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The4thScreen: *a global festival of art & innovation for mobile phones* launches today with a call for works. The deadline for submissions is June 4, 2006. The Jury will present ten awards of US \$5,000.

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 in New York:

"We are at the moment when everybody, from the media moguls to Vietnamese peasants - artists, hackers, activists, businesses 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..."

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

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

2/ 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 mobile phone is at the center of a radical cultural, technological, and social shift. The4thScreen is a platform for those who are shaping the present and want to influence the future of this new medium, exchanging ideas over the boundaries of cultures, to participate in the global village.

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

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