

EIGHT PROJECTS CHOSEN TO BE CARRIED OUT IN THE *INTERACTIVOS?* WORKSHOP AS PART OF THE EXHIBITION *EL PROCESO COMO PARADIGMA*

The deadline for the submission of proposals is April 5.

Interactivos? is a two-week long workshop to be held in the Platform 0 of El Centro de Arte, thanks to the collaboration between LABoral and the arts department of Medialab-Prado in Madrid.

A commission of experts from LABoral and the Medialab-Prado, Área de las Artes del Ayuntamiento de Madrid, have selected eight projects to be carried out in the seminar-workshop *Interactivos?* [*Interactives?*], to be held in the Platform 0. Production Centre of El Centro de Arte y Creación Industrial from April 8 to 20. The success of this international competition launched in collaboration by both institutions is attested to by the 85 project proposals submitted from around the world.

The selected projects come from seven different countries and are as follows:

7th degree of freedom, by Petr Svarovsky (Oslo, Norway), uses Facebook, an Apple iPhone and FlashMob technology to assign characters to players they do not know, implicating them in a public theatrical play.

Scan it, by María Castellanos and Alberto Valverde (Gijón, Spain), is a project for making analogue collaborative scans with active public participation.

www.reinventar.info/proyectos/scan-it/

Territoris oblidats, by Inés Salpico (Barcelona, Spain), presents a participative platform that aims to document and "map" the forgotten regions of Catalonia.

Practice mapping, by Wouter Van den Broeck and Marco Quaggiotto (Turin, Italy), takes the *Interactivos?* workshop as a case study to reflect on the creative process to which not only the artist but society at large and influences in the environment also contribute.

<http://practicemapping.org>

Everything is under Control, by Tomasso Lanza and Cathrine Kramer (London, United Kingdom), uses grass to show how we attempt to mould and control our natural environment in accordance with our human needs and desires.

Photographic spacial experiment, by Boris Oicherman (Israel), is an attempt to construct a photographic device that can capture spatial transformations in real time. www.oicherman.com

Proxi.gen, by Elke Michelmayer (Czech Republic), investigates the paradoxes of the Internet and carries the user on a journey through the everyday experience of accessing information, overcoming firewalls and other

network obstacles.

Driven, by André Gonçalves (Lisbon, Portugal), is a kind of GPS (Global Positioning System) that seeks to metaphorically emulate the way this device works.

In accordance with the terms of the competition, all proposals correspond to one of the three sections of the exhibition:

- **Automated/Networked processes:** Cybernetic systems and generative art that investigates machine-based processes as well as their influence upon the environment.
- **Natural/Biological processes:** Projects that use natural processes or that are built up fundamentally from systems composed of organic/natural parts.
- **Social processes:** This third group of projects concern themselves with processes that affect human beings in political, social, economic, technological and natural environments. The way in which artistic practice today is bound up with perceptual processing is included in this section.

CALL FOR COLLABORATORS

Once created, these works of art will be included in the exhibition *El Proceso como paradigma* which opens at LABoral this April 23. The exhibition, with Susanne Jaschko and Lucas Evers as curators, uses 25 works to demonstrate how processes today have become one of the most important models and creative strategies in contemporary art and design.

Interactivos? is part of LABoral's programme intended for artists and creators which also includes collaboration groups interested in participating in carrying out these projects. Registration is open until April 5.

The art works will be realised in a collaborative effort in multidisciplinary work groups including the author/authors of the proposal and any interested collaborators, under the supervision and guidance of professors and technical assistants. The entire creative process will also be documented, which will guarantee that the investigation and the prototype will go beyond the workshop itself. The workshop will be directed by Antoni Abad, Allison Kudla and Roman Kirschner, the latter two artists also participating in the exhibition *El Proceso como Paradigma*.

More information: www.laboralcentrodearte.org