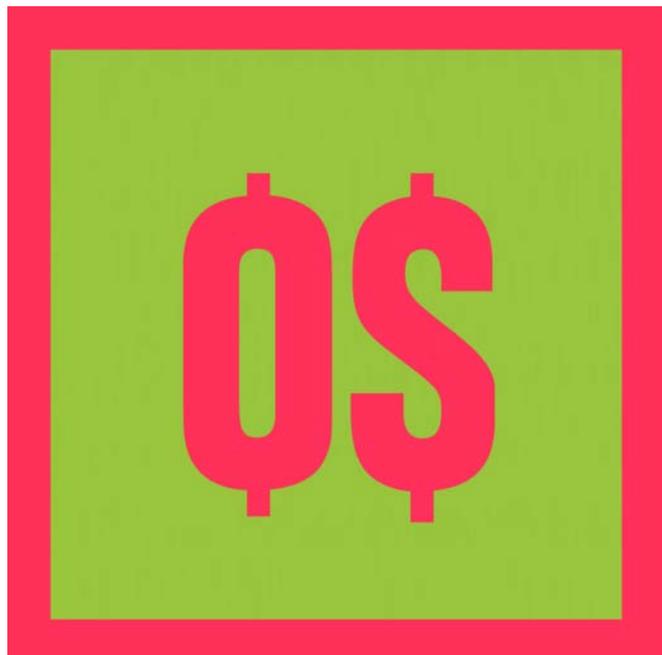


ON NOTHINGNESS / SPACEBUSTER ON SOMETHINGNESS / SPEECHBUSTER





SPEECHBUSTER // On Somethingness

A series of talks and conversations presented by a diverse group of individuals (architects, artists, engineers, environmentalists, urban agriculturalists, researchers, among others) on familiar subjects and ideas, to uncover radical new ways to understand and construct public life. The program presented innovative ideas on “somethingness” about how to render anew the world that surrounds us. Events took place in and around the Speechbuster, a performative table the exact size of Storefront, designed in a collaborative project by architect Jimenez Lai and artist Grayson Cox, which will make its world premiere at the Ideas City Festival.

12:00 PM

Inauguration of the Speechbuster with designers Jimenez Lai and Grayson Cox and the Rauschenberg Foundation.

**12:10 - 1:00 PM: "Untapped (Social) Capital" moderated by Julia Kaganskiy
Casey Pugh / Shelley Bernstein / Yasser Ansari / Claire O'Connell**

**1:00 - 1:30 PM: "StreetFest Talks: Growers" moderated by Aimee Good
Ken Greene / Anne Apparú / Rebecca Kassey / Christine Datz-Romero**

**1:30 - 1:55 PM: "StreetFest Talks: Living History" moderated by Tamara Greenfield
Virginia Millington and Krissy Clark / Rachel Falcone / Stacey Anderson**

**2:00 - 2:30 PM: "StreetFest Talks: Under-used Spaces" moderated by Rob Hollander
Silva Ajemian / Eric Ho / Alexander Gorlin**

2:35 - 3:00 PM: "Human Hotel" moderated by Wooloo

3:00 – 4.30 PM “Untapped Talks” Serendipitous interviews by Eva Franch

**4:30 - 5:00 PM: "Earth Observation Systems" moderated by Nina Milkove Iliena / Sarah
Williams / Eymond Diegel**

**5:00 - 6:00 PM: "Carless Curbs" moderated by Tsvetelina Churalska
Aaron M. Renn / Jesse Keenan / David Mahfouda / Aaron M. Renn**





SPEECHBUSTER TALKS //
ON SOMETHINGNESS
Schedule of Talks

12:00PM: Inauguration of the Speechbuster with the artists and the Rauschenberg Foundation

12:10 - 1:00 PM

"Untapped (Social) Capital" by #Artstech

For IDEAS CITY, #ArtsTech presented a series of short lectures on projects, platforms, and initiatives that have successfully leveraged social networks and the power of the crowd to make big ideas happen, collaboratively solve complex problems, or provide collective brainpower or labor. Projects ranged from civic to creative initiatives.

Since many of the projects being presented had interactive components such as mobile apps or web apps, this offered a great chance for the session to evolve into something hands-on and participatory. The event organizers also encouraged audience discussion in order to expand the dialogue on the topic.

About the Speakers

Casey Pugh is an Emmy-winning technologist immersed in the online video industry. In 2009, Casey created Star Wars Uncut in his spare time, leading a crowdsourced remake of classic Star Wars movies that won a Primetime Emmy in and continues to inspire fans to participate. He led the development of online video experiences for Vimeo and Boxee, and is now co-founder of VHX, a digital video distribution platform that allows artists to sell their work from their own website, directly to their fans.

Shelley Bernstein is the Chief of Technology at the Brooklyn Museum where she works to further the Museum's community-oriented mission through projects including free public wireless access, web-enabled comment books, projects for mobile devices and putting the Brooklyn Museum collection online. She is the initiator and community manager of the Museum's initiatives on the social web. She organized Click! A Crowd-Curated Exhibition, Split Second: Indian Paintings, and GO: a community-curated open studio project.

Yasser Ansari is the co-founder and chief leaf of Networked Organisms, a National Geographic-backed software company focused on helping people reconnect with the natural world. He studied molecular biology and bioinformatics at U.C. San Diego and spent time researching plant genomics at the Salk Institute for Biological Studies. After the lab, he moved



into the wireless industry where he helped design things like hand-held radiation detectors, gaming accessories, and new mobile software at companies including Kyocera, Qualcomm, and Peek. He earned his Master's degree from NYU's Interactive Telecommunications Program where he is currently adjunct faculty. He holds several technology patents and really likes poison dart frogs.

Claire O'Connell is director of educational outreach at EyeWire, a citizen science initiative that she helped create in January 2012, and is a cofounder of Spokes, a group biking across the US this summer in partnership with Teach for America with the goal of exposing students to the boundless nature of learning. In her spare time, she loves running with her teammates on the MIT cross country team, meeting new people, and traveling absolutely anywhere! She believes that there is a profound connection between education and cognition, and is interested in designing the future of education from a systems standpoint.

Moderator

Julia Kaganskiy is an independent editor, curator and cultural organizer focused on exploring the intersection of art and technology. She's currently Editor-at-Large at The Creators Project, an art and technology initiative from VICE and Intel, as well as a contributing writer for *Fast Company*, *The New Yorker* and other print and online publications. She's the founder of the #ArtsTech Meetup and is the lead organizer for the group's monthly event series.

About #Artstech

#ArtsTech Meetup is a monthly event series dedicated to exploring the ways technology is transforming traditional arts organizations and the way artists are transforming technology. Now in its fifth year, the group originated out of a desire to bridge the art and tech communities in NYC and cross-pollinate between them, it has since grown to more than 3,500 members and launched chapters in Philadelphia and San Francisco. www.artstechmeetup.com

1:00-1:55pm

"StreetFest Talks"

StreetFest participants came together to discuss "Growers", "Living History" and "Under-used Spaces".

1:00 - 1:30 PM

StreetFest Talks: Growers

Moderator: Aimee Good, The Drawing Center (booth #98)

Ken Greene, Hudson Valley Seed Library (booth #62)

Artist Anne Apparu (booth #41)



Rebecca Kassey, Students Taking Action for Tomorrow's Environment / Truck Farm (booth #96) Christine Datz-Romero, Lower East Side Ecology Center (booths #10 & 43)

1:30 – 2:00 PM

StreetFest Talks: Living History

Moderator: Tamara Greenfield, FAB 4th Arts Block (booth #118)

Virginia Millington and Krissy Clark, StoryCorps (booth #45)

Rachel Falcone, Sandy Storyline (booth #44)

Stacey Anderson, Municipal Arts Society (booth #15)

2:00 – 2:30 PM

StreetFest Talks: Under-used Spaces

Moderator: Rob Hollander, No 7-Eleven (booth #124)

Silva Ajemian, First Street Green (booth #10)

Eric Ho, miLES (booth #27)

Alexander Gorlin, (booth #82)

2:30 - 3:00 PM

"Human Hotel" by Wooloo (represented by Martin Rosengaard)

HUMAN HOTEL is a hospitality-based residency program that engages private households in New York City to host international cultural workers in need of short-term accommodation. All hosting is provided free of charge.

The mission of Human Hotel is to help artists work better with—rather than around, or apart from—the residents, knowledge, and structures of New York City.

3:00 – 4:30 PM

"UNTAPPED TALKS" Serendipitous interviews by Eva Franch

4:30 - 5:00 PM

"Earth Observation Systems" by Nina Milkove Iliena

"Earth Observation Systems" explored how different new technologies related to geography, mapping, geology, and other forms of earth control, ranging from small inexpensive "do it yourself techniques" to the very elaborated and more expensive software developed by NASA and IBM, can offer us any kind of untapped capital in our urban environment.

New generation computer tools, using the dramatic improvements in computer power and the availability of spatially related data, supports the decision makers on all levels, from the intergovernmental organizations to everyday citizens. They provide the user-friendly information and decision support tool, which is easily accessible to everybody. By having



available all these data and analysis, linking the diverse environmental monitoring network data and models, GEOSS (Global Earth Observing System of Systems) enables us to make evidence based decision about global environmental challenges. It provides us new perspective on how to gather and manage information globally and implement it regionally.

Historically the Earth was studied in fragments and isolation. The new “System of Systems”, for the first time, will enable deeper understanding of environmental variability and change, which will address better the interdependence between human society and natural environment. By making possible the integration of different types of data and information, GEOSS will bring unprecedented power of control over our choices.

About the Speakers

The Public Laboratory for Open Technology and Science (Public Lab) is a community, which develops and applies open-source tools to environmental exploration and investigation. By democratizing inexpensive and accessible “Do-It-Yourself” techniques, Public Lab creates a collaborative network of practitioners who actively re-imagine the human relationship with the environment.

The core Public Lab program is focused on “civic science” in which we research open source hardware and software tools and methods to generate knowledge and share data about community environmental health. Our goal is to increase the ability of underserved communities to identify, redress, remediate, and create awareness and accountability around environmental concerns. Public Lab achieves this by providing online and offline training, education and support, and by focusing on locally-relevant outcomes that emphasize human capacity and understanding.

Sarah Williams is currently Co-Director of Columbia University’s Spatial Information Design Lab (SIDL). The Spatial Information Design Lab (SIDL), which Williams directs uses innovative mapping and data visualization techniques to highlight urban issues. The Lab’s work has been widely exhibited and written about and is currently part of MoMA’s permanent collection. Before becoming Director of SIDL, Williams was at MIT where she started the Geographic Information System (GIS) Laboratory and then helped to establish MIT’s SENSEable City Laboratory. Williams was a programmer for one of the first desktop GIS systems, IDRISI, and has over 16 years experience in the field. Williams is also faculty at Columbia University’s Graduate School of Architecture Planning and Preservation (GSAPP) where she currently teaches courses Intro / Advanced GIS, Spatial Data Visualization, and topics on Technology and Planning. Williams was just named 2012 Game Changer by Metropolis Magazine.

About Nina Milkove Iliena

For the last three years Nina Milkove Iliena has served as a part-time Faculty in the School of Constructed Environment at Parsons the New School for Design in New York City, and New York Institute of Technology. Nina Milkove Iliena also taught in the Urban Design Department at the University of Civil Engineering and Geodesy in Sofia, Bulgaria, and has been Teaching



Assistant at Southern California Institute of Architecture (Sci-Arc) to Michael Speaks, who was the previous Director of Postgraduate Urban Design Program in Sci-Arc, and is currently dean in Syracuse University.

5:00 - 6:00 PM

"Carless Curbs" moderated by Tsvetelina Churalska



"Carless Curbs" was a discussion that brought people with diverse backgrounds to engage in a curated talk about the future of transportation in the city. The talk discussed scenarios that might result from current private and business car owners being unable to afford their own car due to high vehicle costs, maintenance, gas, parking, etc, such as co-ops, car co-ownership and car-sharing, perhaps more sustainable solutions in the long run compared to individual ownership.

David Mahfouda, CEO at Weeels, talked about behavioral shifts in driving. With fewer cars on the roads, the need for on-street parking will decrease. If we consolidate shared cars in an off-street park tower and remove 95% of on-street parking, we will gain more public space that is pedestrian and mono-personal vehicle friendly. The future city block will offer only five on-street parking spaces for one commercial vehicle, one emergency, one bus stop and two taxi stops while all private vehicles go inside the off-street tower.



Park(ing) Day is an annual one-day event where a parking spot is transformed into a usable space. This project seeks to explore the opportunities of Park(ing) day and the idea of the “parklet” to become a permanent urban intervention. Scott Francisco, a designer and architect at “Pilot Projects”, discussed the role of the architect in creating these new spaces. The newly gained space should still belong to the municipality which can transform the spaces in a variety of ways. For instance, it can sell the air rights to residences and businesses which can build extended floors and still leave the ground floor to be walkable space. This would result in a profit for the municipality and recoupment of lost money from the removal of on-street parking. The municipality can give permissions to street vendors or businesses and residences to use the gained spaces in front of their buildings. On the legal, zoning and real estate issues of these spaces, Jesse Keenan, real estate practitioner, academic and lawyer talked more.

And finally, Aaron M. Renn, urbanist and urban affairs analyst summarized and compiled the big picture of the benefits of car-sharing, removal of on-street parking and the gain of almost doubled sidewalk. Although these are some very specific questions, they expanded to the idea of transportation, infrastructure and social media in general.

About the Speakers

Scott Francisco is a hands-on designer and cultural theorist in New York City. His design approach, research, writing and teaching all amplify the connection between built infrastructures and cultural systems. This comes from a lifelong interest in how people use the built environment to communicate with one another, and between generations. Years of experience in wilderness camping, corporate strategic planning, and construction have all contributed to his participatory problem-solving approach, as has a fascination with lightsabers. Scott holds a Master of Science in Architecture Studies from MIT and a Bachelor of Architecture from the University of Toronto. He has taught and advised at the University of Kentucky College of Architecture, MIT, RISD and Parsons The New School for Design and has worked with several large architecture firms in New York City.

Jesse Keenan Jesse M. Keenan is the Research Director for the Center for Urban Real Estate (CURE.) and Adjunct Professor of Real Estate Development. Keenan has previously advised on matters concerning real estate and housing for agencies of the U.S. Government, Fortune 500 Companies, not-for-profit community enterprises and international development NGOs. Keenan has previously held various teaching, research and visiting appointments at the University of Miami School of Law, Harvard University's Graduate School of Design and Joint Center for Housing Studies, the University of Amsterdam and The Bauhaus Academy in Dessau, Germany. Keenan previously served as is a member of the U.S. Department of Homeland Security's Regional Disaster Sheltering and Housing Recovery Planning Team and is currently a member of Mayor Bloomberg's NYC Taskforce for Building Resiliency. Keenan currently leads CURE.'s joint project with various agencies of the Netherlands for advancing



climate adaptive development research. Keenan's work includes contributions to the exhibit, *Foreclosed: Rehousing the American Dream* at the Museum of Modern Art, New York. The resulting work—which included the first financial spreadsheet ever exhibited—was the subject of a TEDx talk concerning the proposition of Community Growth REITs. Keenan has completed regional planning research in Brazil in collaboration with UN-Habitat; housing research in NYC for the Carnegie Corporation of New York; and, urban systems research in NYC for the Audi Urban Future Initiative. Keenan has had works published by the *Wharton Real Estate Review*, the *Cornell Real Estate Review*, *Journal of Affordable Housing & Community Development Law*, Harvard University, the American Bar Association, MoMA.org, Wiley-UK, and has been widely cited as a housing and real estate authority by national and international media, including on-air on PBS's *History Detectives* and CNBC. Keenan formerly served as a policy advisor and speech writer for numerous policy-makers, including the Honorable Bill Richardson. Keenan concurrently serves as the Managing Editor of *Housing.com* and as Of Counsel to the law firm *Hinshaw & Culbertson, LLP.* Keenan is a Fellow of the Forum for Urban Design and was previously a Pension Real Estate Association (PREA) Scholar. Keenan attended the University of Georgia (A.B.), Georgia State University (J.D.), Columbia University (M.Sc.) and the University of Miami (LL.M.).

David Mahfouda is the CEO of Bandwagon. David graduated from Harvard's Visual and Environmental Studies program in 2005 and earned his master's degree, studying Product Architecture and Engineering at Stevens Institute in 2009. David has since become a pioneer of the networked-vehicle industry, having been invited to speak about new technology and transit at institutions and conferences including The Open Planning Project, Portland State University, Transportation Transformation, Advanced Energy 2012, the USDOT, and Parsons School of Design. He has also been a member of EyeBeam's Sustainability and Urban Research steering committees. Prior to Bandwagon, David co-founded the Very Polite Movers, a successful Brooklyn-based furniture moving cooperative. He is also the co-founder of the Fixers Collective, a growing New York based social movement dedicated to the care and restoration of broken things.

Aaron M. Renn is The Urbanophile, an opinion-leading urban affairs analyst, entrepreneur, speaker, and writer on a mission to help America's cities thrive in the 21st century. In the Urbanophile he has created America's premier destination for serious, in depth, non-partisan, and non-dogmatic analysis and discussion of the issues facing America's cities and regions in the 21st century. The Urbanophile site began in 2006, and it has developed into one of America's top urban policy destinations. Renn's writings have also appeared in publications such as *Forbes*, the *New York Times*, and *City Journal*. In addition to being the lead manager for several multi-million dollar IT implementations, he was also a senior technology architect and served in several strategy roles, including Director of IT Strategy for both Accenture and Focal Communications. He was honored by the Chicagoland Chamber of Commerce for his innovative ideas for public transit in Chicago. The Urbanophile was also cited as among the most important urban planning web sites in America by Planetizen. No stranger to the Internet or urban issues, Renn is a long time innovator in the in field. He was co-author of an early



social-networking platform at Indiana University in 1991, which attracted over 4,000 users in an era before the web.

About Tsvetelina Churalska

Tsvetelina (Lina) Churalska is a 1st year M.Arch 1 at Princeton. She is also pursuing a Certificate in Urban Policy at the Woodrow Wilson School of Public and International Affairs. In 2011, she graduated from Texas Tech University with a B.S. in Architecture and a minor in Business.