

Workshops

Modeling 3D content for Google Earth and Social Networks

Dr. Marc Veyrat & M. Frank Soudan, University of Savoie, Annecy, France
Monday 1 and Tuesday 2. 10:00 - 18:00
Sala Multimedia, CEDETEC Norte, 1st Level
Tools: Google Earth, Google SketchUp, HTML editor

ActionScript 3.0 for games and information design

M. Samuel Szonieck, University of Paris, France
Tuesday 2 and Thursday 4. 14:30 - 16:00
Sala Multimedia, CEDETEC Norte, 1st Level
Tools: Adobe Flash CS4, Flare, WAMP, Flex Builder, Aptana or Web editor

Virtual Worlds and Augmented Reality

Dra. Marissa Díaz, Tecnológico de Monterrey Campus Estado de México
Wednesday 3. 12:00 - 15:00
Sala Multimedia, CEDETEC Norte, 1st Level
Tools: Instant Reality

Exploring and Visualizing the Web: methods and tools

M. Matthieu Renault, Telecom ParisTech, France
Wednesday 3. 15:00 - 18:00
Sala Multimedia, CEDETEC Norte, 1st Level
Tools: Mozilla Firefox, Gephi, Navicrawler

Hybrid Media

M. Justin Ascott, Tecnológico de Monterrey Campus Querétaro, Mexico
Friday 5, 9:00 - 14:00
Sala Proyecciones, CEDETEC Norte, 1st Level
Tools: Adobe After Effects, Apple Final Cut, Adobe Photoshop

Art exhibition "After the Net 3.0"

March 3, 4, 5. Executive building. 9:00 - 18:00 hrs.

Roy Ascott, Blackboard Notes (1967)

Wayne Clements, logo_wiki (2007)

Wayne Clements, The Best and Worst of Possible Worlds (2009)

Arcángel Constantini, NANODRIZAS (2009)

Geoff Cox, antisocial networking for Arnolfini (2008)

Geoff Cox (with Duncan Shingleton), Hello World! (2008)

Lutz Dammbeck, The Net: The Unabomber, LSD and the Internet (2003)

Alejandro Garcia, Three-face mirror (2010)

Rui Guerra, www_hack (2008)

Linda Hilfling, Participation 0.0 - Part I (2007)



Web Studies

1er. Congreso Internacional

Marzo 3, 4, 5, 2010

Tecnológico de Monterrey Campus Toluca

Program

Wednesday, March 3

- 9:00 - 10:00 **Registration.** Auditorium 3
- 10:00 - 11:15 **Opening Keynote.** Auditorium 3
- Robert K. Logan. "The 14 messages of new media"
University of Toronto, Canada
- 11:15 - 11:45 **Congress and exhibition opening.** Auditorium 3
- 11:45 - 12:45 **Session 1. Web and artistic manifestations.** Aud. 3
- Geoff Cox. "Antisocial Notworking"
Aarhus University, Denmark
 - Blanka Earhart. "Sex, Crash and Rock'n'Roll –
Or Strategies For Acquiring a Virtual Extension"
2 Helix Design, USA
- 12:45 - 13:30 **Session 2. Web and Cultural Studies.** Aud. 3
- Octavio Islas & Fernando Gutiérrez.
"Results of the World Internet Project"
Monterrey Tech at Estado de Mexico, Mexico
- 12:00 - 13:30 **Session 2. Web and Cultural Studies.** Aud. 2
- Claire Joysmith. "Cibertestimonios transborder
desde los Estudios Culturales"
CISAN, UNAM, Mexico
- 13:30 - 15:00 **Lunch break.** Sala Atlacomulco, Aulas 2.
- 15:00 - 16:00 **Session 3. Web and structure of information.** Aud. 3
- Artur Matuck. "Ewriting theories and practices"
University of Sao Paulo, Brazil
 - Samuel Szoniecky. "Ontological design for
ecosystem information"
University of Paris VIII, France
 - Cláudio José Silva Ribeiro. "Content Management:
Information Architecture to structure content assets"
Brazilian Social Security, Brazil
- 16:15 - 18:00 **Session 4. Web and organizations.** Auditorium 3
- Nanzui Palomino & Alfredo Ceballos. "How
individuals build their own entertainment brands
using the Internet"
Flying Peach, Mexico
 - Emanuel Amador Cabrera, Gerardo Cordova Lira &
Cesar Hernandez Romero.
"Graphic design for Web identity"
Demente Buró Creativo, Mexico
- 19:00 - 21:00 **Cocktail reception.**
Holiday Inn Express & Suites Aeropuerto

Thursday, March 4

- 9:00 - 10:00 **Registration.** Auditorium 3
- 10:00 - 11:30 **Keynote.** Auditorium 3
- Mark Bernstein. "Thoughts on Narrative and the Web"
Founder and Chief Scientist of Eastgate Systems, USA
- 11:30 - 13:00 **Session 5. Web and data interaction.** Auditorium 3
- Paul McLean. "Into Dimensionism"
Art for Humans, UK
 - Everardo Reyes. "The graphical Web"
Monterrey Tech at Toluca, Mexico
 - Jochen Siess. "Web-based videogames"
Monterrey Tech at Estado de Mexico, Mexico
- 13:30 - 15:00 **Lunch break.** Sala Atlacomulco, Aulas 2.
- 14:30 - 15:30 **Session 6. Web and data visualization.** Auditorium 3
- Dana Diminescu & Matthieu Renault.
"The matrimonial Web of immigrants"
Telecom ParisTech, France
 - Rosario Rogel & Gustavo Garduño.
"Science as cartography". UAEM & Red ALyC, Mexico
- 15:45 - 18:00 **Session 7. Social questions to the Web.** Auditorium 3
- Linda Hiffling. "Gate Peepin"
Independent artist, Denmark
 - Alejandro García. "The three face mirror"
Monterrey Tech at Toluca, Mexico
 - Arcángel Constantini. "Nanodrizas"
Museo Tamayo, Fundación Telefónica, Mexico
- 19:00 - 21:00 **Cocktail reception.**
Holiday Inn Express & Suites Aeropuerto

Friday, March 5

- 9:00 - 10:00 **Registration.** Auditorium 3
- 10:00 - 11:30 **Keynote.** Auditorium 3
- Imad Saleh. "From hypermedia to Web"
University of Paris 8, France
- 11:30 - 13:00 **Session 8. Web as virtual world.** Auditorium 3
- Marc Veyrat & Frank Soudan. "U-rss in Mexico 10"
University of Savoie, France
 - Gianluca Mura. "Metaplasticity of virtual worlds"
Politecnico di Milano, Italy
- 13:30 - 15:00 **Lunch break.** Sala Atlacomulco, Aulas 2.
- 14:30 - 16:00 **Session 9. Humans and Web.** Auditorium 3
- Duncan Shingleton & Karlyn Sutherland.
"The Memorable: Applying the Internet of Things to
small communities"
Edinburgh College of Art, UK
 - Regina Freyman. "Facebook Chronicles"
Monterrey Tech at Toluca, Mexico
- 16:00 - 17:30 **Demos and results of workshops.** Auditorium 3
- Tinderbox demo, designed by Mark Bernstein
Workshops instructors
- 17:30 - 18:00 **Closing.** Auditorium 3
- 19:00 - 21:00 **Cocktail reception.**
Holiday Inn Express & Suites Aeropuerto