

ART BY CHANCE

ULTRA SHORT FILM FESTIVAL 2010

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ULTRA SHORT FILM FESTIVAL



ANBEAN



**The Largest
Public Art Event Ever!
Art By Chance**

IN THE SUMMER OF 2009 MILLIONS OF PEOPLE WERE SUDDENLY CAUGHT BY A SHORT FILM!

For this festival, you don't need to buy a ticket or go to a movie theatre! Movies just pop into your lives in subways, busses, airports, shopping malls, trains, sports centres, art galleries, museums, cafes and bars! Internationally selected and themed creative short films catch you unexpectedly while travelling in the subway, waiting at the airport, shopping or just strolling around.

Public screens scattered around the city your host for this festival.

ART BY CHANCE took place in 13 countries and more than 70 cities and reached millions of people on 7907 screens in the summer of 2009.

ART BY CHANCE IS A NEW THING?

PATRICIA BECKMANN \ Walt Disney Animations Studios

"I was thrilled to participate in the first year of Art by Chance. The films exposed fresh talented artists in a format that allowed you to see many of them. The theme allowed for creative invention, and certainly challenged the artists to work within limited constraints.

This will be an excellent contest for future years as it fits the growing media needs for short content. Independent artists need more outlets for short form content so they can showcase their skills to a wide audience in a cost effective platform. The exposure this year will certainly increase the range of talent next year. This will be the greatest asset to the festival. Congratulations on your success!"

STUART PEMBLE \ SONY Professional (Europe)

"Working with the ART BY CHANCE Festival we have seen how digital media can be used not only for commercial purposes, but also to bring creativity and impact to a broader audience. The engagement people have with screens in their everyday lives means that the ultra-short films presented through this communication channel have really helped people to see digital media in a new way. This event celebrates a unique festival."

ART BY CHANCE IS A NEW THING? For Network Operators

JAN HAUTERS \ Neo Advertising, Indonesia

"...As you know we have aired the festival through our Indonesian project. Everyone seemed to have been excited. I have been told that customers thought it was a refreshing difference to see art-related content on the network. The concept is not new to me but the initiative and its organizational results (by the festival team) are refreshing...

JOLENE TORR \ Danoo, Inc., USA

"The festival was a great series to run on the network. I'd love to run it for a longer period of time or similar festivals frequently so viewers get accustomed to this timely and spontaneous encounter with artistic videos. ART BY CHANCE is definitely a new and innovative way to get emerging artists at the front of emerging media and technology. Artistic content makes digital signage more compelling; it's great to have content that can engage and entertain people during their busy days.

THOMAS V. GREGORSITZA \ 42media group, Germany

"I think that this festival is a milestone for several reasons: one common theme – in this case "journey", screen partners in several countries, save play outs and great response and ABC broke this theme "art & commercials for DOOH".

NEW YORK MAGAZINE \ 29.05.2009

"We're kind of excited by this idea: The Art by Chance Film Festival celebrates "ultra-short films" by presenting them to us in unexpected, non-theatrical venues: Movies might pop up in subways, buses, airports, cafes, malls, etc. on digital screens scattered throughout the city. And not just our city. Plus, the films, predicated on the theme of "journeys" and under a minute long, are fascinating little works. Two of our favorites, which we're presenting here.."

WHAT ART BY CHANCE BRINGS TO URBAN LIFE?

- Selected short movies presented to the public on advertising screens
- Stimulating content that colours short periods of 'dead' transit time
- An opportunity to view short films in public spaces outside movie theatres

WHAT ART BY CHANCE MEANS TO FILM MAKERS?

- Access to the largest audience ever received by any previous short film festival
- An opportunity to prepare a 30 second film based on the concept (all genres - fiction, animation, documentary and video art etc. with the exception of training and advertising films)
- A chance to join a group of enthusiastic and creative international film makers

READY FOR THE SECOND ONE;
IT'S TIME TO MOVE



ART BY CHANCE 2010

ART BY CHANCE-10 will take place in May 2010 in several countries and cities around the world again. ART BY CHANCE 2010 will contain **TIME** themed **30 second** films.

Time stands still. Time passes. Time defines the balance humanity seeks to establish in modern life. Since the very rejection of time by primitive societies its concept has dramatically changed. Today our concepts of time play an important role in shaping the way in which we live our lives. Art by Chance 2010 has set out to explore how the perception of time is unique to every individual and how time can influence the narrative of city life, one of modern man's greatest challenges. Films touching the untouchable theme of time in their own time.

NEW JURY

DOUWE DRAAI SMA



Philosopher

(1953) graduated in psychology and philosophy at the University of Groningen, the Netherlands. He then moved on to the University of Utrecht, where he wrote a dissertation on the metaphorical nature of the language of memory (De Metaforenmachine, 1993, translated as Metaphors of Memory. A History of Ideas about the Mind, Cambridge University Press, 2000, www.douwedraaisma.nl). After his return to the University of Groningen in 1993 he directed his attention to the history of the notion of precision in early experimental psychology (The Age of Precision: F. C. Donders and the Measurement of Mind, see books) and autobiographical memory (Why Life Speeds Up As You Get Older: How Memory Shapes Our Past) His other main publications are on the Dutch psychologist-philosopher Heymans (1857-1930), William James, the history of time measurement, and history of neurology. The Van der Leeuw-Lecture 2002 by novelist Ian McEwan was followed by a comment by Draaisma.

LIZ ROSENTHAL



Founder and Director of Power to the Pixel

An early advocate and pioneer of digital distribution and filmmaking. Liz is a digital film and media expert. She is the Founder and Director of Power to the Pixel www.powertothepixel.com an organisation helping international filmmakers, industry, government and festivals make the transition to a cross-media digital age. Its services include consultancy, training and events, as well as information and analysis of the changing international market. PTIP organises the ground-breaking Cross-Media Film Forum during The Times BFI London Film Festival. This event connects the film industry with key innovators of the digital revolution, pioneering new models of storytelling, finance and distribution, in a conference, a think tank and a cross-media project forum called the Pixel Pitch. One of Liz's clients is the UK Film Council where she is Digital Distribution Strategy Advisor www.ukfilmcouncil.org.uk

BART RUTTEN



Curator at Stedelijk Museum

Bart Rutten, art historian, is since 2008 collection curator for the Stedelijk Museum in Amsterdam www.stedelijkmuseuminsterdam.nl. His field of expertise is film and video art. He worked before at the Stedelijk Museum of 's-Hertogenbosch (SM's, 2005-2008) www.sm-s.nl where he curated several group shows and solo's with artists working with video, and at the Netherlands Media Art Institute (NIMK, formally known as Montevideo, 1998-2005) www.nimk.nl as head of the presentation department. Besides his position at the Stedelijk he is in several advisory boards (the One Minute foundation) www.theoneminutes.org and was guest lecturer on the subject of the history of video art at several art schools and universities in the Netherlands and abroad. Currently he is working on presentation of the famous art collection in the new Stedelijk in the end of 2010.

CHRISTOPHER BURTT



Global Signage Product Manager for Thomson Reuters

Christopher Burt is the Global Signage Product Manager for Thomson Reuters www.thomsonreuters.com based in their Times Square office. Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. Christopher joined Reuters in 2000 after earning his MBA from Columbia Business School. Initially serving in the project management group, he worked with a wide range of groups including equities, commodities and energy, customer relationship management (Siebel) and media. For media, he helped to deploy the first Reuters product on Microsoft Media Center. In 2005, digital signage grew large enough that it became his sole responsibility, and was moved into the global marketing team. In 2008, Reuters was acquired by Thomson to form Thomson Reuters, which meant additional locations for digital signage, and additional content from legal and health division.

BERKUN OYA



Writer and Director

Berkun Oya was born in 1977. He graduated from the M.S.U. State Conservatory Department of Theater in 1998. The same year he founded the Krek Theater Company. Since then the company performs plays written and directed by Berkun Oya. Among these plays are "Adamlar" (The Men), "Op'la Zo'nun Drami" (Tragedy of Op and Zo), "Yangin Duasi" (Prayer for Fire) and "Bayrak" (Flag). For his work in theater he was awarded many times as a director and mostly as a playwright. "Happy New Year - London" is the first feature film written and directed by Berkun Oya which was released at the end of 2007. The film has also participated to European Independent Film Festival in 2008 as the opening film of the festival. Berkun Oya has also received with the film, the Best Director award in Strasbourg International Film Festival. He is continuing his preparations for his second feature film "Happy New Year - Bolvadin" Berkun Oya lives in Istanbul and still works as a writer and director.

ART BY CHANCE is currently partnering with many digital advertising network operators throughout the world. With these partnerships ART BY CHANCE realize a revolutionary event allowing art to meet millions of people around the world. **ART BY CHANCE** films took place on **7907** screens in **20** different networks. New cities and networks join to the list every day.

ART BY CHANCE NETWORK

• BELGIUM Screening Media

SCREENING MEDIA

• CANADA Neo Advertising

neo advertising

• FRANCE TF1 Outdoor



• GERMANY Trend Network / 42 Media Group
/ Ströer Infoscreen



STRÖER INFO SCREEN

• GREECE I-Contact Greece



• INDIA Digital Signage Networks / Surewaves



SUREWAVES

• INDONESIA Neo Advertising

neo advertising

• PORTUGAL Dotone Digital Media



• QATAR Firefly Communications



• TURKEY Next Generation Media /
Hillside City Club / Babylon Lounge



**hillside
city club**

**babylon
Lounge**

• UK Sub Tv / Onscreen Solutions /
BBC Big Screen / City Gateway Media

Sub.tv



**BIG
SCREEN**

city gateway media

• US Danoo

DANOO

• THOMSON REUTERS



THOMSON REUTERS

Network operators become screening partners and receive content free of charge and assign ABC films according to their daily loop. You'll find detailed information on the following pages. In its first trial year, ABC received excellent feedback from Digital signage networks and extended the festival dates. Consequently we are considering turning the festival into an ongoing film platform while still maintaining the nature of the festival, screening places and audience.

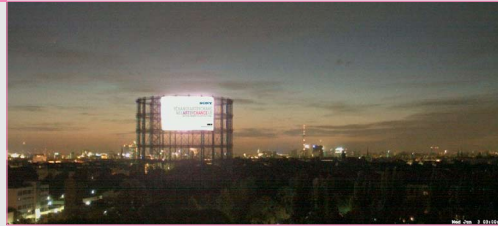
DIGITAL SIGNAGE SUPPORTERS



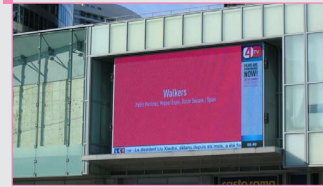
SCREENINGS



UK



Germany



France



UK



Turkey



UK



Turkey



Turkey



**ART BY CHANCE WILL CONTINUE
TO COLOUR URBAN LIFE IN 2010**

Thank You!

ART BY CHANCE introduced by **ANBEAN** a global digital content publisher

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