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Digital Avant-Garde: Celebrating 25 Years of Ars Electronica

Exhibition, screenings and talks at Eyebeam, American Museum of the Moving Image and Austrian Cultural Forum

U.S. premiere exhibition of innovative digital media works of the past and present, sponsored by SAP, the world's leading supplier of business software.

New York, NY, May 10, 2004 - Ars Electronica, one of the world's most renowned institutions involved with digital media culture, will celebrate its 25th anniversary this summer. To mark the occasion, Ars Electronica will collaborate with the American Museum of the Moving Image, Eyebeam, and the Austrian Cultural Forum, to present **Digital Avant-Garde**, a series of exhibitions, screenings, and discussions in New York City from May 20 to July 18, 2004. Since its formation in 1979 in Linz, Austria, Ars Electronica has championed innovative media works that combine art and technology through the presentation of international festivals and a museum, and through the Futurelab, a pioneering research facility for developing new works.

Digital Avant-Garde will showcase fascinating digital-media projects that include winners from past festival competitions in the Prix Ars Electronica's interactive art category as well as the latest trends in this art form represented by installations produced at the Ars Electronica Futurelab and works that have come out of Ars Electronica's artist-in-residence program. In addition to these exhibitions, ancillary presentations such as workshops, chats with the artists, screenings and symposia will provide background on the history of digital creativity and current developments in the field. This program is being made possible by the generous support of SAP, the world's leading supplier of business software.

Prix Selection at Eyebeam - 540 W. 21st Street, Manhattan

Prix Selection at Eyebeam offers a look into the development and history of interactive art. The exhibition will present nine award winning works in the Interactive Art category of the Prix Ars Electronica, the world's oldest and most important competition in the cyberarts. This presentation features an extraordinarily diverse selection of installations and not only reflects the history of this competition but also gives a historical account of the development of interactive media art as a whole. The exhibition gives equal consideration

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to the diversity of the artists' approaches and the substantive concepts of their works as well as to the overarching theme of the relationship between technology and the artistic spirit of creativity and expression at different points in time.

***Interactions/Art and Technology* at American Museum of the Moving Image
- 35 Avenue at 36th Street, Astoria**

While the primary emphasis in the Eyebeam exhibition is placed on developments in media art over time, "Interactions/Art and Technology" at the **American Museum of the Moving Image** presents a current cross-section of work being done with interfaces by Ars Electronica Futurelab staff members. In both independent and collaborative projects, the Futurelab is a creative force in the media art field and also pursues joint ventures with private sector associates. This R&D facility is a model for a new type of media art laboratory in which staffers join teams that bring together a wide variety of training and skills and work in an interdisciplinary fashion that blurs the distinction between artistic and technological innovation so that both areas can reciprocally inspire and spur on one another. The interactive installations on display at Moving Image reflect the broad spectrum of fields in which the lab is active and, above all, the great diversity and creativity that emerge from the synthesis of high-tech and content designed to appeal to artistically discriminating audiences.

***Animation Theater* at Eyebeam and American Museum of the Moving Image**

Eyebeam and Moving Image will jointly present ***Animation Theater***, a series of screenings of animated films that represent important milestones in this genre over the last 25 years.

***Positions and Selections* at Austrian Cultural Forum
- 11 E. 52st Street, Manhattan**

Digital Avant Garde festival will open with a series of lectures and discussions at the Austrian Cultural Forum featuring artists from the exhibitions and screenings at Eyebeam and Moving Image. These talks will convey additional conceptual insights and historical background, and to provide the public with the opportunity to learn from and engage with theoreticians and artists in the field of digital media art.

Ars Electronica - A Festival for Art, Technology and Society

Media art is not object alone. Art becomes a process that, in addition to calling for interpretation by the viewer, takes yet another step closer to its audience: mere presentation is replaced by interaction with far-reaching consequences. Active involvement with the viewer has become one of the most powerful currents in contemporary art. Thus,

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media art has been essential to reconfiguring the relationship between art and those who partake of it.

Since Ars Electronica's founding as a festival for art, technology and society, media art has gone through numerous changes, stages of ongoing development and adaptations to shifting social framework conditions. Individual artists have come up with very different approaches to getting in touch with their audience. The exhibitions in New York elaborate on the continuous development of this new art form and provide detailed insights into ways in which artists deal with "interactivity as an artistic raw material."

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Opening Weekend

Thursday, May 20th

Moving Image
Interactions/Art and Technology

6 PM – 8 PM
Reception at the American Museum of the Moving Image
Exhibition Dates: May 21 – July 18, 2004

Friday, May 21st

Austrian Cultural Forum
Positions and Perspectives – Celebrating 25 years of Ars Electronica

11 AM
Registration and Welcome Addresses

1 PM – 5:30 PM
Symposium Part I: "Interaction, Immersion and the Illusion of Control"

Eyebeam
Prix Selection

7 PM – 10 PM
Opening Reception and Performance of Rupert Huber (A) and Justin Manor (USA)
On view: May 21 – July 18, 2004

Saturday May 22

Austrian Cultural Forum

1 – 5:30 PM
Symposium Part II: "Broader Contexts: Art, Technology and Society"

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Moving Image

1 PM

Screenings: Silicon Stories

4 PM

Screenings: Alternative Renderings

Sunday, May 23

Moving Image

1 PM

Screenings: Digital Animation: The State of the Art

4PM

Screenings: Silicon Stories

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Projects and Installations at Eyebeam and the American Museum of the Moving Image

Prix Selection
Eyebeam

Videoplace (1990)
Myron Krueger, Katrin Hinrichsen

The Legible City (1990)
Jeffrey Shaw

Think about the people now (1991)
Paul Sermon

Interactive Plantgrowing (1993)
Christa Sommerer, Laurant Mignonneau

America`s Finest (1995)
Lynn Hershman

Interdis-communication Machine (1996)
Hachiya Katsuhiko

Landscape one (1999)
Luc Courchesne

n-cha(n)t (2002)
David Rokeby

Interactions / Art and Technology
American Museum of the Moving Image

Networked Portrait (2003)
John Gerrard

RE:MARK (2002)
Golan Levin, Zachary Lieberman, Ars Electronica Futurelab

World Skin (1998)
Maurice Benayoun, Jean-Baptiste Barrière

An Interactive Poetic Garden (1998)
Tom White, David Small

Key Grip (2003)
Justin Manor

Interactive Bars
Futurelab, Golan Levin, Zachary Lieberman

CAVE
Peter Kogler, Franz Pomassl

ARSBOX
Ars Electronica Futurelab

VRizer: Game Engines on the ARSBOX
Ars Electronica Futurelab

See Banff!
Michael Naimark (1993/1994)

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