

## LABORAL OPENS AN INTERNATIONAL INVITATION TO PRODUCE EIGHT WORKS OF ART THAT WILL FORM PART OF THE EXHIBITION *EL PROCESO COMO PARADIGMA*

*Interactivos? El Proceso como Paradigma* includes a two-week long workshop, prior to the show, directed by Antoni Abad, Allison Kudla and Roman Kirschner.

Proposals must be submitted before February 15th and will be carried out by multidisciplinary groups in Platform 0 of El Centro de Arte y Creación Industrial.

This initiative is brought to you by the LABoral and Medialab-Prado Madrid collaboration.

LABoral Centro de Arte y Creación Industrial has opened an international invitation to participate in *Interactivos? El Proceso como Paradigma* [*Interactives? Process as Paradigm*]. This invitation, which is open until February 15, is part of LABoral's programme intended for artists and creators. The selection will be limited to eight works, to be realised in a collaborative effort as part of a workshop to take place from April 8-20, the period prior to the inauguration of the exhibition *El Proceso como Paradigma*, scheduled for April 23, 2010. This initiative is brought to you by the collaboration between LABoral and Medialab-Prado-Área de Las Artes del Ayuntamiento de Madrid.

*El Proceso como Paradigma*, with Susanne Jaschko and Lucas Evers as its curators, demonstrates, through 25 works of art, a fundamental shift from a culture based in the final product - fruit of an industrial society - to another founded in process. *Interactivos?* aims to produce works of art in line with this theoretical position. The tests and prototypes realised during this workshop are all processes that will evolve, unfold or transform over time.

The projects carried out during *Interactivos?* will be included as part of the exhibition. Proposals must correspond to one of the show's three sections:

- **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 the perceptual processing is included in this section.



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*.

Please consult the terms and conditions of the invitation at:  
[www.laboralcentrodearte.org](http://www.laboralcentrodearte.org)