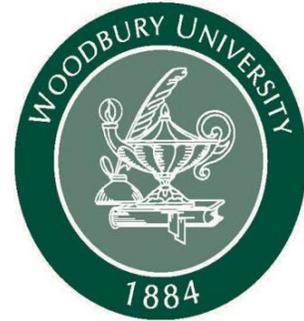


ARCHITECTURE_MEDIA_POLITICS_SOCIETY
Amps



THE MEDIATED CITY

Part 2 – LA

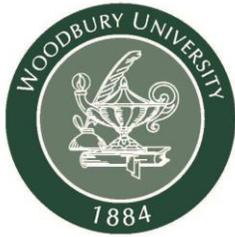
– a multidisciplinary conferences examining “the city” a virtual, filmic, social, political and physical construct.

CONFERENCE 2

Place: Los Angeles

Dates: 01 – 03 October 2014

Woodbury University



Woodbury University offers undergraduate and graduate degrees from four schools, Architecture; Business; Media, Culture & Design; and Transdisciplinarity. The school was founded in 1884 as Woodbury's Business College by its namesake, F. C. Woodbury, formerly a partner in Heald's Business College in San Francisco, thus making it the second oldest institution of higher learning in Los Angeles and one of the oldest business schools west of Chicago. That historic link between Woodbury and the world of business has been maintained throughout the years.



The School of Media, Culture & Design seeks to educate next-generation creative professionals across a variety of media and theoretical landscapes. We are located in Burbank, widely known as the media capital of the world. Degree offerings include undergraduate programs in animation, communication, fashion design, game art & design, graphic design, media technology, and psychology. A new graduate program has been launched this year—the M.A. in Media for Social Justice.

- *The Dean of Media, Culture and Design at Woodbury is Edward Cliff.*



Architecture_media_politics_society is a fully peer reviewed academic journal. It is a forum for the analysis of architecture, landscape and urbanism in the mediated, politicised environment of contemporary culture and society. It sees the definition, debates and concerns of the built environment as intrinsic to those at the heart of other social, cultural and political discourses. The territory it seeks to explore is an overlaid terrain in which the physical, material and the environmental are critically examined through the prism of the cultural, the mediatic, the social and the political.

- *The editor is Dr. Graham Cairns*

CONFERENCE THEMES:

2014 marks the fifty-year anniversary of one of the 20th century's most influential texts – *Understanding Media* by Marshall McLuhan not only introduced the media-as-the-message, it presented the world with the metaphor of the global village.

Half a century after the publication of this revolutionary text, **The Mediated City – Los Angeles – Conference** seeks to explore the multiple ways in which the city of today is experienced, perceived, represented and constructed as a 'mediated' phenomenon.

Today, we are perfectly attuned to the photo-realistic imagery of design presentations; daily experience the ever present moving imagery of the commercialized urban landscape; and still watch the 'city symphonies' of a new generation of filmmakers. We are familiar with the digitally laden experience of the contemporary public transport ride, and still see 'the city' as a site, subject and protagonist in cinematic productions from California to Mumbai. In this context, urbanists imagine the future of an interconnected 'smart city' and the design process itself becomes mediated, as architects simulate user behavior as a form of 'space syntax'.

As McLuhan identified in 1964, today's global village is a place of simultaneous experience; a site for overlapping material and electronic effects; a place not so much altered by the content of a medium, but rather, a space transformed by the very nature of medias themselves.

For some, this is little more than the inevitable evolution of urban space in the digital age. For others, it represents the city's liberation from the condition of stasis. For scaremongers, it's a nightmare scenario in which the difference between the virtual and the real, the electronic and the material, the recorded and the lived, becomes impossible to identify. In every case, corporeal engagement is placed at one remove from the physical world.

The intention of this conference is bring together people from various disciplines to explore how their work, their ideas and their practices overlap and inform each other. Architects, urban designers, filmmakers, animators, theorists, academics, artists, web-designers and programmers will share their work and their positions.

INDEX AND PROGRAMME:

Friday 10.3.2014

8:45 am

Breakfast & Check In

9:30 - 10:45 Media Policy Center- Harry Wiland - Dale Bell
Dr. Richard Jackson (UCLA)
9:30 - 10:45 Paper Session O - Sound Stage
9:30 - 10:45 Paper Session S- Screening Room E100
9:30 - 10:45 GIS Workshop- A111 (Karen Lewis)
11 am Mia Lehrer

12:15 pm

Lunch

1 - 2:00 pm Evan Mather
Joe Flores (Burbank DWP)
2:15 - 3:45 pm Paper Session J - Sound Stage
2:15 - 3:45 pm Paper Session L - Screening Room E100
4 - 4:45 pm Paul Debevec - ICT of USC
5:15 - 6:45 pm Paper Session H - Screening Room 100
5:15 - 6:45 pm Paper Session R- Sound Stage
5:15 - 6 pm James Hay
6:15 -7 pm John Zissovici
7 - 8:30 pm Paper Session I - Sound Stage
7 - 8:30 pm Paper Session P - Screening Room E100

Saturday 10.4.2014

8:45 am

Breakfast & Check In

9 - 9:45 am Alice Arnold
9 - 10:30 am Paper Session F - Ahmanson Main Space
9:30 - 11:15 am Paper Session K - Screening Room E100
9:30 - 11:00 am Paper Session Q - Sound Stage
10:45 - 11:30 am Dane Lewis -Cooper Union
10:45 - 12:15 am Paper Session G - Ahmanson Main Space
10:45 - 12:15 Paper Session B - Screening Room E100
11:35 - 12:20 pm Steve Hawley

12 pm -1:30

Lunch

2 - 5 pm LA Architecture Tour