

PRESS RELEASE

Berlin, Jun 18, 2024

UTOPIA 2124 . THE FUTURE THROUGH THE LENS OF THE PRESENT

A Workshop for Teens by C/O Berlin x IFA

How will our world have changed 100 years from now? How will new technologies define and shape our everyday lives? And how would the future look if we could design it ourselves?

This year, as IFA celebrates its centenary, C/O Berlin is offering **Utopia 2124**, a workshop for teens that seeks to explore these questions using digital photography and artificial intelligence to imagine possible futures through the lens of the present. Young persons between **14 and 17 years** old can register for a spot in this free three-day workshop. Applications will be accepted until **Jul 7, 2024** and the participants will be chosen by lottery.

Equipped with digital cameras, these young people will be invited to take photographs in their environment of objects, places, and people important to them and to society whom or which they wish to bring into the future and transform. Professional workshop leaders will guide participants as they use the latest AI-supported image editing tools to process their photos and design their own utopia in 2124. The workshop offers the chance to bring together present and future possibilities, and to discover new forms of expression using current technologies. At the same time, the process should encourage participants to reflect critically on the role of technology in our lives.

Two works produced in the workshops will be selected by a jury comprised of the workshop leaders, as well as representatives of C/O Berlin and IFA, and the results will be announced on August 8. The winners' works will be featured in a Berlin-wide campaign and at the IFA fair, which takes place Sep 6–10, 2024 in Berlin.

“The latest technological developments are highly relevant to C/O Berlin as an exhibition space for photography and visual media. This workshop offers young people the chance to playfully and artistically explore these tools while immersed in the urban space of Berlin. We are delighted to have found the ideal partner for this outreach project, IFA, which is celebrating its centenary and is an essential part of Berlin. This unique initiative unites two Berlin-based organizations to support the future co-designers of our city—its young people. For me, this is an ideal partnership between culture and business.”

– Stephan Erfurt, CEO, C/O Berlin Foundation

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“To celebrate its centenary, the International Radio Exhibition becomes an event celebrating Innovation for All. IFA is breaking new ground, becoming more creative and diverse, and capturing Berliners’ hearts with its 100Moments campaign. Our vibrant metropolis is in constant metamorphosis and needs to get ready for the future. But how will that look? Sustainability and AI will certainly play a decisive role, shaped by today’s young people. Giving them the chance to photograph their everyday lives and look into the world of 2124 is a unique and exciting opportunity. In brief: a perfect match for IFA.”

– Leif Lindner, CEO, IFA Management GmbH

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Open call	Jun 18 – Jul 7, 2024
Workshop dates	Jul 29–31 and Aug 1–3, 2024
Opening hours	Daily . 11:00–20:00
Admission	12/6 euro
Organizer	C/O Berlin Foundation Amerika Haus . Hardenbergstraße 22–24 . 10623 Berlin Tel +49.30.284 44 16-0 . www.co-berlin.org www.facebook.com/coberlinphoto www.instagram.com/coberlin www.twitter.com/coberlin #coberlin
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