

One of the special projects of the 4th Moscow Biennale of Contemporary art, **PRO&CONTRA OF MEDIA CULTURE** Symposium is organized by MediaArtLab Centre for Art and Culture. This year it's held for the second time and represents special space open for discussions, talks, free interaction of artists, curators, journalists, students and all interested in the most avant-garde and hi-tech contemporary creativity. **PRO&CONTRA OF MEDIA CULTURE** includes talks by theoreticians and practitioners of media art, **PRO&CONTRA OPENCALL** prize for media art projects, exhibition project, workshops for artists, panels, screenings of worldwide media art festivals and performances of sound artists.

The project is dedicated to media art and questions of art and technology interaction, it pursues educational aims and will help to invite more people into the process, create a new generation of artists, critics and curators. **PRO&CONTRA** is the next step of media culture development in Russia.

**2011 THEME: TOTAL OBSERVER**

“Today media constructs reality. Digital technologies change the society, politics and economics, but we are also changing with them. Technologies are extensions of our nervous system. We mutate gradually and become part of it. Under the pressure of the infinite number of cameras, stucked in the web, on one hand, we loose our freedom. But on the other – we expand our rights day by day via technological innovations. Art is not an outsider now, it's a trendsetter with new ideas and introduction into various fields is not directly connected to it. Only art with its intuition and power of imagination not limited by either discourse, or status, or norm becomes able to perceive the vague outlines of the future...”

*Olga Shishko,*

*PRO&CONTRA OF MEDIA CULTURE Art Director and Curator*

**VENUE**

**ARTPLAY** Design Centre  
Moscow, N. Syromyatnicheskaya, 10



**Rewriting Worlds**

special projects

<http://procontra.mediaartlab.ru/>

**ORGANIZER**



MediaArtLab Centre For Art And Culture

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АССОЦИАЦИЯ МЕНЕДЖЕРОВ КУЛЬТУРЫ



МЕЖДУНАРОДНЫЙ СИМПОЗИУМ  
[ЗА И ПРОТИВ]  
МЕДИАКУЛЬТУРЫ И OF MEDIA CULTURE  
[ПРО&CONTRA]  
procontra.mediaartlab.ru  
МОСКВА 8-11/10/2011. КРАСНОЯРСК 14-16/11/2011

# 8/10/2011

## 12:30 PRO&CONTRA OF MEDIA CULTURE

### PRESS CONFERENCE

Participants – members of the board of experts:

**Dmitry Bulatov** (artist, art theoretician, curator of Kaliningrad department of National centre for Contemporary Arts), **Wolf Iro** (Professor, Director of cultural programs at the Goethe Institute Moscow, Germany), **Thymen Kouwenaar** (Head department of culture, science and education, the Royal Netherlands Embassy), **Marjeta Jernej** (Austrian Cultural Forum, Austria), **Alina Saprykina** (Art director at the ARTPLAY Design centre, Russia), **Olga Shishko** (Director of MediaArtLab Centre for Art and Culture, Russia), **Alexey Shulgina** (Artist, Russia), **Irina Yurna** (member of the expert council of the Prokhorov Foundation, Russia).

## 14:00 SYMPOSIUM OPENING

### OPENING WORD

**Joseph Backstein** (Moscow Biennale of Contemporary Art, Commissar, Russia), **Irina Prokhorova** (Mikhail Prokhorov Foundation, Director, Russia), **Olga Shishko** ("Pro&Contra of Media Culture" Symposium, Art director, Russia).

## 14:30 GLOBAL MEDIA SECTION

### REPORTS

**Peter Weibel** (Art historian, Artist, Curator of the main project of the 4th Moscow Biennale, ZKM Director, Germany) – From visual media to social media;

**Joseph Backstein** (Moscow Biennale of Contemporary Art, Commissar) – Dialectics of the new media;

**Olof van Winden** (Director of the Netherlands Media Art Institute, Netherlands) – Media arts and digital culture: general remarks;

**Olga Shishko** ("Pro&Contra", Art director, art critic, MediaArtLab director) – Media invasion: practices, methods and spaces.

## 17:00 SYMPOSIUM'S SPECIAL PROJECTS

German Cultural Centre (Goethe-Institut) in Moscow presents:

Michaela Melian's Panopticum (Germany)

The Royal Netherlands Embassy presents:

**V2\_lab at V2\_Institute for the Unstable Media** (Netherlands) – "Global issues and their research: wearable technology, augmented reality, ecology".

Austrian Cultural forum presents:

**NEXT IDEA | Ars Electronica** (Austria) award winners.

**Pro&Contra Open Call. Projects of 2011 winners.**

A sound performance by **Alla Zagaykevich** (Ukraine), "Dérive" at the presentation.

## 18:00 SCREEN AND INTERACTIVE MEDIA SECTION

### PANEL DISCUSSION

Moderator – **Karina Karaeva**.

**Boris Debackere** (Art director of V2\_lab at Unstable Media Institute, Netherlands) – Augmented Dreams;

**Kirill Razlogov** (Professor, Director of Russian Institute for Cultural Research, Russia) – The future of screen and post-screen forms of creation;

**Karina Karaeva** (Head of Cinema and Video Art Department at National Centre for Contemporary Arts, Russia) – The trick of the screen media. Death of idea;

**Constantine Bokhorov** (PhD in Cultural Studies, curator, Russia) – Interactive media – between attractiveness and social criticism.

## 20:00 PRO&CONTRA OPENCALL/ SCREEN AND INTERACTIVE MEDIA

PRESENTATION AND DISCUSSION. Projects of the 2011 winners

**Where the dogs run** – "Precipitate", **Olga Kiseleva** – "Conquistadors at the North Pole",

**Dmitry Bulnygin** – "Flowers", **Gor Chahal** – "Free Love", **Taus Makhacheva** – "Bullet", **Tatyana**

**Fedorova** – "I want to London", **Natalia Arefieva**, **Anna Kolosova** – "H2Opera", **Anna**

**Khodorkovskaya** – "Bears".

## 22:00 VIDEO FESTIVALS NIGHT

Best artworks of **Japan Media Arts Festival**, **Prix Ars Electronica** (Austria), **LOOP Festival** (Spain).

# 9/10/2011

## 12:00 «CHANGING THE WORLDS»

A tour (for participants of the symposium) through the 4th Moscow Biennale's main project ("Changing the worlds") together with the Moscow Biennale's Commissar **Joseph Backstein** and Curator **Peter Weibel**.

## 15:00 HYBRID MEDIA SECTION REPORTS

Moderator – **Daria Parkhomenko**.

**Dmitry Bulatov** (curator of Kaliningrad department of National Centre for Contemporary Arts, Russia) – Techno-Biological Art: The new state of living;

**Attila Nemes** (Program counsellor of The Kitchen medialab Centre, Hungary) – The only spicy innovation lab;

**Dmitry Galkin** (Professor, media researcher, University of Tomsk, Russia) – Ideal subject of artificial life and aesthetics of hybrid media;

**Daria Parkhomenko** (Director, curator of LABORATORIA Art&Science Space, Russia) – Case study: Analysis of trends and winners in the nomination Hybrid Art at Ars Electronica Festival 2011.

## 17:00 HYBRID MEDIA SECTION: «FROM AN IDEA TO THE EVOCATION»

### PANEL DISCUSSION

Moderators – **Dmitry Bulatov**, **Daria Parkhomenko**

Participants: **Boris Debackere** (V2 Unstable Media Institute, Netherlands), **Kate Gandrabura** (Special Projects Department, ROSNANO, Russia), **Attila Nemes** (The Kitchen medialab Centre, Hungary), **Irina Aktuganova** (Techno-Art Center, Russia), **Alexei Shulgina**

(Electroboutique, Russia), **Alina Ignatova** (MediaArtLabCentre for Art and Culture, Russia), **Anna Belyaeva**, **Olga Barkovskaya** (Independent curators, Russia), **Mikhail Burtsev**

(Neurosciences department at the NBIC-centre – National Research Centre at "Kurchatov Institute", Russia), **Martin Honzik** (Next Idea, Ars Electronica, Austria).

Online participants: **Dietmar Offenhuber** (Artist, Austria), **Oron Catts** («SymbioticA»

Laboratory, Australia), **Ksenia Fedorova** (University of California, Davis, USA).

## 20:00 PRO&CONTRA OPENCALL/ HYBRID MEDIA

PRESENTATION AND DISCUSSION. Projects of the 2011 winners

**Julia Borovaya**, **Sergei Kasic**, **Vadim Smakhtin** – "LIQUID – DO performance", **Dmitry**

**Kawarga** – "Residual consciousnessstream-4", **Julia Bezhtanko** – "disappearance",

**Constantine Ager** – "Memory of Rain".

## 22:00 MEDIAFACADES

**Teddy Lo (LEDARTIST)** (Hong Kong);

**Houstone Street Group** (Alex Umansky, Sergei Ogirya) (Russia).

# 10/10/2011

## 14:00 GLOBAL MEDIA SECTION

### REPORTS

**Alexey Shulgina**, **Elena Artemenko** (Artists, Russia) – Artlet, Art of the Globalized World;

**Andrey Parshikov** (Curator, art critic, Russia) – Sentimental video as a way to combat

fashizoid optics;

**Vanessa Ramos-Velasquez** (media artist and researcher, Germany/ Brazil) – Performance-

report.

## 15:30 TACTICAL MEDIA SECTION

A film by **The YES MEN** group (USA) – "The YES MEN save the world" (2009).

## 16:00 TACTICAL MEDIA SECTION

### REPORTS

The co-curator – **Tatiana Volkova**

**Ivan Zasursky** (Head of New Media and Communication Theory Department, Faculty of Journalism, Moscow State University, Russia) – The borders of Tactical Media and

independent journalism;

**Andrey Velikanov** (Artist, philosopher, art theoretician, lecturer, Russia) – The artist in the mediaspace. Liberty and responsibility. Is everything allowed? Between productive provocation and disorderly conduct;

**Tatiana Volkova** (Director of ZHIR gallery, Russia) – The development of tactical media in Russia.

## 18:00 TACTICAL MEDIA SECTION

### PANEL DISCUSSION

Moderators – **Tatiana Volkova**, **Ivan Zasursky**

Participants: **Dmitry Model** (Media activist, Russia), **Andrey Velikanov** (Artist, philosopher, art theoretician, lecturer, Russia), **Alexandre Bidin** (Media activist, Russia), **Artem Loskutov**

(Media activist, Russia), **Roman Minaev** (Media artist, Russia), **Anton Nikolaev** (Artist, Russia), **Victoria Lomasko** (Artist, Russia), **Dmitry Zhvania** (Media aktivist, Russia).

Online participants: **The YES MAN** (USA), **Avram Finkelstein** (Activist, USA).

## 20:00 PRO&CONTRA OPENCALL/ TACTICAL MEDIA

PRESENTATION AND DISCUSSION. Projects of the 2011 winners.

**Victoria Lomasko**, **Anton Nikolaev** – "Forbidden Art", **Anne Brochet** – "Wikiantipedia",

**art-m2** – "GLOBAL ART PROJECT", **Grigory Charushin** – "Pink Fountain".

## 22:00 VIDEO PROGRAMME "MEDIA KICK"

# 11/10/2011

## 13:00 MEDIA EDUCATION

PANEL DISCUSSION. Media art and interdisciplinary practice: The problem of teaching

Moderator – **Asya Silaeva** (MediaArtLab Centre for Art and Culture, Russia).

Participants: **Alexander Evangely** (The Rodchenko Moscow School of photography and

Multimedia, Russia), **Daria Paramonova** (Strelka: Institute for Media, Architecture and Design,

Russia), **Svetlana Maiborodskaya** (Communications Academy, Russia), **Alexander Mishin** (British

Higher School of Art&Design, Russia), **Vlad Sevetsev** (Audiovisual Academy, Russia), **Olga Shishko**

(MediaArtLab Centre for Art and Culture, Russia), **Daria Kamyshnikova** (Moscow Museum of

Modern Art, Free Workshops program, Russia), **Dmitry Galkin** (University of Tomsk, Russia), **Arseny**

**Zhilyaev** (Winzavod Centre of Contemporary Art, Start, Russia), **Boris Debackere** (V2\_Unstable

Media Institute, Netherlands), **Olof van Winden** (Netherlands Media Art Institute, Netherlands).

## 16:00 MEDIA FESTIVALS SECTION

### REPORTS

**Martin Honzik** (Head of Festival/Prix department, Austria) – Prix Ars Electronica;

**Remco Schuurbiens** (Co-director of CTM – Festival for Adventurous Music and Related Arts,

Germany) – CTM;

**Emilio Alvarez** (LOOP festival director, Spain) – LOOP.

## 17:30 SOUND ART SECTION

### PRESENTATIONS, LECTURES

The co-curator — **Sergey Kasich** (Sound artist, curator, Russia)

Presentations, lectures.

**Michaela Melian** (Artist, Germany) — Speicher;

**Kurt Liedwart** (Sound artist, Russia) — History of Sound Art;

**Parl Christian Bjørn Vester** — GOODIEPAL (Artist, musician, hacker, Denmark) — Performance.

## 20:00 PRO&CONTRA OPENCALL/ SOUND ART

PRESENTATION AND DISCUSSION. Projects of the 2011 winners

**Yury Kalendarev** – "The Standing Wave", **Ludmila Belova**, programming by **Sergey Komarov**,

**Alexey Grachyov**, **Cyland** – "A Time Capsule", **Denis Perevalov**, **Nina Rizhskaya**, **Igor Sodazot** –

"Spherephonograph", **Valery Aizenberg** – "Simone speaks Russian".

## 21:00 PRO&CONTRA SYPOSIUM CLOSING

### PERFORMANCES

"**SHVEITSARIA**" ("Switzerland") Group (Alexey Zagniy, Lev Rubinshteyn, Maria Chuykova, Russia);

"**EVEREST**" Group (Switzerland);

**Residents of the SoundArtist.ru community** (Oleg Makarov & Patrick K.-H.,;: vtol;:, Kurt

Liedwart, Kasich).