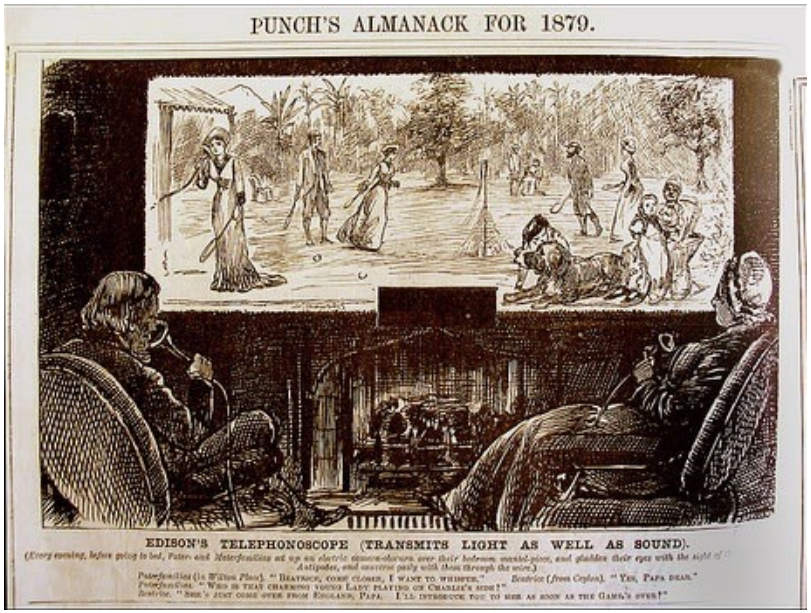


Arte e Innovazioni. Pratiche, processi e cultural heritage

Valentino Catricalà (Ph.D.)
Curator MODAL at SODA-School of Digital Arts, Manchester
Lecturer IULM University

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*)

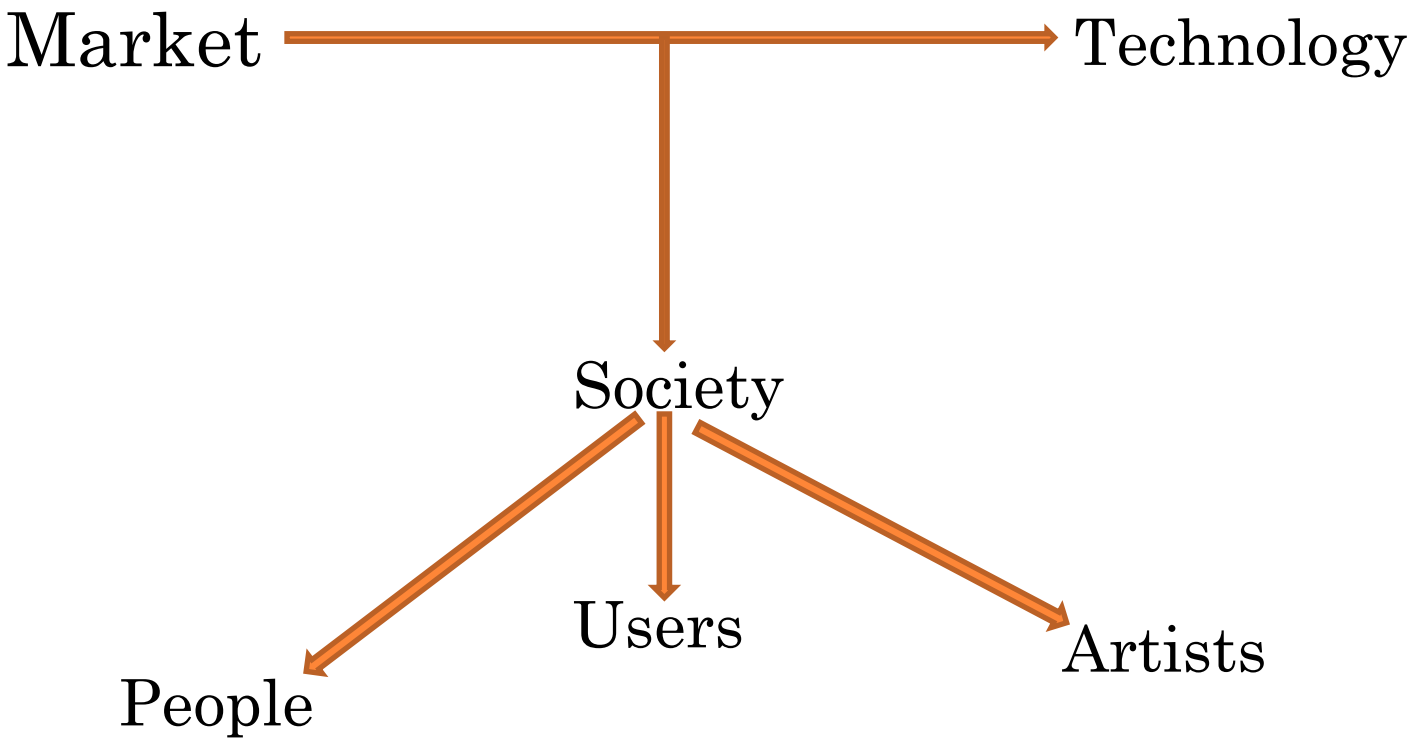
POST…EVERYTHING

Postmedia

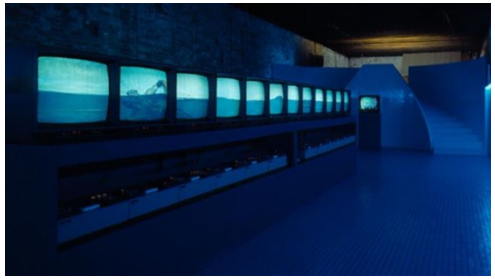
«tutte le discussioni, per quanto importanti e talvolta necessarie, partono da una premessa sbagliata: ovvero dall'idea che esistano *i ancora media*. In realtà, ritengo, **viviamo oggi all'interno di una condizione *postmediale*, che ha superato l'idea di una presenza dei media in seno alla società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

(Ruggero Eugeni, *La condizione postmediale*)

Deterministic Idea of Evolution



Media Archeology in Media Art



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

"**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*)

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

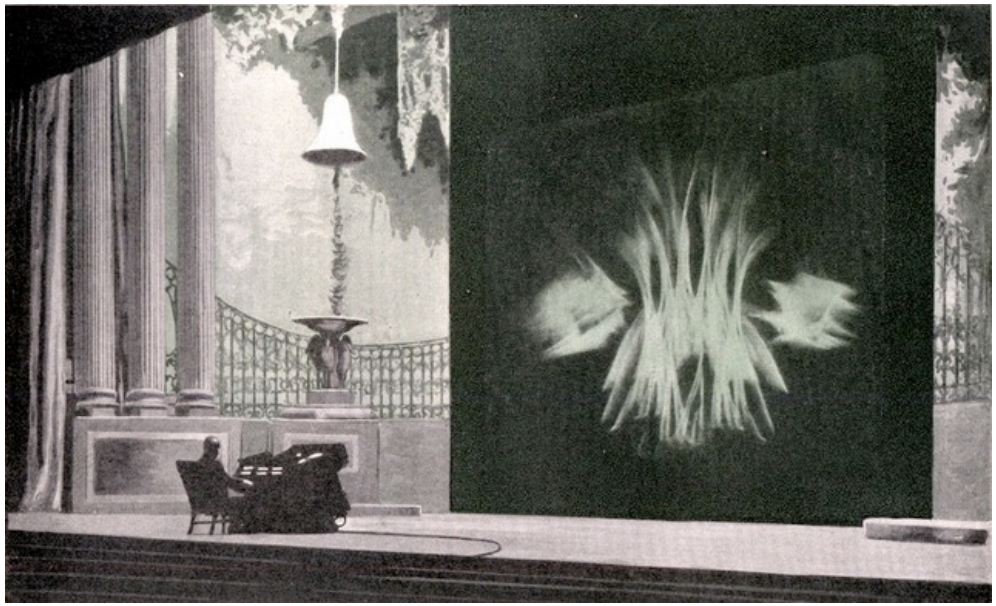
Media Art

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.

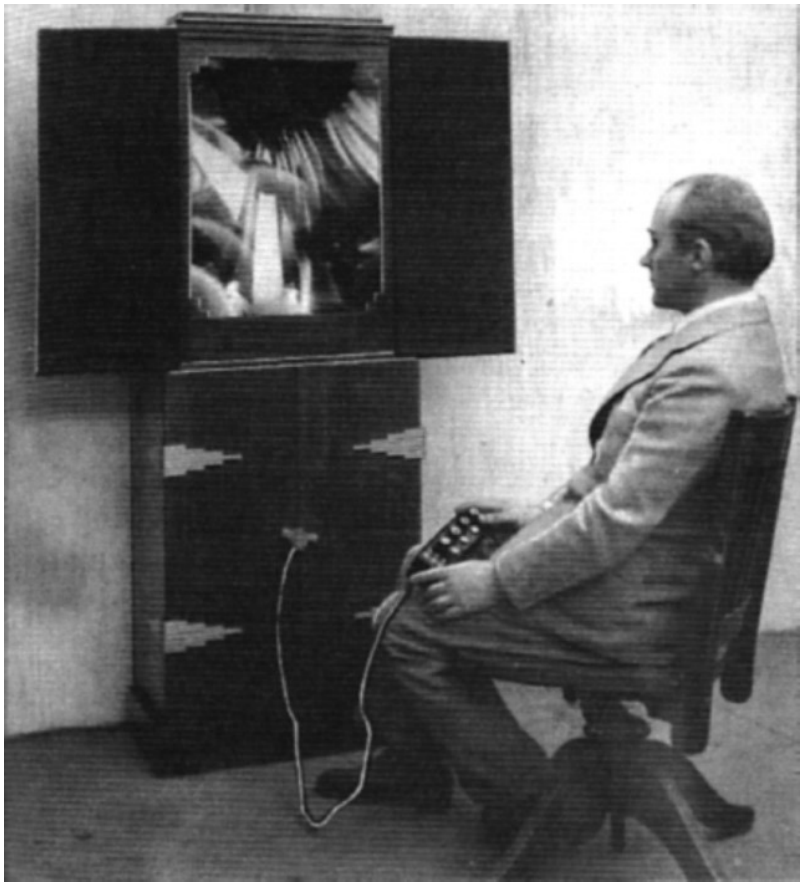


Thomas Wilfried, *Clavilux,* 1919

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

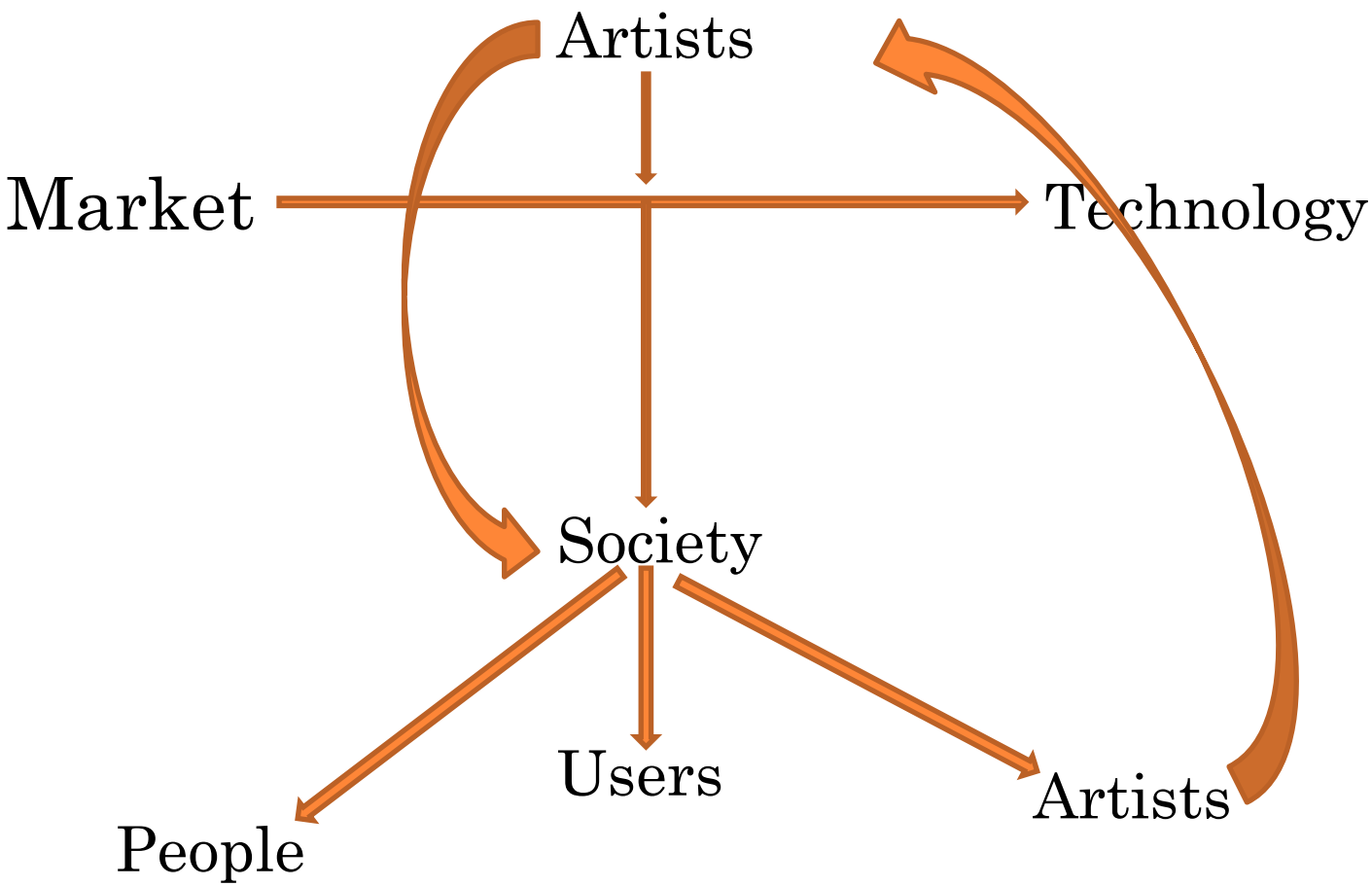
Media Art

"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."

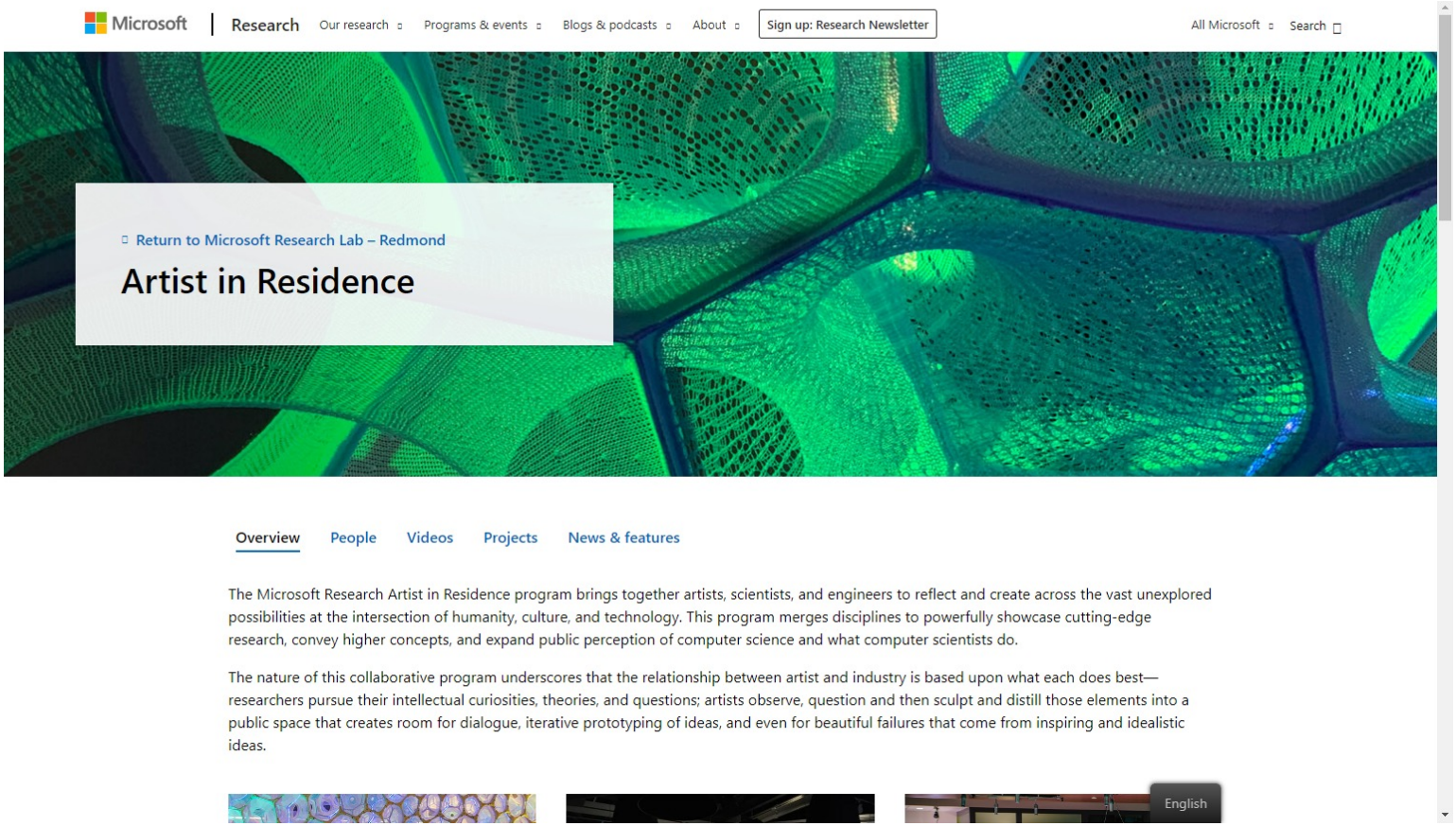
Yamaha Advertisment

Toshio Iwai, *Tenori On*,

For a New Idea of Innovation

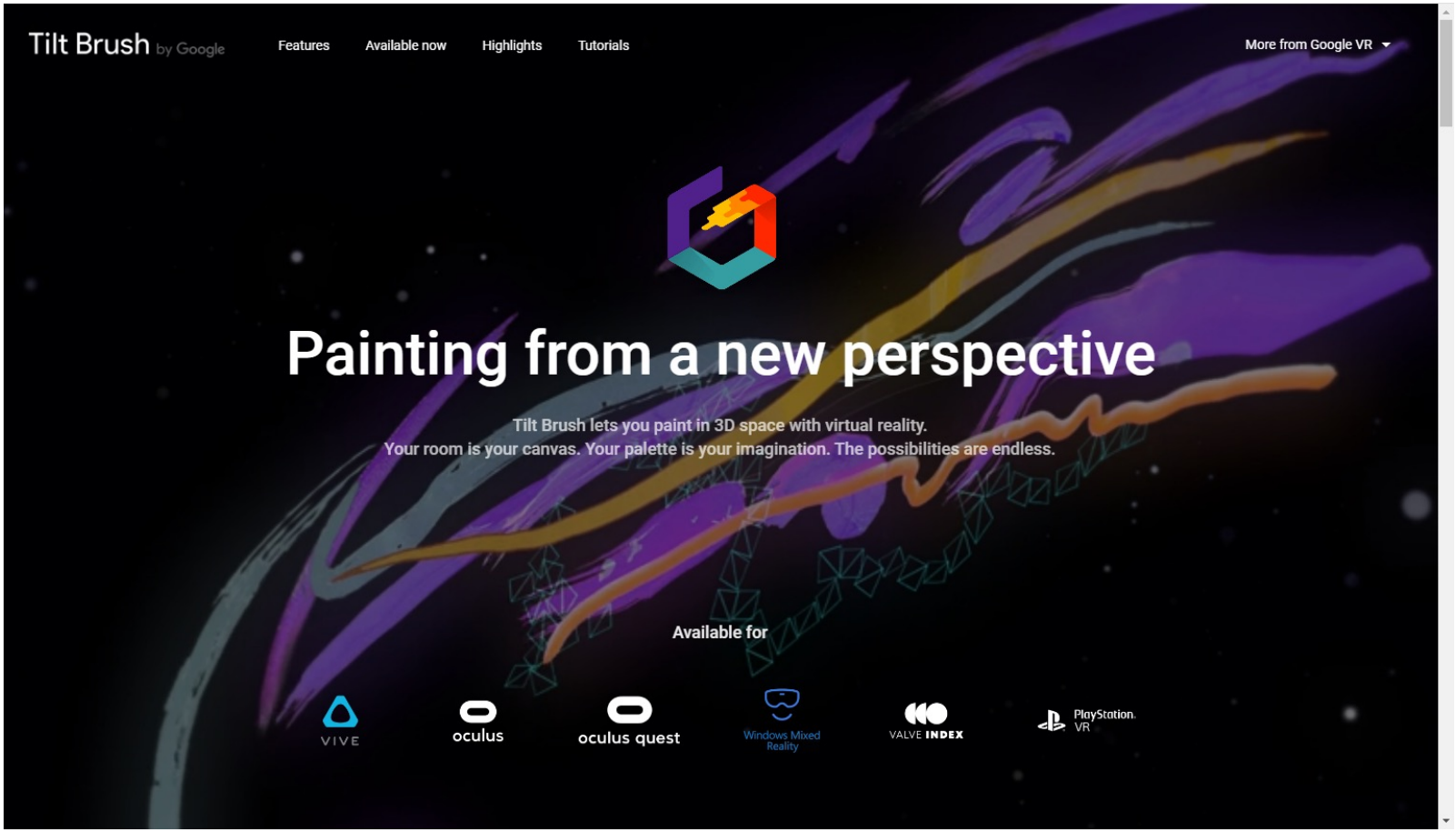


Microsoft Artist Residency

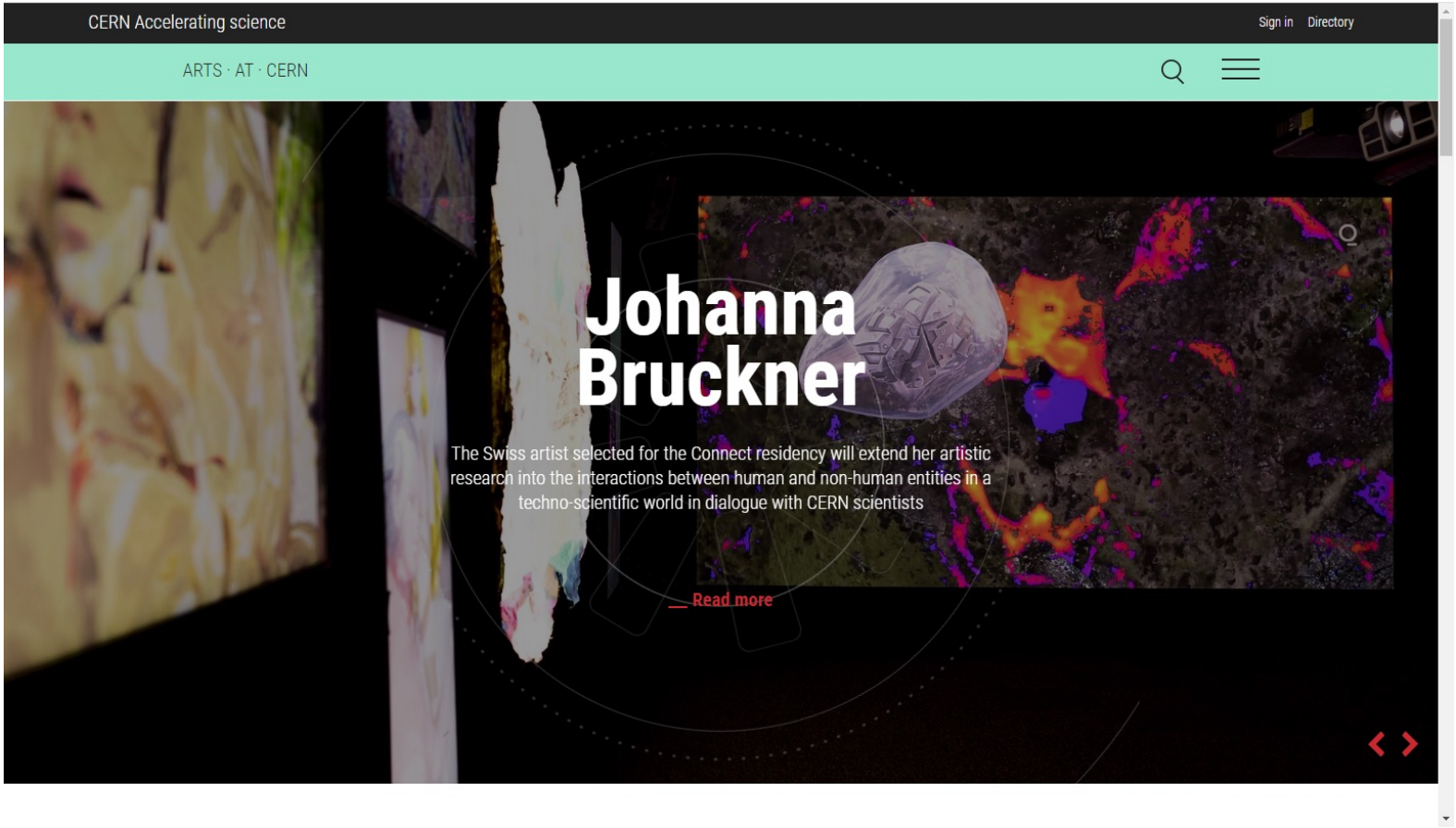


Adobe Creative Residency

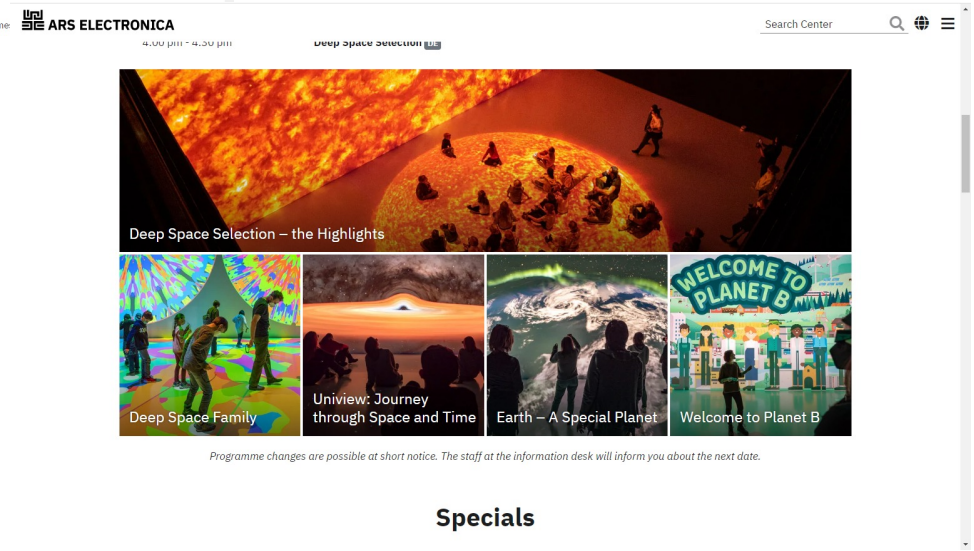
Google Tilt Brush



Arts at CERN

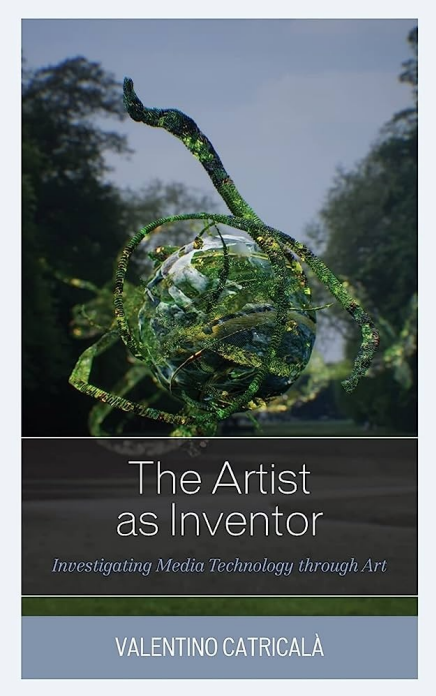

CERN Accelerating science
Sign in
Directory
ARTS · AT · CERN
Johanna Bruckner
The Swiss artist selected for the Connect residency will extend her artistic research into the interactions between human and non-human entities in a techno-scientific world in dialogue with CERN scientists
Read more

Ars Electronica



SODA Manchester

Qualche referenza…



Grazie!