

ASEM CULTURE NETWORK PROGRAMME Participants

Playful Cities Workshop - Amsterdam

Co-ordinator: Jeroen van Mastrigt

1. **Eric Siu** (Hong Kong, China)

Creative Director, Great Works, Tokyo, Japan

Eric Siu is a Hong Kong based new media artist who has a broad interest in device art, interactive art, kinetics, installation, video and animation. He is currently based in Tokyo and works as a creative director for Great Works Tokyo advertising agency. He worked as a resident artist at the Ishikawa Oku Laboratory of the University of Tokyo for 2 years after he had received his MFA from the Department of Design Media Arts at UCLA in 2010. Before that, he had completed a 12-month cultural exchange and research project in the United States funded by the Asian Cultural Council. Eric's works have been shown in Ars Electronica, MOCA Taipei, ZKM, FILE, Transmediale, EMAF, WRO, SIGGRAPH Asia, ISEA, Microwave, amongst many others. His work "Touchy" received the first prize from the WRO 2013, 15th International Media Art Biennale, Wroclaw, Poland. The project has been featured across various media channels such as Discovery Channel, Neural, Washington Post, Huffington Post, the Creators Project, etc. Since 2008, he serves as board member of Videotage, Hong Kong.

2. **Irwan Ahmett** (Indonesia)

Co-founder, Ahmett Salina, Indonesia

Irwan Ahmett is an artist and designer who focuses on social issues and behavioural interactions. He often makes social campaigns independently, through communicative strategy and a playful visual arts approach. As an artist, he has exhibited his work within Indonesia and throughout Asia and Europe. He currently lives and works in Jakarta, Indonesia where he designs projects to focus on social issues of the local area.

3. **Vincensius Christiawan** (Indonesia)

Founder, House of Natural Fibre (HONF), Indonesia

Vincensius 'Venzha' Christiawan was born in 1975 in Indonesia. He graduated from the Interior Design Faculty (BA) at the Indonesia Institute of the Arts (ISI) in 1996. His work focuses on new media art. In 1999, he founded the House of Natural Fiber (HONF), a new media art laboratory in Yogyakarta, Indonesia. HONF determined to fuse education, art and technology with local communities, and without cultural limitation. Together with his community, he has presented Indonesian media art projects in many places and countries worldwide. Through HONF, Venzha has produced special projects in the media art field called Education Focus Program (EFP). The goal of EFP is to build connections and interactions between local/creative communities (whose interest and focus is on new media), scientists, and creators/artists.

4. **Fei Jun** (China)

Associate Professor, CAFA Media Lab at Central Academy of Fine Arts, Beijing, China

Fei Jun is an artist and graphic designer born in 1970 in Hubei, China. He is the assistant professor in CAFA Media Lab of China Central Academy of Fine Arts. He received a Master of Fine Arts in Electronic Integrated Art in School of Art and Design from the Alfred University, Alfred, NY, USA, and Bachelor of Fine Arts in Printmaking at the Centre Academy of Fine Arts in China.

5. **Alex Fleetwood** (United Kingdom)

Founding Director, Hide& Seek, London, United Kingdom

Alex Fleetwood is the founder and director of Hide&Seek, a game design studio dedicated to inventing new kinds of play based in London. Hide & Seek started life in 2007 as a festival of social games and playful experiences on London's South Bank, and built into a studio occupied a unique position in the UK, creating innovative games, installations and events with organisations

including Film4, the Cultural Olympiad, Tate Modern, Warner Bros, Gâité Lyrique, Nike, Sony, Royal Opera House and Kensington Palace until its closure at the end of 2013.

6. **Markus Montola** (Finland)

Designer, Housemarque, Finland

Markus Montola is a Helsinki-based game scholar and designer. He is a game and monetisation designer at Housemarque and as a lead game designer at Grey Area. He currently focuses on free-to-play mobile games at a Helsinki startup Boomlagoon.

7. **Matt Adams** (United Kingdom)

Artist, Blast Theory, Brighton, UK

Matt Adams is an artist of Blast Theory, the artists groups. He is also a visiting professor at the Central School of Speech and Drama and is an Honorary Fellow at University of Exeter. He is a member of the South East Asia Council for Arts Council England and is on the Board of Trustees for Lighthouse.

8. **Sebastian Quack** (Germany)

Artistic Director, Play Public, Berlin, Germany

Sebastian Quack is artistic director of Play Public, an international festival and an artists' collective Invisible Playground to explore the possibilities of laying claim to public space, based in Berlin, Germany.

9. **Rocio Pina Isla** (Spain)

Co-Founder, PKMN, Madrid, Spain

Rocio Pina Isla is the co-founder of PKMN focusing on architecture and planning in Madrid area, Spain.

1. **Daijiro Mizuno (Japan)**

Design Researcher/ Assistant Professor, Keio University SFC X Design program, Japan

Daijiro Mizuno is a design researcher and assistant professor at the design programme at Keio University. He studied at the Royal College of Art in London where he earned a PhD in fashion design. His research looks at design in the broad spectrum, from architecture to fashion design in order to explore how visual arts can make positive impacts on the society. Based on the sociological theories of consumption, production, and reproduction in the context of fashion as social phenomena, Mizuno's work attempts to bridge the discrepancy between practice and theory through research. Mizuno is currently involved in diverse design research projects, including Research for Relational Dignity, dedicated to developing new services and products for social inclusion (project director), supported by Pfizer (2010); DesignEast, a design symposium (committee member); FabLab Japan, a fabrication laboratory that uses digital technologies to envision the future of manufacturing; *Fashionista*, a magazine of fashion criticism based in Japan and debuting in 2012 (co-editor, with Hiroshi Ashida); and Design for the Mundane World, a revisiting of the concept of "Super Normal" with Sosuke Nakabo (project director).

2. **Singh Intrachooto (Thailand)**

Head, Department of Architecture of Kasetsart University, Thailand

Singh Intrachooto is the Head of the Building Innovation and Technology Programme at Kasetsart University in Bangkok and the Design Principal at OSISU, Thailand's leading eco-design production house. A pioneer of ecological design in Thailand, Intrachooto is the Design Innovation Ambassador for Thailand's National Innovation Agency. He received Thailand's Emergent Designer of the Year Award in 2007, Elle Décor's Designer of the Year Award in 2007 as well as the Top Environmentalist Award from Thailand's Department of Environment in 2008.

3. **Divya Datta (India)**

Director-Innovation, Centre for Knowledge Societies, India

Divya Datta is Director of Innovation at the Centre for Knowledge Societies (CKS), an innovation consulting firm that provides design services of User Research, User Experience Design, Design Strategy and Innovation Management. She anchors the Bihar Innovation Lab effort and advises the READ Alliance effort at CKS. At CKS, she is also responsible for developing new models for Social and Public Innovation, and encouraging participatory co-design involving citizen communities.

4. **Ivar Björkman (Sweden)**

Executive Director, Open Lab, Stockholm, Sweden

Ivar Björkman, born in 1960, is a Swedish business economist and researcher in the management of design and art. He is the Executive Director of OpenLab, a hub where students, educators and researchers from Karolinska Institutet Medical University, KTH Royal Institute of Technology, Stockholm University and Södertörn University, work with clients from the City of Stockholm, Stockholm County Council and Stockholm County Administrative Board. He was also the CEO and Owner of Formkuva AB, a Swedish small-scale design furniture company with a project based profile, Chairman of Transit Culture Incubator which supports and guides start-up companies within the culture sector financed by Stockholm County Council and Vasakronan AB.

5. **Deane Simpson (Denmark)**

Architect/Educator/Researcher, Royal Danish Academy of Fine Arts, Copenhagen, Denmark

Deane Simpson is an architect, educator and researcher teaching at the Royal Danish Academy of Arts School of Architecture, Copenhagen and at BAS, Bergen where he is a professor of

architecture and urbanism. His research addresses contemporary urban and architectural phenomena, with a focus on socio-spatial transformations at the intersection of demographic change and processes of modernisation, globalisation and neo-liberalism.

6. **Ewa A. Golebiowska** (Poland)

Director, Zamek Cieszyn, Poland

Ewa Golebiowska is the director of Zamek Cieszyn, a unique design centre which combines innovative entrepreneurship and new technologies. She also teaches courses in the area of Political Psychology and Political Behaviour. Her recent articles have appeared in the Journal of Politics; Journal of Applied Social Psychology, Political Behavior, Political Psychology; and, American Politics Research. She contributed a chapter entitled "Group Stereotypes and Evaluations of Individuals: The Case of Openly Gay and Lesbian Political Candidates" in Riggle and Tadlock's *Gays and Lesbians in the Democratic Process*.

7. **Jackie Kwok** (Hong Kong, China)

Associate Professor, School of Design, The Hong Kong Polytechnic University, Hong Kong

Jackie Kwok is Leader of the User Oriented Research and Design Lab, Member of the Departmental Research Committee, and Deputy Programme Leader of MDes (Strategic Design). She is active in establishing research methods for the design discipline. She has successfully applied for a number of externally funded projects (CERG, Hong Kong Housing Authority) to conduct research on the urban living environment for people of different age groups and social classes. She is recognised as the one of the forerunners initiating participatory design methods in Hong Kong. Her other focus of research is Design History. In 2007, her book *The Birth of Modern Chinese Design* (co-author So Kok) was published by Joint Publishing Co. Ltd. She writes and publishes extensively on research methods, inclusive design, participatory design, Chinese design history and urban history.

8. **Bin Kim** (South Korea)

Assistant Professor, Department of Urban Planning and Design, University of Seoul, South Korea

Bin Kim studied her Masters at the Berlage Institute. After graduation, she started work at the OMA. Here she was involved in a number of high profile master-planning projects, such as RAK gateway, Kazakhstan, Jebel al Jais, La Defence, White City in London, Doha Conference Hall, Riyadh Tower and the Commonwealth Institute. In 2008, Bin Kim moved to London to explore a new city and new people and did an intensive stint at Foster and Partners where she was involved in the London Routemaster Competition, London Thames Estuary, Qatar Airways Village, Doha, Qatar. She joined Studio Egret West which is London's innovative master-planning office and had been involved in the Building Future research project: Facing up to Rising Sea level, Earls Court Regeneration project, etc. In 2010, she moved back to Korea after a long stint in Europe, and currently is an assistant professor in Urban Planning and Design Department, University of Seoul.

9. **Frank Van Cauwenberghe** (Belgium)

Former CEO of a care group in Kortrijk, Belgium

1. **Nguyen Bich Tra** (Viet Nam)

Promotion and Development Manager, San Art, Viet Nam

Nguyen Bich Tra is the Promotion and Development Manager of San Art, an artist initiated non-profit contemporary art organisation in Viet Nam. She is responsible for establishing academic relations and sponsorship partners for San Art within the local community.

2. **Laurence (Kwong Yu) Loh** (Malaysia)

Director, Think City Sdn Bhd, Malaysia

Laurence Loh is a graduate of the Architectural Association School of Architecture in London. He has operated his own design practice in Penang since 1983 and is recognised as one of the leading practitioners in the conservation field in Malaysia. His conservation work has been recognised with the following UNESCO Asia-Pacific Heritage Awards: Cheong Fatt Tze Mansion (Most Excellent Project, 2000), Cheng Hoon Teng Temple (Award of Merit, 2003), Merdeka Stadium (Award of Excellence, 2008) and Suffolk House (Award of Distinction, 2008). In addition, he continues to work with UNESCO as an expert resource person in various conservation programmes. His work has garnered several PAM & Industrial Awards for excellence in conservation as well as residential building design, interior design, and the use of materials and technology. Currently, he is the President of the Heritage of Malaysia Trust, an adviser to the Hong Kong Institute of Architectural Conservationists and a director of Think City Sdn. Bhd., a company responsible for the dispersal of financial grants to catalyse neighbourhood regeneration and to facilitate cultural-mapping in the World Heritage Site of George Town, Penang.

3. **William Hooi** (Singapore)

Founder, Singapore Makers, Singapore

William Hooi is the founder of Singapore Makers, a creative collective that advocates technology and innovation in Singapore. He devotes his time and energy to creating platforms for citizen innovation through the Maker Movement. When he is not working on his doctoral thesis, he organises maker events, workshops and tours in Singapore and abroad.

4. **Max Gerthel** (Sweden)

Director, Institute for Provocation, Beijing, China

Max Gerthel is a Beijing-based, Swedish architect and Director of Institute for Provocation (IFP). IFP is an artist workspace and think tank for artists, designers and researchers located in a converted guest pavilion in a large *hutong* courtyard. Along his work with IFP, he also runs his own practice Bureau for Architectural Difference and furniture brand WAM.

5. **Phloeun Prim** (Cambodia)

Executive Director, Cambodian Living Arts, Cambodia

Phloeun Prim is the Executive Director of Cambodian Living Arts. Phloeun Prim was born in Cambodia. He and his family immigrated to Canada when he was three years old. He returned to Cambodia in 1998 and joined a European Union programme with 50 traditional Cambodian artisans. He helped to transform the programme into a self-sustainable company called Artisans d'Angkor. In 2010, pursuing his interest in social entrepreneurship, he was appointed as the first Executive Director of Cambodian Living Arts. His appointment followed five years serving on the Cambodian Living Arts Board. He is based in Phnom Penh.

6. **Constantin Goagea** (Romania)

Architect/Director/Editor, Zeppelin, Romania

Constantin Goagea is an architect, journalist in architecture field and researcher. His work investigates the relationship of contemporary culture, digital technology and the human environment. He is a licensed architect in Bucharest, an active member of professional organisations, regularly invited as lecturer, consultant and jury member; also involved in

architectural practice such as building design for housing, offices, cultural programmes and urban spaces. He is also a founding member of Zeppelin association (2008) and director of international magazine of architecture Zeppelin | City. Society. Technology. (www.e-zeppelin.ro). He was the organiser and curator of the Romanian Biennale of Architecture since 2004 (4 editions) and the co-author of “Remix. Fragments of a Country” exhibition in Romanian pavilion for the Venice Biennale 2006. His special interest is in smart city and his most notable project is “Connected | Things about future, cities and people”. The project is intended to foresee the soft collision that is going to occur between the vectors of global technology and the European cities (depositories of a huge cultural and identity defining patrimony) in order to foster communities’ resilience and ease the overall impact. It is meant to inform people on the present trends and potential technologies and opportunities, thus encouraging them not only to explore their full potential, but also to faster develop them, in creative ways.

7. **Mia Christersdotter Norman** (Sweden)

Director of Röda Sten Konsthall, Gothenburg, Sweden

Mia Christersdotter Norman is the Director of Röda Sten Konsthall, a place full of vibrant cultural activities such as artists' studios, dance studios and an exciting place for interaction between people of all ages and from all parts of the world. It is located in Gothenburg, Sweden.

8. **Verity McIntosh** (United Kingdom)

Studio Producer at Watershed, United Kingdom

Verity McIntosh is the Studio Producer at Watershed's multi-disciplinary R&D lab, the Pervasive Media Studio. She curates a vibrant mix of projects and events and works closely with a community of over 100 Studio residents, including artists, technologists and academics. Verity is currently leading on an international arts commission, The Playable City Award. She specialises in areas such as theatre, games, wearable sensors and storytelling.

9. **Ania Pilipenko** (Germany)

Founding member of Holzmarkt, Berlin, Germany

Ania Pilipenko is a founding member of Holzmarkt project and since 2013 chairman of its Genossenschaft für urbane Kreativität (GuK) (Co-operative for urban creativity). In June 2014, Ania Pilipenko became a jury member of the Berlin Senat for sponsoring independent theatre and performing artists.

Cities: Entrepreneurship & Creative Crossovers - Rotterdam

Co-ordinators: Leo van Loon & Adrian Sneeuw

1. **Rafael de Ramon Burgos** (Spain)

CEO of Utopic_US, Madrid, Spain

Rafael de Ramon Burgos is the CEO of Utopic_US based in Madrid, Spain, a co-working space and incubator focused on the creative and innovation sectors. He is also the co-founder of Zinc Shower, a company created to service the creative industries with special focus on entrepreneurship.

2. **Ragnar Siil** (Estonia)

Managing Partner, Creativity Lab, Estonia

Ragnar Siil is the founder and managing partner of Creativity Lab - Estonian creative economy think tank and consultancy group. He is an expert in cultural policies and creative industries development strategies. He worked at the Estonian Ministry of Culture from 2005 and from 2011 until 2013 as Undersecretary of State for the Arts. In this position, he was responsible for drafting the new cultural policy until 2020 and he has been the main architect of the creative industries policy in Estonia since 2006. He also chairs a European expert group with a similar focus and is a member of the European Creative Industries Alliance.

3. **Mehjabeen Price** (United Kingdom)

Director of Finance & Operations at Creative England, Bristol, United Kingdom

Mehjabeen Price, who works in the Bristol office of Creative England, is responsible for all finance and operations at the agency, managing the overall budget and overseeing all planning, financial accounting systems and procedures. She is instrumental in Creative England's work of investing in and supporting creative ideas, talent and businesses in film, TV, games and digital media; identifying future opportunities to grow the economy and generate jobs.

4. **Boris Meggiorin** (France)

Head of International Development, Cluster Quartier de la Création, Nantes, France

Boris Meggiorin is the Head of International Development at the Cluster Quartier de la Création, a service of SAMOA (Redevelopment agency of the West Atlantic urban agglomeration in Nantes, France). The Cluster supports creative industries in Nantes and its region. He is responsible for the international relations and lobbying activities of the agency as well as implementing concrete projects to support creative industries in the area. He specialises in capacity building of artists and creative entrepreneurs.

5. **Michal Hladky** (Slovakia)

Director of Košice 2013, Slovakia

Michal Hladky is the Director of Košice 2013, Slovakia. This project has started to create an environment in Košice which supports talented people, their creativity and the development of new ideas and puts them into practice, which is a key project task.

6. **Tay Tong** (Singapore)

Director, Arts Network Asia, Singapore

Tay Tong is the Director of Arts Network Asia and Managing Director of Theatreworks. He has been with Theatreworks (Singapore) since 1989. In Asia, Tay Tong has worked intensively in brokering greater intra-Asia dialogues and exchanges through the Arts Network Asia (ANA), which was initiated and set up in 1999 by Theatreworks. Since 2002, Tay Tong has managed and directed Theatreworks' Continuum Asia Project (CAP) which has been active in Luang Prabang, doing capacity building work, including reviving the Laotian Pharak Phalam, a traditional dance-drama form, with masters and young artists; as well as people-to-people exchanges especially among the Laotian youths and Asian youths. He holds an MA in Arts Management & Cultural Policy from Goldsmiths College, University of London in 1999.

7. **Rachel Chan** (Hong Kong, China)

Founder & Chief Catalyst, InnoFoco, Hong Kong

Rachel Chan is the founder of InnoFoco, a network of catalysts working at the interface of the private, public and non-profit sectors. With expertise in branding, design and innovation, InnoFoco integrates analytical and creative thinking with actionable strategies and high profile events to build the brand equity and competitive advantages of organisations and cities alike. In 2010, she co-founded Make-a-Difference with Ada Wong of Hong Kong Institute of Contemporary Culture to inspire and empower a new generation of innovative and compassionate leaders in Asia. She launched a new venture fellows programme in 2011 to champion high impact entrepreneurs and attract innovative talent to Hong Kong. She is a graduate of the University of Hong Kong and a Sloan Fellow of the London Business School.

8. **Martin Venzky-Stalling** (Thailand)

Senior Advisor, Chiang Mai University, Thailand

Martin Venzky-Stalling is a Senior Advisor at the Chiang Mai University Science and Technology Park Office (Northern Thailand) and one of the key drivers for Chiang Mai Creative City. He is also consultant to government, private sector and other organisations in the telecoms, IT, and media sectors. He previously was Senior Vice President at PCCW International (Hong Kong Telecom), responsible for international operations in Asia and the Middle East); Director of Consulting at Ovum, responsible for all consulting activities globally, and Associate Director in the Telecoms and Media Strategy Practice of PricewaterhouseCoopers/PwC.