

SasaHivi Media participates in the ElectroSmog Festival

The ElectroSmog festival , which is dubbed 'International Festival for Sustainable Immobility' is a global festival / conference which takes place from 18th March to 20th March 2010. It is initiated and organized by the Dutch political-cultural centre 'De Balie', which is based in Amsterdam, Netherlands.

The ElectroSmog festival is a critique of the worldwide explosion of mobility and an exploration of the new forms of connectedness with others, offered to us by network and communication technologies. ElectroSmog researches if these new forms of connectedness can help us to develop a viable new lifestyle less determined by speed and constant mobility, which is both ecologically and socially more sustainable.

The festival program is streamed live in audio and video via the internet. Audiences can follow events, discuss and contribute online, avoiding the need for long-distance travel. It is also possible to visit one of the local festival venues, which are spread on various locations throughout the world.

As SasaHivi Media has since its inception collected a huge experience in using new technologies in an African setting, SasaHivi Media will do a presentation about the existing situation, opportunities and challenges of using new technologies in combination with mobility in Kenya and the larger African context. The presentation will as well be done in Amsterdam and Nairobi at the same time by SasaHivi Media staff which will be present at both locations, by using video conferencing tools.

The SasaHivi Media presentations will particular focus on the conditions in African megacities, by looking specifically into the situation of Nairobi as example.

Next to a participation from South-Africa, SasaHivi Media will be the only other participant from Africa in the festival.

The participation of SasaHivi Media in the festival will at the same time also inaugurate the new video-conferencing studio of SasaHivi Media. The video-conferencing studio is a fully mobile unit, which can be used as well at the office premises of SasaHivi Media and which can also be deployed on any suitable location with a reasonable internet connection.

Have a look at the festival website here: www.electrosmogfestival.net