



EUROPRIX 2010

Multimedia Festival

Touching Interactivity

November 11- 13 2010
Graz – Austria

Supported by



Thu 11.11

Academic Network Conference

Location: FH Joanneum, Graz

Please register for this event! (<http://academics.eadim.org>)



10:00-13:00 Academic Network Conference

Welcome EADIM and FH Joanneum

10.30-13.00 Best practice in teaching & learning

Paper presentation

13:00 -14:00 Networking Lunch

Thu 11.11

Academic Network Conference

Location: FH Joanneum, Graz (tbc)

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14:00-18:00 Session 1: EUROPRIX nominee Workshop

Strategic foresight workshop

Suzanne Stein, Associate Professor: Development and Innovation at OCAD, CA

“Why and how to conduct a fast trends gathering and drive implications?”

Discussion with nominee teams about possible futures and what this would mean.

14:00-18:00 Session 2: EUROPRIX nominee Workshop

Paper presentation

Multimedia, new media, digital media or just media?

Thu 11.11

Opening of the EUROPRIX Exhibition and Festival & Speed Matching

Location: ORF Landesstudio, Marburgerstrasse 20, 8042 Graz

by invitation only!

19:00- 22:00 Opening of the EUROPRIX Exhibition and public viewing
Presented by ORF



Welcome Note:

Dir. Gerhard Draxler, Managing Director, ORF (Austrian Broadcasting Corporation), Styria, AT

Prof. Peter A. Bruck, Head of EUROPRIX, AT

Pre-opening of the EUROPPRIX Festival & Speed Matching
Supported by CIS - Creative Industries Styria



Facilitation and Moderation: Prof. Peter A. Bruck, Head of EUROPRIX, AT
Introduction to Styria: **Eberhard Schremppf**, Managing Director, Creative Industries Styria, AT

Speed Matching

Meet and Match with the EUROPRIX WINNER TEAMS

3+1 Minute Round Robin Personal Introductions

Fri 12.11

Opening of the EUROPRIX Festival

Location: Lendloft, Lendplatz 40, Graz

Free entry!

- 10:00-11:30** **Press Conference (tbc)**
Prof. Peter A. Bruck, Head of EUROPRIX, AT
Adam Montandon, EUROPRIX 2010 Festival President, UK
Siegfried Nagl, Mayor of Graz, AT
Eberhard Schrempf (CIS), AT
NN (Ecole Gobelins/Chamber of Commerce, Austrian reps.),
Welcome Notes Convenors & Partners
Announcing EUROPRIX special award winners
- 11:30-12:30** **Opening EUROPRIX Festival**
Welcome Note: Prof. Peter A. Bruck, Head of EUROPRIX, AT
Starting Keynote: Adam Montandon, Head of Imagination, Twofour &
HMC Interactive, EUROPRIX 2010 Festival President, UK
- 12:30-14:00** **Lunch**

Fri 12.11

Business Keynotes

Location: Lendloft, Lendplatz 40, Graz

Free entry!

- 14:00-15.00** **Multimedia City – Designing smart urban environments**
Leo Steiner, CEO IBM Austria, Wien, AT
(45 min. presentation – 15 discussion)
- 15:00-16:00** **Interactive Imaginations: Taking digital ideas forward from universities to multimedia markets**
Michael Gervautz, Qualcomm Director, Business Development
- 16:00-16:30** **Coffee break**
- 16:30-17:30** **The Mobile Ecology: Taking augmented reality browsing from idea to global markets"**
Martin Lecher, CTO Mobilizy, Salzburg, AT

Sat 13.11**Creative showcase**

Location: University of Graz, Faculty of Social and Economic Sciences, RESOWI Center, glasstower, Part G, 4th floor, Schubertstraße 13, Graz

Free entry!



- 9:30-12:15** **Creative Showcase Part I Europe's Best in Multimedia**
 Introduction: **Prof. Wolf Rauch**, Dean of Faculty of Social & Economic Sciences/Institute for Information Sciences & Business Informatics, University of Graz, AT
 Moderator: **Prof. Peter A. Bruck**, Head of EUROPRIX, AT
- 10:00-10:30** **Mobile Contents & Applications**
Uti, Faustine Clavert, FR
zapDial, Stefan Wasserbauer, AT
Yummy, Muriel Bougherdani, FR
- 10:35-11:05** **Online & Digital Video / TV**
LeCo - Interactive video based language learning, Krister Hymon, GER
Black Like Milk, Stefan Kempas, GER
Roots & Routes, Aileen Wessely, GER
- 11:10-11:40** **Games**
Mole Control, Ella Romanos, UK
Liquorious, Rene Baumgartner, AT
Max and the Magic Marker, Troels Johnsen, DK
- 11:45-12:15** **Online / Web Projects**
HotGloo - The Online Wireframe App, Hannes Höß, GER
Topit, Einat Dotan, ISR
La Vie d'Après, Paul Chabert, FR

Sat 13.11**Creative showcase**

Location: University of Graz, Faculty of Social and Economic Sciences, RESOWI Center, glasstower, Part G, 4th floor, Schubertstraße 13, Graz

Free entry!**12:30-14:00** Lunch**14:00-16:30** Creative Showcase Part II**14:00-14:20** Computer Graphics & Design*Lada Niva - Roscosmos Edition 1-3*, Florian Werzinski, GER*A beautiful bloody sound*, Joan Masoliver, ES/UK**14:25-14:55** Interactive Installations*Whispering Table*, The Green Eyl, GER*Experiencing Abstract Information*, Stefan Kuzaj, GER*Siphonophore*, Ermis Adamantidis, UK**15:00-15:30** Content Tools / Interace Design*Iko*, The Pupil's Best Friend, Arnaud Tanielian, FR*Expo Shanghai Terminals*, Ieva Padegimaite, LT*NICE Formular Editor*, Christian Rendl, AT**15:35-16:05** Animations*A Lost and Found Box of Human Sensation*, Stefan Leuchtenberg, GER*You're Next*, Keren Frydman, ISR*Private screening*, Anat Shinar, ISR**16:10-16:30** Wrap Up - Q & A

Sat 13.11

Gala

Location: Dom Im Berg, Graz

Please register for this event! (office@europrix.org)

19:30-19:55 VIP Cocktail

20:00-22:00 EUROPRIX - Interactive Awards Gala

**MC: Adam Montandon, HMC, EUROPRIX 2004 winner & EUROPRIX
Festival President, UK**

Music Gig by Styrian Stylez

Jury Spokespersons:

Bianca Snitily, e-media, AT

Dan Livingstone, University of Plymouth, UK

Laudators:

**Bundesministerin Dr. Beatrix Karl, Bundesministerium
für Wissenschaft und Forschung**

Landesdirektor Gerhard Draxler, ORF-Austrian Broadcasting Corporation, AT

Stadträtin Mag. (FH) Sonja Grabner, Stadt Graz

WK Steiermark. AT

Land Steiermark, AT

22.00- 23.30 Styrian Stylez @ EUROPRIX Gala Party

Sun 14.11

Chill Out and Departures

For further information and registration please contact:

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