

Media Release

IL(L) Machine

Exhibition of Israeli New Media Art at the ARS ELECTRONICA Festival, Linz, Austria
5-9 September, 2013

This year the prestigious Center Ars Electronica invited Israeli Art and Design Academies to be represented in the Ars Campus exhibition, held in occasion of the International Ars Electronica Festival 2013.

The comprehensive exhibition presents a wide view into the work promoted in the emerging field of New-Media by Israeli academies, locating it at the critical junction of art, design, technology and science. Around forty artworks are featured from both students and lecturers of nine different Institutions, after a selection of more than 300 applications. Along the exhibition, three multimedia experimental performances and four open workshops will be held at the Campus as integral part of the event assuming an important role in the communication of both the hands-on spirit of academic creativity and of the technological edge characterizing the Israeli scene. At the entrance hall of the exhibition visitors are invited to move through ongoing events, interact, study, sit and meet in an improvised open salon.

Collaborations have played and continue to play a major role in the creation of New Media Art and Technology. This year for a first time the Ars Campus opens the grounds for the opportunity of collaboration among several leading academic Institutions in a particular geography. Works in the exhibition are in many cases the result of collaborations between artists from different fields of art and design with programmers, researchers and students from various fields of science and technology. The works exposed include interactive installations, sound installations, robotic installations, data processing and visualization, and video works.

"IL(L) Machine" promotes a new generation of artists emerging from art academies and research institutions in Israel, bringing forth a critical examination of the relations to technology as the manifestation of a new era.

We live in an era where new digital technologies based on automated procedures and agents are de facto mediating between us and the world, and cannot thus be perceived just as signifiers of a future horizon, but do mark a new phenomenological phase in human existence. Many of these technologies have matured and have practical implementations which are used as part of our daily lives, and they arouse greater concern about the ways these technologies influence our emotional states and take part in constructing our identities, both as individuals and as part of the community. "IL(L) Machine" suggests and examines these new relations between automated procedures performed by machines in direct relation to real life. The works presented tackle machine automation either as entities which have physical manifestation in the world, or through actions originating in algorithms which manipulate data in virtual spaces through time, in effect reconstructing the reality we encounter.

In the body of works exhibited, a large number of the artworks are addressing the theoretical and existential aspects embedded in the usage of new technologies and their direct influence on global aspects of our culture. Together with it, some of the artworks were selected to reflect directly upon

issues correlated to the political and cultural aspects of the reality of Israel and its unique complexity. These micro-narratives are organizing the space of the exhibition, visitors are moving between installations investigating perception, to data visualizations reflecting the automation of knowledge, from a room inhabited by robots and machines with their unpredictable hums to the tangled themes of a multicultural society.

On the overall the exhibit depicts the living and present conflict of Israeli art which pivots around the urge to relate to complex local issues on the one hand, and on the other aspires to take its place within the ongoing global discourse. In a country characterized by a very active and innovative high-tech industry, with a charged historic identity and profound political conflicts, these reflections leads to different and at times opposing perspectives regarding the influence of new technology on our society.

Art-works, performances and workshops are presented from students and lecturers of the following nine institutions: Bezalel Academy of Arts and Design, Holon Institute of Technology (HIT), Shenkar College of Engineering and Design, Media Innovation Lab at IDC Herzilya, Hamidrasha Art School, Kibbutzim College of Art and Education, The Musrara School, The Hadassah Academic College, The Neri Bloomfield School of Design and Education.

Ars Campus

Ars Campus is a central part of the Ars Electronica festival, hosting each year leading world universities in a three floors exhibition located in the city center at the Linz University Campus. This exhibition attracts a large crowd of visitors along the festival and has won great popularity in recent years especially due to the quality of the academic exhibitions it hosted, such as the Mit Medialab (2009) and the Tsukuba University of Tokio (2011). Informations on Ars Campus exhibitions can be found on the Ars Electronica site.

The organizers of the exhibition:

Arch. Lila Chitayat – Project Initiator and Creative Director
Dr. Yael Eylat Van-Essen - Curator
Dr. Oren Zuckerman – Strategic and Creative Advisor
Dr. Sayfan G. Borghini – Assistant Curator and Scientific Advisor
Eyal Vexler – Artistic Producer

For more information and viewing the projects please visit:

www.arscampusil.com

For any further question:

yaeleylat@gmail.com
lilachitayat@gmail.com

mobile during exhibition time: 06889721431
mobile during exhibition time: 06765215132