



On Cities 10.22.12

A Virtual Gathering Featuring Non-Verbal Documentary Film About Life in Cities and Audience Engagement Focused on a Better Urban Future

Purpose

To engage viewers in cities around the world in conversations about the future of life in cities and serve as a platform to launch a multilingual film contest that will incentivize digital filmmakers to tell stories about life in cities where they live. Multiple other urban initiatives will be announced and discussed at the event.



Skeleton schematic of *On Cities* virtual gathering

Overview

The *On Cities* virtual event is planned as the first point of engagement with a global audience about the daily challenges of urban living in the 21st century.

Anchored in the Storer Auditorium on the University of Miami (UM) campus in Coral Gables, Florida, the initial screening of the short non-verbal film *On Cities* will be replicated in various locations around the world. A host in each location will gather between 25 and 150 people and be responsible for providing hardware (projector, computer, DVD player etc.), software, and bandwidth to synchronously connect to the event at UM via Twitter and Skype. In addition to screening the film each host at multiple remote venues will have the option to display the anchor event at the Storer auditorium on a separate screen via a web page that will stream the event at the UM live.

Attendees at all remote venues can participate in the global conversation focusing on urban challenges and potential solutions using Skype. Individual audience members at all locations will be able to participate continuously using the #oncities hash tag on Twitter. The Twitter feed with comments from the audience will be featured on a separate screen at the anchor venue at UM. Several brief presentations by thinkers and media makers will be featured via Skype in addition to the film. At the end of the event, an announcement will be made launching a contest for filmmakers everywhere to tell stories about the cities in which they live.

Logistics

The event moderator at UM will collect emails of invitees from hosts and invites will be sent to potential attendees everywhere. The anchor location at UM will have multiple Skype calls open and a web page will be created to host the video stream. The anchor location will have 2 screens – one for screening the film and then switching Skype video/audio from different locations and one for displaying the Twitter feed. Remote locations will have the ability to screen the film and receive Skype video calls.