

Werkleitz Festival 2015

.move ON - new media art from Australia, Canada and Europe

Exhibition - Performances - Conference

October 9-25 Halle (Saale)

.move ON Conference

October 9-11, 2015

LISA Conference Hall

Riebeckplatz 9

06110 Halle (Saale)

Press release on the conference programme of the Festival

.move ON - into the digital age: 3D, 8K, virtual reality. But what happens outside these technological advances? What counterpublic media strategies are taking shape in web 3? How are artists using the new technologies? What are the TV companies' answers to YouTube & Co? The three-day conference on the present and future of the audiovisual media was motivated by current trends in order to discuss possible future scenarios in the art, film and TV industry.

As early as 50 years ago, Marshall McLuhan noted the continual change taking place in the media. According to his theory, so-called hot and cold media keep superseding each other. To start things off, in a séance, the media expert Baruch Gottlieb (CA) tries to establish contact to the world-renowned communications theoretician. McLuhan's successor Derrick de Kerckhove (CA/IT) then gives an insight into the media revolution.

.move ON - Broadcasting On the opening day, the focus is on current transformation processes of motion pictures by the internet. Using the YouTube video platform as an example, Dr Phil Roman Marek (DE) and Prof. Volker Pantenburg (DE) examine the essential dynamics with regard to viewing habits, spread and reception. With its billion users, YouTube is the biggest video portal and it has become an important enterprise of the Google Corporation. Initially constrained by limited server capacities, clip esthetics has long since become a visual culture in its own right. EMARE* artists such as Steve Reinke (CA) use "YouTube Esthetics" in their work. Public broadcasting corporations such as Mitteldeutscher Rundfunk and the German-French culture channel ARTE present their answers to the challenges posed by the digital age. The TV producer Thomas Hellum (NO), is creating "the most boring TV in the world: SLOW-TV" as the antipode of the accelerated clip esthetics.

.move ON - Crossmedia Current projects and works, using opportunities provided by the internet to try out participative, cross-media and interactive formats, form the second focal point. For years, EMARE artists Christoph Wachter and Mathias Jud (CH/DE) have been developing *tools for the next revolution* to subvert online censorship and build alternative networks. Dubbed *Points of View*, Zohar Kfir (ISR/CA) is creating an interactive and participative archive for video material from the Middle East conflict and the director Patric Jean (FR) is working on his cross-media project *Lazarus-Mirages*, which addresses paranormal phenomena, pseudo sciences and media manipulation.

.move ON - Cinema What would motion pictures be without the cinema? Will it have to be seen as an historical institution, or can it too, like the theatre, reinvent itself outside of the technological innovation paradigm through concepts and ideas?

In his cinema presentation *All the mistakes I've made part 2 (How not to watch a film)*, EMARE artist Daniel Cockburn (CA) speaks about how a film should not be watched. Film curator Brent Klinkum (NZ/FR) uses a frozen film screen to redefine cinema space, while EMARE artist Lauren Moffatt (AU/DE), in her work *The Oculist Reason* immerses herself in virtual reality.

The conference is free of charge and since the guests comprise an international mix, it is held in English.

The programme and additional information are available online at www.moveon.werkleitz.de.

*EMARE: European Media Artists in Residence Exchange. Also participants of the exhibition

contact:

Festival and Conference Director: Peter Zorn
Concept & Organisation: FILZ – Filmische Initiative Leipzig
filzoffice@gmail.com

Werkleitz Gesellschaft e.V.
Schleifweg 6
06114 Halle (Saale)
+49 345 68246-15
info@werkleitz.de
www.werkleitz.de

press contact:

Cornelia Hänchen
presse@werkleitz.de
+49 345 68246-17

Please find more information and images for download here:
www.moveon.werkleitz.de

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