



+39: Call for Italy

curated by Marco Mancuso

Live Performances, Video Screenings, Audiovisual Environments, Urban Installations from modern Italian Electronic Art and Design

Following the Italian cultural tradition in project design and extending it to the ultimate forms of audiovisual art and creativity linked to the usage of new and digital media, **the exhibition “+39” wants to be a showcase of the artistic evolution** of some of the most representative protagonists of the most recent Italian electronic scene.

Conscious of the intrinsic value of the presented works, the exhibition “+39”, through a series of performances, video exhibits and urban installations, is the first retrospective on those **artists, musicians, designers, video makers, vj’s and programmers who, in the last 10-15 years in Italy, have consciously developed languages and aesthetics** within an ever-changing and spreading cultural field.

“+39” is therefore the first opportunity, within a prestigious international context such as the Cimatics Festival in Brussels, for a whole movement of professional Italian creators working in the digital domain to get together and be acknowledged as a proper ‘scene’. The term is abused, loved and hated but still it is indicative of a **cultural-artistic current, of common ideological-creative grounds** that unite human and professional experiences, contexts and ambitions that are sometimes very different. The Italian scene is ready for an international confrontation. Far from being exhaustive, “+39” **wants to uncover the existence of a movement, show an imagery, highlight work and project methods** that are linked to the country and its protagonists.

The conscious spectator will recognize traces of the Italian documentary and video-activist tradition in the **live-cinema-vjing project Urban Skin by the pioneering collective Ogino-Knauss**. The usage of electronic and self-made tools within this project is radical and focuses on researching around the potentiality of the code. Representing Italian design applied to new technologies, code, audiovisual research and interactivity, both **Op7 - an audiovisual performance by the Otolab collective** reinterpreting optical art with a strongly synaesthetic approach that links electronic music and visual scenography - and the **urban audiovisual intervention curated by Lab[au] at the Doxia Tower by Limiteazero** - a duo of designer-architects who are probably the international main representatives of Italian design, strongly linked to new technologies, to the code, to audiovisual research and to interactivity.

Moreover, **Quayola, Kinotek and the duo Postal M@rket/Daniele Lazzarin each within their own style, show how graphic design, video, electronic music and videogames** have evolved thanks to the crossover between academic and underground cultural ambits. Graphic design, digital animation, game-console hacking, djing and vjing improvisations are the main themes in the live audiovisual project **Path to Abstraction by Davide Quagliola**, and in the vjsets by **Mattia Casalegno and the 8-bit audiovisual aesthetics of Giuseppe and Daniele Lazzarin**.

Digicult's project at Cimatrics is rounded off by a rich and varied **video screening curated by Claudia D'Alonzo**, member of the Digicult Network and part of the editorial staff of Digicult. The power of the screening resides in the ample and complete vision of all forms of creativity associated to videomaking, videoclips, audiovisual synaesthesia, research, graphic animation and illustration. **Niko Stumpo, Fabio Franchino, Blu, Mylicon/en, Zimmerfrei, Hfr-Lab, Progetto Antenna, Virgilio, Vinz Beschi, 47th Floor, Elec** are some of the featured artists within this project that will eventually be released on DVD.

One last word to thank all those at Cimatrics, for the opportunity given to Italian artists and to Digicult as cultural operator, for having allowed space for "+39", a self-promoted project which decides to move independently at an international level in a situation of absolute lack of institutional, political, public and private support, acknowledgement and funding. In a country which is culturally far behind, unable to give value to its own resources, amidst the objective difficulties of everyday professional life, among the choices of a whole generation, a digital and electronic cultural scene is born, in spite of everything. Let us pay the necessary tribute.

About DIGICULT-

DIGICULT is a cultural project involved in digital culture and electronic arts.

The **DIGICULT** project is directed by Marco Mancuso and is based on the active participation of some 40 professionals, who represent the first wide Italian network of journalists, curators, artists and critics working in the field of electronic culture and digital art. Translated in English, **DIGICULT** nowadays is a web portal updated daily with news, strategies around new media communication, web 2.0 and networking activities. It also publishes the monthly magazine **DIGIMAG** which discusses net art, hacktivism, video art, electronica, audio, video, interaction design, artificial intelligence, new media, software art, performing art from a critical and journalistic viewpoint. **DIGICULT** also produces the electronic music and audiovisual podcast **DIGIPOD** and the international newsletter **DIGINEWS**.

DIGICULT finally also is involved in side activities like media partnerships and special journalistic/critic reports of festivals and exhibitions (at a national level for Audiovisiva, Netmage, Peam, Dissonanze, Struttura, Freeshout, Lpm on an international level for Cimatrics, Optronica, Elektra, Todaysart, Art Tech Media, Strp and Sonar among others), it advises and curates activities in Italy (Piemonte Share Festival, Diesel-U-Music Award, Dissonanze Festival, Mixed Media festival, Screen Music festival) and abroad (Cimatrics festival in Brussels and Strp in Eindhoven) Digicult is also active in the field of international promotion for Italian artists, presenting their works to main international festivals, cultural events, platforms and centers working with digital art and electronics.

Related links

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