

laboral

Centro de Arte y Creación Industrial

WWW.LABORALCENTRODEARTE.ORG

THE NEW LABORAL WEB PAGE

PRESS KIT
10.01.2008

[\[English \]](#) [\[Español \]](#)

Centro de Arte y Creación Industrial

LAB Shop Anuncios Multimedia Calendario Información de vista

EL CENTRO EXPOSICIONES ACTIVIDADES EDUCACIÓN SALA DE Prensa OFICINA DE PROYECTOS

EXPOSICIONES ACTUALES

EMERGENTES

Emergentes propone indagar en este proceso y las diferentes posibilidades de uso de artefactos tecnológicos para interpretar el mundo contemporáneo. Rescatamos de cada obra el proceso de trabajo y la investigación vinculada a temáticas científicas y tecnológicas que repercuten en la sociedad.

[+]

PLAYWARE

Playware recoge la obra de una serie de artistas, diseñadores e ingenieros que exploran las limitaciones y amplían las posibilidades del juego intervenido digitalmente.

[+]

PRÓXIMA EXPOSICIÓN

Situation Roomll

Artista: Pablo de Soto (hackitectura.net)

Proyecto ganador de la primera convocatoria del concurso LABjoven Experimenta, convocado por la Consejería de Cultura y Educación (Instituto Asturiano de la Juventud) y LABoral Centro de Arte [+]

ACTIVIDADES

Build: Programación para artistas

Introducción a la programación con software libre para usos creativos: desde los fundamentos conceptuales hasta ejemplos prácticos basados en Processing & Python. Dirigido creadores que desean iniciarse en la programación.

11-15.02.2008 [+]

Taller Escolar: Viajando por el mundo

A través de las distintas disciplinas artísticas, los participantes se acercarán a diversas culturas próximas a la suya, aunque no por ello suficientemente conocidas.

Sábados entre el 19 de enero y el 8 de marzo de 2008. [+]

LABNEWS

09 de January de 2008

EL LABORATORIO NACE COMO UNA FACTORIA DE INNOVACIÓN Y CREATIVIDAD Y ESTARÁ CENTRADO EN LAS TECNOLOGÍAS DE LA INFORMACIÓN Y DE LA COMUNICACIÓN

28 de December de 2007

La tienda del Centro de Arte y Creación Industrial ofrece una serie de artículos diseñados expresamente por artistas, disponibles también a través de internet

28 de December de 2007

La empresa asturiana Vorago ha sido seleccionada en un concurso público para desarrollar el nuevo proyecto, que pretende hacer del 'site' de LABoral un espacio de diálogo y comunicación entre artistas y público

28 de December de 2007

OCHO NIÑOS DE ENTRE 5 Y 10 AÑOS CREARON PERSONAJES IMAGINARIOS QUE CONVIVEN EN UNA ISLA, EN UNA ACTIVIDAD COMPLEMENTARIA DE LA EXPOSICIÓN EMERGENTES

28 de December de 2007

CONCEBIDO COMO UN LABORATORIO DE CREATIVIDAD E INVESTIGACIÓN TECNOLÓGICA, TENDRÁ SU SEDE EN EL CENTRO DE ARTE Y CREACIÓN INDUSTRIAL DE GIJÓN

[Ver todas las notas de prensa]

LABSHOP

Entra en LABshop online

NOTODO 08

Gameworld y It's Simply Beautiful candidatas a los premios NOTODO 08

Entra y vota

OFICINA DE PROYECTOS

Convocatoria abierta

Permanentemente abierta para recibir propuestas que serán evaluadas por un Comité de Expertos para su producción y posterior exhibición en el Centro. Buscamos posibilitar la producción de proyectos artísticos y su introducción en los circuitos profesionales.

[+]

LABLOO

MIE, 09 ENE 2008

Ultimando los detalles para la presentación en sociedad de la nueva web que tendrá lugar mañana jueves.

MIE, 02 ENE 2008

El día 10 de Enero se lanzará la nueva web de Laboral Centro de Arte. Tras la puesta en marcha del centro y, antecediendo a la gran acogida que ha tenido, es el momento de realizar un segundo esfuerzo para la consolidación y apertura hacia nuevos

[Ver todos]

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Los Prados, 121 - 33394 Gijón (Asturias) - Spain Desarrollado por Vorago Tecnología

Phone: 00 34 985 185 5 77

NEW CHALLENGES – NEW WEBSITE

By **Erich Berger**. Chief Curator of LABoral Centro de Arte y Creación Industrial. Gijón

Everything which grows and develops needs from time to time to shed or expand its shell. The same counts also for the internet presence of institutions. As LABoral Centro de Arte y Creación Industrial is now enfolding its full range of activities the current website is becoming to light and so LABoral Centro de Arte y Creación Industrial is proud to announce its new website. A new structure and design which embraces the full spectrum of the objectives of LABoral Centro de Arte y Creación Industrial was conceived to create an access and service orientated information platform.

The big challenge of organizing the manifold types of information LABoral Centro de Arte y Creación Industrial was solved in a very elegant way together with the company Vorago based in Gijón. Vorago has won an open contest with an innovative and technologically up to date proposal.

The World Wide Web itself is neither a tool nor a technology only, it is a medium with its own rules and challenges. In the recent years the evolution of the World Wide Web underwent a massive development and growth and turned from a mere representation and information network into a content management, service providing and communication medium, giving everybody with internet access the possibility to participate – the so called Web 2.0. We access it on a regular basis to handle our every day business like banking or shopping, keep in touch with our friends and family or publish our thoughts on an unlimited amount of different topics. It is astonishing to realize that an invention merely 181 years old was able to change our world and our interaction with information with such a consequence.

It is obvious that LABoral Centro de Arte y Creación Industrial which is dealing with new forms of art with an emphasis on the interdisciplinarity of art and technology has to attach a great importance to its web presence. The website is not only a virtual extension of the physical LABoral Centro de Arte y Creación Industrial but its face and correspondent in the world wide web and for its users.

It provides the visitor with a general information about LABoral Centro de Arte y Creación Industrial, its mission and objectives. It informs about current exhibitions and activities but also functions as an archive to be

1 The first Web went online in December 1990 at the CERN in Genf Switzerland. It was originated by Tim Berners Lee. The page is archived at <http://www.w3.org/History/19921103-hypertext/hypertext/WWW/TheProject.html>

able to access information of the past. The website serves as an interface for artists, practitioners, educators and the press to access relevant information. It includes advanced web technologies for the streaming of audio and video, wikis and blogs. The modularity of the technology allows easily to add new functionalities and to expand the website as necessary.

LABoral Centro de Arte y Creación Industrial wishes to thank Vorago and its team for the professional collaboration and expects a positive feedback from its online visitors about the improvements of www.laboralcentrodearte.org .

THE WWW.LABORALCENTRODEARTE.ORG WEB PAGE: A MODEL OF ACCESSIBILITY AND PARTICIPATION

Nine months after its inauguration, LABoral Centro de Arte y Creación Industrial has redesigned its web page, making it more accessible and open to visitor participation than ever before. The new web portal of the LABoral Art Centre will make the 'site' Spain's foremost space for dialogue and communication in the field of art and industrial creation. Its new design and functionality will place it in the vanguard of innovation on the Internet.

The contract to develop the web page was awarded by public bid to the Asturian company Vorago. The web page was already operative by February of last year – a month before the Centre opened its doors to the public – and has now been completely modified. Its design, its information architecture and the functionality of its technological applications have all been updated. The new web page features an innovative and modern content manager, 'Voronet cms,' that effectively integrates blog, podcast, tag and community modules together.

Though the new portal is based on the pre-existing contents of LABoral's initial web page, its new structure will allow the user to access that information far more easily, matching strict criteria of usability and functionality, developed entirely according to the standards of open source code. New sections will also be included, strengthening communication with its users, encouraging participation and interaction in the exacting world of art linked to new technology and industrial creation. In this way, an even greater number of artists, critics, curators and inquisitive enthusiasts are meant to be involved in the activities organised by LABoral Centro de Arte y Creación Industrial.

WHY A NEW WEB PAGE?

Since its inauguration, the Centre has been very positively received by the public. In response, it was considered appropriate that LABoral make an even greater effort towards consolidation while venturing forth into new domains. The creation of the new web portal is consonant with the numerous initiatives that have been undertaken for this purpose; they all provide greater resources for bringing the Art and Industrial Creation Centre closer to visitors as well as artists.

One of the main characteristics of the new web site is a complete remodelling of its information architecture, increasing its usability and facilitating information retrieval. Because the Centre aspires to open itself up and engage with new visitors, it is essential that navigation of its web page and the access it provides to information be straightforward and manageable. It is for this reason that we have redesigned the site's entire

structure, while making the most of the abundant, premium content that the former version of the site had already made available.

Given the special character of the Centre, significant effort has been invested in the graphic design of the new web portal. Vorago has opted for simplicity and clarity, venturing on a design that is consistent with the latest tendency of the world-wide web: expediting access to information. That is, the design is not an end in itself but a powerful tool that will strengthen and promote the new web page's many features. Furthermore, this undertaking has afforded us an opportunity to bring the site's technology completely up to date so that it will now match the standards set by the Internet's current state of development.

WHY VORAGO? WHO IS VORAGO?

Vorago is one of the leading businesses in the information technology sector of Asturias. When selecting the technological provider for the project, Vorago's involvement in the project and its expertise in web page and social network development were decisive.

In 2007, Vorago was nominated as the Best New Company (*'Empresa Revelación'*) in Asturias by *Actualidad Económica* magazine as well for Vivero's Best Young Spanish Company Prize, the latest instalment of SIMO, the largest computer exposition in Spain.

Its solution for content management – Voranet for 2.0 – is the national leader in the field of web portals based in social networks and Web 2.0.

OBJECTIVES OF THE NEW WEB PAGE

The web page's main objective is to facilitate visitors' access to information, although this is not the only goal of the redesigning project. Beyond this, we can also emphasise the following:

- To reorganise the web page's contents according to new information architecture, with the goal of making those contents more accessible to visitors. We believe that this should be the primary objective in the development of any web page. Top priority must be given to having as much information as possible at the disposal of the visitor; that information should be properly classified so the user can find what he or she is looking for in the fastest and most intuitive way possible. The starting point for the new web page has been a reorganisation of information along these lines.
- To get even more artists, critics, curators and any other kind of people interested in our work involved in the activities developed by LABoral Centro de Arte y Creación Industrial. The new web page will seek the participation and representation of all agents and audiences involved in the life of the Centre. It is clear that no web page would serve its purpose if it did not accurately reflect the Centre's chief protagonists: artists, curators and visitors.
- To bring LABoral Centro de Arte y Creación Industrial closer to potential visitors, removing geographical barriers. Given the Centre's desire for openness, it is important to show the public what the Centre is and what

kind of Exhibitions can be found in it. Without a doubt, this helps to bring LABoral closer to potential visitors, helping to draw as many of them as possible to our installations.

- To endow the new site with a graphic image adequate to what a Centro de Arte y Creación Industrial represents. Logically, graphic representation is a fundamental issue for an art and industrial creation centre, though we have always understood that this cannot become an obstacle to the achievement of the rest of the objectives. For this reason, a simple and clear design was selected, in conformity with the latest tendencies of web design.

- To convert the web portal in a work tool for the Centre, facilitating communication with the press and with journalists. One of the main challenges is to make the web page more than just a mere place for consultation but a genuine work tool. In this way, good use has been made of the new web portal to ease relations with the press and the communication media. There now exists a restricted access zone for journalists in which all materials produced by the Centre will be made readily available: high resolution images, notifications of press conferences, etc.

- To create an agenda of artistic events in Asturias, including not only those events taking place in the Centre, but also those held in other locations throughout the region. It is to be a global art agenda for Asturias, with the region's entire exhibition catalogue to be found in a single information space. Further, the ability to incorporate this Asturian art calendar into the web pages of other centres will be made simple and easy. This is so that these other centres make use of it on their own web pages, or wherever they consider it to be most appropriate.

- To keep a record of the Centre's daily activities. The LABlog space is a new initiative that will recount whatever takes place in the Centre, from an internal point of view. The goal is to communicate to the visitor the activities that occur in LABoral Centro de Arte y Creación Industrial on a day to day basis.

- To offer didactic material and workshops to the general public. In conformity with one of the strategic objectives of the Centre, one of the main achievements of the web site should be education and the promotion of art in the region. For this reason, available didactic materials as much as the various organised workshops feature prominently on LABoral's web site.



THE CENTRE	EXHIBITIONS	ACTIVITIES	EDUCATION	PRESS GALLERY	PROJECT DESK
Presentation	Former	Children and Family	Training Activities	Press Releases	
Artistic Project	Current	Workshops	Didactic Resources	Newspaper Library	
Laboral University	Upcoming	Festivals	Workshops	Files	
		Awards		Press Conferences	
		Associations		Photography Archive	
		Concerts			
		Resources			

THE CENTRE

Presentation

Presents an overview of LABoral Centro de Arte y Creación Industrial, why it was created, what its strategic objectives are, etc. The Fundación La Laboral Centro de Arte y Creación Industrial is presented as well, the funds employed in the Centre and the team responsible for its management.

Artistic Project

Presents the artistic objectives of the Centre, making it clear that we are not in the presence of a traditional art museum but, rather, a space dedicated to art linked with new media and industrial creation. It also explains what kind of contents can be found in the Centre and provides a brief architectural illustration of the building, explaining the stages of its evolution until finally becoming LABoral Centro de Arte y Creación Industrial.

Laboral University

There is no doubt that the Centre is situated in a spectacular domain: within the complex of Laboral University. We have dedicated a section of the new web page to the explanation of the history and the architecture of this remarkable building.

EXHIBITIONS

Former

Includes the history of all the exhibitions that have taken place in the Centre, allowing for easy access to any information concerning its authors or its characteristics. In this way, little by little, a documentary archive will be created featuring the names of different artists and various artistic styles that have passed through the Centre.

Current

Presents and announces the exhibitions that are currently to be found in the Centre. It includes information about the curators and artists, as well as a summary of the main characteristics of each exhibition. The aim is to let the visitor know what he or she will find in the Centre at any given moment.

Upcoming

The exhibitions that are planned for the future will be presented in this section. In this way, the visitor will be informed of all the latest artistic tendencies that will be brought to the Centre.

ACTIVITIES

Children and Family

The objective of this section is to promote and inspire the organisation of educational activities directed toward children and their family environment. We try to show Art and Industrial Creation from a different perspective: from within the child's family milieu.

Workshops

One of the Centre's strategic objectives is to promote Art and Industrial Creation in the region. For this reason, the organisation of workshops and activities that make participants familiar with the various aspects of industrial creation is of vital importance. Accordingly, this section is very important. It is here that all the organised workshops are presented and where online registration for them is possible.

Festivals

Presents the different cultural festivals organised by the Centre, showing another portion of its daily activity. The characteristics, dates, locations, participating artists, etc., of each festival are clearly shown. The goal is to encourage the participation of potential visitors to the Centre in these festivals.

Awards

With the objective of promoting Industrial Creation in the region, LABoral Centro de Arte y Creación Industrial will periodically announce a series of awards to be given to local artists, in public support of their remarkable artistic abilities. This section will announce upcoming awards as well previous award-winning projects.

Associations

All associations whose activities are related to Art and Industrial Creation will be presented in this section.

Concerts

Another activity carried out by the Centre is the organisation of various kinds of concerts, to be announced and publicised in this section of the new web portal. Specifics will be given about invited artists, concert repertoires, dates, locations, etc.

Resources

A repository of pedagogical and educational material is to be created, based in material generated through the different activities of the Centre. In this section, all materials of possible interest to visitors will be at the disposal of those who may need them.

EDUCATION

Training Activities

Those activities carried out in the Centre for training purposes will be highlighted in this section. Given that education in artistic values is one of the Centre's main objectives, we feel it is important that the training activities we carry out should be emphasised here.

Didactic Resources

A repository of pedagogical and educational material is to be created, based in material generated through the different workshops and training activities of the Centre. In this section, all materials of possible interest to visitors will be at the disposal of those who may need them

Workshops

In relation with one of the strategic objectives of the Centre – disseminating Art and Industrial Creation in the Region – the organisation of workshops and activities that make participants familiar with the various aspects of industrial creation is of vital importance. Accordingly, this section is very important, given that all the organised workshops are to be presented and online registration for them is possible here.

PRESS GALLERY

Press Releases

Gathers together all the news events that have taken place in the Centre or its surroundings. It is a very important tool for letting visitors know what new developments are taking place, updated with the greatest possible immediacy.

Newspaper Library

This section will document the appearances of LABoral Centro de Arte y Creación Industrial in the different news media, whether specialised in art or not. It will reveal how the Centre is seen from the outside, offering a different vision of its activity and evolution.

Press Kits

A collection of the different files created for each of the events of special importance taking place in the Centre. These files not only contain all relevant information about the exhibitions and the participating artists, but they offer a wide selection of texts that put the exhibitions into context, written by various international experts.

Press Conferences

This area – accessible only to journalists – will announce calls to upcoming press conferences, presentations of future exhibitions or any other event of special importance.

Photography Archive

Also a restricted access zone, requiring advanced registration, this section offers journalists and other professionals a photographic archive with high resolution images, allowing them to illustrate their articles or commentaries. It is an example of using the web page as a tool and not as an end in itself.

PROJECT DESK

Possibly the section of greatest interest, given that it allows young artists to contact the Centre's curators so they can present their work and propose an exhibition of it. This section represents the Centre's openness toward young local creators, providing them the possibility to show their work in a privileged space.

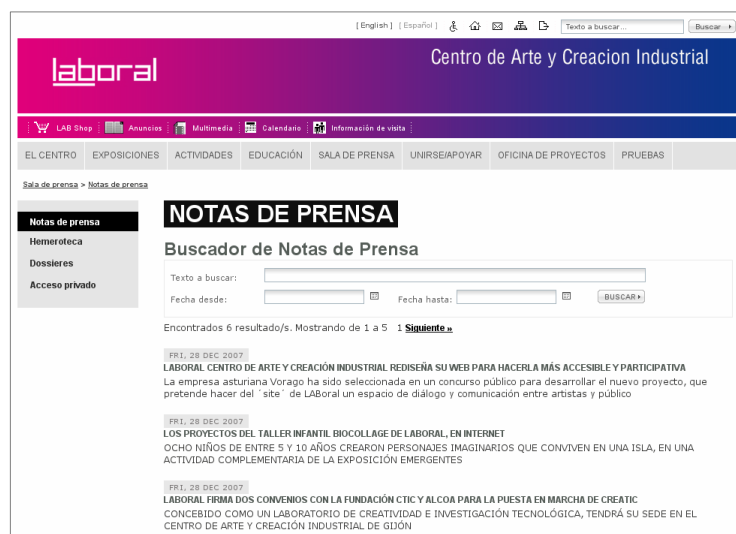
THE FUTURE OF THE WEB PAGE OF LABORAL CENTRO DE ARTE Y CREACIÓN INDUSTRIAL

LABoral has confidently ventured on a dynamic and innovative Web Page that will become a space of participation and will provide artists as well

as the general public with a virtual space of experiential exchange – a point of reference in the field of industrial and artistic creation.

The Web Page being presented here is the first step in an ambitious project of participation and collaboration, based in social networks, incorporating Web 2.0 functionalities that will make laboralcentrodearte.org an artistic reference on the Internet.

The second step, already designed, will be the incorporation of training elements for children into the web portal, which will allow art and industrial creation to be brought closer to new generations through novel and interactive elements.



Images of the different sections of LABoral's web page