

C@C — Computer Aided Curating
Eva Grubinger
http://www.is.in-berlin-de/CAC/CAC_hall.htm

C@C is an application for the World Wide Web where contemporary art can be created, viewed, discussed, and purchased.

Located on the World Wide Web, outside the conventional institutional framework, MC responds to the changing needs of contemporary artistic praxis.

Working with C@C opens up the possibility of longterm collaboration based on similar avenues of inquiry for artists and art-partisans from diverse cultural backgrounds.

With its graphic user interface and specially designed tools, C@C is a universally applicable and easy-to-use instrument for producers and recipients of contemporary conceptual art.

PRODUCTION

Invited artists integrate the projects they have developed especially for MC into the presentation structure of C@C. Every artist receives an individual studio with various editing tools already built in. These tools enable the artists to combine pictures, moving images, texts and sounds in a multiplicity of ways to create complex works.

ARCHITECTURE OF THE EXHIBITION

C@C is based on a branching structure. Participating artists present not only their own work but also introduce three other artists of their choice (Computer Aided Curating). With the help of the C@C-Navigator, the observer can wander from work to work, from artist to artist. The social nexus where contemporary art constitutes itself becomes comprehensible.

There is also a linear list of artists containing information about their pieces.

PURCHASE

C@C invites visitors to participate actively in C@C each work being assigned to a Business Class. Buyers of artworks purchase the right to put together a presentation related to their activity. A selection of tools is made available for this. Buyers who already have online sites can refer users to their services via C@C.

DISCUSSION. In Public Discussion Areas, visitors can comment directly on the individual works, participate in discourse, enter into contact with both artists and buyers. C@C endeavors to stimulate public discussion around the commercial potentials of electronic networks as well as the threats these opportunities present to a network culture still in its infancy.

ANNOUNCEMENTS AND DOCUMENTATION

In order to reach a public outside the web, C@C opens windows to the World Wide Web from different (art) contexts.

C@C is displayed at exhibitons, fairs and lectures. All presentations are both announced and documented in C@C. Articles in newspapers and magazines, television programs and radio broadcasts about C@C can be referenced, viewed and listened to at C@C as well. Sign up on the Mailing List to be regularly informed about the activities of C@C.

Further research and development of the game rules of this new sphere and the creative transformation of traditional connections between art and audience are the ongoing tasks of C@C.



Artists working with C@C:

Christine Meierhofer
Pit Schultz
Karl-Heinz Jeron
Barbara Aselmeier
Agentur Bilwet
Innen
Mathias Fuchs
Christina Goestl
Margarethe Jahrman
Horst Schulte
Maroan el Sani
Nina Fischer u.a.