

# Future Everything Summit

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## Conference Handbook

Summit of Ideas & Digital Invention, 21-24 March 2013, Manchester

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# Director's Letter

Welcome to the FutureEverything Summit of Ideas & Digital Invention.

Over the past 18 years, FutureEverything's own journey has followed and helped to shape the emergence of today's digital society. The FutureEverything Summit launches a two year programme as we look forward to our 20th anniversary in 2015.

The programme of the FutureEverything Summit reflects how the interests FutureEverything has championed for 18 years are no longer a specialist concern, they impact on every level of art, society and economy.

Cities are, writes Dan Hill, the "organising principle for humanity". The networked city been a constant theme for FutureEverything, ever since our early experiments in 2003 when we stepped outside into the city streets equipped with mobile and GPS. This year we host debates that have potential to make an important contribution to Smart Cities projects around the world.

Over the last two years we have been working alongside the BBC and others on the Digital Public Space, an ambitious plan to create a whole new dimension to the ways people experience and interact with culture and heritage. The Open Data movement is further advanced and our focus is shifting from making the case, to shaping and

assessing its impact in society, government, art and commerce.

Our roots are in new media art, and art features heavily in the conference. This is at a time when the place of creative media within the art world has rarely been more hotly debated.

At its best, FutureEverything is a space to experiment, where new ideas come into the light, and artworks and experiences make tangible and real the possible futures we imagine in the conference.

FutureEverything has important relationships with the city of Manchester, and with business partners, prominently NOMA. Personally, I spend my time between FutureEverything and our lead academic partner Lancaster University. Together we strive to bring the future into the present.

This has been a big year for the organisation. We have welcomed an inspirational new Chair, Lou Cordwell, and incredible new talent into the team.

FutureEverything may have come of age, but we live in an era of permanent beta, and we do not expect things to get boring any time soon.

**Drew Hemment, Founder & CEO, FutureEverything.**

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# Thematic Statement

The FutureEverything Summit of Ideas & Digital Invention is centred around the Conference on Thursday 21 and Friday 22 March at Four Piccadilly Place, Manchester.

The Conference brings together artists, thinkers and industry figures from around the world, across multiple disciplines to take part in presentations, debates, panels and participatory sessions.

Alongside the main Conference programme we also present a series of workshops, fringe events, innovation labs and an art programme over six days.

There is a 48 hour innovation challenge on Saturday 23 and Sunday 24 March with cash and development prizes available for new, useful applications using open data.

Workshops include The Business of Open Data, the Europeana Mashup, and the RGBDToolkit Workshop - crafting an entirely new form of 3D media and film.

Art events include Quays Culture present Speed of Light by NVA, an extraordinary public art performance at MediaCityUK; Crafts Council present Weave Waves by Scanner and Ismini Samanidou; and an art performance by Michelle Teran at Manchester Art Gallery.

The music programme presents some of the finest contemporary electronic and experimental music from around the world at Islington Mill, and a unique multi sensory performance from Throbbing Gristle's Carter Tutti at MediaCityUK.

**This brochure details the Conference programme. Full programme online [futureeverything.org](http://futureeverything.org)**

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## The Data Society

Big Data and Open Data are reshaping whole industries and institutions as web technologies mature, mobile access becomes dominant and new devices allow people to consume, learn, create and share with each other. Business, education, culture and government have the opportunity to create completely new possibilities for engagement with citizens and users through data driven services and platforms.

In the Data Society it's essential we all understand our relationship with Data: Can we use it? Do we own it? What can we learn about ourselves from the data we produce?

We look at the idea of the Digital Public Space, an ambitious international initiative that

FutureEverything is helping to champion. The goal is to give everyone everywhere unrestricted access to an open resource of culture and knowledge. There is a huge opportunity to unlock our rich digital archives of knowledge and personal expression and bring them to life through intelligent design and open standards.

New online platforms are transforming the creative and economic ecosystem, and in many cases replacing institutions as they become direct points of contact between start-ups and users, artists and audiences. Speakers from Google, BBC, Europeana, Vimeo, Kickstarter and Creators Project will reflect on their impact on culture and the creative industries.

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## Future Cities

Technologists, urbanists, developers and citizens are working to make our urban environments better by rethinking the fabric and infrastructure of cities, transport, energy use, and the density of urban life.

Cities around the world are hitting the same impasse. No one has so far found a way to intelligently bring together the big technology platforms offered by the global corporations, with local technology projects and the interests of citizens.

A group of influential thinkers including Dan Hill (CEO of Fabrica and renowned expert on future cities), Anthony Townsend (Institute for the Future) and Usman Haque (founder of Pachube-COSM) will shift the debate towards 'Smart Citizens' and answer a defining challenge facing smart city developers around the world - how to build a bespoke smart city.

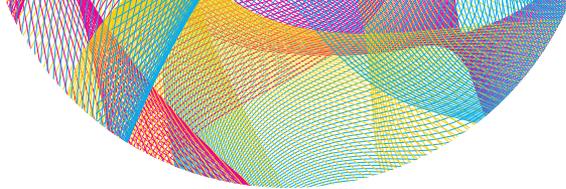
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## Creative Code

Code is the language humans use to design technical systems. It has become the primary construction material of our civilisation. It permeates our products, architecture, institutions and identity. Artists who use code as their media are augmenting cities, manipulating matter, creating robotic agents and gaming our communication systems. Code mutates our creative capacities, it affects our language, taste and ethics.

In this strand we present digital media artists who work with code as their material, often as a part of

collaborative, open source communities. Working as both artist and engineer, they build the platforms that other artists and agencies use in their own practice. They will discuss their projects and principles, and we will see how the art world is responding to its developing relationship with technology. They will discuss their projects and principles, and we will see how the art world is responding to its developing relationship with technology. Creative Code by FutureEverything is a part of the 2013 programme of the ECAS network.



## Conference

Thursday 21st March

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### Keynote: Dan Hill - A Manifesto For Smart Citizens

Introduction by Drew Hemment (FutureEverything)

Red Room 09:30-10:30

Throughout a career focused on integrating design, technology, cities, media and people, Dan Hill has been responsible for shaping many innovative, popular and critically acclaimed products, services, places, strategies and teams. Dan was Urban Informatics leader at Arup and the design lead on the iPlayer while at the BBC.

Dan Hill is one of those influential thinkers on future cities seeking to shift the debate towards the central place of citizens in Smart City design. He argues that the concept of the Smart City is flawed, if it ignores the most important dimension of cities, the people who live, work and create within them.

In his recent essay, Dan Hill calls for a 'manifesto' for smart citizens, saying: "The city is its people. We don't make cities in order to make buildings and infrastructure. We make cities in order to come together, to create wealth, culture, more people... Enter the smart citizens... Despite the heavy, infrastructure-led visions of the systems integrators and IT corporations, the most interesting and productive use of contemporary technology in the city is here, literally in the hands of citizens."

Dan Hill is CEO of Fabrica, a communications research centre and transdisciplinary studio based in Treviso, Italy, and part of the Benetton Group.

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### Building Creative Ecologies for Smarter Cities

Drew Hemment (FutureEverything) / Marcos Garcia (Medialab Prado) / Doug Ward (TechHub)  
Chaired by Lou Cordwell (FutureEverything, magneticNorth)

Red Room 10:30-11:30

How do we create and sustain spaces for bottom-up innovation, and spark and nurture a thriving creative ecology? What kind of environments and organisations are succeeding in creating vibrant spaces for smart citizens, artists and designers, entrepreneurs and startups? Building ecosystems that foster innovation and creativity in cities is a complex art that is not well understood.

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### API Economy

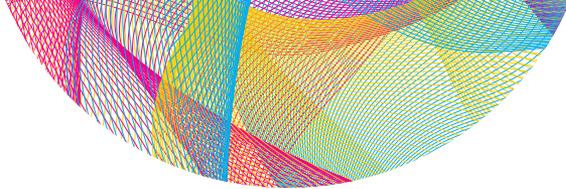
Martyn Davies (SendGrid) / Stewart Townsend (The Creators Project) + More

Chaired by Martin Bryant (The Next Web)

Green Room 10:30-11:30

An API (application programming interface) is an interface which allows software components to communicate with each other. APIs enable developers and businesses to build applications, services and value on top of platforms. API Economy will look at the economic dimensions when entire business ecologies develop around platforms such as Twitter and Facebook, with the risk of being swept away over night when those platforms change their Terms of Service. What are the risks and rewards of basing a business model on third-party APIs and data sets?

What are the benefits and potential negatives of working with API's - both as a developer and as a third party user? We will discuss the relative merits of operating within this potentially lucrative but occasionally volatile emerging market.



## Conference

### Thursday 21st March

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## Platforms

**Jeremy Boxer** (Vimeo) / **Stephanie Pereira** (Kickstarter) / **Kevin Holmes** (The Creators Project)  
**Chaired by José Luis De Vicente** (FutureEverything)

**Red Room: 12:00-13:00**

New online platforms are transforming the creative and economic landscape. They create direct points of contact between start-ups and users, artists and audiences. In many cases, they displace traditional intermediaries such as broadcasters, record labels, publishers,

art galleries, funding bodies and local government. On the Platforms panel, speakers from Vimeo, Kickstarter and The Creators Project will explore these emerging systems and what they mean for media, the arts and the creative economy.

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## Policies & Politics of Open Data

**Tom Slee** (Writer) / **Dominique Lazanski** (TaxPayers' Alliance) / **Tim Davies** (PhD Candidate, University of Southampton) / **Paul Maltby** (UK Government Cabinet Office)  
**Chaired by Julian Tait** (FutureEverything)

**Green Room: 12:00-13:10**

Over the past few years open government data has evolved from a niche concern to one that has been embraced by national government, the European Commission, and nations and organisations around the globe. Advocates argue that open government data makes transparent the inner workings of state institutions, and thus creates an environment for greater understanding, accountability and efficiency. The release of data has also been seen as an

opportunity to add value to national economies through the creation of new services, new intelligence, and a more networked economy based on the free flow of data. This panel will explore what the key drivers are behind this movement, who are the winners and losers and ultimately how do we make sure that the opening up of these public resources benefits all?

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## Open City Infrastructure

**Usman Haque** (Haque Design + Research) / **Martijn de Waal** (UrbanixD)  
**Chaired by Scott Cain** (Technology Strategy Board)

**Red Room: 14:00-15:30**

How can cities develop their own data infrastructure and systems, going beyond just data stores? Cities are not islands separate from each other, they are connected by common language, law and economy. Similarly open data policy and infrastructure cannot be developed by different cities in isolation. To be sustainable it needs to scale and be connected. There needs to be cooperation between cities,

sharing of knowledge and international cities need to be advocates for each other. Can we map out some principles and a roadmap on how this can be achieved with a civic ethos?

**Presented in association with UrbanixD:**  
**Designing Human Interactions in the Networked City**

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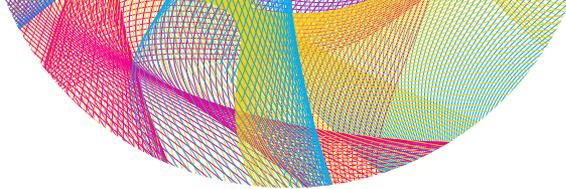
## Facilitating Artistic Practice

**Clare Reddington** (iShed) / **Julie Freeman** (Translating Nature) / **Hwa Young Jung** (Manchester Digital Laboratory)  
**Chaired By Gabrielle Jenks** (Abandon Normal Devices)

**Green Room: 14:00-15:30**

The path to becoming a professional creative coder or a practising new media artist is not linear or predictable. This session will look at different models of practice and how they are facilitated outside the traditional framework

of contemporary art institutions. This session is a "how-to become a digital artist" featuring hack spaces, residencies, commissions for business and public realm works.



## Conference

### Thursday 21st March

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## Open Government Partnership and the Global Movement for Open Government Panel

**Speakers to be announced**

**White Room: 14:30-15:00**

The Open Government Partnership (OGP) declaration commits governments to 'Increase access to new technologies for openness and accountability'. Through the Open Government Partnership, states and cities across the globe have been developing commitments to use digital platforms and open data to make government '...more transparent, responsive, accountable, and effective'. Yet, from long before the birth of the OGP, civic hackers, grassroots campaigners, and community groups have been pushing for and experimenting with models of open government. Is the OGP a sign that their ideas, and a movement for open government has made it to the

mainstream? Or has the idea of open government been co-opted by states seeking to tinker around the edges with open data, but otherwise maintain the status quo?

With the UK currently co-chairing the Open Government Partnership, and due to host the global plenary meeting of 58 member countries in October 2013, this panel is an opportunity to explore whether there is an emerging global movement for open government; how the Open Government Partnership fits into it; and what it might mean for the future of open data, smart cities and digitally-enabled civic engagement and action.

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## New Interfaces for Culture

**Michelle Teran (Ubermatic) / Steve Crossan (Google Cultural Institute) / Bill Thompson (BBC)**

**Red Room: 16:00-17:30**

Preserving and making accessible large repositories of digitised knowledge and culture is a huge opportunity but it presents an important challenge: developing new interfaces for reading and navigating it.

This session is one of a series of debates and events at the FutureEverything Summit exploring the idea of the Digital Public Space and the development of the internet as a place of engagement.

How can we imagine engaging and innovative experiences that will allow the audience to explore and interact with new Digital Public Spaces? Designers and artists are presenting innovative and experimental solutions through cutting edge languages and tools such as visualisation, augmented reality and mobile apps.

Presented in association with The Creative Exchange

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## Producing a Living

**Alex Connock + More to be announced**  
**Chaired by Laura Harper (Ward Hadaway)**

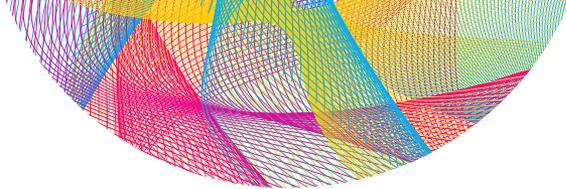
**Green Room: 16:00-17:30**

With new digital business models being created and experimented with each day, how can individual developers and creative companies ensure their hard work is protected - and how can technology bridge the gap between innovative ideas and the realities of IP ownership in the modern digital landscape?

Following on from the successful panel at FutureEverything 2012, this year's Producing a Living session will be a lively debate on the positives, pitfalls and potential profits of digital business models; exploring the emerging issues around IP and the expanding differences between physical and digital products.

## Conference

### Friday 22nd March



## Keynote: Anthony Townsend - A New Civics for Smart Cities

Introduction by Drew Hemment (FutureEverything)

Red Room: 09:30-10:30

The 21st century will be defined by global urbanization and the spread of ubiquitous computing. As these trends converge, a handful of multinational technology and engineering corporations have heralded the arrival of a new urban model. The "smart city" is a place where new information technologies are used to address pressing urban problems. Civic leaders all over the world have embraced this new technocratic toolkit, but this shift is raising many challenging questions. What is the appropriate role of the private sector in building and managing public information infrastructures for sensing and control? Who wins and loses as new technologies upset the status quo? What is the role of citizens in shaping the vision for smart cities and implementing that change?

This talk takes a broad view of technological, business and policy landscape that will shape urban technology and smart cities in the coming decade. It concludes by looking back to the origins of the town planning movement in the United Kingdom to articulate a new civics for smart cities that aspires to involve citizens as co-creators of this new urban future.

Dr. Anthony Townsend is an urban planner and forecaster whose writing, public speaking, activism and consulting focus on urbanization, ubiquitous computing and technology-led innovation and economic development. He is Research Director at the Institute for the Future, an independent research organization based in California's Silicon Valley.

## Coding, Commenting & Crowdsourcing

Michael Evans / Jaakko Rajaniemi (CitySDK - Helsinki)

Red Room: 10:30-11:30

Already more than 30 cities in the United States are exposing their feedback systems to skilled and creative developer communities through standard Open311 interfaces. As such, innovative feedback apps and services are changing the way citizens interact with their city. Partly automated two way communication between citizens and city officials does not only bring a new efficiency and speed to discovering issues to be fixed, but creates a rewarding way for the citizens to participate.

How does this development change the way cities operate? Could this redefine the relationship between citizens and cities?



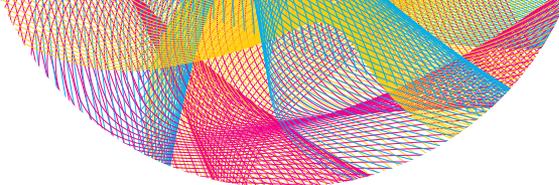
## Living in an age of Algorithmic Culture

Martin Dodge (Author - Code/Space) / Farida Vis (University of Sheffield)

Green Room: 10:30-11:30

From to banking and shopping to the ways we socialise and listen to music, our lives and experiences are increasingly mediated by computer code. While we may be totally unaware, our interactions with a growing number of systems and environments are determined by algorithms.

Algorithms are becoming new kinds of intermediating agents and filters, shaping and framing what we can experience, perceive and carry out on a daily basis. How can we develop an awareness of algorithmic culture? How can we make it more visible



## Conference

### Friday 22nd March

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## Natalie Jeremijenko - Exploring Urban Ecologies

Introduction by José Luis De Vicente (FutureEverything)

Red Room: 12:00-13:00

In the last two decades, artist, designer and engineer Natalie Jeremijenko has developed one of the most intriguing and thought provoking bodies of work in the field of new media. Her projects have been prescient and increasingly relevant, as she has explored fields including data science, genetics and life sciences, and pioneered models of citizen engagement and crowd sourced sensing. In her keynote at

FutureEverything she presents her recent work fronting the Environmental Health Clinic, a research and design initiative exploring the impact of the contemporary environment on our wellbeing. "Exploring Urban Ecologies" looks at the city as an ecosystem where different forms of life, from human to animal and bacterial, coexist and impact on each other.

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## Gavin Starks - Business of Open Data

Introduction by Drew Hemment (FutureEverything)

Green Room: 12:00-13:00

If you had 10 million pounds to spend on open data research, development and startups, what would you do with it? That's precisely the opportunity that Gavin Starks has been given as the first CEO of the Open Data Institute (ODI) in the United Kingdom.

Since launching in October 2012 they have secured \$750,000 in matched funding from the Omidyar Network, on top of a 10-million-pound investment from the UK Government's Technology Strategy Board. They've also helped identify 200 million pounds a year in savings for the health service in the UK.

"It's much like the web in the early 1990s. We're at a tipping point where more and more information is available and so there's more to unlock. We're in an age of data-driven decision making, with vast amounts of data. It's huge and transformational."

Gavin Starks

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## Framing Digital Art

Honor Harger (Lighthouse) / Keri Elmsly (Media Artist) /

Olof van Winden (Netherlands Media Art Institute)

Chaired by Jon Kingsbury (NESTA)

Green Room: 14:00-15:00

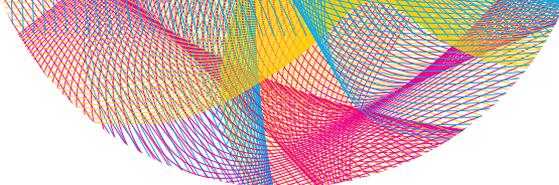
The art world is faced with a global population of highly networked early adopters and rapid production facilities, creating a rich tapestry of international art niches and one off projects. This is a world for which traditional cultural institutions can appear too slow, out of touch, ill equipped. Independent online communities often take the place of cultural agencies, and commercial entities gain an important role in commissioning new work.

As artworks are delivered to galleries by tweeted download URL's, as artists impress in equal parts by digital engineering as they do by insight and as audiences become

more technically literate, there is a new set of challenges for audiences, galleries, curators and funders to embrace.

The panel includes cultural institutions and professionals employing radical models for framing and commissioning art in response to the nature of the new media world.

Honor Harger directs Lighthouse, a digital culture agency based in Brighton. Olof van Winden is a director of the Netherlands Media Art Institute and of Today's Art festival. Keri Elmsly is an independent producer who has worked with United Visual Artists, Quayola and the V&A.



## Conference

### Friday 22nd March

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## The Bespoke Smart City

**Anthony Townsend** (Institute for the Future) / **Lean Doody** (Arup) / **Sascha Haselmayer** (Living Labs Global) / **Catherine Mulligan** (Imperial College London) / **Duncan Wilson** (University of Manchester)  
**Chaired by Nick Johnson** (Chair, Marketing Manchester)

**Red Room: 14:00-16:00**

Anthony Townsend invites a select group of smart city designers, engineers and thinkers to collaboratively shape a solution to a defining challenge facing smart city developers around the world. Anthony, with FutureEverything's Drew Hemment, has designed this special session in the Summit.

How can we build a bespoke city – tuned to the needs of its citizens, buzzing with civic invention – in a global market of generic, off-the-shelf parts? How can cities best produce their own situated software at a local level, and also tap into and feed the rich international trade in urban technology? How can we intelligently bring together the big technology platforms offered by the global corporations, with local technology projects and the interests of citizens?

Anthony Townsend (Institute for the Future) will lead the debate ahead of his highly anticipated book release **SMART CITIES: Big Data, Civic Hackers and the Quest for A New Utopia**.

Anthony Townsend said in a recent article for FutureEverything: "The 21st century will be shaped by the intersection of two historic trends - global urbanization and the rise of ubiquitous computing. A handful of self-styled "smart cities" from Songdo in South Korea's to Masdar in Abu Dhabi aspire to be cookie-cutter models for a mass-produced urban future. But is there a place for one-size-fits-all designs for the city of the future? Why can't the technology that makes the Web an intuitive and interactive, yet deeply personalized and social realm, be grafted onto the physical world in a similar fashion?"

**Presented in association with NOMA.**

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## New Canvas

**James George** (Media Artist) / **Joel Gethin Lewis** (Hellicar & Lewis) / **Angus Farquhar** (NVA) / **Julian Oliver** (Media Artist)

**Green Room: 15:00-16:00**

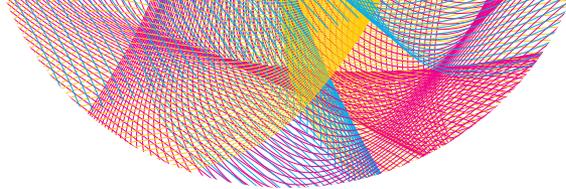
Artists using code as their principal material build canvases and creative tools, working as both artist and engineer. They build the platforms that other artists and agencies use in their own craft.

They create the canvas, as well as the work. It is common for digital artists to divide their time between making art, creating the tools with which they make their art, and managing contributions of open source collaborators.

All canvases and creative tools provide an incomplete set of possibilities. Their inherent paradigms, workflows and artefacts create boundary conditions which naturally define the resulting artwork.

Creative coding platforms are incomplete by design, but are driven forwards one project at a time by artists who share the code and tools they create. This sharing is reshaping creative culture.

James George is the creator of RGBDToolkit, a piece of software transforming the role of Director of Photography into a desk job. Joel Gethin Lewis hacks global commercial institutions into facilitators of the creative coding community. Angus Farquhar is creative director of NVA whose vision is to make powerful public art articulating the complex qualities of a location through collective action. Julian Oliver creates devices which short circuit our information networks to reveal their systems of control.



## Conference

### Friday 22nd March

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## Strange Weather: The Uncertain Science of Prediction

**Drew Hemment** (FutureEverything) / **Carlo Buontempo** (Met Office) / **Geoff Mulgan** (NESTA)

**Red Room: 16:20-17:10**

Uncertainty in the art and science of prediction.

Geoff Mulgan, CEO at NESTA, says predictive tools will move from being of marginal interest to become part of mainstream culture and everyday life. Carlo Buontempo from the Met Office looks at how uncertainty in climate prediction is communicated to a politician planning flood defences in New York or a business investing millions in a suspension bridge or tourism resort. Drew Hemment will talk about the role of artists and designers in communicating uncertainty and in the development of a new generation of 'climate services'.

FutureEverything is working with the UK's Met Office and some of the world's leading climate science organisations

on a new project EUPORIAS supported by the European Commission. (See ongoing projects.)

EUPORIAS is pioneering a new industry of "climate services" based on climate forecast data. But a major challenge is faced in how to manage and communicate uncertainty in the predictions. A politician, engineer or investor wants certainty to inform decision making on critical infrastructure or new investment. But the science offers probability, not certainty. This is a major barrier to uptake in the new climate services sector.

**Presented in association with Manchester Science Parks.**

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## Bringing Archives To Life

**Jill Cousins** (Europeana) / **Tony Ageh** (BBC Archive Development)

**Chaired By Bill Thompson**

**Green Room: 16:20-17:10**

The dream of the "universal library" is closer than ever, as cultural institutions all over the world are working to put online their repositories of documents and items. Multiple international initiatives -some public, some private- are working towards the realisation of big scale digital databases of recorded knowledge. In this conversation, the leaders of two of the most important projects bringing archives to life today will discuss the opportunities that arise when we help museums, libraries, TV, radio stations and other institutions to unlock and make

accessible their rich resources of images, film, text and metadata.

The goal in the vision for the Digital Public Space is to give everyone everywhere unrestricted access to an open resource of culture and knowledge. There is a huge opportunity to unlock our rich digital archives of knowledge and personal expression and bring them to life through intelligent design and open standards.

**Presented in association with The Creative Exchange.**

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## Redesigning The Future

**Justin Pickard** (Superflux) / **Nicolas Nova** (Near Future Laboratory) / **Scott Smith** (Changeist)

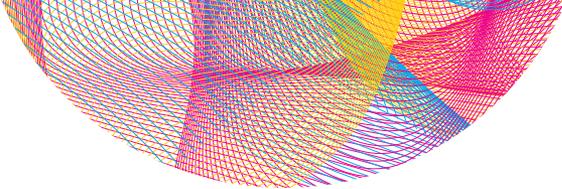
**Red Room: 17:15-18:15**

The FutureEverything Summit in 2013 will finish with a collection of stories on the future as a cultural artifact, and explain how designers use the future as tool for discussion and prototyping.

A very special session where three important voices present one collaborative talk on the strange, troubled thing we used to call the future; the challenges and shortcomings of foresight as a practice; why we should embrace uncertainty, and the creative relationship that exists today between design and those two old friends of the future, science and fiction.

A new generation of future gazers are using rapid prototyping and media sketches to read and design the future. This is in the spirit of FutureEverything's own ethos, to bring the future into the present. Independent practitioners and small scale agencies are providing predictions that are uncannily accurate and are introducing new ways to think about, imagine, and create the future for the wider society.

Signing off, the #futur.



## Workshops & Fringe Events

### Thursday 21st March

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## Disability Meets Digital

**Brad Giblin** (Film Victoria) / **Lynsey Graham** (Film Victoria) /  
**Makyala Lewis** (HCI / a11yldn Digital Accessibility Miniconference) /  
**Samantha Chisnall** (Pesky People) / **Alison Smith** (Pesky People)

**White Room: 09:30-17:00**

Disability Meets Digital (DMD) is an unconference centring around digital access and technology and its use in the arts & cultural sectors. When digital technology is employed in exhibitions, performances, productions, interactives, mobile or web platforms the content on offer should be accessible to all users, including those who have access needs. DMD will offer a chance for the the cultural sector to discuss issues, share knowledge, find solutions and develop best practice procedures.

DMD will begin with a series of presentations from key speakers in the field. This will be followed by the main DMD unconference, with a flexible format where the audience decides and leads the breakout sessions.

**DISABLED ACCESS** – Wheelchair access, BSL interpreters, speech to text reporters will be available.



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## Serendipity Salon Workshop - 'Seeking Serendipity' through Digital Invention

**Mel Woods** (University of Dundee) / **Dr. Stephann Makri**

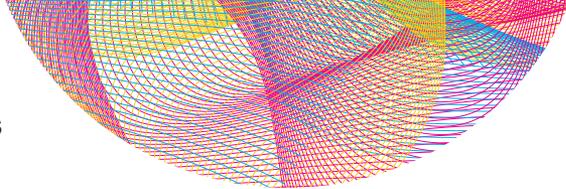
**White Room: 10:30-13:00**

This workshop will focus on serendipity and its widely-noted influence on innovation in creative and technology design, art and business practice. The research conducted on the nature of serendipity, part of a £1.82m UK-research-council funded project called SerenA, has found that there are several actions and attitudes of mind that can increase the likelihood of serendipity. These include varying routines, being observant, making mental space, relaxing boundaries, drawing on previous experiences, looking for patterns and seizing opportunities. The workshop allows participants to learn about these actions and attitudes of mind and apply them (as part of a co-creation session) to the design of novel digital products, systems or services aimed at creating opportunities for serendipity. The workshop will conclude with a plenary discussion aimed at identifying the challenges of designing to create opportunities for serendipity and exciting future opportunities for doing so.



## Workshops & Fringe Events

### Thursday 21st March



## Open Government Partnership Workshop

**Facilitator:** Tim Davies (PhD Candidate, University of Southampton)

**White Room: 16:00-17:30**

The Open Government Partnership declaration starts with the acknowledgement that “people all around the world are demanding more openness in government. They are calling for greater civic participation in public affairs, and seeking ways to make their governments more transparent, responsive, accountable, and effective.” But what does that mean government should be doing in practice? Many governments are using the OGP to focus on e-government and open data. But is there more to open government than that?

This workshop will dig into different visions of open government. You will have the chance to set out what you think the most important elements of open government are and to discuss what would make for an open government vision that you would sign up to.

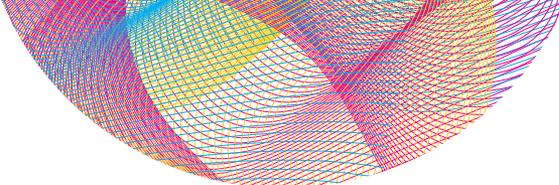


## CitySDK Coding Workshop

**White Room: 09:30-13:00**

The CitySDK APIs have been developed to enable the creation of services and applications that can be used across cities, enabling the sharing of best practice and skills within developer communities and public service, and creating larger markets for city based applications. This workshop will be a demonstration of the APIs, an opportunity to get feedback from potential users and chance to input into what datasets should be made available through the APIs. The focus of the workshop will be in the domains of mobility, participation and tourism and from 10.30 - 13.00 will be an opportunity to code using the CitySDK APIs.





## Workshops & Fringe Events

### Friday 22nd March

#### Europeana Mashup Workshop

Blue Room: 09:30-17:10

A workshop offering visitors to the FutureEverything Summit the opportunity to create new artworks and media experiences by remixing archive material from Europeana – a huge database of cultural assets from across Europe – using Popcorn, a set of easy to use multimedia editing tools for the 'open web' from Mozilla. The Europeana Mashup workshop will demonstrate on a small scale what the Digital Public Space could deliver. Led by Bill Thompson for FutureEverything with Design PhDs from The Creative Exchange.



#### Open 311 Breakout Session: How to Collaborate and to take Open 311 Further

Hanna Niemi-Hugaerts (Forum Virium, Helsinki)

White Room: 14:00-16:00

Open311 practitioners and enthusiasts come together to discuss how to spread the standard to other cities: How to develop the standard further in collaboration with all parties: cities, developers, businesses? What kind of innovative uses and features for the standard can be foreseen? How could technical issues that all cities are facing be solved better and faster together? The workshop is open to all and includes participants from cities that either are using or planning to use Open311 standard.



#### Ideas Are Theft

2022NQ, 20-22 Dale St, M1 1EZ: 19:00-22:00

A fun, spiky and most probably dangerous event format comes to FutureEverything for the first time. And being Manchester, we are doing it down the pub.

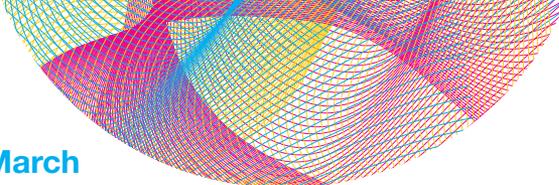
FutureEverything in association with TechBasin Beers ask 'what is the value of an idea?'

A panel of four silver-tongued artists, critics and creators will face off and stand up for their beliefs in a furious set of quick-fire debate rounds. Panelists must use their wits, their words and some visual cues to ward off attacks from each other and you the audience. The 'Cult of the Idea' also known as the TED movement will be turning in its grave.

Our outspoken idea jockeys will debate the existence of originality, how ideas are perpetuated, and what role idea ownership has in contemporary society.

On the subject of stealing ideas, we stole this night time conceptual brawl concept from the Flux Factory Death Match in New York, which 'brings online debates into real space'. Flux Factory has hosted Death Matches on the New Aesthetic, arts funding, urban interventions and Net Art.

This session will be hosted by Joel Gethin Lewis (This Happened and Hellicar & Lewis) alongside FutureEverything's own Drew Hemment. Panelists to be announced.



## Workshops & Fringe Events

### Friday 22nd - Sunday 24th March

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## Routes to the Future: An Innovation Challenge

Launch: Friday 18:00-19:30

Main Workshop: Saturday 08:00-Sunday 18:00

As part of FutureEverything's involvement with CitySDK, FutureEverything and Transport for Greater Manchester present Routes to the future: An Innovation Challenge - an intensive 48 hour competition aimed at coders and creative software developers to build new, useful applications from TfGM's data that will improve the public transport experience for people of Greater Manchester. There are cash and development prizes available for the best ideas.

Routes to the Future begins straight after the main FutureEverything conference with a launch event from 1800 - 1930 on Friday 22 March. The innovation challenge itself will begin at 8am on Saturday 23rd March.

Routes to the future is set to be an intense, productive and exciting collaboration between the brightest minds in software development and data processing. Entries from both teams and individuals are welcome. The cash prize and development fund available is over £16,000.

### Challenge Categories are:

- Best use of real-time data
- Best use of multiple datasets
- Best application created on the CitySDK API
- Most Innovative use of data
- Best U21 application
- Developers' Prize

Amongst the datasets TfGM will make available will be GTFS schedules and realtime Centrelines positional information as well as the data already available through the DataGM - The Greater Manchester Datastore.

Routes to the Future: An Innovation Challenge is a partnership between TfGM and FutureEverything supported by Open Data Institute, Tech Hub Manchester and Manchester University.

To sign up for this workshop, visit [FutureEverything.org](http://FutureEverything.org) or ask at the info desk.

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## RGBD Toolkit

Saturday 23rd March, White Room: 10:00 -17:00

Depth sensing cameras like the Kinect are not only revolutionizing gaming and interactive media, but also have potential for exploring new cinematic techniques. Join us to learn and create new experiments with the RGBDToolkit, an open source software application for depth enabled filmmaking. By augmenting a high definition video camera with a depth sensor, the toolkit captures the scene as colourful three dimensional forms. A computer graphics and video hybrid, the data can then be manipulated algorithmically and visualised from new perspectives in post.

The workshop will focus on learning the RGBDToolkit workflow for camera calibration, data capture, and 3D visualisation. We welcome those with diverse interests and backgrounds from media, video and creative coding to join us in experimenting with this emerging medium.

The workshop doesn't require any programming experience. Participants need to provide their own sensor (either a Kinect or Asus Xtion Pro Live), HD video camera and Mac or PC laptop. We'll provide you with hardware mounts for attaching the cameras together. The attachment mounts will also be available for purchase from the workshop to keep. If you don't have a camera or Kinect, get in touch and we'll pair you up with another participant.

To sign up for this workshop, visit [FutureEverything.org](http://FutureEverything.org) or ask at the info desk.

# Ongoing Projects

## CitySDK

CitySDK is a toolkit for the development of digital services within cities. The toolkit comprises of open and interoperable digital service interfaces as well as processes, guidelines and usability standards. CitySDK enables a more efficient utilisation of the expertise and know-how of developer communities to be applied in city service development.

The project is working in the areas of participation, mobility and tourism and has 8 cities across Europe as partners: Helsinki, Barcelona, Amsterdam, Manchester, Lamia, Istanbul, Lisbon and Rome. The breadth and diversity of the cities involved creates the opportunity to create services that can be used across cities, enabling the sharing of ideas and practice and the expansion of markets for city based applications and services.

FutureEverything's contribution to CitySDK is through engagement of the developer community and businesses through the support of the Open Data Manchester community, developer and business events, innovation challenges and hackathons using open data through the CitySDK API, and working with TfGM to enable the release of transport data

This project is partially funded under the ICT Policy Support Programme (ICT PSP) as part of the Competitiveness and Innovation Framework Programme by the European Community.

[citysdk.eu](http://citysdk.eu)



CitySDK



## ECAS

FutureEverything is a founding member of ECAS (European Cities of Advanced Sound and related arts), a network of independent organisations and festivals across Europe. ECAS encompasses Europe, North America, South America and Australia, and has resulted in the creation of the global network ICAS (International Cities of Advanced Sound).

In 2013, the theme of the ECAS programme is Ubiquitous Art and Sound. This theme explores the ever-growing omnipresence of digital formats in everyday life through new approaches to creative media in the public domain.

FutureEverything has responded to this theme with the Creative Code strand and related creative media projects at the FutureEverything Summit. We present digital media artists who work with code as their material, creating tools as well as artworks, as a part of online, open source communities. The Summit also explores the idea of the Digital Public Space.

ECAS is a co-production between FutureEverything Manchester (UK), CTM Berlin (DE), Skanu Mezs Riga (LV), Unsound Krakow (PL), Today'sart The Hague (NL), musikprotokoll Vienna (A), Insomnia Tromsø (N), CIMATICS Brussels (BE), CYNERTART Dresden (DE).

[ecasnetwork.org](http://ecasnetwork.org)



# Ongoing Projects

## Apps for Europe

The excitement about what's possible with open data is infectious and contests for creating new products and services around data are springing up around Europe. The challenge in directing good ideas to become real-world products and services, enabling viable business with the potential to scale, is evident. Yet this is changing and we are now seeing new businesses emerging which demonstrate the business value of open data - Parkopedia, Placr, Scholenkeuze, Flatturtle, Opencorporates to name a few.

Apps for Europe will stimulate more inventions to grow into sustainable businesses by working alongside data contests across Europe to identify the ideas with greatest potential. We're exploring how to create impact in terms of creating scalable enterprises and maximising the socio-economic benefits of open data.

[appsforeurope.eu](http://appsforeurope.eu)

## Euporias

Access to credible seasonal forecasts, supported by informed guidance from the science community, has potential to improve the resilience of society to climate variability and change. The focus is on 'seasonal to decadal' forecasts, ie. not over the next few days, or fifty years, but for a season to several decades. This is significant because this is the timescale of most planning decisions, whether you are planting a new forest, or building a suspension bridge, or have a tourism business at a beach resort.

EUPORIAS will support the emergence of a new industry of "climate services" based on seasonal to decadal forecasts.

Recent advances in our understanding of and ability to forecast climate variability and climate change have brought us to the point where skilful predictions are beginning to be made routinely. Access to credible forecast data, supported by informed guidance from the scientific community, could lead to significant advances in society's ability to effectively prepare for, and manage, climate-related risks. Despite its potential value in informing European business and adaptation strategy, such forecast information is currently under-exploited.

FutureEverything is a partner in this European FP7 project led by Met Office with other partners including universities, national weather services, commercial organisations and the World Health Organisation. EUPORIAS builds on past collaboration between FutureEverything and the UK Met Office.

[euporias.eu](http://euporias.eu)

## The Creative Exchange

The Creative Exchange (CX) is a Knowledge Exchange Hub for the Creative Economy led by Lancaster University in partnership with Newcastle University and the Royal College of Art funded (£4m) by the Arts and Humanities Research Council and delivered in collaboration with FutureEverything.

The Creative Exchange is bringing together pioneering companies and the best academic thinkers to explore the potential of the Digital Public Space. Together we will create new products, experiences and business opportunities which empower anyone, anywhere to access, explore and create with the newly accessible collections of media, public information and data trails which form the Digital Public Space.

Lancaster University is FutureEverything's lead research partner. The themes of FutureEverything feed into and are shaped by collaborations such as that with The Creative Exchange.

[thecreativeexchange.org](http://thecreativeexchange.org)

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# Speakers

**Tony Ageh**

Head, BBC Archive Development

**Jeremy Boxer**

Creative Director, Vimeo Festival + Awards

**Carlo Buontempo**

Met Office

**Scott Cain**

Future Cities Project Leader, Technology Strategy Board

**Samantha Chisnall**

Pesky People

**Alex Connock**

Managing Director, Shine ON

**Jill Cousins**

Executive Director, Europeana Foundation

**Steve Crossan**

Head, Google Cultural Institute

**Martyn Davies****Tim Davies**

PhD Candidate, University of Southampton

**Martijn de Waal****Martin Dodge**

Author, Code/Space

**Lean Doody**

Smart Cities Lead, Arup

**Keri Elmsly****Michael Evans****Angus Farquhar**

Creative Director, NVA

**Julie Freeman****Marcos Garcia**

Chief of Cultural Programme, Medialab Prado

**James George**

Media Artist

**Joel Gethin Lewis**

Co-founder, Hellicar & Lewis

**Brad Giblin**

Head of Games Investment Fund, Film Victoria

**Lynsey Graham**

Designer, Blitz Games Studios

**Usman Haque**

Director, Haque Design + Research

**Honor Harger**

Director, Lighthouse

**Sascha Haselmayer**

Co-founder, Living Labs Global

**Drew Hemment**

Founder & CEO, FutureEverything

**Dan Hill**

CEO, Fabrica

**Kevin Holmes****Alan Hudson****Natalie Jeremijenko**

Artist, xdesign Environmental Health Clinic

**Hwa Young Jung**

Co-director, Manchester Digital Laboratory

**Dominique Lazanski**

Head of Digital Policy Taxpayers' Allowance

**Makyala Lewis**

Social Media Researcher

**Ian Livingstone**

SerenA

**Stephann Makri****Paul Maltby**

Director of Open Data & Transparency,  
UK Government Cabinet Office

**Geoff Mulgan**

Chief Executive, NESTA

**Catherine Mulligan**

Research Fellow, Imperial College London

**Hanna Niemi-Hugaerts**

CitySDK Project Manager, Forum Virium Helsinki

**Nicolas Nova**

Researcher, Near Future Laboratory

**Julian Oliver**

Media Artist

**Stephanie Pereira**

Director of Art Programme, Kickstarter

**Justin Pickard**

Futurist, Superflux

**Jaakko Rajaniemi**

CitySDK Project Planner, Forum Virium Helsinki

**Clare Reddington**

Director, iShed

**Nick Savage****Tom Slee**

Writer & Critic

**Owen Smith****Scott Smith**

Founder, Changeist

**Alison Smith**

Founder, Pesky People

**Gavin Starks**

CEO, Open Data Institute

**Michelle Teran**

Media Artist, Ubermatic

**Bill Thompson**

Technology Writer, BBC

**Martin Tisne**

Steering Committee Member, OGP

**Stewart Townsend****Anthony Townsend**

Research Director, Institute for the Future

**Olof van Winden**

Director, TodaysArt

**Farida Vis**

Research Fellow, University of Sheffield

**Doug Ward**

Co-founder, TechHub Manchester

**Duncan Wilson**

Research Associate, University of Manchester

**Mel Woods**

(DJCAD, University of Dundee)

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# Delegate Offers & Deals

As a FutureEverything delegate, you can receive a number of special offers and discount at bars, cafes and retailers throughout the city during the Summit. Simply show your delegate pass at any of these venues to qualify for a discount on purchases:

## **Abode**

107 Piccadilly, M1 2DB

£10.95 2 courses, £15.95 3 courses, £4.50 selected cocktails until 7pm.

Call 0161 200 5665 quoting 'FutureEverything' to reserve

## **Common**

39 Edge St, M4 1HW

Members rate drinks offers

## **Eden**

Canal St, M1

25% off food

## **Kro Piccadilly**

Piccadilly Gardens, M1 1RG

25% off food, £9.95 bottle house wine, £2.80 pint Carlsberg

## **Marble Beer House**

57 Thomas Street, M4 1NA

Free Manchester Bitter with a Ploughmans lunch,

Free Porter Stout with 12 Cheeses board

## **North Star Deli**

77 Dale Street, M4 2HG

20% off

## **Premier Inn**

72 Dale Street, M1 2HR

10-25% off in Piccadilly, Portland St and Deansgate hotels

## **Simple**

44 Tib Street, M4 1LA

4 cocktails, £5 off wine, 2-4-1 selected beers, 25% off food

## **Thomas Restaurant**

49 - 51 Thomas Street, M4 1NA

20% off food, £5 cocktails 4-7pm, £2.50 selected beers/wines,

£10 afternoon tea (sandwich, cake + tea/coffee)

## **Tib St. Tavern**

74 Tib Street, M4 1LG

10% off during happy hour

## **TNQ Restaurant**

108 High Street, M4 1HQ

25% off

## **Velvet**

2 Canal St, M1 3HE

£12.95 one course + drink, £19.95 2 pizzas + beer bucket/bottle of wine, £5.25 cocktails,

£7.50 Champagne cocktails, £9.50 bottle of wine, £10.95 4 beers, all valid 4-7pm

## FutureEverything Team

**Drew Hemment** Founder & CEO  
**Tom Higham** Senior Producer  
**José Luis De Vicente** Guest Curator  
**Julian Tait** Head of Innovation  
**Lisa Ashurst** Head of Marketing  
**Simon Webbon** PR & Marketing Manager  
**Darren Murphy** Marketing Assistant  
**Dave Holloway** Conference Manager  
**Nick Lawrenson** Technical Manager  
**Kevin Smith** Research Associate  
**Sarah Southworth** Finance Manager  
**Michael Duffield** Administrator  
**Mark Carlin** Music Programmer  
**Sarah Unwin** Volunteer Co-ordinator

The FutureEverything Festival of Ideas and Digital Invention will return in March 2014.  
**FutureEverything.org**

## Partners





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