

EMAP Online Capacity Building Conference #2

Web communication

The Resistant Web

Konrad Renner

<https://knoth-renner.com/>

Omnipresent digital forms today mix with artifacts of the past, forming a constantly branching network. We have become part of a fleeting visual cloud, with no clear reference points or connotations. Nevertheless, we accept the digital surfaces as something ubiquitous, as a natural tool and daily accompaniment in the communication of art and culture.

Against this background, the lecture deals with visual strategies that critically and humorously question the relevance of digital communication, with rooms for action beyond smooth and unresisting surfaces and the question of which important social role cultural institutions can play.

Konrad Renner works on the intersection of digital culture and graphic design. He collaborates since 2011 with Christoph Knoth in Berlin, Leipzig and the web. Based on a deep appreciation for technology and its visual echo, Konrad Renner's portfolio includes digital projects for artists like Simon Denny and !Mediengruppe Bitnik, publishers like *Sternberg Press* and *Spector Books* and cultural institutions like *Kunsthalle Zürich* and the German pavilion at the Venice art biennial in 2015. Together with Christoph Knoth, he is a professor at the art university in Hamburg where they teach a class on digital graphic design.

Summary presentation

Website for the project k-komma (2018/2019) – a website is never ready

<https://vimeo.com/255900836>

<https://k-komma.de/>

- Interface of the Website was changed every few weeks
- Last version: every user left a path on the screen / participative and interactive moment with other users > a website is never finished, website changes all the time

Website for Werkleitz Festival 2015 .move On

<http://moveon.werkleitz.de/>

- user left a trace on the website by drawing globes after every click
- Cookie saved the globes for the next visit
- that Aspect made the website be used frequently

Website for Werkleitz Festival 2019 *Modell und Ruine* [model and ruin]

<http://modell-und-ruine.werkleitz.de/>

- theme of the festival connected with the website by little graphical and background
- e.g. Ivy as a connection to ruins growing while scrolling

Artist Catalogue `<script>alert("!Mediengruppe Bitnik");</script>`
for german media artists !Mediengruppe Bitnik

- book is connected to the pages and outward appearance of the internet
- Christoph in Konrad often use Masonry, a Java Skript Grid Layout
<https://masonry.desandro.com/>
> with that glitches happening sometimes which are translated into the book
- Title of the book is written as a real Java Script
- a window is popping up showing the name of the Artist group
- it is an example of a kind of soft hacking of a system

Website for Crypto Rave for !Mediengruppe Bitnik and HEK Basel

<https://0b673cce.xyz/>

- mining Crypto Currency for Tickets for the Event
- this System was hacked for purchasing tickets which were sold on the dark net

Website for Sternberg Press

<https://www.sternberg-press.com/>

- example for a “functional Website” > every book has it’s individually colored background

Website for Manchester International Festival

<https://virtual-factory.co.uk/>

„The virtual factory“ about virtual artist La Turabo Avedon

- using lots of elements and colors
- Website functioned as a stage for a game play
- the user entered the art piece online sometimes without even noticing it is an art piece

Changing the setting for online meetings

- programmed a different setting for online meetings e.g. meeting in a frame and in different arrangements changing the reception of the talk using jitsi and changing the Interface
- showed that it is possible to change the outward appearance and that it is important not to always except the kind of framework which are given to you

• Question of tracking numbers of visitors of Websites:

Since the change of data security in 2019 it is not possible anymore to track visitors of websites properly, private browsing also makes it difficult.

• different approach on using websites:

<https://beakerbrowser.com/>

- the Websites are stored in the browser of the user, everybody can host a side can't be destroyed, deleted etc.

• Question of problems about broken Websites and how to preserve them

- websites which store older versions of the sides:
<https://conifer.rhizome.org/>
<https://archive.org/>
- good Screencasts can be done
- there is no proper way to preserve these sides

- Question on headless CMS Systems
 - gives user the possibility to change only the content of websites without changing the visual appearance
 - content in the backend is organized as a folder structure

Issues with bigger System like Typo3 and Drupal is that they are more likely to hack

Kirby CMS is a real recommendation

<https://getkirby.com/>

- approach for lightweight websites
- not much hacking or difficulties in maintaining

Metadata for web exploration

Minna Tarkka (m-cult)

This talk makes a point for the use of quality metadata in designing websites. Embedded in taxonomies and ontologies and branching out to linked open data clouds, metadata provides conceptual architectures for web exploration. Metadata is especially relevant in describing a hybrid field such as media art - and it can activate users to discover relations and contexts.

Minna Tarkka is director of m-cult, Helsinki. As chair of the Finnish Media Art Network she is currently preparing a project to build a reference database and a special ontology for the media arts in Finland.

<https://www.m-cult.org/person/minna-tarkka>

Allows to describe a hybrid field such as media art

A combinatory of themes/approaches, techniques, technologies and contexts/platforms

Quality Metadata - Standards and ontologies

- > right granularity
- > needs a good balance of general and specific
- > Metadata scheme and dimensions

Tools and Platforms

- > e.g. wordpress, drupal

Schema.org, Dublin Core – schemas to embed metadata on Websites

Metadata help users exploring your Website

Externally: SEO and better search matters

Internally: to find topics of interest

In creative terms: to play and generate views

Examples: <https://www.m-cult.org/>, <http://kallio.org/>

<http://kallioarkisto.fi/en>

> Project on a fast changing neighbourhood in Helsinki, by choosing categories like time and season the Videos and pictures appear categorized

Multiple Worlds Festival online

Isabelle Carlier, co-director of Antre Peaux and Claire Guilloux, production manager of Multiple Worlds

How the last-minute creation of the Multiple Worlds website allowed Antre Peaux to rethink its communication strategy in a global way.

<http://mondesmultiples.antrepeaux.net/en>

<http://mondesmultiples.antrepeaux.net/en/emap-european-media-art-platform/>

Within a month the Festival *Rencontres Internationales Monde-s Multiple-s* originally planned to take place on site had to be rearranged and in to an almost complete online Festival quite spontaneously.



Map with drawings by Prism each representing an EMAP artist instead of setting up the exhibition in the venue

- Online Workshops

<http://mondesmultiples.antrepeaux.net/en/ateliers-professionnels/>

- Online group show with EMAP artists

<http://mondesmultiples.antrepeaux.net/en/emap-european-media-art-platform/>

Close cooperation with makery, e.g:

https://www.makery.info/en/2020/11/13/english-margherita-pevere-interconnectedness-is-the-substrate-of-my-work/?fbclid=IwAR3Wau4hnHSWhJsgfTIAR7gQ_HehFkOGLkRPn52EWg_XfDugcOCG3fRuBBM

Online film programme:

<http://mondesmultiples.antrepeaux.net/en/programmation-de-films/>

- Online format opened up new possibilities for a wider audience
e.g: hosting an online workshop on professionalization for emerging artists

Mondes Multiples

<http://mondesmultiples.antrepeaux.net/en/professionnalisation-des-artistes/>