

ARTE E INNOVAZIONI. PRATICHE, PROCESSI E CULTURAL HERITAGE

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POST...

Today we are living in a complex society. New media like computer, smartphone, tablet and new generation console are nowadays increasingly pervasive in our private and public life. These changes are modifying our environment, our costume and the way in which we communicate.



POST...EVERYTHING

Postcinema

«The post-cinematic perspective challenges us to think about the affordances (and limitations) of the emerging media regime not simply in terms of radical and unprecedented change, but in terms of the ways that **post-cinematic media are in conversation with and are engaged in actively re-shaping our inherited cultural forms, our established forms of subjectivity, and our embodied sensibilities**»

(Shane Denson, Julia Leida, *Postcinema*)



POST...EVERYTHING

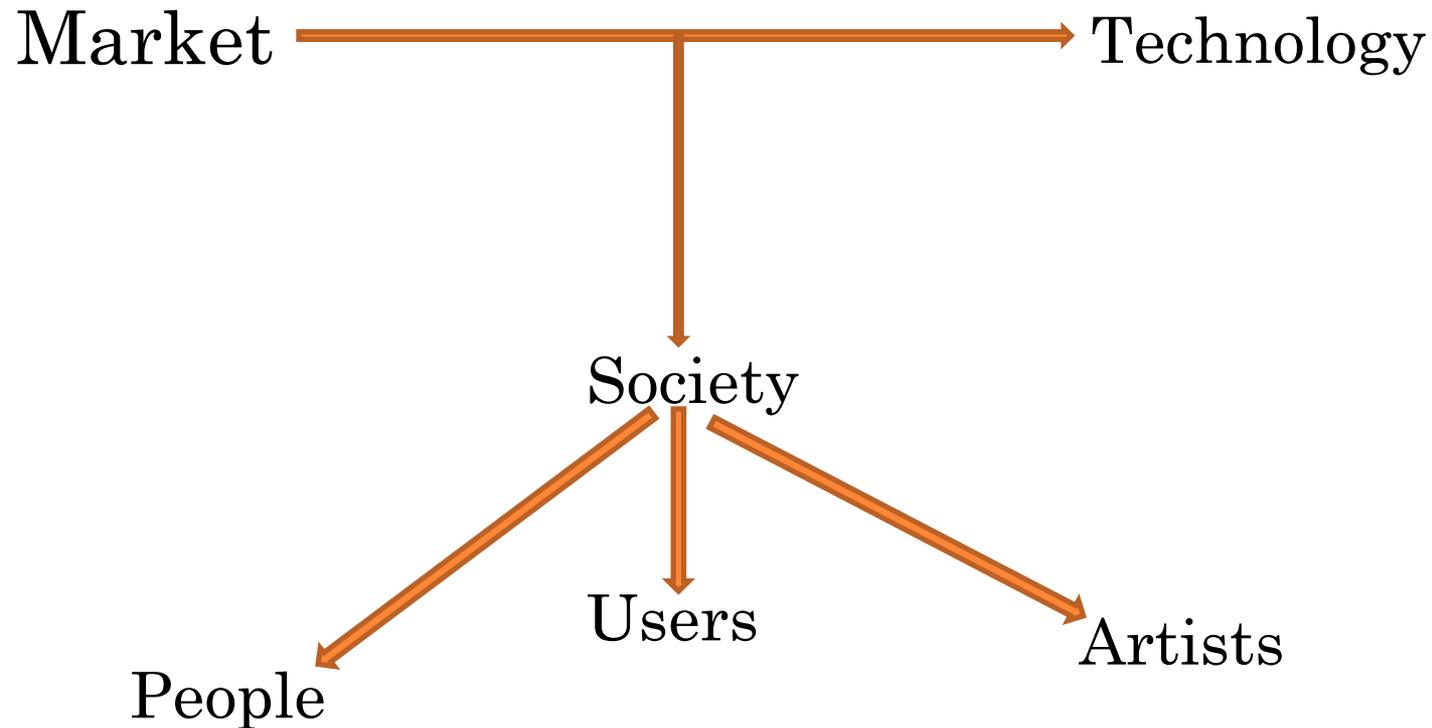
Postmedia

«tutte le discussioni, per quanto importanti e talvolta necessarie, partono da una premessa sbagliata: ovvero dall'idea che esistano *i ancora media*. In realtà, ritengo, **viviamo oggi all'interno di una condizione *postmediale*, che ha superato l'idea di una presenza dei media in seno alla società liquidando di fatto i media otto-novecenteschi**»

(Ruggero Eugeni, *La condizione postmediale*)



DETERMINISTIC IDEA OF EVOLUTION



MEDIA ARCHEOLOGY IN MEDIA ART

“Media art is the art form that uses the technologies that fundamentally change our societies, and plays an important role in the reflection of our time. [...]

For more than 50 years, media art has combined the latest technologies

with the big questions of our time: artists critically addressed the visions of life sciences and projections on artificial life, utopias of neuroscience, robotics and cyborgs.

Media art reflects and researches the media and image revolution and takes up the subject of the processes of globalisation and growing worldwide surveillance.”

(Oliver Grau, *Our Digital Culture Threatened by Loss*)



Studio Azzurro, *Il nuotatore (va troppo spesso ad Heidelberg)*, 1984



MEDIA ART

Created in the late 1970's, the Aspen Movie Map was a groundbreaking interactive virtual tour of the real-world city of Aspen, Colorado. Users could navigate the streets, go inside selected buildings, and change the seasons between fall and winter.



Michael Naimark, *Aspen Movie Map*, 1978

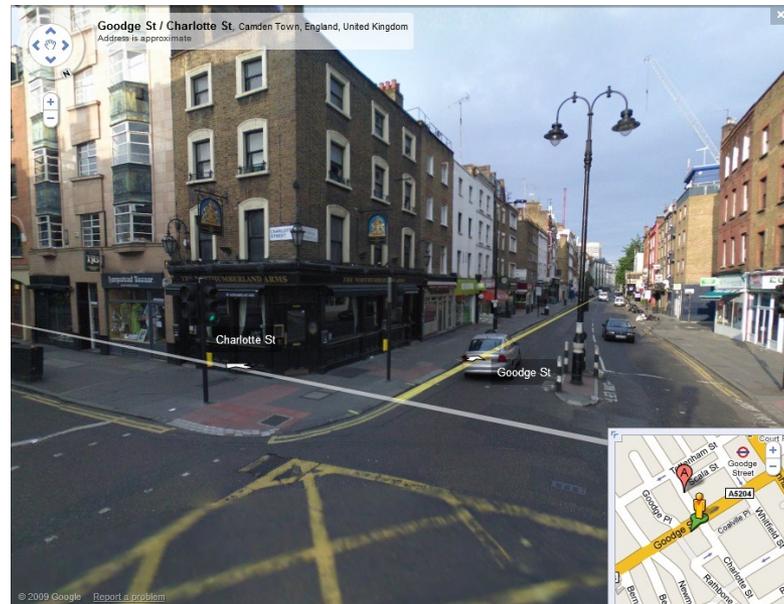


MEDIA ART



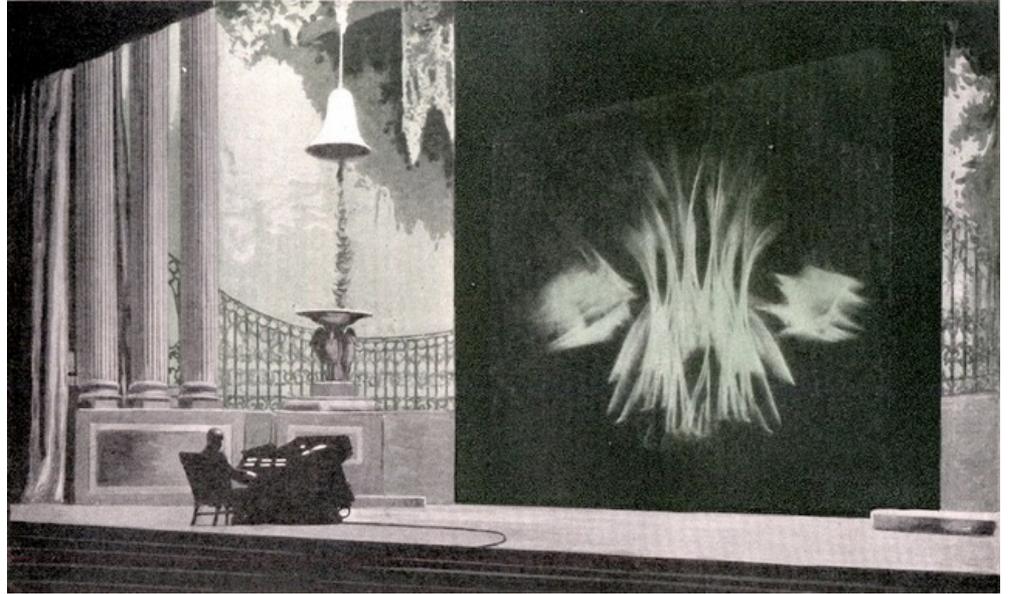
Michael Naimark, *Aspen Movie Map*, 1978

Street View – Google Maps



MEDIA ART

The Clavilux was a complex instrument which allowed a person to create and perform Lumia compositions.



Thomas Wilfried, *Clavilux*, 1919



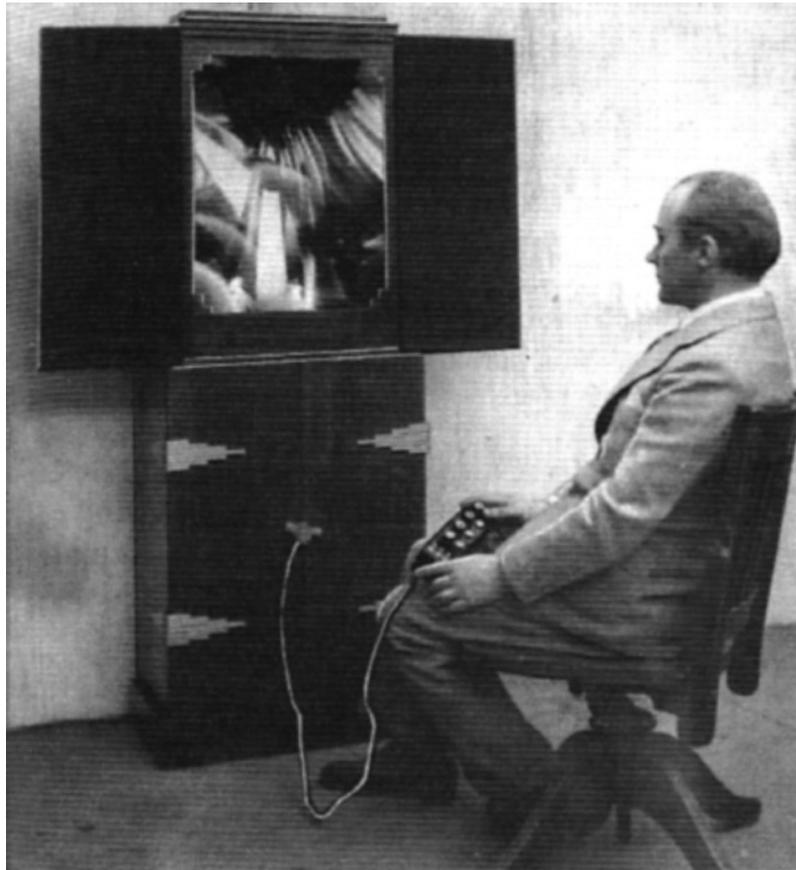
MEDIA ART



Concert of «The Flaming Lips», VJ



MEDIA ART



Thomas Wilfried, *Clavilux*, 1930



NAM JUNE PAIK

Dal 1969 al 1971, insieme all'ingegnere Shuya Abe, Paik ha costruito un sintetizzatore video che gli ha permesso di modificare sette diverse sorgenti contemporaneamente, in tempo reale. ci consentirà di modellare la tela dello schermo TV



MEDIA ART

“Media artist Toshio Iwai and Yamaha have collaborated to design a new digital musical instrument for the 21st century, TENORI-ON. A 16x16 matrix of LED switches allows everyone to play music intuitively, creating a "visible music" interface.”

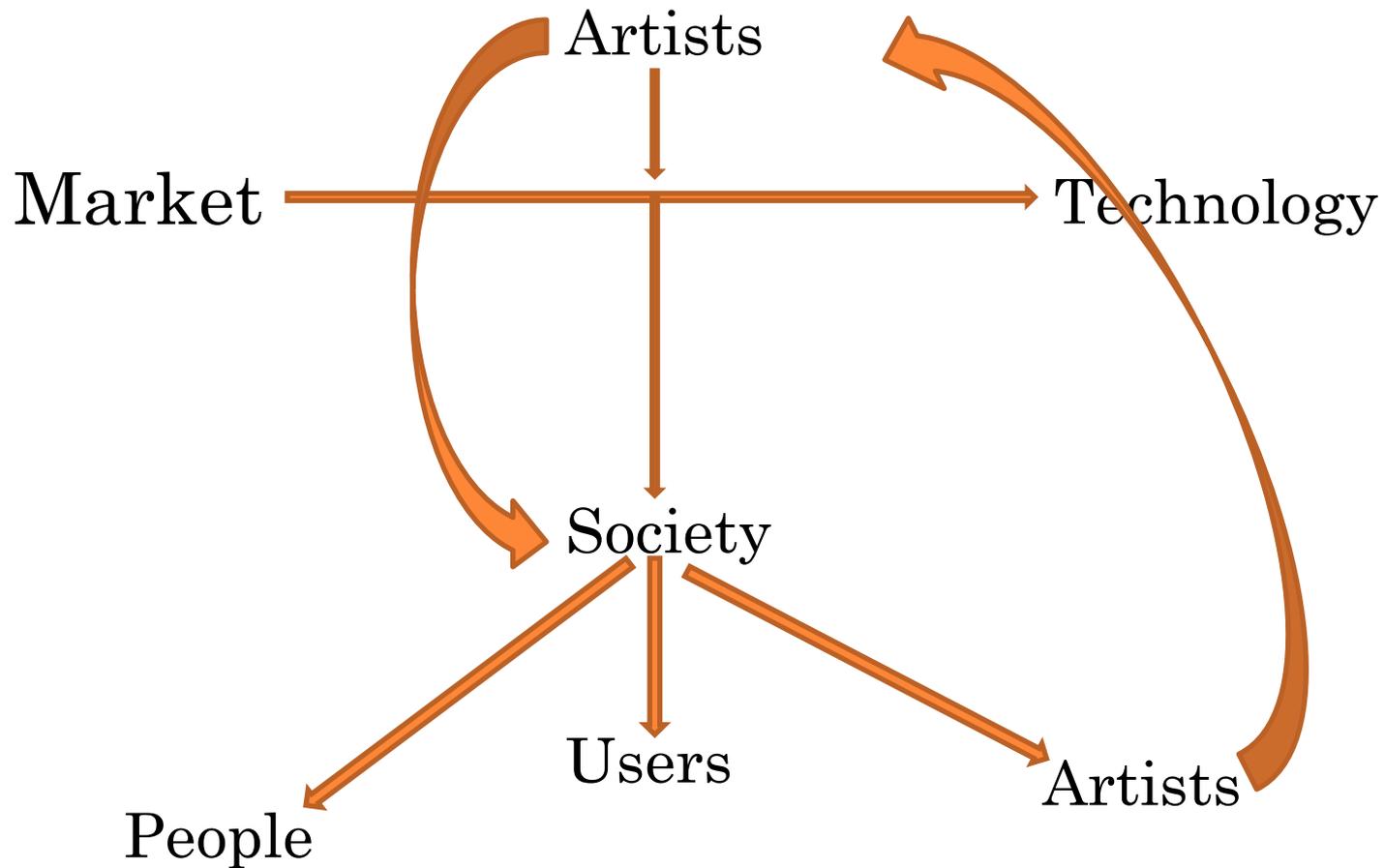
Yamaha Advertisement



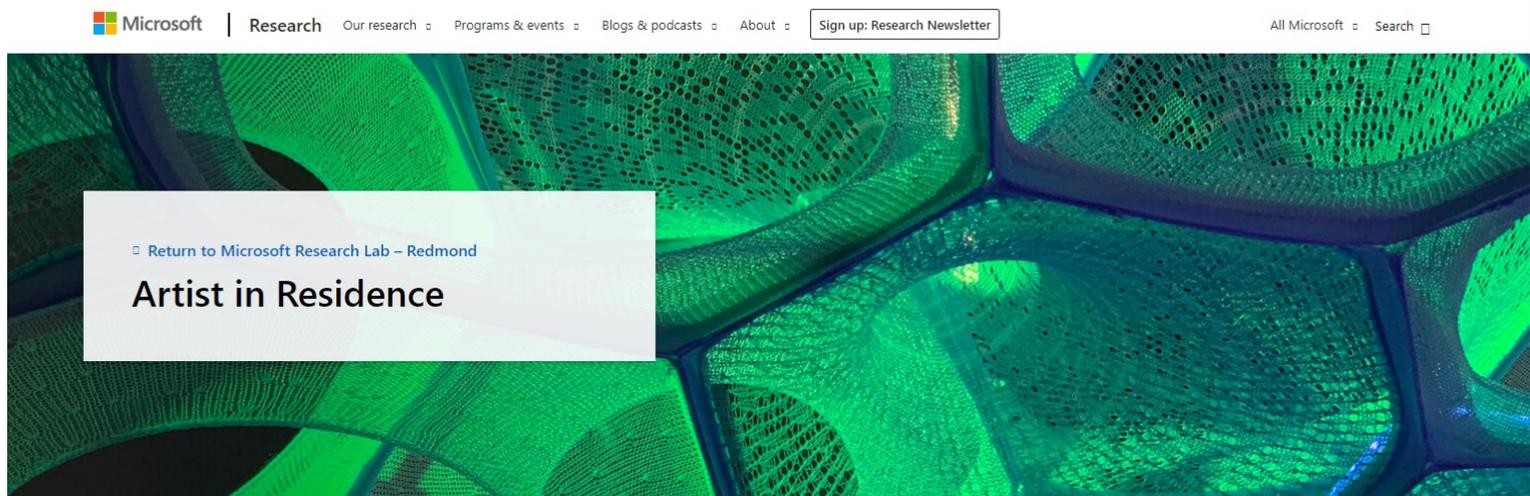
Toshio Iwai, *Tenori On*,



FOR A NEW IDEA OF INNOVATION



MICROSOFT ARTIST RESIDENCY



[Overview](#) [People](#) [Videos](#) [Projects](#) [News & features](#)

The Microsoft Research Artist in Residence program brings together artists, scientists, and engineers to reflect and create across the vast unexplored possibilities at the intersection of humanity, culture, and technology. This program merges disciplines to powerfully showcase cutting-edge research, convey higher concepts, and expand public perception of computer science and what computer scientists do.

The nature of this collaborative program underscores that the relationship between artist and industry is based upon what each does best—researchers pursue their intellectual curiosities, theories, and questions; artists observe, question and then sculpt and distill those elements into a public space that creates room for dialogue, iterative prototyping of ideas, and even for beautiful failures that come from inspiring and idealistic ideas.



English



ADOBE CREATIVE RESIDENCY

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Adobe Creative Residency

Everyone has a story to tell. Those stories deserve to be heard.

Through the Adobe Creativity Residency program, we're giving creators of all backgrounds greater opportunities to share their stories and pursue their dreams. The Adobe Creative Residency supports creativity in the community in two ways: through museum collaborations and the Community Fund.

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GOOGLE TILT BRUSH

Tilt Brush by Google

Features Available now Highlights Tutorials

More from Google VR

Painting from a new perspective

Tilt Brush lets you paint in 3D space with virtual reality.
Your room is your canvas. Your palette is your imagination. The possibilities are endless.

Available for

VIVE oculus oculus quest Windows Mixed Reality VALVE INDEX PlayStation VR



ARTS AT CERN

CERN Accelerating science Sign in Directory

ARTS · AT · CERN Q ☰



Johanna Bruckner

The Swiss artist selected for the Connect residency will extend her artistic research into the interactions between human and non-human entities in a techno-scientific world in dialogue with CERN scientists

[Read more](#)

◀ ▶



ARS ELECTRONICA

ARS ELECTRONICA

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DEEP SPACE 8K

New laser projectors, a new tracking system, the most powerful graphics cards currently available, plus a whole range of new interactive programmes and 3D applications. You always thought the Deep Space 8K was great? Well, the Deep Space EVOLUTION at the Ars Electronica Center Linz will inspire you!

ARS ELECTRONICA CENTER TICKETS / OPENING HOURS EXHIBITIONS DEEP SPACE GUIDED TOURS PROGRAM FOR FAMILIES FAQ MORE

Dailys

With your museum ticket, you have access at no extra charge to the dailies that take place several times

ARS ELECTRONICA

4:00 pm - 4:30 pm

Deep Space Selection

Deep Space Selection – the Highlights

- Deep Space Family
- Uniview: Journey through Space and Time
- Earth – A Special Planet
- WELCOME TO PLANET B

Programme changes are possible at short notice. The staff at the information desk will inform you about the next date.

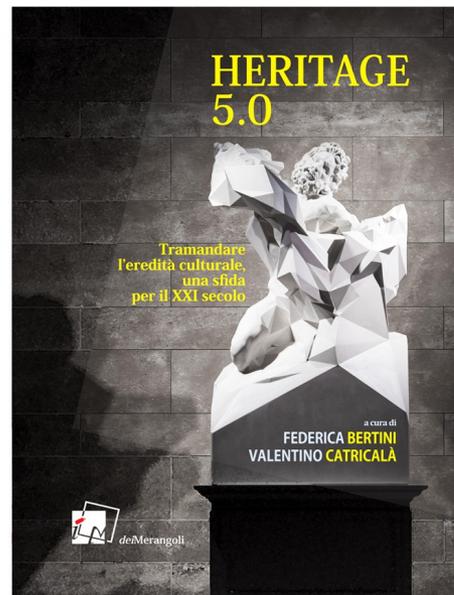
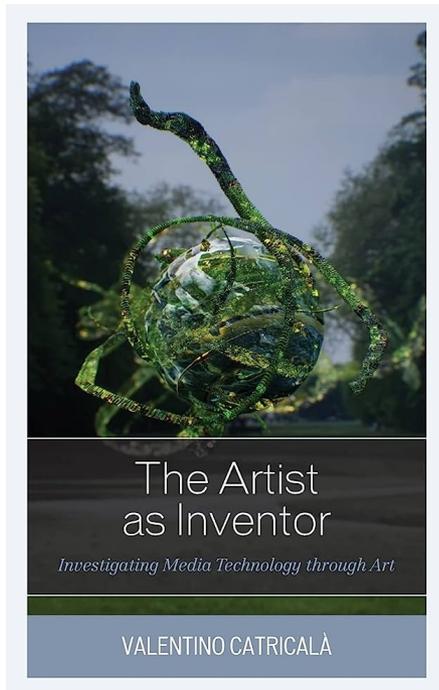
Specials



SODA MANCHESTER



QUALCHE REFERENZA...



Grazie!

