



1. What is Pecha Kucha Night?

“Pecha Kucha” is a Japanese term for the sound of conversation (“chit-chat”). Pecha Kucha Night is a presentation format in which people from different professions can share ideas about their creative works in an enjoyable and entertaining ambiance, regardless of who they are: famous or obscure, professional or amateur, adult or child, teacher or student, veteran or novice, etc.

Pecha Kucha Night is, therefore, the night to “strut your good stuff” with freedom, equality, and creativity.

2. Who initiated it?

Pecha Kucha Night was originally devised by Astrid Klein and Mark Dytham, who are co-founders of Klein-Dytham Architecture (KDa), in Tokyo with the belief that creativity thrives only when we openly learn and exchange creative ideas with others. Thus, Pecha Kucha Night focuses on giving people in different fields of creative works the space to meet, network, and show their creative work in public, and at the same time, gather new ideas and learn from creative thinking process of others.

3. Who has already organized it?

Pecha Kucha Night was initiated in Japan only 5 years ago in a simple and friendly atmosphere that kept all participants delighted. Today, the **Pecha Kucha Night format has spread virally to nearly 122 cities across the world (and keeps spreading dramatically to more and more cities)**, including Helsinki, Finland; Rotterdam and Groningen, the Netherlands; Bogotá, Colombia; New York, San Francisco, and Los Angeles, USA; Beijing and Shanghai, China; Sydney and Hobart, Australia; Lagos, Nigeria; Berlin, Germany; Belfast, Ireland; Manchester and Newcastle, England; Santiago, Chili; Costa Rica, Republic of Costa Rica; Glasgow, Scotland; New Delhi, India; Bangalore, India; Buenos Aires, Argentina; Stockholm, Sweden; Vienna, Austria; and Bern, Switzerland.

4. What was cool about previous Pecha Kucha Nights?

The chronicle of Pecha Kucha Nights organized around the world has it that

- Tokyo, the city of origin for Pecha Kucha Night, has already hosted 51 Pecha Kucha Nights, or once every month on average.
- The most celebrated Pecha Kucha Night ever organized to date was the one thrown at the Cannes Lions International Advertising Festival, which highlighted more than ten top executives from the world’s leading advertising agencies who gathered on stage to share their ideas to younger generations.
- The biggest Pecha Kucha Night ever organized in the world to date was the 7th Pecha Kucha Night held in London, England, which saw attendance figures of more than 1,500.
- And here in Bangkok, Thailand, the much-awaited 4th Pecha Kucha Night is about to begin! Under a collaboration between TCDC and try2benice On Saturday, May 31, 2008, starting 16:30 hrs. At Thailand Creative & Design Center (TCDC), 6th floor, The Emporium

Pecha Kucha Night Bangkok @ TCDC is a part of Creative Thailand event, which is scheduled for May 29-31, 2008.



5. Who will be there?

• People who will be sharing their creative ideas on stage

Anyone can exchange ideas; all they need in order to join a jam is a creative idea. They can either be amateurs, students, old or new faces, architects, interior designers, graphic designers, Games producers, artists, film producers, fashion designers, inventors, writers, publishers, photographers, musicians, illustrators, or any other people from the creative industry. Pecha Kucha Night is ready to embrace your creative works, whether they are pieces that have been exhibited abroad but have rarely been seen in Thailand, sketches that have yet to be produced, or even creative works completed secretly at home and have never been shown to anyone on this entire planet. We provide the opportunity for interested individuals to present themselves and their work to pechakuchabkk@tcdc.or.th. Pecha Kucha Night is ready to welcome interesting presentations. For more detailed information, please visit our website www.pecha-kucha.org and www.tcdconnect.com

• Those who are there to see the creative ideas

Pecha Kucha Night welcomes participants who would like to share the new, blissful experience. If you are one of those who are curious about what others have been thinking about, what ideas are running out there, who might be interesting, who is noteworthy, who you should befriend with, or who you should team up with, then head straight to join the event because the heart of the matter at this constructive event is not about solemnity, seriousness, elaborateness, or magnitude, but its role as an arena for creative thinkers of all ages and styles to network so that they can become opinion leaders in the future.

6. What are they there for?

The universal character of Pecha Kucha Night (which has been proven effective) is its association with the numerical gimmick of “20 x 20”, which means that

- Each presenter is allowed a slideshow of 20 images.
- With clock on the presentation screen, each image is shown for 20 seconds (during which the presenters give their explanation), making a total presentation time of 6 minutes 40 seconds for each presenter, after which the next presenter takes over immediately in a nonstop fashion.
- The creative project can be about anything, as long as they are created out of your head and your two hands. For instance, they can be “20 textile patterns that you’re proud of, but have never shown to anyone”, “20 self-devised perspectives of ocean wave photos”, “20 art pieces exhibited overseas, but never before in Thailand”, “20 ways to increase the happiness of Thai people when using public transport”, “20 steps to complete an experimental film”, “20 unique architectural structures you have created”, “20 chairs designs you have proudly created”, “20 invention ideas of your own that you have yet to realize”, “20 photos of your personal experience”, etc. The work to be presented does not need to be in line with your profession.

The name of presenters and their presentation, as well as images of all the 20 presenters while telling their ideas will be posted on the website www.tcdconnect.com and www.pecha-kucha.org, which is the official website of Pecha Kucha Night that reports all Pecha Kucha Night movements around the world, meaning that your ideas will be publicized to audience worldwide and you will instantly be recognized by followers of creative works from around the globe.



Rules & Format of Pecha Kucha Night

For presenters who will share their creative ideas

(Presentation must not be on behalf of company, organization, or for the purpose of personal portfolio presentation)

1. Prepare 20 images to be presented, each in .jpg file format with resolution of 1024 x 768 pixels
 - Movie files should have minimum resolution of 640 X 480 pixels, is supported by QuickTime application, and must be no longer than 7 minutes
 - Total file size for the whole presentation should not exceed 700 MB, no matter they are still images or movies
2. Complete the registration form provided below
3. Submit your work and the materials stated in No. 1 and No. 2 to email address pechakuchabkk@tcdc.or.th between April 23 and May 19, 2008.

For more information, please call 02-665-7667 ext. 127

or 02-664-8448 ext. 213, 214

Please visit our website www.tcdc.or.th for more details

For interested individuals who wish to attend the event

Please reserve your seat via phone number 02-664-8448 ext 213, 214 from May 1, 2008 onwards. Admission is free.

Pecha Kucha Night organized in various countries:-



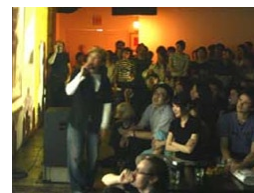
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