Rome Open Museum Exhibition
ARTLOG 00/2015

ROME OPEN
MUSEUM EXHIBITION

RO
ME

Con il patrocinio della Regione Lazio
REGIONE LAZIO

in collaborazione con
Latus Creativity
The Digital Rome of the Creative Flow in Lazio

Roma
d'inverno
2014|2015

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ROME OPEN
MUSEUM EXHIBITION

Art is Short Circuit

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Roma

15 Febbraio
Edificio Nuovo Corviale
ore 17:00 - Opening @ via Mazzacurati 61
ore 19:00 - Facciata laterale del Serpentone

18 Febbraio
Teatro Ambra Jovinelli
dalle ore 19:30 - Piazza Guglielmo Pepe

23 Febbraio
Quartiere Coppede'
dalle ore 19:30 - Porta di Via Dora

25 Febbraio
Villa De Sanctis
dalle ore 18:00 - Casa della Cultura Via Casilina

28 Febbraio
Villa Gordiani
dalle ore 18:00 - Sala Ottagonale/
Parco archeologico _Via Prenestina

RomeOpenMuseumExhibition
RomeOpenMuseum

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Roma d'inverno

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ROME OPEN
MUSEUM EXHIBITION

#NewMedia&PublicArt Festival

Febbraio 15 - 28 / 2015

ROME OPEN MUSEUM EXHIBITION is the International Exhibition of New Media & Public Art of Rome. Projects new interactions between art, culture, technology and public space. It watched and imagined, experimented and promoted Rome as an open, sensible, diffused museum, expanded place of the knowledge and the memory. It practiced the new techonologies in the interconnection among art, culture and urban environment.

A special art event of the new media through multiple projects of territorial innovation has enhanced the cultural heritage of the Capital City actively involving residents, urban travelers and visitors in new ways to experience the public space:

as interactive urban environment,
as architecture reinvented by the light,
as sound landscape generated by the presence of the bodies,
as creative, ludic, connective experience.

The **R.O.M.E.** international new media art exhibition involved a large urban trail that has highlighted and valorised unusual and lesser known spaces of the City, to relaunch their beauty and poetry, to exhibit them as a work of public art.

R.O.M.E. experimented the city as an autopietic ecosystem, pulsating and propulsing, in which the art of the new media becomes totemic element for the social aggregation for the territorial development through culture and creativity.

Crossmedia spectacles, interactive installations, big architectural projections, transmedia concerts, augmented squares followed one another in a schedule rich of art and culture. Spacing, in new media key, from performing to theatre, from dance to jazz and electronic music, from biofeedback to videoprojection mapping. Passing through augmented spaces which connected artists and cultural operators thousand kilometers far from each other (from Rome, New York City, Athens, Curitiba, Amsterdam, Taipei Mexico City, Lisbon).

Such an experiment of great artistic and cultural value **Rome Open Museum Exhibition** joined the generation of an international laboratory for the production of New Media & Public Art which triggered meetings, open discussings, cultural aperitifs and collateral from which was born a

new forward looking debate and a project table on the connection betwen urban space, art and emergent technologies in the era of information at the speed of the light.

A laboratory of new media, public art and urban ecosystem at the time of complex networks which watched the collaboration and the co-working of local, national and international cultural operators and research centers: the Cultural Department and the Culture and Tourism Assessorate of Rome Capital City, the IInd and Vth Municipio of Rome Capital, the Lazio Region, the Scuola di Architettura of Syracuse, University of Catania, The Java Project in Brooklyn - New York, Mapas Das Ideas from the Maritime Museum of Lisbon - Portugual, the cultural association Corviale Domani, the Ambra Jovinelli Theatre, the ICult Incubator, the BIC Lazio, the dutch new media software company Resolume.

The experimentation of Rome Open Museum Exhibition has highlighted the possibility of generating a cultural tourism, glocal and intelligent, the formation of new local and international publics that experience contemporary art through the places of the city reinvented by the Open Museum of the Capital City.

An exhibition of public art, site-specific, mediated by the new performative fluxes for the digital arts and the architecture of the interaction between ouvre and spectator, which is engaged in the memetic heritage of Rome City with a recognizable trace: a new way to conceive the emergent technologies, the public space and cultural heritage as places generating active and creative participation.

R.O.M.E. transformed the space into an immersive place for social, emotional and affective sharing, for new collective memory actually and phisically experienced through the presence. It stimulated new leaps of critical reflection showing the possibility to interpret the new technologies as the emergencency of tools and techniques for the collective intelligence and the shared creativity. It proposed a short circuit in the uniformed and homologated flux of the logic of the personal computer which punctuates times and dynamics of the contemporary. The Open Museum of the Capital City, through the peculiar performative and artistic research by medialize.it, has experimented a collective computer, a shore to the selfish, solipsistic and entropic derives of the personal computing.

Rome Open Museum Exhibition projects the city as urban immaterial scenography in the theatre of the emergent media where the actors are

citizens and urban travellers. It presented generative artworks that renders the spectator medium and protagonist while she appends her creative sign.

The event involved artists from all over the world called to interpret the Door of the Coppedé Quarter through the international **R.O.M.E. #NewMediaPublicArt Prize 2015** and **a special Call for digital artworks *unplagged,*** conceived digitally but that don't use electrical power or computers., the **Call per #NonElectricalDigitalArtworks.**

The first international exhibition of new media and public art of Rome gave birts to a local, national and internation collaborative innovation network and realized several site-specific ouvres producing events defined "memorial" by the citizens of city districts as Corviale and Esquilino, Coppedé and Villa Gordiani. The **"Serpentone" at Corviale, the archeological park of Villa Gordiani, the Coppedè Quarter, the Theatre Ambra Jovinelli, the House of Culture of Villa De Sanctis are the locations that R.O.M.E.** selected for a inhedited premiére, pilot project for the generation of a co-design lab always active through which to imagine the **Open Museum of Rome**.

A sensible museum able to exchange information with its visitors which stimulates the discover of the city through the re-enchant and the surprise.
The architecture and the urban landscape become this way alive matter which through artistic expression is able to generate new memory and sensibility, new emotional and affective traces.

Rome Open Museum Exhibition it's an idea and design by Pasquale Direse – medialize.it with the support of Roma Capitale – Assessorato alla Cultura e Turismo – Dipartimento Cultura.
In collaboration with Aggeliki Tsekeni and Michael Dotolo.

"Imagine a city where projecting on buildings was everywhere, a city where everybody could have their images and videos however they liked. Where every street was awash with million colours and sounds. Where standing at a bus stop was never boring. A city that felt like a party where everybody was invited, not just the estate agents and barons of big business. Imagine a city like that and stop leaning against the wall: it's interactive!"

Zel from Banksy

Rome Open Museum Exhibition discovers and explores, through a surprising artistic cultural offer, a new artistic and creative flux, which transforms the City into an art studio and a workshop for the new digital artisanship.

R.O.M.E. imagines a "society of the artists" which unveils the urban texture in new forms and conceives the public space as relational and emotional place.

Five places of the Capital took form of open museum, accessible, game of all, free and participated.

R.O.M.E. has transmediated the technology bringing to the city a new concept of "collective computer", a new memory of the places which generates critic, thinking, action.

New forms of communication tangible and that can be experienced through a real social network in which to focus on relations and emotions rather then the blind calculus of the consumption, of the image and of the profit.

The Open Museum of the Capital City proposed new interpretative codes of the City felt as poietic, ludic and interactive place where the technologies that run at the chaotic light's speed become pcreative and generative possibility by the collectivity.

The Rome Open Museum Exhibition's artistic flux is newborn and already runs towards new adventures.

√isualpaco

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art - interaction design - performative research
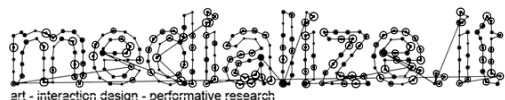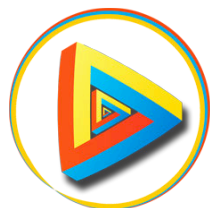
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The Digital Remix of the Creative Flow in Lazio

TEATRO AMBRA JOVINELLI

THE JAVA PROJECT

resolume

MAPA DAS IDEIAS

Roma d'inverno 2014|2015

Between 15 and 28 of February 2015 took place the artistic and cultural manifestation **Rome Open Museum Exhibition**, the International Exposition of New Media & Public Art of Rome Capital City, a unique in its genre and inedited project with the objective of promoting the Territory, the urban ecosystem, the City as Open Museum, accessible, *locus ludens,* socially interactive, inclusive and participated.

medialize.it generated new expressive and communicative languages to answer to the Rome Capital Call **"Creative Rome: the cultural offer for the new publics"** and to share and interconnect, through the conscious and responsible use of the emergent technologies, cultural, artistic and performative realities at local, national and international level.

R.O.M.E. it's a urban and territorial cultural flow that explores and experiments the emerging affinities among art, science and technology directly in contact with the public space, with the citizens and the urban travellers becoming interactive protagonists of the public artwork.

New *medial dresses* allow to imagine "*an elastic and flexible city, able to exchange information with the external world*".

Rome Open Museum Exhibition involved five particularly identifying Quarters of the Capital: the "Serpentone" (the Big Snake) at Corviale, the Esquilino, the archeological park of Villa Gordiani, the Quartiere Coppedè, the Casilino. Locations that medialize.it reinvented with inedited experimentations in the contemporary art panorama.

In these places the project gave birth to original artistic and cultural dialogues with the participants of the street performative conferences opening the events and who took part to the presentation of the new media artworks.

#Art #Creativity #Territory #PublicArt #NewMediaArt #SiteSpecific #Interactivity #PublicSpace #LocusLudens #RealSocialMedia #MedialDressing #ArchitecturalDressing #SoundEnvironment #Jazz #Experience #Emotion #Dialogue #Dance #ImmaterialPainting #CrossmediaPerformance #Internationalization #LiquidCinema #InteractiveParticipation #AugmentedArcheology #TheatreOfNewMedia
_____
#R.O.M.E.

THE R.O.M.E.'s ARTISTIC FLOW

The International Festival of New Media & Public Art Rome Open Museum Exhibition is dedicated to the experimentation and to the development of new ways to involve the public space in the Era of the information society. The project aims to render this information sensible and attemptable through art and creativity, to make tangible, through its realization, the vision of a "society of artists" that generates the Open Museum of the City.

The *International committee for museology* of the *International council of museums* called the **museum** as *"a permanent institution, non-profit, in the service of society and of its development. It is open to the public and conducts research concerning material evidence of people and their environment: acquires, conserves, communicates and, above all, exhibits them, for purposes of study, education and enjoyment".*

On the artistic point of view R.O.M.E. introduces interesting cultural news both in the national and international landscape thanks to the combination of innovative expressive forms and of emerging and still unexplored languages and codes of the contemporary art. The big interactive installations by medialize.it have rendered possible a context of information sharing between who lives and passes through the city and the public space. Painteractive4Architecture for instance allowed to color and draw the massive facade of the longest building block in Europe, the Serpentone at Corviale and other urban locations; Urban Puzzle combined together the possibility of an interactive VJing, the Pop-Art, generative sound environments and the valorisation of the archeological heritage. In such an ecosystem of creative recombination art becomes form and source of communication and information.

The contemporary technologies radiate light beams - through any kind of screen - which continuously provide indications on how to produce our actions (from the cash machines to the social networking).

R.O.M.E. uses the open codes of the creativity to exhibit urban interactive installations which valorise the cultural heritage of the Territory giving to the audience the possibility to become co-author of the public artwork, to append her own sign onto a tangible and sensorial memory. A emotional and memorial form of writing through the immateriality of electronic and digital media.

R.O.M.E. experiments the city as autopoietic and pulsating ecosystem in which the new media art becomes totemic element for the social aggregation for the territorial development through culture and creativity.

The project related to important local , national and international realities: Mapas Das Ideas from the Maritime Museum of Lisbon, The Java Project in Brooklyn - New York, the School of Architecture of Syracuse of the University of Catania, the Ambra Jovinelli Theatre, the cultural associations and the City Halls of the involved districts among the others. It has invited to participate artists and collaborators from the Territory and from several world countries: Greece, United States, Mexico, Brazil, Taiwan, The Netherlands, Portugual.
It has moreover involved the participation of italian masters of art as Fabrizio Crisafulli and Carmine Fornari well known in Italy and around the world in the field of the experimental theatre and film. R.O.M Has collaborated with important american musicians in the experimental scene as Nick Lesley, David Moss, David Aaron.

It generated a collaborative artistic network which produces research through the realization in which the competences and the leaps of everyone match to create a common project.

LOCUS LUDENS
Verso un nuovo spazio pubblico

Rome Open Museum Exhibition designed the arduous challenge to generate public art, free and accessible, in contact with the Territory, the cultural and historical heritage of the City, with who daily lives it.

It activated a short circuit...
The contemporary communicative forms show a chaotic remix between the public sphere and the private one. The keys we touch to obtain and transmit informations have transformed the communication in a sort of interior dialogue mediated by the computer[1]: we explore the public space and the relations, the world and the reality through through the increasingly sophisticated digital devices, more and more comfortable, more and more defined pixels. A commodity of virtual access which immerses us in a dimension where the dynamics of mutal recognition proper of the dialogue and of the discourse, of the "theatre of the reality", fall down. The interhuman relations, the world and the reality develop more and more often through hetero-programmed dynamics at the rythm of the code computed by the virtual memories. The relations of the *social networks*, for instance, are programmed by algorythms made by authors and intentions we can't know. This peculiar inaccessibility opens a delicate question about freedom intended as a dimension able to oppose to the random game, to the case, to the combination of information without choice.
The freedom measures itself with the competence, the capacity to realize a differentiation, to choose, to generate combination.
It's in the dialogue that the reduntant, random information, the one that we are not able to select, is eliminated. And in the capacity to dialogue it's in play the difference between the entropy of the nature and the creativity of culture. The challange of the new technologies, their potentiality, should gamble this dialogica plane, this creative game with the others, in the exterior dialogue in which all take part consciously and with competence in the production of information.
A territory of research which medialize.it explores through artistic intentions and productions that experiment new practices of reciprocal recognition and of the generation of information: the **Theatre of the Emerging Media**.

[1] See Vilem Flusser, *Ins Universum der technischen Bilder*, Cap. 12.

With this in mind **Rome Open Museum Exhibition** has opened new looks and visions which animated five city districts considered particularly significant and representing of the Rome City with the following rythm:

15 February >>> Quartiere Corviale - XI Municipio Arvalia

18 February >>> Quartiere Esquilino - I Municipio

25 February >>> Villa De Sanctis - Casa della Cultura - V Municipio

27 February >>> Quartiere Coppedè - II Municipio

28 February >>> Villa Gordiani - Archeological park - V Municipio

The rich program of performances and urban interactive installations absolutely original, inedited and site-specific has viewed and involved the collaboration and the participation of the citizens and the institutions that welcomed and supported the project both in Italy and abroad.

In every location of the Festival medialize.it realized peculiar *Street Performative Conferences* opening and stimulating glocal debates on the concept and the active experimentation of the **open museum and on the relation among urban environment, art and emerging technologies in the Era of the information at the speed of light.**
Urbanists and architects, institutional representatives and citizens, artists, researchers and university docents, the associative and business realities in the field of culture of the territory and from other countries took part to such a developing debate.

R.O.M.E. has promoted a **glocal and connective cultural tourism,** the formation of **new publics who experience the contemporary art passing through the new generative places of the City.**
It generated social sharing, emotional exchange, collective memory, critical reflection and active participation.

Rome Open Museum Exhibition projected the city as **urban immaterial scenography in the theatre of the eemerging media** whose actors are the citizens and the urban travellers.
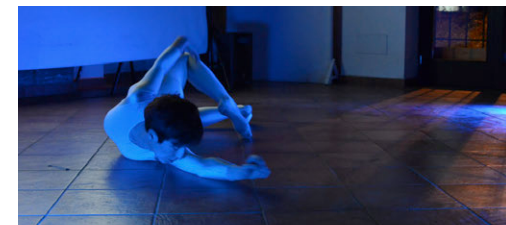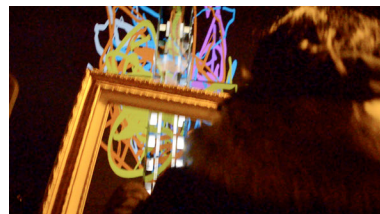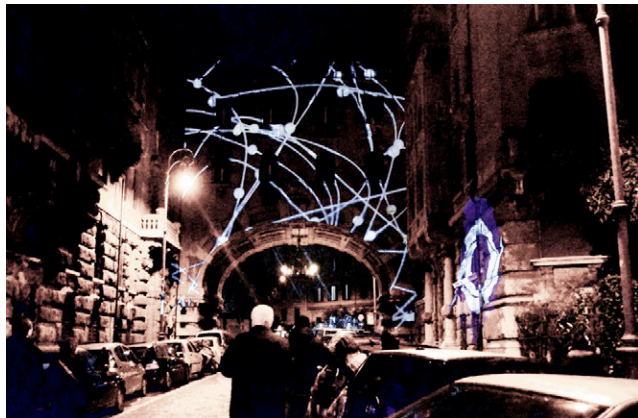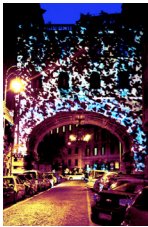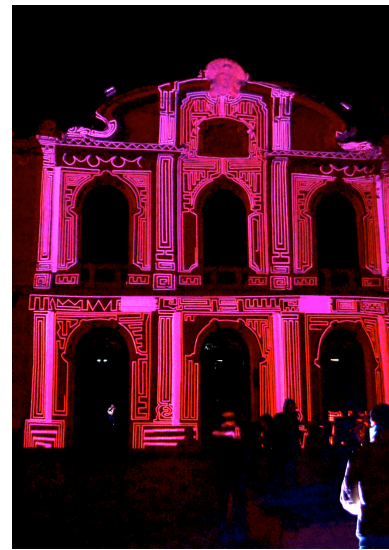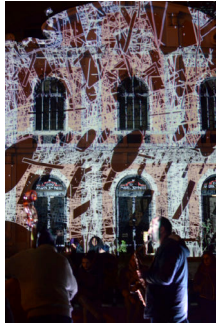
The Festival events were held as indicated in the program announced by *Roma d'inverno* the cultural initiative by Roma Capitale, except for the date of the 23 February, which, according with the Cultural Department, the Municipality and the Superintendence of the State at Architectural and Landscape Heritage, was postponed to the 27th of February, date in which was realized the event Architectural Dressing and the international award of #NewMedia&PublicArt, at the Door of Via Dora, in the Quartiere Coppedè.

Following will be presented the crossmedia and interactive ouvres for all he locations of the Festival. In the preceding and following pages there are some **QRcodes** that, properly scanned with dedicated apps via smartphone, allow to access the multimedia content in Internet.

On the next page and the following one the pictures of the brochure, the flyer and the poster of the event.

ROME OPEN
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ROMA CAPITALE

Febbraio 15 - 28 / 2015

#NewMedia&PublicArt Festival
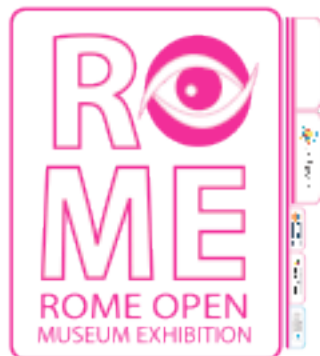
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Non buttarmi! Sono il tuo nuovo segnalibro!
Don't throw me away! I'm your new bookmark!

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#NewMedia&PublicArt Festival
Febbraio 15 - 28 / 2015

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QUARTIERE CORVIALE
ROME OPEN MUSEUM EXHIBITION @ CORVIALE

R.O.M.E. 15/2/2015
Painteractive4Architecture @ Corviale

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The **Rome Open Museum Exhibition** adventure started at **Corviale**, a complex and particular periphery, rich of contradictions and social problems. In the common sense the Serpentone is experienced as an imponent concrete block which erases the view on the the wonderful roman countryside and on the City, important sign of a colossal aberration of the urban design, of the architecture and of the conception of the public space.

Here **R.O.M.E.** intervened with a big urban interactive installation, **Painteractive4Architecture** by Pasquale Direse, an artwork through which the public has painted the large lateral facade of the **Serpentone (*The Big Snake*)** with and without any other support then her own hands, through light and with the vibration of sound landscapes.

Several citizens, surprised by the novelty of the building awash in color and sounds, stopped and fell out of their cars to color the space that they daily live in the concrete's grey.

The representants of the associative realities in the neighborhood as Corviale Domani, Corviale Urban Lab, the Mitreo Arte Contemporanea and the citizens told of a "historical event for the quarter. Something that you can't see everyday in Corviale...".

Rome Open Museum Exhibition transformed the last block of Corviale into a creative lab for the art mediated by the new technologies and the active intervention of the public who colored and let "vibrate" through sound environments, a vertical wall of more then 2.000 mq. Signs of light and urban echos generated by the quarter's inhabitants who could experience an inedited creative action.
A pilot project that showed non-conventional profiles and potentialities for a creative happiness of a problematic public space as Corviale.

The public art has generated surprise and attention among citizens and cultural associations of the quarter. The Mitero Arte Contemporanea, for instance, hosted the Performative Conference opening Rome Open Museum Exhibition and an extemporary exhibition of new media art presenting the following works:

- Il danzatore non pensava di essere visto (*The dancer thought to be not viewed*) by Fabrizio Crisafulli. Site-specific videoinstallation

A poem ofinteractive light with the dancer - the same author in a videodance performance of a few years before - who dances at the rythm of the music proposed by the spectators through their smartphones. Light, body and architecture transform the linearity of the time into the creative chaos that gives birth, in the nietzschean point of view, a dancing star.

ROME OPEN MUSEUM EXHIBITION 2015

FABRIZIO CRISAFULLI

Il danzatore non pensava di essere visto

videoinstallazione

Un omino vestito di bianco esegue la sua danza dai movimenti concitati e continui. La sua

inesplicabile videodanza si rapporta con l'architettura di una sala del Mitreo, con la struttura di un

suo soffitto. "Comprende" i rumori del luogo. Il lavoro è dedicato (ma solo un po') a Friedrich

Nietzsche, il quale diceva che "bisogna avere in se stessi il caos, per poter generare una stella

danzante", riferendosi (ma solo un po') all'eterno fluire di Eraclito. Che pensava ad un tempo non

rettilineo. A un tempo eterno e a un universo in conflitto e mutazione perenni.

Fabrizio Crisafulli, *Il danzatore non pensava di essere visto,* 2015.
Photography: Carlotta Gioia
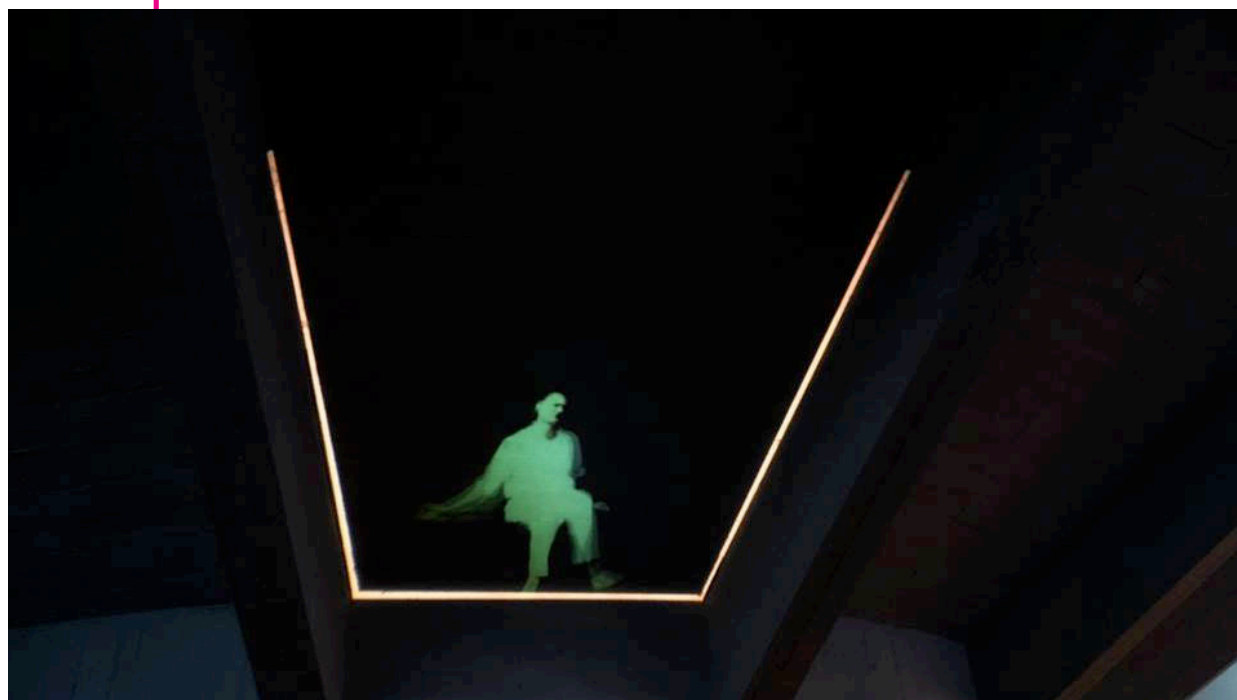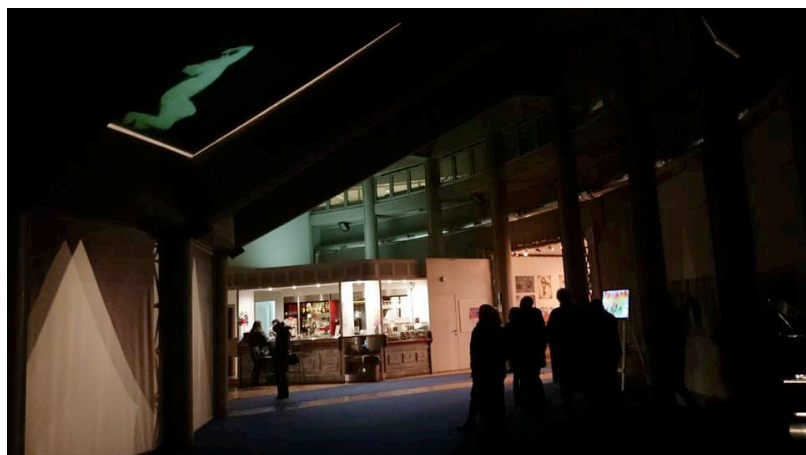
- ***Pillole di Memoria @ Corviale* di Carmine Fornari. Videoclip on the memory of the Serpentone's quarter.**

The director and screenwriter from Bari well know around the world for his *Video Tapes* on the first newyorker videoart and for his "cinema of reality" has participated to the Rome Open Museum Exhibition caravan presenting inedited works on the memory of three places explored by the Festival: Corviale, the Ambra Jovinelli Theatre and the Coppedé Quarter. Videographic narrations, fragments of onyric remembrances that make alive again the history and the stories of the places with "pills" of Memory.

Carmine Fornari *"Pillole di Memoria @ Corviale",* 2015. Frames.

Carmine Fornari *"Pillole di Memoria @ Corviale",* 2015. Frames.

- *Eric's Pool* di Lorenzo Balducci. Videoinstallation
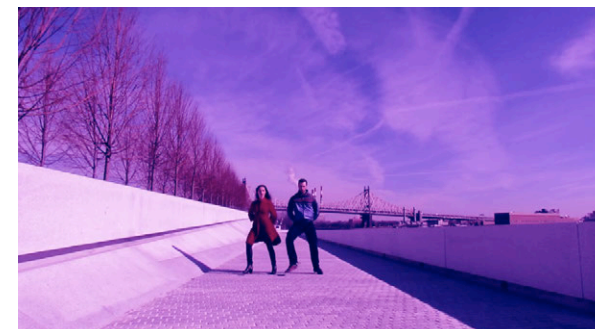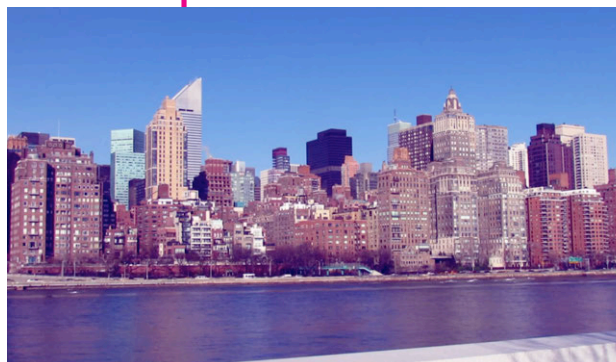
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MUSEUM EXHIBITION
2015

LORENZO BALDUCCI

ERIC'S POOL

Eric non parla. Non ne sente il bisogno. Probabilmente non ha amici. Passa gran

parte del suo tempo in solitudine , in una piscina vuota. Forse vive in quella

piscina. Forse non è un essere umano. A volte il suo sguardo si perde nel vuoto.

Una leggera forma di autismo che colora il suo volto. Ama ballare, per un

pubblico che non esiste, per una ragazza conosciuta per caso a New York, per il

ragazzo di cui si è innamorato a Barcellona. Da cui è fuggito. Troppa paura

dell'amore. Le persone vogliono creare legami. Eric non può fermarsi. Non

adesso. Vuol ballare in giro per il mondo, restando in silenzio. E quando sentirà il

bisogno di parlare lo farà attraverso la voce di qualcun altro.

Ogni volta che qualcosa lo spaventa inizia a correre. Ama gli spazi aperti, gli

alberi, l'architettura moderna, i luoghi abbandonati, il latte con i cereali, la

musica pop, guardare il tramonto insieme a sua nonna. Prima di partire per il suo

viaggio si sono abbracciati a lungo. Ha visitato gli Stati Uniti, il Messico, la Spagna

e la Germania. Osserva il mondo e capisce che non è facile sentirsi parte di

qualcosa. Per ora continuerà a vivere mantenendo la giusta distanza. Da tutti gli

altri. Da tutto il resto. Da se stesso.
di Lorenzo Balducci

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During the debate-conference were presented moreover the "*Carte d'identità energetiche*" - the energetic identity cards - of the Quadrante Corviale realized by the Monica Melani in collaboration with the inhabitants of the Serpentone.

Monica Melani, *Carta d'identita energetica* degli abitanti del Serpentone

Several local, national and international guests were taking part to the conference: the artists **Aggeliki Tsekeni** live from Athens and **Michael Dotolo** live from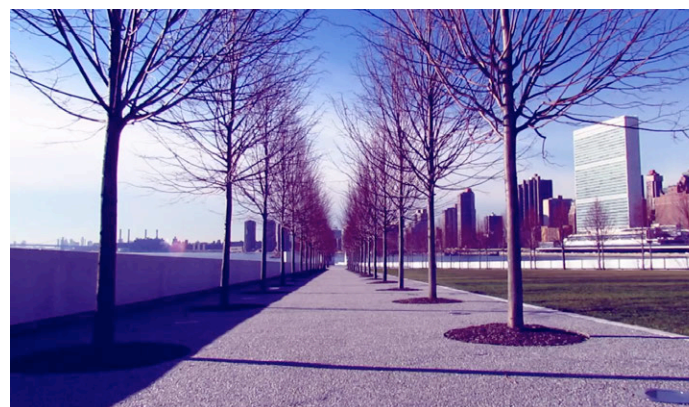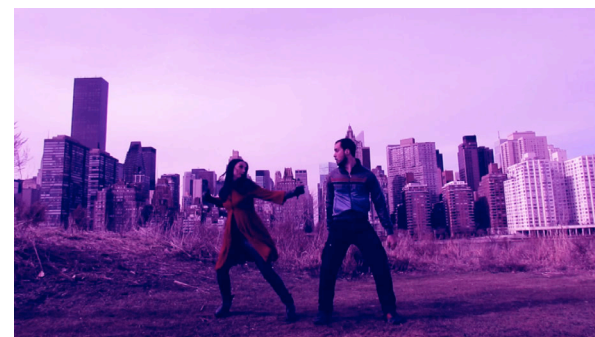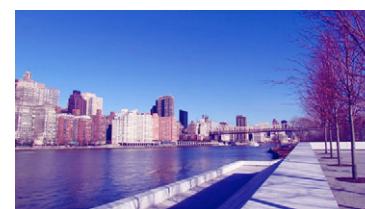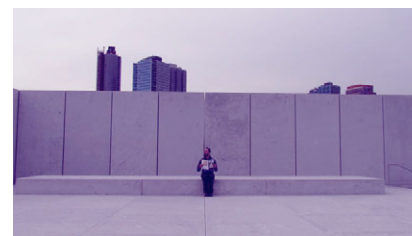 New York, collaborators of the project **R.O.M.E.**; **Pino Galeota** and the urbanist **Mauro Martini** engaged with the local citizens association **Corviale Domani**; **Sofia Borges** and **Ines Bettencourt da Camara**, **Mapas Das Ideas**, live from the **Museum of the sea of Lisbon**; the Professor **Francesca Castagneto** from **Università di Catania** for the **Hub Sicily-Malta**; the Professor **Vittorio Fiore** of the **Scuola di Architettura di Architettura di Siracusa**, University of Catania; **Marina Bellini** and **William Nessuno** presenting a *machinima* in **Second Life** on the development of the cultural heritage of the Rome Capital; **Carmine Fornari** (director, videoartist) and **Raffaele Golino** (scenographer) , docents at the **Academy of Fine Arts of Frosinone**; the architect **Fabrizio Crisafulli**, docent at the **Academy of Fine Arts of Rome**.

The *open discussing,* has linked cross-territorial relations giving birth to a project-table that follows in the course of the year thanks to the hospitality offered by the **Business Innovation Center of the Lazio Region** and to the incubator ICult which sustained the initiative.

The intervention of Marina Bellini & Monica Melani in the R.O.M.E. Performative Conference
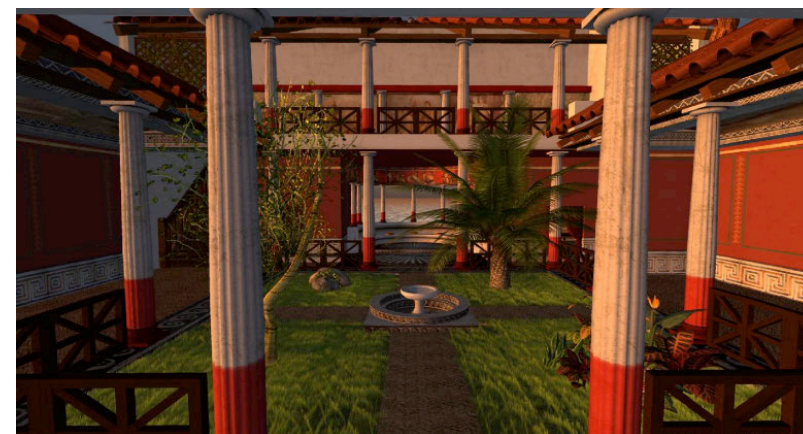
Marina Bellini & William Nessuno, *Domus Romana, Im@ginarium*, **2015**

The Performative Conference ended with a collective walking through the Quadrante Corviale from via Mazzacurati to via Poggio Verde bringing the public on via Ettore Ferrari in front of the lateral prospect of the longest building block of Europe, a block of concrete 60 meters high and large 40 transformed into a creative "canvas" on which to play and paint emotions:

- *Painteractive4Architecture @ Corviale* by Pasquale Direse
is an interactive urban installation of light and sound that allows the audience to paint and draw with their own fingers into an empty frame from which is visible the facade of the Serpentone. Every gesture of the hands generates at the same time an armonic echo, a sound environment gestured by the fingers of the spectator who draws and paints on the architecture through videographic signs and light colors.
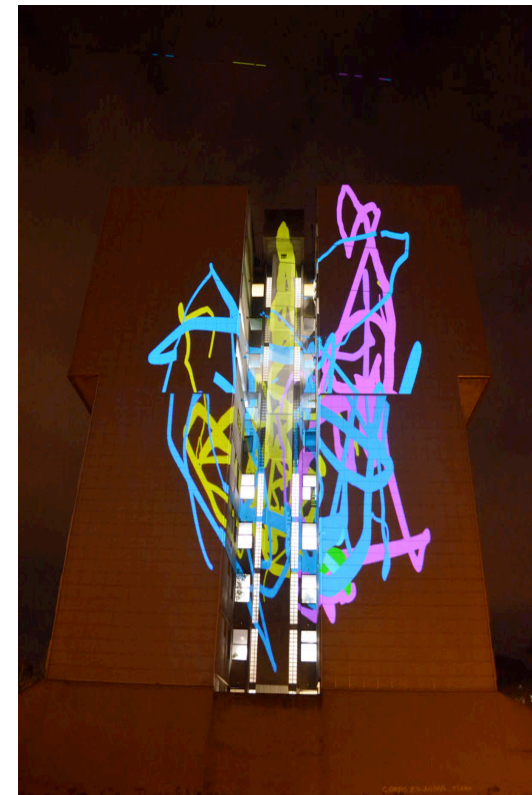
Pasquale Direse, *Painteractive4Architecture @ Corviale,* **2015**
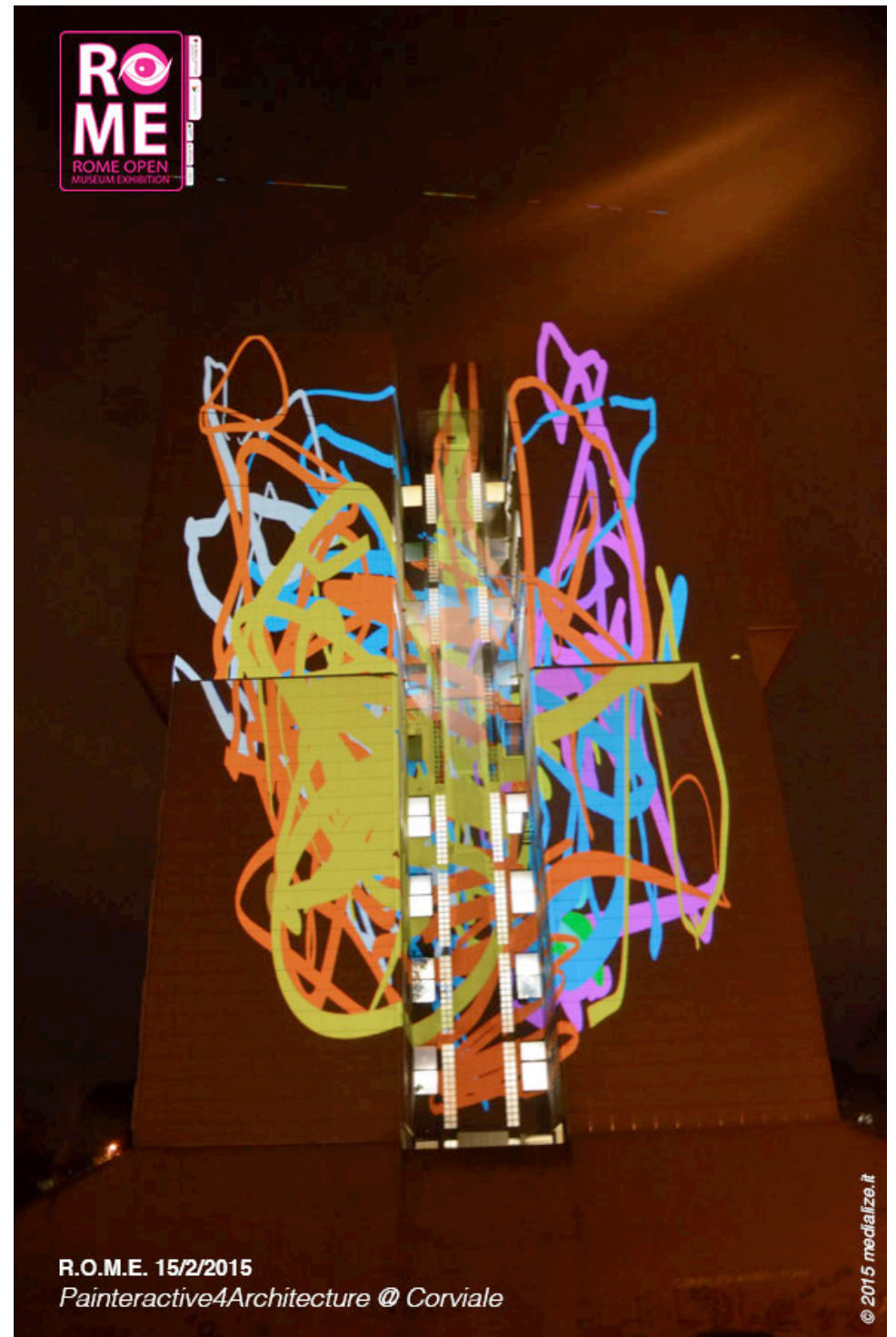
R.O.M.E. 15/2/2015
Painteractive4Architecture @ Corviale

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R.O.M.E. 15/2/2015
Painteractive4Architecture @ Corviale

RO
ME
ROME OPEN
MUSEUM EXHIBITION

The second stage of the urban path of **New Media & Public Art** traced by **Rome Open Museum Exhibition** took place in the lively and complex **Quartiere Esquilino**, in Piazza Pepe, **in front of the Ambra Jovinelli Theatre.**
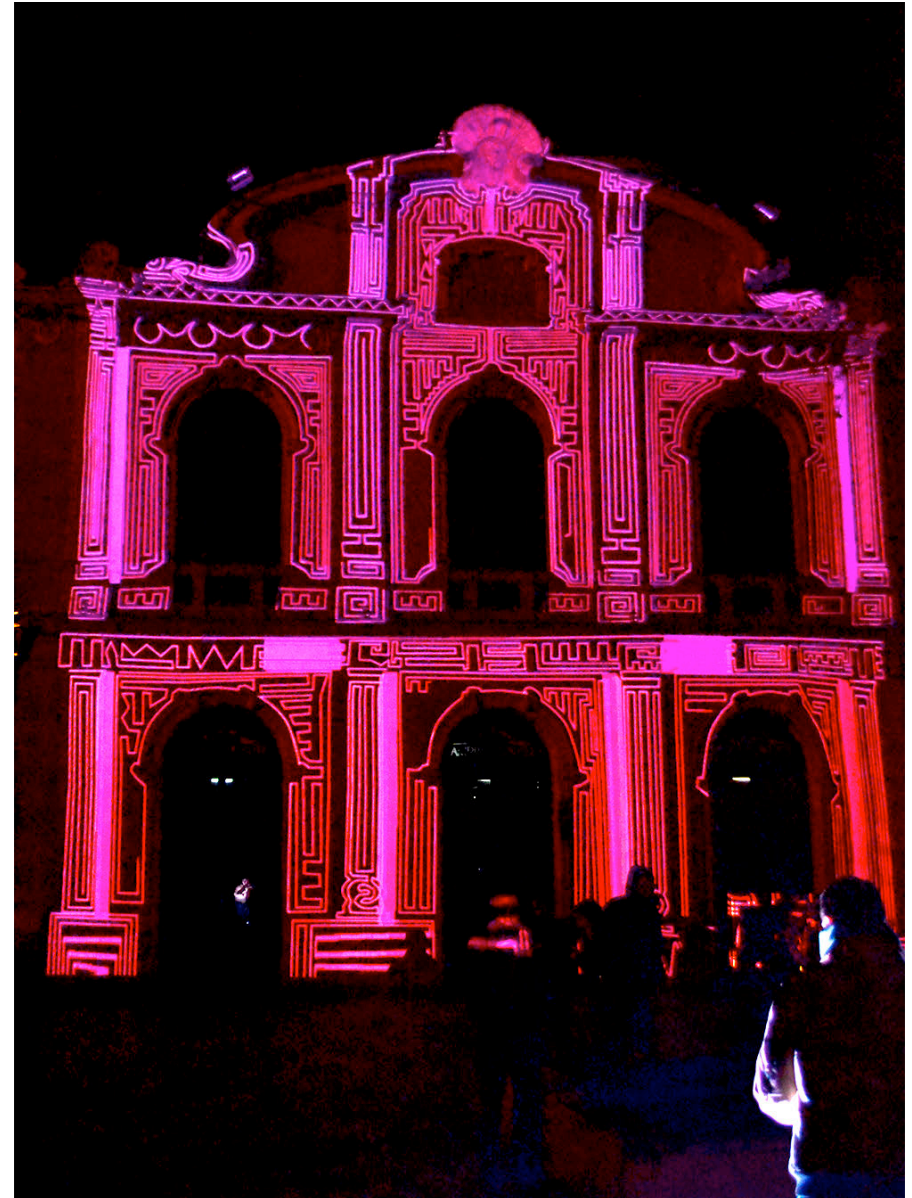
QUARTIERE ESQUILINO

ROME OPEN MUSEUM EXHIBITION @ AMBRA JOVINELLI

R.O.M.E. 15/2/2015
Via Giolitti

The Ambra Jovinelli is one of the historical theatres of the Capital, a place of culture which lived the interpretations and the experimentations of great masters like Alberto Sordi, Federico Fellini, Anna Campori, Totò. Here medialize.it designed a special crossmedia spectacle, an experimentation of public art generated in real time and shared by artists distant thousands of kilometers from each other.

Rome Open Museum Exhibition @ Ambra Jovinelli offered a world *premiére* with a jazz concert where the musicians (in Piazza Pepe - Rome, live from the culture hub The Java Project based in Brooklyn - New York and from a recording studio in Amsterdam periphery) improvised melodies ed harmonies on the soundscape of the City.

Some microphones hided in the neiborhood captured the noise and sounds of the Esquilino that became this way the pentagram for the jazz improvisation in Rome and connected from abroad.

Every instrumental note illuminated the architectural elements that characterize the facade of the Ambra Jovinelli through a **performance of 3D interactive videoprojection mapping,** unique in its genre, which honored the history of the theater and the authors who have distinguished it.

The artistic happening was preceded by an experimental communication format that medialize.it ushered right in Piazza Pepe: the *Street Performative Conference*, an unconventional conference, informal and participatory, which took place directly in the public space and in contact with urban residents and travelers.

Guests of the *open discussing* the director of **Teatro Ambra Jovinelli Fabrizia Pompilio** and **Dakota Sica,** director of the culture hub The Java Project in Brooklyn, New York. This resulted in an interesting discussion on the condition of the culture in the information age, the need to rebuild new sentimental value for the public space in Italy as in the United States and around the world. It was discussed the possibility of using new technologies to produce culture that does not isolate itself in mere consumerism and comfort that would instead practice more creativity through new forms of artistic and social sharing and collaboration.
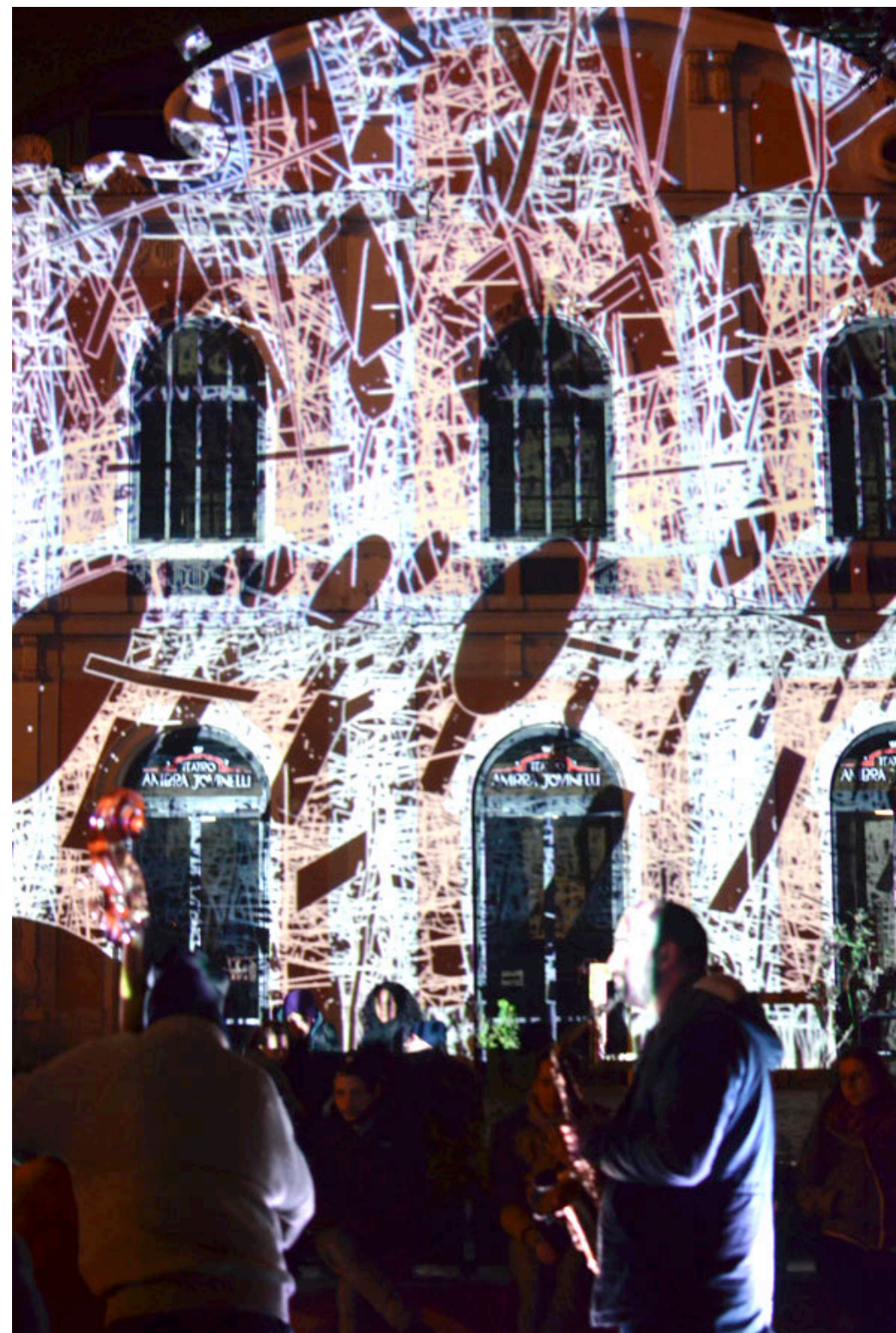
- *Concerto per Jazz Ensemble e Città* di Pasquale Direse

A crossmedia spectacle unique and unprecedented that connected three world's cultural melting pot into one public square.
The Centre of Rome, the District of Brooklyn in New York, the suburbs of Amsterdam meet in a urban artistic improvisation which blends together new media art, music, videoart, visual and sound interaction.

The public art to multiply the space, to generate new relations, to activate fluxes of co-creation, new generative environments.

With Fabrizio Galasso - Sax Alto, Daniele Labbate (Amsterdam) - Synths, Michael Dotolo (New York) - Electronic Instruments, Luigi Zitano - Sax Tenor, Luca Pacetti - DoubleBass, David Moss (New York) - Double Bass, David Aaron (New York) - Sax Tenor
Mapping & A/V interaction > Damiano Spina, Angelo Ruta, √isualpaco
Technique > medialize.it, Angelo Romano, The Java Project, De Fenestrated
Concept, design, direction> Pasquale Direse

David Moss e David Aaron live from The Java Project, New York City projected on a wall of the Termini Station in Via Giolitti, Roma
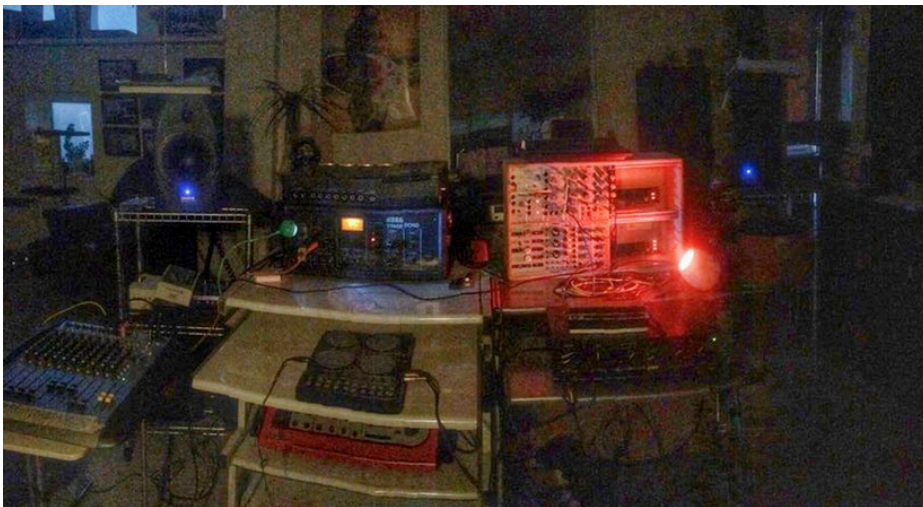
Daniele Labbate, Live Synths from Amsterdam. Setup

R.O.M.E. 18/2/2015
Concerto for Jazz Ensemble & City @ Piazza Pepe – Teatro Ambra Jovinelli

© 2015 medialize.it

Pasquale Direse, Damiano Spina, Angelo Ruta, Omaggio a Federico Fellini

**Carmine Fornari, *Pillole di Memoria @ Ambra Jovinelli*.
Omaggio a Totò**
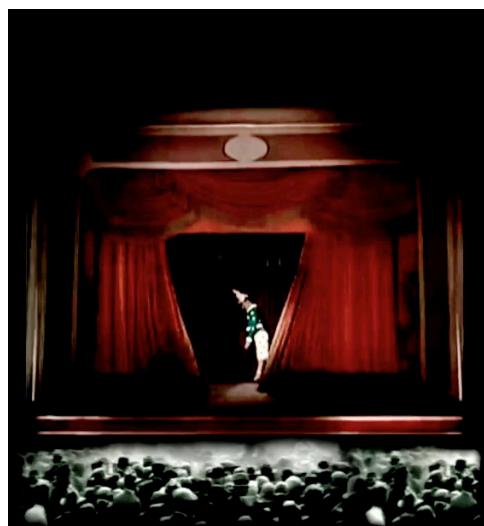
Concerto for Jazz Ensemble & City @ Piazza Pepe - Teatro Ambra Jovinelli

Michael Dotolo, David Aaron, Davide Moss live from
The Java Project - Brooklyn - New York City
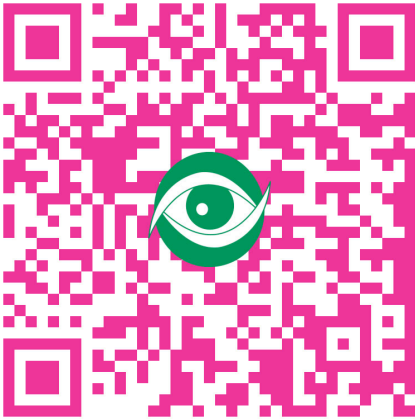
Fabrizio Galasso, Luca Pacetti, Luigi Zitano, Piazza Pepe, Roma.

After the concert the audience painted the facade of the Ambra Jovinelli with the interactive installation **Painteractive4Architecture by Pasquale Direse.**
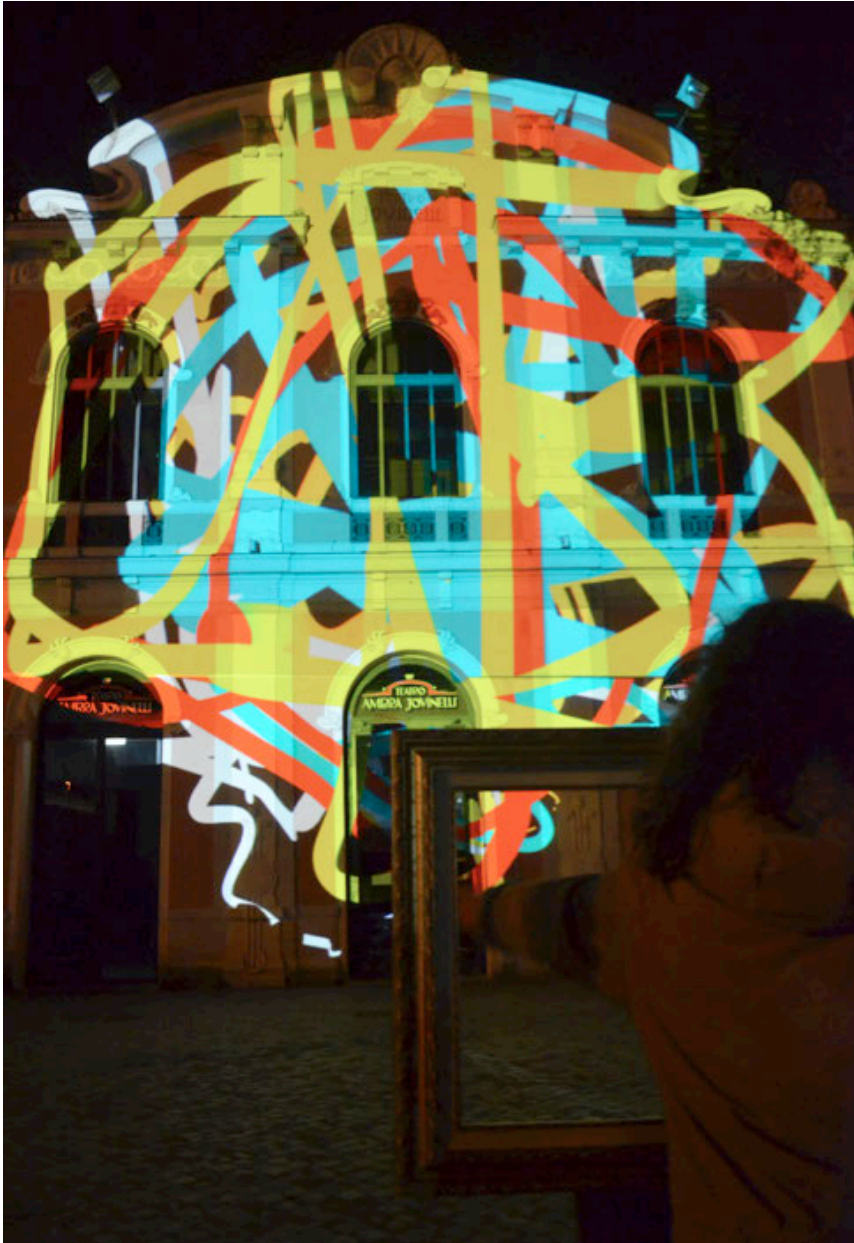
Pasquale Direse, *Painteractive4Architecture***, 2015. Interactive urban installation**

R.O.M.E. 18/2/2015
Painteractive4Architecture @ Piazza Pepe - Teatro Ambra Jovinelli

Art is #research
Art is #experimentation
Art is #feeling
Art is #improvisation
Art is #jazzing
Art is #multiplying #space & #relations
ART IS SHORT CIRCUIT

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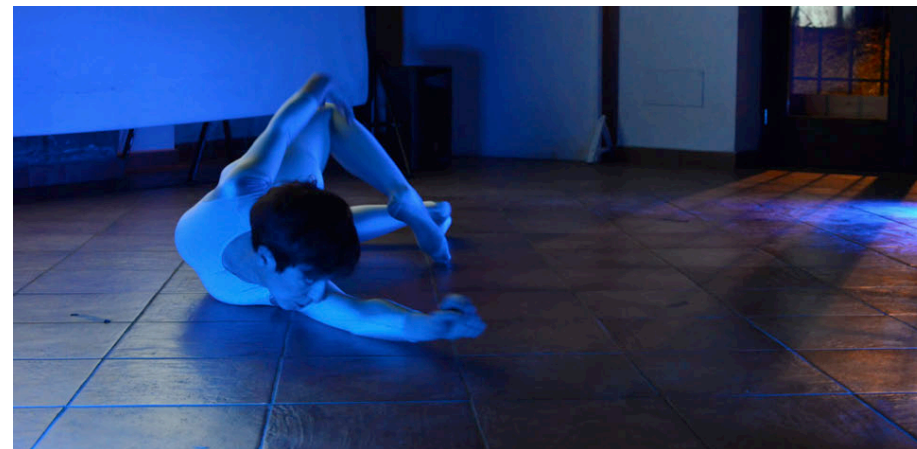
Presso la **Casa della Cultura di Roma Capitale in Villa De Sanctis,** sulla Via Casilina, **medialize.it** ha presentato uno speciale evento crossmediale. Un esperimento multidisciplinare in sintonia con il *melting pot* cross-culturale del Quartiere di Tor Pignattara che ha combinato assieme cinema, teatro, danza ed arte dei nuovi media. Un flusso performativo definito **#LiquidCinema** che ha inaugurato questa peculiare sperimentazione con la performance *Underwater* **di Aggeliki Tsekeni e Pasquale Direse.**

Coreography & dance > Olivia Giovannini
Realtime soundrack > Michal Dotolo - Nick Lesley (New York)
Realtime camera/Photography > Angelo Ruta - Giovanni Fornari
Complex media design > medialize.it
Direction > Aggeliki Tsekeni - Pasquale Direse

VILLA DE SANCTIS - VIA CASILINA
ROME OPEN MUSEUM EXHIBITION @ CASA DELLA CULTURA

#LIQUIDCINEMA

The House of Culture is underwater. The spectator is invited to dive in and dance with the creatures from the abyss worlds presented in the *here and now* of the theatre of the emergent media by **Rome Open Museum Exhibition**.

The show experience the weightlessness in the underwater environment through the poetry of dance, videoprojection mapping and music research. A parallel and fantastic world where architecture resonates as alive and vibrant matter. Place known this way as other then by its common use.Luogo altro dall'uso quotidiano. Creative and performative of the public space.

#LIQUID CINEMA *is the new art project by √isualpaco*

a new performative concept based on moving images, bodies and architectures

site-specific, emotional, participative, hi-mediated, here & now

cinema, architectural & body projection mapping, audio/visual interaction, performing arts, social participation and inclusion are combined into a unique kinaesthetic performative flow

theatre becomes technology of the network

generating flux of memory, stream of pathos

body and space as place of narration

a complex piano-sequence where cinema, digital art, dance, music, theatre emerge into a liquid film

a fluid membrane to expand sensation to profound sense to play reality through the ephemeral sign of liquid arts

#LIQUIDCINEMA
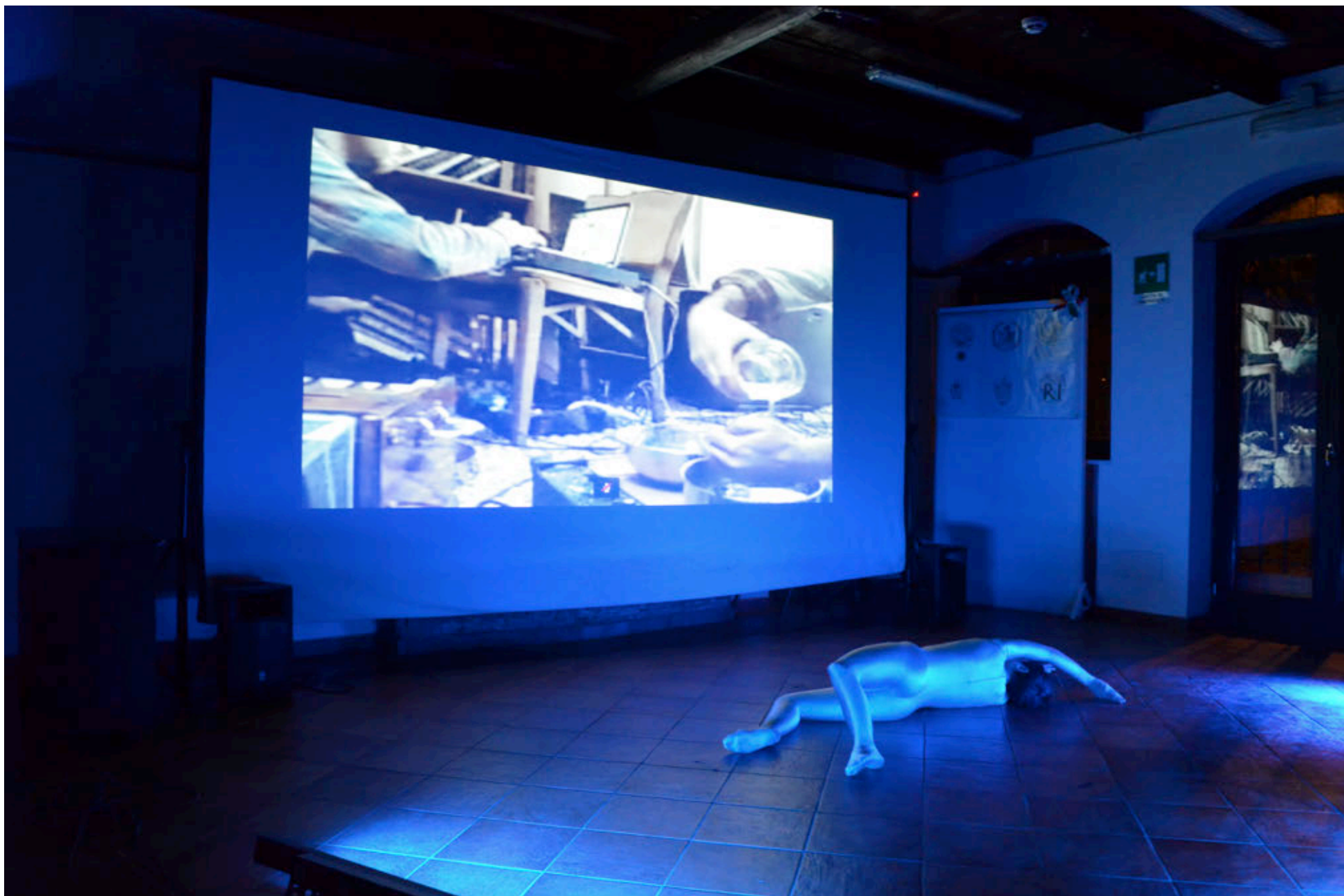
Aggeliki Tsekeni - Pasquale Direse, *Underwater,* **2015.**
Dance: Olivia Giovannini. Experimental music: Michael Dotolo - Nick Lesley (New York)

Aggeliki Tsekeni - Pasquale Direse, *Underwater,* **2015. Detail of the videoprojection mapping on the Casa della Cultura of Via Casilina**
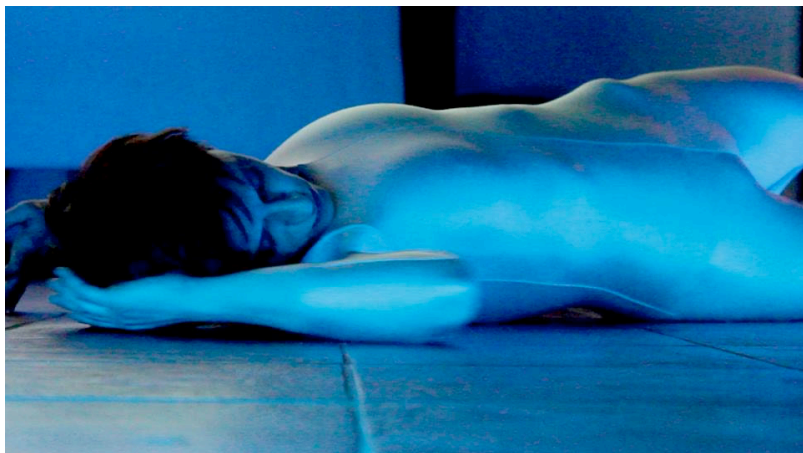
Aggeliki Tsekeni - Pasquale Direse, *Underwater,* **2015.**
Dance: Olivia Giovannini. Experimental music: Michael Dotolo - Nick Lesley (New York City)

UNDERWATER

Concept e Regia > Aggeliki Tsekeni - Pasquale Direse
Coreografia e danza > Olivia Giovannini
Realtime soundrack > Michal Dotolo - Nick Lesley (strumenti acquatici in diretta da New York City)
Realtime camera > Giovanni Fornari - Angelo Ruta
Complex media design > medialize.it

Prodotto da medialize.it con il sostegno di Roma Capitale, Dipartimento Cultura e Assessorato Cultura e Turismo e V Muniicipio

Call 4 #NonElectricalDigitalArtworks
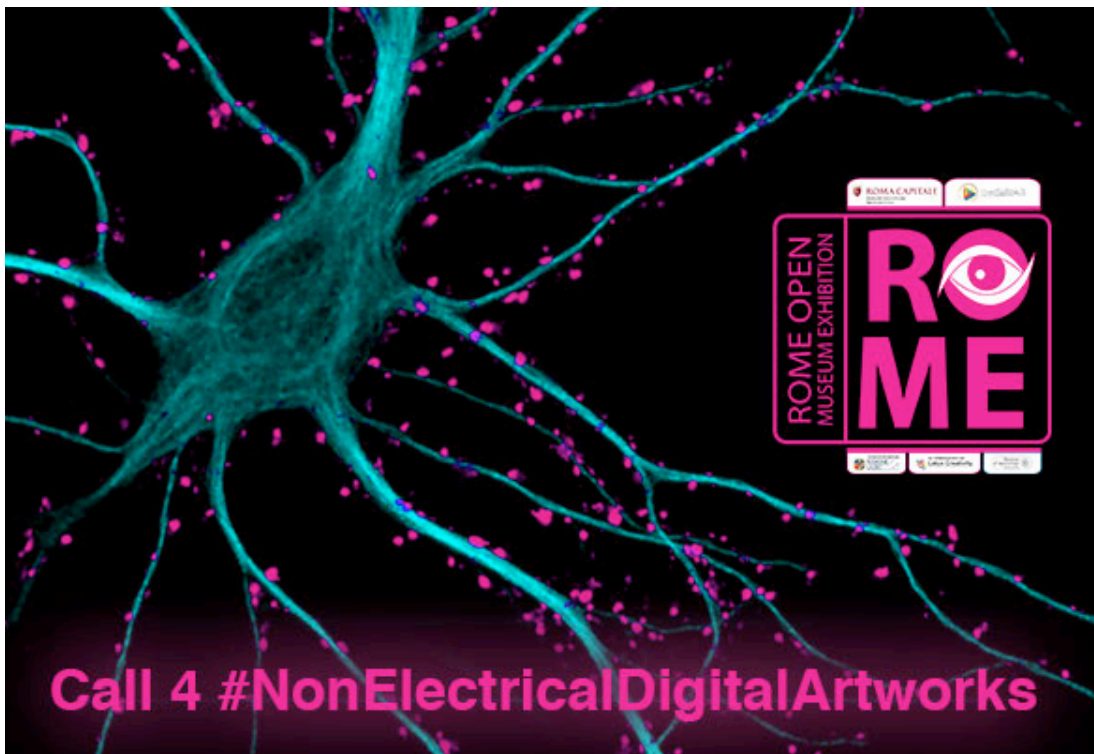
In the location of **Casa della Cultura of Villa de Sanctis Rome Open Museum Exhibition** presented moreover an exhibition unique in its genre because showed artworks conceivede digitally and realized without any use of electric power or of the computer:
the **Call for #NonElectricalDigitalArtworks.**

This international art competition has presented a challenge and a provocation to activate new criticism on the concept of "digital" and its related emerging technologies. An invitation to generate "re-mediations" that show close attention to the theme of ecology,of the code, of the memory.

medialize.it proposed to the artists to generate art as sensible elaboration of creative combinations of "0" and "1", the elementary "on/off" conditions that rule the lives of billion of people through the use of code in the informationa era.

The **Call for Art** wanted to propose this way alternatives to the hetero-directed programming of the technologies which we commonly use. An invitation to produce technology to activate a surprising elaborator ahead any other computer: our mind.

R.O.M.E. selected and exhibited the ceramic works specifically created for the Call by the artist **Chiara Pochettino**.
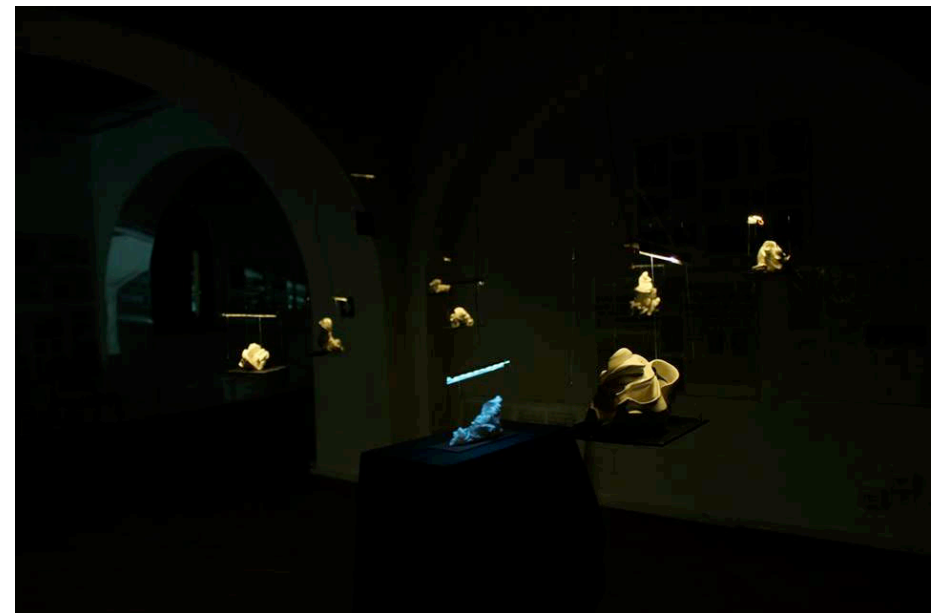
Chiara Pochettino, *Impermanences***, 2015. Installazione di sculture in ceramica**

Chiara Pochettino, *Impermanences*, 2015. Ceramic sculptures installation

- **Chiara Pochettino, *Impermanences*, 2015.**

The exhibition develops the concept of pareidolia, the illusion of the unconsciousness to recognize forms into randomly shaped objects.
Here the element of inspiration is the water vapor in its swirling movement, which stimulates the imagination and creates anthropomorphic games, marine, vegetable elements and much more. Even the installation wants to recreate the size of the aereal water games through the suspension of the work, 12 ceramic pieces, with transparent wires occupying the exhibition space, leading the user to move between the works themselves, and thus allowing a 'exploration at 360°.
Movement and stasis.
The time when nothing becomes matter.
It is this apparent dichotomy in the rhythm of the vital nature.
Matter is a vortex, is compact, thickens itslef, leaves an internal nothing.
Nothing at that time is made of everything, like a black hole in space encompasses everything around him. 0 and 1.

R.O.M.E. 27/2/2015
Architectural Dressing @ Quartiere Coppedé - Via Dora / Pliazza Mincio

QUARTIERE COPPEDÉ
ROME OPEN MUSEUM EXHIBITION @ PORTA DI VIA DORA

Rome Open Museum Exhibition has literally put under light - for the first time through new media - one of the most representative and symbolic districts of the City: **the Quartiere Coppedé**.

Here **R.O.M.E**. has presented an inedited spectacle of **Architectural Dressing, the performative flux which transforms the public space into a Urban Immaterial Scenography.**

The project was preceded by a *Street Performative Conference* that saw the participation by: **the Culture Assessor Agnese Micozzi the Assessor to the Productive Activities Emilia La Nave by the IInd Municipality of Roma Capitale; live from the School of Architecture of Syracuse the Professors Francesca Castagneto and Vittorio Fiore; the Professors Raffaele Golino and Carmine Fornari, docents at the Academy of Fine Arts of Frosinone; Professor Fabrizio Crisafulli, docent at the Academy of Fine Arts of Rome.**

During the evening **Rome Open Museum Exhibition** awarded the participants to the **Call for #NewMedia&PublicArt** with the presentation of the works selected by the international jury.

- **Pasquale Direse, *Architectural Dressing*, 2015. In collaboration with Angelo Ruta and Damiano Spina**

To dress the architecture means to design a media suit, immaterial and concrete, which transforms the public space into a narrative place that generates emotional participation, public attention, memory.

Architectural Dressing is a performative flux and a concept of new media art which practices the crossmediality between the most ancient technology of the network, the theatre, and the emerging electronic and digital tecnocultures. It gathers the transdisciplinary nuances of the spectacle, in the combinatory of the emerging media, offering a new vision, a new look, a new way of feeling the urban texture.

Artistic *poiesis*, digital artisanship, theatre and new media meet to give life to a spectacle of public art studied and designed specifically fot the City and its architectures.

Architectural Dressing looks at the territory as to a relational place where to practice the valorisation, the promotion, the social inclusion and participation of the public space.

Paths of light, soundscapes, synaesthetic and interactive environments drive a dramaturgical sign which explores the urban trace enriching it with new languages and significations.

The spectacularity and the perceptive shock offered by the techniques of big architectural projections, by the interaction design, by the virtual scenography, become the totemic connective through which new communities creatively collaborating take form.

New creative tribes reinvent the architecture projecting urban immaterial scenogrphies.

Pasquale Direse with Angelo Ruta and Damiano Spina, *Architectural Dressing*, **2015.**
Architectural videoprojection mapping

Pasquale Direse, with Angelo Ruta and Damiano Spina, *Architectural Dressing*, 2015. Architectural videoprojection mapping

R.O.M.E. 27/2/2015

Architectural Dressing @ Quartiere Coppedé - Via Dora / Pliazza Mincio
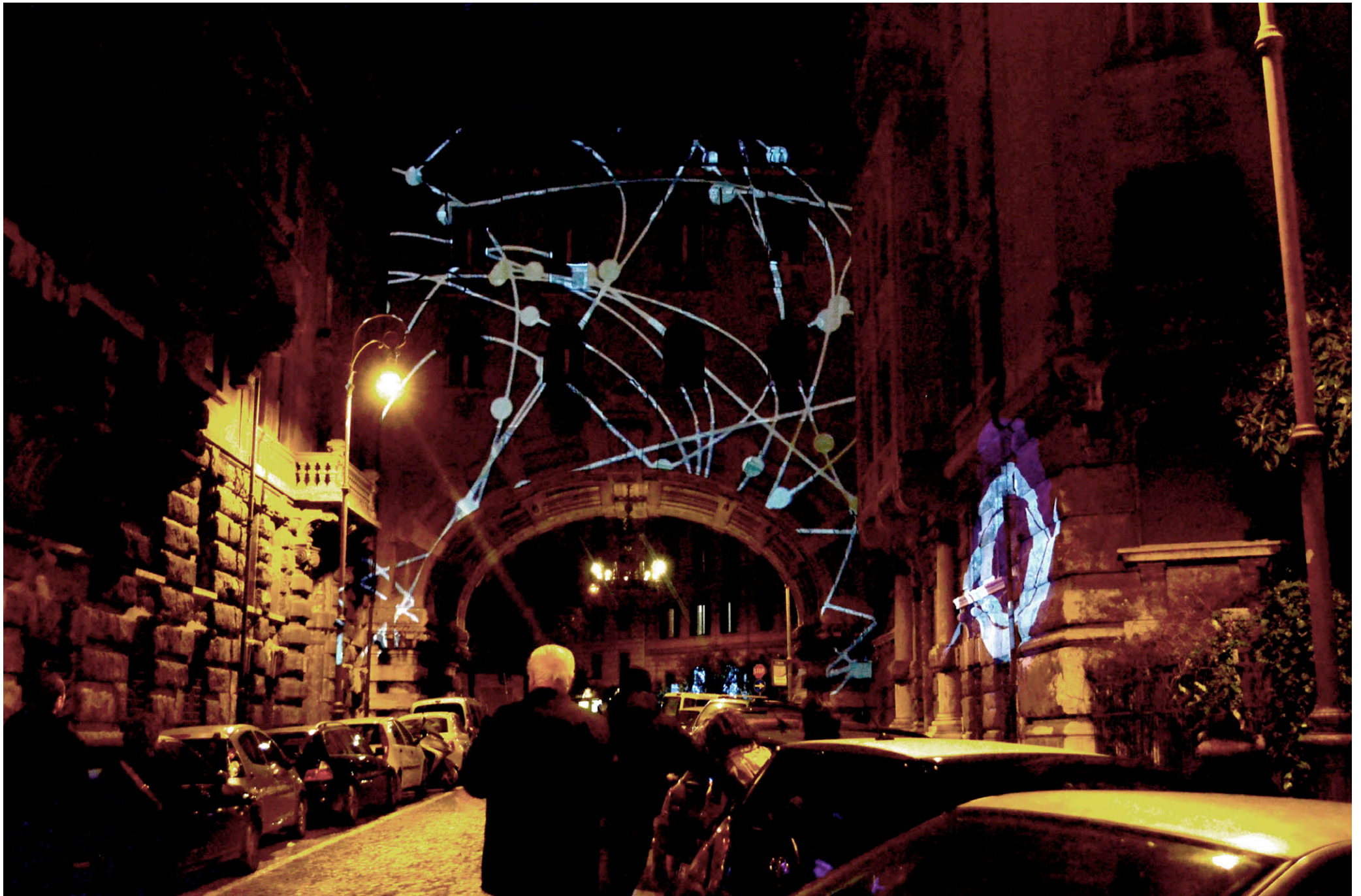
Call for Art

medialize.it has launched a special **Call for #NewMedia&PublicArt** dedicated to dress the architectures of Quartiere Coppedé with light and sound environments. An international award that involved several artists from all over the world with the selection of three works coming from Italy, Mexico and Brazil.

From **Brazil, Curitiba,** arrives the project winner of the Call. **Manolo Fraga and his collective Ilouminus with the project ATEMPORAL received the #NewMedia&PublicArt Prize** with the following mention by the international jury composed by **Francesca Castagneto Vittorio Fiore, Raffaele Golino, Sofia Borges - Lisbon, Michael Dotolo e Dakota Sica - New York:**

> **"The Project results very articulate in the script and in the choice of iconography that stresses, enhances and interprets the architectural language of the building, while maintaining adherence to the architectural elements and interpreting the decorative apparatus in volumetric sense. Even the choice of music that accompanies the various phases of graphic design is consistent."**

R.O.M.E. #NewMedia&PublicArt Prize 2015 - QUARTIERE COPPEDE'
Winner Project > ATEMPORAL by Manolo Fraga, Iluminous, Cutiriba - Brazil

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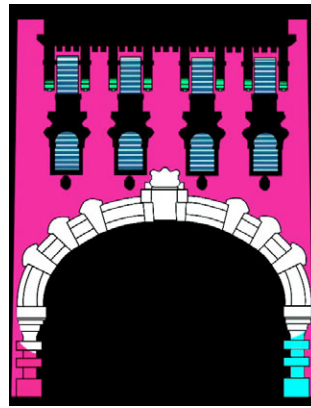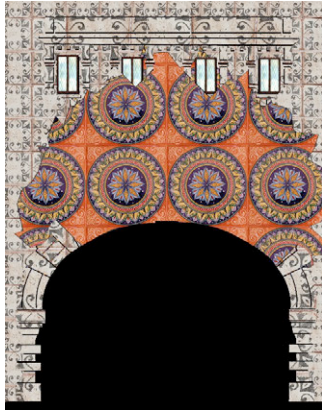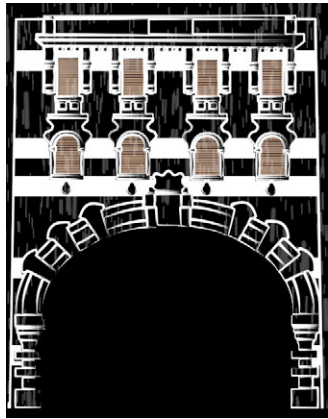
Manolo Fraga - Ilouminus, *ATEMPORAL*, 2015. Renderings
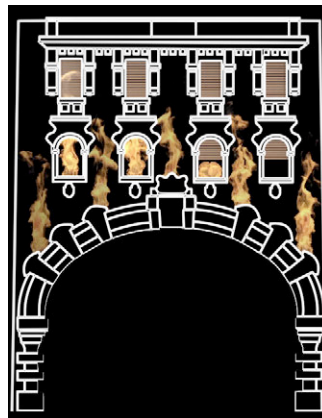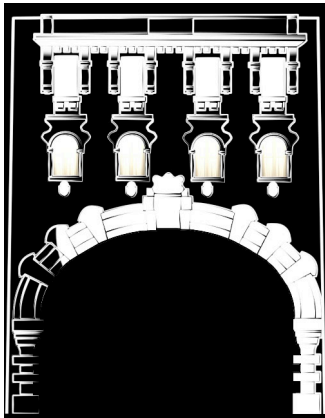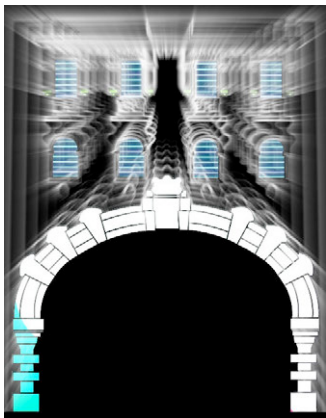
During the event at Quartiere Coppedé were moreover presented the works **Crossing Bridges by Roberto Gutiérrez Palma - Mexico City, Mexico** and **Ambasciatori by Michele Cirulli**, Rome.

Roberto Gutiérrez Palma, *Crossin Bridges*, 2015. Videoprojection mapping
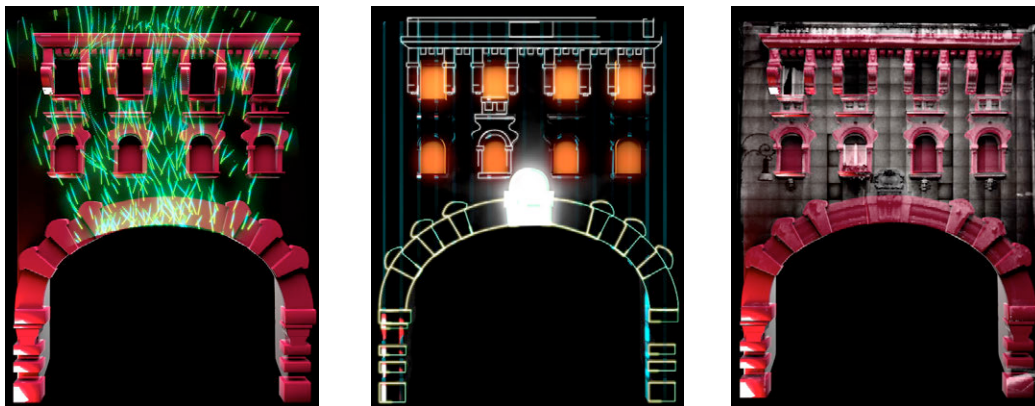
Roberto Gutiérrez Palma, *Crossin Bridges***, 2015. Renderings**

Michele Cirulli - Vj Miko, *Ambasciatori***, 2015. Videoprojection mapping**

Rome Open Museum Exhibition has concluded the first International Exposition of New Media & Public Art of the Capital City in the Archeological park of Villa Gordiani in via Prenestina, at the Octagonal Room, architecture from the IIIrd century b.C.

Also in this historical location medialize.it presented an absolute news designing for the occasion a urban interactive installation of new media art with the objective to valorise the archeological heritage of the Capital City. An urban interactive game which renders the public main character of the process of urban regeneration through the art mediated by the emerging technologies introuduced by **R.O.M.E.**

A short circuit in whichto discover the architecture of the past through the interactive and generative play.

VILLA GORDIANI
Archeologic park of Via Prenestina
ROME OPEN MUSEUM EXHIBITION @ SALA OTTAGONALE

- *Urban Puzzle* by Pasquale Direse and Aggeliki Tsekeni. Urban Interactive Game

Urban Puzzle is a urban interactive game. The architecture handed down by the past becomes a cultural mosaic that the spectator reassembles playing with the dowels on the interactive table.

Urban Puzzle explores the PopArt and its great authors from Yayoi Kusama to Andy Warhol, from Keith Haring to Wayne Thiebaud, from Robert Rauschenberg to Franco Angeli and renders the public protagonist: the spectator who moves the dowels of the puzzle generates real time electronic music environments and performs with the Vjing through the videoprojection mapping on the Sala Ottagonale.

The result is a generative artwork that takes form by the interaction and the active participation of the citizens and of the urban travellers who played to reconstruct the ruins of the Sala Ottagonale through the game of light and the suggestion of the sound environments in the Park of Villa Gordiani.

R.O.M.E. 28/2/2015
#UrbanPuzzle @ Parco Archeologico di Villa Gordiani - Sala Ottagonale

Aggeliki Tsekeni - Pasquale Direse, *Urban Puzzle,* 2015. Architectural videoprojection mapping

R.O.M.E. 28/2/2015
#UrbanPuzzle @ Parco Archeologico di Villa Gordiani - Sala Ottagonale

RO
ME
ROME OPEN
MUSEUM EXHIBITION

Aggeliki Tsekeni - Pasquale Direse, *Urban Puzzle,* **2015. Interactive table**

R.O.M.E. 28/2/2015
#UrbanPuzzle @ Villa Gordiani - Sala Ottagonale
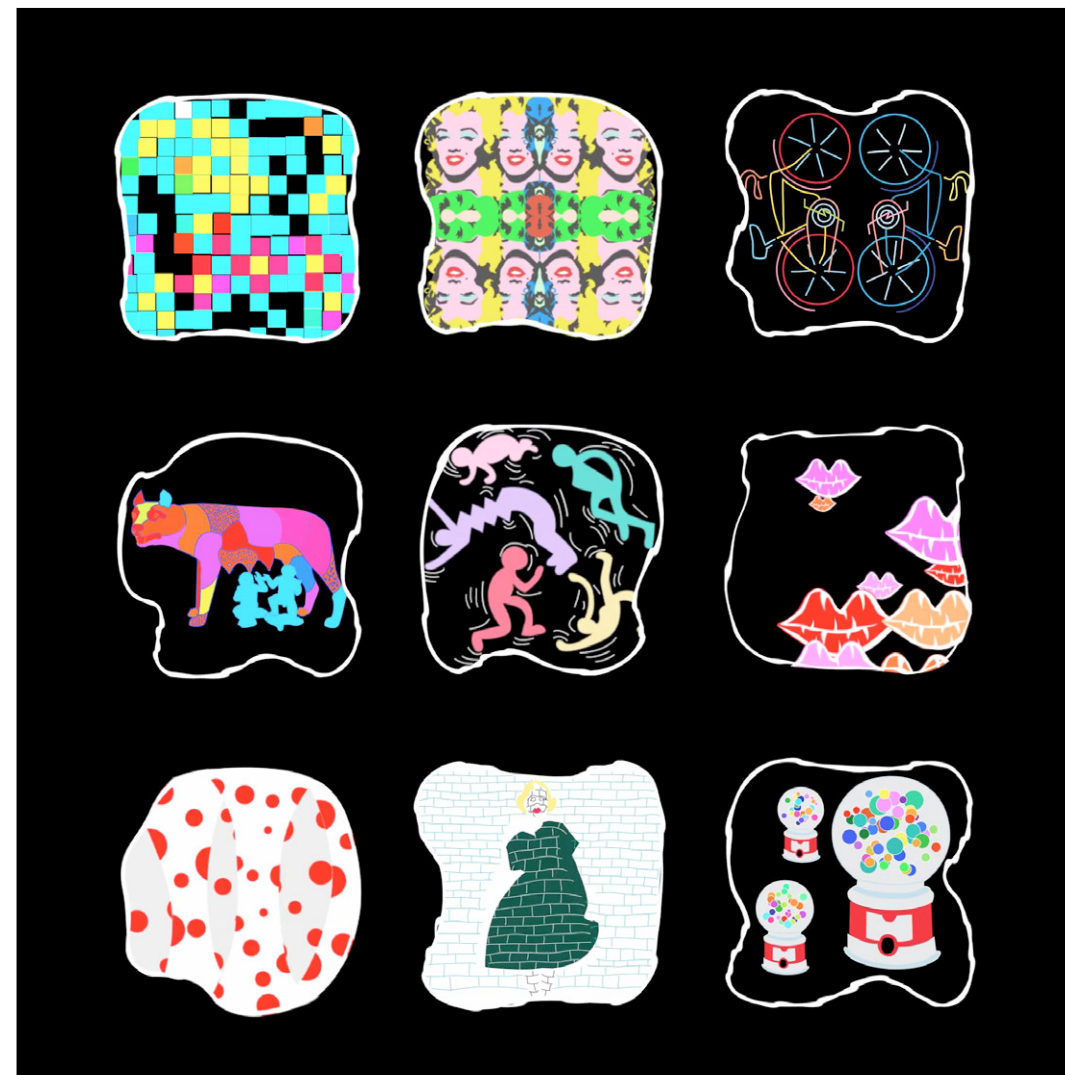
Rome Open Museum Exhibition engages in the world landscape of the *new media art* with urban inedited and innovative interactive installations which generated a world based network of interest.

Cultural centers like the Fundação Cultural de Curitiba in Brazil, Mapas Das Ideas in Portugal, The Java Project in the United States, and collaborators like Cheng Hsien Yu in Taiwan, Resolume in the Netherlands among the others, allow to raise awareness of the Open Museum of the Capital and on the City of Rome through an new look.

R.O.M.E. has launched on the Territory a collaborative and generative innovation network, open and international with the objective to promot the City of Rome through the non conventional and creative use of the new technologies.

A New Media & Public Art International Festival which launched the idea and the real possibility to generate an Open Museum of the Rome City through an experimental project that gathered consens and appreciation both among the citizens of the neighborhoods and by the local administrations, by academic and research environments about new media. The network R.O.M.E. has immediately reached thousands of people in several countries of the world in four continents.
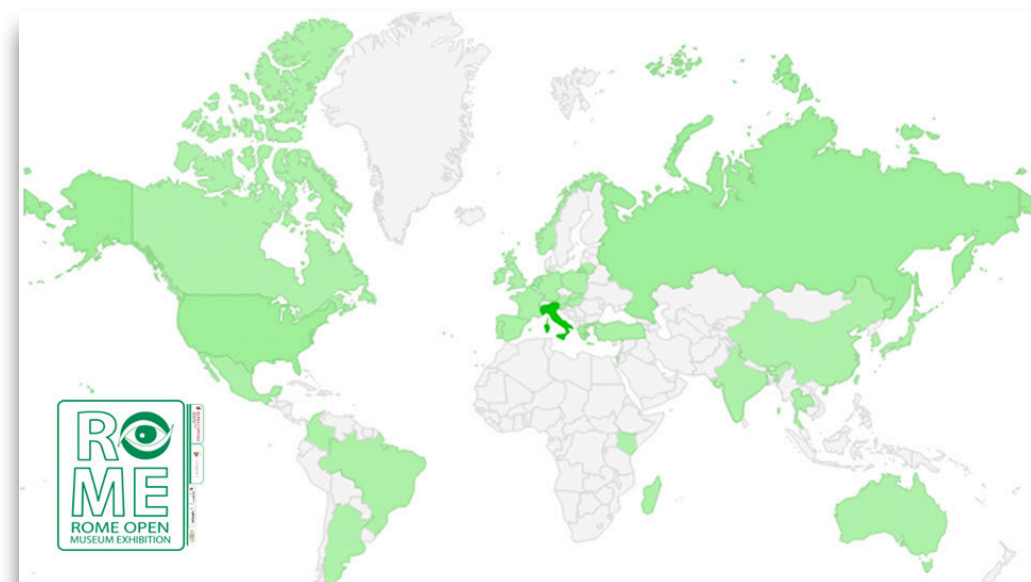
The map of the users in Internet active on romeopenmuseum.org in the first week of the Festival

«The social structure that is emerging is the one of a synchronization of the images that are irradiated with men which, dispersed, alone and massified, sit at the terminals of these irradiations. The revolutionary ability of uni-formation seeks to replace this structure with another. With one where images serve to new forms of interpersonal relationships and, thus, would lead to new, and at the moment nameless, social groups.
Such a social form would still be distinguished by technical images, and could be defined, with even greater accuracy than the present, as a "culture of the image".
Is therefore placed in the core of such a society, no longer the relationship between the image and the man, but the relationship between man and man through the images. And only then the media would earn its name, which is nowadays they unfairly arrogate. Because only then it would tie the men to the men, such as the nerve tracts bind to each other the nerve cells.
And thanks to these bonds the society would produce always new informations. This would be a social structure that, to define it in the best way, it should be called "cosmic brain". It would be a society worthy of the human being, as the specific dignity of man lies in produce, diffuse and preserve information.
Is this, I believe, the engagement of the new revolutionary»

Vilem Flusser, 1985

With the sustain of
Roma Capitale - Assessorato Cultura e Turismo – Dipartimento Cultura

A production
medialize.it

CONCEPT / DESIGN / ARTISTIC DIRECTION
Pasquale Direse

R.O.M.E. ARTISTS
Pasquale Direse
Aggeliki Tsekeni (Athens)
Michael Dotolo (New York)

PRESS ROOM
Latus Creativity
Rome Open Museum Lab

INTERACTIVE DESIGN
medialize.it

GRAPHIC & CROSSMEDIA DESIGN
Aggeliki Tsekeni
Pasquale Direse

CROSSMEDIA PRODUCTION / R.O.M.E. ARTS LAB & GUESTS

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David Moss (New York)
David Aaron (New York)

Rome Open Museum Exhibition

Where's Art
The Metropolitan Museum of Art New York
Museo MADRE
Museum of Contemporary Art Australia
MOCA | The Museum of Contemporary Art Los Angeles
MUSEU NACIONAL DE ARTE CONTEMPORÂNEA - MUSEU DO CHIADO
Philadelphia Museum of Art
MoMA The Museum of Modern Art
Exibart
RaiArte
The New York Museum of Contemporary Art
DROME magazine
ARTRIBUNE
Australian National Maritime Museum
Solomon R. Guggenheim Museum
MAXXI - Museo nazionale delle arti del XXI secolo
ABAVerona - Accademia di Belle Arti di Verona
MACRO - Museo d'Arte Contemporanea Roma
Electronic Arts Intermix (EAI)
spazioAZLarte
The Museum of Fine Arts Houston
Galleria d'Arte Moderna di Roma Capitale
The New York Times
Australian Museum
MAC de Niterói - Museu de Arte Contemporânea de Niterói
transmediale - festival for art and digital culture berlin
Tafter
MiBACT
MOTI
国立西洋美術館 National Museum of Western Art Tokyo
Radio Città Futura
Biblioteca Nazionale Centrale di Roma
Istituto Italiano Di Cultura New York
www.zero.eu
台北當代藝術館 MOCA Taipei
Zètema Progetto Cultura s.r.l.
Ambra Jovinelli
Museum of Modern Art New York
Mapa das ideias
Museo del Romanticismo
GOGBOT
Museum of Contemporary Art of Rome
Totò
Explora - il Museo dei Bambini di Roma
Museoreba
New York Punk Museum
RomePhotoBlog
Museo della Civiltà Romana
Canada Keep Exploring
Metropolitan Museum of Art
Instagramers Italia
Biblioteche Di Roma
New Museum of Contemporary Art New York Centro de Cultura Digital
Instagramers Roma
Canadian Association of Cultural Studies
Fundação Cultural de Curitiba
La MaMa Experimental Theatre Club
The Java Project
Poeti der Trullo
Smartraveller
Musei in Comune Roma
Museum of Contemporary Art University of São Paulo
Ruhr Museum
Valerio Mastandrea
Cafetaria do Museu de Marinha
Contemporary Art Space Osaka
Maxxi 21
IncontraGiovani Roma
Culture Tech Festival
In BAF
São Paulo Museum of Image and Sound
Teatro Ambra Jovinelli
Istituto Giapponese di Cultura in Roma
Iluminous
Post Digital Cultures
Ruhr Museum
SBCS - Sistema Bibliotecario Ceretano Sabatino
060608 Turismo Cultura e Spettacolo della città di Roma
National Media Museum
Graffiti Artmagazine
Romasuona
Cultura Colectiva
Radio Roma Capitale
Museo di Roma in Trastevere
Guggenheim Museum New York
New media art
Istituto Italiano Di Cultura
M.U.Ro - Museo Urban di Roma
Resolume VJ Software
SDS Architettura Siracusa
Uffizi Gallery
RomaToday
A day in Rome
2high local ristoranti ed eventi a Roma
Turismo Roma - official page
Istituto Bulgaro di Cultura a Roma / Български Културен Институт в Рим
Regione Lazio
Roma Capitale - turismo
Eventi a Roma
VisitLazio
BrowsingRome
Architectural Dressing
BuzzInRome
Latus Creativity
Roma d'inverno
Roma Capitale
Romeing
medialize.it

R·O·M·E
ROME OPEN
MUSEUM EXHIBITION

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Rome Open Museum Exhibition in Rete:

Website >>>
http://romeopenmuseum.org

Video Channel >>>
youtube.com/RomeOpenMuseumExhibition

Facebook Page >>>
facebook.com/RomeOpenMuseumExhibition

Facebook >>>
facebook.com/RomeOpenMuseumLab

Account Twitter >>>
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art - interaction design - performative research