

Press Release

BLOGGING THE CITY

THURSDAY 4 OCTOBER 2012

PAKHUIS DE ZWIJGER AMSTERDAM

On Thursday 4 October *The Pop-Up City* brings together Europe's most trendsetting bloggers at Pakhuis de Zwijger in Amsterdam for *Blogging the City*, a one-day conference where the 'blogosphere' discusses the urban future. What are the major trends in the contemporary city, and what is the role of bloggers in setting the agenda for urban development?

Bloggers have increasingly gained influence in city-making and experienced by accumulating their large numbers of readers and followers. On 4 October, fifteen trendsetting bloggers from the Netherlands and abroad get on stage to share what drives them, inspires them, and what their ideas are when it comes to topics such as urban development, architecture, food, design, bicycle culture, street art, and new media.

Blogging the City is the world's first conference that brings together bloggers to share their perspective on the city of the future. *Blogging the City* will be a not-to-miss source of inspiration for everyone interested in cities, urban development, design and new media.

Speakers at *Blogging the City* include Mikael Colville-Andersen, Denmark's national bicycle ambassador and founder of the *Copenhagenize* blog, the Dutch author and blog guru Ernst-Jan Pfauth, Filip Visnjic of London-based *CreativeApplications*, blogger and Head of Amsterdam's Urban Planning Department Zef Hemel, Hamburg-based street art blogger Rudolf Klöckner, and Régine Debatty, who is the driving force behind *we-make-money-not-art*. Please visit <http://bloggingthecity.com> for the conference's full program.

Blogging the City Amsterdam is initiated by the international blog *The Pop-Up City*, and is supported by Philips. Other partners of *Blogging the City* are the Netherlands Architecture Fund, the City of Amsterdam, the Goethe Institute, the Danish Culture Institute, Pakhuis de Zwijger, the Lloyd Hotel and the Virtual Platform.

WANT TO INTERVIEW A SPEAKER OR REQUEST PRESS PASSES?

That's possible! Please send an email to mail@popupcity.net.

INFORMATION

<i>Name</i>	Blogging the City
<i>Date</i>	Thursday 4 October 2012
<i>Venue</i>	Pakhuis de Zwijger Piet Heinkade 179-181 1019 HC Amsterdam http://www.dezwijger.nl
<i>Time</i>	Afternoon program: 2-5 PM in the Studio With talks by Régine Debatty (<i>we-make-money-not-art</i>), Zef Hemel (<i>Vrijstaat Amsterdam</i> , Spatial Planning Department Amsterdam) and Wouter Boon (<i>Amsterdam Ad Blog</i>), among others. Night program: 8-11 PM in the Grote Zaal With talks by Mikael Colville-Andersen (<i>Copenhagenize</i>), Antonia Märzhäuser (<i>Freunde von Freunden</i>), Charlie Hilton (<i>Urban Times</i>), Filip Visnjic (<i>CreativeApplications</i>) and Rudolf Klöckner (<i>Urban Shit</i>), among others.
<i>Entrance</i>	Afternoon program: €5 (to be paid at the door) Night program: €5 (to be paid at the door) Both programs: €7.50 (to be paid at the door) Please make a reservation for one or both programs at http://bloggingthecity.com/rsvp .
<i>Contact</i>	http://bloggingthecity.com studio@golfstromen.nl
<i>Contact Person</i>	Joop de Boer — joop@golfstromen.nl , 06-16504091 Jeroen Beekmans — jeroen@golfstromen.nl , 06-11293820
<i>Organization</i>	The Pop-Up City — http://popupcity.net
<i>Partners</i>	Pakhuis de Zwijger, Philips, Stimuleringsfonds voor Architectuur, Gemeente Amsterdam, Goethe Instituut, Deens Cultuurinstituut, Pakhuis de Zwijger, Lloyd Hotel, Virtueel Platform

BACKGROUND OF BLOGGING THE CITY

Blogging the City is the second event in a series of events whose first edition in May 2011 took place in Berlin. The idea behind the events is that bloggers around Europe invite each other to their own cities to bring the blog energy live on stage, to unlock knowledge, and to share inspiration in a multidisciplinary setting.

The Internet is a massive source of inspiring knowledge on the latest trends and developments in urban planning, architecture, urban culture, art, food and design. Bloggers curate this online library with a sharp and innovative style and interpret these trends and developments. Bloggers have an increasing influence on what is considered relevant in the architecture, urban planning and design world. This knowledge and these insights is what we want to discuss for one day in Amsterdam.

Blogging the City focuses on a broad audience — anyone with an affinity for the urban environment is welcome. And of course, it is very interesting event for anyone interested in blogging and the development of new media in general, and its influence on daily life in the city. In addition, the event appeals to professionals such as urban planners, architects, landscape architects, human geographers, artists, designers, technologists, cultural producers, journalists, and students in these areas, and also for representatives of organizations involved in urban development, such as housing associations, property developers and research institutes.

ORGANIZATION: THE POP-UP CITY

The Pop-Up City is a leading international blog about urban culture, lifestyle and design founded in 2008 by Amsterdam-based urban design and campaign office Golfstromen. The Pop-Up City publishes daily about innovative trends, concepts and ideas for the city of the future and has a large global readership. — <http://popupcity.net>

SPEAKERS

New speakers will be announced in the coming weeks! Please visit <http://bloggingthecity.com> for the latest updates on the program.

ERNST-JAN PFAUTH (NL)

PFAUTH.COM

Ernst-Jan Pfauth is a blogger at heart. Thanks to his blog *Spotlight Effect*, he became involved in the early stage at technology blog *The Next Web*, becoming he the very young Internet editor at *NRC* and in 2008 he organized the first blogger conference. He has written two books about blogging, *Sex, Blogs and Rock 'n Roll* and *Gij zult bloggen*.

- <http://pfauth.com>
- Twitter followers @ejpfauth: 11K+

MIKAEL COLVILLE-ANDERSEN (DK/CA)

COPENHAGENIZE

Mobility expert Colville-Andersen is Denmark's bicycle ambassador. His blog *Copenhagenize* highlights bicycle culture in Copenhagen, and placed the Danish capital on the international map as a prominent green city and bicycle town, and, hence, set the agenda for policy-makers.

- <http://www.copenhagenize.com>
- Twitter followers @copenhagenize: 8.6K+, Facebook fans: 2.8K+

STEFAN HÖFFKEN (DE)

URBANOPHIL

Höffken is one of the founders of the first edition of *Blogging the City*, that took place in Berlin in May, 2011. On his blog *Urbanophil* he writes about architecture, the green city, the digital city, art and culture, urban devopment and politics. He will be highlighting the concept and outcomes of the first *Blogging the City* conference.

- <http://urbanophil.net>
- Twitter followers @urbanophil: 1.2 K+, Facebook fans: 2.6 K+

ZEF HEMEL (NL)

VRIJSTAAT AMSTERDAM, DIENST RUIMTELIJKE ORDENING AMSTERDAM

Zef Hemel is head of the Urban Planning Department of the City of Amsterdam, and blogger at *Vrijstaat Amsterdam*. On his blog Hemel introduces new ideas, concepts and agendas for the Dutch capital. In his own remarkable way Zef Hemel has created an unique position for himself outside his post as director.

- <http://www.zefhemel.nl>
- Twitter followers: 1.4K+

RUDOLF KLÖCKNER (DE)

URBAN SHIT

Hamburg-based Rudolf Klöckner is a blogger and designer who focuses on street art, urban interventions and urban culture. His blog *Urban Shit* is one of the most important blogs on alternative urban development in Germany. *Urban Shit* has become a leading voice in Hamburg and the city's urban political debate about public space and urban developments.

- <http://www.urbanshit.de>
- Twitter followers @urbanshit: 1.4K+, Facebook fans: 5.8K+

RÉGINE DEBATTY (BE)

WE-MAKE-MONEY-NOT-ART

Régine Debatty is blogger, curator and critic based in London and Turin. Her provocatively named and internationally leading blog *we-make-money-not-art*, which features art, science, culture and society in general, was one of the first in its field. In addition to blogging, Débatty can be found on the radio show 'A.I.L. (Artists in Laboratories)' on *Resonance FM*.

- <http://we-make-money-not-art.com>
- Twitter followers @wmmna: 3.7K+, Facebook fans: 12.5K+

FILIP VISNJIC (UK)

CREATIVEAPPLICATIONS

Belgrade-born and London-based architect and new media technologist Filip Visnjic is the man behind *CreativeApplications*, a blog that reports innovation and catalogues projects, tools and platforms at the intersection of art, media and technology. The digital city is one of the blog's common themes.

- <http://www.creativeapplications.net>
- Twitter followers @creativeapps: 21K+, Facebook fans: 21K+

ANTONIA MÄRZHÄUSER (DE)

FREUNDE VON FREUNDEN

Antonia Märzhäuser represents Berlin-based *Freunde von Freunden*, an international interview magazine that offers a unique view into the lives of the creative class in Berlin and other big cities around the globe. The blog portrays people of diverse backgrounds in their homes or within their daily working environments. In 2011, *FvF* launched its first book, *Freunde von Freunden Berlin*.

- <http://www.freundevonfreunden.com>
- Twitter followers @FvonF: 4K+, Facebook fans: 18K+

CHARLIE HILTON (UK)

URBAN TIMES

London-based Charlie Hilton is co-founder of *Urban Times*, a blog that tackles the sensationalism and hearsay that permeates the news and media culture of today. The blog's content is entirely user-generated as citizen journalists and thought-leaders from across the globe submit their content to be edited for free. By mixing the scale and impact of a mega content generator with the positive values and culture of a small startup, *Urban Times* aims to rewire the global worldview towards solutions-oriented thinking.

- <http://www.theurbn.com>
- Twitter followers @theurbantimes: 17K+, Facebook fans: 5K+

WOUTER BOON (NL)

AMSTERDAM AD BLOG

Wouter Boon is an advertising strategist, a writer, and co-founder of *Amsterdam Ad Blog*, a blog about Amsterdam, its people, and the coolest places in the city that is also known as the world's Advertising Capital. *Amsterdam Ad Blog* was created by a group of independent creatives and gives an interesting look at the lifestyle of the Amsterdam creative class.

- <http://www.amsterdamadblog.com>
- Twitter followers @amsterdamadblog: 2.3K+, Facebook fans: 2K+

LUC HARINGS (NL)

ILOVENOORD

Luc Harings is the founder and resident blogger of *ilovenoord* (*I Love North*), a website that follows the cultural and spatial development of Amsterdam's upcoming North district. By highlighting and describing places and developments, *ilovenoord* is the online pacesetter of the gentrification of the district.

- <http://www.ilovenoord.nl>
- Twitter followers @ilovenoord: 1.5K+, Facebook fans: 2.3K+

MARTIJN DE WAAL (NL)

THE MOBILE CITY

Journalist and researcher Martijn de Waal is one of the founders of *The Mobile City*, an independent research group and blog that investigates the influence of digital media technologies on urban life, and the implications for urban design.

- <http://www.themobilecity.nl>
- Twitter followers @themobilecity: 2.5K, Facebook fans: 1K

New speakers will be announced in the coming weeks! Please visit <http://bloggingthecity.com> for the latest updates on the program.

VENUE: PAKHUIS DE ZWIJGER

Blogging the City will take place at Pakhuis de Zwijger, a creative hub in Amsterdam that opened doors in 2006. Pakhuis de Zwijger (De Zwijger warehouse) was built during the heyday of Amsterdam's Eastern Docklands area and was used as a warehouse for refrigerated goods. Following extensive renovations, it now serves as a cultural meeting place for creative and innovative types. Networking events, exhibitions, lectures and workshops are regularly held here.

The original warehouse was built in 1934 and should have been demolished when the Eastern Docklands area underwent a major renovation. A bridge was meant to be built where the warehouse stands, but thanks to a petition the warehouse was declared a national monument. The final solution was a unique one — to build the bridge right through the middle of the building! Multifunctional space Pakhuis De Zwijger houses a café, multiple halls and meeting rooms, radio and television studios, and multimedia workshops. Located on the Piet Heinkade above the Jan Schaeffer bridge, the warehouse also holds the offices of several cultural organisations. In addition to an auditorium that can seat up to 600 people, the building also features three smaller meeting rooms and an exhibition space.

Blogging the City's afternoon program will take place in the Studio. The night program of the conference will take place in the Grote Zaal, Pakhuis de Zwijger's main space.

Pakhuis de Zwijger

Piet Heinkade 179-181

1019 HC Amsterdam

<http://www.dezwijger.nl>