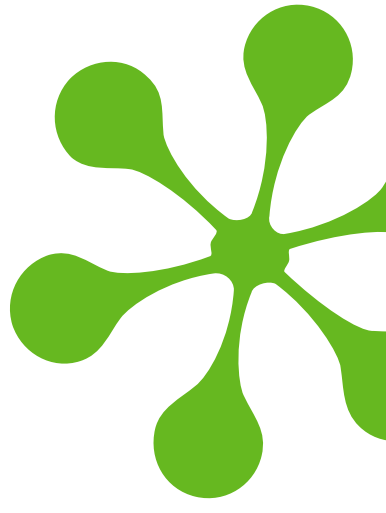




SHOCKART.NET





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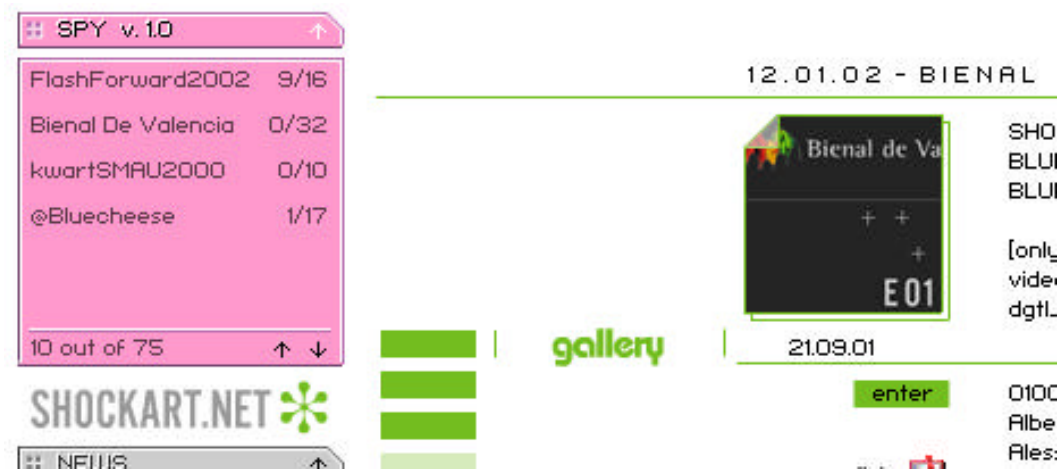
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ABOUT SHOCKART.NET

“Shockart is a cultural reference point for web_Art artists, as well as for art and technology lovers, aimed at spreading out and giving prominence to web and digital art.”

Digital art is conceived, developed and showed on digital supports only, eliminating the need for printing or reproduction on traditional supports. Therefore computers, displays and networks acquire a new, irreplaceable role: they're the digital artwork's one and only support, its unique originating source and its communication vehicle. The faithfulness of the artwork to itself is referred to the digital support.



The main principle behind Shockart.net is the authenticity of the digital art, which can easily reach a large audience, maintaining the clarity and the communicative impact of the original opera, while being able to be everywhere, at any time.

Shockart.net turns to a wide, multicultural audience. It has neither geographical nor social boundaries, and it's spread over through every modern media - even beyond the web - supporting unconventional but fine, valuable contents.



ITS HISTORY

Shockart.net was created in 1999, thanks to the initiative of a cultural association called Vernice (www.vernice.it).

Soon after its first appearance at Vernice's cultural and artistic shows, Shockart's strong personality and expressiveness revealed its potentiality to become a self-standing event. So Vernice accepted the challenge and gave Shockart its own identity: a new on-line web_Art gallery, called www.shockart.net, was born.

From its birth, a series of events contributed to shape Shockart's evolution:

11th of March, 2000

Shockart.net gets in touch with the real world. From an on-line gallery, it turns into an off-line gallery, showing a selection of 16 web artworks in a location in Rome. The initiative has a great success and is welcomed by the critics: it is acclaimed as the new reference for web_Art on the net.

19-23 October 2000 – KwartSmau2000 Milan, Italy

Together with Kataweb (www.kataweb.it), Shockart organizes a web_Art exhibition on occasion of the annual edition of SMAU, the international conference and exhibition of IT & TLC technology. This time Shockart.net turns into an interactive gallery, encouraging the visitors to discover and experience the works of art walking along a sensory path throughout the network.

The preview of the Interactive Gallery takes place on 10/14/00 in Rome, at the Bluecheese (www.bluecheese.it), in co-operation with NXT + e'lab'000. The works of art are shown on a wide screen, while a VJ plays music and interacts with them.

Reproduced using the same formula, but with a larger number of projectors and monitors, the "Kwartsmau 2000 evening event", is organized at the "Magazzini Generali" club, in Milan.

April 2001 – University of Perugia, Italy

Shockart's staff members are invited to present their project at Tecnoarte2001, a congress on modern art held by the University of Perugia.

In the same period, they're interviewed twice at the TV show "Mediamente", broadcasted by RAI, the national Italian network. A link to the video in Real Video format is available in the "Further Info" section of this document.



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12 June – 20 October 2001 – Biennial Exhibition of Valencia, Spain

Promoted by the Generalitat Valenciana, the Biennial Exhibition of Valencia (www.bienaldealencia.com) is the European observatory of contemporary art: it gathers the most innovative artworks of the young, international talents of contemporary art.

Invited by Achille Bonito Oliva, curator of the Contemporary Art section of the Biennial, Shockart.net conceives and develops the project "El Mundo Nuevo", from selecting the artworks to designing the location. 32 web_artworks are shown through an original Shockwave-Flash user-interface.



On the night of 21st September 2001, "El Mundo Nuevo" is displayed at the National Gallery of Modern Art in Rome, on occasion of the cultural event "Il Popolo della Notte" ("People of the Night"), organized by the Mecenate 90 Foundation in co-operation with the Electronic Art Cafè, Achille Bonito Oliva and Umberto Scrocca. The content shown at "El Mundo Nuevo" is now available on-line on the Shockart.net website.

15 January 2002 – University of Sannio, Benevento, Italy

Invited by the University of Engineering, Shockart.net holds a seminar on "Creativity and New Digital Technologies", for the first time for the first time presenting an outline project : a software that permits to experience a brand new way of surfing the web, matching the advantages of Programming, Artificial Intelligence and Communications tools.

The project encounters the deep interest of the audience. A team of students and professors commit themselves to co-operate with Shockart.net to develop the software.



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2 – 3 April 2002 – Flash Forward 2002, San Francisco, U.S.A.

The interest of galleries and museums worldwide takes shape in the invitation received by “Flash-Forward” (www.flashforward2002.com) one of the most important congresses in the world dedicated to “Flash”, which will take place in San Francisco – U.S.A., from the 2nd to the 3rd of April 2002.

Shockart.net is invited to show the first, experimental release of the new software for web navigation formerly presented at the University of Sannio. On a booth, offered f.o.c. by the Flashforward organization, Shockart will guide the visitors throughout its virtual exhibition, by means of a new navigation engine. The virtual gallery will show artworks by the most important world-wide web_Art artists, including a selection of works featured at the latest edition of the Biennial de Valencia.



10 – 11 – 12 July 2002 – Flash Forward 2002, New York, U.S.A.

Shockart.net is invited again to show its virtual exhibition to the New York people.

27 July – 27 October 2002 – Biennale di Scultura di Carrara, Italy

This Summer another important task is given to Shockart.net: Shockart.net is involved in the Biennial of Carrara, the city of Michelangelo's marbles, as advisor and curator of the web_art section. On this occasion, a selection of 30 artworks by different artists will be presented.

The works displayed in Carrara will be inspired by the concept of "just taking off", a typical process of sculpturing marble.



CODE + ARTIFICIAL INTELLIGENCE + COMMUNICATION = WEB²

With the collaboration of the University of Sannio – Faculty of Engineering - and the University of Trieste – Faculty of Psychology - Shockart.net has become the promoter of an experimental project unifying Programming - Artificial Intelligence - Communication.

The aim of the project is to exploit the positive conquests and the capacity of these diverse realities, in order to discover new ways to use and surf the net, with the help of each one of them. The idea is to create an intelligent engine able to autonomously define strategies of communication in a very dynamic way. It is not supposed to work as a filter, but to create a subjective ergonomics of content.

The engine's structure is based on three main steps:

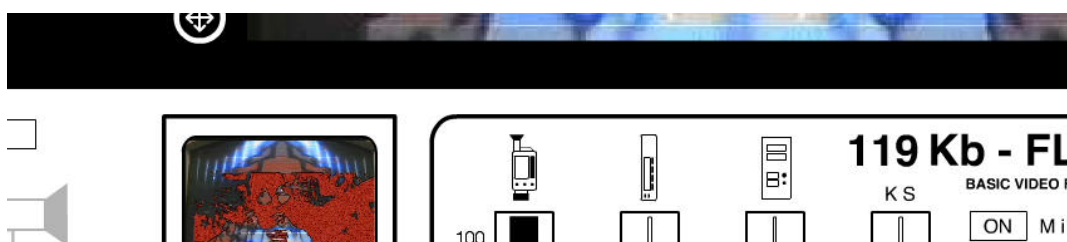
- acquisition of information
- psychological analysis
- construction of the right communicative concept

The first experiment was presented during the Flashforward exhibition (San Francisco, April 2002), where the structure and the sequence of the journey covered by our visitors throughout the web_art works was determined just by this intelligent engine.



FLxER.NET

Many other appointments are included in Shockart.net's agenda, linked to the parallel project that Shockart.net is developing together with the b_muvis video kru: the FLxER.net, the innovative Flash Video Mixer.



The current FLxER release (1.6.1) provides a video mixer designed to satisfy the need of a software that can easily be used during video live performances. For the time being FLxER has been a major point of discussion in several conferences about video techniques and their evolution. FLxER has already been used in many live set; here follows a list of the most important ones:

- 12 June – 20 October 2001, Biennial Exhibition of Valencia, Spain Exhibition
- Saturday Season 2001-2002, Bluecheese, Rome Video live set
- 2 – 3 April 2002, Flash Forward 2002, San Francisco, U.S.A. Conference
- 16 may 2002, Art Into The Web Exhibition
- 28 - 29 June 2002, Artex Conference
- 10 – 11 – 12 July 2002, Flash Forward 2002, New York, U.S.A. Conference
- 7 June 2002, Smau, Rome Conference
- 21 August - 10 October 2002, Biennale di Porto Ercole, Italy Exhibition + FLxER Video Contest



AN AMBITIOUS PROJECT: THE 1ST WORLD WEB_ART EXHIBITION

Encouraged by its international success, Shockart.net is ready to become an event of great cultural impact: the 1st World web_Art Exhibition.

The location of the first edition will be Rome. Rome has a consolidated reputation, built up over the centuries, to be a witness and promoter of creativity in contemporary art. Introduced to the project, the Municipality of the City of Rome approved it, and agreed to host, promote and sponsor the exhibition. Hosting the 1st World web_art Exhibition, Rome will reaffirm itself as one of the world capitals of art.

Shockart's ultimate goal, though, is to become a global event, a sort of itinerary exhibition visiting the world's key meeting points of contemporary international creativity. Shockart also embodies the merge between technology and art; it is the symbol of tomorrow's concept of art-gallery.



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A MIDDLE TERM PROJECT: THE NATIONAL CENTRE OF ELECTRONIC CULTURE

On a middle term basis, Shockart.net can be more than an exhibition. It can be the first stone for the foundation of a study center, equipped with laboratories, performing training, educational courses, seminars, congresses, workshops and stages.

This Center would be the permanent hub of digital art, devoted to exploring, to re-examine and to re-elaborate the new frontiers of creative expressions. It would be the attraction pole and the collecting point of the new languages of communications available on the cyberspace.

Laboratory means “factory of ideas”; it’s a spur to overcome the communications boundaries, so it has a positive, vital, regenerating role, which is strongly promoted and awarded by our modern society. Being a permanent worldwide artistic lab, Shockart.net is the privileged direct access to the new expression codes of tomorrow’s communities and lifestyles.



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FURTHER INFO

<http://www.shockart.net/warehouse>

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