ARS HYBRIDA & THE PRACTICE OF NEW MEDIA ART

Workshop - Venezia 16 September 2023
Biennale Sessions
h 14:00-17:00

Session 1: Ars Hybrida

Organized and conducted: Dr. Paolo Berti (Ca' Foscari University of Venice - VeDPH), Dr. Stefania De Vincentis (Ca' Foscari University of Venice - VeDPH)

MasterClass: Iury Lech

1. Personal and professional creative development in the artistic field: *From controlling intricate digital scans to leveraging state-of-the-art software, my dedication to new media art brings my visions to life. This artistic journey drives me to continually challenge conventions to shape captivating [digital] experiences, hoping and dreaming that they will allow the evocation of the primordial.*
2.The MADATAC experience and the TRANSMADATAC VIRTUAL MUSEUM project*: MADATAC, the Contemporary Audio-Visual Biennial of New Digital Media Art, explores groundbreaking art at the intersection of technology, science, and creativity. The TRANSMADATAC VIRTUAL MUSEUM project expands this experience, inviting diverse audiences and transporting visitors to a digital realm where immersive installations and innovative artworks converge, transcending traditional constraints.*
3. Experiments with Artificial Intelligence*: I've discovered an exhilarating array of unconventional creations that challenge artistic norms. These creative dialogues with AI have expanded my artistic horizons, enabling me to reimagine traditional mediums and orchestrate a harmonious dance between human intuition and machine ingenuity.*
4. Podcast "Audiovisions in the Dark", on rare and unknown cinema, necrostarlets, audio-visual art, robotics, androids and gynoids: *It explores the captivating intersection of audiovisual art and the intriguing relationship between women and machines. Through insightful discussions and explorations, we unravel the evolving narratives of technological creativity, gender representation, and the blurred boundaries of human-machine interactions.*
[Iury Lech]

Key concepts: New Media Art Hermeneutics. Digital Culture Transpolarity. Transdisciplinary Art and Digital Hybridization. Audiovisual and Performing Technologies. Embodied Experiences and Extended Reality. Virtual Sensory Perception and Sonic Immersions. Intelligent Ecosystems and More-Than-Human Conditions. Living Technologies / Artificial Intelligence & Biopolitics.

Session 2: The Practice of New Media Art?

Organized and conducted: Prof. Sean Cubitt (University of Melbourne), Dr. Francesca Franco (RE:SOURCE Chair), Prof. Paul Thomas (University of South Wales, Sydney, AUS)

Panelists: Christiane Paul, Morten Søndergaard, Laura Beloff, Ernest Edmonds

This workshop, organized as a dynamic and open discussion among the participants, starts from Duchamp's provocative concept of measurement and norms when applied to the theory, history, practice and curating of new media art. The discussion will focus on issues relating to the aesthetics of new media art, its "intangibility", and archiving methodologies. With the participation of international artists, the workshop starts from the provocative concept launched by Marcel Duchamp in 1914 "3 Stoppages Étalon" ("3 Standard Stoppages"). The provocation of the "3 Standard Stoppages" work challenged the whole concept of practice, experimentation, and measurement which relates strongly to what was mathematically contested in physics at that time in history. The roundtable would use the provocations of its invited presenters to create a furtive discussion on the contestable status of new media art today. The outcome of the roundtable would be to collate issues raised concerning the non/ definitional boundaries of New Media art practice now. Have the mediums of new media art become absorbed as part of an artist's palette? Is AI/ChatGPT relegating all art to being unmeasurable?