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PRESS RELEASE

FUTURITY NOW! – transmediale.10 transmediale Award 2010 Award Ceremony on February 6

This year's winners of the transmediale and Vilém Flusser Theory Award have been announced. The awards were presented on the evening of February 6 by Barbara Kisseler, head of the Berlin Senate Chancellery, and the members of both juries.

The first-prize winner of the **transmediale Award 2010** is the Canadian artist **Michelle Teran**, who lives in Berlin, with her work ***Buscando al Sr. Goodbar***. Teran receives a cash award of 6.000 euros.

A distinction, worth 2.000 euros, goes to the artists **Aaron Koblin** and **Daniel Massey** from the USA for their work, ***Bicycle Built for Two Thousand***.

The **Vilém Flusser Theory Award**, worth 2.000 euros, is awarded to **Warren Neidich** for his research project ***Neuropower***. Warren Neidich is from the USA and lives in Berlin.

In preparation for the festival, transmediale and the CTM (club transmediale) invited competition submissions for both awards. Invited were artistic positions, which in their formal language, approach, and practice, question and enrich our relationship to our technologically-driven society. From the approximately 1.500 submissions from 75 countries, the international jury selected nine nominated entries, which are being presented at the transmediale.10.

The jury members of the transmediale Award 2010 are Michelle Kasprzak (Edinburg), José Luis de Vicente (Barcelona), Li Zhenhua (Peking/Zürich), Yves Bernard (Brüssel), and Doreen Mende (Berlin). Advisory committee members for the Vilém Flusser Theory Award 2010 are Marcel René Marburger (_Vilém_Flusser_Archive, Berlin), Oliver Grau (Danube University Krems) und Sabeth Buchmann (Academy of Fine Arts, Vienna).

Further information about the work of the winners and the motivations of the jury is attached.

The transmediale.10 is extending its exhibition until the Haiti benefit concert hosted by the national cultural institutions of the European Union EUNIC on February 9, 2010: The art works can be seen until February 9 at 9:30 p.m. in the House of World Cultures.

The Prize Winners

transmediale Award 2010

First Prize: Michelle Teran – *Buscando al Sr. Goodbar* (2009)

In her works Michelle Teran (Canada) explores the interplay between social and media networks within urban environments. Her project *Buscando al Sr. Goodbar* (2009) is a threefold tour through the Spanish town Murcia simultaneously taking place by bus as well as on Google Earth and YouTube. The bus can be followed virtually on Google Earth while YouTube videos are screened on the bus itself. By entering the spaces where videos were produced, an intimate encounter occurs between video makers and audience. The project can be easily repeated at other locations such as Berlin as well, in the course of the transmediale.10.

http://www.ubermatic.org/?page_id=3

Jury Statement: Buscando al Sr Goodbar by Michelle Teran is a timely and considered exploration of synergies between online social space and physical urban spaces. Her work asks us to consider the hidden pockets of virtuosity that take place all around us. In her hands, online tools become not only a platform for display, but a method of discovery and reconnection to other people. She combines old methods (bus tours) and new (online tools) to create a work that is a complex commentary on our present moment, but also points the way to future layering of our digital and physical selves.

Distinction: Aaron Koblin and Daniel Massey – *Bicycle Built For Two Thousand* (2009)

The online work *Bicycle Built For Two Thousand* (2009) by the American artists Aaron Koblin and Daniel Massey is comprised of over 2,000 voice recordings collected via Amazon's Mechanical Turk web service. Workers were asked to listen to a short sound clip, then record themselves imitating what they heard. The result was a reconstructed version of the song Daisy Bell - the first song to implement musical speech synthesis in 1962 - as rendered by a distributed system of human voices. www.bicyclebuiltfortwothousand.com

Jury Statement: The method by which the participants were recruited, while only possible on this scale in our contemporary networked age, also cleverly reminds of the traditional studio model where apprentices create building blocks that are refined and completed by masters. The work is an elegant reflection on networked labour.

Vilém Flusser Theory Award

Warren Neidich – *Neuropower*

Jury Statement: The project Neuropower is a manipulation in the literal sense of the word. Departing from recent insights of brain research, the trained biologist Neidich searches for strategies to manipulate the process of ongoing cerebral reconstruction. Through artistic means – as for instance the performative gesture – Warren Neidich attempts to re-conquer those cognitive realms which are normally subjected to the effects and mechanisms of the mass media in a globalised world defined by neoliberalism. By joining scientific and aesthetic knowledge elegantly, Neidich's work commences right there where reality is first of all constructed: in the neuronal networks of the brain.

www.warrenneidich.com

www.transmediale.de