

Fabrica Workshops
Environmental, Social, Relational

Area/code

Workshop May 26-30 2008 by application
Lecture May 26, 6:00pm open to all

FABRICA WORKSHOPS

Fabrica, the Benetton communication research center, continues its international workshop and lecture program. From New York, the award-winning game and media design company **Area/code**, co-founded by Frank Lantz and Kevin Slavin, will be at the institute from May 26th to the 30th to lead an intensive trans-disciplinary workshop. In addition, Area/code will give a public lecture on May 26th illustrating their philosophy, recent cross-media games and entertainment projects.

Environmental, Social, Relational, the title of this new program of research and education activities, is rooted in Fabrica's heritage of cross-cultural creativity for social concern. Its precise definition however emerges directly from a recent debate between Fabrica's researchers that had the specific objective to identify common interest platforms for future studies.

Environmental, social and relational themes are central to human ecology, an interdisciplinary field using holistic approaches in the search for harmony between people and their natural and created environment but mainly between people and their societies.

Along these lines Fabrica wants to investigate, experiment, catalyze, document and disseminate how contemporary communication, design and artistic expression can contribute to helping people solve problems and enhance human potential, within near and far environments.

The workshop series will bring to Fabrica international artists and designers that in common have the desire to apply creativity and innovation to social improvement.

Area/code and Fabrica's researchers, along with a selection of external participants from the center's global think-net, will focus the 5-day workshop on today's environment of pervasive technologies and overlapping media to create new concepts of relational entertainment.

The workshop will close with a presentation of the final results commented by **Monika Parrinder**, co-founder of Limitedlanguage.org and teacher at the RCA and LCC of London.

Area/code

Games and media define imaginary spaces that we enter into and explore. Area/code highlights the connections between these imaginary spaces and the world around them.

These connections can take many forms:

- * urban environments transformed into spaces for public play
- * online games that respond to broadcast TV in real time
- * simulated characters and virtual worlds that occupy real-world geography
- * game events driven by real-world data
- * situated media that corresponds to specific locations and contexts

Area/code works with advertising agencies, media firms, networks, universities, and large consumer brands. Clients include: Nike, Disney Imagineering, CBS, Nokia, MTV, The Discovery Channel, A&E, The History Channel, JWT, Cramer-Krasselt, Deutsch, SS+K, and the Carnegie Institute / Girls Math and Science Project.

Projects have been awarded at the Clios, the One Show, OMMA and the Future of Marketing Summit. Area/code and its work have been covered in the Wall Street Journal, Creativity, The New York Times, Businessweek, The Chicago Tribune, MTV, Ad Age, and some of our favorite blogs including boingboing and PSFK.

Kevin Slavin has spoken at MoMA, the Van Alen Institute, the Guardian, DLD, the Cooper Union, the Storefront for Art and Architecture, and NBC, and together with Adam Greenfield he co-teaches "Urban Computing" at NYU/ITP. His work has been exhibited internationally, including the Design Museum of London and the Frankfurt Museum fuer Moderne Kunst.

www.playareacode.com

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