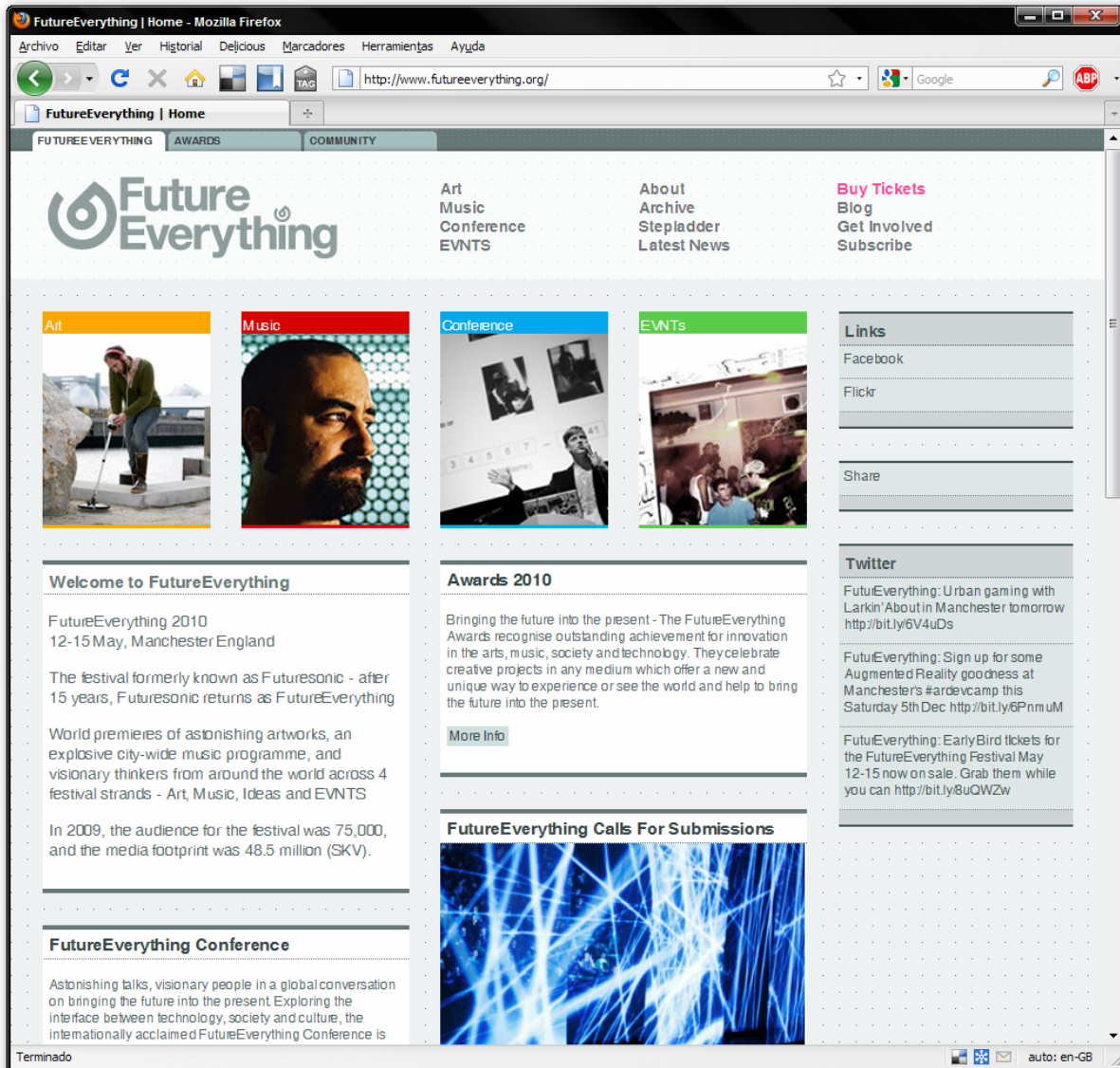


Case Study

FutureEverything



Profile

Website's name / Domain	FutureEverything / http://www.futureeverything.org
Country of origin	United Kingdom
Geographical scope	National EU Global
Language/s / tackling of language issues	English only

Website owner

Contact	FutureEverything CIC Swan Buildings 20 Swan Street
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Type of organisation	Manchester M4 5JW
Description of the owner organisation	Non-profit organisation
Importance of the website within the organisation structure	<p>FutureEverything is an annual urban festival of art, music & ideas. It features a freeform mix of art and music events in 30 different venues and spaces across Manchester, and an acclaimed conference, the Social Technologies Summit.</p> <p>FutureEverything is an international hub for the region and a destination for a world-wide community of creative visionaries in digital art and contemporary culture.</p> <p>The website is important to the organisation as an enabler of several, very important functions:</p> <p>Information (e.g. about news, events, performance, policies, etc.)</p> <p>Social networking (communication and sharing of information)</p> <p>Promotion (Raise awareness about events, activities, initiatives, etc.)</p>

Description of the website’s mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated

After 15 years at the leading edge of art, music & ideas, in 2010 Futuresonic returns as FutureEverything.

FutureEverything is an annual urban festival of art, music & ideas. It features a freeform mix of art and music events in 30 different venues and spaces across Manchester, and an acclaimed conference, the Social Technologies Summit.

FutureEverything is an international hub for the region and a destination for a world-wide community of creative visionaries in digital art and contemporary culture.

Annually, FutureEverything commissions new artworks that engage in contemporary issues and experiment with emerging technologies. FutureEverything also operates an open call for submissions, which receives applications from around the world including artworks and social and technological innovations.

Artworks commissioned and produced by FutureEverything have since been shown at more than 20 international events, and critically acclaimed by publications including the New York Times.

The 2010 theme of the FutureEverything festival is The Experimental City. It will transform the city of Manchester into a site of experimentation, and explore how technology makes possible new kinds of urban experience, and how cities bring people together and make things happen.

Website facilities

Kind of facilities	<p>Information repositories (news, events, documents, downloads)</p> <p>Blog</p> <p>Newsletter</p> <p>Other</p> <p>Facebook, Flickr, On-site online community twitter and share possibilities</p>
Member / non-member facilities	Members have access to an online community integrated

<p>Importance within the website content</p>	<p>with the website with the following capabilities:</p> <ul style="list-style-type: none"> - Blogs - Bookmarking tools - File repository - “Friending” of other users - Group creation and joining - Searchable members listing - The Wire (a twitter like notification service from within the futureeverything community) <p>Members can also leave opinions on all the futureeverything informative sections.</p> <p>These services empower the futureeverything community to communicate share and interact to a very high degree. Since futureeverything is all about collaborating and interacting, the collaboration tools translate the festival interaction and collaboration capabilities to the online world.</p>						
<p>Frequency of usage</p>	<table border="1"> <tr> <td data-bbox="711 871 1046 936">Number of visitors (monthly):</td> <td data-bbox="1053 871 1390 936">No information</td> </tr> <tr> <td data-bbox="711 945 1046 1010">Frequency and number of uploads of contributors:</td> <td data-bbox="1053 945 1390 1010">No information</td> </tr> <tr> <td data-bbox="711 1019 1046 1122">Frequency of website updating by the website owner:</td> <td data-bbox="1053 1019 1390 1122">No information</td> </tr> </table>	Number of visitors (monthly):	No information	Frequency and number of uploads of contributors:	No information	Frequency of website updating by the website owner:	No information
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Frequency and number of uploads of contributors:	No information						
Frequency of website updating by the website owner:	No information						
<p>Does the website show any results for working communication and debate on a European / cross-border level?</p>	<p>The festival is a truly global venue that engages artists, musicians, innovators and public from all around the world and has an average audience of 75,000 persons.</p>						

Evaluation of the website

<p>Mission and objectives, accomplishment of mission</p>	<p>Attitude towards the European idea, incorporation of the European idea</p>	<p>The European idea is not central to the festival; its focus is regional (Manchester) and global (the world).</p>
<p>Presentation, navigation, structure</p>	<p>Cultural values</p>	<p>Intercultural dialogue and understanding Artistic expression Innovation and creativity</p>
<p>Trustfulness</p>	<p>Website presentation and execution is outstanding, Navigation is well thought of although cumbersome in some sections due to the large number of functionalities offered. Structure keeps up with the vast amount of information and services offered.</p>	
<p>Main strength</p>	<p>The festival has a trajectory of 15+ years, collaborates with universities and the BBC.</p>	
<p>Main strength</p>	<p>The compelling online community and the extensive use of social networks and online sharing services to communicate the futureeverything community and share</p>	

	its outcomes. Every single suitable web2.0 technology is being used in this website.
Main drawback	Main drawback is that the European or international idea is not explicitly fostered.
Usage of communication facilities	Communication facilities usage is rich and complete. All available tools are being (properly) used. Of special mention is the online community, which is very powerful and complete and is used pervasively by futureeverything; for example, in order for artists to participate in a call for submissions for the next venue, they do it using their futureeverything community profile, and are contacted this way as well by the organisation.