IDFA Doclab Academy 17-21 Nov 2016

		Location	Address
Thursday 17th			
10:30 – 11:30	DocLab Academy Kick off	Brakke Grond: studio	Nes 45
11:30 – 12:30	Kick off workshop	Hackastory	Brakke Grond: studio	
14:00 – 15:30	What is interactive?	Opeyeme Olukemi	Brakke Grond: studio	
15:30 – 17:00	Elastic Reality Exhibition	Casper Sonnen	Brakke Grond: studio	
20:00	DocLab Live: Elastic Reality Opening Night	Brakke Grond: Expo Zaal	
Friday 18th			
09:00 - 12:00	Workshops:	Brakke Grond:	
	Actions speak louder than words	Anagram		
	Designing for failure	Brian Chirls	Dressingroom 2	
	Creating collective narratives	Bjarke Myrthu	Studio	
		Bovenkamer	
13:00 - 15:00	You Are Here: Immersive Storytelling masterclass	Jessica Brillhart	Compagnie Theater	Kloveniersburgwal 50
15:30 – 17:30	Meet the Professionals	Compagnie Theater	
17:30 – 18:30	Drinks with IDFA Academy	Compagnie Theater	
20:00	DocLab Live: Orchestrated Individuals	Brakke Grond: Rode Zaal	
Saturday 19th			
10:00 - 12:00	The Skin Deep presents Interactive 2.0 and the Shaping of experiences	Brakke Grond: studio	
13:00 - 15:00	Meet the Artists of the Elastic Reality Exhibition	Brakke Grond: studio	
15:30 – 17:30	Meet the Professionals	Compagnie Theater	
20:00	DocLab Live: The Art of Awkward Tech	Brakkegrond: Rode Zaal	
Sunday 20th			
10:00 – 18:00	Interactive Conference (incl. lunch)	Brakke Grond: Expo Zaal	
19:00 – 21:00	DocLab Academy DINNER	Brakke Grond Cafe	
18:30 – 23:00	DocLab Live: Dreams (walk in and out)	Brakke Grond: Rode Zaal	
Monday 21st			
10:00 – 11:30	How to finance?	Wendy Bernfeld	Brakke Grond: studio	
11:45 – 12:35	Crossmedia Pitches at the IDFA Forum	Compagnie Theater	
14:00 – 15:30	Studio visit: Prospektor	Prospektor	Utrechtsedwarsstraat 95
16:00 – 19:30	DocLab Academy wrap-up session & pizza!	Brakke Grond: studio	
20:00	DocLab Live: The Art of Following	Brakke Grond: Rode Zaal	

About IDFA DocLab

DocLab: Elastic Reality
From the edge of the internet to the future of reality and documentary art

How does it feel to have someone follow you in the physical world, instead of just on social media? Or to look for love with your nose, rather than swiping profile pictures on Tinder? What would a computer brain say when it secretly takes a peek at your Instagram pictures? And what happens when we digitize our bodies or try to merge into one collective individual? You can experience it all in the DocLab: Elastic Reality program.

With the DocLab: Elastic Reality program, IDFA and De Brakke Grond are presenting a 10-day exhibition, a conference and a series of live cinema events that unravel today's digital world: from the loss of our online innocence to the rise of virtual worlds, biometric technology and artificial intelligence.

IDFA's new media program DocLab is also celebrating its 10th anniversary. Through the recent past, we look ahead to the future of interactive and immersive storytelling and art. Where do we stand, and where could we be in 10 years' time as the internet continues to seamlessly merge with our physical reality? Where will the tech hype end and new realities and art forms begin?

Exhibition
Trigger your senses and experience 30 of the world's best interactive documentaries, virtual reality experiences and physical installations in the 10-day DocLab: Elastic Reality exhibition. With a two-person audio walk about lost friendships (*So You Still Sort of Have the Same Number*), new work by Moniker (*clickclickclick.click*) and Marshmallow Laser Feast (*Chameleon*), 3-D-printed portraits based on DNA of imprisoned whistleblower Chelsea Manning (*Radical Love*), disruptive data visualizations by Iranian media artist Ali Eslami (*DeathTolls Experience*) and a virtual journey into the lost intimacy of the answering machine (*I Am Not Home Video*).
November 17-26, 9:00-23:00
November 27, 9:00-18:00 | De Brakke Grond
Free admission. Some installations have varying opening hours (11:00-21:00). On-site reservation may be required.

IDFA DocLab Academy program details

Thursday

Kick off Workshop | Hackastory
About Hackastory: Created by two journalists and a developer based in the Netherlands (Albertine Piels, Nienke Huitenga and Hay Kranen), Hackastory focuses on pushing the boundaries of storytelling in the digital age. They have developed projects in five countries on three continents. Their hackathons aim to increase understanding, foster collaboration, and to innovate in the field of digital and interactive storytelling.
11.20 – 12.30 | De Brakke Grond Studio

What is interactive? | Opeyeme Olukemi
About Opeyemi Olukemi: Senior Director of Interactive, Tribeca Film Institute. A fierce advocate for cross-disciplinary collaboration and immersive storytelling,

Opeyemi has provided the interactive field with 360-degree support. She helped to organize the Tribeca New Media Fund in its inaugural year, and has worked with teams of designers, programmers, and third party vendors in the production of various new media applications.
14:00 – 15:30 | De Brakke Grond

DocLab Live: Elastic Reality Opening Night
A festive introduction to the DocLab: Elastic Reality program with the program's artists and curators, featuring presentations and live performances unraveling reality in the digital age: from the loss of our online innocence to the rise of virtual worlds, artificial intelligence and undefined forms of documentary art.
20:00 | De Brakke Grond Expozaal

Friday

Workshops:
09:00 – 12:00

Anagram:	Brian Chirls:	Bjarke Myrthu:
Camiel Zwart	Andres Lubbert	Albert Kuhn
Jelena Rosic	Bram Loogman	André Bomfim
Jeroen Janss	Joanie Tobin	Ian Swerts
Robbert Groenendijk	Kees Veling	Jasper Rigole
Tan Pin Pin	Leen Segers	Martin Morales
Victoria Fiore	Laure Cops	Sophie Spillemaeckers
Wouter Vanmol	Lindsey Dryden	Stanislaw Liguzinski
	Stefania Casini	Yula Altchouler
	Tessa Colen	

1. ACTIONS SPEAK LOUDER THAN WORDS | Anagram
Using choreography in interactive storytelling
Immersive and interactive work offers a great deal of challenges as well as opportunities. How do you create a seamless narrative experience that connects you to yourself and the world around you in a profound and intimate way? In answering this question, we often think about how actions and ways participants use their body can create a feeling that opens participants up to the meaning of the experience. How you are moving, whether you are hiding or in open space, contribute to your experience in a way that words and thinking about something can't. Drawing from all manner of rituals this workshop will demonstrate some of this methodology and invite participants to playfully invent works with us using physical experience and storytelling as a starting point.
About Anagram: Anagram is an award-winning creative collective who make immersive experiences that bring together innovative digital interaction and stories told from real life. These experiences could be anywhere but they are always somewhere – a built set or an ancient building – and they engage with you, as the participant, in a physical, playful and poetic way; you will not leave in quite the same state as you arrived. At its core, the work invites people to consider what it means to be alive today, in this society and alongside these people. Through understanding the experience of others, we want to challenge the way we see ourselves and the world around us.
09:00 – 12:00 | Brakke Grond dressingroom 2

2. Designing for failure | Brian Chirls

During this workshop creative technologist Brian Chirls introduces the basics of designing interactive and VR experiences, focusing on accessibility and designing for failure. This is relevant for almost all new media works, given the wide range of hardware available, unpredictable viewing contexts, and differences between types of users and audiences. Through different hands-on case studies, this workshop will reveal different strategies and methods for reaching the widest audience possible and maintaining function in a range of common failure cases.

About Brian Chirls: Brian Chirls is a recognized innovator in the independent film world. He was recently the Digital Technology Fellow at POV, a position funded by the Knight Foundation. He has developed innovative models for interaction, data visualization and content-authoring in virtual reality. Brian has helped to create a new genre of interactive video pieces and software libraries that demonstrate ways to combine the interactivity and connectivity of the web with the aesthetic power of cinema and his work has been presented at CPH:DOX, IDFA DocLab, SXSW and Tribeca Film Institute.

Attendees are encouraged to bring a laptop and a smartphone. A Cardboard VR headset will be provided.

09:00 – 12:00 | Brakke Grond studio

3. Creating collective narratives | Bjarke Myrthu

In this workshop we approach the documentary as a collective network rather than a grand narrative with one creator. Companies like AirBnB and Uber has shown us the power of facilitating networks, but what if we approached documentaries with the same mindset? We will discuss the meaning of "collective" and look at existing examples of this within documentaries. During the workshop each participant will create an idea for a collective narrative, and sketch a mini prototype of the idea.

About Bjarke Myrthu: CEO & founder of Storyfriend. Bjarke Myrthu is a frequent speaker and jury member at conferences, events and schools like Harvard, MIT, SXSW and World Press Photo. He consults and produces storytelling projects for various clients and has created several award winning interactive documentaries. Bjarke previously founded Storyplanet.com, and co-founded Magnum in Motion with Magnum Photos.

Attendees are encouraged to download Storyfriend on their iPhone.

09:00 – 12:00 | Brakke Grond bovenkamer

You Are Here: Immersive Storytelling Masterclass | Jessica Brillhart

Join Jessica Brillhart, principal filmmaker for VR at Google, for a masterclass on VR and Immersive Storytelling its promises, constrains and vast complexities. Together with experts from various disciplines, Brillhart will answer questions and demystify some of the medium's workflow and production process. She will also speak to the larger purposes of creating content in this space, and explore the medium's emerging language.

About Jessica Brillhart: Jessica Brillhart is the principal filmmaker for VR at Google. In 2009, she joined Google's Creative Lab where she spearheaded numerous award winning shorts and documentaries before joining the VR team in 2015. Since directing, WORLD TOUR – the first VR film made with the Jump ecosystem – Brillhart has continued traveling the world, filming and experimenting, all in an effort to better understand and help inform others about this emergent medium.

13:00-15:00 | Compagnie Theater

DocLab Live: Orchestrated Individuals

Exclusive live performance event in which the audience – if all goes well – merges into one virtual individual. With a presentation by digital artist Floris Kaayk (*The Modular Body*) and the world premiere of *Shared Individual*, this is a collective audience experiment exploring the possibility of teletransportation, created by Makropol, Bombina Bombast and Diversion.

21:15 | De Brakke Grond Rode Zaal

Saturday

The Skin Deep presents Interactive 2.0 and the Shaping of experiences

The Skin Deep's work thus far is predicated on a process and understanding of what makes an interactive experience, and how best to execute that experience. These two hours will be spent sharing The Skin Deep's perspective, understanding, analysis of {THE AND} and a presenting case study of their newest project, THE DIG.

About The Skin Deep: The Skin Deep is the award winning creative studio focused on Human Connection in the digital age. With their first interactive experience, {THE AND} which went viral four times and garnered over 35 million views across 144 countries, they won the Emmy for New Approaches to Documentary and the World Press Photo award for Best Interactive Documentary. They are back at IDFA DocLab competition this year with their next experience, a Mobile Interactive Series titled THE DIG. Led by filmmaker Topaz Adizes, The Skin Deep is comprised of a diverse group of talented storytellers from across the US & Europe, whose work incorporates the idea of using new technology (virtual reality, mobile platforms, existing SM platforms) to create experiences for each viewer to have a profound interaction with, and in turn re-engage within the community created.

10:00 – 12:00 | De Brakke Grond Studio

DocLab Live: The Art of Awkward Tech

A playful evening during which digital artists present absurd inventions that expand our existing notions of reality and confront us with our tech-obsessed everyday lives. With presentations by Matt Romein and Joe Mango (*Meat Puppet Arcade*), Thijs Van Vuure and Dries Depoorter.

20:00 | De Brakke Grond Rode Zaal

Sunday

Interactive Conference

Now in its fourth year, the annual DocLab Interactive Conference brings together leading artists and thinkers from the world of art, technology, science and documentary. With keynotes by Toby Coffey (National Theatre), Saschka Unseld and Yelena Rachitsky (Oculus Story Studio), Lauren McCarthy (*Follower*), Ali Eslami (*DeathTolls Experience*) and a live performance by sound ecologist Bernie Krause (*The Great Animal Orchestra*).

10:00-18:00 | De Brakke Grond Expozaal

Dinner

We will have dinner together at the Brakke Grond Café.

19:00 – 21:00

DocLab Live: Dreams

Sound artist Philippe Lambert and the National Film Board of Canada present a new live performance experience, inviting the audience to share their dreams and turn them into music. Step inside a comfortable space, listen and dream away as it fills up with the images and thoughts of other visitors. Write or draw your own thoughts, and

let a scanner upload your dreams and translate them into electronic sounds that automatically become part of the musical performance.
18:30-23:00 | De Brakke Grond Rode Zaal (walk in and out)

Monday

How to finance? - Creative Digital Sector Sales and Funding Possibilities
Wendy Bernfeld (MD of Rights Stuff) will provide an overview on the business side of alternative sales (licensing) and funding opportunities. Spanning from linear documentary, traditional films or web series, to cross platform, interactive and the most recent business trends in virtual reality.
About Wendy Bernfeld | Rights Stuff: Wendy is MD of Rights Stuff, an international content consultancy specialized in film/TV/digital acquisition, distribution and related strategy/ rights advice for and to traditional and digital platforms. For example she draws upon her comprehensive internal database of international Digital/VOD buyers, to help producers, sales agents, distributors achieve fuller exploitation of digital distribution (TVOD, SVOD, AVOD etc.) beyond just the Big5. Occasionally she picks up select films for digital or hybrid distribution, and assists with the business side of web series, cross-platform, transmedia and VR programs.
Area(s) of expertise: Content acquisition/distribution (digital)-international sector, digital/traditional rights and pragmatic business/legal affairs, hybrid distribution, alternative (digital) platform funding.
10:00 – 11:30 | De Brakke Grond Studio

Studio visit: Prospektor
Prospektor is a journalism production company founded by Eefje Blankevoort and Arnold van Bruggen. They create stories in images and words: articles, books, commissioned films and documentary projects. In the past few years, Prospektor has published many books and co-written several photobooks. They often work on long-term journalism projects, for months or sometimes years.
14:00 – 15:30 | Prospektor: Utrechtsedwarsstraat 95, 1017 WD, Amsterdam

DocLab Live: The Art of Following
An evening exploring the narrative potential of privacy, intimacy and following, organized in collaboration with the VPRO Medialab Meet Up series. With presentations and live experiments by Bregtje van der Haak (*White Spots*), Lauren McCarthy (*Follower*), Kyle McDonald (*Wifi Whisperer*), Moniker (*clickclickclick.click*) and Bert Hana (*I Am Not Home Video*). Followed by a VPRO Medialab Meet Up.
20:00 | De Brakke Grond Rode Zaal

Practical info:

Transportation
The address of De Brakke Grond, which is our 'homebase', is: Nes 45, 1012KD Amsterdam.

Public transport
You can get everywhere with public transport, a good website to check that is: http://9292.nl/.
To travel by public transport in the Netherlands, you will need an OV-chipcard. There are several options: a disposable card for the train, a disposable card for the local bus/ tram/metro and a reusable travel card which you can use for all kinds of transport throughout the whole country. For more information on this matter, please visit this website.
There are night buses in Amsterdam, but be sure to check this before traveling, it's often not very practical. There are also multiple venue's to rent bikes in Amsterdam, this is probably the best (and most fun) way to get around!

From Schiphol Airport to Amsterdam
There are several ways to travel from Schiphol Airport to Amsterdam Central Station.
> A cab from Schiphol Airport to Amsterdam will cost you approximately €65,-. Don't take a ride offered to you by cab drivers at the gate or in the building but go to the official taxi stand outside.
> UBER is the cheaper and reliable option for a cab ride from Schiphol Airport to Amsterdam city center (approximately €35,-) . To use UBER you will need the UBER app and an account. There is free and open Wi-Fi throughout the airport which you can use for this. If you are a first time UBER user please use the promo code hw952ue and get a €10 discount on your first trip.
> The third and cheapest option is to travel to Amsterdam by public transport. The price of a one-way train ticket from Schiphol to Amsterdam Central Station will be €4,20. The train will take about 15 minutes and leaves 8 times an hour. You can buy your train ticket at the yellow ticket machines located in hallway of Schiphol. Please note that it's not possible to buy your train tickets in the train; for travelling without a valid ticket you can get a fine of €50,-.

Hotel
For some of you I booked a hotel stay at the Ibis Hotel, Amsterdam Centre Stopera. The address is: Valkenburgerstraat 68, 1011 LZ Amsterdam.
It's at a 14 minute walking distance from de Brakke Grond:
https://www.google.nl/maps/dir/Nes+45,+Amsterdam/"/@52.3694549,4.896057,16z/data=!3m1!4b1!4m14!4m13!1m5!1m1!1s0x47c609c0b8d96065:0xad1111c21e4975e!2m2!1d4.8942274!2d52.3712326!1m5!1m1!1s0x47c609bcc7c48cc9:0xe0a9f4b9ba2d242e!2m2!1d4.9076521!2d52.3700484!3e2
Check in: 14:00-00:00
Check out: before 12:00

Important contacts
For everything, you can contact me (Pien): +31 (0)6 243 995 58
You can also contact de Brakke Grond if necessary: +31 (0)20 622 90 14

Ticket-info + your Guest Pass
Tickets for all screenings and events can be obtained on the IDFA website, through the IDFA App and at the festival box offices during the event. Pass holders (you!) can also acquire tickets at the Guest Box Office at the Industry Office. It is not possible to make reservations by telephone.
Industry Office: NH Carlton, Vijzelstraat 4, E-floor and 1st floor

• Holders of all passes except the Docs for Sale Participants Pass have access to the Industry Screenings, Industry Talks and various social events. No ticket is needed; first come, first served. You will need tickets for all other paid screenings and events. For all information on the various IDFA Passes, click here.
• Pass holders (except Guest Pass Light and both Docs for Sale passes) can get free tickets for regular screenings on the same day or the following day. Tickets for any day thereafter can be purchased by these pass holders at a €5.00 discount.
• Holders of the Guest Pass Light can obtain tickets at a €2.50 discount.
• Tickets for special screenings (such as those including concerts) can be obtained at a €2.50 discount by all pass holders (except both Docs for Sale passes).
• Tickets will be uploaded to your pass. Please have your pass ready for inspection when entering screenings.
• To avoid empty seats, please cancel your tickets if you can't make it to a screening. You can cancel tickets on our website using your MyIDFA account or at the Guest Box Office. • If a screening is sold out, pass holders (except Guest Pass Light and Docs for Sale passes) can line up at the entrance to fill any "no show" seats. There are signs at every entrance marking where to wait. No ticket is needed; first come, first served.
• There will be no admission after the starting time stated on the ticket.

Discounts for pass-holders:
• All IDFA pass holders get a €7.50 discount on entry at the Stedelijk Museum Amsterdam, which is screening several works related to IDFA's Paradocs program.
• All IDFA pass holders get a €2.50 discount on entry to EYE Film Institute's exhibition "Celluloid".

You got a Guest Pass which gives acces to:
• all regular IDFA screenings and the Masterclass (with a free ticket);
• all industry screenings (no ticket needed: first come, first served);
• the Industry Talks;
• the services of the Industry Office;
• the daily Guests Meet Guests drinks;
• the Awards Ceremony on Wednesday, November 23;
• company profiles, strand profiles, biographies and contact information of accredited guests through our online guest list.

Ordering tickets online:

1. At IDFA.nl
• Go to IDFA.nl and log in with your MyIDFA account.
• Find the film you wish to see using the search feature or through the Program Schedule.
• Choose your ticket(s). You can order one ticket per pass, per screening.
• You will receive a confirmation e-mail.
• Your tickets will be uploaded to your pass, and are available in the IDFA App if you have logged in with your MyIDFA account. You will not get a physical ticket or e-mail attachment!
• You will have to present your pass when entering screenings.

2. Through the IDFA App
• Download the App in the Apple Appstore or Google Play Storeand log in with your MyIDFA account.
• Find the screening you wish to attend through the list of Films & Events or the Program Schedule.
• Select 'Buy tickets'. You can order one ticket per pass, per screening.
• You will receive a confirmation e-mail.
• Your tickets will be uploaded to your pass, and are accessible in the IDFA App if you

have logged in with your MyIDFA account. You will not get a physical ticket or e-mail attachment!
• You will have to present your pass when entering screenings.

IDFA-program highlights
Your IDFA-pass grants you acces to almost all IDFA programs, if you find the time in-between the Doclab Academy events, you can consider visiting some films.

Here are some interesting new media activities:
Industry Session: Putting Your Audience in the Story: Storytelling in 360 and CGI
VR has been proven to change attitudes and provide powerful visceral experiences in lab-based experiments, but can that power apply to storytelling? And how does that work in the real world? Zillah Watson, a former journalist and BBC pioneer in Virtual Reality, discusses these questions as well as recent examples of the BBC's story-led VR, which embrace emerging consumer technology and set out to demonstrate the power of 360 films and CGI-based VR.
About Zillah Watson: Zillah Watson produces groundbreaking 360 films, including *The Resistance of Honey*, selected for this year's IDFA DocLab Competition. She produced the first 360 BBC report with Matthew Price in the immediate aftermath of the Paris terror attacks in November 2016 and has executive-produced interactive CGI VR productions, including *The Turning Forest* (with VRTOV) and *We Wait* (with Aardman Animation). Other recent work has ranged from creating a story database for the longest running soap opera in the world to pioneering work in digital online media archives.
November 22, 12:00-13:00 | Industry Office, E-floor

Industry Talk: The (Un)defined Business of Interactive
Over the past decade, the Internet has given rise to all sorts of new digital art forms and business models. This Industry Talk explores different ways pioneers have funded and created undefined non-fiction art. Now that the digital dust has settled, what should we take with us moving forward into the next decade? The ways of finding funding are as open and multifaceted as the forms of interactive art, but this doesn't mean it's easy. How can crowdfunding, traditional public funds, VOD platforms and money from venture capital be (re)defined and be used by other creators? A diverse panel shares its experiences on both financing and constructive business models for future work.
Guests: Gary Hustwit, Amelia Winger-Bearskin, Margaux Missika
Moderator: Anna Higgs
November 22, 15:00-16:30 | Brakke Grond, Rode Zaal

ALSO! There is one more DocLab Live Event after our Academy:
DocLab Live: Immersive Showcase
Virtual reality and immersive storytelling (from augmented to mixed reality) are going through an unprecedented evolution. But where does the hype end and do new art forms take shape? An evening with live presentations, tech demos and performances by sound artist Duncan Speakman, Marshmallow Laser Feast and the new VR version of interactive documentary classic *Bear 71*, commissioned by IDFA DocLab as part of its 10-year anniversary.
November 22, 20:00 | De Brakke Grond Rode Zaal