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The4thScreen: *a global festival of art & innovation for mobile phones* launches today with a call for works.

The4thScreen festival is the first event of its kind to focus on the mobile phone as an emerging social, cultural and technological phenomenon.

The festival was conceived by Tamas Banovich, curator and co-director of Postmasters Projects and Postmasters Gallery, to bring together artists, technologists and other creative thinkers from all over the world working with mobile phone technologies.

"We are at the moment when everybody, from the media moguls to Vietnamese peasants - artists, hackers, activists and governments are trying to grasp the impact, the power, of this new phenomenon.... trying to claim a part of it. There is still a lot of space for great ideas, to fulfill dreams and real needs. I hope the Festival will serve as a catalyst and influence this process..."

The4thScreen focuses on both content created specifically for mobile distribution, as well, as platforms and tools that will broaden the scope of mobile technology.

Artists, designers, technologists, and all creative thinkers are invited to submit their creations, inventions and revolutionary ideas in one of two categories:

Moving images- including videos, animations, and games made specifically for mobile delivery

Wise technologies – including SMS based projects, sound, software art, software and hardware projects proposing new or extended use of mobile devices, applications that impact the life, the cultural, social and economical conditions of people living in diverse cultures.

The image-enabled cell phone is at the center of a radical cultural, technological, and social shift. With over two billion phones currently in use and hundreds of millions added annually, the mobile phone is not only becoming pervasive, but the shooting and sharing of still and moving images and the exchanging of text messages is similarly omnipresent. Once, a relatively simple communications device, the cell phone is now an all-in-one personal media device, enabling unprecedented access to the production, distribution and reception of information, entertainment and art. The mobile phone is bridging the digital divide.

Software and hardware are not neutral – they express economic and social concepts.

The deadline for submissions is June 4, 2006

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The4thScreen festival'06 is produced by Postmasters Productions in partnership with the Museum of the Moving Image and Polytechnic University, New York.