

On serious (climate) issues: multidisciplinary cooperation between FEW and FALW

ter gelegenheid van de opening van Clima Futura Labs, friday 27 june 2008, 13.00-16.00, C541

keywords: Clima Futura, climate change, science, multimedia, game development, communication

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introduction: What started as an **incidental cooperation** to prepare a submission for the **Academische Jaarprijs 2007** has grown into the **Clima Futura Laboratories**, a **multidisciplinary cooperation** between FEW and FALW, with contributions from FEWEB and FSW and support from CAMeRA, the Center for Advanced Media Research Amsterdam.

history: Under inspiring leadership from Pier Vellinga, **climate scientists** and **multimedia experts** developed an **ambitious concept for a game** about **climate change**, incorporating climate science, economics, game play, media rhetorics and interactive video in, indeed, a **multidisciplinary** fashion.

present: Although the prize was not won, the **concept** proved to be **viable**, and the **cooperation** between **climate scientists** and **multimedia experts** continued, professionally managed by Irene Kingma from the Climate Center, with inspiration and commercial support from Marco Boenders. Some of the **media productions** will be demonstrated after the official opening by the rector-magnificus Lex Bouter.

education: The **value** of the cooperation between FEW and FALW has also become visible in **education**:

(i) In the **multimedia casus** a group of students developed a **media portal for climate issues**, see <http://www.climateportal.nl>.

(ii) In the first year **interactive multimedia** project students developed **viral clips** and **interactive videos**, using **XIMPEL**, the interactive multimedia platform of **Clima Futura**. See <http://www.youtube.com/vumedia>. This work was supported by **Bureau Marketing & Werving FEW/FALW**.

future: Looking for ways to cooperate between FEW and FALW sometimes proved to be difficult in the past. But I am happy to observe that when **science meets media** on **serious issues** such as **climate change**, fruitful **cooperation** as in the Clima Futura Labs can be realized, with warm **support** of both faculties, bringing together **science**, **technology** and **talent** in areas where the two faculties **excel**.