

PROGRAM OF MAPPING WORKSHOP

GENERAL CONTENT

- Introduction to Video Mapping: Definition & History. State of Arts. Current workshops, institutions, and competitions worldwide.
- Immersive media workflows and techniques
- Object & Monument Video Mapping Projection
- 3D Scanning of Architecture + Canvas creation
- Projector types and set-up
- Software types and on-location set-up with Resolume Arena 7
- Test on canvas files (3D / 2D) and final export for real architecture
- Storytelling and Concept Development

PREPARATION

22nd October (Tuesday)
10:00 to 14:00

4 hours online session with the total amount of participants to meet and greet all participants.

Goal:

- To meet all the participants
- To identify soft and hard skills of participants (software knowledge, professional background)
- To introduce them to MIRO collaborative digital board

24th October (Thursday)
10:00 – 18:00 (including 1 hour for lunch)

Introduction and Basics

- Introduction to Video Mapping
- Definition & History
- State of Arts: Current workshops, institutions, and competitions worldwide

Afternoon Session **HAND ON SESSION 1: Water as a topic + First Inspirations (Mood board + Aesthetic Proposal)**
+ Research

25th October (Friday)
10:00 – 18:00 (including 1 hour for lunch)

Advanced Techniques

- Immersive media workflows and techniques
- Object & Monument Video Mapping Projection
- Introduction to general video mapping software (MadMapper, Resolume Arena 7)

Afternoon Session: **HAND ON SESSION 2: Storytelling and Dramatic Structure + Soundtrack**

WEEKEND PROGRAM

This weekend program focuses on understanding the architecture and preparing the canvas for the video mapping project. If the university is closed, we need to have a working location in the Medina. Saturday activities are naturally taking place at the Medina, but Sunday activities need to take place in a work environment.

26th October (Saturday)
10:00 - 18:00 (including 1 hour for lunch)

Understanding Architecture and Canvas Preparation - Exploration (Check water fountains and main square venue for video mapping + Getting inspired about textures, light, water and culture). - Afternoon Session: Understanding the Architecture (3D Scanning session) and Video Mapping Canvas Preparation.

7th October (Sunday)
10:00 - 18:00 (including 1 hour for lunch)

HANDS ON Day Session: - Individual project work and one-on-one mentoring sessions.
End of day goal: First rough 30 seconds of work

28th October (Monday)

10:00 – 13:00: Delivery of first draft

14:00 - 1 hour for lunch

15:00 to 17:00 - Sofia Mellino Assembles the first cut (participants are free since 13:00)

From 18:30 until 23:00: Night session for testing in the dark

Participants meet with Sofia Mellino at the Medina venues with the projectors.

Goals:

-Participants learn how to set-up a video mapping

-They are able to test how does the first export looks like on the architecture and recognize adjustments.

29th October (Tuesday)

- During the morning, the participants continue developing their work.

- One-on-one mentoring sessions in the afternoon, the whole day at the university.

30th October (Wednesday)

10:00 – 18:00

(including 1 hour for lunch) + 2 hours for final delivery

- Final project development

- Extended hours for final delivery

31st October (Thursday) 4 hours of work

- **10:00 – 14:00**

In the morning: Final export

Lorem ipsum

1st November (Friday) 5 hours of work

16:00 – 23:00: Technical Setup and Show

- Technical set-up for the show

- Evening show



Sofia Mellino (Argentina)

Sofia Mellino is a multi-award-winning audiovisual professional from Argentina. She specialised in Audiovision at UNLa and holds a postgraduate degree in film editing from the London Film School (LFS). Sofia has participated in research residencies and courses across South America, Germany, France, and the UK, focusing on both traditional and immersive media formats and their impact on post-production workflows.

Over the past nine years, Sofia has won seven international awards, received two postgraduate scholarships, and was awarded the Gründerstipendium NRW in 2019 to launch her company, SyncPhonia U.G. In 2021, she was recognized as one of the "Top 90 Female Argentinian Visual Artists."

Known as the "Urban Symphonies' Artist," she redefined this film sub-genre in works like Land-on, UKan (2017), URBANÚS; La Sinfonía Urbana de Lanús (2018), and the critically acclaimed FUTURE RUHR (2022), the first full-dome film created entirely with 360-degree drone footage.

Sofia's work is known for her unique editing style, where sound and image are equally powerful, aiming to bring social value through her films, like malambE (2021). Since 2019, she has lived in Germany's Ruhrgebiet, working with Future Campus Ruhr NGO to transform the city of Essen by combining art, science, and technology.