

## Transmediale.04 - Fly Utopia!

## Videart on the big LED display in Berlin

Invited by The International Media Art Festival Transmediale in Berlin, the artists initiative STRICTLY PUBLIC presents video art under the theme "Fly Utopia" on Berlin's largest video board.

**From January 30, through February 29, 2004** the artists group STRICTLY PUBLIC gets the opportunity to show ten different art videos on Berlin's largest digital video display at the highly frequented Kurfürstendamm-Corner (address: Kurfürstendamm 227). Videart will interrupt the normal program 96 times per day. For this event, the four members of STRICTLY PUBLIC - Gudrun Kemsal, Anke Landschreiber, Monika Pirch, Myriam Thyes - and six invited international artists have realized their visual utopia.

What may art provide on a display / screen in a public area ? Can the retreat into privacy be interrupted and urban social life be stimulated through encountering art by surprise? What happens to a viewer, who allows himself to stop and to watch? Suddenly no messages of agencies, publishing houses, federations and manufacturers will be displayed. The board will then be a public window, an utopian part of our reality. A platform for a "daydream": True or false, reality or dream? Utopia is only conceivable if it already germinates in reality. - STRICTLY PUBLIC intends to break through the strategies and rules of commercial communication by displaying artistic utopian messages on the video board. Starting from the board's appearance in the public area, its function shall be broadened in an utopian sense. The short videos shown there are supposed to deal with its specific possibilities, investigate the utopian potential offered by a video display in urban space and let this potential become reality.

### The artists

Denis Beaubois (Australia)  
Masayuki Kawai (Japan)  
Gudrun Kemsal (Germany)  
Anke Landschreiber (Germany)  
Niamh McCann (Ireland)  
Irena Paskali (Macedonia)  
Monika Pirch (Germany)  
Dion Sanderson (Australia)  
Jacquie Soohen (USA)  
Myriam Thyes (Switzerland)



Dion Sanderson, 'On the Upside Down', 2003

## Lecture: Videoboard Utopia – media art in public areas

At the Transmediale, STRICTLY PUBLIC will offer a talk with video screening and discussion about their projects from 2000 up to now (video art in subway stations, central stations, ...).

Is art perceived differently in the art context (galleries, museums, ect) and in public space?

How does the ordinary program on a public screen influence the perception of art in this context? – And does art between ads and news influence the perception of the normal program?

Is the urban environment linked to the fleeting and ephemeral character of video art?

Can the function of a public screen be broadened in an utopian sense? – And will that change the medium itself?

Date and time: Sunday, 1<sup>st</sup> February 2004, 12-13 h.

Location: House of World Cultures, John-Foster-Dulles-Allee 10, 10557 Berlin

## Contact

[info@strictlypublic.org](mailto:info@strictlypublic.org)



video display at the Kurfürstendamm 227, Berlin (photo: Gudrun Kemsas)