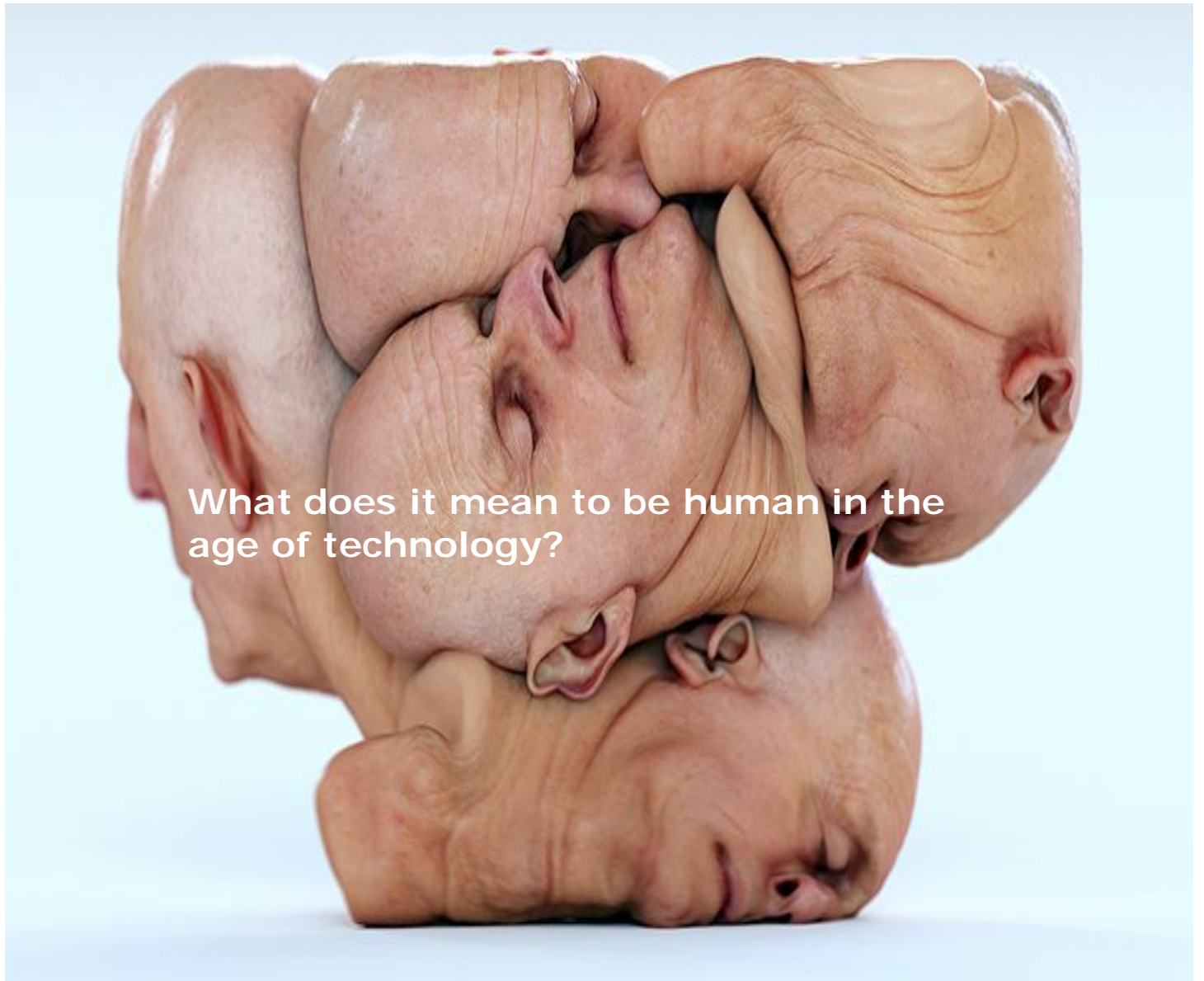


2018 / 2019
artfutura

Humanized Technology



PRESS KIT v.1



ARTFUTURA 2018 / 2019 Humanized Technology

ArtFutura reaches its twenty-ninth edition in more than twenty cities including: Alicante, Buenos Aires, London, Madrid, México, Montevideo and Shanghai.

The festival opens on November 22, with special activities in London (Stour Space), Madrid (Espacio Fundación Telefónica) and Alicante (Museum of Contemporary Art)

What does it mean to be human in the age of technology?

And does digital technology adapt to our real aspirations and needs or is it the other way around? Perhaps we are heading towards a more friendly, more empathic and **more human world?** Or are we going in the opposite direction?



Humanized Technology

Humanized Technology is to reverse the crisis of digital attention and realign technology with the **best interests of humanity**.

The **Center for Humane Technology**, a network of artists and researchers has underlined the digital threat of our time: **"Our society is being hijacked by technology**. What began as a race to monetize our attention is now eroding the pillars of our society: mental health, democracy, social relationships and our children".

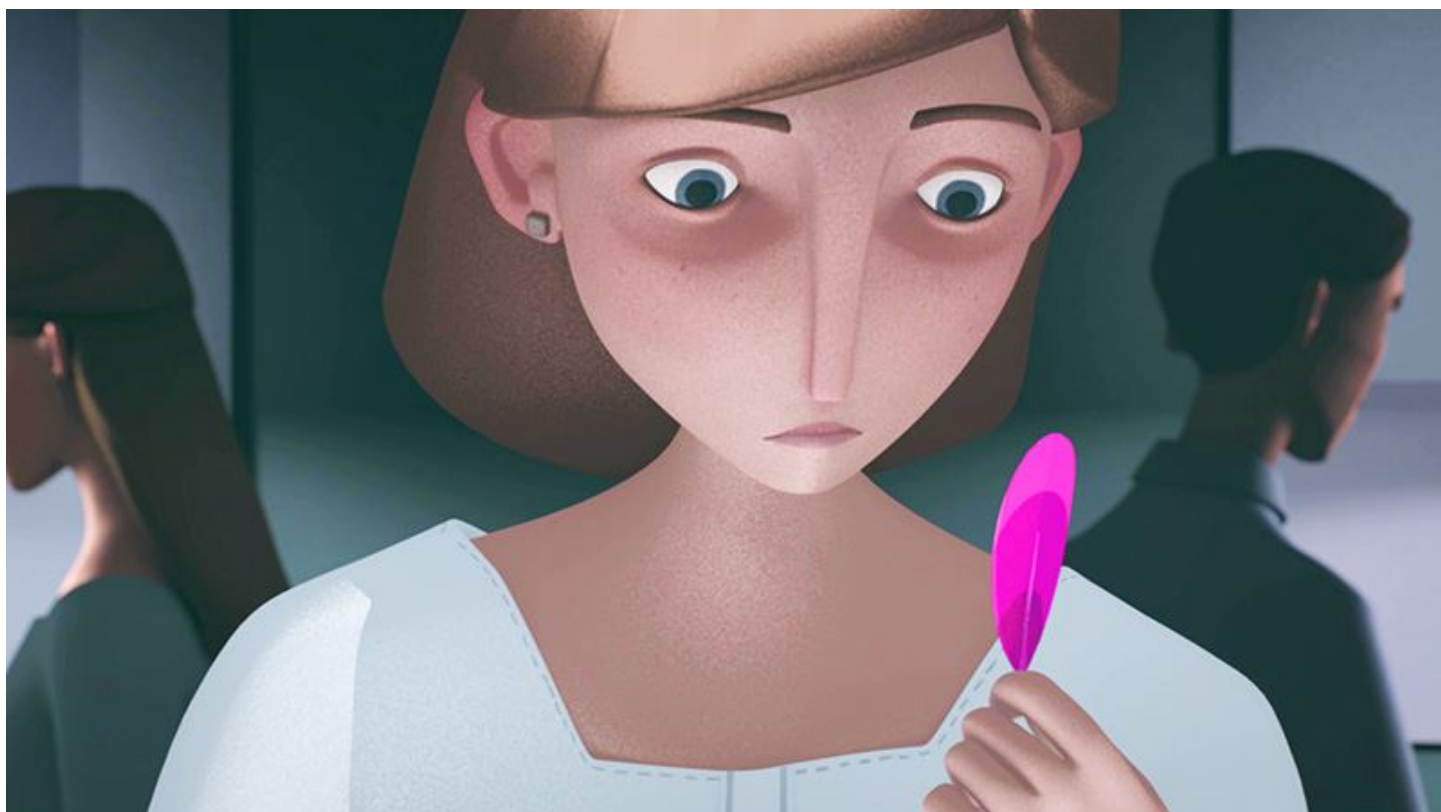
The technological revolution can give us the opportunity to **reinvent ourselves** as a society but we should not get lost in the process.

Viable Futures

The **Collaboration for Humane Technologies** affirms that "at the heart of our creative action is the conviction that in order to think (and create) viable futures we must question categories such as being human".

Solidary Mentality

Perhaps the power of **our future lies** precisely **in our humanity** and not so much in codification or dating. It will have to do more with relational intelligence, social skills and with a futuristic, solidary and **imaginative mentality**.



The audiovisual program of ArtFutura 2018 is shown at all the cities where the festival takes place and includes the latest in Digital Creativity: 3D animation, music videos, motion graphics and everything related to the new aesthetics.

3D Futura Show

Every year, the 3D Futura Show presents the most outstanding international works of computer animation and reflects on the evolution, both technical and in content, of this creative field.

Including the new works by Goodbye Kansas, Julius Horsthuis, Maxim Zhestkov, Hans-Christoph Schultheiss, Mads Broni, Simon Christoph Krenn, Nicolas Deveaux, Besjan Sertolli, Peter Tomaszewicz, Laurent Witz and Dusan Kastelic.

Futura Graphics

Futura Graphics highlights the most brilliant shorts in the field of new aesthetics: digital animations, experimental shorts, motion graphics, videoclips and mixed works in the pursuit of new languages.

A selection that centers on originality and versatility. With works by Alex Popescu, Lubomir Arsov, Nexus Studios, WOW Inc., Substance, Klub Simon, Michael Enzbrunner, Serjan Burlak, Mike Mort...



Artworks

Digital Art, New Media, Virtual Reality, Dance, Performance... The Artworks program shows the new works and forms of documenting the digital creativity of our time.

And it does so by generating new ways of experiencing and feeling the artistic experience.

Works by Can Buyukberber, Universal Everything, Teamlab, WOW, Ouchhh, h0nh1m.... and others.

+ information:
<http://www.artfutura.org/v3/en/artfutura-2018-19>

Schools Futura

A section dedicated to the best recent works of digital schools around the world. From 3D to special effects and motion graphics.

With names like ESMA, ISART, Gobelins, Ringling College of Art and Design, The Animation Workshop, New3DGE, MOPA, Rubika... schools from France, Denmark, Canada, United States...

Behind the Scenes

A new section dedicated to "Making of's". Those mini documentaries that expose the secrets behind the magic of special effects and 3D animation. Including pieces on ManvsMachine, Goodbye Kansas, Wow Inc., Mikros Image...



ArtFutura opens with special activities in London, Madrid and Alicante.

LONDON

With the presence of Paul Friedlander, Estela Oliva, Claude Heiland-Allen, Christian Duka & Marco Maldarella, Mowgli and the Slate Pipe Banjo Draggers.

Complete program at:

<http://www.stourspace.co.uk/artfutura-2018>

Ticket Information:

<https://www.eventbrite.com/e/artfutura-london-tickets-49808017120>

MADRID

Roundtable at Espacio Fundación Telefonica with Montxo Algorta (Director of ArtFutura), Luis Miguel Samperio (co-founder of Empatica VR) and artist Marina Nuñez introducing her new Virtual Reality installation "Fallen Angels".

<https://espacio.fundaciontelefonica.com>

ALICANTE

Master classes, seminars, workshops and presentations at the MACA, the Alicante Museum of Contemporary Art. And an opening party with music and visuals at Cultural Center Las Cigarreras.



PAUL FRIEDLANDER in LONDON

Paul Friedlander (born 1951) is a light artist who first trained as a physicist.

Friedlander obtained a bachelor's degree in Physics and Mathematics at the University of Sussex and was tutored by Sir Anthony Leggett who later was awarded a Nobel Prize for his work on superfluidity.

In 1976 he graduated with a B.A. in Fine Art at Exeter College of Art, UK. Friedlander worked as a lighting and stage designer for theatrical productions and avant-garde music before devoting himself to kinetic art at the age of 36.

He lives and works in London, United Kingdom (UK).

<http://paulfriedlander.com>



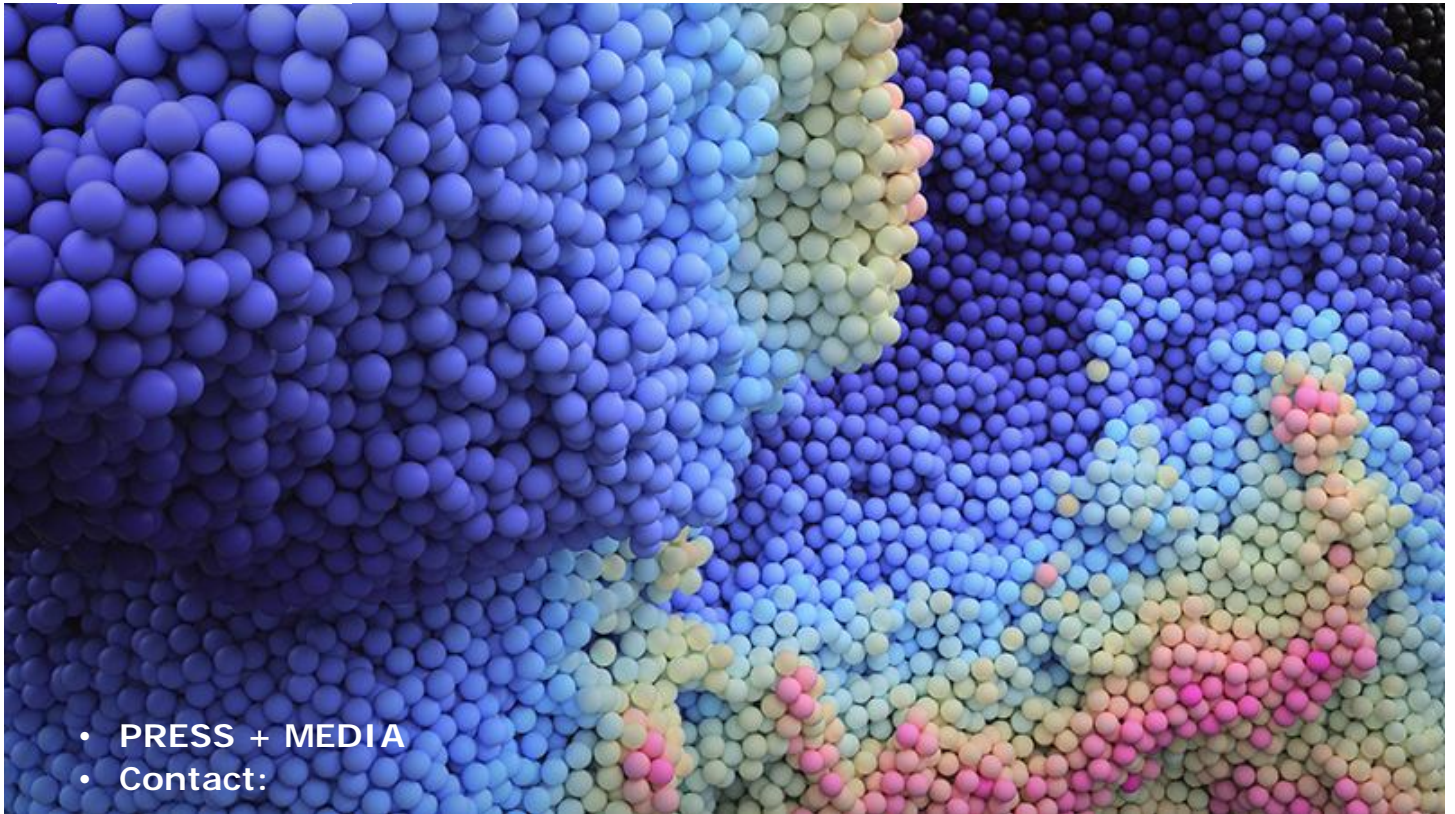
ESTELA OLIVA presents CLON in LONDON

Clon is a hybrid art and new media project by Estela Oliva. Estela Oliva's work is inspired by the impact of technology and the internet in human behaviour, society and our surroundings. She creates hybrid environments in which the physical and the virtual blend, unfolding narratives and cerebral experiences. These projects come to life in experimental formats as exhibitions, programmes, experiential events, installations, web experiments, apps or films.

She has produced festivals, curated exhibitions and events around the world including Into the Wild, exhibition for Makerversity at Somerset House and New Realities, a touring exhibition which has travelled to Mobile World Centre Barcelona and Espacio Fundacion Telefonica Lima.

She has also produced events and projects for brands including Instagram, Sedition and Google. Estela brings along extensive experience working in the digital sector. She launched her career working for Google UK for six years, later on she founded and co-directed Alpha-ville, a cultural agency and festival of digital culture which operated between 2009 and 2016.

<https://www.estelaoliva.com>
<https://www.clonworks.com>



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- **Instagram**

- <https://www.instagram.com/artfuturafestival>

- **Media**

- <http://www.artfutura.org/v3/en/press-media>

- **Images - Download**

- <http://www.artfutura.org/v3/en/project/fotos-prensa-2018>

- **Videos - YouTube**

- <https://www.youtube.com/user/ArtFuturaonline>

- **Videos - Vimeo**

- <https://vimeo.com/artfutura>