

PRESS RELEASE

Digital revival of past exhibitions: ZKM | Center for Art and Media Karlsruhe shows, in collaboration with Centre Pompidou Paris, the current state of the EU research project »Beyond Matter«.

New Exhibition

Matter. Non-Matter. Anti-Matter.

Past exhibitions as digital experiences

12.03.2022 – 23.04.2023

The EU research project »Beyond Matter. Cultural Heritage on the Verge of Virtual Reality« explores ways past exhibitions can be re-experienced through digital and spatial modeling methods. »Matter. Non-Matter. Anti-Matter.« will show from December 02, 2022, at the ZKM | Karlsruhe the current state of the research project.

Using the case studies »Les Immatériaux« (The Immaterials) (Centre Pompidou, 1985) and »Iconoclash. Jenseits der Bilderkriege in Wissenschaft, Religion und Kunst« (Iconoclash. Beyond the Image Wars in Science, Religion and Art) (ZKM, 2002), the ZKM | Karlsruhe and the Centre Pompidou Paris explore possibilities for revitalizing exhibitions through experiential methods of digital and spatial modeling. Central to this is also the question of the special materiality of the digital.

By exploring the intersections of art, science, and technologies, the Paris exhibition »Les Immatériaux« sought to address the postmodern transformation of the world through the growing presence of new technologies in all areas of life. The exhibition »Iconoclash« at the ZKM | Karlsruhe focused on the theme of representation and its many forms of expression, as well as the social turbulence it generates.

»Matter. Non-Matter. Anti-Matter.« presents now in the 21st century the digital models of the two projects on the *Immaterial Display*, a hardware specially designed for the exploration of virtual exhibitions. In addition, newly created artistic works tie in with the 3D models of the past two landmark exhibitions: Carolyn Kirschner was one of five artists to produce her video work as part of the »Beyond Matter« artist residency program. In her work, Kirschner questions the relationship between art, fetish, pleasure, and experience.

December 2022

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Matter. Non-Matter. Anti-Matter.

Exhibition opening
Fri, 02.12.2022

Exhibition period
Sat, 03.12.2022 – Sun, 23.04.2023

Location
Atrium 1+2, 2nd floor

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Founders of the ZKM



Baden-Württemberg
MINISTERIUM FÜR WISSENSCHAFT, FORSCHUNG UND KUNST

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The case studies and application examples of digital curatorial construction and reconstruction techniques produced as part of the »Beyond Matter« project complement the presentation.

APPROACHES TO THE DIGITAL MODELING OF PAST EXHIBITIONS

This exhibition features the 3D models of two past landmark exhibitions that have served as case studies over the course of the project Beyond Matter. The pioneering nature of »Iconoclash« (ZKM | Karlsruhe, 2002) and »Les Immatériaux« (Centre Pompidou, Paris, 1985) is rooted in the experimental approach taken by both exhibitions in regards to mediation and exhibition scenography.

The 3D model of »Les Immatériaux« enables the visitor to experience the virtual space by focusing on the historic scenography. It captures the essence of the past exhibition and infuses it with a new layer of immateriality. The translucency of the exhibits featured in the virtual emulation are dependent on the current state of research based on archival material. Their shape and level of translucency depends on whether the precise appearance and location are known or unknown: Those exhibits which could be identified are rendered in transparent white, those whose placement is unknown are semi-transparent black, items where only the title is known are represented by a black square. The 3D model harbors a further layer of information about the archival material, thereby bridging the gap between the physical and the virtual. A mimetic reconstruction of the past exhibition could not be achieved due to the multi-sensory and interactive dimension of the 61 sites of the exhibition, some of which appealed to the olfactory sense, such as the site *Arôme simulé* [Simulated aroma]. The 3D model emulates the fifth floor of the Centre Pompidou in Paris, including all of its partitions, and conveys an understanding of the architecture and atmosphere of the space.

Likewise, the digital scenography in the »Iconoclash« 3D model carries the original curatorial concept into the virtual space. The mode of display expresses a dynamic that is defined by fluidity through which freeze-framing is counteracted, thus resulting in an exhibition that has no spatial limitations. The digital experience is strongly rooted in the concept of the original exhibition created by the curators and that of the exhibition architect. In this exhibition model the dynamic spatiality is transposed into the digital. Here too, the objective was not to create a "digital twin" – a virtual copy of a past exhibition – but rather to offer an experience in which the exhibits are in constant motion. Interviews with the curators and organizers of the exhibition

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and archival material served as a basis for the development of the digital concept of »Iconoclash«.

Following the exhibition at the ZKM, a new edition of »Matter. Non-Matter. Anti-Matter.« will be on view at the Centre Pompidou in Paris from May to July 2023.

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