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**Pro&Contra of MediaCulture**

**November 7-10, 2012, Krasnoyarsk**

**This year’s theme:**

**«HERITAGE AND MODERNITY»**

Project organized by MediaArtLab Centre for Art and Culture (Moscow), Institute for the Humanities, Siberian Federal University, the Film House, Tvori-Gora Creative Association (Krasnoyarsk), supported by Mikhail Prokhorov Foundation, with participation of the Mondriaan Foundation (the Netherlands).

**International symposium “Pro&Contra of Media Culture”** aims to discover the connection between art, science, politics, economics and technology, present innovative projects at the intersection of contemporary art and social practices, experimental science, digital art and design, performance and programming, animation and media architecture. Project is designed to organize public debates on the use of media technologies in the social, cultural and scientific fields, to try to identify ways of its practical cooperation, on the basis of the dialogue between the experts of the various fields.

The theme of this year is **HERITAGE AND MODERNITY**. We live in the world of new images, an elusive reality and unexplored opportunities. Each day we are introduced to new phenomena in hybrid forms of art: web theatre, cyber-space cinema, tactical and interactive media. Every day we provide new ways of seeing the world and actual interpretation of reality. New technologies make work with a cultural heritage much more modern and experiment as well as contemporary art practices. It enables a completely different way to present classical artwork of painting, architecture and other arts. It designs new structure and logic of the exhibition, makes the museum interactive and interdisciplinary with the help of new media, bring it to the virtual world, etc. Museum becomes not only as a place of preservation and exhibition of some artifact, but also a place of educational and socio-cultural platform, where the main priority is to create a qualitatively different environment for the audience.

The symposium includes three sections:

**PART I. MEDIA DAYS AT THE SIBERIAN FEDERAL UNIVERSITY**

**November, 8-9**

Lectures and panel discussions on the use of technologies in contemporary art and modern museum design, as well as issues of media culture and interdisciplinary practices.

Participants:

* **Olof van Winden**, Art director of the Netherlands Media Art Institute (The Netherlands)
* **Arjon Dunnewind**, director of the Impakt Festival and producer and curator of media art projects. (The Netherlands)
* **Raivo Kelomees**, head of the Media Art Laboratory at the Estonian Academy of Arts (Estonia)
* **Maksim Rumyantsev**, head of the Department of Information Technologies in Creative and Cultural Industries (Russia)
* **Dimitri Pilikin**, Vice Director of the Museum of Modern Art at the SPSU (Russia)
* **Dmitry Galkin**, media researcher, professor of Tomsk State University (Russia)
* **Olga Lukyanova**, Project coordinator MediaArtLab Centre for Art and Culture (Russia)
* **Olga Shishko**, director of the MediaArtLab Centre for Art and Culture (Russia)

In addition during these two days the students and guests of symposium will be able to watch the best selections from one of the best international media art festivals — LOOP Fair (Spain).

**PART II. PREMIERS AND SCREENINGS THE HOUSE OF CINEMA.**

The House of Cinema invites you to attend a set of screening on November, 7-10. Among them are the special premiere for Krasnoyarsk “Seven Intellectuals in a Bamboo Forest” installation by Yang Fudong (China) and selection of works of major international media art festivals with comments of leading media art curators and researchers. The program includes the best works of the Moscow Media Forum and Festival Now&After (Russia) with comments of one of the top Russian specialists in the field of media art Olga Shyshko, specially prepared thematic program "Viral temptation or temptation virtual" with the best works of the festival Impakt (Netherlands) by Aaron Dunnevindom and screen program of one of the oldest and most important media festival — PRIX Ars Electronica (Austria).

**PART III. CREATIVE MEETING IN THE ASSOCIATION "TVORI-GORA"**

**"From idea to form"**

Meeting of participants of the symposium with Olga Shishko, Raivo Kelomess, Svetlana Maybrodskaya will discuss with young students of creative association "Tvori-Gora" main problems regarding birth, expansion, implementation of ideas in art, media, advertising, etc.