

From April 2021

## BEYOND MATTER – Thinking about Exhibitions in novel ways: Digital Art and New Forms of Experiencing Art

In the projects BEYOND MATTER and *Hybrid Museum Experience*, funded by the EU and the Federal Government of Germany, the ZKM | Hertz-Lab is intensely involved with producing digital art, but above all with the available options for its presentation and dissemination in the digital environment. The results of this museological and artistic pioneering work are now on show in three new exhibitions, an online platform with an innovative program, a symposium, digital models, and a new series of talks. The funding of *Hybrid Museum Experience* has enabled long-lasting improvements to be made to the dissemination of culture and the use of digital technology in museums.

Thanks to the generous grant of € 315 000 from the project group “Digitization in Culture and Media” of the Federal Government Commissioner for Culture and the Media, Professor Monika Grütters, the ZKM is able to carry out the project *Hybrid Museum Experience: Software and Hardware for the Museums of the Future* [Hybrid Museum Experience – Software und Hardware für Museen der Zukunft]. The Hybrid Museum Experience “will show in exemplary fashion how the digital transformation in culture and media achieves a successful outcome” – Prof. Monika Grütters MdB.

The implementation of new museum technologies like, for example, the *Immaterial Display*, a mobile hardware installation for an immersive visit to virtual models of an exhibition, inevitably raises the question of their usefulness for the production of knowledge and disseminating it. This is addressed with the help of an accompanying study: as an expansion of BEYOND MATTER, *Hybrid Museum Experience* will develop a self-service evaluation automaton, and from its data sets it will be possible to read off durable markers for the museum of the future.

From 29 April 2021, not one but two groundbreaking exhibitions will be on show: the physical exhibition *Spatial Affairs* at the Ludwig Museum Budapest and also its digital counterpart, the online exhibition *Spatial Affairs. Worlding – A tér világlása* at [beyondmatter.eu/projects](https://beyondmatter.eu/projects). The opening of both exhibitions will take place on April 29, 2021 at 6 pm CEST in English. The speakers are Peter Weibel and Dr. Júlia Fabényi, director of the Ludwig Museum Budapest. The curators will give a guided tour through the exhibitions. Registration for the event is being organized by the Ludwig Museum Budapest. For more information visit <https://www.e-flux.com/announcements/382028/spatial-affairs/>

*Spatial Affairs*, curated by Giulia Bini and Livia Nolasco-Rózsás, explores

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Ludwig Museum Budapest

**Opening | Spatial Affairs**  
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Livestream, in English

**HyMEx Symposium**  
Thu–Fri, 6.–7.05.2021  
Livestream, in English

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Projekt partners

Centre Pompidou  LUDWIG MŰZEUM

TALINNA KUNSTI KESKUS ART HALL  AI!  Tiranã Art Lab

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HAWK  Fabuttel  Hildesheim  EPFL Pavilions Amplifier for Art, Science and Society

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the reactions in art to new perceptions of space and how they intertwine with reality, with a special emphasis on these times of computer-generated virtual and immersively experienced reality.

For more information about the exhibition:

<https://zkm.de/en/exhibition/2021/04/spatial-affairs>

and see also the Annex.

*Spatial Affairs. Worlding – A tér világlása* is an online environment designed and programmed by The Rodina, Amsterdam, and coproduced by ZKM and EPFL Pavilions, Swiss Federal Institute of Technology, Lausanne, which is waiting to be discovered. In the multi-user exhibition the avatars of the visitors mingle with the moving bodies of the net art and browser-based projects on display. The soundscape of the virtual environment was created by Enrico Boccioletti.

See: <https://spatialaffairs.beyondmatter.eu> and <https://spatialaffairs.epfl-pavilions.ch>

The exhibitions are accompanied by a two-day *HyMEx (Hybrid Museum Experience) Symposium*, which will take place online on **May 6–7, 2021** in English and will be livestreamed by the ZKM. Conceived by Borbála Kálmán (Ludwig Museum) and Livia Nolasco-Rózsás (ZKM | Hertz-Lab), the symposium brings together leading scholars from the fields of experimental museology and curatorial practice, as well as researchers from a broad range of disciplines to exchange ideas on challenges and innovations in the area of hybrid experiences at museums, whereby the focus will be on contemporary art.

**Keynotes:** Christiane Paul (Whitney Museum of American Art, The New School), Boris Groys (New York University)

Further information: <http://hymex2021.ludwigmuseum.hu>

Free registration / participation with extended access to materials and the online exhibition: <https://hymex.online>

Livestream: <https://zkm.de/en/livestream>

With the launch of the digital exhibition platform **VIEW**, realized by the Estonian design collective AKU, on 8 April 2021 the online version of the installation *Drifting, Browsing, Cruising*, which had been scheduled for this summer at the ZKM, was opened in the virtual exhibition space *Fantastic Confabulations*. Like a laboratory, *Fantastic Confabulations* wants to enable new, that is, heterogeneous, queer formats of scenography and curating. Both the installation and the exhibition space originate from the computer-generated pens of Eleni Diana Elia and Theodoulos Polyviou, currently guest artists at the ZKM. The digital platform and the exhibition space will also host the installations by the subsequent BEYOND MATTER guest artists.

The exhibition space: [beyondmatter.eu/projects](https://beyondmatter.eu/projects)

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**As of Summer 2021** (possibly subject to change without notice due to the pandemic) **ZKM visitors will be able to see the VR space-related installation *Drifting, Browsing, Cruising*** which challenges visitors wearing a VR headset to negotiate the constraints of the often ritualized, ideologically influenced exhibition space in a new way. The simultaneous use of headphones enables users to meet each other. This is done by calibrating the physical limits of the space in such a way that they come up against virtual limits which are seen by the VR headsets and thus make the experience of the installation immersive and tangible.

**More about the exhibition:**

<https://zkm.de/en/exhibition/2021/07/drift-browsing-cruising>

In the context of the project **BEYOND MATTER: Cultural Heritage on the Verge of Virtual Reality** in addition to the ZKM | Karlsruhe, the Centre Pompidou has also undertaken to explore the possibilities of reviving past exhibitions by using experimental methods of digital spatial design. Over the course of this year, digital models of the groundbreaking exhibitions *Les Immatériaux* (Centre Pompidou, 1985) and *Iconoclash* (ZKM | Karlsruhe, 2002) will be made and presented on [beyondmatter.eu/projects](https://beyondmatter.eu/projects). The models are being developed in collaboration with Aalto University, Finland.

Part of the work process was a **series of talks** with the experts who worked on the original exhibitions. These took place in 2020/21 for the ZKM's *Iconoclash* and included Dario Gamboni, Boris Groys, Sabine Himmelsbach, Bruno Latour, and Peter Weibel. The talks can be accessed on the project's website [beyondmatter.eu](https://beyondmatter.eu). In May the Centre Pompidou will begin its talks with experts involved in *Les Immatériaux*, which will be posted monthly on the project's website. The first experts will be Philippe Bettinelli, Andreas Broeckmann, and Francesca Gallo.

## ANNEX

### Spatial Affairs

#### Artists:

Morehshin Allahyari, Andreas Angelidakis, Carola Bonfili, Adam Broomberg & Guy De Lancey & Brian O'Doherty, Petra Cortright, Agnes Denes, Aleksandra Domanović, Louise Drulhe, Wojciech Fangor, Stanislaw Filko, Lucio Fontana, Dora García, Sam Ghantous, János Gulyás, Hans Hollein, Lauren Huret, Jodi, Hiroshi Kawano, Katarzyna Kobro, Alicja Kwade, Oliver Laric, Sam Lavigne & Tega Brain, Jan Robert Leegte, Lou Cantor, Stano Masár, Cildo Meireles, Rosa Menkman, Metahaven, Imre Nagy, Georg Nees, Robert Olawuyi, Gyula Pauer, Goran Petercol, Sascha Pohflepp & Alessia Nigretti & Matthew Lutz, Àngels Ribé, The Rodina, Rafaël Rozendaal, Jeffrey Shaw, Andrej Škufca, Károly Tamkó Sirató, Viktor Timofeev, Unrated/Besorolás Alatt, Gyula Várnai.

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**Curators:** Giulia Bini and Livia Nolasco-Rózsás  
**Curatorial assistants:** Jan Elantkowski and Fruzsina Feigl

A catalog of the physical and virtual exhibitions with contributions by Adam Lovasz, Sven Lütticken, and Ceci Moss, manifestos and essays by Stanislav Filko, Lucio Fontana, Katarzyna Kobro, with Władysław Strzemiński, Bogna Konior, Metahaven, Matteo Pasquinelli, Gyula Pauer, John Perry Barlow, Károly Tamkó-Sirató, and the curators will be published in English by Hatje Cantz. An app by [Transbooking](#) expands the contents of the book into virtual space.

**BEYOND MATTER** is an international, collaborative, and practice-based research project, which takes cultural heritage and culture to the boundaries of virtual reality. Within a multitude of activities and formats it reflects in particular on the virtual condition of spatial aspects of art production, of curating, and in art presentation and education. The priority areas of the project's research and practice are the digital revival of selected, groundbreaking past exhibitions, art and archive exhibitions, conferences, artist-in-residence programs, the online platform, and publications. The project was initiated by the ZKM | Center for Art and Media Karlsruhe, in collaboration with the Centre national d'art et de culture Georges Pompidou, the Ludwig Museum – Museum for Contemporary Art, the Tallinn Art Hall, the Aalto University, and the Tirana Art Lab. It is co-financed by the Creative Europe Programme of the European Union.

**Project website:** <http://beyondmatter.eu/>

**Information about grants for guest artists:**

<https://zkm.de/en/beyond-matter-residency>

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