

Imagine our Culture in the Future

Technology Showcase

Montréal 2006

An event organized by the Society for
Arts and Technology

presented by the
ministère de la Culture
et des Communications du Québec
in collaboration with the Department
of Canadian Heritage

August 31, 2006

Imagine our Culture in the Future

Technology Showcase

Montréal 2006

An event organized by the Society for
Arts and Technology

presented by the
ministère de la Culture
et des Communications du Québec
in collaboration with the Department of
Canadian Heritage

August 31, 2006



Understanding the impact on culture and communications of digital technologies

Digital networks and technologies are altering the cultural and media landscape. Satellite radio, IP television and digital commercial film distribution are just some of the technological changes that are directly affecting the creativity and business logic of artists, producers and institutions. An entirely new development environment has emerged. What are the rules that govern it?

The best way to understand these new environments is to experience them firsthand. Technology Showcase — Montréal 2006 has been organized to enable each participant to grasp and observe the direct impact of digital technologies on the chain of activities in the cultural and media sectors.

Program

The Society for Arts and Technology (SAT), founded in 1996, will host the event. SAT brings together artists who use digital technologies to encourage collaboration between artistic and scientific disciplines, to foster collaboration with industry and educational institutions, and to promote its members at home and abroad.



At the morning session, participants will learn how Canadians are using digital technologies today and how they will use them in the near future. On the main floor, participants can visit

exhibits that show how these technologies are already changing content creation and distribution. Exhibits on the second floor offer a glimpse of the types of content now under development that could soon be an integral part of our everyday cultural and media landscape.

At the afternoon session, participants will attend presentations by national and international experts and have an opportunity to ask them questions. The session will be held in an innovative multimedia conference room. Derrick De Kerckhove, Director of the McLuhan Institute at the University of Toronto, and



René Barsalo, SAT Liaison and Strategy Director, will co-chair the session. At the end of the day, participants will have an opportunity to hold a private meeting to discuss their work priorities.

Timetable

9:10 a.m. Departure from the hotel

Participants will assemble in the lobby of the Hyatt Hotel and take a shuttle to SAT.

9:45 a.m. Arrival at SAT

Welcome and registration of participants, who will then be directed to the café, where refreshments will be served.

10 a.m. Word of welcome and press briefing

Québec Minister of Culture and Communications and Minister responsible for the Montréal region Line Beauchamp will give the opening address. She will hold a press briefing on the event's organization and objectives. The heads of delegations will take part in a photo op.

10:15 a.m. Introduction

Monique Savoie, founder and President of SAT, will also welcome participants and introduce René Barsalo, SAT Liaison and Strategy Director, who will lead the morning visit.

Mr. Barsalo will briefly take stock of the demographic, economic and technological changes under way in Canada and the world, with a view to broadening participants' understanding of the new Internet-savvy generations and the physical and geographic dematerialization of digitized cultural products.

10:30 a.m. What is possible today?

The new Canadian home

While everyone is interested in the future, the present is changing at blinding speed. A typical urban Canadian living area will be created to help participants fully assess the potential of the new wave of consumer electronics. The space includes a living room, a dining room and a home office, the three main areas in the home where Canadians access cultural and media content, each one equipped with currently available technology that demonstrates how such technology is already altering the cultural and media habits of Canadians.

Connected in real time

Telepresence and IP collaboration are changing our relationship to distance. The presentation of a number of connection methods will reveal to participants how these technologies can link geographically remote communities, regardless of the distances between them, in the home or the workplace.

Wired spaces

A demonstration of a wired cultural space will be presented in the café. The exhibit will show that, using currently available technologies, an artists' centre or local cultural centre can distribute directly or on demand cultural content to public, private or institutional spaces and thus broaden the availability of content in the area.

The new studio

Participants will visit the digital production studio and see how the content they viewed earlier in the day was created and put online. They will thus observe that formerly expensive equipment is now available at affordable prices.

11:15 a.m. What will be possible in the near future?

Today's research is tomorrow's reality. During this session, participants will learn about innovations stemming from digital content distribution and telepresence. This research should engender new business logics and content that will appear on the market within the next five years.

Digital cinema and digital distribution

DigiScreen, a Montréal company established by Sof-timage founder Daniel Langlois, is an international leader in the digital cinema revolution. Hollywood initiated the change in commercial film distribution. A demonstration of new business logics will enable participants to understand the timetable for change under way in this key sector and to discover future prospects for the Canadian film industry.

Immersive environments

SAT[Art&D] is an international leader in immersive projection and sound spatialization. The Université de Montréal, a network of Canadian and international partners and SAT[Art&D] are jointly redefining the rules governing artistic presentation spaces. Participants will see the Panoscope and Cyclorama and preview the SAT[o_Sphere], three projects that use immersive and sound projection systems. How will artists and filmmakers work in spaces where the conventional notion of a stage has vanished? Other exhibits on sound spatialization and the use of sensors will also be displayed.

Other demonstrations

The Virtual World of Art project shows how artists can adopt and reinvent the immersive multi-player environments of online video games. The CityScape (Concordia | Hexagram) project suggests possible

areas for research using IP mobile technologies. Speakers at the afternoon session whose presentations lend themselves to demonstrations can make use of other spaces.

12 noon Lunch

After lunch, those participants who wish to do so can revisit the exhibits that they saw in the morning.

1:30 p.m. Afternoon session

The afternoon session will take place in SAT's main presentation area, an innovative multimedia conference room.

Moderator: Derrick De Kerckhove

Derrick De Kerckhove is Director of the McLuhan Program in Culture and Technology and Professor in the Department of French at the University of Toronto. He was an associate of the Centre for Culture and Technology from 1972 to 1980 and worked with Marshall McLuhan for over 10 years as translator, assistant and co-author. René Barsalo, SAT Liaison and Strategy Director, who will establish links between the morning demonstrations and afternoon talks, will assist him.

Speakers will be asked to express their viewpoints during a 15 to 20 minute period devoted to the impact of digital technologies, from content creation to consumption.

[Cinema] Mark Hooper (Digiscreen, Canada)

Mark Hooper will reflect on the film industry and the changes stemming from digital technologies, from film production to distribution.

[Music] Daniel Levitin (McGill University, Canada)

Daniel Levitin will focus on the impact on the music industry of technological change, especially on intellectual property, and ways of doing business that could ensure that artists and the industry are properly remunerated.

[Publishing] Ronald Hawkins (SONY, United States)

Ronald Hawkins will discuss the opportunities stemming from the advent of the e-book in the publishing sector and possible spinoff in the realm of culture. He will present Sony's e-book reader.

[Immersive design] Luc Courchesne (Université de Montréal, Canada)

Luc Courchesne will focus on the repercussions of immersive, interactive and network-based technologies in a new interactive culture and the possible integration of this change into everyday life.

[Mobility] Vesa-Matti Paananen (Microsoft, Finland)

Vesa-Matti Paananen will examine the impact of mobile technologies on the consumption of conventional media products and explore the applications, services and social phenomena that are now facilitating these technologies and will continue to do so in the future.

[Scenic arts] Ian O'Connell (MUSION, United Kingdom)

Ian O'Connell will demonstrate holographic projection using excerpts from theatre, dance and music and take stock of this technology's eventual impact on cultural content.

4 p.m. Private discussion period

5 p.m. End of the meeting

6:30 p.m. Official reception

Reception hosted by the Québec Minister of Culture and Communications in honour of the heads of delegations (by invitation). A shuttle will leave the Hyatt Hotel at 6:15 p.m.

From 6 p.m.

to 9 p.m. Guided tour of the thematic exhibition

The Society for Arts and Technology and the ministère de la Culture et des Communications du Québec invite their government partners and representatives of the cultural, research and business sectors to participate in a guided tour of the Technology Showcase — Montréal 2006, Let's Imagine Our Culture in the Future.







Culture
et Communications

Québec



Canadian
Heritage

Patrimoine
canadien



Société des arts technologiques
Society for Arts and Technology