

# Call for participation

Students - Designers - Artists - Professionals  
**ElectroSmog International Design Competition**

International Festival for Sustainable Immobility  
March 18 - 20, 2010

## Electrosmog Festival

ElectroSmog is a new festival that explores the concept 'Sustainable Immobility' in theory and practice. Sustainable Immobility is first of all a critique of the expanding crisis of mobility. Today's systems of hyper-mobility of people and products in travel and transport are ecologically no longer sustainable.

While the worldwide growth of mobility may be temporarily slowed down by the current economic slump, long term projections still point towards increased movement and exploding energy needs. Therefore we urgently need to develop alternatives for the current state of hyper-mobility.

Sustainable Immobility is a quest for a lifestyle less determined by speed and constant mobility. A lifestyle that celebrates stronger links to local cultures, while at the same time deepening our connections to others across any geographical divide by means of new communication technologies.

### The challenge

The ElectroSmog festival wishes to engage one of the most fundamental promises of the information age: that communication technologies can replace the need for physical mobility and therefore directly contribute to ecological stability. Simultaneously our increased tele-connections would lead to a more rewarding deep local lifestyle (homework in the electronic cottage) and to a richer connected experience with the rest of the world (the global village).

While these promises have existed since the dawn of the information age, they were never fully realised. The urgency to address the challenge of the expanding mobility crisis forces us, however, to re-examine these promises and find out how to turn them into viable life-style choices. Nothing is self-evident: We also question the premise that increased electronic connections and deeper local roots are self-evidently more energy efficient and ecologically sustainable than the current systems of globalised mobility of people and goods.

Technology alone is never the answer. We are looking for both technological and non-technological solutions to the central question of our competition:

**How can we design sustainable immobility?**

### Design Competition

In collaboration with an extensive network of international partners the ElectroSmog festival is organising an international design competition for young designers, artists, technologists, architects and spatial and urban planners to join us in our quest for sustainable immobility, and find imaginative answers to the question how to design sustainable immobility. The winning design will be awarded with a full-fledged residency to realise your ideas.

### ElectroSmog Festival as a model for Sustainable Immobility

The ElectroSmog festival will bring together a broad coalition of designers, environmentalists, urban and spatial planners, technologists, artists, theorists, and engaged and concerned citizens, to investigate and 'design' sustainable immobility. The festival stakes its claim for a radical break with hyper-mobility not simply by discussing the issue, but by actually implementing it. To achieve this the very concept of an international festival and its traditional conventions need to be rethought and redesigned fundamentally: ElectroSmog will be a highly international festival, with everything you can expect of it: international debates and discussions, performances, art projects, exhibits, site specific projects, screenings, the international design competitions, and much more. However, no presenter will travel beyond their local or regional boundaries to participate in this event.

All festival events take place at local sites interconnected by electronic media and the internet. This turns the media and on-line dimension in many ways into the central festival location.

Submissions	The Award	A Distributed Award Ceremony
Submission guidelines		
News		
Enquiries		

### Festival partners

De Balie, Amsterdam  
Eyebeam, New York  
Media Lab Prado, Madrid  
Chelsea College of Art, London  
m-cult, Helsinki  
RNC, Riga  
Banff New Media Institute  
ADA Digital Arts Network, New Zealand  
REFRAMES, Munich

and growing...



**This is the age of the screen  
don't print — use zoom**

Adobe Reader: click the magnifying glass to zoom in and out.  
Shortcut keys for zooming in and out: In most Windows applications hold **Ctrl** and the **+** or **-** key.  
On a Mac, use the **Cmd** Apple key and the **+** and **-** keys or pinch with your fingers on the trackpad.