



PRESS RELEASE

MakerArt
Maker Faire Rome – The European Edition 2021
octoberth 2021, 8>10

One year after the great success of its digital edition, MakerArt is back. The main focus of the third edition of Maker Art is artificial intelligence, hosting on-site installations, performances and talks dedicated to the encounter between contemporary art and new technologies.

MakerArt is the section of **Maker Faire Rome – The European Edition 2021 – 9th edition** that provides user with opportunities for dialogue between the *makers* and the international artists chosen by **Valentino Catricalà (curator of the section)**. **Maker Faire Rome** is the most important European event dedicated to creativity and technological innovation. It is promoted and organized by the Chamber of Commerce of Rome through its Azienda Speciale Innova Camera and will take place from **8 to 10 October 2021** on-line and on-site at the Gazometro Ostiense.

If artificial intelligence shapes our lives, who shapes artificial intelligence? How are we influenced by machines, that make decisions that we may not even be aware of?

These easy but hard questions are the starting point of a thought that on one hand jumps into the future and on the other shows that the future is already here. We use artificial intelligence and algorithmic systems frequently in our everyday lives: from surfing the internet to search engines; from advices and virtual assistants to its controversial and dangerous applications, namely the world and its predictability through profiling and classifying datas.

If artificial intelligence and algorithmic systems are largely owned and controlled by a few, how can we create more transparent, fair, equitable and thoughtful infrastructures?

THE EXHIBITION

YOU AND AI. THROUGH THE ALGORITHMIC LENS

Curated by Irini Mirena Papadimitriou and Valentino Catricalà

The exhibition **You and AI. Through The Algorithmic Lens** is a project by the **European ARTificial Intelligence Lab**, co-financed by the **Creative Europe Program** of the **European Union**, in collaboration with **Onassis Stegi**.

"You and AI" is related to the exhibition held last summer in Athens: it carries on the investigation towards the AI, paying attention to the automatisms that we assimilated into our gestures and to the social repercussions deriving from the use of smart-phones, social media and digital maps.

Irini Mirena Papadimitriou (art director of FutureEverything) and **Valentino Catricalà** invited several international artists: **Memo Akten, Hiba Ali, Paolo Cirio, Stephanie Dinkins, Jake Elwes, Kyriaki Goni, Alessandro Gianni, Helena Nikonole, Filippo Okapi, Donato Piccolo, Anna Ridler, Jenna Sutela, Nye Thompson, Emilio Vavarella** and the art groups **Bill Balaskas & Stop LAPD Spying Coalition, Catherine D'Ignazio - Lauren F. Klein - Marcia Diaz Agudelo, Mushon Zer-Aviv - Dan Stavvy - Eran Weissenstern, Entangled Others (Sofia Crespo X Feileacan McCormick)** and **Numero Cromatico**.

The **STORM CONCERT** is a project in collaboration with Maker Music in which the artist **Donato Piccolo** connects with the roman trap band Garage Gang (**Federico Codacci** and **Edoardo Martucci**). In the *Storm Concert* electricity becomes sound and the melody becomes a magnetic storm governed by human hands. The aim is to stimulate not only the physics of the place but also the thoughts of the observer. This is why *Storm Concert* is an analytical-artistic experiment where the unexpected is considered a breaking point between chaos and form.

The outdoor video-installation by Daniele Puppi is site-specific: an 8-meter screen will encircle the viewer in a fascinating sensory experience.

Anita Cala' (VILLAM) and Elena Giulia Rossi (Arshake) will launch the *call for ideas* 5.0 of the Game Over-Future C(o)ulture through the artwork by **Alessandro Giuggioli** (Quinto Sapore), an installation that connects the most ancient practices of agriculture and the most advanced practices of technology.

A renewed media partnership with NERO includes a publication dedicated to new trends in contemporary art, edited by Jérôme Sans and Valentino Catricalà (scheduled for spring 2022).

Special thanks to Onassis Stegi, Future Everything, European ARTificial Intelligence Lab, Rai Cinema, Re: Humanism, Random, KappaBit.

VALENTINO CATRICALA' curator of MakerArt is the director of the SODA Gallery of Manchester and lecturer by the Manchester Metropolitan University. He is the curator of the Art Section of the Maker Faire – The European Edition and art consultant for the Sony CS Lab of Paris. Previously he founded and directed the Media Art Festival of Rome (Museo MAXXI - Fondazione "Mondo Digitale"). He was a Phd student and Part-Time Post Doc Research Fellow by Università degli Studi Roma Tre.

He curated several exhibitions in international museums and institutions. Among them figure: Minnesota Street Project (San Francisco), Ermitage (Saint Petersburg), Palazzo delle Esposizioni (Rome), MAXXI (Rome), Museo Riso (Palermo), Media Center (New York), Stelline (Milan), Istituto Italiano di Cultura Nuova Dheli (India), Manchester Metropolitan University (UK), Ca' Foscari (Venezia), Centrale Idrodinamica (Trieste), Museo Centrale Montemartini (Rome).

Among his publications figure: *Media Art. Prospettive delle arti verso il XXI secolo. Storie, teorie, preservazione* (Mimesis, 2016), *Art and Technology In The Third Millennium* (Electa, 2020) and *The Artist as Inventor* (Rowman & Littlefield, Londra 2021).

VISITING MakerArt
#MFR2021 @MakerFaireRome
<https://makerfairerome.eu/it/>

DETAILS

MakerArt – in Maker Faire Rome – The European Edition 2021

Artistic Director/Curator: Valentino Catricalà

Opening Ceremony: October, 7th

When: October, from the 8th to the 10th

<https://makerfairerome.eu/it/>

CONTACTS

Innova Camera (a Special Agency of the Rome Chamber of Commerce)

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