

PRESS RELEASE- ENG

OFFICINA DELLE ZATTERE

**On the occasion of the
55th International Art Exhibition La Biennale di Venezia**

The Metamorphoses of the Virtual – 100 years of art and freedom

27 May – 31 October 2013

Pia MYrvoLD (NO, FR)

ORLAN (FR)

Miguel Chevalier (FR, MX)

Anne Senstad (NO, US)

Project workshop with: Piksel Remote HackLab Venice(NO)(UK)

Curated by Roberta Semeraro

In 1955, the Italian-American artist Marino Auriti called *The Encyclopedic Palace* his imaginary museum, which would have had to contain the whole of human knowledge.

Starting from the matter of fact that Art is a privileged gateway of access to the deeper awareness of the human being and its unlimited expressions, the exhibition *The Metamorphoses of the Virtual - 100 years of art and freedom* inserts itself in the context of 55th Art Biennale of Venice, revealing by means of the work a selection of internationally renowned artists, who each in their own way, work within the possible forms of knowledge of art in the new millennium.

Restarting from Hegel's idealism, the premise for any knowledge, then for art too, is freedom.

In fact this exhibition, which wants to remind us of a fundamental event for human rights, the woman suffrage granted in 1913 in Norway, finds its cultural graft on that revolution which the artistic avant-gardes took on the art of the first twenty years of the last century, relieving it indefinitely of the traditional models.

The Modern Movement, identified officially in 1913, before and between the two wars, in Europe and particularly in Paris, began to consider the technological potentialities of new materials and machines, and communication.

Around the '50s Canadian sociologist Marshall McLuhan on his essay *Understanding Media*, examining the new communication media, proclaimed that the *medium is the message*.

French artist ORLAN, known all over the world for having invented *Carnal Art*, where she asserts that flesh is a verb, seems to approach McLuhan's way of thinking, as are the artists Pia MYrvoLD, Miguel Chevalier, Anne Senstad and PIXEL Remote HackLab when they demonstrate how technology is a medium, understood as extension of and strengthening the human faculties.

Norwegian Pia MYrvoLD has been among the first women artists in Europe to examine New Media Art, and has since 2000, worked to establish new compositional and productive parameters for painting and sculpture using 3D tools. Believing in the freedom of expression and in the political/social commitment, she involves the community in this awareness by means of art; to discover, to know and by experimenting with new and emergent realities.

The artists that Pia MYrvoLD has chosen to collaborate with at this exhibition are scientists, philosophers, poets, inventors, who, with their personal and original technological languages and their

futuristic creations, give advance notice to a new existence of an immersive environment, where the imagination coincide with the image, the subjective with the objective and the conscious with the unconscious.

The curator Roberta Semeraro dedicates herself to the study of new media and digital art and, she elaborates on the theories of the *Sixth Art* starting from Walter Benjamin's thought as she tries to trace a new ideal of aesthetic in contemporary art.

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The Metamorphoses of the Virtual – 100 years of art and freedom

27 May – 31 October 2013

**Press and preview opening:
27 – 30 May 2013**

Link for press images :

www.mov-artist.com

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Presentation Artist:

Pia MYrvoLD

Project:

The Metamorphoses of the Virtual

Paris based artist Pia MYrvoLD continues in this installation her research with sculpture and painting within 3D animation tools and immersive environments.

The installation “The Metamorphoses of the Virtual”, takes its title from the essay written by Christine Buci-Glucksmann for her recent exhibition in her native Norway at The Stenersen Museum, where MYrvoLD adds focus to the idea of sculpture as a possible animated form, viewed through HD video projections.

Links:

www.pia-myrvold.com/myworld

www.vimeo.com/piamyrvold

ORLAN

Project:

Skinned Liberty

ORLAN’s body of work started with street actions, entitled Action ORLAN-CORPS, in which she affirmed that the body is a sculpture and a material which permits all others. Currently, ORLAN has created a skinned self-portrait of her body in 3D which replays the movements of her performances. This character appeared for the first time in her MesuRAGE expositions at the Andy Warhol Museum in Pittsburg and at MHKA in Anvers. Henceforth, this skinned self-portrait has become emblematic of her work, which questions the body and shows that what is most deep is not the skin. For the exhibition Metamorphosis of the Virtual: 100 Years of Art and Liberty, ORLAN has created a video projection installation titled Skinned Liberty., and has since become emblematic of her oeuvre.

Links:

www.ORLAN.net

Miguel CHEVALIER

Project:

The Origin of the World 2013

Generative and interactive virtual-reality artwork
Software: Cyrille Henry / Antoine Villeret

The Origin of the World 2013 is inspired by the world of biology and microorganisms. Cells multiply in abundance, divide, and merge in sometimes slow, sometimes rapid rhythm. Each cell functions autonomously, yet in coordination with the others, like cellular automata.

When the viewer moves, the trajectory of the cells is disrupted. We find ourselves facing an intriguing world of life that perpetually replenishes itself. A black-and-white world gradually gives way to vivid, saturated colors. The sinuous curves rippling across the walls of the gallery hark back to the 1970s while creating unprecedented visual experiences that verge on being artificial paradises.

Links:

www.miguel-chevalier.com

Anne SENSTAD

Project:

UNIVERSALS

Norwegian artist Anne Senstad's installation entitled UNIVERSALS, redefines space using Plexiglas, fabric, mesh and video projections, bordering the definitions of architecture, site specificity, video and sculpture. She is concerned with the transformative, the elements of nature, phenomenology of light, the perceptive, and spatial relations. The exhibition *The Metamorphoses of the Virtual – 100 Years of Art and Freedom*, will premiere her new sculptural works and the video piece *Colour Synesthesia, Version four*, she has created for the exhibition consists of a new and longer version in the body of video works entitled *Colour Synesthesia* and *Colour Kinesthesia*.

www.annesenstad.com

<https://vimeo.com/user3150146/videos>

Piksel Remote HackLab Venice

Gisle Frøysland (NO)

Ryan Jordan (UK)

John Bowers (UK)

Jonathan Kemp (UK)

Project: **Piksel Remote HackLab**

Piksel Remote HackLab is a performative workshop and unstable environment developed during the opening week of The Metamorphoses of the Virtual – 100 Years of Art and Freedom. Piksel has invited Ryan Jordan (UK), John Bowers (UK) and Jonathan Kemp (UK) to show their Experimental Communication project building devices from repurposed consumer electronics used for opening up channels into the spirit world. In addition Piksel director Gisle Frøysland (NO) will show an interactive installation based on his latest work using LED facade displays.

Piksel is a network and annual festival focusing on electronic art and free technologies. It's organised in Bergen, Norway and recently celebrated the 10th anniversary with the Piksel[X] - Kernel Panic! festival gathering artists and developers from all over the world exchanging ideas, coding, presenting art and software projects, doing workshops, performances and discussions on the aesthetics and politics of free and open source culture.

Links:

<http://www.piksel.no>

http://nnnnn.org.uk/doku.php?id=experimental_communication

<http://ryanjordan.org>

<http://xxn.org.uk>

<http://jmbowers.net/>

<http://gislefroysland.com/>

