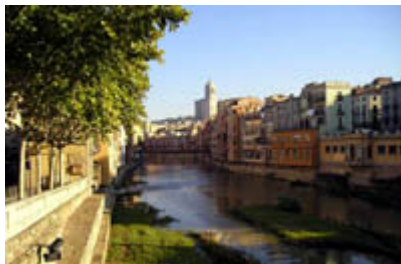
With the Thought Leaders

Laurence Desarzens, urban communicator, beatmap.com

Paul F.M.J. Verschure, ICREA research professor, Technology Department,
University Pompeu Fabra

Ricardo Baeza-Yates, Director, Yahoo! Research

Rudy de Waele, Founder, M-trends.org



We have an urgent need to construct via dialogue a coherent frame of meaning. Consumers need to get a grip on the driving forces that media exercise on them. Business wants to anticipate the impact of technological driving forces on media innovations and media producers want to anticipate this as quickly as possible. Above all there is an explosion of new and hybrid media and of new users-media relations. It is important to exchange meta-knowledge of experts from different fields, to draw some sketches of the real character of this phenomenon.

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... Youth tribes fluidly use all means of new technologies to surf what can be of their very specific interests NOW. They double-check validity, relevance and credibility with their friends faster than the speed of light. They copy, they fake, because the tools are theirs to do so, and why not. They use what is the most convenient for them to communicate ... internet, gsm, whatever.

You will see website about specific cultures interests: skate, sneaker culture, music, who can bloom in a very short time. You see trends come, go and come back, and mutate. If you take people in hip hop music, you have young producers doing beats,

exchanging and working cross borders. Influenced by anything. So they use all these tools whatever they are ... AIM, Skype you name it. ...

Paul F.M.J. Verschure, ICREA research professor, Technology Department, University Pompeu Fabra
Psychologist. Specialist for wheeled and flying robots, interactive spaces and avatars.

Ricardo Baeza-Yates, Director, Yahoo! Research
Specialist for content and structure organization of a website and for blogs, vlogs and social networks.

Rudy de Waele, Founder, M-trends.org
... What is the influence of all this media to our children, society in general? What can be done to improve this? How can we improve our learning systems using media and technology to make sure our children can rapidly change/adapt to deal with the future changes? Who will control global digital access in the future? What about universal access? Multilingualism? Mobile learning systems? Media conglomerations? Is this really we media or their media? How to organize the overflow of information coming to us? Wikipedia example? Who owns what kind of information and who can manipulate what?

The underlying question is:

“What is the meaning of media innovation on the quality of the human experience?” If we talk about human experience we mean the inner- and outer experience. So cognitive technology knowledge, related fields of neuroscience and anthropology are essential in these matters.

We start from the knowledge we have about brain and computer games, television and our psychological state, Internet and communications, identity and images. We use the experience we have with the relation between media and mobility, learning, politics, power etc.

Given the ubiquity of media, the change to read and write media, the nano-technology revolution and the open source movement: we have to determine the burning questions. With different brainstorm tools we will innovate all these concepts so we can integrate these new hybrids and innovations in strong human oriented meanings and human values.

Using the following tools:

Value and appreciative inquiry: To establish the basic personal values, those are tangible in this matter? To discover and share our best experiences in deconstructing this theme.

Socratic discourse: To establish the basic questions and analysis: Is the way we have put this theme till now the right one? Is economy the adequate framework for energy? Etc.

Brainstorm methods: Work on new concepts, frameworks and hybrid approaches. With Future Scenario methods and other reflective tools.

Who should attend: Anyone with qualified experience and knowledge in fields related to media like IT industry, learning, gaming, mobiles, film and video, old media who is a creative explorer interested in new frontiers.

Why: All participants have specialized knowledge. There is a need for cross over discourses on fundamental levels about basic human values perspectives.

Benefits: You get strong practical based knowledge back on the avant-garde of media and human experience. You get a frame of discourse to communicate this exciting matter with other branch experts.

Registration for the LAB on Media and Human Experience

May 29 & 30, 2007, Girona near Barcelona, Spain

As a non-for-profit foundation we don't charge VAT.

Your Registration Includes

LAB participation for 2 days, 2 lunches, coffee and drinks during the LAB

Registration Fee

Regular: €1.300,-, Discount: €980,- [see [Online Registration](#)], Academia: €300,-
Relations of **M-trends.org** are entitled to discount tickets. Use this code: **02CT92**

Please fax this form to +31-20-419 0266, email it to lab@clubofamsterdam.com or mail it to the address at the bottom.

You can also use our [Online Registration](#) where you also find the cancellation policy:
http://www.clubofamsterdam.com/contentevents/lab_registration_002media.htm

optional = *

Type of registration
[Regular, Discount or
Academia]

M-trends Registration Code **02CT92**

First Name

Last Name

* Position

* Organisation / Company

Address

Postcode

City

Country

Phone

* Fax

Email

* Website

* Industry Segment

Conference Hotel: **Hotel Ciutat de Girona, Girona, Spain** [see Event Site]

Contact

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