

pilot project

The Big Waters

Environmental Art, Workshops on the Hydro Sites, Art Research

The project records a long conjuncture of cyber-anthropological patterns related to water management, natural watercourses, hydro technical heritage, historical maps, flood modeling and the impact of climate change.

MEMODUCT Group (2020-)

builds on Vannevar Bush's concept of the memex—how technology can help to capture marginalised creation/innovation.

MEMODUCT focuses on new media art archiving, site-specific media art history, information art, environmental art and tactical media. Our goal is to further the Artists-Archiving-Artists (3A) methodology and Artists-self-Archiving (AsA) practice in order to enable future researchers to study the genesis of site-specific media art phenomena in relation to the evolution of environmental complexity.

MEMODUCT Group is part of the New Media Art Archiving initiative <https://newmediaartarchiving.org>

MEMODUCT Group is co-organiser of the Summit on New Media Art Archiving and the Workshop on New Media Art Archiving.



www.memoduct.org

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The CC4WBs Small Grant made possible the participation of artist Violeta Vojvodic Balaz in the NMAA Hybrid Residency programme at ZKM Karlsruhe. Her project "1st Workshop on New Media Art Archiving: MEMODUCT posthuman.archive" was supported by UNESCO through the "Culture and Creativity for the Western Balkans" (CC4WBs), a project funded by the European Union that aims to foster dialogue in the Western Balkans by enhancing the cultural and creative sectors for increased socio-economic impact.





Violeta Vojvodic Balaz



Eduard Balaz



Michael Aschauer

TYPE:

Micro archiving | Media and born-digital art

CATEGORY:

Site-specific media art history

METHODOLOGY:

Artists-Archiving-Artists (3A)

Artist Self-archiving (AsA)

PRODUCTION:

Tailor-made interface for a curated collection

Development of archival online tools

ARCHIVAL AND CONSERVATION FRAME:

4R - Reconstruction, Reenactment, Reinterpretation, Reinvention

AIM LEARNING - Autotelic Intelligent Machinery > INFORMATION AESTHETICS

HUMAN-PRODUCED ART ORIGINAL

Impressionism Postimpressionism Neo-Impressionism Fauvism Expressionism Cubism Constructivism Suprematisme Neo-Plasticism	LINE COLOUR FORM GESTURE EMOTION
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Violeta Vojvodic Balaz, "L'art pour l'art Pattern and the Autotelic Intelligent Machinery", presented at the 21st International Congress of Aesthetics, Belgrade, 2019.

▶ MINIMAL SIGNALS OF ARTISTIC EXPRESSION

MACHINE-PRODUCED ART "ORIGINAL"

Dada Surrealism	UNCONSCIOUSNESS PERSONAL EPISTEMOLOGIES
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▶ AUTONOMY

Court case (1927-28) Brancusi vs United States	ABSTRACTION MECHANICALLY PRODUCED ART
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▶ LEGAL STATUS OF AN ARTWORK

MACHINE-GENERATED ART

Mainframe experimentalism 1960s	MINIMAL SIGNALS OF ARTISTIC EXPRESSION	rigorous computing efficient algorithms radical rationalism minimalist aesthetic
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▶ ARTIFICIAL ART

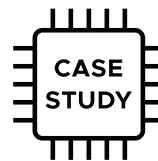
POSTHUMAN.ARCHIVE > COLLECTIONS

FUTURE > ARCHIVA.ART

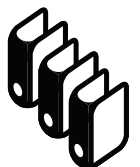
WOMEN MEDIA ART PIONEERS



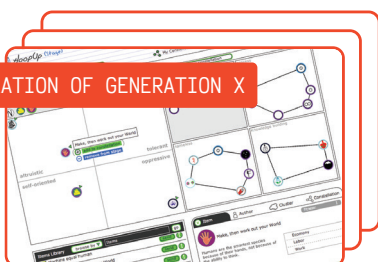
Bogdanka Poznanovic (1930-2013)



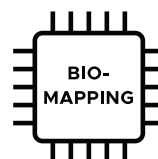
Conjuncture
Context
Concept
Iconography
Technology



DIGITAL MIGRATION OF GENERATION X



HoopUp art-educational tool



Aggregation tool
Artist biogram

