



E-CULTURE FAIR 2010

The E-CULTURE FAIR 2010 will be showcasing innovative projects in the cross-over fields of creative industry, research, education and media art from August 23 - 25 on the second floor of the Dortmunder U - Centre for Art and Creativity. It is the first step of the envisaged long-term cooperation between the three partners, namely Virtueel Platform of Amsterdam, the Netherlands, BAM of Ghent, Flanders, Belgium, and medienwerk.nrw of North Rhine-Westphalia, Germany, organised by Hartware MedienKunstVerein (Dortmund, DE). In line with previous events held in the Netherlands since 2000, the E-CULTURE FAIR is being presented for the first time in Germany as a partner event and cooperation project of ISEA2010 RUHR, 16th International Symposium on Electronic Art.

For many years now, digitization and networking have been changing our social interactions, the working environment, cultural exchanges and ways of making and engaging with art. By now the possibilities of digital media are integrated as a matter of course into daily life.

Topical examples of this common electronic culture are social networks like YouTube or Facebook, the widespread use of platforms like Twitter and the ubiquity of smartphones. Based on these examples, the E-CULTURE FAIR can be envisioned as a communicative laboratory, a workshop in which in an experiential manner new ideas are presented, which may soon become well-known concepts for many people. The E-CULTURE FAIR is aimed at professionals in the field of new media, as well as to anyone who is curious about what electronic culture will look like tomorrow.

During the E-CULTURE FAIR 2010, in an exhibition and trade fair environment - in workshops and through live presentations - international creatives and artists are presented with an opportunity to showcase their latest works and to anticipate future collaborations in the context of electronic culture. The intention is to display the various creative applications in the digital field, and to debate social and cultural transformations and the current state of their artistic reflection. The E-CULTURE FAIR 2010 can be experienced in a playful manner while also fostering an in-depth exchange in discussion forums between creative industry, research and media art.

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