



EUROPEAN
MEETING

THE NEW ATLAS OF DIGITAL ART

JUNE
23—25
2022

—
MEET
CENTER

VIALE VITTORIO
VENETO 2
—
MILAN





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THE INITIATIVE

MEET Digital Culture Center, in collaboration with the National Museum of Digital Art recently established by the Ministry of Culture, presents an extensive reflection to promote and investigate the articulate scene of digital art in Europe, and thanks to the new Milanese District of digital culture, highlighting the potential of artistic “digital native” experimentation as a driver of social innovation.

Through a series of speakers, the Meeting will offer an overview of the developments of Italian and European digital art, fluctuating between past and present, to explore the different trajectories of contemporaneity, as a way of interpreting the future.

Through multiple technologies and forms of expression chosen by artists (from new media art, to multimedia installations, to metaverses as well as experimentations with Artificial Intelligence), the Meeting aims to reassemble an Atlas of Digital Art starting from its history to activate a new awareness capable of interpreting the present as a lens for the future, not only through a cultural perspective but opening scenarios of economic and social transformation. The artists experimenting with technology often become pioneers and bearers of social and economic innovation.

The European scene, rich in institutions, cultural centers and creative realities active for more than fifty years in the field of digital art, represents the reference horizon of this analysis, reflecting and presenting different creative experiences. The European Union, in fact, has highlighted digital art as a source for social innovation, as well as cultural and economic transformation, as a mode of inspiration for young people in order to acquire new perspectives and visions highlighted by technological experimentation.

The Meeting will coincide with the Strehler 100 celebrations. Just as Strehler after the war starting from Milan had looked to Europe and the European theater as a possible scenario through which start the reconstruction of a new cultural perspective, bearer of hopes and futures, in the same way the Meeting wants to give its contribution to a form of European “reconstruction” of the future, after the pandemic and the international political crisis that we are experiencing.

The Meeting develops within the framework of ST+ARTS initiative with the Regional STARTS Centers Project “Repairing the present” promoted by the European Commission specifically to promote cross-fertilization between Art/Science/Technology through the activation of short circuits of thought capable of stimulating processes of transformation. Paraphrasing, “Repairing the future” will be the interpretative key of the Meeting to look at digital art as an experimental form of expression capable of triggering transformations and changes.



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PROGRAM

JUNE 23 — h 9:30 - 13:00
MEET THEATER
Plenary Session

The opening conference offers an overview of digital art on the international scene, in particular Europe, by comparing various voices —representatives of the main centers of digital art and culture, artists, curators, experts— to open reflections on the many movements and new elements of change in the art world.

During the whole morning, topics such as the roots of digital art will be addressed, highlighting the seeds of innovation, to reach the new frontiers of immersive art “digital native” and new cultural and economic models related to the NFTs world. We will not neglect the relationships between contemporary art and digital languages, as well as the perspective of digital art as a trigger for social and economic innovation in the collaborative context of Art/Science/Technology.

Opening speeches

- **Maria Grazia Mattei** Founder and President MEET
- **Giovanni Fosti** President Fondazione Cariplo
- **Giuseppe Sala** Mayor of Milano
- **Fabrizio Sala** Vice President Regione Lombardia
- **Patrizia Toia** MEP
- **Roberto Viola** Director General European Commission (TBC)
- **Massimo Gaudina** Head of the Representation of the European Commission in Northern Italy
- **Tommaso Sacchi** Councillor of Culture Comune of Milan
- **Ilaria Bonacossa** Director Museo Nazionale d'Arte Digitale

The International Scene

- **Myriam Achard** Head of New Media & PR Partnerships Centre PHI Montreal, Canada
- **Pablo de Soto** Managing Director of LABORAL, Spain
- **Horst Hörtnner** CTO & Managing Director of Ars Electronica Futurelab, Austria
- **Wolf Lieser** Director DAM Museum, Germany

Davide Quayola Artist, Italy

- **Christos Carras** Executive Director Onassis Foundation, Greece
- **Christophe De Jaeger** Programme Manager BOZAR Art & Research, Belgium
- **Livia Nolasco-Rozsas** Curator at ZKM Karlsruhe, Germany
- **Anna Tardivel** Curator at La Gaité Lyrique, France
- **Michel Van Dartel** Director V2 Lab for Unstable Media, Netherlands

IMMERSIVE ROOM VISIT

Renaissance Dreams by Refik Anadol



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THEMATIC TABLES SESSION

MEET THEATER — h 15:00 – 17:00

Thematic Table 1 Art/science/technology

The Table aims to shed light on the main trends and experiences of collaboration between artists, researchers and companies, aimed at the innovation of society and reflection on global challenges.

Going beyond the issue of scientific dissemination, the interventions will concern the Art/Science relationship of mutual contamination and inspiration, and how this brings forward the joint reflection of the challenges of our time. The role of artistic research in businesses and the various cross-fertilization models for sustainable innovation will also be discussed. It will shed light on the new artistic forms emerging from this in-discipline contamination that have their own language originality.

Coordinator

— **Fiorenza Lipparini** Managing Partner Plus Value Milano, Italy

Contributors

- **Myrto Aristidou** Project Manager at CYENS, Cyprus
- **Christos Carras** Executive Director Onassis Foundation, Greece
- **Giuliana Cuneaz** Artist, Italy
- **Christophe De Jaeger** Programme Manager BOZAR Art & Research, Belgium
- **Pablo de Soto** Managing Director of LABORAL, Spain
- **Lorenzo Gerbi** Curator Baltan Laboratories, Netherlands
- **Rodolfo Groenewoud van Vliet** Director In4Art, Netherlands
- **Jurij Krpan** Artistic Director & Chief Curator Kersnikova, Slovenia
- **Veronika Liebi** Managing Director Festival Prix Exhibitions Ars Electronica, Austria
- **Mauro Martino** Artist, Italy/US
- **Amanda Masha** Co-director and curator Mutant Institute of Environmental Narratives, Madrid
- **Alessio Rosati** Head of Institutional Projects Fondazione MAXXI, Italy
- **Pablo de Soto Suárez** Director of LABORAL, Spain
- **Stephen Taylor** Deputy General manager Area Science Park, Trieste Italy
- **Rose Tytgat** Project Manager Art Hub Copenhagen, Denmark
- **Alexandra Vanhuyse** Co-founder Snowball, Belgium



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THEMATIC TABLES SESSION

MEET EXECUTIVE — h 15:00 – 17:00

Thematic Table 2

New cultural and economic
models in art- nft
and digital art market

The Table aims to create knowledge and activate reflections about changes in the art world related to the blockchain system and reflect on critical issues and opportunities.

The main stages in the development of digital art on the net will be outlined, from net art to cryptoart, the potential for the art world and the artists will be addressed, and the advancement of new cultural and economic models, without forgetting the open issues such as copyright and new legal perspectives.

Coordinator

— **Ilaria Bonacossa** Director Museo Nazionale d'Arte Digitale

Contributors

- **Luisa Ausenda** Head of Collectors Relations and Institutional Partnerships at Aorist, Italy
- **Marios Constantinides** CYENS - TMS Manager & Visual Artist
- **Antonio Di Marzo** TBD, Switzerland
- **Giusella Finocchiaro** Jurist, Italy
- **Alberto Fiz** Journalist, Italy
- **Etan Genini** Co-founder Valuart, US/Italy
- **Claassen Marek** Co-founder Limna, UK
- **Domenico Quaranta** Writer, Italy
- **Lorenzo Rebecchini** Associate Specialist Sotheby's, UK/Italy
- **Cristiano Seganfredo** Journalist FlashArt, Italy
- **Giorgio Sotira** CEO Civita Italia
- **Serena Tabacchi** Director MOCCA, Italy
- **Jessica Tanghetti** Consultant & Curator, Italy
- **Leopoldo Vendramin** Founder Cryptoartitalia, Italy
- **Wassim** Artist, Art Hub Copenhagen, Denmark
- **TBD** Specialist Christie's, UK/Italy



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THEMATIC TABLES SESSIONS

MEET GALLERY 1 — h 15:00 – 17:00

Thematic Table 3

Immersive Art – From Virtual
Reality to Metaverses

The Table aims to map the expressive currents that are designing new ways of creating art, as well as new ways of involving the public, also for the enhancement of the cultural heritage.

Starting from the exploration of the latest technologies, bearers of new languages, the artists propose various directions and interpretations for a “digital experience” that is increasingly multi-sensorial, participatory, total.

The different declinations of immersive art, synaesthetic narrative forms and different languages will be explored: from VR, AR, XR installations - with or without interface tools - to the transfiguration of space through video mapping, data visualization and Artificial Intelligence, up to the creation of works and environments for metaverses.

Coordinator

— **Maria Grazia Mattei** Founder and President MEET

Contributors

- **Adriano Abbado** Artist, Italy
- **Chiara Bertini** Curator Fondazione MAXXI, Italy
- **Mario Canali** Artist, Italy
- **Andrea Concas** Cultural Entrepreneur, Italy
- **Stefano Fake** Curator, Italy
- **Luigi Ferrara** Dean at George Brown College, Canada
- **Fabio Giampietro** Artist, Italy
- **Horst Hörtnner** CTO & Managing Director of Ars Electronica Futurelab, Austria
- **Wolf Lieser** Director DAM Museum, Germany (TBC)
- **Alejandro Martin** Head of Innovation at Espronceda Barcelona, Spain
- **Livia Nolasco-Rozsas** Curator at ZKM Karlsruhe, Germany
- **Claudio Prati** videomaker and Director AIEP, Italy/Switzerland
- **Italo Rota** Italian Architect
- **Anna Tardivel** Curator at La Gaité Lyrique, France
- **Michel Van Dartel** Director V2 Lab for Unstable Media, Netherlands
- **Ariella Vidach** Choreographer, Dancer and Teacher, AIEP Italy/Switzerland
- **Giorgio Vitale** Founder Synthesis Gallery, Germany
- **Julie Walsh** Curator, US



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JUNE 24

MEET THEATER — h 9:30 – 13:00
Plenary Session

Presentation of the results of the work by the coordinators of the Thematic Tables.
Discussion and definition of the “New Atlas of Digital Art”

The New Atlas of Digital Art

- Ilaria Bonacossa Director Museo Nazionale d'Arte Digitale, Italy
- Fiorenza Lipparini Managing Partner Plus Value Milano, Italy
- Maria Grazia Mattei Founder and President MEET, Italy

Interventions/contributions

- Roberto Diodato Philosopher, Italy
- Sabine Himmelsbach Director HEK Basilea, Switzerland
- Claudio Longhi Director Piccolo Teatro di Milano - Teatro d'Europa (TBC)
- Mauro Martino Artist, Italy
- Eva e Franco Mattes Artists, Italy

- **Presentation of the ‘New Atlas of Digital Art’**

JUNE 25

MEET THEATER — h 10:30 – 12:30
Plenary Session
live on Radio

Digital Art Experiments Public Meeting

In collaboration with the programme “Eta Beta” hosted by Massimo Cerofolini, a live broadcast will be organised at 11.30 a.m. to reflect on the themes that emerged during the days of the Meeting together with Maria Grazia Mattei and Ilaria Bonacossa.

Through videos, images and presentations, the new Atlas of Digital Art will be discussed involving young people, in particular art schools and academies. Some young Italian artists will be given a voice to present their works and digital art explorations.



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COLLATERAL RESOURCES

During the meeting the following resources will be available to visit

- **VR Experience**
Metavanity (TBC)
- **Immersive installation**
Renaissance Dreams by Refik Anadol
- **Immersive installation**
C'è tanto spazio laggiù in fondo
by Giuliana Cunéaz
- **Exhibition**
Le Radici del Nuovo MEET