

PROGRAM: *Inhabiting the Cultural Imaginary*

9.30 - 10.30	REGISTRATION	iCinema Scientia Facility
9.30 - 10.30	DEMONSTRATION	iCinema Scientia Facility
10.30	MORNING SESSION	Lecture Room 327, Webster Building
10.30	Jeffrey Shaw & Sarah Kenderdine	Introductions
10.45	Lev Manovich	The Future of Cultural Representations
11.45	Andrew Benjamin	To Imagine a Culture: A Philosophical Reflection
12.15	Jeffrey Shaw	Introduction to the iCinema Centre: its projects, applications and technologies
1.00 - 2.30	DEMONSTRATIONS	iCinema Scientia Facility
1.00 - 2.30	<i>break</i>	
2.30	AFTERNOON SESSION	Lecture Room 327, Webster Building
2.30	Sean Cubitt	Technique and the Public
3.30	Dennis Del Favero & Neil Brown	Experimental Aesthetics and Digital Narratives
4.30	<i>Discussion</i>	
4.45 - 5.00	<i>break</i>	
5.00 - 6.30	DEMONSTRATIONS	iCinema Scientia Facility
5.00	Cocktail Party	Level 3, Webster Building

Chairs

Professor Jeffrey Shaw *ARC Federation Fellow, Director, iCinema Centre*

Ms Sarah Kenderdine *Special Projects, Museum Victoria*

Keynote speakers

Professor Lev Manovich, Professor Andrew Benjamin FAHA,

Professor Sean Cubitt

iCinema Directors

Professor Jeffrey Shaw, Dr Dennis Del Favero, Professor Neil Brown

Lev Manovich

The Future of Cultural Representations

During the last two decades a number of fundamentally new visual representational and interactive techniques have been developed in universities and industry. While some of them received considerable cultural attention (for instance, virtual spaces), most others still remain largely unknown to the public. The examples are GPS, space-time interfaces, real-time mapping, Visual Analytics, scientific and information visualization. Although these techniques are routinely used by scientists, government agencies, companies, medical field, etc., they have hardly yet been explored in a cultural sphere. How can we adapt them to represent cultural information? Which of these techniques are more likely to first reach the cultural sphere? Are there any projects which already suggest their cultural use? These are the questions which will be explored in my talk.

Andrew Benjamin

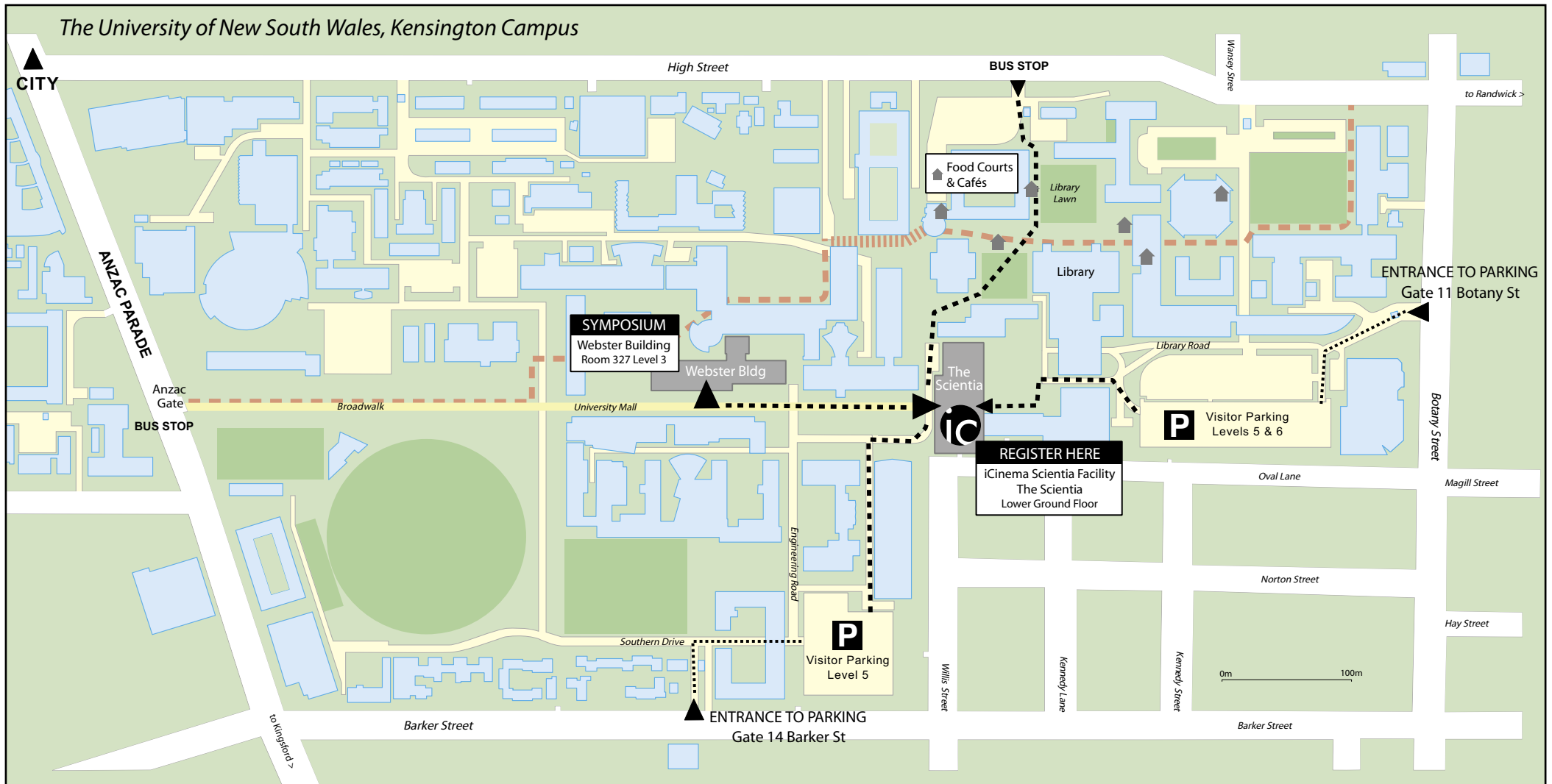
To Imagine a Culture: A Philosophical Reflection

While culture is always located, it is also the case that culture is a series of diverse and divergent practices. What within these practices accounts for experimentation? Equally, how would experimentation be judged? As means of representation change the criteria of judgment need to be reinvented, thus reimagined. This paper will look at the complex relationship between these acts of reinvention and the demand for judgement.

Sean Cubitt

Technique and the Public

Who or what constitutes the public of public arts? The emergence of the oil painting as prototypical art object may have moved art out of the cathedral and into the chamber, but those paintings are now in many instances public again. In their migrations, they tell us something about the ways that meanings, ideas about art and notions of public and private have evolved over the ensuing centuries. With close analysis of some specific works, this paper will propose the thesis that there is a homology between the historical development of democracy and the technologies and techniques of mediation. The paper explores this thesis in the context of some specific techniques for managing both meaning and the public.



icinema centre for interactive cinema research

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Transport

Buses are available from the city to Anzac Parade or High Street. Timetables can be found at <http://www.transport.unsw.edu.au/documents/busseccionmap.pdf>.

Parking and Access

Visitor parking is available in the parking stations at the Botany Street entrance (Gate 11) and the Barker Street entrance (Gate 14). Ticket machines are located on the visitor parking levels 5 and 6. Tickets cost \$8.00 for 12 hours / \$4.00 for 5 hours.

Metered street parking is also available around the University.