EU4ART_*differences*

DIGITAL RITES and EMBODIED MEMORIES

EU4ART_*differences* Doctoral Summer School.
Series of Talks: 6 – 9 September, 2022 (online on the TEAMS platform)

Creativity at the crossroads of neuroscience, Artificial Intelligence, Gaming, alternative economies, and humanism, today at the center of the most topical debate, will be discussed in the mornings from 6 to 9 September 2022 by the most important voices of the international scene. The series of talks, online and open to the public, are part of the Doctoral Summer School: *Digital Rites and Embodied Memories* within EU4ART_*differences*, project funded by the HORIZON 2020 programme.

On those days, a group of researchers from different European capitals will meet in the Monastery of Casa San Silvestro in Monte Compatri (Rome). Their individual investigations will be returned in a choral project embedded in forms of rituality contextually divided and symbiotically connected between physical and virtual space.

The morning of 6 September opens the cycle with questions related to artistic enterprise in the light of developments in technology, in particular AI, led by Tom van de Wetering, Program Manager of the Entrepreneurship and talent programme at HKU - Hogeschool voor de Kunsten Utrecht - Expertise Centre for Creative Entrepreneurship. Domenico Quaranta, art critic and curator, expert in digital art, moves into the field of Blockchain, NFTs and art, drawing on 20 years of experience in curating and researching digital art. Enrico Bisenzi, a pioneer of digital telecommunications since the pre-web era and now a professor at the Fine Arts Academy of Rome, will go into the relationship between Artificial Intelligence and copyright, starting from the changing opportunities with the advent of Creative Commons. Adriano Bonafede and Gianluca Cannavale will illustrate Patamu, the start-up that, by generating copyright proofs, makes it possible to publish and share works while protecting one's creativity.

The day of 7 September will start with the relationship between video games and gamification for cultural heritage with Fabio Viola, one of the world's most influential designers, who, after having contributed to titles such as Fifa, The Sims, Harry Potter, was recognised with the "Design Lessons" at the *Fuorisalone* in Milan in 2018. Immediately afterwards, Galit Ariel, a leading techno-futurist in the field of immersive technologies, explores the spatial dimension between the physical and digital world, between here and elsewhere.

The morning of 8 September is dedicated to neuroscience and humanism. Raitis Smits, a pioneering artist in digital arts experiments and founding director of the RIXC Center for New Media Culture (Riga) will project us into the new era of virtual experience, entertainment and storytelling and its impact on education, social policy and codified knowledge. To Vittorio Gallese, neuroscientist and Professor of Psychobiology at the University of Parma with an important role in the discovery of mirror neurons, the difficult task of bringing the audience closer to the *Embodied Simulation Theory*. Roberto Casati, a distinguished philosopher, professor and member of various research institutes, illustrates how cognitive science intertwines with data consumerism with a body of visual experiments taken from Renaissance art.

On 9 September, the series of talks concludes with "Artificial Intelligence and Art". Maurice Benayoun, new media pioneer, curator and theorist, investigates thought in motion in the translation of abstractions of the mind, such as human values (love, power, peace, knowledge) into forms of neuro-design, using Brain-Computer Interaction (BCI). Marco Mancuso, another eminent scholar in digital art studies, explores dreams and nightmares, utopias and dystopias, freedom, and constraints of the human being from the perspective of its transformation, in the perspective of the post-human and within a trans-disciplinary context between art, design, philosophy and critical theory. Ádám Albert, an artist, educator, and researcher heading the Department of Artistic Anatomy, Drawing and Geometry at the Hungarian Academy of Fine Arts and director of the Art and Art Theory College for Advanced Studies, approaches aspects of production, between

digital modelling and generative creation of forms. The INOUT collective, formed by master students from the Fine Arts Academy of Rome, tutored by the artist Cinzia Pietribiasi, presents the first results of the Artificial Research / Artistic Intelligence project that investigates the semanticisation of artificial experiences with machine-learning technologies.

Programme

Tuesday 6 September: *Artistic Entrepreneurship and New Technologies:*
10-11.00. Tom van de Wetering: *Multiplying Potential - How Arts Universities Can Help Students to Reflect on Their (Potential) Value Within and Beyond the Arts*
11 – 12.00. Domenico Quaranta: *New Digital Economies? Blockchains and their (Uncertain) Futures*
12.00. Enrico Bisenzi: *(NO) Copyright Strike*
12.45. Patamu.com: *Protecting your Authorship*
You can register here to follow the talks online on the platform TEAMS

Wednesday 7 September*: Gamification, Cultural Heritage and Creativity:*
10.00 – 11.00. Fabio Viola: *Videogames and Gamification for and as Cultural Heritage*
11.00 – 12.00. Galit Ariel: *Possessed: New Body Spaces in Immersive Realms*
You can register here to follow the talks online on the platform TEAMS

Thursday 8 September: *Neurosciences and Humanities:*
10.00 – 11.00. Raitis Smits: *The Use of Immersive Technologies (VR and AR) in Arts*
11.00 – 12.00. Vittorio Gallese: *Embodying Images. Embodied Simulation and Aesthetic Experience*
12.00 – 13.00. Roberto Casati: *Shadows in Painting*
You can register here to follow the talks online on the platform TEAMS

Friday 9 September: *Artificial Intelligence and Art*
10.00 – 11.00 Maurice Benayoun: *The New Values of Art: Transaction and Curation Redefine Blockchain and Unchained Art Practice.*
11.00 – 12.00. Marco Mancuso: *CHIMERA: Expanded Bodies and Identities Between Art, AI and Technoscience*
12.00-13.00. Ádám Albert, Kitti Harmati, Attila Mézes*: Digital Form Creation Lab at the Hungarian University of Fine Arts*
12.45. INOUT: *INOUT in Dialogue with UNIVERSON*
You can register here to follow the talks online on the platform TEAMS

The series of talks is part of the Doctoral Summer School: *Digital Rites and Embodied Memories*, curated by Franco Ripa di Meana. In this context, EU4ART_*differences* inaugurates its portal on the Research Catalogue, a research tool used by artists, researchers and Professors, launching the important collaboration recently established between EU4ART_*differences* and the Society for Artistic Research (SAR).

The EU4ART_*differences* project focuses on the importance of artistic research with a view to cooperation between science and art, and in a broader sense, between the humanities and society.
EU4ART_*differences* is an EU-funded project that aims to develop and promote high-level artistic research with a transdisciplinary approach on society, knowledge and critical thinking. The project team, led by the HfBK in Dresden and joined by the Academy of Fine Arts in Rome, the Academy of Art of Latvia, and the Hungarian University of Fine Arts, collaborates on the construction of long-term research infrastructures, and works on the design of new art education programmes for students and researchers.