

First MA in MEDIA ART HISTORIES

Oliver Grau

DANUBE UNIVERSITY KREMS, AUSTRIA
2006/07 Program

PROGRAM DESCRIPTION

Danube University's Department for Applied Cultural Studies, Center for Image Science is now accepting applications for the 2006/07 class of their MA Program in MediaArHistories starting november. This two year low-residency degree provides students with deeper understanding of the most important developments of contemporary art through a network of renowned international theorists, artists and curators like Steve DIETZ, Erkki HUHTAMO, Lev MANOVICH, Christiane PAUL, Paul SERMON, Oliver GRAU, Gregor LECHNER, Jens HAUSER and many others.

Artists and programers give new insights into the latest and most controversial software, interface developments and their interdisciplinary and intercultural praxis. Keywords are: Strategies of Interaction & Interface Design, Social Software, Immersion & Emotion, Artistic Invention.

Using online databases and other modern aids, knowledge of computer animation, net art, interactive, telematic and genetic art as well as the most recent reflections on bio & nano art, CAVE installations, augmented reality and locative media are introduced.

Historical derivations that go far back into art and media history are tied in intriguing ways to digital art. Key approaches and methods from Image Science, Media Archaeology and the History of Science & Technology will be discussed. Media Art History offers a basis for understanding evolutionary history of audiovisual media, from the Laterna Magica to the Panorama, Phantasmagoria, Film, and the Virtual Art of recent decades.

The MA MediaArHistories is located in the the Center for Image Science, housed in a 14th century Monastery, which holds also the historic Goettweig collection, with more than 30.000 original graphics, etchings, prints etc., dating from the Renaissance and Baroque era until today. It contains works of various German, Italian, Dutch, French and British artists (from Duerer to Klimt...). This allows contextualization of the latest media art in its art and image history and the courses to work directly with originals - from book illustration to photography to the

most contemporary media art.

MediaArHistories MA is also based on the international praxis and expertise in Curation, Collecting, Preserving and Archiving and Researching in the Media Arts. What are, for example, the conditions necessary for a wider consideration of media art works and of new media in these collections of the international contemporary art scene? And in which way can new Databases and other scientific tools of structuring and visualizing data provide new contexts and enhance our understanding of semantics?

=> www.donau-uni.ac.at/mediaarthistories

DANUBE UNIVERSITY – located in the UNESCO world heritage WACHAU Danube University Krems is the first public university in Europe which specializes in advanced continuing education offering low-residency degree programs for working professionals and lifelong learners. The MA MediaArHistories is located in the the Center for Image Science, housed in a 14th century Monastery, remodeled to fit the needs of modern research in singular surroundings. Krems is a traditional educational town – with 30 schools and high schools attended by more than 10,000 students. Therefore, Krems' environment is richly furnished with restaurants, hotels, guest-houses and students' hostels, as well as leisure-time and cultural facilities. The idyllic environment of the Wachau, which belongs to UNESCO world heritage, its exquisite wines and numerous sports facilities, contribute to the quality of life of students at the Danube University Krems.

www.donau-uni.ac.at

www.donau-uni.ac.at/zbw

ADDITIONAL SPECIALITIES OF THE CENTER FOR IMAGE SCIENCE

The Center offers long term preservation and growth of the Database of Virtual Art. As pioneer in the field, the Database of Virtual Art has been documenting the rapidly evolving field of digital installation art since 1999, supported by Deutsche Forschungsgemeinschaft. The research-oriented, complex overview of immersive, interactive, telematic and genetic art has been developed in cooperation with renowned media artists, researchers and institutions.

=> www.virtualart.at

The Database of Virtual Art and Leonardo/ISAST and the Banff New Media Institute collaborated to produce the first international art history conference covering art and new media, art and technology, art-science interaction, and the history of media as pertinent to contemporary art. In late September, more than 200 new media practitioners from around the world gathered at Banff New Media Institute (BNMI) for Refresh! The complete conference is available as a Webcast at:

=> <http://www.mediaarthistory.org/navbar-links/refresh/origprogram.html>

DIGITALIZATION

The DigitalizationCenter is equipped with an ultra-modern multifunctional digital reproduction system for digitizing works of art, graphics, maps and similar originals. The highest resolution combined with fast scan speeds and the possibility of serial image processing enable a cost effective workflow. The workstation is used for the digitalization of the Goettweig collection of engravings and other collections, as well as for teaching purposes. New Digitalisation Center for Cultural Studies planed - further information available soon.

:: OTHER COURSES: Starting Autumn 06

--> Certified Expert „Visual Competencies“, 1 Semester

--> Certified Expert „Digital Asset Management“, 1 Semester

--> Certified Expert „Iconography“, 2 Semester

--> Certified Expert „Photography“, 2 Semester

--> Certified Expert “Exhibition Design and Management”, 1 Semester

--> Certified Expert „Scientific Visualization“, 2 Module

=> <http://www.donau-uni.ac.at/zbw>

The MediaArtHistories program in Krems is unique in that it actively seeks to assemble a diverse group of students and welcomes applications from Europe, Asia, Africa, North and South America. Space is limited, so please apply as soon as possible. Additional information is available on the programs website:

www.donau-uni.ac.at/mediaarthistories

If you would like an information pack, or if you have any questions, please contact in the first the office at the Center for Image Science, Danube University Krems, Dr.-Karl-Dorrek-Str. 30, 3500 Krems. Email: petra.gratzl@donau-uni.ac.at

If you have further queries about specific contents of the program, please contact Mag. Jeanna Nikolov jeanna.nikolov@donau-uni.ac.at or program director Prof. Dr. Oliver Grau oliver.grau@donau-uni.ac.at (Head Department for Applied Cultural Studies and Center for Image Science)

:: NEWSLETTER If you like to receive our eBULLETIN, please SUBSCRIBE:

=> www.donau-uni.ac.at/zbw/engnewsletter or send a mail to jeanna.nikolov@donau-uni.ac.at

:: Suggestions? We appreciate your feedback: => jeanna.nikolov@donau-uni.ac.at

Reference:

ANN: First MA in MEDIA ART HISTORIES. In: Arthist.net, Feb 27, 2006 (accessed Dec 21, 2025),
<<https://arthist.net/archive/27928>>.