



Urban Media Cultures

Susa Pop

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Whether computer-animated light installations, light projections or mechanical media surfaces, it is impossible to imagine contemporary architecture without media facades. This volume *Urban Media Cultures* discusses the potentials of the development of mediated urban spaces in a spatial and social context. International experts from the fields of marketing, technology and culture, e.g. Kerstine Budde from "A wall is a screen", Christian Rhein from the company "ag4", Marc Tamschick, Hank Hausler and many others share with us their experiences with urban media and take a look at what the future holds.