Holo Labs

dive_in

Programme for Digital
Interactions

HoloLab #1:
New Forms of
Artistic Production
22–23
September 2021

kulturstiftung-des-bundes.de/dive-in
#ProgrammDiveIn #HoloLabs #HoloLab1

**KULTURSTIFTUNG
DES
BUNDES**

Programme

Wednesday 22 September

14:00–15:00
Soft Opening: Come to gather

15:00–15:10
Welcome
—— HORTENSIA VÖLCKERS, artistic director of the German Federal Cultural Foundation

Moderation: KATJA BIGALKE

Keynotes

15:15–16:20
"Hybrid Interaction"
Q+A with audience
—— ROBIN MCNICHOLAS, co-founder and director of the creative studio Marshmallow Laser Feast

16:20–16:30
Break

16:30–17:30
"Hybrid Space @ Culture"
Q+A with audience
—— ELIZABETH SIKIARIDI + FRANS VOGELAAR, founders of the Hybrid Space Lab, think tank and design lab for cultural innovation

17:30–18:00
Tour of the HoloLab grounds at gather.town

18:00
Meet-ups at gather.town

Thursday 23 September

10:00
Welcome and introduction to Day 2
—— FRIEDERIKE ZOBEL, research associate dive in
—— MERLIN BAUM, RosyDX

10:30–11:30
"Lessons to (Un)Learn – Digital Art Production at Cultural Institutions"
Discussion with:
—— TINA LORENZ, project manager for digital development at the Staatstheater Augsburg
—— JENNY BOHN, project manager of the "Digitale Burg" Center for Literature Burg Hülshoff
—— YANNICK HOFMANN, project manager of "The Intelligent Museum" at the ZKM Karlsruhe / Deutsches Museum

Moderation: KATJA BIGALKE

Input talks

10:30–11:00
"Shaping Artistic Research in Practice"
—— ROSA MENKMAN, art theorist, curator and artist

10:30–11:00
dive in feature: Loulu
—— ONLINETHEATER.LIVE, artist collective for theatre in digital space

11:00–11:30
"As Close as It Gets – Digital Theatre as exemplified by werther.live"
—— COSMEA SPELLEKEN, stage director and member of the punktlive collective

11:00–11:30
"Lend Me Your Face! Theme and Variations of a Deepfake AI Artwork"
—— TAMIKO THIEL, artist, with AI&/p

11:00–11:30
"Bootstrapping a Prototype Fund for the Arts"
—— JULIA KLOIBER AND ELISA LINDINGER, founders of the Superrr Lab

11:30–12:00
"Mozilla Hubs as a Collaborative Platform"
—— ALLA POPP, media- and performance artist, Gloria Schulz, digital artist and alumna of the Academy for Theater and Digitality, Dortmund

11:30–12:00
"Artistic practise and new possibilities in Animal Crossing"
—— NADINE KOLODZIEY, media artist

11:30–12:00
"Reality Art for hyperreal audiences"
—— SIGNE PIERCE, artist

11:30–12:00
"PLUG & PLAY – Interactive Storytelling with Telegram"
—— MACHINA EX, theatre collective

12:00–12:30
Break

Workshops

12:30–14:30
"Hands on Mozilla Hubs"
—— ALLA POPP, media- and performance artist, Gloria Schulz, digital artist and alumna of the Academy for Theater and Digitality, Dortmund

12:30–14:30
"Artistic practise and new possibilities in Animal Crossing"
—— NADINE KOLODZIEY, media artist

12:30–14:30
"Virtual Celebrations | Unity3d"
—— LUCAS GUTIERREZ, digital artist and industrial designer

12:30–14:30
"PLUG & PLAY – Interactive Storytelling with Telegram"
—— CLARA EHRENWERTH, JAN PHILIP STEIMEL, machina eX

12:30
Meet-ups and presentation of HoloPlots at gather.town

14:45–15:00
Wrap Up: Workshops

15:00
Closing statements and outlook at HoloLab#2 + soft ending at gather.town

HoloLab #1
Digital Summit in the
dive in programme

How can digital technologies be used to create sustainable and innovative places of experience for a diverse audience? What formats, methods and tools are suitable for connecting the physical and digital world in a convincing way? What new forms of artistic practice, education and participation emerge where the digital and analogue converge? And how can we imagine digitality, art, culture and climate responsibility as sum parts of a whole?

The *dive in* programme supports forward-thinking cultural organisations with developing innovative educational programmes which explore new forms of digital interaction and participation. In order to provide ongoing expertise to the funded institutions and promote mutual dialogue, the German Federal Cultural Foundation is organising digital summits: the *HoloLabs*. In three events scheduled in autumn 2021, the HoloLabs will introduce the programme to interested members of the public and initiate dialogue on current issues and trends related to digital art and education.

In addition to introducing audience members to the 68 funded projects in the *dive in* programme, HoloLab #1 on 22–23 September will focus on forms of artistic production and the shifting role of artists and cultural producers. Keynotes, input talks, workshops and best-practice examples by programme participants and international experts will invite the public to join the discussion on current developments and to collaborate on new ideas, reflect on goals and challenges, and develop strategic steps toward achieving those goals.

Programme content & contributions
Wednesday
22 September

15:15 – 16:20
Keynote: "Hybrid Interaction: Dream Online"

Somewhere, between Shakespeare, particle systems, Nick Cave's voice and motion tracking, hybrid dreams awake. *Dream* by Marshmallow Laser Feast combined the latest virtual production and XR technologies. It provided a new experience where theatre, music, and technology come together and was an iconographic work for hybrid art during the pandemic. Marshmallow Laser Feast work between digital and physical spaces, shape experiences in a mixed-reality world and bring together people with very different specialisms.

ROBIN MCNICHOLAS is co-founder and director of the award-winning creative studio Marshmallow Laser Feast and has directed a myriad of immersive experiences, large-scale installations and live performances. His primary focus is on creating mixed reality storyworlds and developing narrative works for live virtual productions that explore tactile, multi-sensory interaction. In 2021 Robin directed *Dream*; a collaboration with The Royal Shakespeare Company, Philharmonia Orchestra, Epic Games and Manchester International Festival featuring Nick Cave.

16:30–17:30
Keynote: "Hybrid Space @ Culture"

Hybrid (i.e. combined physical-digital) forms of communication and cohabitation are advancing by leaps and bounds. Our sense of reality is being constituted as a hybrid – both online and offline, locally and globally, nationally and transnationally, professionally and non-professionally. Hybrid cultures are being increasingly propagated, shaped and negotiated in translocal media networks. Because digitalisation promotes hybridisation, bringing cultural producers and consumers together and enabling creative practices to converge, hybridity in art and culture is becoming more and more important. Tapping this creative potential in the areas of cultural production and artistic vision can help us rethink social interaction in the Digital Age.

PROF. ELIZABETH SIKIARIDI and PROF. FRANS VOGELAAR co-manage the Hybrid Space Lab, a think tank and design lab for cultural innovation. During their many years of collaboration, they have focused on the "hybrid space", a radically new realm created through the interaction and fusion of digital and physical spaces. Hybrid Space Lab prefers a transdisciplinary approach that considers biological and technological aspects in combination and develops concepts for hybrid spaces.

Thursday
23 September

10:30–11:30
Discussion: "Lessons to (Un)Learn – Digital Art Production at Cultural Institutions"

What distinguishes digital art production and cultural education? What learning processes have been initiated at various institutions? What obstacles still stand in the way, and what tricks and hacks have helped others achieve their project goals? This panel addresses the topic of cross-institutional learning. Three representatives from institutions in various artistic areas come together to discuss their own learning processes, the challenges of digital art production and their strategies with dealing with digital technologies.

TINA LORENZ has supervised digital development at the Staatstheater Augsburg as a project manager since 2020. She has also worked as a lecturer at the Academy of Performing Arts in Regensburg and is currently a member of the fellowship jury at the Dortmund Academy for Theater and Digitality.

JENNY BOHN studied political science, sociology and German studies. She currently works at the Burg Hülshoff – Center for Literature, where she is supervising the conception and development of the "Digitale Burg".

YANNICK HOFMANN is a media artist and curator. He currently heads the project "The Intelligent Museum" at the ZKM | Centre for Art and Media, which aims to integrate cutting-edge AI technology into the museum.

10:30–11:00
Input Talk: "Shaping Artistic Research in Practice"

The pandemic was also the time for artistic research: Instead of working on output, a lot of artists went into residencies and worked on their research interests. What happens, when it is not a researcher, but an artist working in CERN, how can these research processes be presented to the public and what happens, if we allow glitches to take co-authorship for artistic works?

ROSA MENKMAN is an artist, educator and researcher of resolutions. Her work focuses on noise artifacts that result from accidents in both analogue and digital media (such as glitch, encoding and feedback artifacts). To Menkman, artifacts that result from these accidents can sometimes offer precious insights into the otherwise obscure alchemy of

standardisation and resolution setting. In her recent research, Menkman focuses on im/possible images, which has been initiated and inspired by her residency at CERN.

dive in feature: Loulu

The free smartphone game *Loulu* invites users to participate in an interactive story about extreme right-wing and antifeminist networks on the Internet. During the development phase, onlinetheater.live spent over a year reviewing right-wing clickbait strategies, intervention methods and discriminatory algorithms. In consultation with various experts, they explored how artistic means can effectively and sustainably be used to inform people of the dangers of far-right extremism without patronising or reproducing far-right aesthetics uncommented. In this dive in feature, onlinetheater.live presents the project and tries to provide answers to some problematic issues.

ONLINETHEATER.LIVE is the first, genuine Internet-based theatre. It was founded in 2016 by an association of digitally savvy theatre-makers and creative artists. Its goal is to reflect on and actively shape our digital life together, as well as blur the boundaries between various artistic and narrative forms. The project *Loulu* represents the first major collaboration with an established theatre, the HAU Hebbel am Ufer in Berlin.

Input talk: "As Close as It Gets – Digital Theatre as Exemplified by werther.live"

We all move about in digital spaces nowadays – whether we like it or not. Social media, messengers and digital assistants are a permanent fixture of our everyday reality. However, this aspect of our daily lives is rarely found in the (performing) arts. Based on the example of *werther.live*, a play exclusively intended for presentation in the digital realm, we show how fictional characters can become a part of our digital living environment, and as such, can generate a new relationship to figures and dramatic narratives.

COSMEA SPELLEKEN studied media art at the HfG Karlsruhe, and since 2020 has worked as director at the Film Academy Vienna. The digital theatre piece *werther.live*, which premiered in 2020, was the first production under her direction. It was invited to the Nachtkritik Theatertreffen 2021 and the Heidelberg Stückemarkt and was nominated for the Theatertreffen of the Berliner Festspiele. Spelleken is a member of the punktlive collective and lives in Vienna and Berlin.

Input talk: "Lend Me Your Face! Theme and Variations of a Deepfake AI Artwork"

How do we change ourselves and our working methods when we face an AI? In *Lend Me Your Face!* a neural network animates a single photo of each participating visitor's face to match "driving videos" of leading public figures. The work used open-source libraries for deep fakes. The installation allowed a very personal encounter with the most intimate and yet public part of the self, the face and the emotions it expresses, and offered the visitors the possibility to sit face to face with a machine-generated version of oneself. Tamiko Thiel and /p will discuss adaptations of their AI deep fake artwork *Lend Me Your Face!* as an artwork that oscillates between installation, net art and VR.

TAMIKO THIEL received the 2018 SAT Montreal Visionary Pioneer Award for exploring place, space, the body and cultural identity in political and socially critical media artworks. She was lead product designer of the first AI supercomputer Connection Machine CM1/CM2 (1986/1987), now in the collection of MoMA NY. She has been creating VR artworks since 1994 and AR artworks since 2010.

Please note: The online net art version of the work will be available during HoloLab #1 at
https://tamikothiel.com/lendmeyourface/online/

11:00–11:30

Input talk: "Bootstrapping a Prototype Fund for the Arts"

Artistic, digital productions often go hand-in-hand with technical innovations and prototype development. During such projects, technicians create software, hardware and code which could later be further developed – that is, if sufficient funding were available. The Prototype Fund, an idea conceived by the feminist organisation Superrr Lab, makes it possible to continue enhancing or entirely redesign these prototypes in order to improve their useability in the future. In this input talk, the founders of Superr Lab introduce their project and discuss its potential uses by institutions.

JULIA KLOIBER works and researches at the interface of technology and society. She is the managing director and co-founder of Superrr Lab, a Berlin-based feminist think tank dedicated to building diverse and equitable futures in tech and beyond. She has launched a series of projects and set up organisations which examine how technology can be applied for the benefit of society. One of her newly established projects is the Prototype Fund, a public fund to promote technology of public interest, and the Netzwerk Code for Germany.

The professionally trained archaeologist ELISA LINDINGER has worked for more than a decade at the interface of culture, computer science and society, both inside and outside the halls of academia. As the co-founder and managing director of Superrr Lab, she researches open digital infrastructure communities, the digital civil society and the social impacts of new technologies.

11:30–12:00

Input talk: "Mozilla Hubs as a Collaborative Platform"

Mozilla Hubs has established itself as a platform for hybrid environments and encounters. In this talk, Alla Popp and Gloria Schulz demonstrate how they use hybrid spaces and present their projects in hubs. They show how aesthetics and references blend and how utopian digital spaces can represent theatre, natural experience, exhibition space, the dancefloor, and the living room all at the same time.

ALLA POPP (no pronoun), was born in Russia and studied electronic media and performance at the HfG Offenbach, Tongji University in Shanghai and the Athens School of Fine Arts. Alla's feminist perspective focusses on advances in digital technologies in the context of theories and phenomena which influence our visions of the future. Alla is a member of the performance duo BBB of the dgtl fmnsm collective.

GLORIA SCHULZ is a digital artist from Hamburg. She is a founding member of the collective Blutende Freischwimmer*innen, feels most comfortable in grey windows and, as a visual hacker, studies immersive illusion spaces. Her creative coding and performance works have been presented at events throughout Germany. As a fellow of the Dortmund Academy for Theater and Digitality, she has exceeded and expanded the singular experience in virtual worlds – both technically and narratively.

11:30–12:00

Input talk: "Artistic Practice and New Possibilities in Animal Crossing"

In our constantly changing and increasingly digitalised world, a large array of digital platforms and spaces have been created which offer new perspectives and possibilities for artistic collaboration. During the lockdown, Nadine Kolodziey met with her students in *Animal Crossing* where she held seminars. *Animal Crossing* was the best-selling game of the year and was frequently used for non-game-related purposes, such as for demonstrations by Hong Kong activists. In Kolodziey's seminar, her students became inhabitants of virtual islands, avatar artists with digital art studios, and developed exhibitions in the virtual game environment. How did that work out?

NADINE KOLODZIEY is an artist and lives in Frankfurt and Berlin. Her work focuses on the interface of digital and analogue technology with the goal of creating visual experiences. It comes in digital, hand-cut or melted form, or is transformed into a walkable installation. She is intrigued by new challenges and immerses herself in AR. In addition to working for such clients as Apple, Google, YouTube, Page and DIE ZEIT, Kolodziey has been an instructor of contemporary illustration at the HfG Offenbach am Main since 2018.

11:30–12:00
Input talk: "Reality Art for Hyperreal Audiences"

Artists who choose to view online spaces in a similar vein as a traditional gallery or theatre accelerate the production process by dissolving the boundaries between art, performance, and lived experience. Reality art, for example, can see artists and creators consciously playing with their own lives and perspectives as a means of expression whilst using various social media platforms and apps as a modern stage for broadcasting ideas.

Because of this, the parallels between artists and galleries are being matched by a new paradigm: creators and platforms. Within creator culture, artists are able to greenlight their vision without the traditional gatekeeping of art world or entertainment industry hierarchies. In turn, these web platforms and channels are able to usher in new audiences, creating a potential for massive exposure to new ideas that expand far beyond the limits of a physical viewing space. With online channels serving as new staging ground for presentation and communication, it has created a space for us to question the evolution of art within the context of hyperreality. How do we value art in an increasingly virtual era? How will we distinguish art from 'content' or artists from creators when they are presented within the same viewing space?

SIGNE PIERCE (*1988) works and lives in New York. Her works shift between performance, digital and video art, and have been shown at the MoMA and Art Basel. She uses Instagram as one of her main publishing platforms and reflects on the intersection of a real and staged social life.

11:30–12:00
Input talk: "PLUG & PLAY—Interactive Storytelling with Telegram"

A smartphone can be a stage – or a place to meet up. Messenger apps like Telegram allow us to tell stories and create communities. But what do dialogues between chatbots and human participants sound like? How can we combine performance and programming? And how do we create a digital space of experience using an ordinary app?

MACHINA EX has been probing the overlap of gaming and theatre since 2010. The collective has produced walk-in computer games which can double as performable plays in both analogue and digital environments. Since it was founded, the collective has developed around 30 live games and digital projects in German-speaking countries and beyond.

Workshops
Thursday
23. September

12:30–14:30
Workshop: "Hands on Mozilla Hubs"

What do performances in digital space look like and what aesthetics, narratives and references do they possess? We wish to explore the performing body, its avatar and its relation to digital space. When do digital and analogue bodies and presences merge? This workshop offers concrete insights into the practical work with Mozilla Hubs and the artistic questions that arise when working in digital spaces and have long been

negotiated in web art. Together we shall embark on a virtual expedition through globally networked, freely accessibly digital spaces.

ALLA POPP, GLORIA SCHULZ

12:30 – 14:30
Workshop: "Artistic practise and new possibilities in Animal Crossing"

The artistic investigation of computer games as a medium is nothing new – yet how do games influence artistic practice, and what aesthetic strategies are possible in virtual game environments?

Building on the input talk, this workshop offers an in-depth view of the game *Animal Crossing.* Under the guidance of Nadine Kolodziey, the participants will be introduced to a new platform of interaction and artistic practice. The workshop is targeted at participants who are open to alternative approaches to art and wish to expand their own creative potential.

NADINE KOLODZIEY

Please note: Because the workshop builds on the input talk (11:30 – 12:00), attendance is a prerequisite for participating in the workshop. To participate, the following devices and software are required: Nintendo Switch, the game *Animal Crossing*, a Nintendo online membership, a PC/Laptop with stable Internet connection, and a sufficient number of Nook Miles Tickets for travelling to different islands.

12:30 – 14:30
Workshop: "Virtual Celebrations | Unity3d"

The workshop focuses on the creation of 3D real-time environments and intends to provide the knowledge and the dynamics of spontaneous creation using Unity3d, one of the most popular cross-platform game engines that supports 2D and 3D graphics.

LUCAS GUTIERREZ is a digital artist and industrial designer based in Berlin. Deeply involved in the remix culture and real time AV projects in which he blends influences of different contexts – from post-work anthropology to the abstract quotes from 3D modelling for industrial design. Gutierrez realised fulldome works as part of the Berliner Festspiele's programme series *The New Infinity* as well as exhibitions at Moscow Museum of Modern Art, Aperto Raum and CTM Berlin.

System requirements: Unity 2019.+

12:30 – 14:30
Workshop: "PLUG & PLAY – Interactive Storytelling with Telegram"

The workshop introduces participants to the technical and dramaturgical possibilities of interactive story-telling with Telegram. Participants will be using the 'RealLifeGame-Engine' *adaptor:ex*, which machina eX is currently developing in connection with the project MACHINA COMMONS. With this program, users can combine various software and hardware to create their own large-scale, interactive spaces of experience – e. g. digitally augmented theatre performances, museum exhibitions or messenger chat adventures.
No programming experience required!

Please note: Because the workshop builds on the corresponding input talk (11.30 – 12:00), attendance is a prerequisite for participating in the workshop.

Additional formats
<u>Wednesday/Thursday 22 / 23 September</u>

Wednesday, 17:30 – 18:00
Tour of the HoloLab grounds at gather.town

How does gather.town work as a digital event platform? What is there to discover on the grounds of HoloLab, and how can the platform be used for one's own events? On this guided tour through the gather.world, RosyDX will answer all your questions about the event environment.

Wednesday, 18:00 – open end, Thursday, 12:30 – 14:30
Meet Ups

The meet-ups serve as an opportunity for participants to network on their own. They can be used to collaborate on topics of shared interest, find potential partners and staff for future projects, or discuss questions regarding one's own work.

Three topics have already been chosen for the meet-ups: "The interplay of art and science in digital/hybrid formats", "Sharing experience on copyright laws and licensing" and "Reaching new target audiences with digital tools". If you wish to suggest another meet-up topic and want to connect with participants who share your interest, please mention your idea when registering for the event. We will bundle the proposed topics and integrate them into the programme.

Thursday, 12:30 – 14:30
## Presentation of the HoloPlots at gather.town

Sixty-eight projects have received funding so far through the dive in programme. What are these projects working on, what topics are they investigating, what processes have been initiated, and what have the participants learned while working on their projects? In the HoloPlots at gather.town, all the funded projects have the opportunity to present their questions, themes and initial results, and engage in dialogue with the HoloLab participants.

General information about participation in the HoloLabs

The HoloLabs take place as a digital event. The event website offers participants access to the HoloLab grounds on gather.town. Here, participants are cordially invited to attend input talks and experience events in a mixed-reality environment, meet other participants and get to know the 68 funded projects in their respective HoloPlots.
The meet-up area provides an easy way to arrange meetings with others on current developments, discourse and trends in the areas of digital art and education even after the events conclude.

Registration
https://hololab.liteproject.de/
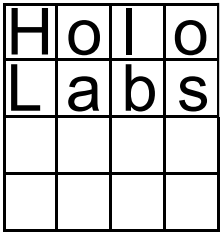
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Programme for Digital Interactions

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