

## 40 PROFESSORS TO PARTICIPATE IN A CONTEMPORARY ART SEMINAR ORGANISED BY LABoral STARTING WEDNESDAY

María Ptqk, Pablo de Soto and Juan Freire are the keynote speakers at this event intended for professional educators.

Starting tomorrow until next Friday, forty professors will participate in the second Seminar for Professional Educators organised by LABoral Centro de Arte y Creación Industrial. The event will last three days and will be streamed at [www.laboralcentrodearte.org](http://www.laboralcentrodearte.org). The latest trends in art and technological culture will be examined in the lectures to be given by experts in the field. Registration is free of charge. The seminar hopes to foster the use of new media in artistic education and to explore the implications for contemporary social transformation.

Under the title "Art, science, technology and new artistic practices," María Ptqk, Pablo de Soto and Juan Freire will give their lectures at this event intended for educational professionals in all areas – especially those related to artistic education and new technologies – who teach primary and secondary school as well as at the university level. And, of course, participants need not be directly linked to education at all. The three speakers will discuss the growth of resources on the internet and the impact this is having on education and tendencies in art and digital culture.

### CONTEMPORARY ART SEMINAR FOR EDUCATIONAL PROFESSIONALS II ART, SCIENCE, TECHNOLOGY AND NEW ARTISTIC PRACTICES

DATES: 18th, 19th and 20th of February

TIMES: from 6:30 to 8:00 PM

VENUE: didactic unit -1.1

MAXIMUM NUMBER OF PARTICIPANTS: 40

REGISTRATION: free of charge.

Registration can be made by calling the information desk of the art centre (985 185 577) during opening hours or by email ([talleres@laboralcentrodearte.org](mailto:talleres@laboralcentrodearte.org)).

### PROGRAMME

#### FEBRUARY 18TH

Lecture title: "Entre el hacer y el saber. Experiencias de uso educativo de medios digitales" ["Between doing and knowing. Experiences of putting digital media to educational use"]

Some of the possibilities for using new technologies in educational environments are presented through a number of examples of real cases, with a critical eye towards both conventional education and new forms of online entertainment and socialisation (MySpace, You Tube, Tuenti, etc.)

Speaker: **María Ptqk** (Bilbao, 1976). Educated in law and economics, she

is a cultural researcher specialising in social communication and the new media. She teaches in the Digital Editing Master's Programme at the Universitat Oberta de Catalunya (UOC), she directs the critical cyberculture sessions of Bilbao Netlach and works in different communication media.  
<http://ptqkblogzine.blogspot.com>

#### FEBRUARY 19TH

Lecture title: "MeipiAsturies. Cartografía Digital Colaborativa Ciudadana" ["MeipiAsturies. Collaborative Citizens' Digital Cartography"]

Meipi Asturias is a Collaborative Citizens' Tactical Cartography of Asturias. It is a freely edited digital map in which the user can associate multimedia files to an exact location. Images, personal impressions, sounds, stories and landscapes perceived by its inhabitants can be shared in an immediate and everyday manner.

Speaker: **Pablo de Soto** (Gijón, 1977) Artist and activist, he was bestowed the first edition of the LABjoven\_Experimenta Award with his *Situation Room*. He researches and constructs prototypes in the fields of *media-architecture* and social cybernetics. Together with Sergio Moreno and José Pérez de Lama, he comprises the kernel of *hackitectura.net*, a network of architects, hackers and social activists.

[www.meipi.org/asturies](http://www.meipi.org/asturies)

#### FEBRUARY 20TH

Lecture title: "Medios sociales y cultura digital: retos y oportunidades para la educación" ["Social media and digital cultura: challenges and opportunities for education"]

Digital technology and the internet have generated new cultural styles and practices. In particular, the Web 2.0 has turned users into active creators that develop projects in a collaborative way. The impact that these new practices are having is reflected in education where new ways to learn, both formal and informal, are being created, based in experimentation, learning while doing and using technology for the benefit of students and professors. In this scenario, educational centres must reinvent themselves to facilitate the acquisition of digital skills that guide the learning process that takes place as much outside as inside the classroom and, to a large extent, in an autonomous way.

Speaker: **Juan Freire**. Biologist, university professor and entrepreneur. He explores the role of innovation, strategy and technology in social networks, organisations and cities.

<http://www.juanfreire.net/>

LABoral Centro de Arte y Creación Industrial  
Los Prados, 121  
33394 Gijón  
T. +34 985 185 577 / F. +34 985 337 355  
Email: [info@laboralcentrodearte.org](mailto:info@laboralcentrodearte.org)  
[www.laboralcentrodearte.org](http://www.laboralcentrodearte.org)