center for digital cultures and technology

From March 19 until April 26 2015 iMAL, the Brussels Center for Digital Cultures and Technology, presents the exhibition **Welcome to the Future!**, showing a selection of electronic art works and historical documents from the 90s on cd-rom and floppy disk.

Welcome to the Future!
The floppy cd-rom revolution
Expo

In 2015 iMAL, in collaboration with PACKED, the Flemish Centre of Expertise in Digital Heritage, will present a series of exhibitions, workshops and symposiums on Cultural Heritage in the Digital Age. The exhibition **Welcome to the Future!** is the first event of this program and highlights the short life of born-digital art.

Welcome to the Future! proposes a historical selection of art & culture cd-roms and electronic artworks published on floppies, mostly produced in the 90s. It presents early pioneering works in new media and digital arts, conveying many visions and utopias around the upcoming digital world. It shows the dynamism of pre-web electronic publishing, featuring remarkable experimentations in hypertext and hypermedia narration and documentation, in User Interface design before the normative ergonomy of the web and its dotcoms, in the aesthetic of inter-activity, in playable interactions between sounds and images, in generative art and digital literature.

Welcome to the Future! is not only about the history of 20-years-old new media art, but also about the future of today's born-digital content. Cd-rom and floppy artworks are emblematic examples of the preservation problem of born-digital content. Playing these 20-years-old contents on contemporary machines is already impossible now, and will be as well within 5 to 10 years for any software-based art that is produced today (from digital artworks to ebooks, apps and web-docs).

Thanks to collectors, artists and media art organizations in Europe, USA, Japan and Australia, **Welcome to the Future!** will show a selection of around 50 cd-roms and floppies (including some rare items) focused on 3 themes: (1) visions, utopias and politics of the upcoming digital world, (2) new artistic digital expressions and (3) hypermedia documents on contemporary arts. The works will be presented with their original packaging (box, booklet, ...) and the visitors will be able to play with them on vintage computers or on today hardware with emulation software.

Artists: Laurie Anderson, Jean-Pierre Balpe, Bill Barminski, Pierre Bastien & Karel Doing, Zoe Beloff, S.Bilous & F.Lagny & B.Piacenza, Simon Biggs, Jean-Louis Boissier, Philippe Bootz, Gareth Browyn & Peter Sugarman, Andy Cameron, Marc Canter, Leon Cmielewski & Josephine Starrs, Linda Dement, Antoine Denize, Masaki Fujihata, Michel François, Jim Gasperini & Tennessee R. Dixon, Peter Gabriel, Alain Geronnez, Clive Gillman, Sophie Greenfield & Giles Rollestone, Paul Groot & Jans Possel, Graham Harwood, Lynn Hershman Leeson, Troy Innocent, Jodi, Tamara Laï, George Legrady, Jaime Levy, Marita Liulia, John Maeda, Antonio Muntadas, The Residents, Antoine Schmitt & Vincent Epplay, Keith Seward & Eric Swenson (Necro Enema Amalgamated), Mari Soppela & Leo Anemaet, Alberto Sorbelli, John Thackara, Florian Thalhofer, Suzanne Treister, Gerald Van der Kaap, Die Veteranen, Romain Victor-Pujebet, ...

Publishers: Centre Pompidou (FR), Digitalogue (JP), Ellipsis (UK), Gallimard (JP), Gas as Interface (JP), Hyptique (FR), Mediamatic (NL), Necro Enema Amalgamated (USA), Voyager (USA), ZKM (DE), ...

Additional program

From the CD-ROM Revolution to the Future of Electronic Publishing
Lecture by Bob Stein (Voyager) and debate
Friday March 20 2015, from 17:30 until 19:00 at PointCulture Brussels

In the context of the exhibition iMAL proposes, in collaboration with PACKED, PILEn and PointCulture, an exceptional lecture by Bob Stein, one of the major and pioneering actors in electronic publishing and founder of The Voyager Company and of Institute for the Future of the Book.

The lecture will be followed by a round table debate, moderated by Emanuel Lorrain (PACKED) and Morgane Batoz-Herges (PILen) and with the participation of Etienne Mineur (éditions volumiques), Pierre Lavoie (former Hyptique), Eric Swenson (NEA), Jean-Louis Boissier and Yves Bernard (former Magic Media, iMAL).

Workshop: Digital Media Archaeology in Practice
With Ben Fino-Radin (MoMA) & Vincent Leclaire (Sicilium)
April 9 - 11 2015

iMAL and PACKED are organising a 2-days workshop and 1-day open atelier on the handling of obsolete data carriers and computer hardware.

On the 9th and 10th of April, Ben Fino-Radin, Digital Repository Manager at the Museum of Modern Art in New York will host a workshop on data preservation and access from obsolete and current media carriers. These two days will be followed by a open atelier by Vincent Leclaire (Sicilium) where participants will get advices and examples on how to keep legacy computer equipment working to access and experience data stored on obsolete carriers.

Resurrection Lab
Resurrection Lab is a new project initiated by iMAL to answer to the current issues surrounding the preservation of digital art and its public access. iMAL is collaborating closely with various research groups working on emulation in the cloud, in particular the computer science team of the University of Freiburg which is developing the bwFLA project. Several cd-roms can already be consulted via http://www.imal.org/en/resurrection, a first version of what could be the Museum of the Future.

Practical information

Welcome to the Future! The floppy cd-rom revolution @ iMAL
Exhibition: March 20 - April 26 2015
Vernissage: March 19 2015, 18:30-22:00
Opening hours: from Wednesday to Sunday, 13:00-18:00
Location: iMAL, Quai des Charbonnages 30 Koolmijnenkaai -1080 Brussels
Free entrance!

Lecture by Bob Stein (Voyager) and debate @ PointCulture Brussels
March 20 2015, 17:30-19:00
Free entrance! Registration mandatory: pilen(at)futursdulivre.be
Location: PointCulture Brussels, Rue Royale 145, 1000 Brussels
www.bruxelles.pointculture.be / +32 2 737 19 60

Workshop : Digital Media Archaeology in Practice @ iMAL
April 9 & 10 2015, 9:30-17:30 : Data Preservation Bootcamp by Ben Fino-Radin
April 11 2015, 09:30-17:30 : Open atelier - Vintage Computer Hardware Care & Data Retrieval by Vincent Leclaire
Registration mandatory: http://www.imal.org/fr/register/digital-media-archaeology-practice-register

Credits of the exhibition

Welcome to the Future! is curated by Yves Bernard (iMAL) and Dirk Paesmans (jodi.org), with the collaboration of Marie Lechner (Libération, Pamal.org), Emanuel Lorrain (PACKED) and Yannick Antoine (iMAL).

Welcome to the Future! is produced by iMALin collaboration with PACKED. Many thanks to the artists, publishers and collectors, Sandra Fauconnier and Annet Dekker, V2_, Pierre Lavoie, Bob Stein, Leonardo/Olats (Annick Bureaud), the bwFLA team (University of Freiburg), PointCulture, PILen, Studio Sébastien Lacomblez, ERG and Nadine vzw.

Contact

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About iMAL

iMAL (interactive Media Art Laboratory) is a non-profit association with the objective to support artistic forms and creative practices using computer and network technologies as their medium. In 2007, iMAL opened its new venue: a Centre for Digital Cultures and Technology of about 700m2 for the meet- ing of artistic, scientific and industrial innovations. A space entirely dedicated to contemporary artistic and cultural practices emerging from the fusion of computer, telecommunication, network and media.

iMAL is supported by the Fédération Wallonie-Bruxelles and the Flemish Government.