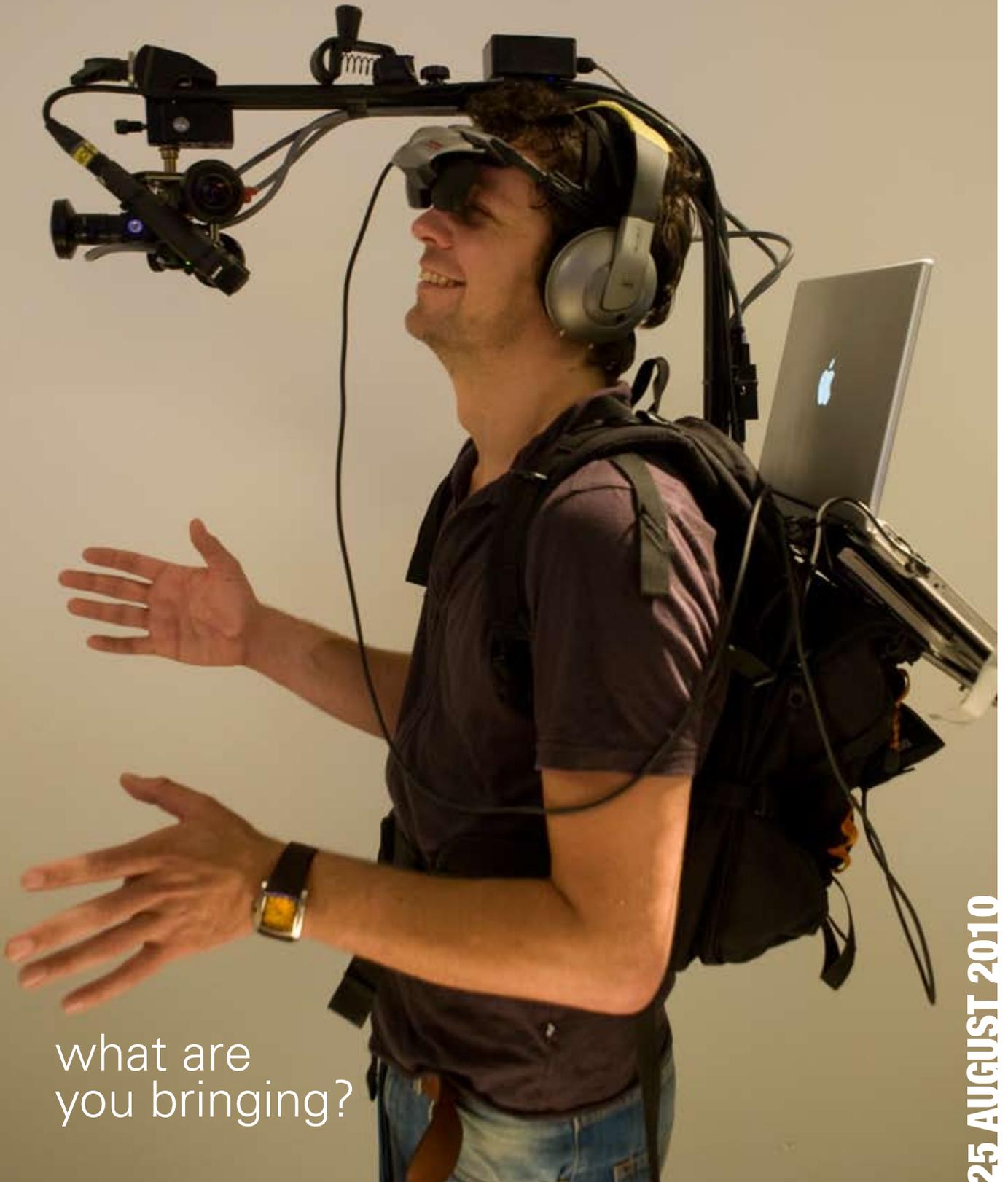


Fair e-tales

LIVE MAGAZINE



what are
you bringing?

25 AUGUST 2010



Rhine trip...

This edition of Akimoto's Live Magazine goes international! It's definitely no Rhine trip or buying mattresses with elderly. We joined you creative "aging youth" on a trip to Ruhr2010. Together with Istanbul, Turkey and the Pécs, Hungary, the Ruhr Area was named the European Cultural Capital in 2010. During our preparations with one of the organisers Mike (Creative Amsterdam), we found it very difficult to hide our smiles. The organisers of this co-creation trip wanted us to get on the bus to Dortmund, go to the E-Culture Fair in a refurbished brewery, report on workshop sessions in a jazz club and party. Bah! Mike, do we really have to act like paparazzi at a German underground party?

In the bus hangs a school trip like atmosphere with muffins, colourful candy and excitement about what will come. The exception is that already at 6:30 a.m., you are proudly presenting your projects to each other. Full of enthusiasm you talk about your business, products and future ideas. This is no different at the Eindhoven and Venlo stops where the Belgium team joins our Duchies. New meetings and deals are in the air today.

At one point I feel the way I felt before Spain scored in the world championship finals: unity, fellowship, happiness. Fortunately, no Vuvuzelas today.

The open mindedness in the way you delegates and organisers go with the flow at this co-creation salon strikes me. It's like a PICNIC, the organisers brought you together, but you bring the ingredients to add flavor and make this meeting successful. You, creative people understand that being inspired, reaching your goals and closing deals works best on the dance floor or in a bus. What are the next steps of this co-creation meeting between Germany, Belgium and The Netherlands? Let's conclude that this journey was as important as reaching our destination. Just keep on being open-minded, dreaming and doing and we even might redesign our world into a better place by controlling the weather or just by little things that generate a smile.

Our Live Magazine team (Gijsbert, Marco and Simone) is very proud that another magazine has come alive. We would like to thank you for your valuable contributions. Enjoy your news. For more information about Akimoto Live Magazine contact: gijsbert@akimoto.nl.



Get on the bus 10 golden bus commands, facts and figures.

PICNIC Mini-Salon Workshop

Organize a Picnic for a bunch of creative Dutch, Belgium and German people and they will bring you ingredients for a party which goes beyond your wildest dreams. Which two workshop teams will win the three-day tickets and can pitch their ideas at PICNIC Amsterdam? But most importantly, who gets eternal fame by redesigning the world?

You're news today How did your day start? What was your favourite headline?

You star in our Live Magazine Fair-e News today. What did you bring on this journey? While peeping in your bags we found: business cards that change colors, Ted talks, Dries Roelvinks wedding rings, a kid and a survival kit.



Ellis in Glamourland

We invited Ellis to be our Live Magazine's fashion expert at the kick-off party. Will her fashion opinion be as sharp as her dancing moves?



Fair e-tales Do you believe Fairy tales can come true? At the E-Culture Fair it happens. You can adopt cool cactuses called Joey, become another person, and use Remote Words to leave your message for the world. Read here what products our Dutch, Belgium and German delegates liked and why.

Be quoted Memorable quotes. Do you recognize yours?

Bus art Lyony, Maurice, Rob and Winand kick of future co-creation with their bus poem.



Making of E-Culture Fair co-creation journey

Just to get a slight idea of what the organisers went through in their preparations for this PICNIC Mini Salon, Live Magazine asked them the following questions: Who are you? What do you wish to happen? Any bloopers?

Hope Horoscope Always wanted to write your own horoscope? Well, here you go. Will you have floating ideas? Find true love or have to bring a raincoat? Check out what your colleagues hope their horoscope will look like today.

Fair e-tales Word Searcher Play together. Are you the quickest word searcher?

GET ON THE BUS

“The journey is more important than the destination”

BUS FACTS

Hans welcomes us and explains to us the journey we will take:

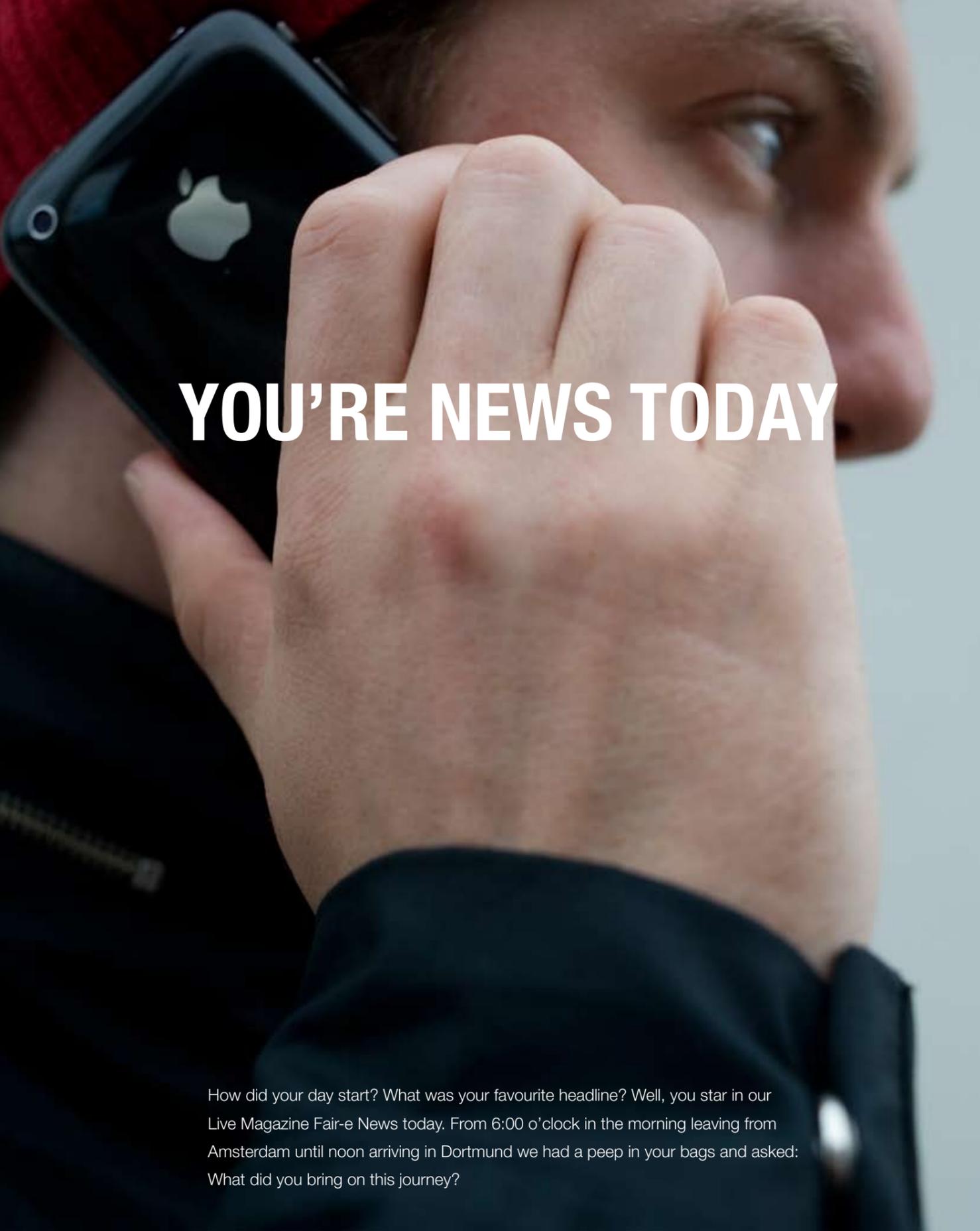
- 122 km in 1 hour and 28 minutes from Amsterdam to Eindhoven
- From Eindhoven to Venlo, we almost hit a biking lady, Hans is too shocked to inform us with travel details.
- From Venlo to Dortmund 100 km in 1 hour and 20 minutes

WEATHER FORECAST

06.00 in morning, 18 degrees with some sun

BUS COMMANDS

1. Thou shall not stand in the bus
2. Thou shall not walk in the bus
3. Thou shall not burn yourself on the bus coffee machine
4. Thou shall warn the bus driver when you are too hot, or too cold
5. Thou shall not smoke in the bus
6. Thou shall use the chemical toilet only in emergencies
7. Ladies thou shall not throw toilet paper in the toilet's chemicals
8. Thou shall give the bus driver a proper pause
9. Thou shall throw your junk in the white plastic bags
10. Thou shall not leave important items in the bus



YOU'RE NEWS TODAY

How did your day start? What was your favourite headline? Well, you star in our Live Magazine Fair-e News today. From 6:00 o'clock in the morning leaving from Amsterdam until noon arriving in Dortmund we had a peep in your bags and asked: What did you bring on this journey?

Jacqueline knows biking will redesign the world

Profession I'm actually a stowaway in this bus. I will be on the E-Culture Fair today for presenting our Westerpark project UP Labs (Urban Park Labs). If you walk in our park you can listen to fairytales. And Ellis has developed a photo-assignment mobile walk for teenagers. They can upload their park pictures to see whether they are hot or not.

Your news My lord! This Metro screams at me. I normally read the Volkskrant. Ah! This news catches my attention because I love bike riding: The bike is getting bigger, but the bike racks are not. Biking will solve world problems. Wow, again a world saver this early in the morning. There will be less fights, it's Co2-neutral, you can eat extra cake and it's healthy.

What do you bring My toiletry bag is my survival kit. I can't do without my lipstick and toothbrush. My party dress is hanging here to dry. I was in a rush this morning.

Who do you know I already know some people by face. I know Ellis well. We have a knitting club together. Ellis rents a spot at the Westergasfabriek and she has loads of ideas.

Hopes I'm curious to see what people come up with. I'm not interested in superfluous apps, but looking for a good story or image. I love to tell people about UP Labs and hear what they think.





Winand's brains storm

Profession I own my creative communication bureau MEWE. My brain is made for brainstorming. MEWE focuses on the concept rather than on the medium which is used. I believe in the strength of concepts. First the concept is thought about thoroughly and the medium which is used will be picked after.

Your news The news about our Dutch political situation stays interesting to me. I had never thought a minority government could be reality in the Netherlands. I find it a fascinating angle to work together only with whom you can. You need guts to do something that hasn't been done before. The earlier cabinets failed, so innovation is needed. I'm not happy about Holland taking a right turn though, but that's not up to me to judge.

What do you bring My Canon 5D. This photo camera has made me look at the world with other eyes. I love the film-like effect the camera can produce.

Who do you know I know Michel from my time at Mediamatic. We earned second place at a pitch match organised by Michel.

Hopes To come back energized with a better view and inspiration for MEWE. He likes to make a contribution to redesign your world.



Tjarda pleads that no data is less equal than others

Profession Creative Industry Amsterdam (CAA) webmaster. She also works for the Amsterdam Historical Museum.

Your news I heard my news on the BBC. It's about net-neutrality and American businesses that worry about it. It's important that all data is equal. The Internet should be open for everybody. Otherwise Internet has no chance of succeeding and the world will be as flat as it can be. This topic touches my heart.

What do you bring I bring my laptop, camera and iPod. I was just listening to ideas worth spreading from the Ted talks. But with my passport and pin card I can go everywhere.

Who do you know Mike is my colleague. I also know Michel and Frederike through Mike.

Hopes I'm looking for cultural surprises that can be distributed through the net in different kinds of forms, like magazines. I hope to find digital heritage projects. I'm really interested in the reconstruction of software and digital projects.





Lovely Lyony our breakfast news hostess



Profession Student communication and multimedia design in Rotterdam. I'm engaged in the Storytelling project of the organization I'm a fire starter. She's proud of the result of the pressure cooker session at the RDM-campus she was part of. They were stuck there for a week to think about solutions for care. The main outcome in their group was to separate hardcore care (hospital) from aftercare (own environment).

Your news I find the news a bit boring lately. The Anne Frank tree fall down. Yes? Youth that has sex before kissing, didn't we already know that for years? But what will we do with it is what matters. The forming of our government? A lot of shouting without saying much.

What do you bring I always bring white paper in order for me to do something new each day and sketch. Without her paper she feel unhappy.

Who do you know Sylvia of I'm a fire starter. She helps start ups with their branding.

Hopes To bring energy, inspiration and enthusiasm back home. These are my key values.



Hans loves TomTom

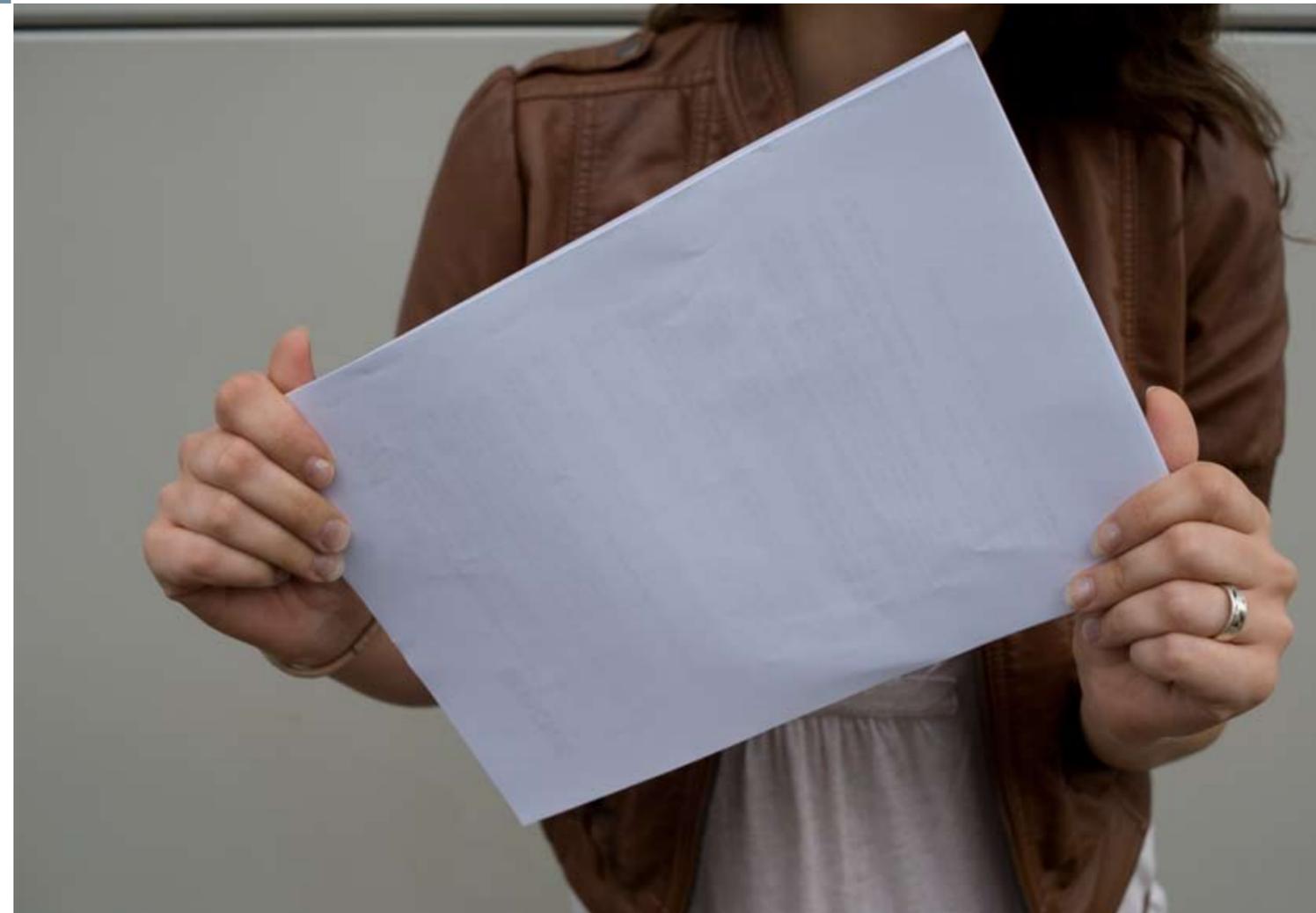
Profession Bus driver.

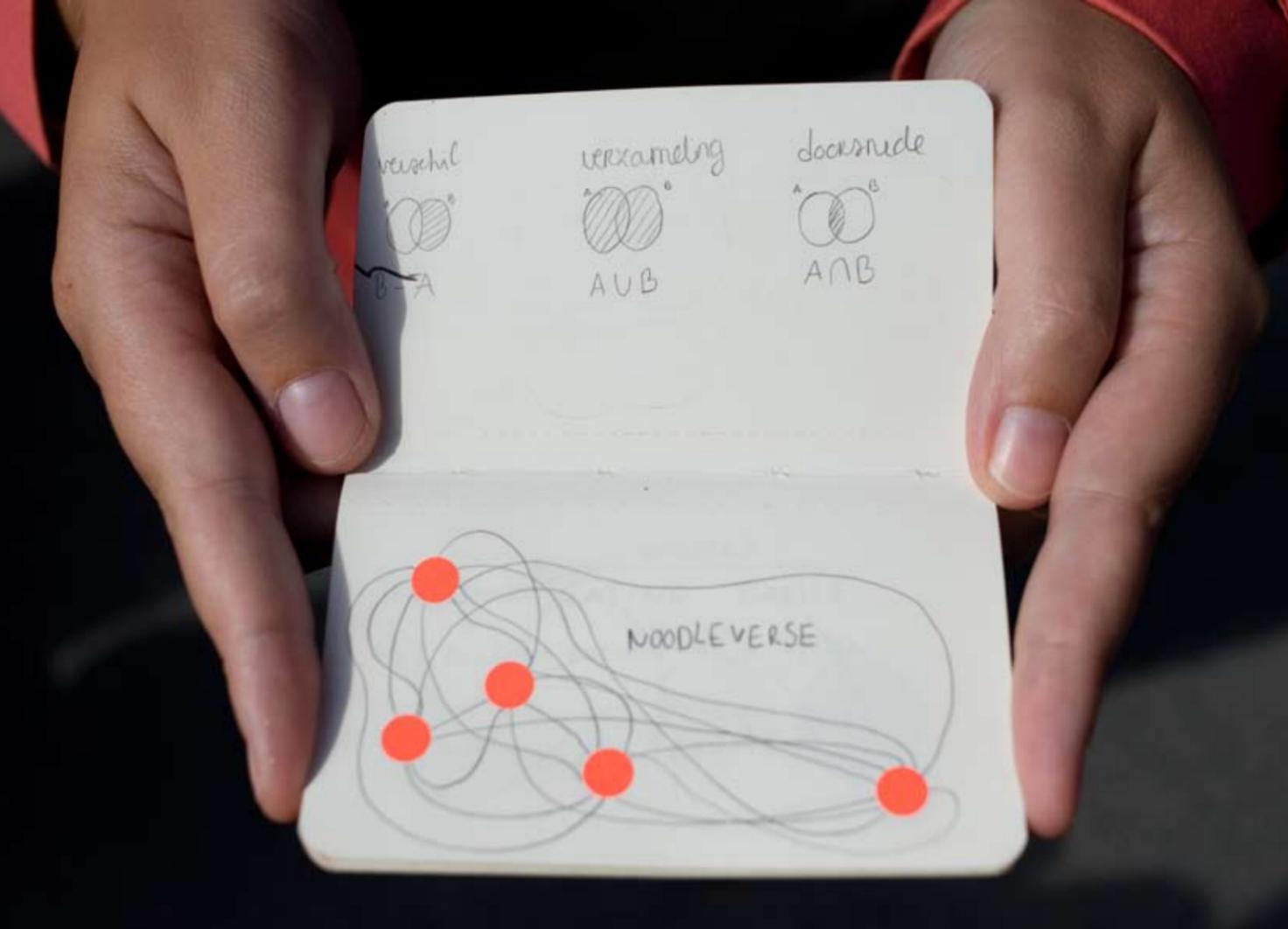
Your news I heard yesterday's news about the elections and formation of the Cabinet. I also find the news about Pakistan horrible of course. All the homeless people and diseases. I was born during the floods in Zeeland. So the news about the finalization of the Delta Works caught my attention as well. I have something with water. I was a shipper and live in Scheveningen.

What do you bring I definitely bring my TomTom. This makes driving so much easier. I started driving bus again five months ago. Twenty five years ago we still drove with a map on our lap. But since I've got my reading glasses now, this GPS is much better.

Who do you know I don't know anybody in your group.

Hopes To bring us back home safely. We hope you will do that too, Hans.





Kim brings her baby

Profession I work in my Crealab in Kortwijk. It's a creative space where we work with students on concrete cases and questions.

Your news It was much too early for the paper this morning. I didn't find time yet. One headline about Pakistan in this Volkskrant you are showing me is shocking. "Just leave them to drown". Also in Belgium not a whole lot of money has been raised. I think we should do something more structural.

What do you bring My baby in my belly. It's difficult for me now to leave it at home. I'm in my fourth month. My toothbrush and clean underwear are other important items to bring of course. I like to start my day fresh.

Who do you know Nobody yet.

Hopes To get in contact with people and to be inspired. I haven't looked to the programme in depth yet. I want to have an open mind and just see what the day will bring.



Caro can do without a Belgium government

Profession Entrepreneur with her Maison Caro.

Your news Pakistan. As a designer you design for people. The product has to look beautiful and be wrapped ecstatically. How can you help in this situation? I'm sure we have to work to make a change collectively. Furthermore, I'm slightly curious whether we might have a new Belgian government today. I can't keep up with all the politics. But I wonder: a year without a government worked, didn't it?

What do you bring Pencil, paper and my camera. But my mini notebook contains my newest projects and ideas. This is most valuable thing in my bag today.

Hopes Contacts with new people with the same spirit. I can find product information on the internet, but the people make it interesting for me.





Martin the creative hermit

Profession Audiovisual artist, director and consultant in funding policies. I am proud of my work at the Gergiev Festival in Rotterdam. This was a performance where classical music met new media and electronics. So exciting! Communication with classic musicians is totally different than with producers. I've been working inside a lot lately. I kind of felt like a hermit.

Your news That youth first have sex and then kisses. It's about the fading of sexual borders. Leo laughed loudly about this news in the car.

What do you bring I always bring two little books: my notebook and an empty agenda. These books are more important to me than my iPhone. The notebook is the most important for me. I write down all interesting things here: people I meet, ideas, developments. Imagine me sitting watching Zomergasten with Paul Verhoeven (Dutch TV-series) writing notes all the time. Life goes fast. My notebook offers me a grip.

Who do you know I have known Leo for quite some years now from the Rotterdam Cultural life. The Rotterdam Cultural world is a small world.

Hopes Inspiration. It's a perfect moment after finishing my project and holiday to be energized and free my mind.



Winanda and her whistling building

Profession Inspirator and moderator at Co-flavoured. I give a new impulse to existing products. Co-flavoured flavors campaigns by listening to the consumers. Winanda loves to catch an image in a museum and then create something entirely new.

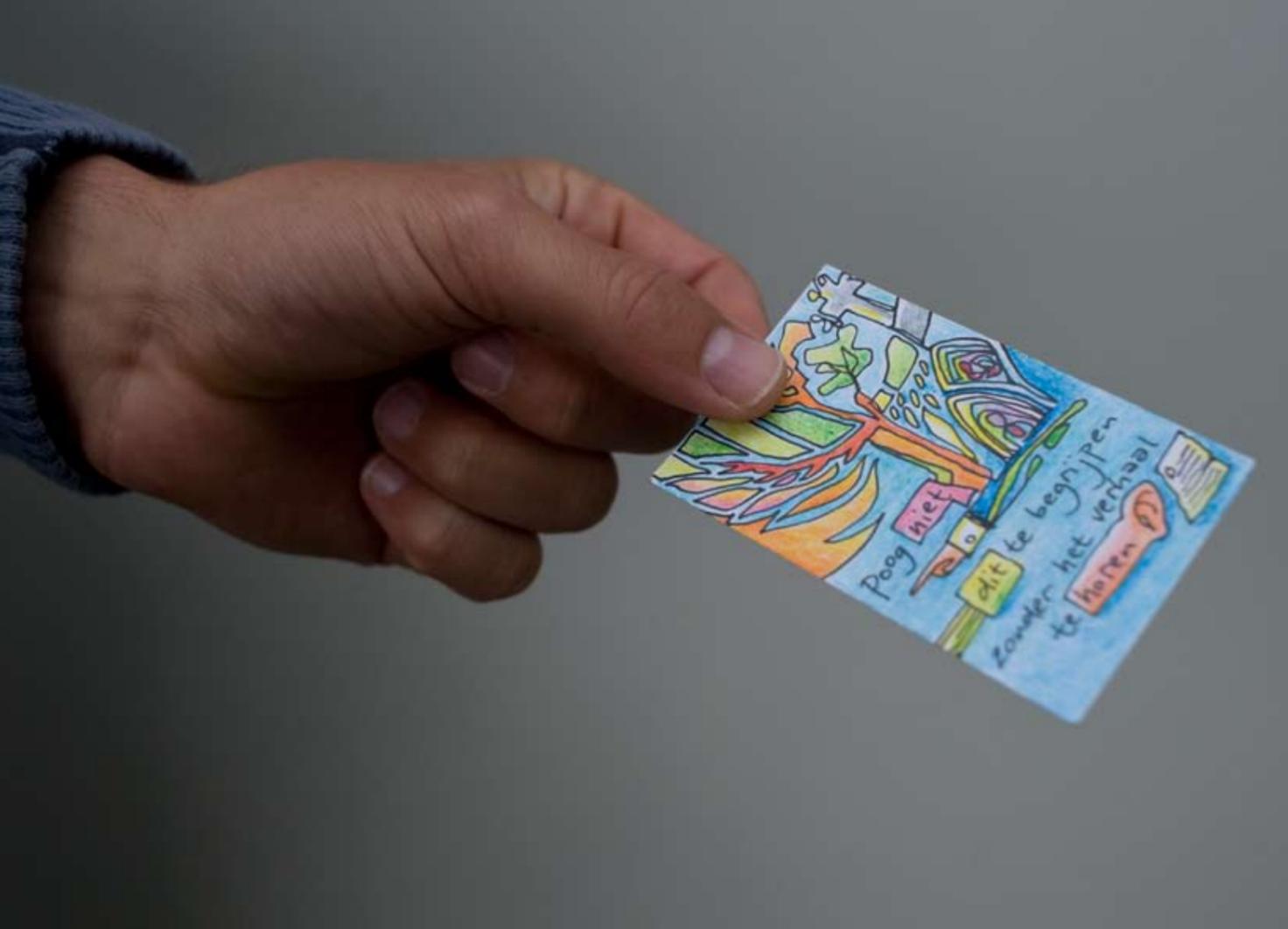
Your news I listened to a classical radio frequently. I got lost and ended up at the Venlo bus stop instead of Eindhoven. I loved the news about the "whistling building". I think it was the building "de Zwaan" in The Hague. Of course it's a nuance for the people living there. But it's beautiful that a new building grabs the attention by whistling.

What do you bring I don't need a lot. Uh... My head? Everything is in my head. However, my slip is torn. So, I couldn't do without my top skirt, today.

Who do you know Sylvia and Leo through Creative Factory.

Hopes To meet people with guts in executing their ideas. The truly open-minded people, rather than people saying that they are open-minded.





Arnout goes back to phone basics

Profession I'm an artist. I develop original video projects. I wanted to say "innovative" but every lul de behanger (jerk) can use this word.

Your news Well you can't miss the headline "Youth has sex before kissing", can you? Sex jokes are always funny. Sex on the front page of a magazine sells. I hate the layout of this Metro. I can't look at it. I normally read: NRC, het Parool, Volkskrant or de Pers. You see the layout of the de Pers you showed me is already much better. I can recognize myself in the news that people tend to go back to a simple phone. Coincidentally, I have a new iPhone and it's even slower than my first. I will now just use my phone to call and check my mail. No apps for me.

What do you bring I don't need a lot, but unfortunately I must say I would bring my iPhone. As entrepreneur you can't do without it.

Who do you know I know my girlfriend Anna. We work on our projects together and got to know each other three years ago.

Hopes I would like to be in Germany shortly. The Ruhr is an exciting area. My family lives in Oberhausen, but I won't visit them today. I will just let myself be surprised.



Maurice grows like trees

Profession My financial work makes me able to be an artist. I run IT projects for the stock market. It's a technical job. Besides that I'm an artist and workshop instructor. I own my own gallery: Atelier Open. It offers a creative open podium for diverse artists. I use concepts and insights to improve my art. Wonderment is the basis of my work.

Your news I find it funny that there is an art topic on the front page of the Metro. However, the manly football hug inspires me more. Especially the fact that the page number 16, is the same as the shirt number of one of the players. I'm sure somebody must have been happy when he made this page.

What do you bring Blank business cards. I can draw on them with my colored pencils during my travels. I travel a lot, mostly to Paris.

Who do you know I only know one person vaguely.

Hopes To discover new things. Be energised and use this energy in my art and work. Furthermore, I would like to come back with another rich experience. I see myself as a tree. My branches grow in different directions by the diversity of people I meet.





Marco collector of images

Profession Photographer

Your news The news about de-collecting caught my attention. I'm quite a collector myself. More companies are getting rid of their art collections. I find this remarkable. Ontzamelen (de-collecting) is a new word in my vocabulary at least. From the article I understand it has to do with the recession.

What do you bring My camera. Akimoto's Live Magazine has hired me to capture these days in images. My signature you can find best in my portraits. This work enables me to meet everybody. I must say I focus on people of my interest. These are mostly creative people. Photography brings me in all kinds of situations, like this fair. Actually it is also like collecting. You collect meetings and images.

Who do you know I know Gijsbert over 20 years now. We worked together for Elsevier. We always speak over the phone. It has been long time since I've seen him.

Hopes I just want to make things happen today.



Frederike wants to control the weather

Profession Product developer at her Top Ontwerp. She loves to execute things. You have an idea and the next day (if you are very lucky) it's finished. I'm proud of my Kaleidoscope lamp for the old characteristic Rabobank building in Utrecht.

Your news I always get my news through Nu.nl. Let's check it on my iPhone. Ha! I see Dries Roelvink (Dutch Schlager singer) gets wedding rings. I didn't click to read more, but it definitely grabs my attention. I always check the weather. It determines the world's sentiment. If it is raining people tend to be more grumpy. So Frederike, do you think to redesign the world, we should control the weather?

What do you bring My iPhone, food and drinks. If I have to choose between these I go for my iPhone. I can do everything with it: browse the Internet, music, call and I can find images for inspiration. I'm now listening to Kings of Convenience.

Who do you know I know Mike from Stockholm. We visited the Blender event there. Something like this, but then different.

Hopes I will just go with the flow and see what happens.



“This is
like a school
trip. That’s
so long ago”



“A design is produced for somebody to like it. An artist however scrapes his soul”



I [Facebook like icon] E-CULTURE
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FAIR E-TALES

#1

DO YOU BELIEVE FAIRY TALES CAN COME TRUE? AT THE E-CULTURE FAIR IT HAPPENS. YOU CAN ADOPT COOL CACTUSES CALLED JOEY, BECOME ANOTHER PERSON, AND USE REMOTE WORDS TO LEAVE YOUR MESSAGE FOR THE WORLD. READ HERE WHAT PRODUCTS OUR DUTCH, BELGIUM AND GERMAN DELEGATES LIKED AND WHY.

Peter likes big Plan(t)s

Peter has great plans as product developer. His design studio likes to marry products like furniture and lightning with vision. In order for the creation to grow into excitement and satisfaction. He works together with a network of about 40 people. The past 15 years Peter wrote down all his ideas to come up with the design studio of the century. The way to do this is by “design thinking”: screening, ideation and idea activation. One of the products Peter is proud of are the snowboard bindings he developed.

The musical plants got Peter’s attention. Your hands water the plants and activate music. The products on this Fair inspire his work. He finds them “Tof” (like cool, but pronounced in a sweet way only Belgians can).

Plantas Parlantes

The developer of this product ‘speaking with plants’ is the Mexican artist **Gilberto Esparza** and Recycle X. Javier of Recycle X tells us that the energy that flows through our bodies activates the sensors and makes the plant musical. We use technology to take us back to nature. The product is used to give workshops to engage schools and citizens. We did this for example in Dordrecht. It was funny to see yesterday that an artist from Poland used our plants as an instrument. She played on it for a long time.



#2



FAIR E-TALES

Simone plays with Remote Words

Making the world more playful is Simone's goal for the near future. Her company Yuhri wants to play to redesign our World. With Yuhri she (and her business partner) work together with creative people (designers, product developers) all over the world to produce big arty objects and more gadget-like games to take away and play. The games can contain a (commercial) message. Yuhri targets stations, airports, entertainment parks. And also invents games to make the networking easier at meetings. Yuhri offers waiting people a fun experience and businesses a cool business card. If people who are waiting can play with each other instead of complaining about the waiting time at one point people can't wait to wait again. I'm totally interested in the Remote Words Project. I love to play with words. Therefore I'm writing for Akimoto's Live Magazine today. Besides that it's interactive and could be turned into a game to be played around the world. So my hope is to work together in future.

Remote Words wants to target Amsterdam

With Remote Words your analog message written down on the big map is posted digitally. In this case they used a map of the city of Dortmund. It's possible to leave your statement for the city. On this company building the message RWE has been posted, which means "Wrong Way" in German. This project by Achim and Uta has travelled all over the world. Of the three continents they visited, they liked using Remote Words in Africa the most, especially in Johannesburg. They ask me whether we Duchies are as creative in using remote words as the Africans. If anybody knows a cool spot for the Remote Words Map in Holland or Belgium, contact Achim and Uta.

Rob's VSP will replace sheet music

Since the Renaissance people have been working on different forms of visualisation for the music system. His VSP: Visual Sound Project offers the solution. It's a simple way to visualise music. Instead of using black and white notes, he uses symbols. With his notation system it's easier to learn music. He was already interested in music as a child, but he hated to read the music. VSP is Rob's pride, his baby. He shows it around with a smile up from 6:00 a.m. in Amsterdam up to midnight in Dortmund.

He already contacted Musecore at home. It took him some while to track them down, but he finally managed through LinkedIn. After they exchanged their visions for two hours on Skype. Musecore uses traditional notes instead of symbols. It might be somehow more difficult for him to sell his new concept. However, if he will, it will replace sheet music. Musecore and he might work together at a later stage. He radiates – like only he can – when he states: Music touches everybody.

Muscore scores in international co-creation

Muscore helps people read music. You can programme your own music and put it online. It is mostly used for teachers and students. They came up with this idea of open source notation software about five years ago. The inventors of Muscore met each other on the Internet. The programme is now translated into 30 languages. Muscore is an example of how a cooperation between Belgium, Germany and France works.



#4



FAIR E-TALES

Chris woos Double U

Chris is an incubator of creativity both for young photographers and designers. Partnerships are the specialty of his company WooWoos. He is proud that he earned his first Belgium Million by having people look to the sun with his trendy eclipse sunglasses. Chris wants to make the world as valuable as possible. He collects ideas of diverse people in his database and aims to help bring these ideas further in the future.

He likes the Double U concept because people aren't using their senses enough. Humans use their voice and ears at most 80% of the time. The idea of being thrown into another world he finds attractive. He is curious to know Double U's next steps.

Double U brings you another reality

Chantalla Works for the Crew. This is a theatre group that works with technology. With Double U you can see the situation from another person's point of view. It's a new way to navigate in spaces. You almost become one with the other person. The sessions take about 30 minutes and there was already a long waiting list. You'll feel immersed in another reality.

FAIR E-TALES

Heleen is fond of Fundels

Heleen is a creative producer with a focus on Mixed Media. She started working for herself one year ago. With mobile apps she makes fun educational games for kids. The target group of her educational games is primarily cultural organisations and children. Heleen wanted to hear more about the Fundels product, because it's a product for children with interactive components. What would be their way of production? For her it's important because she is working to make children's books interactive for the mobile phone.

Heleen is happy that she started her own business and with her iPhone application for young children. Furthermore her online game Qi-game for 'Tropenmuseum Junior' won a lot of award nominations.

After talking with Fundels, she is really excited. Fundels brings children's books alive on the computer. We might even work together. Our products complement each other.

#5



#6



FAIR E-TALES

Sylvia dances in the light

The Economic Development Agency City Dortmund is where Sylvia works. She supports the creative and the ICT industries to cooperate more and get their business further on track. Obviously, there is an overlap between culture and ICT: e-business.

At this E-Culture Fair she likes the creativity of all products. The Flying pictures especially caught her attention, because of the fact that this project uses another technology than a project she saw before. She likes the fact that all people can be part of the installation. Sylvia would like to know how projects like the Interactive Urban Projection of MediaLAB will be able to exist without being subsidized. Is there a business model behind the Interactive Urban Projection? Are there sponsors? And if yes, would a creative product like this with a business model still be as fun? Talking with young recently graduated students that started their business successfully with some of her tips and tricks makes her proud. She glows when they give a presentation in eight minutes on the Creative Stage to tell about their successes.





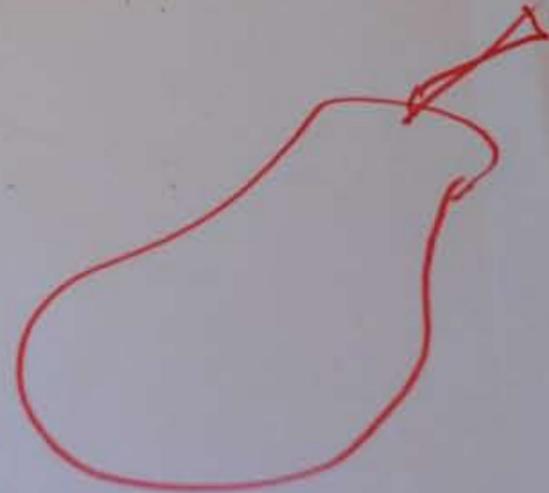
PICNIC Mini-Salon Dortmund

I had a dream of redesigning the world

classroom.



I have a?



Sharing Stuff.
Connecting
Responsibility.
Respons. Ability
Engage.

23m



Organize a PICNIC for a bunch of creative Dutch, Belgium and German people and they will bring you the ingredients for a party which goes beyond your imagination. They will bring you *Smores* to eat with creative spam as dessert. And in the meantime redesign the world by controlling the weather and generate a smile on your face with little funny things.

Who could have dreamed that a mission that seemed impossible has been taken up to be pitched on Picnic in September in Amsterdam

PICNIC MINI-SALON

Leo notes that quite a few people are unfamiliar with the PICNIC concept and event taking place in Amsterdam the 22-24th of September. This year PICNIC celebrates its fifth anniversary. The PICNIC is a gathering of friends old and new, where everyone brings something to the table. People from diverse backgrounds come to exchange ideas and insight in an informal, social atmosphere. It's a chance to try new things and expose yourself to ideas outside your area of expertise. Share, discuss, collaborate and leave with a new perspective on what is possible. PICNIC is about innovative

ideas for business and society. It is an annual three-day festival that blurs the lines between creativity, science, technology and business to explore new solutions in the spirit of co-creation. Curious minds eager to exchange their knowledge, ideas and skills gather at PICNIC, making it the place to create the future – together. At this PICNIC Mini-Salon our delegates are asked to come up with a good idea to make the world a better place today. Besides eternal fame the two winning teams win a three day ticket to PICNIC and the possibility to pitch their idea at the PICNIC stage in September. Should be a piece of cake in the cosy jazz club, just after lunch, no? The different workshop teams are formed by meeting the people who have their birthday in the same month as yours.

After the first brainstorm session the following nine ideas are presented:

- Pass it on. Start a better world in your own environment.
- Instant teleportation to be able to save the world by transporting yourself like Harry Potter or Superman. We could provide Pakistan with aid within the same day the flood happened.
- The world of small things to enhance personal contacts and making people smile with small positive actions.
- Create a bigger problem. A shock effect brings unity. The world will have to cooperate to solve it.
- Smores with peyote: chemicals to make us happier and being able to perform better in solving world problems together.
- Create a new world with no gravity and change salt water into sweet.
- Replace advertising by meaningful conversations.
- Being able to control the weather.
- Peer to peer learning through mobile phones.

Six ideas were chosen by you to elaborate on. Another vibrant session followed.



JURY REPORT

Kitty (program director PICNIC) presents the jury report telling us who aims to redesign the world at PICNIC '10 in Amsterdam. Will the HavaQ-team beat flying high in the sky without gravity? Will G-motion (b)eat Smores? Or will we be able to redesign the world with little things or by changing the weather? Some quotes from the jury report:

- The HavaQ idea to directly get information from people was received very positively by the jury members. However there were quite some questions about how to realize the plan.
- The organizers called the participants up to execute Creative Spam plan. It won't hurt the world to spread sparks that make people smile.
- To create a world without gravity might be complicated even for our creative team. However, the idea is very stimulating for the process of thinking.

CREATIVE SPAM TEAM SMILES, WEATHER-CHANGERS CELEBRATE

Just after the announcements of who won the eternal fame, I ask Kai what's their team's first reaction. "At first we were flabbergasted, we couldn't believe we had won. During the first idea phase we felt high. We had the feeling we found the winning idea. The longer we talked about our idea to change the world just with little actions everybody can do, it became more vague. Of course a good idea doesn't need too many words. We are very happy. PICNIC Amsterdam here we come."

The second team to win tickets to PICNIC and an opportunity to present on the stage were the group to suggest a device to personally control the weather. Despite the fact that this project is completely impossible to achieve, the jury was impressed with their presentation and the thought-process behind their idea.

Well we are looking forward to hear about your Amsterdam adventures. Please do remember if we don't manage to make the world a better place in Amsterdam, we can always call Mark to come up with a bigger problem.



gründlich as expected.

Who: Kitty, program director of PICNIC. PICNIC wants to expand its borders outside Amsterdam. Therefore, the cooperation with Virtueel Platform who is one of the organisers of the E-Culture Fair was very welcome. It's a pilot.
Wish: To built on this pilot and develop a structured format to use in the future.
Experience: Germans can also be a bit chaotic when it comes to organisation skills.

Who: Liz, PICNIC Communication and PR. She jokes: "Mostly when things are finished I start communicating about them."
Wish: Fruitful ideas that will be realizable in the coming year. I'm curious to know which will be chosen as the best idea. The audience is as important as the speakers. Everybody is as

valuable and can bring something.
Experience: Baking muffins from 22:00-24:00 yesterday night before leaving. We absolutely enjoyed them, Liz.
Who: Leo, Dutch Creative Residency Network (DCR). A platform of creative aggregate properties. They link the creative hotspots and cities with each other.
Wish: To plant a seed for new successful business plans.
Experience: I received a lot of e-mails of people who wanted to do everything as perfect as possible.

"Please write something you want to share with the world"

Making of E-Culture Fair co-creation journey

Just to get a slight idea of what the organisers went through in their preparations for this PICNIC Mini-Salon. I asked them the following questions: Who are you? What do you wish to happen? Can you tell me a funny experience in preparing this event?

Who: Mike, Mike, Creative Amsterdam. He was responsible for the content, logistics, promotion and made a selection of Dutch delegates to join the journey.

Wish: That this journey will be the start of a lot of international cooperation between Dutch, German and Belgium participants.

Experience: Mathematics can be difficult for Belgians. He concludes this after having a e-mail discussion to prove that 40 multiplied by 70 makes 2800 in stead of 3600.

Who: Marie, Flanders DC inspiring creativity. BAM (organiser of E-Culture Fair) asked them to help organise this PICNIC Salon. She

was responsible for composing the Belgian delegation.

Wish: I'm curious to see what comes. Which ideas come from this Salon.

Experience: I received super cool and creative e-mails of people wanting to join this co-creation session. Cool candidates.

Who: Marijke, program officer at PICNIC. She organised the logistics.

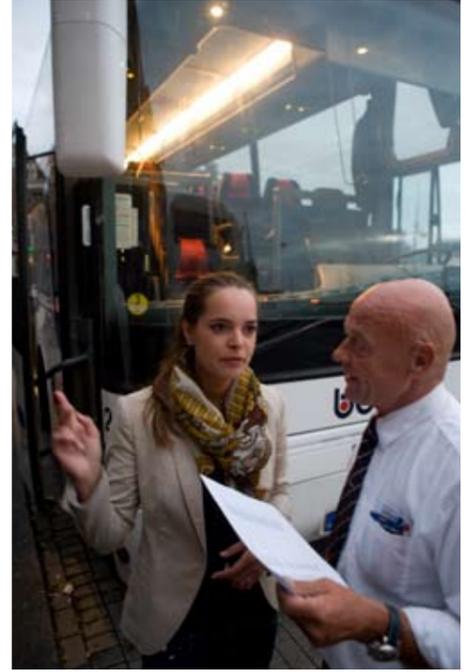
Wish: Nice new ideas to be pitched at PICNIC.

Experience: I loved reading the candidate profiles. Very nice to read what exists. She withholds herself of a comment about the German Gründlichkeit being sometimes less





RUHR2010 PICTURES





“From champagne
to Curry Wurste”



BUSART

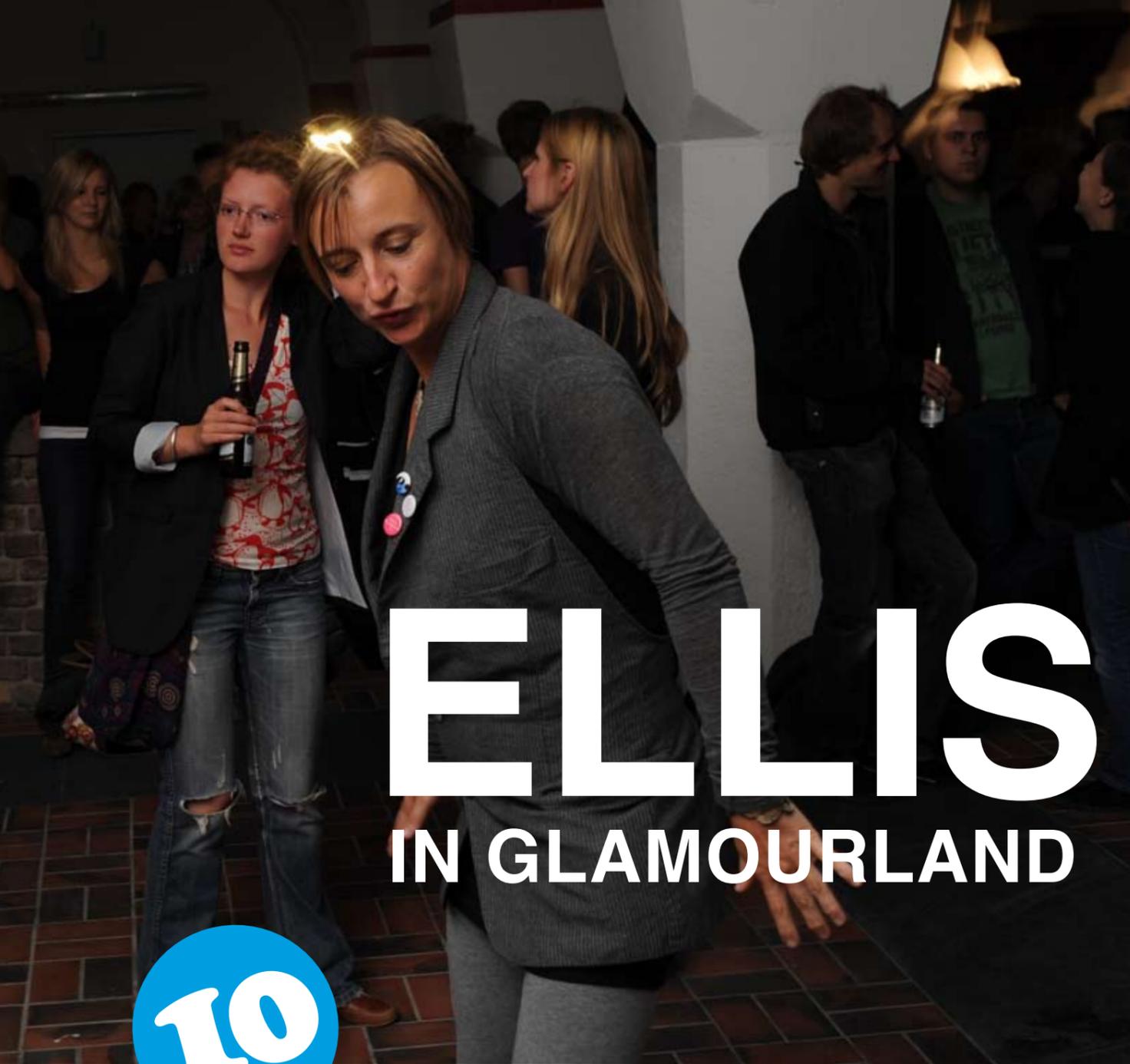
Lyony, Maurice, Rob and Winand kick off future co-creation with their bus poem.

There are 96 mirrors common to all our looks:
A day to sleep and be driven to the ocean.
To give, but 3958380 million examples:

- 1) street lights will be rollerblading a clown for art in the road
- 2) shirts from all over the cloud will be knowing a shutter about a tree
- 3) Humongous urban ringworms will be enjoyed with spam
- 4) A red lightning bolt freaking through the racist bus tour will be thought



“Wow! This is so philosophical!”



ELLIS IN GLAMOURLAND

10

TONIGHT WE HAVE INVITED ELLIS TO BE OUR LIVE MAGAZINE'S FASHION EXPERT AT THE KICK-OFF PARTY. ELLIS FEELS LIKE BEING IN WONDERLAND WHEN INVENTING HER GAMES. SHE ALSO FELT LIKE A FISH IN THE WATER AT THE GERMAN GLAMOURLAND BASEMENT DANCE FLOOR. WILL HER FASHION OPINIONS BE AS SHARP AS HER DANCE MOVES?

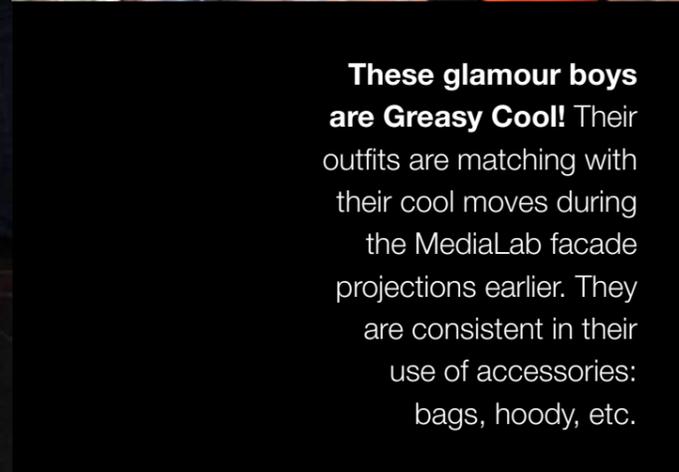
6+

8



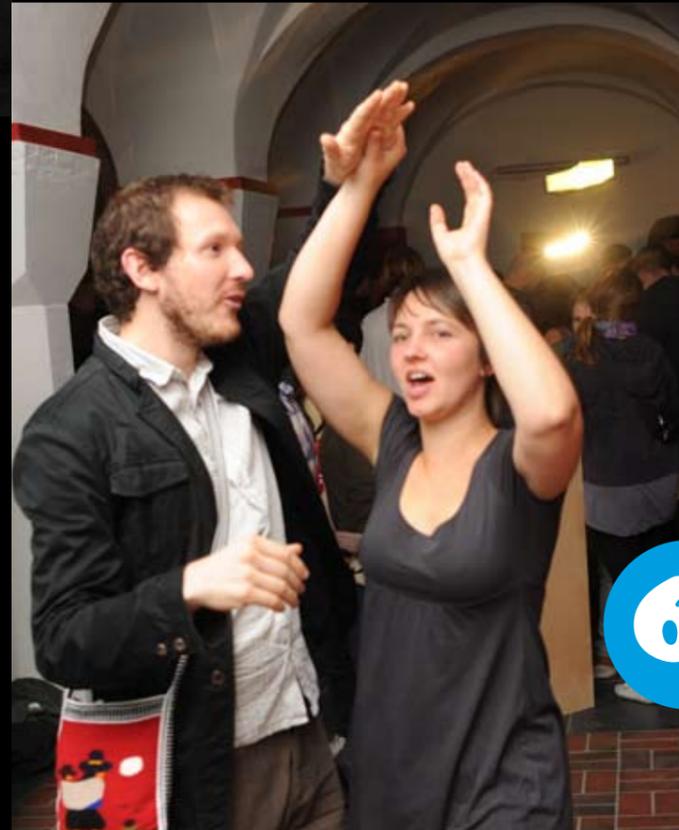
7

I'm awfully jealous of this lady's hair, of course. She is wearing a good earth-colored combination. On the other hand she could have dressed up a bit more sexy for this party.



8

These glamour boys are Greasy Cool! Their outfits are matching with their cool moves during the MediaLab facade projections earlier. They are consistent in their use of accessories: bags, hoody, etc.



6+

This girl is not really dressed to impress. A bit unnoted. Nothing wrong, really. Her decollete is quite all right. Luckily, her performance makes up for her lack of dressing skills.



This curtain girl could look good when she smiles. The flower curtain actually could be quite funny if she would have worn it as a dress. The coat is a bit too hot I would say. May be that's why she looks a bit said?

6



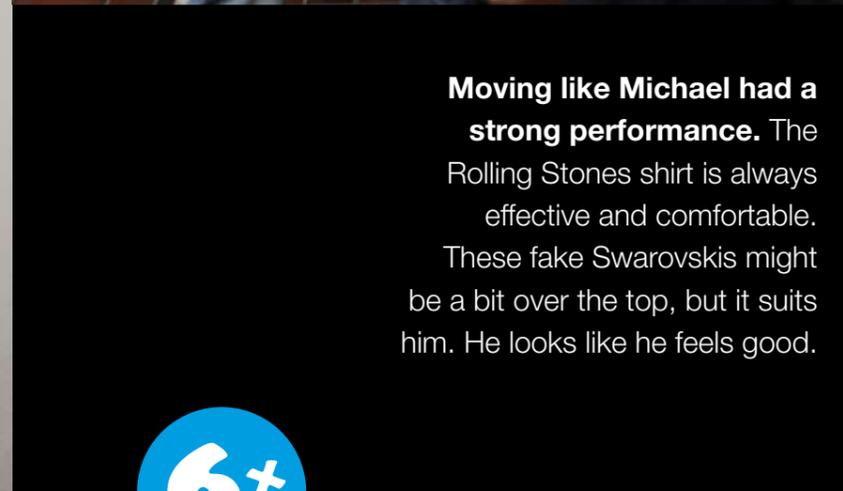
This is such a cool couple. They could be a match. Tonight they have dressed for success.

8+



These good old boys look like they feel comfortable with their image. Especially the guy with his hat looks cool. Didn't the other guy have a pocket to put away his sunglasses?

8



Moving like Michael had a strong performance. The Rolling Stones shirt is always effective and comfortable. These fake Swarovskis might be a bit over the top, but it suits him. He looks like he feels good.

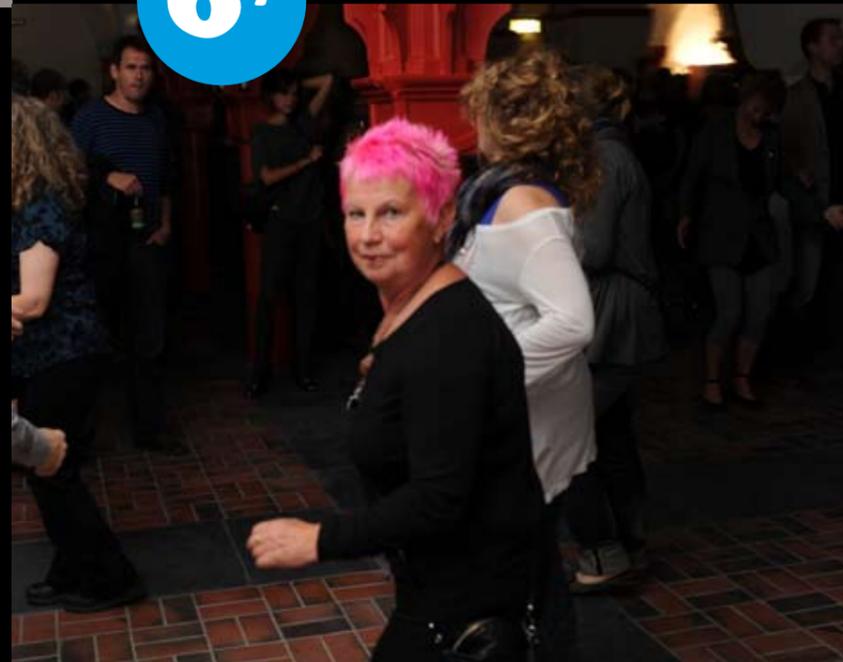
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6+



I like this little princess Di look of the flower girl. She looks pretty goody-goody with her sweet glance. The flower spices it up, because of its size and color.

8



Pink lady fits on an E-culture fair. However, it's a missed chance that she didn't use other pink elements in her clothes, like a: pink pumps or a pink belt.

HOPE HOROSCOPE

WHAT DO YOU HOPE YOUR
HOROSCOPE LOOKS TODAY?



Taurus Frederike: Cosiness and reflection are on your agenda today. It will be a cool day.



Gemini Maurice: This day will bring exploration. You will enjoy the journey and meet people with mutual interests.



Leo Winanda: All your floating ideas will fall in place today.



Leo Kim: New opportunities are waiting for you. Follow your heart and just do it.



Virgo Marco: This day promises to be creative. Beautiful things will happen.



Scorpio Winand: You gradually start to get where you want to be. You will be energized to the max today.



Scorpio Lyony: You will encounter a creative and inspiring day, but bring your raincoat.



Capricorn Hans: Your mood stays well despite your busy travel schedule. Your journey today will be easy and relaxed.



Aquarius Caro: Rays of sun will enlighten your day. The sun is shining and you'll meet sunny people.



Pisces Tjarda: Today brings you many special encounters. They will be deep, surprising and creative.



Pisces Jacqueline: Love lies around your corner. Grab it now and go for it.



Pisces Martin: You will escape from your hermit-like existence. You will engage with new people and ideas.



Aries Arnout: Your day is one of renewal. It begins with ideas and others will execute them for you.

WHO'S THE QUICKEST WORD SEARCHER? PLAY TOGETHER!

C V K P Q K M J T A W D N F V E A Y H A
M R O F T A L P E L W E O I A V P F A J
S D R G R S T S E A O W R R R I U C V R
Q P Y Y J K F R K E Z T U T T L C V B R
T D A T S P U A H R U T L U K M U E M E
M J E R I T T O I E T J L F A L U B H S
B P A G L V B I E R W X R U L A W N A E
D I S U D A I L F P G Q E S I K G R D A
S H C G C L J T J Y T X D M N O V H W R
X E T X D F W O A F Y Z N T J U Y T E C
M A G A Z I N E F E K H U D B B D I H H
C V H L K O E U O T R D M Z J P D L R N
Y I O X P L A Y R M H C T R E C L R E K
W Q N X M H W W U T B Z R N B N L U R X
F B K C F T G O H P F I O M V V S S B S
M I W U I F N K R Y O K D E M U F L Y V
J P W D I P E D L F M M A B I Y W A B B
S A V A L L B Z R K H A T A D U V W O Y
H X K O H R D S V H Y P R K V Q Z T G W
S L Z V R A W K Q J H Z S H Q Y X T R A

AIM
ART
CCAA
CREATIVITY
DORTMUND
DORTMUNDER

E-CULTURE
FAIR
KULTURHAUPSTADT
LIVE
MAGAZINE
PICNIC

VIRTUEEL
PLATFORM
PLAY
RESEARCH
RUHR

WORD SEARCHER BY
Yuhri
wants to play

virtueel
platform

CREATIVE
AMSTERDAM

Flemish institute
for visual, audiovisual
and media art

FLANDERSDC
INSPIRING CREATIVITY

MEDIA
desk belgie

Dutch
Creative
Residency
Network

FAIR E-TALES is a production of Akimoto, Simone Bommeljé en Marco Bakker.
Guest photographer: Mark Florquin from Belgium.

“We love U,
We love U,
We love U!”

