



## **9th International Festival of Media Art CYBERFEST in St. Petersburg**

*The international festival of media art CYBERFEST will take place from November 25 to December 2, 2015. The bulk of St. Petersburg program will be held at the Youth Education Center of the State Hermitage Museum. The festival's geography is expanding with each year: this time, CYBERFEST will also start for Berlin, Bogota, Vilnius, London, Moscow and New York.*

The CYBERFEST's theme in 2015 - "Patterns of the Mind" - refers to the famous book by Marshall McLuhan "Understanding Media: The Extensions of Man", that was written back in 1964, and to the specific phrase: "The medium is the message". The festival as a whole and the exhibition at the Youth Center of the Hermitage in particular become an artistic and curatorial study of how the artist conveys his message in various media and new complex forms whose development has complicated the production and perception of art.

Nowadays, the rampant development of digital networks ruins and weakens the media category. The communication, which used to be so precise, now leaves in its wake a slippery zone, in which the message finds itself free from whatever relations that are connected to the media.

The Youth Center at the State Hermitage is a traditional partner of the festival. On November 25, 2015, it will house the opening of CYBERFEST's exhibition project "Patterns of the Mind" with the participation of artists from Europe, Asia, USA and Russia: Carla Gannis (USA), Ant Dickinson (Great Britain), Philippe Lamy and Sandrine Deumier (France), Lei Lei (China), Sven Pahlsson (Norway), Nicola Rae (Great Britain), Anna Frants (Russia-USA). The exhibition will showcase media installations and videos. In addition to that, two master classes will be held at the Hermitage as part of the exhibition program. On November 27, there will be a meeting with Paul Malone who will talk about the role of electrodynamics in the morphology of objects in the contemporary astronomy as part of the workshop "Electric Universe". The artist will demonstrate photographs and video recordings of the outer space in order to present to the audience the broad array of forms that are proper to plasma structures. The talk is meant for a broad audience without any special knowledge of astronomy or electricity.

On December 2, on the last day of the exhibition, Carla Gannis and Peter Patchen will conduct the master class "Future Votives of Lesser Gods". The artists Peter Patchen and Carla Gannis, Chair and Assistant Chair of the Department of Digital Arts at Pratt Institute, will offer to the master class' participants the objects that were found during an "archeological dig" at InterSteel Ltd., a St. Petersburg-based company that deals with e-waste, for the 3D scanning, processing and using for creation of a physical 3D collage. The combination and modification of e-waste will create new hybrid forms calling into question the way future generations of people (or other creatures) would perceive the obsolete technology separated from its functions. Patchen and Gannis will move participants of the master class several decades forward in time where they will look at e-waste and an opportunity to utilize it not from a point of view of today's user, but as creators of the future.

In addition to the exhibition program at the Hermitage Youth Center, a number of the events will be held in the space TAIGA as part of CYBERFEST. On November 26, it will house a showing of video art curated by Victoria Ilyushkina. The video artworks are also united by the festival collective theme. In total, there will be a showing of 22 videos made by the artists from all over the world that were selected in the process of open call. The resulting video program represents a review of cultural perceptions in the virtual space. Relationships between the physical and digital environments, personality, online community, self-identification, privacy, publicity as well as between human being and artificial intelligence - all this is the circle of works that is included in the program of video art.

Also, on November 28, TAIGA will house the concert "Subjectivization of Sound" by Sergey Komarov and Aleksey Grachev. The authors use two technologies for the sound synthesis - digital and analog in a pursuit of the sound minimalism and infinite creative process during the development of musical compositions and forms where the choice comes down to the subjective proclivity of each one for a certain sounding. Before the performance, a master class will be conducted, during which the musicians will talk about the infinite number of scenarios for the creation of sound forms.

The creative space TAIGA is an experimental platform that unites young professionals in creative fields for the joint work and creativity.

CYBERFEST is an annual international festival of media art that was founded in 2007 by the artists and curators Anna Frants and Marina Koldobskaya. It is organized and conducted by the international media-art lab CYLAND. Each year CYBERFEST unites more than 80 artists from over 20 countries of the world. The festival attracts both famous artists and beginners. The festival's geography embraces the whole world and, at various years, among its participants were authors from Russia, USA, Germany, Japan, Canada, Argentina, Brazil, Finland, Italy, Philippines and others.

**Curators:**

Anna Frants, Elena Gubanova

**Participant of the exhibition project "Patterns of the Mind":**

Carla Gannis (USA), EntDickinson (Great Britain), Philippe Lamy and Sandrine Deumier (France), Lei Lei (China), Sven Pahlsson (Norway), Nicola Rae (Great Britain), Anna Frants (Russia-USA)

**Address:**

*State Hermitage, General Staff, entrance from Moika River Embankment, d. 47*

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The logo for ТАЙГА, featuring the word "ТАЙГА" in a bold, black, sans-serif font. A small black diamond shape is positioned above the letter "А".

**Program of 9th Festival of Media Art CYBERFEST:**

November 25, 6:30 PM: Opening night for the exhibition "Patterns of the Mind"

***During the opening night, the entrance is effected through the Youth Center: State Hermitage, General Staff, Moika River Embankment, d. 47***

The exhibition will be on view until December 2, 2015

***The rest of the days, when the exhibition is on view, the entrance is effeted through the central entrance of General Staff: Dvortsovaya Pl. 6/8***

***The hours: Tuesday to Saturday, 11 AM to 6 PM***

November 26 at 8 PM: Showing of Video Program MODUS OPERANDI

***Address: TAIGA Space, Dvortsovaya Nab. 20***

November 27 at 6:30 PM: Mater Class of Paul Malone "Electric Universe"

***Address: State Hermitage, General Staff, entrance from Moika River Embankment, d. 47***

November 28 at 8 PM: Concert "Subjectivization of Sound" by Sergey Komarov and Aleksey Grachev

***Address: TAIGA Space, Dvortsovaya Nab. 20***

December 2 at 6:30 PM: Master Class of Carla Gannis and Peter Patchen "Future Votives of Lesser Gods"

***Address: State Hermitage, General Staff, entrance from Moika River Embankment, d. 47***