IPCity – URBAN MIXED REALITY
technologies for a new engagement with the city
Exhibition | Lecture | Panel Discussion | Performance

March 24-25, 2010 | Inauguration March 23 at 6pm

University of Applied Arts Vienna
Oskar Kokoschka-Platz 2
A-1010 Vienna

The University of Applied Arts Vienna hosts the highlights and results of the European Union funded four-year research project *IPCity – Integrated Project on Interaction and Presence in Urban Environments* from March 23-25, 2010. The Final Event shows the highlights of the interdisciplinary research on the border of architecture – urban planning – 3D visualization – mobile computing technology. Following the opening ceremony by Dr. Gerald Bast and Wolf D. Prix on March 23, 6pm the public exhibition, a lecture, panel discussion and performances in the MRTent (Mixed Reality Tent) provide an opportunity to benefit from the research results. Visitors are welcome to experience the systems hands-on and discuss results and open questions directly with participating researchers. Showcased applications cover areas including: urban renewal, environmental awareness, location-aware gaming and storytelling.

Research Project IPCity
The research aim of the IPCity project is to investigate analytical and technological approaches to presence in real life settings. Analytically, this includes extending the approaches to presence accounting for the participative and social constitution of presence, the multiplicity and distribution of events in time and space. Technologically, this translates into developing portable environments for on-site configuration, mobile and light-weight mixed reality interfaces with the ambition to weave them into "the fabric of everyday life". Methodologically, this calls for moving "out of the lab" with field trials in real settings, applying a triangulation of disciplines and methods for evaluation. These range from interpretative-ethnographic to quasi-experimental approaches and include cognitive science, social-psychological, and cultural-anthropological disciplines.

The vision of the IPCity project is to provide citizens, visitors, as well as professionals involved in city development or the organisation of events with a set of technologies that enable them to collaboratively envision, debate emerging developments, experience past and future views or happenings of their local urban environment, discovering new aspects of their city.

Project Partners
Fraunhofer Institute for Applied Information Technology FIT; Vienna University of Technology; Graz University of Technology; University of Oulu; University of Cambridge; University of Applied Arts Vienna; Université Marne la Vallée - Champs sur Marne; Helsinki Institute for Information Technology HIIT, Aalto University; Imagination Computer Services GesmbH; Aalborg University

ipcity.eu
www.dieangewandte.at

Agenda

Exhibition and demonstrations at ground floor March 24-25 2010 10am-9pm
Lichthof 1 und 2, Courtyard

Tuesday, March 23, 2010

6pm   **Inauguration**
             Welcome address: Dr. Gerald Bast
             Introduction: Head of Institute, Institute of Architecture Prof. Wolf D. Prix

Wednesday, March 24, 2010

5pm   **Lecture**
             Natalie Jeremijenko: Participatory Creativity in the City
             Seminar room B, Attic

Thursday, March 25, 2010

6pm   **Panel discussion**
             Mixed Reality - Strategies of Representation and Communication Techniques
             Statements by John McMorrough, Meejin Yoon
             Discussion with Rainer Pirker und Max Rieder, moderated by Kari Kuutti
             Alte Mensa

8pm   **Finissage**
             Gammon: Multichannel Live-Performance with electronic devices, laptops and guitar.

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