

Press Release

August 2024

"The Uses of Media" – Symposium on the State of Media Art

The ZKM Advisory Board is pleased to invite you to a one-day symposium

September 26, 2024, 11 a.m. – 6 p.m., ZKM Media Theater

In April 2023, British curator and museum director Alistair Hudson took over the scientific and artistic direction of ZKM Karlsruhe. He will be accompanied in his work on the museum's program by a new Advisory Board, whose members have elected Prof. Gesche Joost (Berlin University of the Arts) as their chair. To start off their joint work, the Advisory Board invites you to a symposium to combine the perspectives on media art, as they have been understood at ZKM up to now, with the new discourses that have been introduced by the members of the Advisory Board. The aim is to outline an image of the future ZKM. (Thu. September 26, 2024, 11 a.m. – 6 p.m., ZKM | Karlsruhe)

In 1957, in an era of cultural and technological change, the cultural sociologist Richard Hoggart published "The Uses of Literacy", one of the foundational texts of media theory. In this book, Hoggart foreshadows the negative effects of mass media on relationships between communities. Now, in 2024, when this has become a reality and we are experiencing the polarization caused by media technologies, is there an possibility to repurpose these cultural tools to build a society worth living in?

Alistair Hudson poses the question as to how ZKM, an institution that brings together art and science for society, should position itself in the future within the new landscape of a larger global network of partners and practitioners. What might have been overlooked thus far, what could be blind spots, and with which global and local partners, people, and social groups should ZKM connect, and how can this be best achieved with which goals.

Gesche Joost has said "The term 'media art' has a long history related to the advent of media technologies, to society, to art history. Today, we want to take a fresh look at the term, its conceptions, blind spots and future trajectories for ZKM – as ZKM is one of the most inspiring and prestigious places for media art worldwide."

„The Uses of Media“
Symposium on the State
of Media Art

Thu, September 26, 2024
11:00 am – 6:00 pm

Location
ZKM Media Theater

Press Contact
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Lorenzstraße 19
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Founders of ZKM


Baden-Württemberg
MINISTERIUM FÜR WISSENSCHAFT,
FORSCHUNG UND KUNST



Premium Partner of ZKM

— EnBW

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Welcoming address:

Prof. Gesche Joost (*Chair, ZKM Advisory Board*) and Alistair Hudson (*Scientific-Artistic Director ZKM*)

Arne Braun (*State Secretary, Ministry of Science, Research and the Arts Baden-Württemberg*) and Dr. Dominika Szope (*Head of the Department of Cultural Affairs, City of Karlsruhe*)

With contributions from ZKM:

Janine Burger (*Head of Museum Communications*); Dr. Anett Holzheid (*Scientific Curator*); Jens Lutz (*Head of Publications*); Margit Rosen (*Head of the Collection, Archives and Research Department*); Philipp Ziegler (*Head of the Curatorial Department*)

With contributions from the Advisory Board:

Dr. Valentino Catricalà (*Lecturer at Manchester Metropolitan University and curator at SODA Gallery Manchester*)

Charles Esche (*Museum Director of the Van Abbemuseum in Eindhoven, The Netherlands, art theorist and writer*)

Prof. Constanze Fischbeck (*Acting Rector at the Karlsruhe University of Arts and Design (HfG)*)

Prof. Thomas Hirth (*Vice President for Innovation and International Affairs at Karlsruhe Institute of Technology (KIT)*)

Prof. Shannon Jackson (*Arts & Humanities Department, Chair of History of Art, and curator at the University of California, Berkeley, USA*)

Dr. José-Carlos Mariátegui (*Founder of Alta Tecnología Andina, Peru, London School of Economics, U.K.*)

Prof. Dr.-Ing. Dr. h.c.mult. Michael Resch (*Director of the High Performance Computing Center, Stuttgart*)

Stephen Wright (*Artistic Director, Künstlerhaus Stuttgart*)

Moderators: Prof. Gesche Joost (*Berlin University of the Arts*) and Alistair Hudson (*Scientific and Artistic Director, ZKM | Karlsruhe*)

The symposium is aimed at specialist colleagues and interested parties who are engaged with media art and its redefinition and would like to participate in the current discussions and developments in this field. Representatives of the media are also welcome to attend.

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Participation is free of charge. Please register [here](#).

The event, which will be held in German and English, will be broadcast as a [livestream](#).

If you have any questions, please contact:

— Anne Thomé
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