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BEYOND MEDIA 2009

TUNE UP YOUR VISIONS!

Call for entries

The **BEYOND MEDIA** festival <[www.beyondmedia.it](http://www.beyondmedia.it)> is one of the main events worldwide dedicated to the most current visions on contemporary architecture and on the outcomes of the intense relations which exist between architecture and the media.

The festival takes place in Florence since 1997. It is curated by **Marco Brizzi**, is produced by **Image** <[www.image-web.org](http://www.image-web.org)>, is promoted by **PARC - General Directorate for Landscape quality and protection, Contemporary Architecture and Art of the Italian Ministry of Culture**, by the **Councillorship for Urban Planning of the Municipality of Florence**, and by the **University of Florence**.

Architecture is ever more present in the public realm, it is the protagonist of the construction of cultural systems, of new economic scenarios, of innovation processes. The media tend to develop a series of fields of intervention, of skills, of research ambits around architecture. **BEYOND MEDIA** has been supporting for 11 years a reflection upon these dynamics by offering the occasion for meeting and discussing these topics: it has brought together architects, video authors, artists, scholars, professors, critics who meet in Florence in order to observe and discuss the most significant paths through which contemporary architecture stands out today.

The festival offers its visitors an articulate and rich program of events. The screening of the **videos** which are selected internationally complement an intense calendar of **conferences** and **workshops** with the protagonists of the international debate and of architecture **exhibitions** which elaborate on the theme of the festival.

THE NEXT EDITION: "VISIONS"

The next edition of the **BEYOND MEDIA** festival -which will take place at the Stazione Leopolda in Florence, Italy, July 9-17, 2009- will once again offer the opportunity to enhance the architectural discourse by means of a wider awareness of the role of the media of communication in the professional, academic and public field.

The ninth edition of the Florence festival is titled "**VISIONS**".

It seems as if contemporary architecture lost, in the last years, its ability to pursue **broad visions**, to collect with a **wide outlook** the complex transformations of the built environment, to lead its thoughts and conscience **beyond that which is usual, empirical, and visible**. The massive production and consumption of **architectural images** resulted in a greater vicinity, on the part of the general public, to design issues. But, at the same time, they produced an alteration in the

way people conceive architecture, and affected the ability and the opportunity to **generate visions**, and hence theories, which are deeply rooted in our times but, at the same time, are receptive towards new possible scenarios.

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## SUBMISSION OF VIDEOS

As it happened during the past editions of the festival, BEYOND MEDIA will once again present the most interesting works of communication in architecture.

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### Who can participate

Every author of videos devoted to architecture can submit its work to the 2009 edition of the festival. Recent works are expected by architects, artists, creatives, and students. It is possible to submit videos of various kinds: for example, conceptual, interpretational, documentary and advertising works; each author can submit more than one piece of work. The time duration of the videos is not binding for participation and is no reason for exclusion. **Submission is free of charge.**

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### Jury and selection

A jury of experts in the field of architecture, cinema, and communication will select, among submitted works, the ones which will be presented during the festival and will give a special mention to those which distinguish themselves for their communicativeness, originality and adherence to the theme. All selected works will be presented during the festival and will be included in the catalogue as well as on the official website of the event.

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### General information and deadline

It is possible to find a short introduction to **VISIONS**, theme of the 2009 edition of **BEYOND MEDIA**, as well as all information on the conditions for participation on the festival's official website <[www.beyondmedia.it](http://www.beyondmedia.it)>. It is possible to submit videos starting on December 1, 2008; videos must be sent to the festival's organization by January 31, 2009. For works received after this date, postmark will be considered proof of the date of mailing.

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### Submission form

In order to submit videos, it is necessary to visit [www.beyondmedia.it](http://www.beyondmedia.it) and register. After registering, you may login -via username and password- and fill out the submission form. The submission form must be filled out in all required fields; it can be modified and completed until you confirm your data until the deadline indicated in the call for entries. After confirmation, you will receive by email a document which contains all the data you filled in. You should print this document, sign it, and send it via mail, together with your video, to the festival's organizers.

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## Materials requested for submission

In order to complete your submission for the festival, you must provide to the festival's organizers the below mentioned materials by the dates indicated in the call for entries:

- > **the submission form** (filled out and signed) to be downloaded from the official website <[www.beyondmedia.it](http://www.beyondmedia.it)>;
- > **2 copies of the video** in one of the formats indicated in the submission form;
- > **3 images representing the work** (on CD ROM or DVD, TIF file, 300dpi, minimum width 10 cm).

The above mentioned materials are necessary for submitting your work for selection. If they are missing, your work will not be considered. The requested materials will be used for presenting the works in the official catalogue. Candidates can also send additional materials which might be useful to explain the submitted work (such as, for example, supplementary credits and annotations, transcripts of the dialogues, press releases, bibliography, curriculum, filmography, information on participation in other festivals, etc.). Submitted materials will not be returned.

**Participants must send the required materials by January 31, 2009 to the following address:**

**BEYOND MEDIA**  
c/o Image  
via Venti Settembre 84  
50129 Firenze  
ITALY

The videos submitted for participation on the **BEYOND MEDIA** festival are collected by **Image ARCHIVE** <[www.image-web.org/archive](http://www.image-web.org/archive)>, which works for advancing architecture videos and realizes cultural programs devoted to the circulation of audio-visual works on architecture. Participation in the festival allows to interested authors to benefit from the circulation opportunities provided by Image ARCHIVE and conceived so as to extend the reflection offered by the **BEYOND MEDIA** festival.

For details on submission rules and information on the event, please see the festival's official website <[www.beyondmedia.it](http://www.beyondmedia.it)> or contact Image: tel. +39 055 4684 187, fax +39 055 4624 808, [submissions@beyondmedia.it](mailto:submissions@beyondmedia.it).

The official languages of the **BEYOND MEDIA** festival are Italian and English.