JUNE 28—29 2021
MASARYK UNIVERSITY
BRNO CZECH REPUBLIC
ONLINE → ZOOM

Speaking
Digital

Are we still spoken by language, or are we spoken by digital (programming language code)?

In 1986 Friedrich Kittler argued that the code of programming languages is programming us as the main significant of presence. Is it possible to agree with this statement in 2021, or on the contrary — are people the ones who confidently take on the right to signify?

The possibilities of the existence and importance of contemporary digital culture in different contexts of human and non-human agencies will be addressed in the historically first conference organised by the newly established study programme Digital Culture and Creative Industries.

On the first day keynotes will outline the current and future possibilities of discussion in the field of interdisciplinary reflection in the current post-digital paradigm. On the second day PhD students are going to present their research proposals. Conference Speaking Digital is organised by the newly established study programme Digital Culture and Creative Industries at MUNI ARTS.

MUNI ARTS

TIM TEORIE INTERAKTIVNÍCH MÉDIÍ

Speaking Digital
On Digital Culture and Methodologies

Programme

DAY 1
KEYNOTES

9.45   **Introduction by Jana Horáková**

10.00   **Michal Kindernay**
       TRAJECTORIES

10.40   **Ingeborg Reichle**
       SPECULATIVE FUTURES IN CURRENT NEW MEDIA ART
       PRACTICES

11.20   **Elisa Giaccardi**
       AUTONOMOUS TECHNOLOGIES AND
       THE CHALLENGES OF PROBABILISTIC DESIGN

12.00   **Erkki Huhtamo**
       MEDIA ARCHAEOLOGY AS TOPOS STUDY

DAY 2
D2C1 DOCTORAL STUDENTS SYMPOSIUM

9.00   **Svatava Doubková**
       VIDEO ART ARCHIVES – MEDIATION OF PERSONAL
       AND COLLECTIVE MEMORY THROUGH
       NEW INCARNATIONS

9.40   **Júlia Chodúrová Bútorová**
       NEW MEDIA ART IN MAINLAND CHINA
       – SPECIFIC FEATURES AND PERSPECTIVES

10.20   **Filip Johánek**
       SOUNDSCAPE OF THE CITY OF BRNO

11.00   **Ivan Koutný**
       CHANGES AND TRANSFORMATION OF
       ARCHAEOLOGICAL MUSEUMS IN THE HISTORICAL
       CONTEXT AND THE DIGITAL WORLD

11.40   **Roman Novotný**
       DESIGN IN THE POST-ANTHROPOCENE ERA

13.00   **Luisa Pavlíková**
       PARADIGMATIC CHANGE OF THE AUTHOR:
       TENDENCIES AND SPECIFICITIES OF THE AUTHORSHIP
       IN THE DIGITAL ERA

13.40   **Veronika Sellner**
       ARTISTIC INTERVENTIONS IN THE FIELD OF SYNTHETIC
       BIOLOGY AS A SPACE FOR THE REDEFINITION OF
       TECHNOLOGY AND NATURE

14.20   **Duňa Slavik**
       INTERMEDIA OF THE CRUSADERS SCHOOL IN
       THE CONTEXT OF DIGITAL CULTURE

15.20   **Zdeněk Záhora**
       DIGITAL GAME LIFECYCLE – NOTES ON PARTICIPATORY
       CULTURE, GAME DESIGN AND GAME MARKETING

Abstracts

Michal Kindernay
TRAJECTORIES

Presentation of soundwalk studies and approaches to auditive research of the environment, the result are often sound maps or their equivalents in other visual art forms and sound compositions. On various examples, the author analyses the types of audio observation in the context of walking and movement, which are designed as a dialogue with everyday perception of soundscapes and current technologies.

Michal Kindernay is an inter-media artist, curator and performer. His audio-visual installations interconnect art, film, technology and science. He reflects ecological issues through various technological approaches in relation to nature environment. His works include video performances, interactive installations or experimental documentary projects or sound compositions.

Ingeborg Reichle
SPECULATIVE FUTURES IN CURRENT NEW MEDIA ART PRACTICES

Speculating about alternative futures of humans and non-humans opens up a common ground between the arts, speculative design approaches, technological innovations and critical humanities. To sketch this emerging field, I will introduce the interdisciplinary art practices of Canadian artist Max Liboiron, Belgian artist Maarten Vanden Eynde, and US-based artist Pinar Yoldas, who relate their art to environmental injustice, DIY biotechnology, and the sciences, to draw attention to the irreversible destruction of our marine ecosystems are facing today. While Max Liboiron is offering community-based citizen science strategies for monitoring plastic pollution in marine animals and developing innovative research approaches with discard studies and anticolonial scientific practices, Maarten Vanden Eynde is travelling the world's oceans to collect marine plastic debris to raise awareness about the impact of mass consumerism and environmental injustice, from which countries of the Global South are suffering disproportionately. With her speculative design approaches Pinar Yoldas is offering new visual narratives to imagine how future biologies will evolve in the Age of the Anthropocene. As a final chapter of my talk I will refer to the methodological challenges of contributing to the emerging field of critical humanities and introducing cross-disciplinary strategies in the arts and academia as well.

Ingeborg Reichle is a contemporary art historian, media theorist, and Professor in the Department of Media Theory at the University of Applied Arts in Vienna. She served as founding chair of the Department of Cross-disciplinary Strategies (CDS) from 2017 until 2018, where she designed an integrated BA study programme on applied studies in art, science, philosophy, and global challenges. Her current area of research and teaching is the encounter of the arts with cutting-edge technologies such as biotechnology and synthetic biology, taking also into account artistic responses to systemic risks and global challenges such as climate change and ecological collapse in order to develop a critical understanding of the role of twenty-first century media arts. She is the author of more than 50 scientific articles and a number of books including Art in the Age of Technoscience: Genetic Engineering, Robotics, and Artificial Life in Contemporary Art (2009) with Springer publishers.

DAY 1
KEYNOTES

JUNE 28 2021

Elisa Giaccardi

AUTONOMOUS TECHNOLOGIES AND THE CHALLENGES OF PROBABILISTIC DESIGN

In this talk, Giaccardi argues for the need to raise critical questions about the ways we design in a post-industrial and post-humanist age. From this perspective, probabilistic design aims to establish and research agency as foundational to our understanding and crafting of autonomous technologies as was once the notion of function to our understanding of tools. To illustrate this, Giaccardi will introduce and discuss examples from healthcare, mobility and sustainability of how designers should consider what is uniquely human and uniquely artificial in the performance of agency (e.g., improvisation and foresight), and how they should attend to this co-performance as a decentralised act of design with probabilistic outcomes.

Elisa Giaccardi is Professor of Post-Industrial Design at TU Delft, the Netherlands. Her work is focused on the challenges that a permeating digitalisation means for the field of design. After pioneering work in metadesign, networked and open design processes, her research currently engages with probabilistic, more-than-human design approaches. The starting point is that digital things today are capable of both perception and effect. Thus, they 'participate' in design and use in ways that previous industrially produced objects could not. Her work has contributed significantly to the development of post-industrial and post-humanist approaches in the fields of design through more than one hundred peer-reviewed conference and journal papers and book chapters, and funded research projects in the domain of memory practices, ageing and the future of work. Elisa is director of the MSc program Design for Interaction at the Faculty of Industrial Design Engineering, Associate Editor for Springer HCI, and founding member of the campus-wide initiative for responsible design and engineering of AI systems AiTech.

Erkki Huhtamo

MEDIA ARCHAEOLOGY AS TOPOS STUDY

Media archaeology can be practiced in different ways. Wolfgang Ernst emphasizes the materialities and autonomous operations of media machines, while Siegfried Zielinski represents a more traditional human-centered approach. This lecture introduces another alternative, media archaeology as the study of topoi. Topos is a commonplace, a cliché traveling in cultural formations across time and space, sometimes for hundreds of years. The talk argues that topoi have played an important role in the formation of media culture, and continue to affect our media use, also on the internet. The lecture is based on the new book the speaker is finishing after many years of work, „How to Dismantle a Fairy Engine: Media Archaeology as Topos Study."

Erkki Huhtamo is known as a founding figure of media archaeology. He has published extensively on media culture and media arts, lectured worldwide, given stage performances, curated exhibitions, and directed TV programs. He is a professor at the University of California Los Angeles (UCLA), Departments of Design Media Arts, and Film, Television, and Digital Media. His most recent book is Illusions in Motion. Media Archaeology of the Moving Panorama and Related Spectacles (The MIT Press, 2013).

DAY 1 KEYNOTES

JUNE 28 2021

Svatava Doubková

VIDEO ART ARCHIVES – MEDIATION OF PERSONAL AND COLLECTIVE MEMORY THROUGH NEW INCARNATIONS

The project comprehensively deals with the issue of preserving the art of the moving image for the future. It covers issues related to long-term sustainability, authenticity and adequate accessible presentation. It aims at both a pragmatic grasp of the issue and questions of ethical dimension. It focuses on the role of individual and collective memory and their role in shaping the generally accepted narrative. The subject is also the design and architecture of platforms for the effective presentation of works using modern technologies, enabling immersive contact with the archive and the topic of overcoming the transience of technologies.

Júlia Choďúrová Bútorová

NEW MEDIA ART IN MAINLAND CHINA – SPECIFIC FEATURES AND PERSPECTIVES

The first aesthetic concept of ancient Chinese calligraphy formed in the 17th century was based on the theory of line. The conference paper examines how the symbolic line was redicovered and appropriated in the field of contemporary art in mainland China. It illustrates the ambiguous structure of new media and explains the problematic interplay between the digital technologies and Chinese political leadership. It also highlights the issue of dissidence as an aspect of the Western (mis)interpretation of Chinese new media art.

Filip Johánek

SOUNDSCAPE OF THE CITY OF BRNO

Main topic of presentation will be selection of ideal place for long-term recording and reflection of categorization system, which is ready for input from regular gauging and recording. Selected topics create base for the ongoing long-term research focused on city of Brno's soundscape.

Ivan Koutný

CHANGES AND TRANSFORMATION OF ARCHAEOLOGICAL MUSEUMS IN THE HISTORICAL CONTEXT AND THE DIGITAL WORLD

The dissertation project focuses on the changes and transformation of archaeological museums in the historical context and the digital world. The daily use of digital tools is evident in all areas of human life and interferes with everyday activities, also in museums. The proposed dissertation will focus on the area of museums, especially archaeological museums. Archives are being processed and digitized, expositions are being modernized, and virtual tours are taking place. The possibility for the visitor to see the virtual content of depositories, as part of a museum tour, is a current trend in museums. An important part of the project will be the historical context.

DAY 2
D2C1 DOCTORAL STUDENTS SYMPOSIUM

JUNE 29 2021

Roman Novotný

DESIGN IN THE POST-ANTHROPOCENE ERA

In the face of current global problems and current continental thinking, human-centered design is becoming insufficient. Design theory and methodology need to be reactivated in order to be able to involve not only humans but also natural and animal actors or artificial intelligence in design processes. Such a „reactivated" design can then help raise participation more in public affairs, urban planning or public sector innovation. The paper will critically present current design approaches in the public sector and outline the course of research on new design methodologies.

Luisa Pavlíková

PARADIGMATIC CHANGE OF THE AUTHOR: TENDENCIES AND SPECIFICITIES OF THE AUTHORSHIP IN THE DIGITAL ERA

This presentation acquaints audience with historical transformation of sociocultural changes that deals with the current position of the author, and which reduces the author to the tradeable commodity in the age of New Media. The presentation also brings forward the concept of experimental research design that is going to be devised for selected fields of New Media considering their specific characteristics.

DAY 2
D2C1 DOCTORAL STUDENTS SYMPOSIUM

JUNE 29 2021

Veronika Sellner

ARTISTIC INTERVENTIONS IN THE FIELD OF SYNTHETIC BIOLOGY AS A SPACE FOR THE REDEFINITION OF TECHNOLOGY AND NATURE

The research project focuses on artistic interventions within the field of synthetic biology. We are using these interventions as a gateway to a broader question of overcoming the dualism of technology and nature. The research project is based on understanding the tendency in thinking about the categories of technology and nature and their interconnection, as well as the analysis of approaches to the redefinition of humanity and the position of inhuman actors in different schools of thought, such as speculative realism and object oriented ontology. The aim is to approach nonhuman actors methodologically. One of the parts of this research project is also going to explore the local art scene and approaches to technology, nature since the 1990s.

Duňa Slavik

INTERMEDIA OF THE CRUSADERS SCHOOL IN THE CONTEXT OF DIGITAL CULTURE

The dissertation examines the complex activities of the collective group „Crusaders School of Pure Humour Without Jokes". Radically new concepts of art opened up new definitions, since the 1960s there was no connecting uniform style. The artistic production of the Crusaders introduced new practices that combined existing classical media. The Crusaders (abbreviated to KŠ), thus became one of the foremost Czech forerunners of the New Media. Their approach brought new forms of reflection and expanded the boundaries of Czechoslovak art.

Zdeněk Záhora

DIGITAL GAME LIFECYCLE – NOTES ON PARTICIPATORY CULTURE, GAME DESIGN AND GAME MARKETING

Why are some digital games „in the loop" for many years while others are forgotten in a few weeks? We will try to briefly sum a long time of observations, thoughs on various rhythms of the souls series fandom, applied principles of business&marketing (media image, sales, participation stimuli, remakes) and game design elements of a particular game (Dark Souls) to describe a phenomenon of a video game life cycle. The core arguments will be challenged with genre variance and game typology to explore the topic in more depth.

DAY 2

D2C1 DOCTORAL STUDENTS SYMPOSIUM

JUNE 29 2021

2021