

Moon Village: Join an inspiring workshop with young scholars and ESA professionals

October 23rd to October 25th, 2019
Schader-Forum, Goethestr. 2, Darmstadt

We would like to invite you to “Moon Village”, a workshop of European Space Agency (ESA) professionals and young communication scholars in Darmstadt from October 23rd to October 25th, 2019. It is an opportunity to get inspired by professionals from a totally different background, learn and apply agile project management tools, which help you to speed up your own research projects, and to find out how valuable your expertise as a communication scholar is beyond academia and the media industry.

What is our major aim?

We want to create novel ideas to solve problems beyond technology while preparing, realizing and maintaining a manned station on the moon. How, for instance, could we design the interaction between robots, artificial intelligence, and human beings in such a setting? What does that mean for communication between humans? And how do they embed technology in their daily lives and media usage patterns? By the way: When ESA people talk about communication in their daily professional lives, they are talking about exchanging data with a satellite. That’s your challenge.

What to expect?

Twelve young communication scientists meet ESA professionals at the Schader Foundation from Wednesday evening to early Friday afternoon. On Wednesday evening we start with a briefing at ESOC, the mission control centre of ESA’s space projects. ESA experts will present you with a problem, where they

need your help to discover new solution spaces. On Thursday two teams of young scholars will analyse the problem, create and evaluate ideas, and build a prototype. On Friday the prototypes will be tested, improved and finally presented to ESA. An ESA expert will accompany each team as a coach.

How do we achieve our aim?

We want to utilize your specific expertise as communication scientist to create new solutions for ESA problems. We as communication scientists, for example, are also dealing with the interaction of AI and human beings. This can be exemplified when it comes to news production and news consumption. Therefore, working on a space engineer’s problem may inspire you to endeavour new solution spaces for your own projects.

What is in it for you?

The final deliverable of the workshop is not a theoretical paper, but a tangible prototype, like a mock-up of an app or a communication design visualised in a 3D-model out of LEGO bricks. The main outcome for you is a deeper understanding of applying agile development tools to your own (research) projects.

How do we support you?

The workshop is organized by the Schader Foundation and the German Communication Association (DGPuK). The Schader Foundation creates an inspiring working atmosphere in its building in

In cooperation with Société Française des Sciences de l’Information et de la Communication and Swiss Association of Communication and Media Research:

Darmstadt. The DGPuK sends Lars Rinsdorf, DGPuK president and an experienced moderator of design thinking workshops, to walk you through the five major stages of your prototype development. An ESA expert will support you on your journey as a critical friend and expert coach.

How to apply?

The number of participants is limited to twelve young scholars amongst DGPuK members or members of its sister associations in France and Switzerland. Please apply for the workshop by sending an email to moonvillage@schader-stiftung.de by July 8th, 2019. Briefly elaborate, why it would be valuable for you as well as for ESA for you to participate in the workshop. We would also kindly ask you to share your CV as a PDF file with us. We will tell all applicants by the end of July, whether they can join the workshop. The Schader Foundation will provide you with food and drinks during the programme. Keep

in mind that you have to take care of your travel to and accommodation in Darmstadt. The Schader Foundation will not cover any of your travel expenses.

Any questions?

Feel free to get in touch with Dr. Kirsten Mensch from the Schader Foundation (T: 06151/175913 E: mensch@schader-stiftung.de) or Prof. Dr. Lars Rinsdorf (T: 0711/89232257 E: rinsdorf@hdm-stuttgart.de).

We would highly appreciate your application for this workshop and are looking forward to meeting you in Darmstadt!

Alexander Gemeinhardt
(Chairman Schader Foundation)

Prof. Dr. Lars Rinsdorf
(President DGPuK)

The application and participation to the event are free of charge. **Please apply until June 10th**, stating your name and address, via: moonvillage@schader-stiftung.de. You will receive a confirmation of your application by e-mail.

Accommodation

In case you require accommodation, Darmstadt offers a variety of hotels in various price categories. Via <http://www.darmstadt-tourismus.de/besuch/uebernachten> you will find an overview of local arrangements as well as the opportunity to book your room directly. We recommend a reservation in a timely manner.

Arriving by public transport

To reach the Schader-Forum from the central station, please take tram 3 towards Lichtenbergschule to Goethestraße. The ride takes 15 minutes.

Arriving by car

Please note that the Schader-Forum does not offer private parking. There is only a limited amount of parking space nearby. Directions and a location plan are available at: <http://www.schader-stiftung.de/service/route>

Place of conference

Schader-Forum
Goethestr. 2
64285 Darmstadt

Conference organizers

Prof. Dr. Lars Rinsdorf
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