



Crea@tivity '08



20<sup>th</sup>  
november  
2008 Centro Giovani  
Pontedera

ore 21.21  
[FREE ENTRANCE]

# PechaKuchaNight™

## Speaker List

NAME AND SURNAME \_\_\_\_\_

AGE \_\_\_\_\_ SEX \_\_\_\_\_

TELEPHONE (indicate when you can be reached) \_\_\_\_\_

MAIL ADDRESS \_\_\_\_\_

WEB SITE \_\_\_\_\_

PROFESSION \_\_\_\_\_

FIRM-STUDIO-OFFICE (where do you work?) \_\_\_\_\_

BRIEF INTRODUCTION TO WHO YOU ARE (max. 500 characters) \_\_\_\_\_

BRIEF EXPLANATION OF WHAT YOU WANT TO PRESENT (max. 800 characters) \_\_\_\_\_

**2 pictures** are required for a preliminary selection/registration (.jpg - RGB - 150dpi - px1024 x px768).

*There is no pecuniary charge for participating as a speaker.*

*The speakers receive no payment, neither economic or in any other form; it offers everyone a chance, whether students or well-known professionals.*

N.B.

- The registration form must be completed as follows: **form\_surname.pdf** (for example, for mario rossi it would be form\_rossi.pdf)
- Pictures must be saved as follows: **surname\_01.jpg, surname\_02.jpg, up to surname\_20.jpg** (for example, rossi\_01.jpg)
- Any films must be saved in the same way: **surname\_01.mov**



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## Rules

Pecha Kucha offers artists, designers, architects and anyone that belongs to the creative world the chance to describe their views through their work, projects and ideas.

The presentation format is extremely precise, clear and the same for everyone.

- 1** The schedule for each evening includes the participation of **a number of speakers ranging from 10 to 16**. The PKN will organise the invitation and selection of the participants based on its own database or external reports. Spontaneous candidature is even more welcome because of a strong desire for communication. The speakers are offered suggestions on how to prepare their intervention. These simple aids help to prepare convincing presentations.
- 2** Each speaker is allowed **20 pictures** and holds a microphone. Each picture can remain on screen for 20 seconds, and a **total of 6 minutes and 40 seconds** is available to **speak**, rap, sing, explain, stutter, remain silent, blush or be applauded.
- 3** Each image may be viewed for **exactly 20 seconds**. The KEYNOTE/POWERPOINT software manages the sequence of slides and it is impossible to defuse the timer.
- 4** The pictures must be sent to the PKN staff at least **14 days before the presentation date** and in **jpg format with a resolution of 1024x768 pixels**. The images should preferably be sent via mail, each one separate and not zipped. They will be given the name of the speaker and their sequence number (e.g. giulia-01.jpg). MOVIES: videos can also occasionally be projected. They must be executable in QUICKTIME and absolutely must not exceed 6 minutes and 40 seconds.
- 5** PKN will publish the list of speakers on its web site, with only one reserve name, **3 or 4 days before the event itself**. The participants will be chosen in such a way as to always offer a selection that includes students as well as renowned protagonists and international guests made up of architects, artists, designers, photographers, etc. We therefore reserve the right to plan candidate's interventions according to the most suitable date.
- 6** The PKN staff reserves its right to use the presentations, in other words, it is entitled to publish the information supplied by the speakers and to archive at least one picture regarding each presentation on its web site.



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## Tips

**1** Practise what you want to say several times. Avoid interruptions like “ums” and “ahs” as much as possible. Remember that you have only 20 seconds available for each slide and that if 5 “ums” and 3 “ahs” cost you half a slide in terms of time then you will fall behind and be forced to cut what you want to say.

**2** Relate your words to the slide. Perhaps this depends on personal preference, but the most successful presentations are the ones where the speaker talks about each picture in turn. The spirit and atmosphere of PechaKucha Night is penalised if the slides that advance in the background are accompanied by a monotonous speech.

**3** Relate to your audience. Remember that not everyone is going to understand the intricacies of the complex reasons that made your project possible or the metaphors or subliminal messages that appear in your very elaborate graphic work. Try to communicate in such a way as to make yourself understood by as many people as possible. Draw comparisons to things in everyday life. For example if you talk about load bearing structures do not express yourselves in tons but in terms of cars or lorries or something similar. Remember that what you lose in accuracy you gain in clarity and this is invaluable for an audience made up of people from various different industries.

**4** Smile. As the presenter you are the voice of your work and you are the one who must create the right atmosphere and not the other way around. If you look bored while you are talking, you are very probably boring the public too, however brilliant your work.

**5** Have a clear objective and make it clear right from the start. Tell us about what we will see in your presentation. Will you talk about one project or five? Are you looking for a job? Say so from the start and not at the end when the public is no longer listening and keeping an eye on the length of the queue for the bar.

These five suggestions were created by Jon Yongfook Cockle the protagonist in the Japanese magazine PingMag and can be seen in the original version on <http://www.pingmag.jp/2006/03/03/top-5-tips-for-pechakucha-presenters/>.