Singapore, 26 October 2004

NTU HOSTS INTERNATIONAL CONFERENCE ON NEW MEDIA ART, TECHNOLOGY AND EDUCATION

New media is the new buzzword in town as Singapore welcomes some 90 international academics and practitioners from Europe, United States and the Asia Pacific to our island nation to discuss new media and its applications on art, technology and education.

The participants are here to attend the Multimedia Art Asia-Pacific (MAAP) International Conference on New Media Art, Technology and Education, held in conjunction with MAAP Singapore. MAAP is an Asia Pacific touring new media arts festival which originated in Australia. This is the first time that the festival is in Singapore.

The inaugural conference is organized by the Nanyang Technological University (NTU). Of greater significance is perhaps the active involvement of the university’s School of Art, Design & Media in this conference. The school, which will be launched next year, will offer tertiary programmes in arts, design and media.
Professor Russell Pensyl, Vice-Dean of the school, shares, “The emergence of new media is changing the arts and media scene worldwide. Our school recognizes this trend and we have included it in our curriculum so that we can develop expertise and talent, not only for the local arts and media industries but also for the emerging gaming and animation industries. NTU’s strong background in science and technology definitely puts the School of Art, Design & Media in good stead to be Singapore’s focal point for new media technologies and education.

“The mission of the school is to develop creative leaders and content developers that will be instrumental in developing the new industry in Singapore. We hope to establish firm working and collaborative relationships with the industry and to foster an environment where new idea and creativity can flourish. We are pleased that MAAP recognizes the school’s ability to contribute to the development of new media and we are very excited to meet the experts during the conference and share knowledge and ideas in this area.”

The two-day MAAP International Conference, which will be held at NTU on 27 and 28 Oct 2004, aims to bring together local and international academics and practitioners to discuss issues such as:

- **Incoming Waves in the New Media Art**
  Areas of interest include Animation, Digital Cinema, Game Media, Real Time Art, Cyber Art, Global Creative Collaborations, Performance Art, Interactivity, Installation Art, Virtual Reality vs Augmented Reality and Experimentation.

- **Synergy between Technology, Art & Entertainment**
  Areas of interest include Art Brushes of Tomorrow, New Animation Tools, Human Animation, Breakthrough in Game Media, Artificial Intelligence Giving Birth to New Live Forms, Technology for Global Collaborations, Entertainment Robotics, Virtual Reality and Augmented Reality - where next? and Innovative Technologies.

- **Evolution and Revolution of New Media Education**
  Areas of interest include Organic vs Digital, Independent vs Commercial, Importance of Understanding Origins of Art, Teaching Creative thinking, Introducing Infinite Powers of Creativity and Academic Research for New Media and Entertainment.
Over 30 papers will be presented at the conference. Several renowned academics will also deliver keynote addresses at the conference. These include Professor (Prof) Trebor Scholz from the The State University of New York and Prof José Luis Encarnação from the Technische Universität Darmstadt in Germany.

Those who are interested to attend the conference can send in their application forms found on the website: http://www.ntu.edu.sg/sce/MAAP2004/.

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About Nanyang Technological University

The Nanyang Technological University (NTU) is a top-tier university, ranked among the best science and technological universities in Asia. It has a business school that is consistently ranked among the top ten in Asia.

With an international faculty of over 1,500 and an undergraduate and graduate enrolment of about 25,000, NTU positions itself as a global university of excellence and is committed to its mission of Educating Leaders and Advancing Knowledge for Singapore and Beyond.

NTU is on its way to becoming a comprehensive university by 2005 with the setting up of three new Schools – the School of Humanities and Social Sciences, the School of Art, Design and Media, and the School of Physical and Mathematical Sciences. The university offers a broad-based curriculum, which focuses on the development of global views, entrepreneurship and adaptability, through the following schools:

1. College of Engineering, which consists of five schools:
   - Civil and Environmental Engineering
   - Computer Engineering
   - Electrical and Electronic Engineering
   - Materials Engineering
   - Mechanical and Production Engineering
2. Nanyang Business School
3. School of Biological Sciences
4. School of Communication and Information
5. School of Humanities and Social Sciences
6. School of Art, Design and Media (to be established by 2005)
7. School of Physical and Mathematical Sciences (to be established by 2005)

For more information, visit http://www.ntu.edu.sg