

Art that changes the world

MEDIA ART FESTIVAL

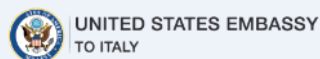
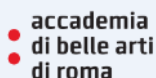
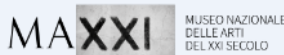
Rome, 27-29 April 2017

Media Art Festival is part of an international system of festivals that invite a wide range of different audiences to participate in a variety of events. The festival aims to catalyse the processes of orchestration and creative production via the development of innovative technological solutions. Thanks to an extraordinary marathon of events the festival challenges the public to participate in the creation of culture. It reinterprets the artist's nest or workshop in an original and fresh way. Taking on the role of



MAXXI | Museo nazionale delle arti del XXI secolo | via Guido Reni 4/a
Palestra dell'Innovazione | Fondazione Mondo Digitale | via del Quadraro 102
Accademia di Belle Arti di Roma | via di Ripetta 222
RUFA | Rome University of Fine Arts | via Benaco 2

In collaborazione con



27 APRIL

MAXXI - Spazio D
11 - 12

ART THAT CHANGES THE WORLD

The field of Italy's cultural and creative production (including its cultural industries, its historically artistic patrimony, the performing and visual arts, and creatively motivated production) accounts for 6,1% of the wealth produced in Italy: 89,7 billion euros. Thanks to the multiplicative effect of cultural events on the rest of the economy, for each euro generated from culture, 1,8 euros are made by other sectors. The 89,7 billion euros directly produced by cultural endeavours stimulate another 160,1 leading to a total of 249,8 billion euros produced by the entire cultural industry, which represents 17% of the total national value. Tourism especially benefits from this knock-on effect of growth. The MAXXI, a space at the forefront of this most dynamic sector, encourages interpretations of the complexity and velocity of the transformation of our age, translating it into a language that everybody can touch.

INAUGURATION OF THE EXHIBITION *THE POWER TO CHANGE THE WORLD*

Intervents:

- **Giovanna Melandri**, President of the Fondazione MAXXI
- **Mirta Michilli**, General Director of the Fondazione Mondo Digitale
- **Paolo Masini**, MiBACT Councillor
- **Eleonora Guadagno**, President of the Rome Commission on Culture, Youth Policy and Labour
- **Lidia Ravera**, Culture and Youth Policy Councillor, Lazio Region

PRESS PREVIEW

with **Valentino Catricalà**, Artistic Director of the Media Art Festival, and the artists of the exhibition.

Installations, expositions, video art, sound art, light art...

35 works involved in an extraordinary vision of the world, a fascinating experience of knowledge that might transform us deeply, moving us toward new attitudes and behaviour.

Also included in this, are works coming from collaborative forms of production, in schools, in the Innovation Centre and in artists' houses.

MAXXI - Sala Graziella
Leonardi Bontempo
12 - 13

ART IS GOOD TO THE ECONOMY

How does Italy's system of cultural produce and services function? Is there always space for innovative and creative action? Is art capable of creating value and doing business? What does "cultural innovation" mean? How can art attract a new audience?

	<p>An original, interactive discussion seeking to discover cultural projects characterised by an exploration of the relationship between the creative process and issues that concern a variety of sectors, in essence, works that catalyse a multiplicative effect on the economy of knowledge.</p> <p>Interactive discussion between start-ups and cultural enterprises, Moderated by Allesandro Caruso, journalist at Inside Art</p> <ul style="list-style-type: none"> • Stefano Fantacone, President of Lazio Innova • Carlo Pratis, Organiser for Contemporary Art • Andrea Esu, Spring Attitude • Valerio Ciampicacigli, Ro-Map (Roma Interactive Light Festival) • Flavia Sorrentino, Book Cover Project
<p>MAXXI - Sala Graziella Leonardi Bontempo 12 - 17</p>	<p>GUIDED VISIT OF THE EXHIBITION FOR SCHOOLS Fifty students participate in a special program split between education and apprenticeship. Not only have they studied the works on show, they have also followed the different stages that comprise the mechanisms of art, discovering different careers such as art handler, art carrier, art advisor, etc.</p>
<p>MAXXI - Sala Graziella Leonardi Bontempo 14 - 15</p>	<p>READY TO HACK What do an exposition and a “digital marathon” have in common? The luminous, interactive installation of Yannis Kranidiotis is based on an instrument that will be familiar to coders, the powerful mini-computer, Rasberry Pi. ElektroMistel, a creation of the Raum Zeit Piraten collective, is an ambient light space that interacts with the audience thanks to its “sensitive lights”.</p> <p>Different perspectives will collide in a talk preparing Hackreativity, a hackathon with Media Art for its subject matter, promoted in collaboration with Lazio Innova SpA, an in-house association of the Lazio Region.</p> <p>The testimonies of the EU-Enlight artists - European Light Expression Network.</p>
<p>MAXXI - Sala Graziella Leonardi Bontempo 16 - 16.45</p>	<p>THE ARTIST’S RESIDENCE To be shown for the very first time, the breath-taking results of a 4-way cultural and artistic exchange between two Italians in Berlin and two Germans in Rome will be exposed in the Maxxi.</p> <p>In addition to this, thanks to the Goethe-Institut, a new pilot project of “communal” artistic residence, based on an immersive experience in the Palestra dell’Innovazione’s “Centre of Production”. The artists involved worked side by side with people who live their daily in innovative spaces: makers,</p>

	<p>designers, developers, social hackers, students, professors, artisans and researchers etc.</p> <p>Moderated by Valentino Catricalà, the artistic director of Media Art Festival</p> <ul style="list-style-type: none"> · Christina Hasenau, Director of the library, media and internet sector of the Goethe-Institut Rom · Kristina Paustian, Artist (GER) · Donato Piccolo, Artist (Italia) · Simone Pappalardo, Artist (Italia)
<p>MAXXI - Sala Graziella Leonardi Bontempo 17.30 - 18.30</p>	<p>MEETING JOSEPH DELAPPE Resistance, Play and Memory: The Work of Joseph DeLappe A visual lecture that aims to present the work of Joseph Delappe, liminal explorations between art, technology and social activism. Engaged in the study of our new media and the electric since 1983, his oeuvre has given birth to numerous sculptures, online gaming performances and electromechanical installations of worldwide renown.</p>
<p>MAXXI - Spazio D 19 - 22</p>	<p>INAUGURATION OF THE EXHIBITION Vernissage</p>
28 APRIL	
<p>MAXXI - Spazio D 11 - 13</p>	<p>GUIDED VISIT OF THE EXHIBITION FOR SCHOOLS The students of Università Ca' Foscari in Venice, Master in Digital Humanities.</p>
<p>Palestra dell'Innovazione 9.00 - 19.00</p>	<p>HACKREATIVITY How can we create, with the help of technology, entrepreneurial ideas for the maintenance of culture, to improve cultural abundance and to transform passive consumers into active subjects? A creative marathon dedicated to those under the age of 35, in collaboration with Lazio Innova, for the development of entrepreneurial ideas about media and light art, as well as technological instruments such as apps, websites and games, for the benefit of a wide range of publics.</p> <p>Inaugurated by Stefano Fantacone, president of Lazio Innova With the participation of Antonella Giulia Pizzaleo, Manager of Agenda Digitale and Internet Governance, Lazio Region.</p>
<p>Accademia delle Belle Arti di Roma 10.30 - 11.30</p>	<p>LIGHT: NATURAL AND ARTIFICIAL Light, understood as a new creative field, to be explored so as to raise awareness in the art worlds and the world of culture in general. Can the immaterial be transformed in a work of light? Via an original interpretation of the structure of an "artist's residence", European Light Expression Network - ENLIGHT, a project created in the context of the European Creative Program of the European Commission, aims to become a type of brand, to</p>



	<p>be associated with a high quality experience for the innovative production of light art.</p> <p>Discussion between the artists of the European project ENLIGHT</p> <ul style="list-style-type: none">· Tobias Daemgen (Germany)· Yannis Kranidiotis, artist (Greece)
Accademia delle Belle Arti di Roma 11.30 - 12.30	<p>ROUND TABLE CAN MEDIA ART SAVE US? HUMAN SUSTAINABILITY AS A 21° CENTURY CHALLENGE</p> <p>Sustainability is one of the most crucial challenges of the XXI century. The digital world, artificial intelligence, and genetics are the sectors that currently register the most rapid and complex mutations, changing profoundly the modes of production and consummation, at the level of culture as well as all other aspects of our lives. It is Media Art that possesses the highest potential to comprehend contemporary cultural urgencies and naturally transform digital artists into <i>changemakers</i>, into the activists of change.</p> <p>Moderated Valentino Catricalà, artistic director of Media Art Festival</p> <p>With the participation of:</p> <ul style="list-style-type: none">· Alfonso Molina, Scientific Director of the Fondazione Mondo Digitale· Joseph Delappe, Artist (US)· Hage Tapio, Artistic Director of Article Biennale di Stavanger (Norway)· Chiara Passa, Artist (IT)· Elena Giulia Rossi, Editor, Arshake· Toby Heys, Artist, Professor (Manchester School of Art, Manchester University) and Coordinator of the project ENLIGHT
RUFA Space - Pastificio Cerere 15.00 - 16.00	<p>JOSEPH DELAPPE AND STUDENTS: AN ENCOUNTER Project 929: Mapping the Solar</p> <p>The reconstruction in 2008 of Ghandhi's Salt March initiated the process by which virtual actions are transferred to the realm of "real life". For the performance, the artist completed the 240 mile-long walk on a workout machine and online on Second Life. From this moment onwards Delappe defined himself more as an activist than as an artist. The avatar "Gold Gandhi", a reproduction created via a 3d printer and laminated n 24 carat gold, as well as the video of Delappe's 2008 performance, will both be exhibited.</p>
29 APRIL	
MAXXI - Spazio D	FAMILY SPACE: AN ARTISTIC JOURNEY FOR BIG AND SMALL

11 - 18	
<p>MAXXI - Spazio D 11 - 12</p>	<p>CARBON FOOTPRINT: BETWEEN ART AND SCIENCE</p> <p>Stimulating creativity and using new multimedia instruments, digital art represents a new and innovative mode of visualising, communicating and defending in an accessible and efficient manner, the complex concepts of science and technology that have important repercussions for us all. The project “Carbon Footprint via digital art: new didactic models for scientific education” is financed by the Ministry of Pedagogy, University and Research and promoted by the Fondazione Mondo Digitale, in collaboration with University Sapienza.</p> <p>Presentation of artistic projects created by la Palestra dell’Innovazione</p> <p>Moderated Silvia Litardi, curator of contemporary art</p> <p>With the participation of:</p> <ul style="list-style-type: none"> · Giovanni Organtini, professor of Experimental Physics at Sapienza University, Roma · Elena Bellantoni, artist (IT) · Mariagrazia Pontorno, artist (IT) · Matteo Nasini, artist (IT) · Andreco, artist (IT)
<p>MAXXI - Spazio D 12 - 12.30</p>	<p>AWARDS CEREMONY</p> <p>To inaugurate the awards ceremony a sound art performance curated by Paolo Gatti and IC Tullia Zevi</p> <p>Best artist - international category Best artist - university category Best team - Hackcreativity</p> <p>Honouring:</p> <ul style="list-style-type: none"> · Mirta Michilli, General director of the Fondazione Mondo Digitale · Luca Pandolfi, Corporate & PA Supervisor, Epson · Antonella Giulia Pizzaleo, manager of Agenda Digitale and Internet Governance, Lazio Region

THE FESTIVAL CONTINUES...

The Fondazione Mondo Digitale considered it right to bring *firtualità* to the event. *Firtualità* is a neologism created by the scientific director Alfonso Molina, derived from the fusion of the words “physical” and “virtual”, hence “phyrtual”. A unique expression to indicate the combination of physical space and virtual ambience in one dimension. This approach valorises the multidimensionality of a project-event such as the Media Art Festival, which, if linked to one specific territory, a strictly physical space, is born already linked to many other spaces and continues to progress online thanks to the agglomeration of new content, that will hopefully stimulate international synergy and collaboration beyond the restraints that money and geography can impose. This capacity to integrate the physical dimension (territorial) and the



virtual (online) in one sole approach that implicates both intellectual reflection and strategic action, is an ability that will only become more and more precious as we are confronted to the need to orientate ourselves in new, other realities, whether immersive or augmented, the likes of which the visitors of the festival will already have been able to experience.

FROM ROME TO MILAN

10 MAY	
CARIPO FACTORY	Presentation of the winning works of the Media Art Festival