

A distributed exhibition,
taking place in many art institution,
galleries and artist studios
at the same time,
and documented under the same
#hashtag



SATURDAY 22 NOVEMBER 2014, 5-7PM

HASHTAG: #6PMUK

6PM YLT is a networked, distributed, one night contemporary art event, which takes place simultaneously in different locations, coordinated from one central venue, and documented online via a web application.

Furtherfield is hosting the first UK event, chosen for its history of critical engagement with networked culture.

At 5.30 pm, Domenico Quaranta and Fabio Paris from Link Art Center will talk through their ambitions and inspiration for the project. For the duration of the event, participating venues and their audiences across the UK will be testing the platform by sharing documentation images and videos of their events under the same hashtag, #6pmuk. The audience at Furtherfield will be able to enjoy the live feed from all the locations involved, and to discuss the project with us.

Artists, technologists, network thinkers and makers are invited to join us to learn more about the conceptual framework for 6PM YLT and talk through how it can evolve, in anticipation of its European launch in July. Food and drinks will be available!

6PM YLT is a format conceived by the Link Art Center and developed in collaboration with Aban-

don Normal Devices (AND) and Gummy Industries. On 22 July 6 PM YOUR LOCAL TIME launches across Europe.

BACKGROUND AND FURTHER INFORMATION

6 PM YOUR LOCAL TIME (6PM YLT) is a networked, distributed, one night contemporary art event taking place simultaneously in different locations, coordinated from one central venue and documented online via a web application. The locations (institutions, non-profit spaces, commercial galleries, artist's studios) will address their local audience and, through the dedicated web platform, a global audience. While visiting your local 6PM YLT event(s) will allow you to experience a single portion first hand, the only way to get the whole picture will be to access its online documentation: all exhibits will be documented and shared in real time by organizers and audience on the dedicated web platform, thanks to a web application aggregating content from different social platforms.

The lead partner will coordinate the event from one central venue, and will put on display the event itself, screening the live feed from all the locations involved,

and eventually making additional documentation available in different ways, ie. arranging video conferences with specific venues, or printing out images in real time and displaying them as a wall installation.

An Open Format

After the launch event, 6PMYLT will become an open format available for anyone to utilise. The lead partners will maintain the platform and support the coordination of events all around the world.

Conceptual Framework

Today, art is mostly experienced through its documentation. Even if globalization made it easier and cheaper to organize exhibitions, ship artworks, invite artists and move audiences to any part of the world, the excess of cultural activity all around the world makes it impossible to be everywhere at the same time. Bits are still faster and cheaper than atoms, and we can enjoy them more comfortably on different devices. The border between first hand and second hand experience, reality and media documentation becomes increasingly blurred, with a profound impact on the way art is produced and documented.

How does it work?

Almost every art-addict is now using social networks like Instagram, Twitter and Facebook to take photographs during art exhibitions and to share them with their contacts. The pictures already have some meta-data that we could use to trace them and to collect them: #hashtags, captions, geographical data, publishing date. By suggesting the use of a given #hashtag to all the organizers and audience participants, we can collect and show all this documentation on a dedicated web platform. Our software will automatically collect all the pictures, tweets, and public Facebook produced about the 6PM YLT event, and will show them in a single gallery.

PARTNERS

6PMYLT is a format conceived by the Link Art Center and developed in collaboration with Abandon Normal Devices (AND) and Gummy Industries.

ABOUT LINK ART CENTER

The Link Center for the Arts of the Information Age (Link Art Center) is a no-profit organization promoting artistic research with new technologies and critical reflections on the core issues of the information age: it organizes exhibitions, events, conferences and workshops, publishes books, forges partnerships with private and institutional partners and networks with similar organizations worldwide. More info: www.linkartcenter.eu

ABOUT ABANDON NORMAL DEVICES

Abandon Normal Devices (AND) presents world-class artists at the frontiers of art, digital culture and new cinema. A UK based organisation it is a catalyst for new approaches to art-making and digital invention, commissioning public realm works, exhibitions, research projects and a roaming biennial festival. AND has commissioned work from Carolee Schneeman, Krystoph Wodischko, Gillian Wearing, Phil Collins, Rafael Lozano Hemmer and the Yes Men (to name but a few). More info: www.andfestival.org.uk

ABOUT GUMMY INDUSTRIES

Gummy Industries is an online communication and marketing agency based in Brescia, Italy. Their work ranges from consultancy to design and (web) development. They usually work with medium business and large companies, with a strong focus on the fashion industry. More info: <http://gummyindustries.com>

ABOUT FURTHERFIELD

Furtherfield was founded by artists Ruth Catlow and Marc Garrett in 1997 and is been sustained by the work of its community; specialist and amateur artists, activists, thinkers, and technologists, who, together cultivate open, critical contexts for making and thinking. Furtherfield is now a dynamic, creative and social nerve centre where upwards

of 26,000 contributors worldwide have built a visionary culture around co-creation – swapping and sharing code, music, images, video and ideas. More info: www.furtherfield.org.

CREDITS

Concept: Fabio Paris

Production: Link Art Center, Brescia, IT

Co-production: Abandon Normal Devices, Manchester, UK

Website and software development: Gummy Industries, Brescia, IT

Funded by: Creative Europe; Art Council England

6PM YOUR LOCAL TIME is realized in the framework of Masters & Servers, a joint project by Aksioma (SI), Drugo more (HR), Abandon Normal Devices (UK), Link Art Center (IT) and d-i-n-a / The Influencers (ES) that was recently awarded with a Creative Europe 2014 – 2020 grant. For 24 months from now, Masters & Servers will explore networked culture in the post-digital age.

PROGRAMME PARTNERS



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FURTHERFIELD IS SUPPORTED BY

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