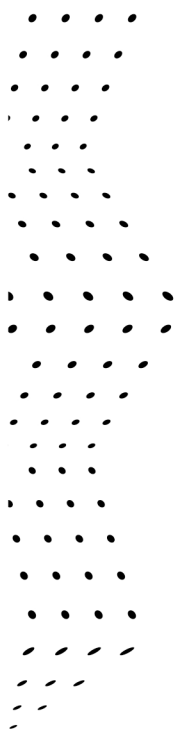




Media  
Architecture  
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2014

NOV 19 – 22

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To City Architects  
Chief Urban Planners  
City Strategists

Aarhus, Denmark, September, 2014

It is a great pleasure for us to invite you to participate in the “City Architects’ Meeting” which will take place during the Media Architecture Biennale 2014 (MAB14) in Denmark on November 20, 2014. Chaired by Professor in Urban Design Peter Bishop of the Bartlett School of Architecture in London, this session will offer a very special opportunity for city architects, chief urban planners, developers and other decision-makers to exchange experiences with colleagues from all over the world on strategic and practical issues of new urban technologies and media.

Co-hosted by some of the best and brightest, we are confident that this meeting will result in long-term connections between city representatives and other actors involved in urban development, enabling you to bring new insight and inspiration back to your city.

#### WHAT IS THE CITY ARCHITECTS’ MEETING?

Cities are increasingly becoming dynamic event spaces, while at the same time demanding optimal resource efficiency and digital information flows. Physical and digital urban space are coming together in one hybrid situation. Due to the increasing integration of media and the built environment—from billboards and urban screens to media façades and intelligent street lighting, “media architecture” is becoming a central part of shaping the city landscape.

MAB14 will host the City Architects’ Meeting—including an exclusive roundtable and panel discussions embedded in the MAB14 programme—for people who oversee and drive this development, to exchange experiences and ideas about the role of media architecture in the city. The actual title of these people may vary from city to city. In some places there is a city architects’ department, while in others this function is covered by the urban development, planning, landscape and/or cultural heritage departments.

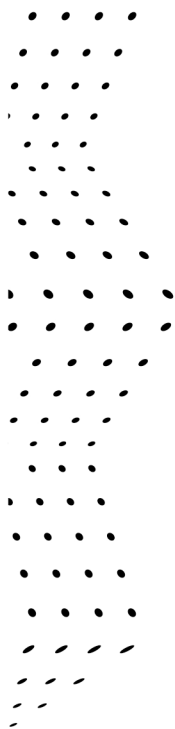
Moderator of the roundtable is Professor in Urban Design, Peter Bishop, Bartlett School of Architecture. He has formerly worked 25 years for the City of London. The meeting will be co-hosted by the City Architect of Aarhus, Denmark, Mr. Stephen D. Willacy, and take place on the premises of C.F. Moller Architects.



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## WHAT IS THE MEDIA ARCHITECTURE BIENNALE?

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The Media Architecture Biennale is the world's premiere venue for people and organizations that work with media and the built environment: media façades, urban screens, and buildings that communicate, including links to mobile communications and digital infrastructure of the so-called smart city. It is a four-day programme—November 19–22, 2014—packed with workshop, conference, exhibition, award and social events, which brings together cities and industry with architects, designers, artists and thinkers.

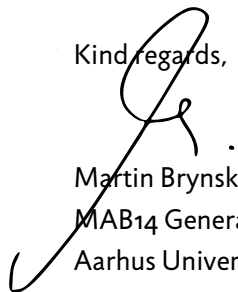
Taking place in the cities of Aarhus and Copenhagen, Denmark, MAB14 features a wide variety of keynotes, lectures and case studies by invited speakers, panel debates, workshops, academic paper sessions, tours and social events, and ample time to network.

Please find further information about the program at [mab14.org](http://mab14.org).

We very much look forward to welcoming you to the MAB14.

Please do not hesitate to direct any questions regarding the event, other participants and registration to any of us, or to [mabevents@mediaarchitecture.org](mailto:mabevents@mediaarchitecture.org).

Kind regards,



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