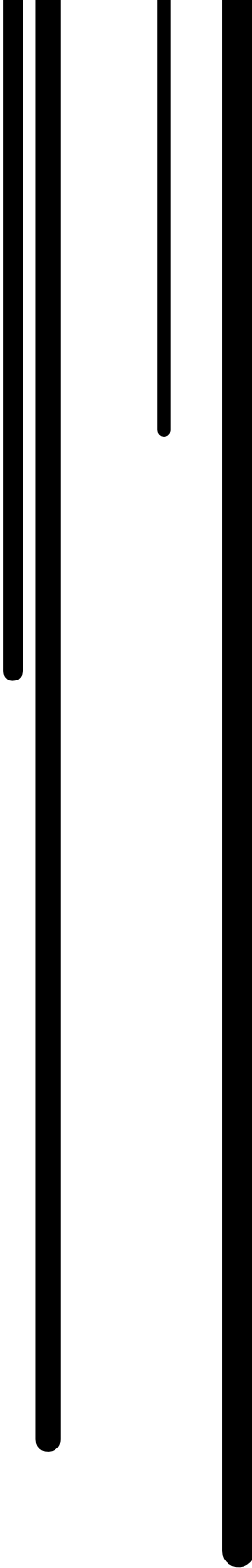Virtueel Platform
presents

1 HOT

Passionate and promising Dutch media talent at PICNIC
Date: 25 September 2008
Location: Westergasterrein, Amsterdam

VIR-
TUEEL
PLAT-
FORM

Hot100 began in 2007 when Virtueel Platform invited a group of the most promising and successful new media talent in the Netherlands to a networking event and debate in Amsterdam's Post CS building. The search for the Hot100 involved asking a wide variety of further education institutions, ranging from the Design Academy to the HKU, to select their own top 5 young people, either recent graduates or just about to graduate.

This year's event is primarily an opportunity for the Hot100 to get together and present themselves to a wider audience. Leonieke Verhoog, who initiated the event, has come up with a varied programme of meetings, keynotes and intensive workshops.

Why the Hot100? The next generation is not easy to trace. This is largely due to the rise of DIY culture, which makes it less likely for people to organise themselves in traditional ways. For Virtueel Platform the aim is to link up with this new generation of media makers, who will set the agenda for applications and developments over the years to come.

This year's venue for Hot100 is PICNIC, the international crossmedia event that attracts large numbers of media professionals. For the Hot100 a unique opportunity to make themselves known to a wide range of potential employers or clients. For the visitors to PICNIC a chance to talk to the cream of the crop of Dutch new media.
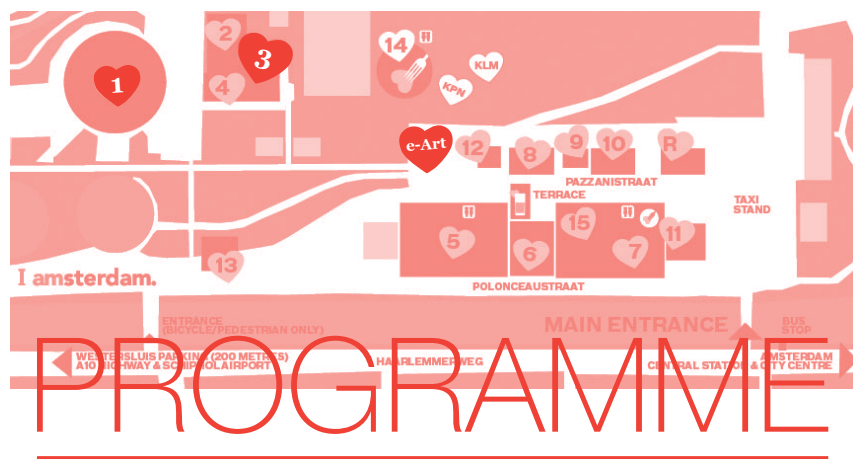
One of the conclusions of last year's event was that we need a Hot100 building. So far this hasn't materialised but it should be a piece of cake for a network going by the title of Hot100.

Floor van Spaendock
Director
Virtueel Platform

INTRODUCTION

8.00-10.00	10.00-10.30	10.30 - 12.00	12.00 - 13.00	13.00 - 14.00	16.00 - 16.30	16.30 - 17.30	17.30 - 18.30

Business Breakfast Meetings: Meet the Hot100

Location:
PICNIC Buzz Hall (Gashouder)

Interested in the most talented, passionate and promising creative media talent of the Netherlands? Virtueel Platform has worked with over 20 Dutch media schools and talent platforms to select the 100 most interesting and creative new media professionals today.
Help launch a career, get inspired or simply come listen to their stories.
(Bring your business cards!)

Hot100 get together
(invitation only)

Location:
Westerliefde

Hot100 do the 'e-Art' tour
(invitation only)

Location:
The tour starts at Westerliefde

Presentation of a selection of Dutch & international state of the e-Art projects.

Hot100 Lunch

Location:
PICNIC Buzz Hall (Gashouder)

Preparation of the Hot100 for the debate
(invitation only)

Location:
Westerliefde

The Hot100 will team up and every team will choose a spokes(wo)man to defend their statement.

Presentations:
14.00 - 14.20
Stefan Agamanolis

14.25 - 14.45
Werner Vogels

14.45 - 15.00
Coffee break

15.00 - 15.20
Martin de Ronde

15.25 - 15.45
Loïc Le Meur

From this point the Westerliefde is open to all the visitors of PICNIC, PICNIC conference guests and guests with a specials pass.

Hot100 Flaming Pitch

Location:
Westerliefde

The most eager Hot100's get a chance to 'flame pitch' their project / idea or product.
Maximum pitching time per person: 400 seconds (20 slides for twenty seconds each).

Hot100 Debate

Location:
Westerliefde

Speakers and team captains of the Hot100 groups debate about collective creativity and innovation.
Alan Kay: "The best way to predict the future is to create it!"

The Internet is more or less stabilizing and has become generally accepted and used by (almost) everyone.
A large number of people is connected and collaborating in all kinds of ways. There's no use to address single successful projects anymore, but it is time to look at the bigger picture. Where does innovation come from after 2008 and how can new and fresh things be made in a world where everybody is connected? In this debate we will discuss the role of different disciplines commercial, public sector (government/non-profit), education/research and artistic) and more important we will discuss the role YOU (the new and enthusiastic talent) want to play in the creation of the future.

Hot café

Still not tired of the Hot100 talents? Move to the Buzz Hall to get a drink with them.

Location:
PICNIC Buzz Hall (Gashouder)

HOT100
1. PICNIC Buzz Hall (Gashouder)
3. Westerliefde

Check the complete list of activities at http://www.virtueelplatform.nl/hot100

PROGRAMME

PROGRAMME

Stefan Agamanolis doesn't know how to describe himself but he is probably a combination of researcher, designer, scientist, artist, engineer, hacker, in- ventor, dreamer, or none of the above. Feel free to make up your own mind about him!

Currently Stefan is the Chief Executive and Research Director of Distance Lab, a new research and entrepreneurship institute in Scotland that is bringing together technology, design, and the arts in order to overcome the disadvantages of distance. He has over 10 years of experience inside the MIT Media Lab, first as a student and later as one of the founding research directors at Media Lab Europe, its former sister lab in Dublin, Ireland. There he led the Human Connectedness group, an interdisciplinary team that explored the future of human relationships as mediated by technology.

He and his researchers have created a wide range of projects, including responsive digital portraits, technological fashion accessories, television programs that re-edit them- selves, sports games that you play over a distance, and telephones crossed with flotation tanks. This work has has won a number of awards and has been exhibited in diverse venues including Ars Electronica (Austria), the Osaka National Museum of Art (Japan), the Victoria and Albert Museum (UK), the Wired NextFest (USA), and the E-culture Fair (Netherlands).

Stefan speaks and consults internationally on a variety of digital media topics. He holds Masters and PhD degrees in Media Arts and Sciences from the Massachusetts Institute of Technology, and a Bachelor of Arts degree in Computer Science from Oberlin College. He was born and raised in the state of Ohio in the United States. At Hot100 he will survey his work and talk about some of the trends he sees emerging in the digital media domain as well as the challenge of transforming research projects into products and services available in the global marketplace.

Loïc is the CEO and visionary behind Seesmic, founded in 2007, with the goal of transforming online video into a medium for threaded, interactive video conversation. Prior to Seesmic, Loïc incubated several other start-ups including four French companies: Ublog, (merged with Six Apart in 2003) and RapidSite, (acquired by France Telecom in 1999) two popular blog companies, B2L, an interactive agency in 1999 (acquired by BBDO) and LeWeb, one of Europe's leading web conferences for businesses and web 2.0 innovators in 2005.

Loïc serves as a board member on the RSS Advisory Board. He is also an active investor and mentor to entrepreneurs and contributes to the World Economic Forum blog, which he founded. Originally from the South of France, Loïc lives in San Francisco, California.

Name: Stefan Agamanolis, Distance Lab
Url: http://www.agama-nolis.com, http://www. distancelab.org

HOT SPEAKER

Name: Loïc le Meur, founder, CEO Seesmic
Url: http://www.seesmic. com

HOT SPEAKER

The Hot100 crew was impressed by the knowledge and vision Werner Vogels has on innovation, business and creativity, especially at the area of flexible, scalable models for innovation. We think Werner can tell our new media/art talents more about co-operating, being flexible and become innovative based on his experience at Amazon.

Dr. Werner Vogels is Vice President & Chief Technology Officer at Amazon.com where he is responsible for driving the company's technology vision, which is to continuously enhance the innovation on behalf of Amazon's customers at a global scale.

Prior to joining Amazon, he worked as a researcher at Cornell University where he was a principal investigator in several research projects that target the scalability and robustness of mission-critical enterprise computing systems. He has held positions of VP of Technology and CTO in companies that handled the transition of academic technology into industry.

Vogels holds a Ph.D. from the Vrije Universiteit in Amsterdam and has authored many articles for journals and conferences, most of them on distributed systems technologies for enterprise computing.

Martin de Ronde, gamedeveloper of OneBig-Game, will hopefully tell us more about immense creative collaboration processes, which equals game developing. Is there a place for creativity in a commercial and detailed planned process like this? We hope you can tell the Hot100 more about this tension between the creative process and commercial deadlines.

Martin started working in the games industry over 10 years ago as a PR manager and later as development manager in publishing. After this, he wanted to see what life was like on the other side of the game industry fence and founded his own development studio in 1998, which he sold to multimedia conglomerate Lost Boys a year later. Here, Martin became managing director of Lost Boys games, the company's games division. Lost Boys games went independent in 2001 and was renamed Guerrilla Games when sold to cross media company Media Republic in 2003. At Guerrilla Games Martin was commercial director, witnessing the birth of PlayStation 2 hit KILLZONE for Sony Computer Entertainment and PlayStation 2, PC and Xbox hit SHELLSHOCK: NAM '67 for Eidos. He left the company in 2004, moving to Guerrilla's parent company Media Republic. Here, he was involved in a very broad range of high and low-end games projects, ranging from TV games, MMO apps to casual gaming and advergaming.

Per the 1st of January 2007, Martin properly returned to the games industry through his involvement in OneBigGame. OneBigGame is a videogames industry charity organisation that seeks to raise money for disadvantaged children around the world by creating videogames through a collaborative industry-wide effort.

OneBigGame is effectively a balancing act between the tension of creativity and commercial realism, as all developers participating in the initiative are doing it on a voluntary basis, whilst they still have to complete their commercial projects at the same time. But even the projects themselves have to tread the same fine line, as OneBigGame may invite people to come up with wacky and creative ideas (which, as a non-profit may be easier to experiment with) but at the same time, we need to maximise profits so that we maximise the money raised for charity. In short, enough food for thought revolving around the topic and I hope to be able to provide the audience with some new angles on this perceived ever lasting battle between commerce and creativity.

Name: Werner Vogels, Amazon.com
Url: http://www.amazon. com

HOT SPEAKER

Name: Martin de Ronde, OneBigGame
Url: http://www.onebig-game.org

HOT SPEAKER

Claudia, moderator of the day, is partner of AHEAD OF THE GAME, a company that develops Alternate Reality Games for communication, education, assessments and recruitment.

'Innovation has always been the core of my work. During my years of study/work at MIT, I was fortunate to witness some of the greatest innovations. At Ecole Polytechnique in France, I wrote a thesis related to the process of creativity and innovation, and as an entrepreneur, I have developed several leading-edge projects. I have also worked as a consultant on Product Development & Innovation. I always try to keep up with the latest developments in my field and stay "ahead of the game". I am very pleased to meet the Hot100 and moderate the Innovation debate.'

Claudia has a background in Engineering from MIT where she developed artificial intelligence vehicles. She was also the founder of Volantia, an information-extraction software company. She has ample experience in all aspects of project creation: technology development, business strategy, management and fund-raising.

For many years, Claudia has been and still is a consultant in Strategy, Product Development & Innovation. In the last few years she has specialised in Games consultancy (on-line, mobile, pervasive, console, ...) for companies that want a piece of the pie in the amazingly growing games industry.

Her company AHEAD OF THE GAME is a pioneer of Alternate Reality Games (ARG) in Europe. In ARGs, the participants explore multiple levels of a narrative through websites, video and audio clips, emails, blogs, sms, posters, TV, radio, live events, etc. "An ARG is part theatre, part cinema, part the 'The Game', part conspiracy theory, part online chat and part old-fashioned story telling." (A. Losowky).

AHEAD OF THE GAME develops games for brand promotion, education and human resources.

Name: Claudia Rodriquez Ortiz, AHEAD OF THE GAME
Url: http://www.ahead-ofthegame.eu

HOT SPEAKER

Name: Janneke Adema
Email: Jannekeadema@hotmail.com
Url: www.OAPEN.net

Janneke Adema recently graduated from the Book and Digital Media Studies program at the University of Leiden. Currently she is doing research on Open Access publishing models and user needs for humanities monographs. Her research is part of the project Open Access Publishing in European Networks (www.OAPEN. net). Janneke is interested in the influence of digital media on scholarly communication and publishing. She wants to find out in which way Web 2.0 and 3.0 developments could improve the accessibility and usability of scholarly content. She wants to be part of the creation of a new scholarly communication system that is inherently digital, interconnected and flexible.

Janneke likes to combine her research with the knowledge obtained during her earlier studies at the University of Groningen where she received a Master degree in both History and Philosophy.

Name: Kars Alfrink, Leapfrog
Email: kars@leapfrog.nl
Url: leapfrog.nl

In his freelance practice, Kars Alfrink straddles the line between interaction- and game design. He thinks play is a crucial characteristic of any meaningful user experience and pursues projects that help him test this belief. Kars has designed social web applications, casual mobile games and multi-touch systems.

Besides designing, Kars enjoys teaching at the Utrecht School of the Arts. Currently, he is coaching a group of graduate students who are developing innovative social games for a leading mobile phone manufacturer.

In his spare time, Kars practices a traditional Japanese martial art, and tries to keep up with geek culture.

Name: Erik van Alphen
mail: info@erikvanalphen.nl
Url: www.erikvanalphen.nl

I recently obtained a bachelor degree at the Industrial Design faculty of the TU/e. During my studies I got especially interested in working on the boundary of physical and digital. Since the development of the computer, physical and digital reality have grown closer together, but the way to interact has not changed that much. In my project I like to find a richer way to interact from the physical world with the digital world.

During my Internship in Santiago, Chile I worked on the design of an ambient intelligent museum with the main question on how to deliver the content to fit the wishes of each individual visitor. As a result a completely working museum guide was developed which introduces the museum in different fashion according to the visitor.

My final bachelor project aimed at providing a more emotional way of communicating with your online community while being away from the computer. A physical interface which uses colours to communicate has been built and tested.

My way of working is best described as; I like to get my hands 'dirty'. With the skills obtained at the TU/e I am capable of quickly translate an idea or concept into a working prototype combining electronics and mechanics. To me the working prototypes communicate the ideas much better than a talk or sketch can do.
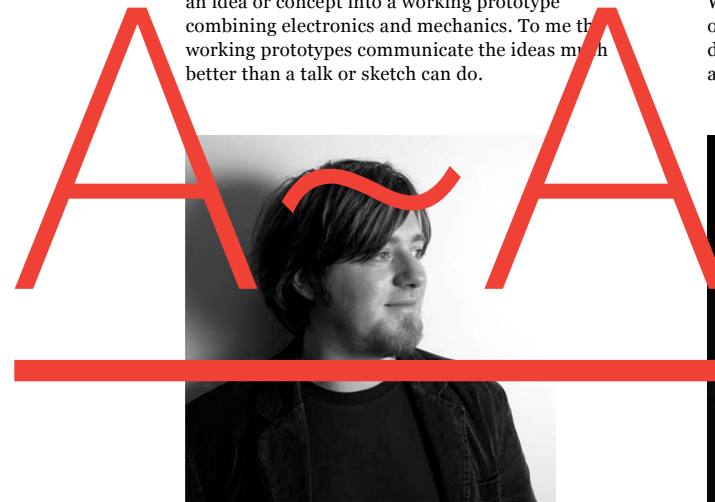
Name: Thomas Artz, Interactief
kunstenaar
Email: Thomas.Artz@gmail.com
Url: www.thomasartz.nl

I am an interactive artist and graduated at Utrecht School of the Arts, Design for Virtual Theatre and Games. My specialty is the development of interactive paintings.

With the paintings I tell my story through a layer of analogue art of painting and an interactive digital layer. This ultimate combination will achieve a whole new and inspiring experience.

Name: Daan de Bakker
Email: info@ovz.demon.nl

I'm a visual artist working mainly with super8 and 16mm film. In my films I deal with basic phenomena like light and movement. I record everyday occurrences that resonate with me: a curtain slowly moving in the wind, lights being scattered across a surface of water.

In filming these phenomena, I don't use the camera and film to best recreate what I am seeing, I allow myself to be influenced by the physical characteristics of the used tool and material. By relinquishing absolute control of the final image and exploiting the specific qualities of the available resources, the image gains a depth and richness which transcends my personal intellect and abilities.

The ultimate goal is to arrive at a work in which there is a synthesis of the image and its storage device, a work which is removed from my initial observation, but which instills in the observer a feeling similar to what I experienced when first making this observation.
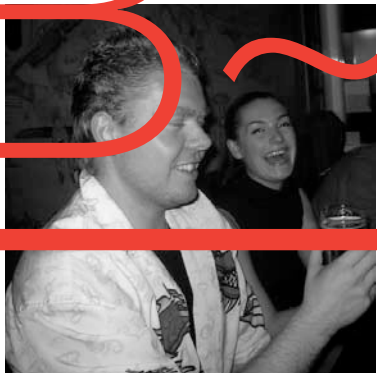
Name: Kevin Basari
Email: m.k.basari@online.nl
Url: http://kev-on-tour.blogspot.com

I was infected with cross media by Indira Rynaert at Utrecht University. Together with a project group in Indira's class I conceptualised a cross medial game. Working on this project I got fascinated by the possibilities web 2.0 offers. After finishing my BA I decided to go 'on tour' and inform the home front about my travels using all the easy access web 2.0 tools I could get my hands on. The result is a cross medial travel blog incorporating Flickr, Youtube, Twitter, Google Maps brought together on a Blogger page enhanced with Snap Shots for Wikipedia generated background content and previews. I like to think my web page has introduced web 2.0 to my friends and family in a way that comes naturally and intuitively. Everyone can get out of the page what they like. Just want a fast update? Read the Twitter updates. Want more? Read the blogposts. Want it all? Click on the links and watch the photos and videos.
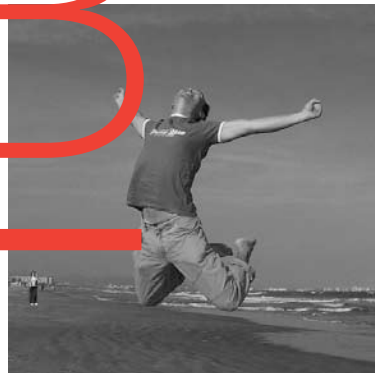
Name: Arent Benthem
Email: arentbenthem@gmail.com

During my studies Science & Innovation Management at Utrecht University I learned about changing organizations, changing society and the challenge to make connections between technological developments and market needs. To make these connections it is essential that you can look at problems from the perspectives of all possible stakeholders. Especially the relation between clients or customers and companies is what interested me most. Beside my studies in Utrecht, I studied Graphic Design at St. Joost Academy in Breda for a couple of years as well.

My interest in innovation on the one hand and my fascination for design, communication and branding on the other hand made me decide to work in a creative, but strategic company where I could combine these things.

Now I work at Eden Design & Communication, a company that works on branding projects from a multi channel perspective. We try to find optimal solutions by combining design, communication and brand- and organizational strategy.

On the one hand current developments like globalization, the increasing complexity of information and growing companies are causing a feeling of increasing distance between organizations and people. On the other hand upcoming new ways of communication, including new media, cause institutions and people to come closer together and are influencing each other more and faster.

I observe many paradoxes to appear. Information becoming more complex while the consumer wants more simplicity; organizations are growing bigger, while people want to be treated as individuals. New relations and other ways of communicating and interacting offer a range of new opportunities.

Organizations have to rethink about how they deal with their identity and communication. An identity is not your logo on a letter. Neither it is an advertising campaign. It's all about relations and interaction.

Name: Karlijn van den Berg, Draftfcb
Email: karlijn.vanden.berg@draftfcb.nl
Url: www.karlijn.name

Karlijn van den Berg (1980) is online planner at Draftfcb in Amsterdam. Draftfcb is an integrated brand activation agency. It utilises and combines all available communication channels (old and new) to reach and engage consumers. The agency is a collective of closely cooperating experts in the fields of digital marketing, direct marketing, guerrilla marketing, sales promotion, retail and data. At the moment about 55 people work at Draftfcb. Karlijn works on online branding, online promotion and online sales projects for clients as Delta Lloyd, STIVORO, Het Net, Blue Band, PACCAR Parts and PLUS Retail. Before Draftfcb, Karlijn worked as an online planner and project manager at Tribal DDB Amsterdam.

During her study and internships she started to fall in love with interactive media and geeky things. Karlijn finished her Master in Communication Science in 2005 with a thesis about the effect of ingame advertising on the attitude towards brands and purchase intention. At this moment she writes for the Dutch marketing blog Marketingfacts.nl and the fresh started Dutchcowgirls.nl: The first Dutch Marketing & Techlog made by girls. She's quite active in the Dutch Twitter community (@karlijn) and often joins events like Twitter meetups or Girl Geek Dinner Amsterdam.

Name: Erik Borra
Email: erik@erikborra.net
Url: http://erikborra.net

Erik Borra is New Media developer at the University of Amsterdam's New Media program, freelance programmer and web researcher. He is lead programmer and researcher for Govcom.org, a foundation dedicated to creating and hos-ting political Web tools. This consists of mapping issue networks on the Web by using the Issue Crawler software, as well as devising new tools such as the Issue Feed (beta), Issue Scraper - which makes comparative analyses of web-spheres (e.g. news spheres and blogospheres), a surfer pathway browser, and tag ecology visual-izers. In addition Erik works for the recently cre-ated University of Amsterdam's Digital Methods Initiative through which he is involved in the 'Mapping Controversies in Science and Politics' European research project (MACOSPOL).

The remainder of his time Erik works together with artists and designers, in projects such as the Delicious Network Visualizer (displayed at infowarroom.org), the Oracle Machine - an in-teractive application connecting on- and off-line public space, iTea - an interactive RFID installa-tion designed as a coffee table, vriendjespolitiek. net - a post-demographic recommendation tool, and tapemixer.com, a playlist recommendation mash-up between YouTube and Last.fm.

Erik earned his BSc and MSc in Artificial Intel-ligence at the University of Amsterdam. He is about to finish his second, New Media Master program, as a means to obtain a different per-spective of the masters he's been involved in for years already.

Name: Nils Breunese
Email: nils@breun.nl
Url: http://www.breun.nl/

I'm a 27 year old tech and media geek living in Utrecht, The Netherlands. My latest accomplish-ment was a nine month research project at VPRO Digital on recommender systems for the online music portal site 3VOOR12. This research was conducted for my master thesis Game and Media Technology at Utrecht University. I'm about to join the great team at VPRO Digital as a devel-oper, so I'll be working on more exciting new media projects with them in the future.

Besides my work at VPRO I also run Lemonbit, an internet company I started in 2005 with my friend Pim Rupert. We like to work with young creative professionals and provide several services so people can rest assured that their technology infrastructure is taken care of. Come and talk with us if you're looking for people that understand what you're talking about and can help you move forward with your plans.

I'm a guy that likes to stay on top of the latest tech and media news, so my feed reader is never empty and I always like to toy around with new technologies, tools and ideas. In my spare time I'm a board member at the local Utrecht division of 3VOOR12, I play the guitar and the cello, I listen to lots and lots of music and of course my Twitter account and my girlfriend need some love from time to time.

Name: Silvester Broekhuizen
Email: silvester@splag.nl

My name is Silvester Broekhuizen and I am an interactive media designer.
My experiences and work are mostly based on interactive designs and I am very interested in the film and television world. For my gradua-tion I developed a campaign about alcohol abuse under teenagers. This opened up my interests for campaign-based interactive projects and I am hoping to do more of these kind of projects in the future. I gained some of my useful working experience at companies like Buzzer, a Word-to-Mouth Marketing Agency and Netbiz, an internet company.
In my time off I am busy doing music, reading and working on personal projects.

Name: James Burke
Email: lifesized@gmail.com
Url: http://www.lifesized.net

James Burke is a freelance interaction designer with a passion for user experience.

He is also a co-founder of Alchemyst, a service and experience design agency, together with Tijs Teulings and Robert Gaal. Together they initiated the Roomware Project, an open-source framework for interactive spaces. It allows devel-opers of multiple origins to enhance any venue or event using technologies such as BlueTooth, Wifi and RFID.

It's been mentioned that they are working on a new project code named, Not Another Rainbow. It's supposed to add a social layer to the art and culture scene while benefiting museums and gal-leries with insight into their viewing public.

Name: Ralph Das, MA, Director of Possibilities, Intactlab
Email: ralph.das@intactlab.nl
Url: www.intactlab.nl

Ralph Das, was born in Amsterdam in 1982. As a kid he always wanted to become the next Leonardo da Vinci, searching the links between art and technology. What started with Lego Technic in the attic ended up with multi-touch computers at art-school.

Ralph graduated in 2007 at the Utrecht School for the Arts on the subject of physical computing with his Master thesis 'Touching the borders between me and virtuality'. While graduating, Ralph worked together with Harry van der Veen, later founder of the 'Natural User Interface Group' in Sweden. Ralph is currently involved in process of the starting up his own technology company called Intactlab. Ralph's graduation work is currently on display at the SOCO (Social centre of contemporary arts) expo space in the centre of Amsterdam. In the last months Ralph appeared in multiple TV shows that aired nationwide in the Netherlands explaining the principles of multi-touch/ social computing an the implications on day to day live.

He continues to research and investigate new territories of interaction design and works together with various groups, think-tanks and organisations . He is actively promoting the use of physical computing in a wide range of sectors like education and health care.

Name: Alper Çugun
Email: alper@tipit.to
Url: http://alper.jaiku.com

Alper Çugun is a web developer and interaction designer with a strong technical background (MSc in Media and Knowledge Engineering). Anything which requires combining complex technologies into usable systems has his interest.

Alper is currently active developing stuff from concept to design to implementation in the areas of the social web, internet platforms, connected devices and data visualisation.

He is also the founder of the Dutch finance startup Tipit.to (http://tipit.to) which enables the tipping of online content. Tipit.to aims to provide amateur creators with an easier and more social way of generating revenue from their work.

Name: Lisa Dalhuijsen
Email: lisa@waks.nl
Url: www.waks.nl

I am a graphic designer specialized in interactive media, living in The Hague.

At the moment I study Media Technology at Leiden University's computer science faculty. The purpose of this programme is to let students formulate their own scientific questions, and to translate personal inspirations and curiosities into research projects.

I am fascinated by the borderline between science, art and especially design. One of my major interests is data visualization - how to put information in order and show it in a way that is as clear as possible.

Name: Nursen Ech-Chammaa
Email: nursen@veronica.nl

I am a Communicationworker at Veronica Holding in Hilversum. I just graduated for the education Communication, Media and Music with a thesis titled 'Optimizing the Veronica Story website'. This research was conducted to make a more interactive and multimedia website.

Name: Jan Willem Deiman
Email: jw.deiman@gmail.com
Url: www2.hku.nl/~jan-will

Jan Willem Deiman is a Dutch artist who's work focusses on visual, auditive and physical experience and is based on minimal aesthetics that refers to science and technology.

His videos are mainly created by disturbing a previous made design. This design is built with grids, lines and other graphic elements. Sometimes these videos look controlled and will develop slowly. And sometimes these videos develop in chaos with a violent visual impact.

Name: Edial Dekker - Freelancer, blogger,
organizer Blog08 & founder MapTheGap
Email: info@edial.nl
Url: http://www.twitter.com/edial

Besides making websites and playing games online, Edial was not doing anything interesting when he discovered internet in 1996. This all changed when he left the internet for the printed media; ironically he was only reading things about the internet. In 2002 he became a student new media at the university of Amsterdam. With this new license for spending too much time on the web, he became an addict.

Soon Edial began to become interested in network theories, social media, information architecture, taxonomies and least but not last; data-visualisations. Writing about the internet seemed the next reasonable thing to do and blogging seemed to be the coolest thing to do. After writing his first post for Spotlight Effect he realised exactly how awesome blogging was and became friends with all the other, very passionate, editors of Spotlight Effect. A few months later they won a 'Dutchbloggie'-award for being the best marketing weblog of The Netherlands. Later he started writing for WebWereld and contributing guest posts for other blogs. Blogging is great, you get invited to a lot of good parties and you meet a lot of other interesting, smart people who are passionate about what they are doing. But the meet-ups and parties began to have a bad taste. He felt that he was becoming a social parasite: always the guest, never the host. Three months ago Ernst-Jan Pfauth and Edial Dekker came up with the idea to organise a blogging conference. Supported by Meganova they will host BLOG08 at the end of October. Since a month or so he is also pitching an idea for a (really awesome) mobile application called 'MapTheGap', we are in the last rounds of getting funding.

Name: Rene Derks, W!Games
Email: Rene@wgames.biz
Url: http://www.wgames.biz/

After graduating in International Business Studies at the University of Maastricht Rene had a hard time finding a job in the videogame industry. With no track record in gaming, he decided to study Creative Development at the University Utrecht where he specialised in Game Design and Development. He studied at the HKU with fellow GDD students and did an internship at Amsterdam-based W!Games. During this internship he wrote the thesis "Facilitated Chaos: organising videogamedevelopment" which got him a cum laude master's degree. The main statement of the thesis is that creative organisations need to incorporate and balance traditional management structures alongside communal forms of organising. The thesis elaborates on specific guidelines that help managers of these kind of organisations.

Upon completion of his studies he was selected for a Dutch scholarship "The Japanese Prize winners Programme". After an intensive four-months language course he moved to Tokyo, Japan; a gamer's paradise. He was allowed to do an internship at Sony Computer Entertainment Japan studio's, where he worked in Kouno san's LocoRoco team as a stage designer. Living and working in one of the world's most lively cities at the centre of Playstation's software development was an amazing experience. I can't wait to go back East…

But the Dutch roots grow deep, and there is a lot of work to be done to get The Netherlands on top of the international gaming industry. The credentials are right, there is momentum, and now is the time to surprise the world with "Made in Holland" videogames. To this end, Rene is currently working as a Junior Project Manager at W!Games, where his work is always on the border between creativity and commerce. Together with a fantastic team of experienced as well as young game designers this studio is prepared to challenge the international gaming market.

Name: Michiel van Diesen
Email: michiel@veronica.nl
Business Analist @ Veronica MediaLab

I'm Michiel van Diesen, Business Analist at the Veronica MediaLab. The MediaLab is an organisation which invests in start-ups and will start 'own' projects. We focus on media (on-demand, radio) and music, which coincides with Veronica's rich history.

As business analyst I'm responsible for all kinds of research about (new) media and various other subjects, market monitoring and identifying opportunities in a fast changing market. I also support our radio station Kink FM with 'number crunching', small research projects, suggestions and (new) (media) ideas, as well as advising on certain aspects. Next, I teach 'new media' to students at the V-Academy (formerly known as the Veronica Radioschool).

Before starting at Veronica, I studied Economics at Maastricht University, graduating on a thesis about selling music downloads in a radio stream. Next to that, I used to be one of the authors behind the Dutch website Radio.nl (Netherlands #1 in media-related news and opinion), writing and redirecting news articles and columns. During this time, I accrued a vast knowledge of (terrestrial) frequency licensing schemes.

Name: Fred Dijkstra
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Url: http://www.mediazicht.nl

Four years ago I started studying "Communication and Multimedia design" at the "Hogeschool van Arnhem en Nijmegen". For the first time I came in contact with the unlimited possibilities of new media. Not only I learned to work with a variety of programs, I also got stimulated to develop my personal creativity. Webdesign, graphic design and interaction design where fields I daily worked with. In my final year I have organised a locative media event with workshops for companies and multimedia specialists. Beside my study I have done a lot of free-lance work among which webdesign and graphic design for several companies.

Since half a year I have started a company with three other multimedia experts. This company is called MediaZicht. MediaZicht does research into new techniques in the field of ICT and multimedia and develops unique marketing tools for companies which clearly want to distinguish themselves from their competitors. Innovation and interactivity in strong degree contribute to drawing and especially preserving the attention of potential customers. The applications which MediaZicht develops are fully tailored and the original character of our products ensures an enlargement of brand perception. MediaZicht develops augmented reality products. Augmented reality is a new technique which adds three dimensional objects and sounds to the natural world as it exists. You can expect video games to drive the development of augmented reality, but this technology will have countless applications. Everyone from tourists to military troops will benefit from the ability to place computer-generated graphics in their field of vision.

Name: Matthijs van Doeselaar
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My name is Matthijs and I'm 24 years old. I've been using computers for quite a long time now. My dad bought me my first when I was 10 and I wrote my first program in Basic when I was 12. At this age I started to see the possibilities of programming and I quickly advanced to Pascal, followed by C. I think it was at the age of 15 when my parents thought it was a good a thing to take away my computer, so I could spent a little bit more time at school. I respected my parents wishes and so I stopped programming (for a while).

Four years ago I started studying at the HAN in Arnhem. Finally I could do something with my love for computers. This study stimulated me to start programming again. I refreshed my programming skills, got introduced to a couple of new languages and learned some new techniques. In the second year of my study I had to choose a direction to specialise in, I choose Computer Engineering in which I could continue programming, and also learn to create the systems that reacted on my programming. In this study I helped creating an actual pinball machine based on none-standard techniques.

Meanwhile some fellow students where experimenting with new media, including Augmented Reality and they got me all enthusiastic for this technique. Now it gives me the opportunity to use my programming-skills to actually create cool-looking things we can actually sell. For me, working at MediaZicht is a real challenge and I feel I can evolve my programming-skills here.

Name: Thijs Eerens
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After studying Electrical Engineering and Industrial Automation Technology he studied Mediatechnology at Leiden University. Here he could use his technical knowledge and creativity to realise projects like Park to Play and the Sound Illusion Cube.

Park to Play is an interactive installation in which you are able to play videogames with a random car. With the lights, the steering wheel and the doors, games are controlled, without any adjustments to the car itself. Every videogame or application can be controlled with the automobile. The Sound Illusion Cube is an installation built to disorientate people by using specialised moving sound in combination with physical movement of the body. It is based on the madhouse principle in fun parks, but instead of people seeing a rotating room, they now hear rotating sound while blindfolded and sitting in a moving chair.

After his graduation Thijs Eerens started his own business in developing media technological concepts. He likes to build installations which people have to experience, and where people have to interact with.

Together with three other new media developers Thijs Eerens started the interactive group 'SPARKL' in 2007. All four members of 'SPARKL' have different expertise, which results in interesting ideas and projects such as 'The Crazy Wheelchair Race'. It's a multiplayer game with wheelchairs used as game-consoles. Skills, competition and fun are the ingredients of this interactive installation.

Name: Luc van Esch
Email: lucvesch@xs4all.nl

Luc van Esch is a theatre maker / performance artist with a fascination for the relationship between spectator and performer.

The contradiction and friction of prepared actions and live happening is a clear source of endless explorations around this theme. His work is divided in solo performances where Luc van Esch takes the position of a storyteller, in group performances where he functions as a director, as an installation artist or in collaborative projects with other artists.

With a background as a mime actor he is searching for an almost physical sensation to happen in the experience of audience members. This is for example achieved by taking the location in which the performance takes place and its history in account; the audience members gather a sense of meaning in the act of visiting.

The aesthetics of his performances are in general quite minimal with a few clear "theatrical" elements to include an element of surprise.

Since 1996 Luc van Esch has worked as a free-lance actor in various theatre groups and as an autonomous theatre maker with his own group, Ubbergen. With his own group he has made seven productions so far. Luc van Esch is now graduating from Dasarts, advanced studies in the performing arts in Amsterdam.

He has won the top Naeff prize and the Mime award of encouragment.

Name: Liselore Goedhart
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*Game.Character.Graphic Designer

My name is Liselore Goedhart and I recently graduated at the Utrecht School of the Arts, course Design for Virtual Theatre and Games (DVTG). During the four years of this course I learned to combine storytelling with interaction and play. I had the chance to create many different things with a variety of talented people, for example an interactive painting, a virtual play, a MMOARPG and my individual graduation project; 'Fonn', an interactive scenery. I created the whole concept, design, animations and gameplay of this installation. The idea is to position real pieces of scenery on a table and interact with the habitat of the creature 'Zwever'. This habitat is projected on fabric that softly moves by the wind. The user has to discover the meaning of the pieces and place a piece at the right moment to create life and maintain it. For instance the horn will bring about a deep sound that can grow things. You have to pay attention to the real wind that is blowing from the wind fans at the left and right side of the table. The wind coming from these fans is totally random, it influences the digital world and you have no control over it. That was also the theme of my project: the wind of change. It is unpredictable and will come and go, but you canít control it, although many people try to.
I really love to design cute and weird characters and their worlds. These characters usually have their own little tics and routine actions, but itís always logical in the magical environment they live in.
Together with four DVTG classmates we started an innovating and artistic company, called Monobanda. We create interactive moments that can be put to use for idealistic, commercial or informative purposes. Our main focus is fusionplay. Fusionplay means fusing elements of play and various media together that evolve into new and surprising results.

Press: http://www.nrcnext.nl/nieuws/kunst/article_47636.ece/Maak_je_eigen_monsters_in_een_spel_over_het_leven

Name: Roy Frencken
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At Utrecht, School of the Arts I focussed on new media development and interactive design solution for new media. I participated in a project for Museum the Beyerd in which we created an interactive toolkit for children between 8 and 12 years on primary schools. The toolkit has the ability to teach children about graphic design and ho wit influences their daily lives. It consisted of an interactive DVD with a storyline and infographic animations, together with a box full of templates to enable the children to put their knowledge into practice.

In 2007 I graduated resulting in a BA with honours in Digital Media Design and an MA in Digital Media Design. Together with Edward van der Veen we initiated a project for interactive television. We have created a concept for an electronic program guide with an intuitive interface with a Wii remote as input device. The program guide delivers the viewer content based upon their friends network, with the network we created a sociable interactive television experience. Since January 2008, I teamed up with Edward van der Veen as a creative team at Draftfcb. As an art director and interaction designer I work on interactive concepts for brands as Delta Lloyd, Het Net, Nuon and Blue Band and many more. At the Draft lab we are responsible for research and development. We focus at new advertising possibilities which make use of new technologies. At the Draft lab, research is the starting point for new media concepts. This will be applied in advertising concepts. We are currently exploring the possibilities of multitouch devices for advertising.

Name: Robert Gaal
Email: robert@wakoopa.com
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I'm the co-founder of Wakoopa, an online applications & games network, focused on making software discovery social. I also co-organise The Rockoware Project, I'm a founder and editor at The Next Web and I help out with several other projects and meetups.

Name: Bart Gloudemans
Email: bart@supportthesystem.org

As a student Information Sciences at the VU Amsterdam I'm fascinated with people living in the current mixture of digital and physical life. With the way they relate and distinguish them selves. With the way they share stories, define what's in or out, identify them selves, claim their space, form groups.
The social structure of the Westerpark is the subject of my master thesis/internship. By describing the local social relations you get to design a fitting communication system, a system that won't offend and will be accepted by its users. Currently I'm focussing on learning practical programming skills, to be able to prototype my ideas. I use common web technologies and recently I started learning how to program for the iPhone.

Name: Lorenz van Gool
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Hi, my name is Lorenz, but my friends call me Lo. I'm really excited about my first PICNIC, and I hope I can contribute to a successful day at Amsterdam!

So, let me tell you something about myself. My passion is of course media in all their glory, but I'm most passionate about social media. That's why I started the blog TweePuntNul.net (Dutch), on which I cover the latest news and features in the world of social media and Web 2.0.

Next to that I'm a freelance blogger at Zoomz. nl, a Dutch blog about internetvideo. Currently I'm a Master student of New Media and Digital Culture at the University of Utrecht. With a colleague I'm also working on our first startup called OpenConcept.nl, hopefully a soon to be platform for people to share their ideas. If you have something in mind for this, please contact me and we'll have a drink!

Name: Gijs Gootjes, MediaLAB Amsterdam
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Gijs just graduaded at the University of Amsterdam in Media Entertainment & Popular Culture. He works as a projectmanager at the MediaLAB Amsterdam. MediaLAB Amsterdam is a creative, interdisciplinary workplace where high potential professional technical students, and researchers work together on innovative interactive media ideas. In the Media Lab Amsterdam the smartest students from the various institutes of the Hogeschool van Amsterdam and the University of Amsterdam study how digital interactive products can contribute to innovative solutions for societal problems. They do this in the form of final projects that address innovative applications for organizational issues in the public sector. Production and distribution are integrated elements of research at the MediaLAB Amsterdam.

Name: Charlon de Graav, Qi-ideas
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Url: http://www.charlon.nl

A young creative who just finished his study "Interactive Media" and is currently working at Qi-ideas as a concepter. Loves ideas that are passionate and tell a real story that activates people. Is in to sports, sunny vacations, nice food, cool visuals, interesting people and his job. Stops writing right now because this is going to look like a contact advertisement. Can't wait to participate at the Hot100.

Name: Han van Haren
Email: han@iwan-han.com
Url: www.iwan-han.com

Iwan&Han want to communicate their (im) perfections. The makers of the videos draw inspiration from their daily existence which does not satisfy their ambitions. Their inspiration originates from an anger and disgust of themselves. From the lack of guts and the way they live. The world in which their boring job and the conformation towards expectations of society dominate them. Lost freedom which they both had in their early youth where their rural life was so simple and clear. The conflict between this safe rural character and the unsafe large world. In fact their ambition is to entirely fit into that world and even conquer it. The tiny hearts and the big mouth which they have in their safe work shop, in the search of the ultimate (anti) heroic act.
Within the disgust of their middle class existence hides the ambition to be a hero which manifest itself in their fantasies to be the only two remaining people on earth and have to survive; or when they philosophy about the function of a man in the modern society. How does he behave in current times in which his instinct to conquer and survive is no longer appreciated. Iwan&Han let their separate worlds meet in their work process. These two worlds are united at a new place where a new world is created. Here, no one else is present but the other.

Name: Sarah van Hecken
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Url: www.in10.nl/weblog

"Uhm... [quite a long pause] so that's like... marketing? Right?" This must be the most heard reaction when I talk to people about my profession. Oh well, when you graduate from a study called Communication & Multimedia Design you probably have a hard time explaining what that entails as it is. I just made it worse by choosing the brand new Experience Branding minor in my third year, and start a job with that exact job title. I am an experience brander. So what does this entail? In a nutshell, I figure out what people like and try to make sure we make just that. I look out for the extra value we can put on our products and services so that they are of more meaning to people (and by extend they are more likely to buy it). In daily life this means that I talk to people and do my research on- and offline when we start projects and think along in the concept phase. When the projects are made, part of my job is to make sure that people actually get to see them. All this I do at IN10 Communicatie, a Rotterdam based company who's main goal is to connect brands and people.

Name: Sven Helder
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Url: www.mediazicht.nl

My name is Sven Helder and I am a 3D designer and programmer. I started my journey through the world of multimedia at the Hogeschool of Arnhem and Nijmegen. I just got a degree in sound engineering and wanted to add graphic and multimedia design to my abilities. Once I started my education at the HAN, I developed a special interest in 3D graphic design. I love to create 3D environments and most of all, I love to bring them to life. I have a great passion for 3D animations and will one day bring out a short of my own. Besides animations I like interaction design. This is one of the reasons why I am so interested in Augmented Reality. Because it still has a long way to develop I think we will see a lot of interesting and new ways how people will interact with computer content.

Since half a year I have started a company with three other multimedia experts. This company is called MediaZicht. MediaZicht does research into new techniques in the field of ICT and multimedia and develops unique marketing tools for companies which clearly want to distinguish themselves from their competitors. Innovation and interactivity in strong degree contribute to drawing and especially preserving the attention of potential customers. The applications which MediaZicht develops are fully tailored and the original character of our products ensures an enlargement of brand perception. MediaZicht develops augmented reality products. Augmented reality is a new technique which adds three dimensional objects and sounds to the natural world as it exists. You can expect video games to drive the development of augmented reality, but this technology will have countless applications. Everyone from tourists to military troops will benefit from the ability to place computer-generated graphics in their field of vision.

Name: Anne Helmond
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Anne Helmond is a New Media lecturer at the Mediastudies department at the University of Amsterdam. She graduated with a thesis titled 'Blogging for Engines. Blogs under the Influence of Software-Engine Relations.' This research on the symbiotic relationship between blog software and search engines contributes to the existing research on blogs and blogging by framing it from a software-engine perspective and describing a different role of the blogger in this relationship. It aims to contribute to the emerging field of Software Studies which addresses the role that software plays in our society. She recently participated in the Software Studies Workshop led by Noah Wardrip-Fruin and Lev Manovich at the University of San Diego and gave a lecture on software-engine relations at the HASTACII conference at UC Irvine.

Anne previously studied at the Utrecht School of Arts where she received a Bachelor degree in Interaction Design and a Master degree in Interactive Multimedia. She blogs about new media on her personal blog. As a freelance photographer she works for VPRO 3VOOR12, the Institute of Network Cultures and covers various new media conferences such as the Next Web.

Name: Femke Herregraven
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Url: www.zeropointproject.com

Femke Herregraven is a graphic designer who's work focusses on the field where society and technology meet. She considers (graphic) design as a methodology to research, question and reflect on the complexity of our times. Nowadays we are more in contact with a large diversity of people, cultures and other spheres of interaction. This all comes together in (online) spaces and metropolis connected via communication technology.
In her work she tries to give insight in this complex state of being and reflect on how it changes us as a society. How are things related? Where do they get into conflict with each other? Which new perspectives arise? Each new question asks for a different approach, for different media to tell and translate the story.

In 2007 Femke Herregraven finished her bachelor Graphic Design in Arnhem.
In 2008 she participated in the postgraduate program Multiplicity & Visual Identities at the University of Arts in Zurich.
And in the same year she was also a participant of the No Academy, Laboratory for Art and Society.
Currently she is doing her master at the Sandberg Institute in Amsterdam.

Name: Iwan van Hierden
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Url: www.~iwan-han.com

Iwan&Han want to communicate their (im) perfections. The makers of the videos draw inspiration from their daily existence which does not satisfy their ambitions. Their inspiration originates from an anger and disgust of themselves. From the lack of guts and the way they live. The world in which their boring job and the conformation towards expectations of society dominate them. Lost freedom which they both had in their early youth where their rural life was so simple and clear. The conflict between this safe rural character and the unsafe large world. In fact their ambition is to entirely fit into that world and even conquer it. The tiny hearts and the big mouth which they have in their safe work shop, in the search of the ultimate (anti) heroic act.

Within the disgust of their middle class existence hides the ambition to be a hero which manifest itself in their fantasies to be the only two remaining people on earth and have to survive; or when they philosophy about the function of a man in the modern society. How does he behave in current times in which his instinct to conquer and survive is no longer appreciated. Iwan&Han let their separate worlds meet in their work process. These two worlds are united at a new place where a new world is created. Here, no one else is present but the other.

Name: Eric Holm, Kimogo
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I'm Eric Holm, an interactive media designer at Kimogo.

Before I got into the field of Interactive Media I studied graphic design. This was interesting but I felt I missed the interactive element. I decided to study 'Interactive Media' at the Hogeschool van Amsterdam. During that study I experimented with a lot of different technologies, and I tried to do things in a different way.

My graduation project was called "Physical computing with Arduino". The main goal was to set up a practical workshop for students. Besides setting up that workshop, I also developed a product with the Arduino. The products aim was to inspire students for physical computing and to show the possibilities of the Arduino microcontroller. The final prototype is a game called "Gyro", which is a two player game where you can control a spaceship with a Powerball.

After doing some freelance design and development work during my study, I'm now co-owner of Kimogo, a company which is specialized in interactive concepts, on- and offline. We think, together with other creatives, about how to improve there idea's with interactivity and innovative use of technology. We have created logo's, interactive installations, games and websites.

I really like to combine design and (new) technology with a conceptual idea.

Name: Juliet Huang
Email: macbaobao@yahoo.com

Coming to Amsterdam to study from China was perhaps so far the best decision I've made. Growing up in the Far East and now learning about a much different culture has truly opened up my world.

Amsterdam is full of easygoing and open minded people, which made it easier for everyone to build up personal values. Big cities in China seem to change quickly but that brings up much stress. From what I saw many people in China were doing a job they don't like to earn money to buy things that they don't need. I see greater opportunities staying here in Amsterdam for now because many personal abilities are much more appreciated in a smaller pound.

The field of new media has an exceptional openness towards traditional methods and theories. Academic programs and courses sometimes are still stuck in the past while new media is developing rapidly.

How new media changed our ways of communication was something we could hardly imagine just not that long ago. It is in my opinion urgent to innovate new modes of both teaching and learning. While basic tools and infrastructure are offered, individuals should be able to find more space, support and opportunities in order to contribute excellently to the upcoming challenge of the new media field.

Name: Amalia Kallergi
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My name is Amalia and I come from Greece and Computer Science. I left both for the charms of the Media Technology master program in Leiden University, a study which focuses on creative exploration and on the understanding of science and technology. I graduated from Media Technology in June 2006 with the project "Provocative Tactics in the Museum Territory", and I still have a soft spot for (story-telling in) museums, archives and collections.

From 2007 till early 2008, I worked as a scientific programmer for the Imaging & BioInformatics Group, in Leiden University, in the development of the CSIDx imaging database for Cyttron, a consortium towards an integrated infrastructure for multimodal imaging in the life sciences. CSIDx is the core database of the project with special interest on connectivity, data visualisation and knowledge discovery. In the mean time, I taught at the Royal Academy of Arts in The Hague, trying to lure artists into the beauty of programming. Since March 2008, I am a PhD student for the above mentioned group and project. I will be investigating new interaction styles for scientific data in respect to imaging databases, a research which I wish to conduct also by means of interdisciplinary collaborations and creative research practices.

Name: Jobina Keteldijk
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Recently finished my study Interactive Media after an internship at the firm Achmea and an thesis about interactive media and online medical advises. Im in love with creating interactive solutions, concepts and designing. My interests also goes out to art, I'm always drawing and painting things. This is what i do as a freelancer. Currently searching for the perfect job where my creative brain fits in.
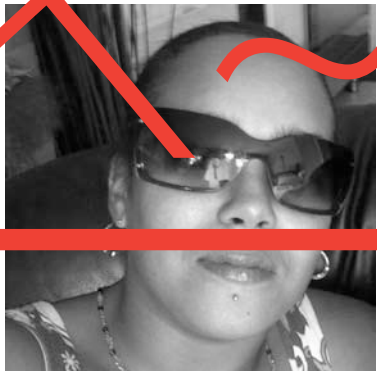
Name: Alexander Klöpping, The Gadget Company
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www.alexanderklopping.nl

This little story is the first and last time in which Alexander Klöpping talks about himself in the third person. Klöpping started an e-commerce website when he was 16 years old. The Gadget Company became a thriving internet company without spending one euro on marketing materials. He was surprised how easy it was for him to trick journalists into believing that his gadgets where a huge hype in some random country, and that they should therefore write an article about it. Though, it saddened him to see that the same principles of media manipulation were in effect in more serious parts of society. Because he didn't understand why the Americans re-elected George W. Bush as their president, he went to study there for a year to find out. A semester at a Republican university, and a semester at a Democratic university gave him more insight. Right now he 21 years old and is studying New Media at the University of Amsterdam. He works as a full time editor for Jort Kelder's business newssite 925.nl as well as running his company.

Name: Mathijs Konings
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Url: www.monobanda.nl

Hi, my name is Mathijs Konings. I am co-founder of Monobanda: a brand new and innovating company that is specialized in making fusionplay. Monobanda creates interactive moments that can be put to use for idealistic, commercial or informative purposes.

My job is to create the deep structure of a concept; the rules or DNA on which a project is build. As I look at it every rule is a constructed boundary and every boundary determines the goal. If you succeed in finding every last boundary of a game, then you have completed the game.

In my world the finding of boundaries is also called learning. This is why I think games can be a great educational tool. Not only useful to educate children, but also adults or consumers. If you succeed in letting a person experience, rather than see your product, then this product will become part of his or hers inner world.

This might sound a bit like I am making propaganda machines, but my main goal will always be to stimulate people to think for themselves and to continue to learn. Because you never know what will happen. The future doesn't exist until it is here and now.

Name: Kaisu Koski
Email: livingorganism@gmail.com

Kaisu Koski is a Finnish performance/media artist, based in the Netherlands. She holds a PhD in Media Studies from the University of Lapland. The dissertation 'Augmenting Theatre' focuses on technological applications in performance and installations.

Human body and its borders are central themes in Kaisu's work. Her video installations could be described as science fiction: the images are simultaneously real, depicting flesh-and-blood bodies, and fictitious, constructing imaginary events on flesh. Her art practice is also related to the scientific research she undertakes, focusing especially on the dialogue between art and life sciences, and the epistemology of artistic research. Through her art practice she is raising questions about the position of personal body in biomedical domain, and asks how art can 'talk back' to science. Key terms in her work are: perception, science visualisation, aesthetics, clinical vs. personal body, medical gaze, choreography, the body of the future. Kaisu is currently a participant in a post-graduate school for performing arts, DasArts, in Amsterdam.

Name: Assia Kraan
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Url: www.assia.nl

Assia Kraan writes and speaks about sharing locative experiences through media technology. Her training is in new media (University of Utrecht, NL) and her interests include locative media, the concept of place and personal and social use of space. Her thesis discussed reflection on urban experiences through locative media art.

Together with artists, media technologists and theorists she studies the practice of experiencing place, becoming aware, register and share. She researches new technologies of visualization patterns, networks and nodes.

Currently she is preparing a social-cultural project for the city council of Amsterdam in addition to her work as functional designer at Quinity.

Keywords: place, media, landmark, at home, meaning, person, logic, memories, experience, orientate, navigate, city, neighborhood, landscape, patterns, networks.

Name: Jaap Kraan, Skybox / FHV BDDO
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My name is Jaap Kraan and I am 25. I studied Mediatechnologie at the Hogeschool Utrecht.
After an internship at FHV BBDO I got a job offer from them and started to work at the Skybox (design department of FHV)
At the Skybox we work closely together with the art directors and copywriters and take responsibility for the design part.
The work we do is: traditional design (graphic/typographic), new media design and development (internet / online games / bannering), 2d and 3d animation and modeling.
Often I also work together with the creatives on interactive concepts. Brands I worked for include: Artis, Snickers, Interpolis, Mercedes-Benz, Foot Locker & Douwe Egberts.

Name: Martin Kuipers, Lable.org
Email: martin@lable.org
Url: www.lable.org

I've been working with web- and creative technology for 10 years now. I strive to combine my passions for music, aesthetics, play and patterns. I marvel at the things around me on a daily basis.

This allows me to see patterns in live, in work and maybe in the world. I get a kick out of learning how a process or organisation works, and see if there is a way to make it better, more fun and more sustainable. This is also Lable's goal: to find a new balance between the digital an analogue world. We're finding and creating new ways to implement 2.0 patterns and ideology in other sectors then the IT and the web. Right now we are focusing on healthcare.

The great opportunities lie in the combination of fields that now appear separated. Everybody is talking about innovation from within a cubicle. Real innovation is outside, on the meeting points of east and west, north and south and their respective philosophies. So here we are, and we would love to meet other passionate innovators!

Name: Monika Lechner
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Born and raised in Austria she made an early switch from computer programming to studying Textile Design and Graphic Design in Vienna. After having worked for a couple of magazines an involvement with independent filmmaking lead to a specialization in storyboarding.
The study of Dutch language and Culture lead to living in the Netherlands three years ago. At the moment she is finishing the Master Book & Digital Media Studies in Leiden. The (n)ever-changing world of books and thus information transmission in the Digital Age are the main interest. Current research topic is the relation between Cultural Heritage Institutions and the implementation of New Media, espcecially Web 2.0. But her heart lies with the challenges and promises of the Semantic Web.
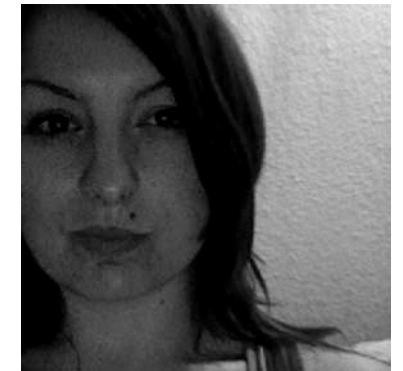
Name: Joost de Leij, Red Revolver
Email: joost@redrevolver.nl
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Joost de Leij (Maastricht, 1982) is founder of Red Revolver, a communication office specialised in art, advertising, photography and new media.

During his studies Joost investigated the border between art and advertising. After graduating he founded Red Revolver together with Maarten van der Linde. Red Revolver develops projects focussing on a fusion between art and commerce. For the creation of unique concepts Red Revolver works with a network of talented artists and freelance creatives. This gives the possibility to compose a perfect team for each assignment. The role Joost plays in these projects varies from project manager to marketing consultant. Red Revolver clients include Red Bull, Foam_ Fotografiemuseum Amsterdam and Greenpeace. Projects are for example the photography competition Red Bull 5 Pics and Foam_Lab. The Red Bull 5 Pics photography competition challenged contestants to upload a serie of 5 pictures. The winner won a travelling photography exposition, tailor made for him by Red Revolver. Foam_Lab is a youthful task force organising events and expositions aimed at bringing a more youthful public to Foam_Fotografiemuseum Amsterdam.

Red Revolver's goal for the next years is becoming a communication office recognised for non-conventional art and advertising projects. Photography and new media will be important tools for reaching this goal. The final goal includes creating a surrealistic place where creative minds gather to work, relax and get inspired. Before starting Red Revolver, Joost studied at the Vrije Universiteit Amsterdam. He finished his Master in Marketing in 2006 with a specialisation in Arts & Entertainment. He studied Business Administration from 2001 till 2005, graduating with a specialisation in Consultancy. Besides running Red Revolver, Joost works as a freelance photographer for various clients since 2005.

Name: Simon van der Linden
Email: Simon@monobanda.nl
Url:www.monobanda.nl

To start my real name is nothing like Otherotter, Simon van der Linden (1982) is my name in daily use.

During high school I had two main interests people and video games. There seemed no further education that directly combined those two. After a short orientation period I decided to focus on an education where you learn to help people on a professional way.
After finishing my education and a year of working in a mental hospital, I missed some creativity in my job.

Still full of energy I just finest my Bachelor of Art and Technology in Design for Virtual Theatre and Games. Here is where I have learned to combine the interactivity of videogames with the passion of theatre.

At this moment I'm educating mental disabled people how to play and orientate with the medium video games and giving them drawing lessons. To me it is a challenge to combine unusual aspects to create innovation. Like using a old laptop as a lighted drawing table for my drawing lessons. Make enlightened art from second hand lamp shades.

Use innovative interactivity in the theatre, and design games who are tangible. Like the game OXO I did design where you play a game with just a furry ball without buttons, numbers or language. Eventually I believe there will be an atmosphere where people can make original art with there hearth without thinking about there image and money in the first place.
Together with four of my ambitious school mates we started a company called Monobanda, we will focus us on Fusionplay so we will combine digital and physical games in a new way.

The otter acts like no other, wont fit in any box and enjoys combining a rock, a shell and a tummy.

Name: Godfried van Loo, Scoutle.com
Email: godfried@scoutle.com
Url: http://www.scoutle.com

After having started to work for himself at the age of 16, a Master in European Media at the School of the Arts Utrecht and a study European Management at the ESC Rouen, brought Godfried to work for the Taskforce Innovation Utrecht Region. After one and a half year, all those enthusiastic and innovative entrepreneurs made him however to decide that it was time to transform his own company into an Internet startup. To get inspiration of what to create, he moved to Italy to come back 7 months later and start with the development of Scoutle. Scoutle is a social network but with an important twist... It is automated. Using personal webcrawlers, called Scouts, Scoutle searches, rates, matches and connects users, mostly bloggers, in many different but automated ways. No need to know each other, no meaningless lists of friends and many algorithms to continuously rate blogs and networks and help sorting them. An automated social network that is about the quality of your connections, not quantity. Scoutle does the networking for you while you use your time doing something you like but for those that cannot live without, of course some classic social network features are also available. Six days after launch a great review in TechCrunch and The Washington Post resulted in thousands of new users. Their user experience helped to created and launch Scoutle Version 2.0 four months later, in September 2008, and now welcomes many new users every day from all over the world, automate their networking as well.

Name: Samar Louwe
Email: Samar@Springmindset.nl
Url: www.springmindset.nl

I'm Samar Louwe, a 23 year old Design for Virtual Theatre and Games graduate at the Utrecht School of Arts. I tell stories. It doesn't matter what medium is used, I will always try to use it so that it supports its narrative best. Besides telling stories I like to paint digitally. I have a passion for drawing and painting which helps me visualise my ideas. At the moment I'm in the middle of setting up a way to make story telling a product through Spring Mindset. Please take a look at the website for more information.

Name: Polle de Maagt
Email: info@polle.net
Url: http://www.polle.net

Social media expert. Connector. Marathon runner.

Polle de Maagt (1982) is a social media expert. His activities range from developing social media strategies and campaigns to publishing on different blogs and in printed media and giving workshops and presentations for different audiences.

As a consultant, he has worked for large corporations ranging from Vodafone and Randstad to Bacardi and Philips. For Belgium based Trendwolves.be he is an online trendwatcher and social media maven. Apart from that, Polle is an enthousiast connector and one of the founders of "Jong Tuig", a two-monthly drink for online media talents in Amsterdam, The Netherlands.

In his spare time between blogposts, tweets and feeds, consultancy and drinks, workshops and strategy papers, Polle is an avid marathon runner, long distance walker and bikram-yoga-addict.

Name: Rosa Menkman
Email: rmenkman@gmail.com
Url: http://rosa-menkman.blogspot.com

Rosa Menkman is currently a Research Master student at the University of Amsterdam. In 2006 she wrote her MA thesis on the Internet art collective Jodi. Currently she is writing a book on digital glitch art, that will accompany her Research Master thesis.
Starting out as a freelance photographer, Rosa has always been interested in using (new) media in inversive ways. In 2006, she co-founded Europe's first Machinima Festival, Machinima Bits in Amsterdam and at last years at PICNIC she gave 8 circuit bending workshops.
In 2008 Rosa did a couple of VJ performances focused on digital glitch art at the the Video Vortex conference and one at Pasofest organised by the Bilkent University in Ankara, Turkey. Due to her recent collaborations with the Swedish musician Extraboy (http://blog.internet2008.se/) and Goto80 (http://www.goto80.com), her focus has shifted, putting a greater emphasis on video clips and working on Familj (http://oaktabarn. blogspot.com/). Rosa is also part of the Digital Methods Initiative (http://digitalmethods.net), which aims to develop novel methods and tools for studying the web.

"As far as I can remember, my main interests have always revolved around inverting the default use of new media technologies, both hardware and software-wise. To me, doing this is like generating a form of machine poetry: a way to vocalise the internal workings of a technology, to do surgery on its bowels and make them recite (draw, scream or sing) in different, new ways. While I do this, I activate a machine, making it act more "alive". In this sense, the way I work could be described as a cybernetic flirt; the machine comes to life and I play with it. Breaking with the conventional ways of the machine can also be a way to make sure I am in control; a way to subdue the anx[...]r a big, unknown [...]chine can give me."
[...]ho[...]s // work: www.fli[...]r.c[...]n/roos

Name: Matthijs van der Meulen
Email: thijs@henxs.com

During the nineties Matthijs started to document a part of modern-day youth culture he was, and still is, very passionate about: graffiti art. As a hobby photographer he created an impressive collection of thousands of pictures on the subject. It was in 1996 when he decided to publish this collection on the internet when he started the website www.dutchdamage.com. To his surprise the website rapidly became one of the most successful ones on the subject of graffiti art worldwide. With over 15.000 daily unique visitors it didn't take Matthijs too long to see the huge business potential this website had. An online shop specialised in art supplies was started, www.graffitishop.eu, in cooperation with one of the leading distributors in art supplies in Europe. Intrigued by the almost overnight success of both these websites and the possibilities that new media seemed to have, Matthijs started a study Interactive Media at The Hogeschool van Amsterdam, University of Applied Sciences. Interested to see what differences there would be in the use of new media and new technologies abroad, he spent a year in Austria, and half a year in Finland as part of his studies. In the mean time Matthijs managed to publish two books about graffiti culture in the Netherlands and is now working on a third one. After receiving his bachelor degree in communication and multimedia design Matthijs is still eager to learn more about how new media change contemporary cul[...]e; he is now studying Media Cultu[...] at the [...]versity of Maastricht, a selective, o[...]year i[...]ational Master of Arts programme[...]

Name: Mijn naam is Haas
Email: nfo@mijnnaamishaas.nl
Url: www.mijnnaamishaas.nl

Mijn naam is Haas: a revolution in language education.
A true serious game, that unites learning with children's creativity into a virtual, story environment.

Mijn naam is Haas (My name is Hare) is a serious game concept that teaches young children (age 4-6 years) language in a playful environment. Through drawing the world of character Haas, the ingenuity of children is challenged. The system fuses the child's drawings into the emerging story and uses an Intelligent Tutoring System to connect them to learning components, such as situations or specific words. Scientific revaluation of the educational methods is provided by the Expertisecentrum Nederlands (National Center for Language Education). Extensive testing sessions on several schools in the Netherlands have already shown excellent results.

Mijn naam is Haas is a charming and strong serious game which shows the value of virtual environments in an educational setting for a very early age group. In Haas' universe, learning and playing are interwoven. Children work at the computer in pairs and interact with each other, as well as with Haas. This results in a dialogue between the physical and virtual world. The creativity and fantasy of children combined with little powerful situations form immersive storylines. Form, content and interaction blend into a setting that subliminally communicates the learning components.
We are currently developing an online environment of Mijn naam is Haas. Through partnerships across different media we hope to bring the product to an international audience. Hence the product's final shape and content will be determined by target specific markets and languages.

Douwe-Sjoerd Boschman - interactive concept designer
Sanneke P[...] - interactive concept designer
Berend W[...]j - interaction designer

Name: Riekus van Montfort, Lable
Email: riekus@lable.org
Url: www.lable.org

I like to call myself a geek. I've always enjoyed playing with technology. As a kid I would build my own bicycles and guitars and fool around with all kinds of electronics. Things have not changed much since. I still play with technology on a daily basis. Putting technological innovation to use in a creative way is where I get my kicks. I see a lot of changes going on in both the digital and 'analog' world. We are slowly but steadily moving towards more personal ways of communication, where technology is no longer the designated playground of geeks. Social networks and communities are part of the set of tools that will help us in this process. I like to pick out the most interesting new technologies, and shape them into simple, effective tools. Currently, I'm focusing on my Bachelor of Multimedia thesis, titled "visualising relations in social networks". Lable creates multimedia concepts, tools and provides workshops on how organisations can use social media tools to their benefit. It is the place where I meet like minded people: creative minds with a shared interest in innovative multimedia concepts and their social implications. I love how Lable creates powerful community concepts and tools that are focused fully on their use by ordinary people. Over the last year, we have been working together closely with people from healthcare institutes, financial services and loads of interesting partners from collectives such as Nieuwe Garde, Naamlooz and Great Place To Live. Working in this network of creative minds is what makes us feel good.

Name: Jurriaan Mous, Lable
Email: mous@lable.org
Url: http://lable.org & http://jurmo.us/

Manual for interacting with Jurriaan Mous Explorer & Connector, Part of Lable.
Some points of interests before interacting with Jurriaan Mous, a social technological entrepreneur from the north.
He is a more philosophical person who likes to approach things the holistic way. Not that good in small talk so try to avoid that.
He has lots of practical knowledge in visual & interaction design, OOP programming, 3D serious games & animations and presenting. But don't bother him with just small projects on these areas except if you somehow inspire him it is going to change the world.
Many people call him Mous.
Most recently worked on a intuitive communication tool for in the healthcare sector. Questions which lived inside the institutions came to life literarily to be attracted by your DNA (tag) scent. He loves to show it.
Jurriaan wants to change the way to organise business with a group of people who label themselves Lable. They like to give people the tools to create a holistic group driven by bottom up ideas and passion. Jurriaan is a visual thinker. Jurriaan hates to talk about empty hypes & wannabes and prefers content.
He likes to think in and design bottom up organisations like Lable. He doesn't believe in structural hierarchy but in passion driven network organisations. Was raised in and later worked for a multimedia study based on this principle.
He sees himself as a society changer, Jurriaan welcomes any challenge on that.

Some conversation starting points:
Nature inspired design - data/information systems - Fibonacci - chaos theory - 3D workflow/technology - tagcloud 2.0 - the Brain - streaming processors/pixelshaders - bottom up organisations - education 2.0 - dancing - visualisation - multi-touch - social reward systems - inspiring people/presenting - web future - browser (engine) technology - open source & open standards - hacking - the end of text - intuitive interaction - social networks - redesigning economy & money

Name: Nalden
Email: info@nalden.net
Url: http://www.nalden.net

Since Nalden (1984) started sharing his thoughts via www.nalden.net he has worked for several companies in the music and advertising industry. He started working for record label Top Notch and State Magazine. After two years he moved over to the BBDO network to work as a junior creative for Proximity in the Internet & advertising department. Six months later he switched to Streative Branding where he became an expert in trend research and creative consulting. With his knowledge about the web he gave advice to clients like O2, Telefonica, Bacardi, Jo Malone and became Streative's in-house community connector.

Today he is co-owner of Appletree Records and shares his autodidactic thoughts as a young social entrepreneur professionally through lectures and consulting and he is represented by his agent Edsonwilliams.

Despite all his activities as a record label owner, lecturer, web strategic consultant Nalden does not stop sharing, helping and promoting good initiatives (music, art, design...) on Nalden.net.

Nalden.net is an influencer weblog since 2002 that transformed to a Rich Media Application in 2008. This R.M.A. works like an online desktop and includes news supported by audio & video channels covering interests in a wide spectrum of music, design, trends & technology in a real and authentic way directly to the influential trendsetters market segment with an entirely unique approach to distribution and content.
By revealing interviews with progressive talented people, articles on emerging trends cultures and presentations of products in their raw form Nalden speaks to the influencers in their own language.

Nalden.net is unique on the web as one of the few weblogs build in Flash and has won many design- and website awards which is an acknowledgement for the current form as a Rich Media Application.

Name: Shirley Niemans
Email: sjniemans@xs4all.nl
Url: http://www.shirleyniemans.nl

I'm a master student in New Media and Digital Culture at Utrecht University, hoping to obtain my degree in February 2009. Since two years, I've been working at the Institute of Network Cultures (INC) in Amsterdam, producing new media events such as MyCreativity (2006), New Network Theory (2007) and Video Vortex (2008). At the moment - as a research intern at the INC - I'm looking into semantic technology on the web and search engine politics.
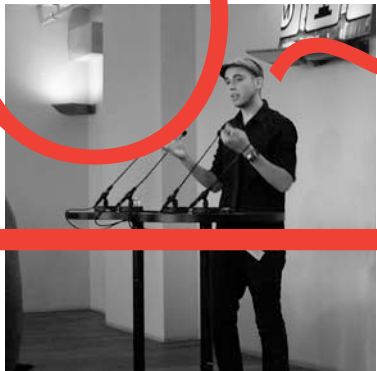
After graduating from the KABK/Royal Conservatory of The Hague in 2002 (Interfaculty of Image and Sound) I worked as a media artist for several years and co-curated new media events and art exhibitions, such as the bi-monthly film and video program Cinematiek for Lazy Marie Foundation. I'm currently part of the editorial team for 'De Zondagsschool', an art and research program hosted by Impakt Foundation. Lastly, at Amsterdam Polytechnic (HvA) I coach graduate students at the department of Interactive Media.

M~M   N~N

Name: Renato Valdés Olmos
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Url: http://www.hellomynameise.com,
http://www.postmachina.com,
http://www.importantapparel.com,
http://www.importantthings.nl
http://www.picnicnetwork.org/
person/12408/en

Renato is cofounder of Amsterdam-based
multidisciplinary design studio Postmachina and
online startup E. He graduated at the Utrecht
graduate School of the Arts with a Master in
Interaction Design, specialising in design experi-
ences. Apart from the design studio and startup
he and his partners also started a shirt label
called Important Apparel, and blogs about multi-
disciplinary designs on Important Things.

For more information, visit http://www.hello-
mynameise.com, http://www.postmachina.com,
http://www.importantapparel.com and http://
www.importantthings.nl.

Name: Tanu Patodia
email: t_patodia@yahoo.co.in
url: www.kalakhirki.nl

Tanu recently graduated from the Book and
Digital Media studies at Leiden University.
Having a background in literature and
philosophy, she wanted to explore the interac-
tion between computer hypertext and critical
theory, and wrote a thesis titled 'Hypertext
Fiction and Game-playing.' Tanu is interested in
new reading experiences which the web can
offer. She is also interested in contemporary
Indian art and currently works for kalA khiRki
consulTancy.

Name: George Paul
Email: georigin@gmail.com
Url: http://coroflot.com/george

I am a graphic designer/Illustrator residing in
Bangalore, India. Aesthetics in every form appeal
to me. I do not have a specific style or genre to
my work, i believe in versatility!
For Ernst & Young Environmental Design I was
responsible for the environmental graphics for
the Bangalore Headquarters. Besides I've done
work for Northern Trust, AXA, Tanishq, Rock-
Fish and CocaCola.
I am also a designer on crowdSPRING.com, the
online marketplace for creative services. Through
this website I got in contact with Virtueel Plat-
form, because they put a call for designing a logo
for the Hot100.
Finally they choose my design!
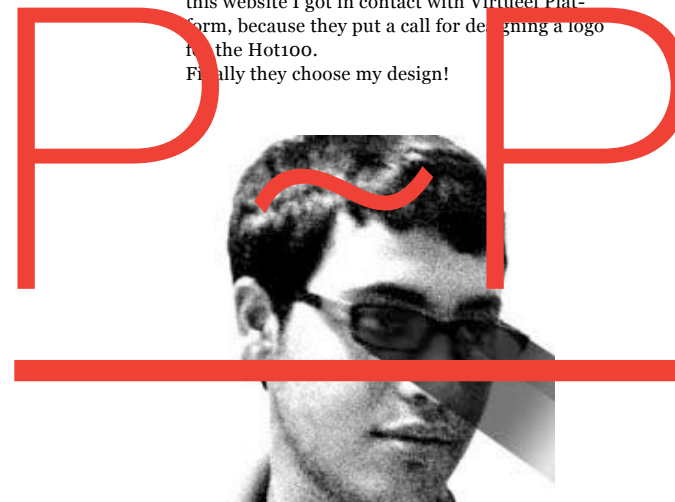
Name: Dutch Problogger Ernst-Jan Pfauth
Email: ernst-jan@dutchproblogger.com
**Url: http://www.dutchproblogger.com**

Ernst-Jan Pfauth is BLOG08 organiser and Edi-
tor in Chief of The Next Web. He's a 22-year old
guy from Amsterdam who previously worked in
New York to cover news at the United Nations.
He got fed up with traditional journalism though,
and decided to focus completely on his Dutch
communications blog Spotlight Effect. From one
hit post, came another. Spotlight Effect now has
a team of 13 editors and won a Dutch Bloggie for
best marketing blog. Ernst-Jan makes a living
blogging (and evangelising it). If he's not orga-
nising a conference, he gives blog workshops at
Universities and companies.

Sometimes he's tired of blogging. When that
happens, he just grabs a mic to sing in his Brit
punk band Christina Five, watch an independent
movie, listen to pure music or read a modern
American classic.

Name: Inge Ploum
Email: ijploum@gmail.com
Url: ijploum.wordpress.com

Bachelor Inge Ploum is heading for New Media Mastery @ the University of Amsterdam. Online, her research mainly focuses on how digital technologies and users reciprocally constitute each other and how this relationship affects the well-established theories on cyberculture. Offline, sheís an independent film producer/director, graphical artist and musician.
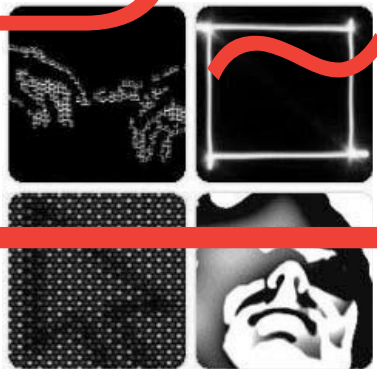
Name: Jelle Raven
Email: jelle.raven@gmail.com
Url: http://www.linkedin.com/in/jelle-raven

My name: Jelle Raven
5 things that describe my character: tulip, duct tape, globe, glass, mango
Favourite quote: We've heard that a million monkeys at a million keyboards could produce the complete works of Shakespeare; now, thanks to the Internet, we know that is not true. > Robert Wilensky
What inspires me: history
Internet is: a much promising, but relatively unexploited medium, that is yet far from finding it's ultimate form, or maybe I should say forms.
Cool word: buzz
Cliché I use most: everything is good for something
My future is: like the internet, much promising, but relatively unexploited
Latest revelation: off all things I looked at, the thing I looked at most is my computer screen, but it still does not bore me.
Stupid word: WiFi (it stands for wireless fidelity, but it doesn't mean that...)
My Job: Project Manager @ LBi LostBoys
Do I like the Queen: yes, I do
Next to my birth in 1981: former movie star Ronald Reagan was installed president of the USA and got shot a little over a month later. He survived.
Hotspot: Hong Kong
Things I want to do more: travel, study, sleep, meet new people, visit theatre
What I am thinking about: how to be an original...
As a kid I wanted to be: an architect
Things I want to do less: become annoyed, sleep, worry, use up energy, miss clues
*My ambition:* set up my own innovative media company.
My profile page: http://www.linkedin.com/in/jelleraven

Name: Peter Robinett (business: Bubble Foundry)
Email: peter@bubblefoundry.com
Url: http://www.bubblefoundry.com

I'm an American web programmer based in Amsterdam. Originally from Silicon Valley, I'm trying to bring that same vibrant startup culture to Amsterdam, the Netherlands, and even all of Europe.

San Francisco, Chicago, London, Brussels, Amsterdam, I've lived a nomadic existence the last few years and my work has reflected that, including everything from writing research reports on EU politics in London to editing a pan-European politics, design and lifestyle glossy in Brussels to making prototype sites for web startups in Amsterdam.

I organised the iPhone Dev Camp (www.iphonedevcamp.nl) and organize the monthly lunch 2.0 event (www.lunch2o.nl). I've got my fingers in lots of pies and am always looking for the next cool project.
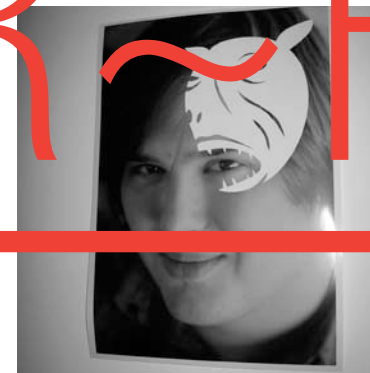
Name: Daphne Rosenthal
Email: daphnerosenthal@gmail.com

About my work

When you watch a film you feel you leave behind the hectics of the day, but actually they will still exist. Your body is directed from two sides. Horror frightens us; porn makes one sexually excited, we are crying through melodramas. And so the illusion becomes a physicality. I therefore believe that we perceive film as dreams. Through a film I can loose myself. I put myself in the dream-mode.
The absorption of the movie through one's ears and eyes are evident, but there will always remain the physical and psychological 'leftover' of your body which sits on the couch and deals with other matters than the film.

Behind Hollywood cinema conservative messages are hidden of (mainly) reactionary social and political power structures. Not to mention the hidden agenda of marketing when you watch TV- series or a movie.
You will digest these ideas quite easily, because you are enjoying the experience of the watching. This becomes a problem when one starts realising (gaining consciousness) the manipulation that takes place.
The scenes, which I use for my animations, split me between the viewer who enjoys watching the movie and the viewer who wants to protest against what I actually see.

Why do I want to look at a strangling scene or at a woman who's being drugged by her husband because she'll otherwise become hysterical? My animations deal in a more abstract level with the psychological phantoms and demons of our collective (own) mind. The film surface is literally covered into a general field of projection. And a new abstract world will be disclosed that questions what we watch.

Name: Bernardo van de Schepop
Email: bschepop@usodesign.com.br

With a graphical design background, I started working with promotional and brand design. Two years later I was designing magazines for some publishing house in Brazil. From that both experiences I still keep my passion about typography, visualisations and information design.

In 2000 I moved from the graphical to the digital medium. Since then I worked designing interfaces for online software and/or services for a significant amount of users. Context that leads me to think more on how people react to what I was designing and how the system could react bac. Naturally my interest in user research increased. In my last position I was responsible for commissioning, setting and following some usability tests. It was nice, but also quite frustrating. But, leaving the buzz talk aside, on the top of that, another interest got stronger. I could see exciting Media Art works running way more enriched interaction them I could ever imagined to develop for screen-based interfaces. Trying to scratch that I even worked collaborating with some artists, having fun with some low-tech open-ended art works.

From that ground I decided to move again, now from the market activity to the research field. As a master candidate in the Design for Interaction course (TU Delft) I got quite interested on Aesthetics of Interaction and Toy's design. And right now I am looking forward to have more fun with all that that information, hopefully, investigating tangible interfaces that produce the minimum of friction on the user side. In that sense, I want to place my master thesis within an assignment that allows me to design playful interactions within responsive devices. Maybe designing toys.

Name: Arjan Scherpenisse
Email: arjan@scherpenisse.net
Url: www.on-signal.org

Arjan is a student Unstable Media / Interaction Design at the Gerrit Rietveld Academy, as well as a Software developer at Mediamatic.

As an aspiring media artist, Arjan's work revolves around identity and solitude as expressive form, always in relation to the exploration of new technological advancements, resulting in audio/visual installations.

Together with Eelco Wagenaar, Arjan established On-signal, an artists collaboration in which we focus on the boundaries and relationships between the physical and the virtual in the form of interactive, often playful, installations.

Name: Naomi Schiphorst
Email: naomi@mimoa.eu
Url: www.mimoa.eu

MIMOA (Mi MOdern Architecture) is an international interactive architecture guide.

Set up as a user generated website on modern architecture, MIMOA is free and open for everyone to explore and contribute. MIMOA shows worldís Modern Architecture on a map with the address and all additional information you need to actually find and visit interiors, parks, public places, buildings and bridges ñ in real life. Visitors publish projects through the online upload form and they post comments and ratings. Choose your personal favorites (Mi favorites), mark the projects youíve already been to (Mi was here) and compile and create your own personal architecture guide (Mi guide).

MIMOA is the best source of information for your next city trip with all Modern Architecture in one view. Architects use MIMOA to present their work internationally, and to get inspired by others. City marketeers, real estate developers, related magazines, and travel organizations use MIMOA as its foremost monitor for architectural trends. For people who love culture and travelling in general, MIMOA can be an eye opener: a new source of inspiration for their next destination.

MIMOA is founded in August 2006, and officially launched in September 2007, by two Dutch architects Mieke Vullings (1976) and Naomi Schiphorst (1978). They were both educated at the Technical University in Delft and San Sebasti·n (Spain), faculty of Architecture and currently work as senior architects; Mieke since 2002 at A12 Architecten BNA, and Naomi since 2003 at RAU. Mieke and Naomi share their love for photography, architecture and travelling. They have successfully started a growing community of like minded architecture lovers who organise, contribute, and map modern architecture throughout the world. Next to MIMOA, Mieke and Naomi cherish a special interest in Spain, the people, it's language and the food.

Name: Naveen Sethia
Email: naveen.sethia@gmail.com
Url: http://www.naveensethia.com/,
http://sethia.wordpress.com/,
http://www.linkedin.com/in/naveensethia

Myself Naveen Sethia, an Indian, Interaction+ Product Designer, Master student at TU Delft, interested in music+interactivity, designed gestural musical sketch that transform visual representation to sound.

I'm a design explorer, explored designed products with people example sustainable wood cutting machine for BOP.

Worked 3 years as user experience design specialist.
Love traveling and exploring new places and meeting people.

This might be too late to be in hot100, but please please give me chance to be a part of this great community out there.

Name: Daniel Severin
Email: danielsn116@gmail.com

My name is Daniel Severin, a twenty-three year old entrepreneur. I have a relative long affinity with ICT. After my high school I have studied "ICT-management". This was a study of four years. During this study I got a good basic understanding of computer systems and computer networks and a lot of cool techniques. The last year of this study I took some part-time lessons, beside my internship, at the HAN. This meant I could finish my next study within three years instead of four. My next study was at the HAN named "Communication Multimedia Design". During this study I developed more understanding of the senior management positions and widened my own knowledge base about new techniques, think of RFID and Mobile Ticketing. The last year of this study we, my fellow project members, researched a new technique called Augmented Reality.

Since half a year I have started a company with three other multimedia experts. This company is called MediaZicht. MediaZicht does research into new techniques in the field of ICT and multimedia and develops unique marketing tools for companies which clearly want to distinguish themselves from their competitors. Innovation and interactivity in strong degree contribute to drawing and especially preserving the attention of potential customers. The applications which MediaZicht develops are fully tailored and the original character of our products ensures an enlargement of brand perception. MediaZicht develops augmented reality products. Augmented reality is a new technique which adds three dimensional objects and sounds to the natural world as it exists. You can expect video games to drive the development of augmented reality, but this technology will have countless applications. Everyone from tourists to military troops will benefit from the ability to place computer-generated graphics in their field of vision.

Name: Matthew Shaw
Email: mattshw@hotmail.com

Online Community relations coordinator at Expatica Communications B.V.
(Matt.Shaw@Expatica.com)
Graduate masters student in Book and Digital Media Studies from the University of Leiden.

Specialties
Innovation in digital media, developments in creative industries, new business models in print and online publishing.

Name: Niki Smit
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Niki Smit is a visual artist with a degree in Multimedia design and a Bachelor of Arts and Technology. This Bachelor was acquired with the study Design for Virtual Theatre and Games. A study that mixes digital media and theatre. It was here that he discovered his big interest. Finding new ways to combine digital imagery with real life space.

Niki uses photography and film to create poetic images that invite viewers to stop and see the little things that matter. He hopes he can invoke a feeling of wonder in a viewer. The kind of feeling we seem to lose when we get older. In this environment today, where we are bombarded with images, Niki searches new ways for imagery to be fresh and amazing again. He strongly believes that the feeling of being there, physically in the moment, provides these new ways. When he is not running around shooting things (with his camera, mind you!), he sits around with his Monobanda friends dreaming up fantastic installations, wondrous games, and maybe a pure poetic moment.

Niki is co-founder of Monobanda. Monobanda is a young company that specializes in fusionplay: Monobanda creates interactive moments that can be put to use for idealistic, commercial or informative purposes. Fusionplay is our main focus which means fusing elements of play and various media together that evolve into new and surprising results.
For more information please visit our website www.monobanda.nl

Name: Andre Snijder
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I'm a graduate student Interactive Media at the Hogeschool van Amsterdam. Six months ago together with my creative partner Charlon de Graav we won the "Day of Interactive Talent" D.I.T Award 2008. Currently i'm taking an internship at Qi Ideas.

Name: Ellen Spoel
email: ellen@hybridtuktuk.com

Experience branding is the field I have been working on the last two years. During my study Communication & Multimedia Design at the Hogeschool Rotterdam, I mastered insights on senses, emotions, making meaning, touch points and how to use them for interactive purposes.

Experience branding is the pleasant, tasty juice that could run through the veins of each project or organisation. It is the fine perfume in your scarf, lasting forever. It is a bunch of elephant droppings just outside the Zoo-fences, making you curious.
The construct-it-yourself method of the yellow and blue furniture shop.
Or the relief when finding a website that does understand your mental experience model.

However, if the experience is just a happening on itself, and not carried out in the whole body of the organisation, the experience could turn out to be fake or inauthentic. A puberty-experience with growing pains.

My passion is to meet the meaningful things in life, rather than selling die hard products for single use. To create sustainable products and meet sustainable values. To evoke emotion, awakening peoples senses in a pleasant human way.

Name: Daniël Sytsma
Email: email@danielsytsma.nl
Url: www.danielsytsma.nl

I'm designer at interactive advertising agency Achtung!

Starting in 2002, I studied Media & Art Design in Enschede. In between my courses, I spend a lot of time in Amsterdam, working freelance for online advertising agency's (OER, DraftFCB, Muse, Qi & Achtung!).

In the summer of 2006 I followed a Summer Course Typography, which resulted in the design of my own typeface: Apex.

After graduating as Bachelor of Arts in 2007, I've continued my freelance activities untill I joined Achtung! as designer where I work for Flexa, Volkswagen, Chocomel, Bavaria, Mexx & O'Neill.

An overview of my work can be found at www.danielsytsma.nl.

Name: Bastiaan Terhorst
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Url: http://vivified.net

Pour a bit of water into a bowl, and add some gelatine leaves to soak. The number of leaves is up for debate. You could go for five, which will give you a plastic brick with very little taste. You could go for three, which might make your dish fall apart as soon as you turn the cups out. The taste however, will be terrific. You need to strike the fine balance between consistency, and taste. The only way to do this is to get to know your gelatine really well. For a first time, I recommend four leaves. Pour 100ml milk into a small saucepan and bring to just below the boiling point, then immediately remove the pan from the heat. Squeeze out the gelatine leaves and stir through the milk. Set aside. Take a nice, full vanilla pod (do yourself a favour and avoid the shrivelled up ones they sell at supermarkets) and make a length-wise slit. Pour 500ml double cream into another saucepan, add the vanilla pod and 100g of caster sugar. Slowly bring to the boil, while stirring the mixture constantly. The stirring should release the tiny seeds inside the vanilla pod, which is exactly what we want. As soon as the mixture starts boiling, remove from the heat. Also remove the vanilla pod, and stir in the gelatine mixture. Divide over six cups, and allow to chill in the refrigerator for eight hours until set. Serve with a port and strawberry coulis. Also great on picnics.

Name: Tjerk Timan
Email: mail@tjerktiman.nl
Url: www.tjerktiman.nl

During the last couple of years, I have been involved in Industrial Design at the Technical University of Eindhoven, both on the theoretical as well as the physical/practical side, always working on the boarder between the digital and physical. After an internship at Mediamatic, I wanted to get more involved in the digital side of new media. Currently, I am investigating the complex realm of new media [at] the master course New Media, UvA.

With a thesis focus now on 'objects that blog' within the context of an internet of things, the challenge is to investigate the agency and influence of things. Especially when these things, being digital or physical, are capable of sharing, posting, editing, deleting content. And on who's account?

Within that same line of thought, the digital is often taking itself for granted maybe too much, where often the step towards WHO and HOW data is manipulated is left out of the loop. Taking these things back into the (design) loop is one of my missions, with the statement in mind that the way content is created and consumed has at least as much importance as the technology driving it.

Furthermore, I am currently active within the Digital Methods Initiative at the University of Amsterdam. Also, I do some occasional freelance work, where disciplines differ from web-design to workshops to product design.

Name: Eric Toering
Email: mail@nextthing.nl

'Electro creativity' would cover most of my interests and activities. I run my own company since February 2008 - Next Thing - and with that company I am doing the things I like: designing interactive products and systems and everything that is related to that extremely interesting field. During my study Industrial Design in Eindhoven I picked up the art of getting-everything-to-work-using-electronics and combined with a bunch of programming languages and a designer's mind the results get pretty interesting. Most of my portfolio would be prototypes from the university, but currently I'm working on a project that tries to stimulate people to exercise more, using interactive objects in the street and link that to local digital communities.
Being independent is nice, but working alone on interactive products & media is impossible, so all my work in the past has been in teams, and probably I'll never work alone anyway. Therefore my company is based in Eindhoven within the creative environment Little Mountain, a place with about 12 small starting companies with almost every design discipline imaginable. Together we create innovative design concepts and are one of the few creative collaborations that is surviving without any government support.

Name: Pablo Vazquez
Email: info@venomgfx.com.ar
Url: http://www.venomgfx.com.ar

Been a freelancer since 2003, got into the movie industry in 2006, at the age of 19, working in a feature movie in Argentina, still in production, had to left the team in April 2008 to travel Netherlands to become part of the Apricot Open Game Project, at the Blender Institute, Amsterdam.

Today, at the age of 21, I can say that working in both movie and game industry helped me a lot to know two totally different faces of the animation process.

Name: Edward van der Veen
Email: mailme@edwardvanderveen.nl
Url: www.linkedin.com/in/edwardvander-veen

I graduated from the Utrecht School of Arts in 2007, a BA with honours in Digital Media Design Design and an MA in Digital Media Design.

During my study I specialised in new media development and production. For Philips Home Lab I have performed research to multitouch solutions for the Entertaible, a multitouch tabletop solution for the consumer market. The outcome of this research was a turn based multi-player game concept with an integrated RFID reader. The players are able to use tangible playing cards with RFID tags which trigger on screen actions. I graduated together with Roy Frencken on a project for interactive television. We have created a concept for an electronic program guide with an intuitive interface with a Wii remote as input device. The program guide delivers the viewer content based upon their friends network, with the network we created a sociable interactive television experience. After my studies, I started as an art director and interaction designer at Draftfcb. I work together with Roy as a creative team. We have worked on interactive concepts for brands as Delta Lloyd, Het Net, Plus supermarket, Nuon and Blue Band. At the Draft lab we are responsible for research and development. We focus at new advertising possibilities which make use of new technologies. At the Draft lab, research is the starting point for new media concepts. This will be applied in advertising concepts. We are currently exploring the possibilities of multitouch devices for advertising. Would you like to share thoughts or more information? Do not hesitate to contact me. I am always interested in the vision of other new media professionals and open for discussions.

Name: Laura van der Vlies
Email: laura@lauravdv.nl
Url: http://www.lauravdv.nl

Laura van der Vlies is a soon-to-be graduate in New Media at the University of Amsterdam, with a thesis called Googlization 2.0: a new form of mass media critique. This is a critique on the old mass media and a rewritten version of this critique that applies to the Web and in particular Google. Further interest points besides Google and critiquing this company are information visualisation and user experience. In what way can the Web and the information that is available be brought to people in the best way possible? Besides this academic work, teaching at a grammar school is also one of my passions. Since last year I've created a press agency for children between the age of nine and twelve at the Immanuel school called 'Jong Persbureau Immanuel'. Together we've created a weblog with movies, pictures and stories about the upcoming move of the school into another building due to reorganising the neighbourhood.
Next in line is trying to win the Vodafone Mobile Clicks contest with a mobile phone application called MaptheGap. This is a application which helps users to remember, organise and share ideas.

Name: Marloeke van der Vlugt
Email: marloekevandervlugt@orange.nl

Marloekë van der Vlugt (1971) studied Theatre Science at the University of Amsterdam. In 1997 she graduated - cum laude - with a practical research of the relationship between costume, scenography, video and movement. She studied Scenography at Goldsmith's Academy, Choreology at the Laban Center (both in London) and Video at APT (Arts Performance Theatricality) next to taking diverse camera and editing courses.
Since then she works as a autonomous artist and designer of various audiovisual and theatrical productions and exhibitions. In june 2007 she was invited to present her work at the prestigious Quadrennial for Scenography in Prague. She is adviser of the Nederlands Fonds voor Podiumkunsten+ in Den Hague. As a teacher she worked for the Hogeschool voor de Kunsten in Utrecht and the Frank Mohrinstitute in Groningen.
In 2006 she started at Dasarts, Advanced Studies in the Performing Arts. There she conceived different works which were researching the (audiovisual and theatrical) possibilities of the Multiplayer Online World Second Life. Last year she has been working for the Waag, creating an interactive route using the locative media platform 7scenes. Currently she is working on an interactive performative installation in which wearable computing electronic textiles, various sensors, video fragments and 'a body hanging in space' are combined.

Name: Benjamin Voss
Email: benjaminvoss@gmail.com
url: www.benjaminvoss.nl

Recently graduated at the department of Industrial Design of Eindhoven University of Technology, my area of expertise is in the design of intelligent, interactive products.
Some examples: as an internship for the Association of Public Libraries, I designed and tested an interactive self-service book return counter that enabled children to share their opinion about the books they read. Data Fountain, a fountain that displays currency rates of the world's major currencies yen, euro, and dollar (¥€$) by means of variable water jet heights, was shown as part of the 2006 '10 years Sandberg Institute' exhibition in the Post CS building in Amsterdam.
In 2007 I was one of the delegates from Eindhoven for Microsoft's annual Design Expo in Redmond USA, with a small, glowing toy for children to share private messages, of which we had built 10 working prototypes. In two projects for Máxima Medisch Centrum Veldhoven, I designed and built a neonatal simulator for the training of breech deliveries. Finally, extending on this interest in the medical domain, I redesigned the intrahospital patient transport service of the University of Pittsburgh Medical Center, as part of my graduation project at Carnegie Mellon University in Pittsburgh USA.

Name: Sylvain Vriens
Email: hello@sylvain.nl
Url: http://www.sylvain.nl/

Sylvain Vriens (1980) is an interaction artist that mainly focuses on video and physical electronics. His work frustrates, reacts unexpectedly en often times shows human-like attributes. Besides his own free work he helps other artists realising their ideas and works as a programmer at IJsfontein. Recently he received his masters degree in Media Technology from the university of Leiden.

During his studies he worked, among other projects, on Have-a-Seat, an interactive sofa about proxemics in public space and graduated with I am always here; an installation about CCTV and how it defines a new urban reality and religion.

Although discovering the computer relatively late as a creative medium he soon started project-euh.com as a place to post his interactive experiments. From here Sylvain slowly found his way to electronics and physical computing, moving away from computer screens, keyboards and mice.

Name: Marijn de Vries Hoogerwerff
email: marijn@digitalmethods.net
url: http://www.digitalmethods.net/

Marijn de Vries Hoogerwerff is currently doing his master New Media at the Universiteit van Amsterdam (UvA) and is actively involved in the Digital Methods Initiative (DMI). This initiative is a contribution to doing research into the "natively digital". The focus is on how well-known methods - be they from humanities, social science or computing may change, however slightly or wholesale, owing to the technical specificities of new media. Having started his career in 1999 at he startup of the new broadband ISP Excite@Home where he has worked for over eight years in the IT department, he now uses this experience to contribute in researching the web. In the last year he has worked with DMI to create tools and modules to research the blogosphere, online newssphere, discussion lists and forums, folksonomies as well as search engine behaviour. These tools include scripts to scrape web, blog, news, image and social bookmarking search engines, as well as simple analytical machines that output data sets as well as graphical visualisations. Since 2006 he has started up his own company, Cyberlife, which at this point focusses on building web applications, sites and tools in combination with webhosting. After just returning from his exchange at the National University of Singapore, he is now doing the Digital Methods summer-school and is preparing for the 10-year Jubilee of Govcom.org, the group responsible for the Issue Crawler and other info-political tools for the Web.

Name: Mieke Vullings
Email: mieke@mimoa.eu
Url: www.mimoa.eu

MIMOA (Mi MOdern Architecture) is an international interactive architecture guide.

Set up as a user generated website on modern architecture, MIMOA is free and open for everyone to explore and contribute. MIMOA shows worldís Modern Architecture on a map with the address and all additional information you need to actually find and visit interiors, parks, public places, buildings and bridges ñ in real life. Visitors publish projects through the online upload form and they post comments and ratings. Choose your personal favorites (Mi favorites), mark the projects youíve already been to (Mi was here) and compile and create your own personal architecture guide (Mi guide).

MIMOA is the best source of information for your next city trip with all Modern Architecture in one view. Architects use MIMOA to present their work internationally, and to get inspired by others. City marketeers, real estate developers, related magazines, and travel organizations use MIMOA as its foremost monitor for architectural trends. For people who love culture and travelling in general, MIMOA can be an eye opener: a new source of inspiration for their next destination.

MIMOA is founded in August 2006, and officially launched in September 2007, by two Dutch architects Mieke Vullings (1976) and Naomi Schiphorst (1978). They were both educated at the Technical University in Delft and San Sebasti·n (Spain), faculty of Architecture and currently work as senior architects; Mieke since 2002 at A12 Architecten BNA, and Naomi since 2003 at RAU. Mieke and Naomi share their love for photography, architecture and travelling. They have successfully started a growing community of like minded architecture lovers who organise, contribute, and map modern architecture throughout the world. Next to MIMOA, Mieke and Naomi cherish a special interest in Spain, the people, it's language and the food.

Name: Eelco Wagenaar
Email: info@eelcowagenaar.nl
url: www.eelcowagenaar.nl, www.on-signal.org

After a fast career as a project-manager at a major technology company Eelco Wagenaar made a switch to develop himself more into the creative sector. With his background in industrial design and project management he is very good capable of making things happen.
He just started his graduating year in the 'Unstable Media/Interactive Design'-department at the Gerrit Rietveld Academy, Amsterdam.
Next to his personal work in fine arts' (audio/visual installations and sculptures); organising is another game he likes to play.
Some recent examples are: organising the Polly Morph-art award, being a board member of the 'Kattenbak Collective', being responsible for the concept and the presentation of the Kattenbak Collective at Kunstvlaai '08.
Beginning of 2008 Eelco joined forces with Arjan Scherpenisse and together they form 'on-signal'. On-signal; a 'dual-core processor' where Arjan is focusing on software and Eelco doing the hardware side of the projects. With a scope on interaction and physical/virtual relations we are building our portfolio.
Our projects concern for example Bluetooth, Wii-motes, interactive video, RFID, and the like. This summer we even got invited to ISEA 2008 (International Symposium on Electronic Arts), in Singapore, to give a lecture about a work we made.
Combining our knowledge and experience (hardware and software) with our creative/conceptual minds will allow us to make almost anything we can think of.

Name: Esther Weltevrede
Email: esther [at] digitalmethods.net
Url: http://www.picnicnetwork.org/person/15285/en

Esther Weltevrede is a PhD candidate and lecturer at the New Media department at the University of Amsterdam. Together with Sabine Niederer she is coordinator of the Digital Methods Initiative Summer School, which aims to develop novel methods and tools for studying the web. Since 2007 she is a member of Govcom.org, a foundation dedicated to the development of political tools on the web.

Esther's PhD research is about National Webs. As part of the Digital Methods Initiative Research and PhD Program, this particular study aims to develop methods and tools with a locative-technical focus. The aim of this study is two-folded. Firstly, to locate and demarcate national web spaces utilising various locative-technical specificities of the web. Secondly, to diagnose the condition of a country from a web perspective by analysing social communication within the demarcated space.

Other interests include information visualisation, and design and art more generally. Esther loves to have geeky get-togethers with friends and make things like deletefrominternet.com, an anti social bookmarking site, soldering mind machines, and various t-shirts and other geeky gifts.

Name: Sjoerd Wennekes, founder and co-owner of Monobanda
Email: sjoerd@monobanda.nl
Url: www.monobanda.nl

The whole world is an potential playing field!

Hi everyone,

My name is Sjoerd and I just graduated from Utrecht School of the Arts, their I followed the greatest study there is on this planet: 'Design for Virtual Theatre and Games'. We learned to integrate the laws of theatre with game making, and the other way around.

This led to some really breathtaking moments and experiences! Their wasn't really the opportunity to continue doing this work after our graduation, so with four fellow classmates we founded our own company, 'Monobanda'!!

Monobanda is a young company that specialises in fusionplay:

Monobanda creates interactive moments that can be put to use for idealistic, commercial or informative purposes. Fusionplay is their main focus which means fusing elements of play and various media together that evolve into new and surprising results.

For more information please visit our website www.monobanda.nl

Name: Camila Werner
Email: camila.werner@gmail.com
Url: http://costurandolivros.wordpress.com/

Camila had her bachelor in Publishing back in the 1990s when Internet was giving baby steps in Brazil, where she's originally from. After that, she worked in publishing houses that still produced that old media called "book" and got an specialisation in translation studies. In the past few years she became a heavy user of Internet and started a blog named "Costurando livros" (or sewing books) that was initially supposed to be about her bookbinding hobby but suddenly turn out to be about all the transformations that the publishing industry is going through because of the so called new media. With one foot in the past and another in the future she decided to move last year to the Netherlands and do a Master in Books and New Digital Media at Leiden University. Right now she's is writing a thesis about the international flow of translations and is trying to come up with ways to facilitate the flow of literary content between different languages making use of digital tools.

Name: Tom van de Wetering
Email: tom@dutchearth.nl
Url: www.dutchearth.nl

Tom is co-founder of Dutch Earth and master student New Media Studies (Utrecht University). Last year he wrote his BA thesis on technological and scientific revolutions.

He has a strong vision on the present and future of learning. Currently, he is active as an digital education consultant at both KNVB Academy and Utrecht University. Tom's weblog Publieke-Sfeer.nl became truly a 'public sphere': students and teachers came together to discuss academic education.

Dutch Earth is a webdevelopment start-up, with a focus on students organisations and African non-profit organisations. While using relatively cheap, but powerful tools, Tom and his business partner Philip create efficient, durable publishing solutions. This summer, Dutch Earth and BOM Media developed a student network of high potential.

Name: Eva Wijers
Email: evawijers@hotmail..com
Url: www.evawijers.blogspot.com

For her graduation at AKV St. Joost, Eva made a three screened-film, AlsOf.
We see actors, a woman in a living room, a man in a kitchen and a boy in his bed in a sleeping room, all acting extraordinary. All rooms are actually Ikea-showrooms. When real visitors of Ikea start visiting the woman in the living room, it becomes unclear what's real and what's not. On one hand the movie seems to be about (a lack of) communication. On the other hand, it's questioning the basic of film.
Registration and staging of reality shows us a bizarre look at our surrounding world. The excessive sound design of the film underlines it's artificiality and makes it humorous at some points.

Name: Michiel Wijgmans, Lable
Email: picnic@wijgmans.nl
Url: http://wijgmans.n

Michiel is an open minded person, entrepreneur, explorer, extreme-sporter and he enjoys life. He has just graduated on social sustainability in network organisations, he is founder of Loading Multimedia and co-founder of Lable.

With his broad interest and many different activities he is practically forced to arrange his life in a practical manner. His to do lists, some webtools and phone are his brain and memory so there is more room for creativity in his head. He can tell you about this so called 'Lifehacking'.

He likes to meet new people in a natural way and his clear but modest approach is typical for him. He likes this way of networking.

For him webtools are really tools. Things that make life easier. He loves things that are thought trough and are easy to use. He strives to design only that what people really need with an intuitive interface, and concepts that make all the involved parties happy.

In his work with the network organisation Lable his creativity is free to flow; making communication strategies, communication platforms and a broad variety of digital tools. Lable tries to close the gap between analogue and digital so technology will become user friendly. Michiels wish is to make Lable a powerful organisation where everybody can exploit his or her passion to make wonderful things.

Name: Alexander Zeh
Email: axzdesign@gmail.com
Url: www.data-overload.com

Alexander Zeh is a design professional and independent consultant in Amsterdam. His skills are best applied in visualising complex ideas, creating tangible results and strategic discussions based on a conceptual framework.

His background combines formal training in graphic design with experience in designing innovative interactive technologies for Bang & Olufsen.

He wants to enrich digital experiences and information visualisations by creating meaningful-humanised-interaction and communication through connections with other designers, artists and entrepreneurs who are making productions that have a unique perspective and are informed by constant research and development.

Name: Franziska Zielke
Email: franziv.g.r@web.de

Hi, I am Franziska and I am a Master student in the Book and Digital Media Studies program at the University of Leiden. I did my bachelor's degree in Literary, Cultural and Media Studies at the University of Siegen in Germany and came here to study Book and Digital Media Studies because I am interested in new forms of publishing, changing publishing models and the future of the book in general.

I am currently working on a research project that deals with the development of academic publishing in China and internationally and investigates publishing practices of western publishers towards China concerning the exploitation of access to scientific information acquired outside China and the unlocking of academic information developed in China for the rest of the world.

Name: Sébastien Willems
Email: contact@viddix.com
Url: http://www.viddix.com

VIDDIX is a new interactive video platform that allows users to add all kinds of webcontent to their video timeline.
This new video platform will enrich the online video experience in ways never before seen on the web.

Name: Marten Wilmink
Email: mail@martenwilmink.com
Url: www.martenwilmink.com

In the field of new media and the web, I'm interested in the commercial application of new technology. Next to that I graduated in May on the subject of web accessibility and I am now preparing a scientific article about creating awareness about new media accessibility issues within organisations.

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