



INVITATION VIDEO INSTALLATION PILOT PROJECT ZUIDPLEIN, AMSTERDAM

In co-operation with the city of Amsterdam's Zuidas Project Bureau, the Zuidas Virtual Museum, SKOR and Faircom are planning a permanent video screen installation for cultural programming at the Zuidplein, on Amsterdam's South Axis. To introduce the project, a pilot installation will be presented on **Friday, 21 January, 2005**, with a special programme compiled by Peter Mertens, including contributions by the Amsterdam Stedelijk Museum, PARK4DTV, The One Minutes Stichting in collaboration with ECF and UNICEF, the Sandberg Institute, and the Zuidas Virtual Museum.

It is our pleasure to ask you to join us.

ZUIDPLEIN

2:00 p.m. programme launch with continual filming until 7:00 p.m.

3:00 p.m. preview showings of programme segments

CENTRAL HALL, WORLD TRADE CENTER

3:15 p.m. Zuidas Project Bureau reception with coffee and tea

3:30 p.m. a short talk by Mirjam Struppek, urban and environmental planner, Berlin, on the effects of new media installations on urban and public space

3:45 p.m. official opening of the pilot installation by Robert Dijckmeester, business director of the Amsterdam Zuidas Project Bureau.

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4:00 p.m. The continuing video screen presentation, including work by Hans Eijkelboom, Jasper Wiedeman & Pieter Wackers, The One Minutes and PARK4DTV. Intermezzos by the WTC shops group.

CENTRAL HALL, WORLD TRADE CENTER

4:30-5:30 p.m. Zuidas Project Bureau reception with refreshments

7:00 p.m. Pilot project closes