

Science and the City:

Join the video contest and discover the science hidden in your city

Barcelona/Silicon Valley March 8th 2011

Mandarina de Newton S.L., starts a new project within its CoCreating Cultures line of work: Science and the City, a very international and urban adventure.

Science in the City starts in Barcelona, Silicon Valley, New York, and Singapore. New cities, their citizens and their science centers are joining the project. Mandarin de Newton coordinates a network of centers with special support of the Tech Virtual in California and Arts Santa Monica in Barcelona.

Science and the City is an exhibition project that starts with a video contest. Prizes will be awarded to the best two-minute videoclips connecting scientific topics and the city. Contestants can upload as many videos as they want in three different categories: *discovery* (What have you found in your city?), *experiment* (user your city to run an experiment) and *question* (scientific questions and answers suggested by your city). Download the instructions for participation from the TechVirtual.org website: <http://www.thetechvirtual.org/requests/science-and-city-video-contest>. You can upload your videoclips there during the next three months videos and also ask for advice for your clips from other participants and comment on their work. The last date to upload videos is May 30th.

If you look around you will be surprised with how many scientific phenomena you can witness without leaving the city. If you still have doubts about it, go to Mandarin de Netwon Youtube channel. There you will find several sample videos. Best videos will be chosen by an international jury combined with open polls online. All videos will be part of a research project open to scientists and artists. The results of this scientific and artistic research will be part of an exhibition at Arts Santa Mónica center in Barcelona.

CoCreating Cultures thanks the support of the Tech Museum and Arts Santa Monica, for diffusion, technological support and exhibition hosting.



CONTACT

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HOW TO PARTICIPATE

The Big Idea

Make a Two-Minute video About Science & The city!

Full Description

Co-Creating Cultures (<http://co-creating-cultures.com>) invites you to make a two-minute video for Science & The City!

What kind of science can you find in your city? Explore the science find in your city in a two-minute (or less) video. Look for technology and science principles all around - bicycles, boats, cars, fossils, fountains, mirrors, traffic lights, trees, trains - these are just some examples. There's science behind everything. Become a science communicator and show us what you found.

CONTEST CATEGORIES

Indicate the category for your video in the Full Description of your Project.

"A Finding"

What scientific discovery have you made on the streets of your city?
([see a sample video](#))

"An Experiment"

Can you use a street, a park or a square to perform an experiment? Show us!
([see a sample video](#))

"A Question"

Do you have a scientific question about something that happens in the city? Do you have the answer to it? Share it!
([see a sample video](#))

STEPS TO TAKE PART IN THE CONTEST

Step 1. Upload your video to Youtube.com

(YouTube.com accepts QuickTime .MOV, Windows .AVI, or .MPG files)

Step 2. Create a Project describing your video using the button at

<http://thetechvirtual.org/requests/science-and-city-video-contest>

Step 3. Enter your video Title, Big Idea, Description, YouTube.com web address (URL) of your video and copy the embed code from provided by YouTube in the spaces provided.

Video formats

- * Formats: QuickTime MOV, Windows AVI and MPG archives
- * Duration: 2 minutes or less
- * Resolution: High Definition videos are preferred (HD)
- * Proportion: 16 x 9 (YouTube standard) is preferred, ("landscape")

SELECTION CRITERIA

1. Videos must be on topic, clearly aligning with the theme of explaining science concepts through the modern environment.
2. Videos must not exceed two-minutes in length.
3. "Show, don't tell." Use video shots, illustrations, diagrams and more to get your point across. Talking-head videos are strongly discouraged.

PRIZES

The Tech Museum awards the following prizes. Other institutions can define other prizes before the final deadline.

TYPE	PRIZE
Best Clip	600 Dollars
Best Clip in English	300 Dollars
Best Clis in Spanish	300 Dollars
Best Clip in its category (discovery, experiment, question)	150 Dollars
Most popular Clip	150 Dollars

JURY

Judges for this video contest will be announced on the Tech Virtual page soon.

DATES, DEADLINES AND OTHER DETAILS

Video uploading starts: February 28th. Midnight (San Francisco Time)

Video uploading ends: May 30th, 2011. Midnight (San Francisco Time)

- * You must be at least 13 years of age to enter.
- * The video and audio content must be your own.
- * You may enter as many videos as you wish.
- * If we select your video for a prize, you will need to upload your original file to <http://thetechvirtual.org> in MPEG2 format before prizes are awarded. We will contact you with details.
- * All videos will be covered under Creative Commons Attribution license (<http://creativecommons.org/licenses/by/3.0>) for use at The Tech Museum and by other member museums in The Tech Virtual program. Winning entrants must agree to the Tech Virtual User

Agreement detailed at: <http://thetechvirtual.org/user-agreement>

* Text credit captions may be added to prize winning videos.

* Videos may be featured on a looping reel of films displayed inside one or more of the participating museums.



CONTACTO

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