

**Society for the History of Technology (SHOT)**  
**Annual Meeting, Milan, 24-27 October 2019**

Open Session Proposal

**Title:**

**A new production paradigm.**

**Art Industries and the new economies on the border of art, design, technology and science**

**Panel Organizer:**

**Dr Marco Mancuso**

iuav University of Venice  
Digicult – Digital Art, Design and Culture  
E-mail: info@digicult.it

In a time of economic downturn and widespread cuts to cultural fundings, the number of creative subjects and industries – working with technologies and sciences - activating new productive processes to realize “cultural objects” is increasing. Artists, designers, engineers, hackers, makers, musicians, researchers, performers and even companies in the ICT sector - primarily hardware and software producers - or active in artificial intelligence and deep learning researches, biomedicine and neurosciences studies, scientific and astrophysics observations, robotics & mechatronics have been working from more than 20 years on the standardization of sustainable development models aimed at finding new production paradigms in the fields of contemporary art and design.

These newborn “creative classes” – which we call here with the neologism “Art Industries” - come from a varied background on the border between art, design and craft; members have not been necessarily institutionalized even though they contribute to creating “value” on a socio-economic model scale that is more connected to the *networks* and the production of *bottom-up* culture. Indeed, Art Industries have been acting as catalysers of an increasingly form of grassroots artistic, economic and cultural production working as a link between institutions, companies and an ecosystem of media centres, laboratories, academies, design studios and exhibit space, for the growing interest of a whole productive sector (both cultural and industrial).

The aim of this proposal is to highlight how Open Technologies, Do It Yourself production strategies, Open Science researches on the one hand and the development of new cultural and production Networks on the other hand, have been producing radical transformations in the relationships amongst arts, science, design, technology and society. While New Media Art has been becoming part of the contemporary culture and markets since more than 20 years now - witnessing more and more collaborations between a growing number of artists and designers, technologists and scientists - the progressive de-institutionalization, management and usage of material and immaterial goods, is reshaping the way we think about the production of objects, culture, economics and informations.

While blurring the boundaries between fields and disciplines (arts, design, fashion, crafts, architecture, sound, performance) - combining relevant methodologies, languages and know-how - Art Industries are influencing the classic distinction between “high” academic approach and “low” self-taught approach while activating cross-cultural processes and developing artistic objects whose real “value” is not only what determines their impact as “goods”. Technology, science and creativity blends today in a cross-fertilization process made of diverse factors which affect the degree to which they combine and the quality of the results emerging from such process.

Possible topics include:

- A contemporary panorama (according to experiences of the past century avant-gardes) of the most challenging artistic experiences working with technologies and sciences able to create bridges with the worlds of design and crafts
- An historical perspective of the collaborations between technological industries and the production processes on the border between art, design, architecture, fashion and performance

- The actual and future impact of technologies (mainly artificial intelligence and deep learning processes, while neurosciences and biotechnologies) on contemporary art and design
- How scientific discoveries in the field of biotechnologies, nanotechnologies, neurosciences, prosthetics, nature observation, astrophysics and particle physics can influence new aesthetics and production processes in contemporary creativity
- The development of new networks made of independent chains of media centers, contemporary art institutions and galleries, laboratories, festivals, fablabs, design and architecture studios, academies
- Growing of hybrid markets among art, design, architecture fashion and performance: how industries working with technologies and sciences can be interested to work with creative processes and artists developing those R&D strategies on the bases of their own businesses
- Description of the new professionals working in these liquid fields: both artists and designers, they neglect all possible cultural separations among disciplines and backgrounds

**Please send your proposals (one-page abstract of 500 words max and short CV of 300 words max) with current contact information to: [info@digicult.it](mailto:info@digicult.it) until March 25, 2019.**