

**/ COMPLEX NETWORKS**

**/ MOBILE CULTURE**

**/ CRITICAL MASS**



**Philip Ball / Ricard Solé / Iñaki Amate / Invasive Code  
Genís Roca / Kònic Thtr / Rudy De Waele / Zzzinc  
Fabien Girardin / Dolo Beltrán / Mobile Cells**

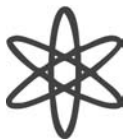
**CCCCB**

**March 25th, 26th, 27th, 2010 / from 11 am to 10 pm**

**Admission free**



**NOW** is a reflection on the present that starts from the scientific, technological, artistic, social and spiritual transformations that are taking place at the beginning of the 21st century. **NOW** does not answer to a specific format, even though it can be expressed through different genres. It has been thought as a work platform with several objectives within the following scopes:



OPEN SCIENCE



PSI PARTICLE



CYBERSPHERE



NEW ACTIVISM



ECO FACTOR



EMERGING CULTURE



ART NOW



This first edition of **NOW 2010. Meetings in the present continuous** proposes an analysis of the **science of the networks**, the **mobile culture** and the **mass**. Neurons, genes and the behaviour of individuals has moved to the world of the social networks, revealing important likenesses between systems, like for example, the way of relating to each other and creating new structures. Mobile phones, far from being strictly a communication tool, may also become social integration tools very useful for development, apart from becoming new support tools for creation. Finally, here the mass is analyzed from a historical point of view in order to explain its evolution from a gregarious being to an interconnected and self-organized collective brain.

This edition will further count on the presence of **Kònic Thtr**, who will perform an interactive dance through electronic means which will be held simultaneously in Barcelona and Brazil.

## SCHEDULED ACTIVITIES



THURSDAY, MARCH, 25<sup>TH</sup>  
7 PM / HALL



### **Complex networks: from the genome to the Internet**

*Ricard Solé*

In what way do we relate to each other on the social networks? What makes the Internet so fast and, at the same time, so fragile? Why do social networks jam the ecosystems and societies? How has technology or the brain evolved? The study of the architecture of the networks that defines the interaction between genes, individuals and neurons has revealed amazing likenesses between apparently dramatically different systems. Knowing this architecture allows us to understand the workings of many systems, how they manage to organize themselves and which their weak points are. They also show us the need to abandon a reductionist perspective and embrace the world's complexity under a system stand.

Ricard Solé, doctor in Physics by the UPC, works as a professor at the UPF, where he leads the Laboratory of Complex Systems. His research in this field embraces subjects which go from the theoretical ecology to the study of social networks, language and highly complex systems such as traffic and the Internet. He's an associate teacher of the Santa Fe Institute, senior member of the Center of Astrobiology, associated to the NASA, and counsellor of the European Complex Systems Society. In 2003, his research studies in collaboration with Ramón Ferrer won them the award Ciutat de Barcelona on Scientific Research.

THURSDAY, MARCH, 25<sup>TH</sup>  
8:30 PM / HALL



### **Umbrales\_ePORMUNDOS**

*Kònic Thtr*

The Umbrales\_ePORMUNDOS project is an experience of dance through electronic means between Kònic Thtr [Catalonia] and Grupo de Pesquisa PoeticoTecnologica na Dança [Brazil] which explores the changes in human perception regarding the interpersonal communication by means of technologies: how the communication technologies rewrite the body, how our understanding of the place and the idea of presence change and how the narratives, individuals and culture are redefined.

Kònic Thtr is an artistic platform based in Barcelona dedicated to the contemporary creation meeting with art, science and new technologies. Its activity is focused on the use of interactive technology applied to artistic projects.



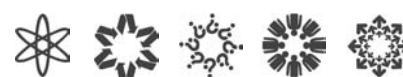
## Presentation of the project #masacritica

*José Luis de Vicente and YProductions (members of Zzzinc) with the collaboration of Philip Ball*

#masacritica is a collective research study developed by Zzzinc, which focuses on the evolution of the mass from a historic, social, anthropological and scientific point of view. We have evolved from the idea of a gregarious being to an interconnected collective brain with self-organizing capabilities, and this fact has allowed for the visibility of collective processes and practices which can be analyzed in an interdisciplinary way. NOW will hold the project's presentation, which will count on the presence of the British writer Philip Ball, who in his turn will explore the intersections between physics, complexity and social sciences and will cover different social phenomena from physical and mathematical models.

Phillip Ball has a Bachelor's Degree in Chemistry by the University of Oxford; he's a doctor in Physics by the University of Bristol and member of the Chemistry department of the London University College. In the field of popular science he works as an editor of the Nature magazine, he's a collaborator of The new scientist and has published numerous articles and books on popular science, such as The invention of colour, H<sub>2</sub>O, a biography of water and Critical Mass, Aventis Award to the science book of the year in 2003.

Zzzinc is a platform established in 2009 by a group of commissioners, journalists, university professors, independent researchers and cultural producers, which works as an experimental laboratory and as a meeting point that connects the local community with professionals and international knowledge networks.



## Exploring the implications of mobile technologies in the contemporary urban culture

*Iñaki Amate, Genís Roca, Rudy De Waele and Fabien Girardin*

Moderator: **Alberto Tognazzi**

Mobile phones, apart from offering innovative services in the field of communication, contribute to economic growth and social development. The evolution of the Information Society runs parallel with the technical advances of mobile phones, since not only contents are consumed, but they are also created by the consumers themselves. Which advantages give us this new technology? Which implications does it have on our daily life and on our creation capabilities?

Iñaki Amate is CEO of the Finnish office of Fjord, a company engaged in digital services. His career began in 1999, when he started to develop digital products and services for clients such as Nokia and Vodafone. A pioneer of the design of some of the first concepts for mobile phones in Finland, nowadays he also teaches at the Helsinki School of Economics.

Genís Roca is a director partner of RocaSalvatella, a strategic consultancy company on the use that both companies and institutions can make of the networks. He has been CEO of Infonomia, as well as manager of the UOC's Internet initiatives. His interest is focused on the models of presence on the Internet and the analysis and spreading of the causes and effects developed around the 2.0 web.



Rudy De Waele is a cofounder of Dotopen, a consultancy firm that allows companies to develop their strategic position, defines their business models and creates alliances and new business opportunities. He was the creator of the conference MobileMonday Barcelona and MobileMonday Madrid, and has worked on projects related to R+D, the development of contents and events, the distribution of digital music and the integration of wikies, blogs, moblogs and RSS technologies.

Fabien Girardin is the creator of LiftLab, a research programme that studies the relationships between urban infrastructures, technologies and human practices. Girardin is a Doctor of Computer Sciences and Digital Communications by the UPF and has a Bachelor's Degree in Engineering by the Biel School of Engineering and Information technology of Berna, Switzerland, apart from being a member of the Senseable City Lab from the MIT.

Alberto Tognazzi is director of the MovilFilmFest and Mobile Cells, and counselor at the Ministerio de Cultura (ICAA). Net.artist, editor of the online series "We are closing", he has also given video courses through the Internet and mobile phones at several universities and academies, such as the Instituto Cervantes, the IED and the NYU.

# DOCUMENTARIES

OVSC. Original version with subtitles in Catalan  
OVSS. Original version with subtitles in Spanish  
DS. Version dubbed to Spanish



THURSDAY, MARCH, 25<sup>TH</sup>  
6 PM / AUDITORI



## How Kevin Bacon cured cancer

*Annamaria Talas. Australia 2008, 45' OVSC* **PREMIERE**

How Kevin Bacon cured cancer explores the connection between people based on the sex degrees of separation theory. It is divided into two parts: the first part is about small worlds model and explaining why six degrees works. The second part brings the concepts of hubs and power-law degree distribution. At the end we learn more about network theory applications, in particular about cancer research.

The documentary, produced by the BBC, brings us a new view of the world, as we unfold the science behind the popular trivia game 'Six Degrees of Kevin Bacon'. Based on the idea that anyone on the planet can be connected in just a few steps of association, 'six-degrees of separation' was supposedly an urban myth. Through this documentary we discover it's at the heart of a major scientific breakthrough.

FRIDAY, MARCH, 26<sup>TH</sup>  
5 PM / AUDITORI



## The century of the self

*Adam Curtis. England, 2002, 240' OVSS*

Documentary produced by the BBC which reflects on how we see our own identity since Freud changed the perception of the human mind. Fashions, the superficiality of our lives, consumerism, etc., are some of the subjects which its director, the prestigious producer Adam Curtis, develops along four chapters. The Century of the Self\* has been granted numerous awards, among them, the Longman Prize to the Best Historic Film of the Year in 2003.

[http://en.wikipedia.org/wiki/The\\_Century\\_of\\_the\\_Self](http://en.wikipedia.org/wiki/The_Century_of_the_Self)

\*Only chapters 1 and 3 will be screened

SATURDAY, MARCH, 27<sup>TH</sup>  
12 PM / AUDITORI



## **Hello Africa**

*Anders Bolin. Austria, 2008, 42' 15" OVSC*

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The African continent has been witness to the explosion of numerous small businesses created around the mobile phone industry. The boom of this device in Africa is changing habits, cultural values and social models very fast, and this documentary, produced by the Austrian NGO ICT4D, shows it through the stories of different characters from Zanzibar.

[http://wiki.ict4d.at/Hello Africa](http://wiki.ict4d.at>Hello Africa)

SATURDAY, MARCH, 27<sup>TH</sup>  
1 PM / AUDITORI



## **Cell phone. The ring heard around the world**

*Canadian Broadcasting Centre. Canada, 2008, 45' OVSS*

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Documentary that offers a journey through the emerging mobile culture, so as to discover its functions and uses around the world. From Japan to India, with interviews to prominent figures such as Richard Branson, founder of the Virgin group, and inventor of the camera for mobile phones.

<http://www.cbc.ca/doczone/cellphone/video.html>

SATURDAY, MARCH, 27<sup>TH</sup>  
5:30 PM / AUDITORI



## **Selection of the best short films and video clips shot with mobile phones**

*MovilFilmFestival (30')*

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MovilFilmFest has managed to combine the new technologies with the audiovisual language, and has become the pioneer festival in its genre, cinema shot with mobile phones. At NOW a selection of the best short films exhibited in different editions will be presented.

<http://www.movilmofilmfest.com>

SATURDAY, MARCH, 27<sup>TH</sup>  
6:05 PM / AUDITORI



## **Selection of clips from different festivals of short films shot with mobile phones (60')**

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- Hong Kong Mobile Film Festival (Hong Kong, Xina)
- Cine Pocket (Bruselles, Bèlgica)
- Viva la Focus (Groningen, Holland)
- Mobilefest.org (Sao Paulo, Brazil)



- Manos Libres (Córdoba, Argentina)
- Miasto W Komie (Warsaw, Poland)

This selection of clips presents the cream of the short films exhibited at different festivals of cinema shot with mobile phones from around the world.

<http://www.mobilefilm.hk/2009/eng/aboutHKMFF.html>

<http://www.cinepocket.be/?lang=fr>

<http://www.vivalafocus.nl/english.php>

[http://www.mobilefest.org/default\\_esp.aspx](http://www.mobilefest.org/default_esp.aspx)

[http://www.cortopolis.com.ar/manoslibres/manoslibres\\_formulario\\_spa.htm](http://www.cortopolis.com.ar/manoslibres/manoslibres_formulario_spa.htm)

# PERMANENT SPACES



**FROM THURSDAY 25<sup>TH</sup> TO SATURDAY 27<sup>TH</sup> OF MARCH  
OPEN FROM 11 AM TO 10 PM**

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## LIBRARY POINTS

A selection of the bibliography available on the themes that are activated at the NOW platform. Books to get in touch with the theories, challenges and actions of a culture where art and science, technology and human sciences have to learn to evolve in continuous tune.

In this March edition of **Now 2010** we would like to thank the following publishing huoses: Akal, Anagrama, Paidós, Planeta, Tusquets, Ariel, Turner, Taurus, Anthropos, Morata, Siglo XXI, Traficantes de Sueños, Random House Mandadori and Anaya.

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## QUERIES AND DOWNLOADS

### *NOW Query point*

Selection of websites and bibliography related to the subjects dealt with on this edition of the **NOW** project, such as the relevance of social networks, the new communication tools, etc.

# WORKSHOPS



## PLEASE CHECK THE SCHEDULE OF EACH WORKSHOP

The workshops proposed this year by NOW will be developed, for the first time, inside and outside the premises of the CCCB. The attendants will have the chance to work in the Raval quarter on two separate workshops which will merge in a sole session on Saturday.

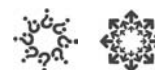
Each participant must carry their own laptop with video edition software to the workshop.

THURSDAY, MARCH, 25TH  
FROM 4 PM TO 6:30 PM

FRIDAY, MARCH, 26TH  
FROM 4 PM TO 6:30 PM

SATURDAY, MARCH, 27TH  
FROM 11 AM TO 2 PM

HALL



### The camera on your mobile phone

*Workshop of creation of musical video clips with mobile phones*

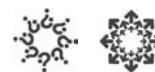
*By Alberto Tognazzi, director of MovilFilmFest, with the collaboration of Dolo Beltrán, singer of the music group Pastora*

*Length of the workshop: 3 sessions*

Registrations: Serveis Educatius. Tel.: 933 064 135. mail: [seducatiu@cccb.org](mailto:seducatiu@cccb.org)

Workshop addressed to young people interested in music and the creation of videos who want to know deeper the audiovisual languages which adapt to the singularities of mobile phones: small format, interactivity and portability. The students will have the chance of making one or two audiovisual works destined to be spread by means of mobile phones, and they will know all the steps of the creative process, from the clip recording and editing, to its distribution via the Internet or mobile phones.

The workshop will take place in the streets of the Raval quarter and will count on the participation of Dolo Beltrán, singer of the music group Pastora.



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## **What can be done with an iPhone?**

*By Geppy Parziale and Eva Díaz-Santana, from Invasive Code*

*Length of the workshop: 3 sessions of 3 hours each*

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Registrations: Serveis Educatius. Tel.: 933 064 135. mail: [seducatiu@cccb.org](mailto:seducatiu@cccb.org)

Activity recommended for professionals

Introductory course to the applications for iPhone where the basic elements of the SDK (software development kit) programming of iPhone are taught. The course is addressed to artists and programmers with knowledge of object programming who wish to get in the world of the applications of iPhone.

The base to work will take place at the Raval quarter: the attendants will develop an application in order to position the musical extracts of the video clip course by means of Google Maps, so they can create an emotional tour around the quarter that can be visualized on the screen.

# DAY BY DAY PROGRAM



## THURSDAY, MARCH 25TH

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- 11 am** Opening
- 11 am** **Workshop** : What can be done with an iPhone? (Invasive Code) (3h)
- 4 pm** **Workshop** : The camera in your mobile (Alberto Tognazzi) (2,5 h)
- 6 pm** **Documentary** : How Kevin Bacon cured cancer (45') **PREMIERE**
- 7 pm** **Lecture by Ricard Solé** : Complex networks. From the genome to the Internet (1 h)
- 8:30 pm** **Kònic Thtr** : Umbrales\_ePORMUNDOS (1 h)

## FRIDAY, MARCH 26TH

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- 11 am** Opening
- 11 am** **Workshop** : What can be done with an iPhone? (Invasive Code) (3h)
- 4 pm** **Workshop** : The camera in your mobile (Alberto Tognazzi) (2,5 h)
- 5 pm** **Documentary** : The Century of the Self (2 h)
- 7 pm** **Presentation of the project #masacritica** (45')
- 7:45 pm** **Lecture by Philip Ball** (1 h)

## SATURDAY, MARCH 27TH

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- 11 am** Opening
- 11 am** **Workshop** : What can be done with an iPhone? (Invasive Code) (3h) and The camera on your mobile (Mobile Cells) (3 h) simultaneons
- 12 am** **Documentary** : Hello Africa (42')
- 1 pm** **Documentary** : Cell Phone. The ring heard around the world (45')
- 5:30 pm** **Documentary** : Selection of short films presented at the MovilFilmFest (30')
- 6:05 pm** **Documentary** : Selection of short films presented at several mobile film festivals (60')
- 7 pm** **Debate** : Exploring the implications of mobile technologies in the contemporary urban culture (2 h)



## INFO GENERAL

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### Opening hours:

Thursday March 25th through Saturday 27th, open from 11 am to 10 pm.

### Free admission to all activities.

Registration required in advance for workshops: tel. 933 064 135. mail: [seducatiu@cccb.org](mailto:seducatiu@cccb.org).  
CCCB reserves the right to modify the schedule for reasons beyond its control.

### CCCB

Montalegre, 5. 08001 Barcelona. Tel: +34 933 064 100. [www.cccb.org/now](http://www.cccb.org/now)



NOW un projecte de

