

# WINDOW SHOPPING WITH AUGMENTED REALITY

**Places**  
www.places-festival.de

30.04-  
06.05.2023

## Places Hackathon in Residence

We are looking for curious and open-minded people from different disciplines (e.g. AR development, scenography, 3D design, marketing, economics, business informatics) who want to work on a unique challenge in an interdisciplinary team for one week. The hackathon will focus on how augmented reality can make sustainable shopping experiences interactive and exciting.

We offer expense allowance, accommodation, catering and the chance to win prize money. Live and work for a week in one of the most exciting urban neighborhoods in the Ruhr area. Present yourself and your ideas to the public as part of the Places Festival.

**Apply via our online form by February 28, 2023. A jury will assemble an interdisciplinary field of participants by March 10.**

**APPLY NOW**

## WHO WE ARE LOOKING FOR

Are you interested in using digital technologies such as augmented reality as a means of communication, do you deal with alternative store concepts, interactive shopping experiences, new business models for retail and are you fit in digital topics? Then you've come to the right place. If you can explain complex things clearly and/or are artistically active, then you've come to the right place. If you like to combine different technologies and/or can stage spaces, then you've come to the right place. For example, one of the following descriptions could apply to you: AR developer:in, scenographer:in, (media) artist, designer, business administrator, marketing expert, business/computer scientist:in, game designer, scientist, communication expert. But these are only examples.

Our call is primarily aimed at young professionals and advanced students, but there is no formal requirements and no age limit.



# WHY WE TALK ABOUT THE „HACKATHON IN RESIDENCE“

With 6 days (4 days development, 2 days exhibition) our event lasts significantly longer than a classic hackathon and still relies on improvisation and time pressure. You will live and work on site - this is similar to the concept of an „artist in residence“ program. We are looking for IT nerds as well as artists (and many more - see above) and anyone who doesn't want to be pigeonholed.

## CHALLENGE

We want to test the possibilities of Augmented Reality in and on shop windows. How can technology help us develop a resource-efficient and sustainable economy? Whether it's an app or web-based AR, for a smartphone or AR glasses, your prototype should not be a solution for tech experts, but rather designed for end users and walk-in customers.

## THIS IS HOW IT WILL WORK

From all applications we will invite 16 participants to the heart of the Metropole Ruhr in Gelsenkirchen. In addition to accommodation, basic meals and a place to work, we will also provide an expense allowance of 400€ per participant. You will have the opportunity to use one of four shop windows along Bochumer Straße for your project, for which you will form teams. We will provide you with input and inspiration to stimulate your creativity without limiting your freedom of thought. The goal of the teamwork is an exhibition of your prototype in public space, which the audience of our festival can experience and try out at the end of the week. A jury of experts will award the best team with a prize money of 3.000€. The award ceremony of the hackathon will take place during the official reception on the eve (04 May 2023) of Places Festival 2023.

## THIS IS WHAT YOU NEED FOR THE APPLICATION

In the online form, we ask you about your interests, talents, and skills. If you wish, you can tell us about one of your past projects. We ask you for a short motivation text (½ page DIN A4 or short video), why you want to participate. The more you explain your skills and tasks in the projects, the better we can assess you.



## SCHEDULE

<b>Wednesday, 01.02.</b>	Application start
<b>Tuesday, 28.02.</b>	Application deadline
– Selection by jury meeting –	
<b>Friday, 10.03.</b>	Announcement of the selected participants
– We reserve the right to hold a second round of applications or to hold a moving-up procedure. –	
<b>Sunday, 30.04.</b>	Arrival until 16h00
<b>Monday, 01.05.</b>	Teambuilding & Start of work
<b>Thursday, 04.05.</b>	jury tour (noon), pitch at reception & award ceremony (evening)
<b>Friday, 05.05., 15h–20h</b>	public presentation of the results during the Places Festival
<b>Saturday, 06.05., 11h–18h</b>	public presentation of the results within the Places Festival (+dismantling)
<b>Sunday, 07.05. optional</b>	overnight stay in hotel, check out + departure

## WE ORGANIZE THAT FOR YOU:

- Allowance in the amount of 400€(gross)
- Accommodation (simple hotel / pension or similar)
- basic catering (breakfast, lunch, drinks)
- Implementation budget of 500€ for each team
- Team workplace at the Bochumer Straße
- Evaluation by a renowned jury of experts
- Public award ceremony in the festival program
- Prize money in the total value of 3.000€
- Exhibition space within the Places Festival
- Travel allowance if you have to travel far (limited budget)

## WHAT YOU SHOULD BRING WITH YOU:

- Curiosity about people and topics, a desire for challenge, enthusiasm for technology and stamina.
- Bring your own device! Please bring a laptop and if possible other hardware, software and other technical devices you would like to work with. We will ask you for further technical wishes and try to fulfill them.
- Endurance and time! Please apply only if you can be on site in Gelsenkirchen **for the whole week (Sunday, April 30, 4 p.m. - Saturday, May 6, 8 p.m.)** and if you are ready for a week full of teamwork with people you haven't met (yet).

Your contact person for all questions is Sabrina Borowski.  
[sabrina@places-festival.de](mailto:sabrina@places-festival.de)

APPLY NOW



Ermöglicht durch:



Veranstalter:

