

FOR IMMEDIATE RELEASE:

Russia's iconic CYBERFEST COMES TO NYC....



Img: "Just My Own", Alena Tereshko 2014

Event: **CYLAND Media Lab**
in collaboration with
Made in NY Media Center by IFP & THE WYE
present the American debut of
CYBERFEST
with an invite only, exclusive
VIDEO ART SCREENING

CYBERFEST Screening: **"UNIVERSE IN YOUR POCKET"**
a program of 18 international video artworks
curated by Victoria Ilyushkina

Schedule: **JANUARY 8, 2015**
7:00 pm: Introduction / Q&A with special guests
7:30 pm – 9:00 pm: Screening
9:00 pm – 10:00 pm: Reception

Venue: **New York Media Center**
30 John Street, Brooklyn New York

Online: www.cylandfest.com / www.nymediacenter.com

Russia's iconic New Media festival CYBERFEST marks its 8th annual edition by going global.

Held annually since 2007, CYBERFEST is the first and biggest festival for technologically based art in Russia. Growing over years to become a massive international event, CYBERFEST rose to include over 80 artists held across St Petersburg's top institutions: The State Hermitage Museum, Peter and Paul Fortress, KURYOKHIN MODERN ART CENTER, POLIGRAF Art Hall, Borey Gallery, and the Gallery of Experimental Sound.

In 2013, Cyberfest set up a headquarters in Berlin and held their festival there - marking the first time this important event is held outside St Petersburg. This significant move was designed to strengthen the cultural exchange between international Art and Tech counterparts.

10,000 people attended the initial international leap to Berlin, forging the way for the 8th edition to expand programming to 4 cities on the Art & Tech frontier.

Strengthening cultural exchange among innovative creative communities ...
CYBERFEST travels from St Petersburg - Moscow - Berlin - New York City.

This year's theme, "THE OTHER HOME", explores the commonalities and differentiations among physical, emotional and cultural manifestations attached to the concept of «home». Following the tradition of legendary apartment shows of Soviet time — this exposition explores correlations between public and private, inner and outward, practical and idle – embodying the boundaries CYBERFEST aims to help redefine outside Russia in a contemporary age.

Making its American debut with an exclusive, invite only screening of video artworks at the New York Media Center by IFP – CYBERFEST takes the next step in connecting New Media innovators around the world.

VIDEO ART PROGRAM:

0. Introduction with special guests

1. Anna Jermolaeva (Austria) / In/Out, 2011 (3:30)

2. Francesca Fini (Italy) / White Noise, 2013 (6:00)

3. Marcantonio Lunardi (Italy) / Public Space, 2014 (03:45)

4. Mark Salvatus (Philippines) / Current Affairs, 2014 (1:12)

5. AUJIK (Japan) / Plasticity Unfolding, 2014 (5:00)

6. Rasmus Albertsen (Denmark) / Forest, 2011 (4:32)

7. Yuri Vassiliev (Russia) / Last next winter, 2011 (4:42)

8. Alena Tereshko (Russia) / Just My Own, 2014 (4:11)

9. Mauricio Sanhueza (Peru) / Calico, 2012 (3:38)

10. Sandrine Deumier, Alx P.op (France) / Un.reality, 2012 (0:55)

11. Yannis Kranidiotis (Greece) / Ichographs, 2014 (6:00)

12. Arya Sukapura Putra (Indonesia) / City of Lights, 2013 (2:06)

13. Jean-Michel Rolland (France) / Training Doors, 2011 (5:53)

14. Éléonore Joulín (Belgium) / The House of Certainty, 2012 (5:09)

15. Maria Korporal (Germany) / Between Memory and Destiny, 2014 (4:29)

16. Liuda Kartoshkina (Russia) / Seasons, 2011 (4:06)

17. Emilija Skarnulyte (Lithuania) / Aldona, 2011 (6:00)

18. Ryo Ikeshiro (UK) / Composition: WSWC, 2013 (3:15)

CYBERFEST's annual screening is a part of CYLAND's larger VIDEO ART PROGRAM.

Since its founding in 2007, CYLAND has grown, organized and maintained a Video Archive collection of over 400 video works by 100 artists and 20 art groups from Russia. Works selected from 30 international artists of Germany, Sweden, Belgium, Netherlands, Norway, USA and Austria round out the present, growing collection. The works exemplify the diversity of the medium and includes video art, experimental films, computer graphics, 3D animation, stop motion animation, live footage, poetry videos and documentation of installations, performances or workshops. Programming and exhibitions of works in the archive have screened widely including in Great Britain, France, Brazil, Turkey, America, Germany; throughout Eastern Europe. Developed, engineered, organized and maintained by CYLAND, the online digital video library serves as an unprecedented and unparalleled platform for connecting artists with the public at large. Uploaded by artists for free, videos are viewed for free in browsers. About 150 video works from artists are currently available for online viewing.



Img: "White Noise", Francesca Fini 2013

CYBERFEST NYC COLLABORATORS...

NYC / Made in NY Media Center by IFP: The Made in NY Media Center by IFP, designed by MESH Architects, is a multi-disciplinary creative space with over 20,000 square feet at 30 John Street in Dumbo, Brooklyn. The space was until recently a split-level shipping/receiving/truck parking area. The lower area becomes the large incubator and the upper area a short-term open workspace. Support programs are wrapped around: classrooms, conference rooms, editing rooms. Major shared amenities are staged as dramatic pavilions within the space: screening room, library, cafe, and rest rooms. Each of these has a different form of media and dramatic lighting. The centerpiece is the screening room, which has a continuous, wrap-around media projection wall on the outside and a warm interior of felt and reclaimed wood.

CYLAND Media Lab: CYLAND is one of Russia's most active New Media art nonprofit organizations and has headquarters in St Petersburg, Berlin and NYC. CYLAND houses the largest archive of Eastern European video art online, organizes exhibits around the world and is the force behind CYBERFEST (Russia's largest annual New Media art event.) CYBERFEST has been held across St Petersburg's top art institutions: The State Hermitage Museum, Peter and Paul Fortress, KURYOKHIN MODERN ART CENTER, Borey Gallery, the Gallery of Experimental Sound and Creative Space Tkachi. CYLAND was cofounded by Marina Koldobskaya and Anna Frants.

THE WYE: THE WYE is an international art and technology hub spanning 2000 m2 of the historic Post building in the heart of Kreuzberg, Berlin. An incubator for local and international innovators, the space serves as a platform to elevate professionalism and exchange between the Art and Tech industries in Berlin. Opened in Fall of 2012, The WYE's private studios, coworking and large event spaces have hosted cross disciplinary projects including Sound Development City, The Reader Awards, Seedcamp, Goethe Institute, Hardware Berlin, Kreuzberg Pavillon, Berlin Film Society, Berlin Fashion Week, Retune Festival and Service Design Berlin Conference among many others redefining the culture of innovation in Berlin.

Additional 8th Edition CYBERFEST Venues: MOSCOW / Ground Moscow, MOSCOW / Cargo Collective, ST PETERSBURG / The State Hermitage Museum, ST PETERSBURG / The State Hermitage Theater, NYC / NY Media Center by IFP

CYBERFEST PARTNERS, SPONSORS & SUPPORTERS:

CURATORIAL TEAM: Anna Frants, Marina Koldobskaya, Leah Stuhltrager, Sophia Kudriavceva, Katya Bocharov, Victoria Ilyushkina, Sergey Komarov - & - **CYBERFEST ADVISORY BOARD:** Dr. Irina Karasik / The State Russian Museum, Gediminas Urbonas / Associate Professor, M.I.T., Dr. Silvia Burini / Director CSAR - Centro Studi sulle Arti della Russia

THANK YOU TO:



More information: www.cylandfest.com / Contact: Leah Stuhltrager, info@thewye.de