

CLOUD ART VISION 14 OCTOBER 2020

INTRODUCTION > <https://youtu.be/ZSbSSPUqUuk>



Alessia Rosolen

Regional Councillor for Employment, Training, Education, Research, University and Family

- > Ambitious challenge, use tech to enhance new European model in geopolitical transformation
- > Confirm the regional engagement to create the production chain innovation and cultural heritage
- > Starting point is to build a strategic group
- > New opportunities for the region FVG and for all the players evolved

Antonella Varesano (free lance senior consultant in digital technologies)

- > Identify the difference between the experience of the contemporary art live either on line
- > Highlights the missing aspects but also the new potential
- > ENHANCE the EXPERIENCE through new creative use of digital technologies
- > INTEGRATE these missing aspects and even mold new experiences through the use of technologies

Giuliana Carbi (Art curator, President of Trieste Contemporanea)

- > Reflection about the multidisciplinary aspect of impact on art and fruition
- > Digital impact of contemporary art in experimental field, pushing innovation a creative new deal
- > Important of the topic of dematerialization concept/performance/public art
- > Computer science and human science: only art has the capabilities to go beyond

ABSTRACT > PANEL 1 https://www.youtube.com/watch?v=u6pp9m4i7_U



Moderator: StephenTaylor (Director of Innovation and Complex Systems, Area Science Park)
> Not a conference but the exploration of opportunities in employment and education

Speakers:

Anne Bejard European Commission - (DG CNECT)

- > Cultural heritage as a whole, contemporary art is an important part
- > Re-using digital cultural heritage content (tourism + cultural and creative industries + entertainment + education + research)
- > Digitization as digital transformation of the cultural heritage sector for:
 - general public: virtual visits of museums and cultural sites (education)
 - experts/researchers: digital and historical reconstruction/restoration (work)
- > Expert group of Europeana (10 years) 700.000 comments on line

Mike Horgan European Commission - (DG EMPL)

- > Importance of: digital skills, quality of meta data and hi resolution in digitization
- > Digital curation skills are required for constructing virtual tours of museums and cultural sites. Virtual sensitivities are needed for enabling engaging experiences.
- > New competence in 3D digitization (10 basic principles) CALL 12 JANUARY European Competence Centre
- > Skills agenda for digital capacity - the key concept is ABLE TO INTERACT
- > HOW TO ENHANCE THE SKILLS?
- 2 PRIORITIES: a- developing, b - enhancing digital skills
- > VET PROJECTS vocational education training <https://newvet-project.eu/training/>

Ann Huustalu European Commission – (DG RESEARCH)

>. Societal challenge are already successful in CCI
Link for project ARTS. <https://artis.univie.ac.at/overview/>
>horizon PILLAR

2 culture and creativity and inclusive society

3 european institute of innovation

QUESTIONS

L. Any links with the social innovation on the digital education action plan?

M. Possible new connections with culture and education, we are open to new opportunities

U. Underline the flexibility in the call, design open with others.

ABSTRACT > PANEL 2 <https://www.youtube.com/watch?v=B5hahBVXflo&t=6s>



Moderator: Pier Luigi Sacco (Head of Venice Office, OECD – Professor IULM University, Milano, Italy)

Speakers:

Simona Bielli, Head of Programmes, Fondazione Nesta ITALIA, Torino, Italy
Contemporary Art and Technology for the Future of Cities

Antonio Giacomini, Founder Fluidio, Trieste, Italy

Both Ways project and the sense of dis-perception in VR

Roberto Paci Dalò, Director Usmaradio, University of San Marino, San Marino

Imaginary landscape

Gerfried Stocker, Director Ars Electronica, Linz, Austria

The Ars Electronica experience in contemporary art and technology

> Artistic strategies of invention and exploration are of course different from those of scientists but also wonderfully complementary.

- > Finding a new synthesis is extremely important and the emphasis that has been generated recently on that is also connected to the EU skills building agenda (we have to promote an agenda for research in the arts, i.e. creating PhDs).
 - > The arts and science programs at MIT i. e. have an active dialogue, extremely advanced not only in practicing but also in training.
 - > How we perceive digitalised art in a hybrid environment? (this kind of blending the two reality is a new way of representation and a potential of immersive technology): a sort of "dis - perception" – a matter of investigation for future projects
 - > Critical analysis of behaviour implications of this kind of environments, and especially the hybridization of physical environments
 - > EU program covered for instance future horizon the digital-physical environment
 - > Artists tried to stretch the system, the internet and the physical space, and produce something new.
 - > A particularly interesting message: it's really about the media ecology.
 - > In 1979 we wrote a very interesting statement: "With electronics a progressive element has come into our world whose influence is not limited to industry and research but extends to all areas of life.
 - > Ars Electronica has become a gathering platform, with many people (its not just the art crowd or just technologists, it is the people from the city) BROADER AUDIENCIES
 - > ART THINKING = CONNECTING CULTURES
 - > HUMANIZING TECHNOLOGY THROUGH ARTS
 - > RAISING QUESTIONS - PROVOKING THOUGHTS... ART AS THE SECOND OPINION OF OUR DIGITAL SOCIETY
- WE HAVE TO CHANGE THE QUESTION: NOT WHAT TECHNOLOGY CAN DO BUT WHAT DO WE WANT TO DO WITH IT?
- > Getting new perspectives, finding new directions, understanding the opportunities.
 - > We have developed together with many artists a concept of art thinking which is discussed in many many areas but I think this diagram ART THINKING -- DESIGN THINKING shows very much what is about.
 - > DIGITAL TRANSMUTATION - GAME CHANGER AI
 - > DIGITALISATION OF THE INDUSTRIAL WORLD
 - > DIGITALISATION OF THINKING AND DECISION MAKING
- AUTOMATISATION > AUTONOMISATION
- > We do not have to instrumentalize artistic research.
 - > Basic research and artistic research have the same kind of mental panorama.
 - > If artists are not free to experiment in some sense we are cutting down the capacity of formulating new questions.
 - >The kind of questions that can come out from the art field also in terms of deployment of the potential of technology.
 - > Autonomisation is a goal-oriented perspective to the use of technology and this can only come from meaningful questions.

ABSTRACT > PANEL 3. <https://www.youtube.com/watch?v=JEv4n3Z132I>



Moderator:

Barbara Rita Barricelli (Assistant Professor, University of Brescia, Brescia, Italy)

Speakers:

Pedro Campos, Associate Professor, University of Madeira, Madeira, Portugal

Persuasive Computing and the Paradox of European Digitization

Torkil Clemmensen, Full Professor, Copenhagen Business School, Copenhagen, Denmark

The hybrid experiences of digitized-art use

Gianluca Foresti, Full Professor, University of Udine, Udine, Italy

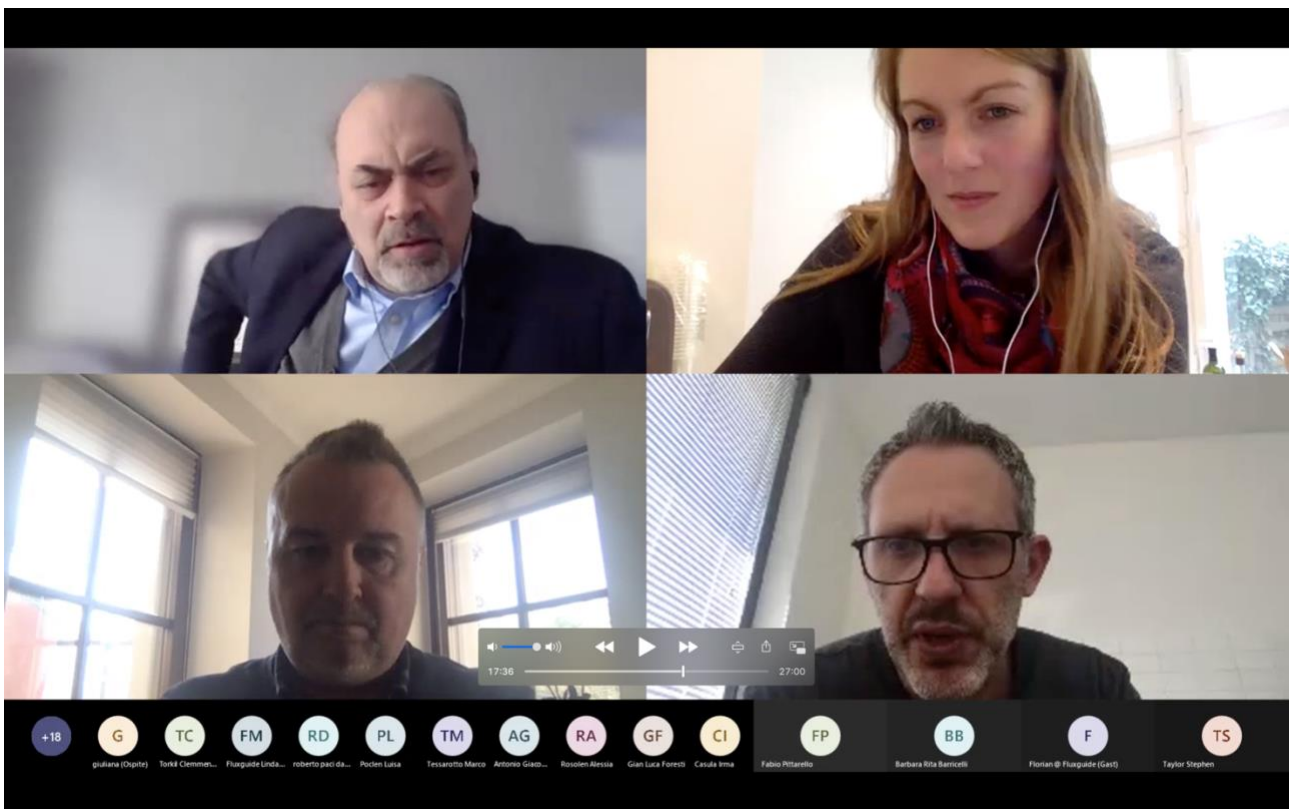
Innovative technologies for future applications in the AI and AR

Fabio Pittarello , Assistant Professor, University of Venice Ca' Foscari, Venezia, Italy
Empowering artists and humanists for the creation of digital experiences.

TOPICS

- > How to enable the transition from digital object to digital experience?
- > Digitization needs both a technical process (skilled and specialized technicians) and the humanists experience.
- > Taking advantage of different human senses.
- > Hybrid art experiences = pragmatics qualities + hedonic qualities

ABSTRACT > PANEL 4 <https://www.youtube.com/watch?v=P-NeCrKkszo&t=24s>



Moderator: Roberto SIAGRI (CEO of Eurotech)

- > No difference between science and art, digital tech change the boundaries, no difference between tech& art also in meaning
- > Change the way the people see the fruition of art
- > Change of business model

Speakers:

Rob Anders, Co-Founder Niiio Inc, Tel Aviv-yafo, Tel Aviv, Israel

Art for a digital age

Linda Miesen, Digital Concepts & Project Manager, Fluxguide, Wien, Austria

Curated Augmented Reality Storytelling in Museums Education

Fulvio Romanin, CEO ensoul, Udine, Italy

Layered territories: foreseeing the new gold rush

Alexandra Verdeil, Manager, Tactile Studio UG, Berlin, Germany

Hybrid inclusive exhibits mixing digital and haptic interactions

- > Increase technology with storytelling and enhancing physical world with data stories
- > Holistic experience, physical objects that transform a place to learn in a info hub
- > Importance of art in unify a platform for emotional contest
- > Building a community, delivery art for a new commercial model
- > Reimagining the way art is consumed across everyday life through a new eco system platform which deliver art to the audience
- > Art is going digital SPOTIFY (music) , KINDLE (book), NETFLIX (video) , NIIIO as the new way to consume art
- > Today art-science-tech are blended together
- > Using VR for better human experience fail because human don't like the VR device
- > HOW to generate a future inclusive?
- > Ethics PRIORITIES: to built a future for human being the big companies have to plan in advance how new technologies have to send to the people
- > Propose hybrid and inclusive design for museums and organization
- > Create connection able to mix digital and tactile

QUESTIONS

S. There are any part of co-creation in utilization and interaction?

Fluxguide: co-creation is important for knowledge generation and for the RE -USE

Digital tech mean entering a new fase of development

S. what tech want for us (Kelly cit) for me is important listen people and simplify the interface

Is servitization the new business model?

Niiio: yes, people will be able to loan art (1 month or 24 hours) problem of accessibility of art

Taylor general resume

- > standard and interoperability also creativity and content
- > maintain and develop of European identity
- > using art with benefit of society
- > no constrain art but empower art to be the excellent contribution to society, efficiency, effective, useful in education, LLL, business and job opportunities (cit. Stokler)