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## « Data Dramatization »

Art, Science, Design & Data visualization

September 12th 2014

Lab at the Cultural Institute



## New alliances for thinking differently about the world

ART / DESIGN / RESEARCH / R&D / SCIENCES / ENGINEERING

Certain artists and designers define themselves today *as researchers in art or design*. They produce cutting-edge technology and innovative systems that question new practices -- developing new models of Human-Machine Interfaces (HMI), challenging paradigms, producing new relationships between users and technologies, and creating knowledges. This work fuels methods of innovation and exploration in fields as diverse as ergonomics, experimental psychology, but also research in IT, the social sciences, and experimental sciences such as biology, mathematics, physics, and so on.

In this context, artistic practices should echo the scientific experimentation of their era: like scientists, artists conduct research, experiment, formulate new hypotheses, and call the established interpretative frameworks into question. In their own domain, each of these researchers continually questions reality, reformulating it while producing new perspectives, and thus creating a new status of reality, a new objectivity. These studies are different in status but similar in their objectives: **to explore and experiment with new ways of imagining the world** that then lead to the design of new services, new relational systems, and new models.

Yet cooperation between art, design, engineering, and science is not new: from the 1950s onwards, artists started using the technology produced at MIT for their own ends; in the 1980s, Xerox Park integrated artistic practices into their process of innovation; Ars Electronica Center in Austria was created from the 1990s and is still active, etc. This history is intensifying today with the diversification of cooperative models. New structures developing hybrid practices are being created all over the world. This is the case of **ArtSiLab at Texas University** for example:

"The UT Dallas ATEC & EMAC Art-Science Lab carries out research and development that requires collaboration between artists and scientists, applied to problems of societal urgency and cultural timeliness. Through our projects, we seek to develop multiple applications, in a studio-lab approach, including the creation of artworks, scientific research, technology development and educational innovation. We carry out our projects through trans-disciplinary, national and international partnerships and collaborations." Within this framework, **the scientist Dr Roger Malina thus collaborated very closely with Andrew Blanton, media artist and composer**. This was also the case of Media Lab de Science Po Paris, founded by philosopher Bruno Latour, which collaborated with designers in its research. **Tommaso Venturini**, a social sciences researcher, will evoke this during his presentation.

This hybrid ecosystem signals the emergence of other stakeholders' involvement in such research activities. This is the case of DécaLab, an agency dedicated to innovation through explorative design and art, designed for businesses. It is also the case of the art critics, theorists, and curators who, like **Isabelle Arvers**, contribute to exploring new concepts and perceptions and thus enrich scientific and artistic debates.

Artists, scientists, designers, researchers, and critics thus explore together new ways of thinking about a theme or problematic. The theme of this conference is **Data, a key issue in our contemporary societies**. An extremely complex subject, Data is "dramatised" here, meaning that is used, applied, reappropriated, and staged, in order to understand it in a more intuitive way. Various channels will be presented for you to explore, in the form of performances associating speech, sound, maps, and images. This performative, playful, and thought-provoking time will once again encourage the emergence of innovative stakeholders: **you !**

The great strength of this hybrid research is effectively to empower spectators and listeners. Whether they are experts or not, they are "swept up" in the research dynamic. A new public space emerges that is favourable to discovery and debate, in order to rethink transformations in new ways that depart from hegemonic discourses.

## / PROGRAM

### Introduction

**Emmanuel Mahé**, Ph.D, Head of Research EnsAD Paris, associate researcher at Décalab

**Laurent Gaveau**, Director of the Lab at the Google Cultural Institute

### Part 1

**Roger Malina**, astrophysicist and space scientist

Presentation of ArtSciLab initiatives

**Andrew Blanton**, composer and media artist

**Performance "One antarctic Night"**: Realtime spatialized data collected from a telescope in Antarctica.

**Performance "The connected brain"**: Drums will trigger different sections of the brain, then converted into a visual and auditory format.

### Break (15 min)

### Part 2

**Isabelle Arvers**, author, curator and art critic

**Performance around Anti-Atlas Project**

**Tommaso Venturini**, Associate professor and research coordinator at the Sciences Po Médialab

Presentation of program MEDEA, visualization of controversies about climate change.

### Questions and conclusion

## / ABOUT THE SPEAKERS

**Roger Malina** is first an astrophysicist and space scientist ; he was principal investigator on the NASA EUVE satellite and is the former director of the Observatoire Astronomique de Marseille, Provence. He is the Executive Editor of the Leonardo Publications at MIT Press ([www.leonardo.info](http://www.leonardo.info) ) and founder of the ArtSciLab at University of Texas at Dallas. The ArtSciLab is developing a number of projects and strategies around multimodal data representation and experimental publishing.  
[utdallas.edu/atec/malina](http://utdallas.edu/atec/malina)

**Andrew Blanton** is a composer and media artist. He received his BM in Music Performance from The University of Denver (2008) and a Masters of Fine Arts in New Media Art at the University of North Texas (2013). He is the first Research Fellow of the ArtSciLab at The University of Texas at Dallas. His current work focuses on the emergent potential between crossdisciplinary arts and technology, building sound environments through software development, and writing music for those environments.  
[andrewblanton.com](http://andrewblanton.com)

**Isabelle Arvers** is a French media art curator, critic and author, specializing in video and computer games, web animation, digital cinema, retrogaming, chip tunes and machinima. She is born in Paris in 1972 and currently lives in Marseille. She curated exhibitions in France and worldwide on the relationship between art, video and computer games and politics. She also promotes free and open source culture as well as indie games and art games. In 2013 she curated the antiAtlas of Borders, a touring exhibition on the borders in the 21st century that will be shown in Berlin as part of Secession in september 2014 and in the Art of bordering, an exhibition hosted at the MAXXI in Rome in october 2014. She is also in charge of the End of the Map exhibition which will be presented in Paris during the fall 2015.  
[isabellearvers.com](http://isabellearvers.com)

**Tommaso Venturini** is associate professor and research coordinator at Sciences Po Médialab. He was trained in sociology and media studies at the University of Bologna.  
and is also PhD in Society of Information from the University of Milano Bicocca. After post-doc in Sociology of Modernity at the Department of Philosophy and Communication of the University of Bologna, he was recruited by Bruno Latour to coordinate research at the new medialab of Sciences Po. Currently he is the leading scientist of the projects EMAPS and MEDEA. His current areas of research focus on the use of digital methods for controversy mapping with particular focus on climate controversies. He teaches Controversy Mapping, Digital Methods, Data Journalism and STS at graduate and undergraduate level.  
[medialab.sciences-po.fr/fr/people/tommaso-venturini/](http://medialab.sciences-po.fr/fr/people/tommaso-venturini/)

décaLab

[www.decacalab.fr](http://www.decacalab.fr)

[contact@decacalab.fr](mailto:contact@decacalab.fr)

Natacha Seignolles, director



@decacalab



Veille DécaLab