



INVESTIGATING THE ARTISTIC
POTENTIAL OF MOBILE PHONE DEVICES

FutureScreen Mobile - WORKSHOPS AND MASTERCLASSES – the-phone-book Ltd

Workshop: Mobile hip-hop

Dates: January 20, 21, 22 2005

Venue: Campbelltown Arts Centre

Presenters: Fee Plumley and Ben Jones (the-phone-book Limited)

Participation fee: free upon invitation

About the workshop

Campbelltown is the unofficial hip-hop capital of Australia. Its vibrant hip-hop scene encompasses artists of varying levels of artistic skills. Hip-hop artists such as Planet Crushers, Sista She, X-Pose, Botanics, Cannibal Tribe and 046 have emerged from Campbelltown over recent years. These artists are active musicians who both perform and record and many are building high profiles within the Australian Music Industry.

This workshop will explore ways to represent the audiovisual richness of rap, graffiti, beat boxing and break dancing on mobile phones. Together with the-phone-book, young hip-hop artists from the Campbelltown area will create a collection of wireless internet sites for the distribution of mobile content. These websites will contain a wide range of content: from video and audio to ringtones, logos, animation, strip cartoons and text.

To achieve this, the participants will need a complete overview of mobile content creation. Day 1 will be spent playing with the code generator, creating test video files and simple ringtones as well as playing with sms logo technology and bluetooth. Day 2 will focus on the creation of the wireless internet sites and the capture and encoding of their content.

The third day will be an open day with hip-hop performances and an exhibition of fresh graffiti art. By then, all participants will be experts and their time can be spent either finishing their projects or teaching other visitors. the-phone-book.com coloured vinyl will be awarded to those students who manage to make key guests (e.g. your local MP) create content.

As Creative Director for the-phone-book Limited he has been instrumental in setting up the-phone-book Limited's portfolio, especially with regards the development of a number of online code-generators that enable non-technical people to have access to technical distribution outlets. The company's education program continues his interest in empowering communities and collaborating with creative minds.

Workshop: MovingMovies

Dates: January 27, 28, 29 2005

Venue: Metroscreen, Sydney Film Centre, Paddington

Presenters: Fee Plumley and Ben Jones (the-phone-book Limited)

Participation fee: \$100 + 10% GST (\$80 + 10% GST for current dLux media arts members) Only 10 places available!

Selection: Participants will be selected based on applications received. Please fill out the online application form in the events section of this website. Applications close December 12! Applicants will be notified of the selection results by December 17.

About the master class

This 3-day master class is aimed at established filmmakers, video artists and animators, interested in extending their practice to mobile platforms. The master class will provide an in-depth introduction into the technical and artistic challenges, restrictions and opportunities involved in producing video content for the small and mobile screen.

Through testing and experimentation over the three days of the master class, participants will create - and take away - a white paper outlining the pros and cons, limitations and opportunities of mobile video content, covering best practice and multiple encoding techniques.

Because filmmaking is subjective - the director chooses what to leave in and what to leave out, and for what reasons - it is impossible to categorically state what makes best mobile video practice. This is why the master class aims for the participants to discover what works best (for

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each individual and in each specific situation) through a process of guided trial and error.

By adapting existing work and/or creating new work, participants will be producing final art pieces by the end of the master class. The intention of this process is to demonstrate good and bad practice. The goal is not to produce a perfect piece of work, but to learn how to make high quality work in and for the future.

Requirements

Participants need be established filmmakers, animators or video artists. Technical filmmaking skills are prerequisites for this master class.

Participants need to demonstrate a clear interest in content creation for mobile platforms beyond the duration of the master class.

While the master class will not focus on mobile technology it will be part of the master class process, therefore some technical aptitude is required.

About the-phone-book Limited

the-phone-book Limited is a creative media agency who have been exploring mobile phone content since 2000. Working across a range of projects involving many artists, writers, animators & filmmakers around the world, we have built a strong reputation for innovative collections, ethical practices, and generous educational strategies.

Fee Plumley - Production Director

Fee has been a Manager of Stages, Projects and Technology, starting from a Theatre Design & Technology BA in 1995. Always eager to learn and spread knowledge, she completed an MA in Interactive Multimedia Production in 1998 partly thanks to her collaboration with Douglas Rushkoff in the re-creation of his novel, Ecstasy Club.

ISEA98 in Manchester and Liverpool launched her New Media career, which has gone on to include curating, training, presenting, consulting, mentoring, and adjudicating (BAFTA Interactive Arts 2002, 'Cyber Pitch' at Toronto's HotDocs International Film Festival 2003 and 'The World's Smallest Film Festival' for Mobile Commerce World 2003). Three years of working with FACT and Superflex on a variety of Superchannels have increased her interest in emerging technologies and the challenges that arise for urban and rural, old and young, national and International communities.

Since 2000 she has been collaborating with Ben Jones and others on the development of a series of wireless content projects and workshops for their company, the-phone-book Ltd.

Ben Jones - Creative Director

Ben left Bretton Hall University of Leeds in 1995 with a BA in Dramatic Arts, where he performed and lead drama workshops in schools, prisons, and community centres. Almost immediately upon graduating, he exchanged a life in front of the lens for one behind it. Having initially trained as a Camera Assistant at the Northern Film School in Leeds he went on to work on numerous adverts, dramas and features including Steve Coogans 'The Parole Officer' and '24 Hour Party People' before specialising further to become an Animation Camera Assistant.

Current credits include 'Newton and Clayton' for Manchester United Television (including the design and hosting), 'Bob the Builder', 'Rubbadubbers' and 'Pingu' for the BBC.

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