

Theory & Practice of Media Art (Ekaterinburg, 21 May 10)

Oliver Grau

Perspectives, Ekaterinburg, May 21, 2010

Theory and Practice of Media Art:
Aesthetic Parergons and Perspectives
(International Conference)

Ekaterinburg, May 21, 2010
Ural State University

As new media art becomes more ubiquitous, it is crucial to see through its trendiness to its epistemological and aesthetic implications. Operating in the convergence between the arts, science and technology, media art instigates a new set of cognitive phenomena and mandates new practical and discursive agendas. With its strong multisensorial effects, captivating and enthralling, it challenges the world of traditional art, while in its turn being confronted by the grasping hands of the entertainment and cultural industry. Its unique modes of sensory engagement suggest new paradigms of cognition and proprioception. Empowering the viewer to relate to the work in multiple ways, electronic/interactive art raises issues of controllability and determination, refracted through disciplines from physics to politics and economics.

While there is a growing body of theory pertaining to the practice of media arts internationally, in Russia the development of this field is still sporadic. The seminar is intended to introduce to Ekaterinburg audience some of the most important issues of international media art theory and practice and to instigate further discussions, research and practice in this science- and technology-rich region.

Prospective topics:

- practices of illusion: immersivity and virtuality in media arts;
- interactivity as a key construct of media relations;
- histories of media art in the logic of production of immateriality;
- aesthetic questions of media arts;
- the sensorium and the new borders of sensuality;
- science-art practices;

- robotics, locative media, radio electronics;
- processual interface: intermedial performance;
- curatorial strategies of presenting media art;
- media arts in Russia.

In conjunction with the seminar, there will be a presentation of a series of interactive media installations by Ural artists as well as the works from the collections of the Center for Art and Media Technologies (ZKM Karlsruhe), Ars Electronica Center (Linz).

Invited speakers:

- Dr. Oliver GRAU (Germany, Austria), media art theorist and art historian, head of the Department of Image Science at Danube University, Krems (Austria);
- Dr. Olga KISSELEVA (France), media artist, theorist, director of the program **Art&Science**, Universitet: Paris 1 Pantheon-Sorbonne;
- Dr. Olga YATZUK (Moscow), art historian, head of the program **Informational Technologies in Design**, National Institute of Design;

Chair: Ksenia FEDEROVA, Ural State University Ekaterinburg and curator of National Center for Contemporary Art (NCCA)
www.ncca.ru

Ministry of Culture, Russian Federation
National Center for Contemporary Art (NCCA)
Ekaterinburg Branch

Ural State University
Department of Art History and Cultural Studies

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