

**XI Media Forum**  
**As part of the 32 Moscow International Film Festival**

**19-23 June**

**Organizers:** MediaArtLab Centre for Art and Culture, Mediafest.

Media Forum is the most avant-garde program at the Moscow Film Festival, and is dedicated to new and experimental forms of screen culture. It presents the audience with a certain alternative to the traditional cinema art, or probably demonstrates tendencies for the recent cinema development, the new opportunities that artists have already mastered and the filmmakers examine keenly. If this is indeed the Media Forum's mission at the Moscow Film Festival, then it requests a far greater variety of events and formats that can be provided by ordinary movie theaters. And thus the 32<sup>nd</sup> festival guests will be able to visit exhibitions and workshops, media art parties at a club and live media performances – all that is new and cutting-edge in contemporary art.

**The most important events of this year Media Forum program:**

**The *Transitland* project – retrospective of video art from Central and Eastern Europe spanning from the fall of the Berlin Wall to the present day**

Central and Eastern Europe - a common information space, recovering from common historical turmoil in the 80s and 90s, at the same time this part of Europe is represented by very different countries with their own destinies and traditions. Each lived with an eye to the global context and used artistic techniques to investigate and re-form their own national identity. What we all have in common? What makes us different? Thus the project was initiated by the leading centers of modern art in several countries, former comrades in the Iron curtain: InterSpace Modern Art Center (Sofia, Bulgaria), the famous Transmediale festival for art and digital culture (Berlin, Germany) and Ludwig Museum of Modern Art (Budapest, Hungary). From numerous entries an international jury selected a hundred of the most brilliant – video quintessence of ideas, opinions, cultural and social events, which showed the era from 1989 to 2009.

In Media Forum there will be events in various formats for this project. For those who like to browse leisurely through artworks returning to see missed parts or favorites again, there will be an exhibition at the Moscow Museum of Modern Art. Those who prefer movie theatres will be able to attend screenings at the Garage Center for Contemporary Culture. The whole program is divided into three thematic video selections, which will be shown separately. Those who appreciate personal conversations with the artists will enjoy the workshops of Anri Sala, Milica Tomic and Egon Bunne. The panel discussion will bring together critics and art historians, who won't miss the opportunity to express their opinions about video art after the fall of the Berlin Wall.



## **Gary Hill - one of the most renowned American video artists**

Gary Hill's place in the pantheon of contemporary video art is attested to by his many awards and exhibitions – a Golden Lion at the Venice Film Festival in 1995; participation at the Documenta IX in Kassel; solo exhibitions at MOMA in New York; frequent participation at biennales at the Whitney Museum; exhibitions at the Pompidou Centre in Paris; and many other prestigious awards and grants. Gary Hill is one of the pillars who shaped the video-art of today as we know it.

The main theme of Hill's oeuvre is researching the relationship between word, sound, and the electronic image. In essence, Hill's work is based on structural analysis and deals with the problems of the essence of text. Nevertheless, text is mostly dealt with in a post-modern way, as a way to depict the surrounding world. The video image separates the subject reality into its semantic and material components. Hill shows the divergence between the spoken word, the visible subject and the present reality of this subject, which actually has little in common, and are tied together only in human consciousness. The formal perfection of his complex multichannel video installations speaks about the author's research in the figurative world of the visible subject environment and its conflict with human communications. GMG Gallery will show Hill's most significant works, which were chosen mostly because of their educational use for the Moscow public.

## **Legendary Net-artists Jodi**

The Netherlands artists duo JODI (Joan Heemskerk and Dirk Paesmans) who are in fact the pioneers of net art – i.e art created in the World Wide Web - will appear at the Media Forum.

The audience of Media Forum will discover that net art is not limited to the window of their favorite browser only, it sometimes goes off-line, for example, to a nightclub where the performance aspect is quite obvious. That's why *Jodi* are planning to present a live performance *The Folksomy* at Solyanka Club. The materials they use are amateur videos from YouTube.com. Millions of users affectionately make, edit and upload their videos to the network; these files are mostly of meaningless quality, with rare splashes of really good work. *Jodi* state that when mixing them in a live multimedia performance they explore love and hate relationships between users and new technologies and, at the same time, they find out the means by which the system works.

Joan Heemskerk and Dirk Paesmans will screen their classical works during their master-class at the Garage Center for Contemporary Culture.



## Best Media Art Festivals` Video Programs

Media Forum presents a series of media art parties - an opportunity to get to know the best works from world famous media festivals Transmediale, PIKSEL, Japan Media Arts Festival and PRIX Ars Electronica in a club atmosphere. Strelka Institute for Media, Architecture and Design and Solyanka are welcoming aesthetes and intellectuals. PIKSEL Festival director Gisle Frøysland, Ars Electronica curator Bianca Petsher and Transmediale curator Markus Huber will present a selection of the best recent festival projects and would talk about multimedia art today, its assessment, comprehension and understanding and how the highest-level media art festivals are organized.

For more information see: <http://www.mediaforum.mediaartlab.ru>

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## **XI Media Forum MIFF programme**

### **19 June, Saturday**

#### **Moscow Museum of Modern Art:**

20:00 — **Transitland** exhibition opening — **Video art from Central and Eastern Europe for 20 years: from the fall of the Berlin Wall to 2009**

#### **Solyanka Club:**

23:00 (pre-party), 00:00 (Opening) — **Media Forum** opening party, a live performance by the **JODI** trendy net artists, **4D-Sound party**.

### **20 June, Sunday**

#### **Garage Center for Contemporary Culture:**

15:00 — Workshop by **Anri Sala** (Albania, France)

17:00 — Workshop by **JODI** (Belgium, Netherlands)

20:00 — A selection of **Gary Hill's (USA)** most famous video works and his workshop

#### **Solyanka Club:**

21:30 — Media art party, the best from **Japan Media Arts Festival** in the club format

### **21 June, Monday**

#### **Garage Center for Contemporary Culture:**

15:00 — **Video art after the fall of the Berlin Wall** — panel discussion with the participation of major Russian and foreign critics, artists and art historians

18:00 — **Egon Bunne** workshop (Germany) — «Marketing, the way of realizing short video loops of 90-180 seconds»

#### **GMG Gallery:**

20:00 — **Gary Hill** exhibition opening

#### **Solyanka Club:**

21:30 — Best of the **PRIX Ars Electronica** (Austria)

### **22 June, Tuesday**

#### **Garage Center for Contemporary Culture:**

17:00 — **Milica Tomic** workshop (Serbia)

19:00 — **Transitland** screening: Part I «**Out of bounds**»  
**Strelka Institute for Media, Architecture and Design:**  
21.30 — **Ars Electronica** presentation with the comments  
by curator **Bianca Patcher**  
23:00 — best of the **PRIX Ars Electronica 2009** (Austria)

### **23 June, Wednesday**

#### **Garage Center for Contemporary Culture:**

15:00 — **Transitland** screening: Part II «**Documentation**»

17:00 — **Transitland** screening: Part III «**Performance**»

#### **Strelka Institute for Media, Architecture and Design:**

21:30 — **PIKSEL** festival presentation with the comments by **Gisle Frøysland**,  
the festival director

23:00 — Best of the **Transmediale** festival (Germany) with the comments by  
**Markus Huber**, the festival curator