

# afterglow

Wednesday 29. Jan – Sunday 02. Feb 2014

Haus der Kulturen der Welt, Berlin



## transmediale 2014 afterglow opens festival week on 29.1.2014 at HKW, Berlin

Berlin, January 22<sup>nd</sup>, 2014

On January 29th, 2014 at 17:30 transmediale 2014 *afterglow*, festival for art and digital culture, will open its doors at Haus der Kulturen der Welt (HKW).

The official opening of transmediale 2014 *afterglow* will happen with the opening ceremony *afterglow effects* in the Auditorium at 19:00.

Leading up to the opening ceremony, Borja Rodríguez Alonso's installation *Why* will be shown, a work based on an everyday Google function – the autocomplete, which opens up a frightening cabinet of curiosities that extends from racism and sexism to an infantile curiosity about body parts. Only with questions about religion do they become startlingly objective, which reinforces the idea of Google interference. In Pawel Ziemilski's *Rogalik* the viewer roams around desolate flats in a Polish village by way of extended tracking shots. The people look strangely unreal in this mix of photographic portraits and tableaux vivants.

During the opening ceremony Kristoffer Gansing, artistic director of transmediale, will introduce *afterglow* as a diagnosis of post-digital culture after introductory words by Bernd Scherer, director of HKW. Together with several guests, the "afterglow effects" that define the current ambiguous state of digital culture between trash and treasure will be outlined. American sci fi writer and cultural critic Bruce Sterling will depict the cypherpunk dystopia that digital culture has become and suggest ways to deal critically and creatively with its seedy geopolitics. Throughout the ceremony, *CRITICAL INFRASTRUCTURE* (Jamie Allen & David Gauthier), the big data producing artwork of transmediale 2014 will provide essential facts about everything you ever needed to know about the festival. Chances are you might get your burning questions answered such as what the correlation is between the transmediale festival and the global annual growth of e-waste.

Following the opening ceremony, *Art Hack Day Berlin* will open after a 48 hours hackathon of roughly 80 artists and hackers. In collaboration with Berlin-based Lab for Electronic Arts and Performance (LEAP) and Art Hack Day the second edition of *Art Hack Day Berlin* will be opened responding to the thematic framework of *afterglow*. Art Hack Day is a project dedicated to cracking open the process of art-making, with special reference toward open-source technologies. As part of the opening there will be several performances and presentations, including Geraldine Juárez who will burn bitcoins outside HKW at 21:00 in her performance *Hello Bitcoin*. For *Ceremonial Chamber* Birch Cooper and Brenna Murphy a.k.a. MSHR kneel inside an array of hand built analogue synthesizers, colored lights, mirrors and drift wood, forming a human-scale circuit between performance and installation. The interactive installation is

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open from 17:30; and the performance after the ceremony.

Starting at 21:30 the dual slide projection *Utopia* by Luther Price will be shown in the Auditorium as an exclusive opening installation. The American film artist creates unsettling collages made out of old films, hair and scratches.

17:30-00:00 Screening: *Why* by Borja Rodríguez Alonso

17:30-00:00 Screening Installation *Rogalik* by Pawel Ziemilski

17:30-22:00 Installation *Ceremonial Chamber* by MSHR with performance after the opening ceremony

19:00-20:30 Opening Ceremony transmediale *afterglow effects*

20:30 Exhibition Opening *Art Hack Day Berlin : Afterglow*

21:00-21:30 Performance *Hello Bitcoin*

21:30-00:00 Opening Installation *Utopia* by Luther Price

During the press preview on January 28th, 2014 at Haus der Kulturen der Welt, 12:00, the programme of transmediale 2014 *afterglow* will be introduced through a presentation about the conference programme as well as through previews of the exhibition and screening programme. Press passes can be picked up one hour before the start of the press preview at the press counter of HKW.

Further information about the programme, press dates, press kit, printable press images and online accreditation form are available in our press section under <http://www.transmediale.de/festival/press>

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Tabea Hamperl

press@transmediale.de

tel: +49 (0)30 24 749 774

<http://www.transmediale.de/>