Roy Ascott Technoetic Arts Studio

Professor Roy Ascott is the DeTao Master of Technoetic Arts. He established The Roy Ascott Technoetic Arts Studio, in the DeTao Masters College, in Songjiang, Shanghai, in 2013. The Studio is responsible for a broad range of activities in the domain of art education, research, and public and professional outreach. The studio is principally responsible for the advanced four-year *BA Technoetic Arts* degree program, provided by the DeTao Masters Academy in conjunction with SIVA, and designed to prepare students for a career in the field of new media arts, contributing to developments in the cultural life of China, and addressing the contemporary, international world of art. The Studio also houses the DeTao Node of the Planetary Collegium's doctoral research network. Short courses for gallery and museum curators, directors and critics are also offered, from time to time. The work of the Studio, its students and staff, is

frequently represented in significant exhibitions and conferences in China and abroad.

The Technoetic Arts BA

Course Description

The Technoetic Arts degree programme is an advanced art course based on a research-creation paradigm, involving the student in both theoretical and practical work, through the convergent field of art , technology and consciousness studies. Over the four years of the course, students are immersed in a dynamic framework of understanding, knowing, creating and exposing that evolves and manifests through all aspects of artistic expression, and applications of science and technology.

Mission

The BA Technoetic Arts programme is designed to prepare students for a career in the field of new media arts and to contribute to the parameters of social and cultural life. It aims to enable students to develop a predictive intelligence to tools and software, making technoetic art practice anticipatory, whilst grounded in the contemporary moment. Students choose to apply for this programme, and find the support of family and friends for their choice, once they become aware of the scope of possibilities - financial, professional, and artistic - that this degree program can enable its graduates to achieve. This is a relatively new development in China, which will increasingly have important results in the art and design professions, in curating and the direction of public museums and commercial galleries, in university teaching and research, and in the cultural marketplace. It will be to the great advantage of students to be in this field as it emerges into the future; it offers an opportunity to make a unique contribution to modern China, and to its rich heritage. The motto of the Studio is *The Future is Now*!

With good publicity, frequent exhibitions, and ubiquitous online presence, the Ascott Technoetic Arts initiative successfully competes for world attention with programs throughout China, and in Korea, Japan, and the West. The programme expects to continue to enjoy consistently good enrolments.

Definition

'Technoetics is a convergent field of practice that seeks to explore consciousness and connectivity through digital, telematic, chemical and spiritual means, embracing both interactive and psychoactive technologies, and the creative use of moistmedia.' (Roy Ascott 2008)

Ref:
www.intellectbooks.co.uk/journals/view-journal,id=142/

As we move into the future, *Technoetic Arts* students face the challenge of creating a syncretic art that explores telematics (planetary connectivity), nanotechnology (bottom up construction), quantum computing (augmented cyberception), cognitive science and pharmacology (field consciousness), and esoterica (psychic instrumentality).

Students may work in a wide range of artistic practices, including digital telecommunications, Internet connectivity, screen-based hypermedia, digital film, multi-media installations, intelligent architecture, smart products, robotics, telepresence systems, computer modelling of behaviour, remote sensing devices, cyberspace and virtual reality, artificial life, popular culture, contemporary music, sonic art, video art and performance.

Aims & Objectives

To develop, at the highest international level, the field of technoetic art practice in China, through progressive teaching, learning and research, that will fully explore and exploit cybernetic, telematic, technoetic, and syncretic methodologies, actions, and outputs.

Curriculum Structure

In aiming to enable individual creative development in relation to art, technology and consciousness research, the curriculum it is built on the generative principle of the lattice, an open network, consisting of:

Poles
• Information (knowing)
• Structure (building)
• Concept (thinking)

Orientations
• Analysis (materials, software, tools, systems)
• Theory (historical and emergent)
• Social application (real world problems)
• Speculation (anticipatory, propositional, expressive)
• Interaction (transformative instrumental)

Threads
• Telematic Narrative (time-based, interactive)
• Moistmedia (bio, neuro, nano)
• Syncretic environment (variable reality, modeling, prototyping, Internet of Things)
• Behavioural studies (performance, identity, collaboration)
• Communications (language, semiotic systems, cyberception)

Skills
Skills are taught and acquired incrementally, at the point of need in the development of the student's work. The process is assisted by scheduled access to the skill station.

Course Modules
The identification of specific course subjects is accomplished by a collaborative process employing the lattice model of poles, orientations, and threads. Based on these principles, the curriculum must be seen as emergent but stable, subject to collaborative development involving faculty, administrative, and student representation.

• Cultivation of Ethical Thinking
• Physical Education
• Communication (Chinese | English)
• Paradigms of Art
• Comparative Culture
• Tools, Software and Systems

- Cybernetics
- Moistmedia
- Narrative
- Cyberception
- Behaviour-Identity-Environment
- Personal Development
- Critical Integration/Methodology

Career Opportunities

Students may work in a wide range of artistic practices, including digital telecommunications, Internet connectivity, screen-based hypermedia, digital film, multi-media installations, intelligent architecture, smart products, robotics, telepresence systems, computer modeling of behavior, remote sensing devices, cyberspace and virtual reality, artificial life, popular culture, contemporary music, sonic art, video art and performance, new media, mixed techniques events (Galleries, Exhibitions, Residencies, etc.)
New media management activities (Planning, Organization, Curation, Communication)
Art Direction: Traditional Applied (online, games, film) or below the line media driven events (new media-oriented communications etc.)
Further Education and Research (2nd Degree, MFA, PhD)
Innovation, Business applications in all new media creative domains.

Admissions

Those interested in the program, should email (in English)
royascottstudio@detaoma.com, giving full contact details, to receive comprehensive application details.

Duration of the Technoeic Arts Advanced Degree Programme

4 Years: 2 Semesters per Year, September to January and February-June

The DeTao Master of Technoetic Arts

Roy Ascott, recipient of the first Ars Electronica Golden Nica award for Visionary Pioneers of Media Art, focuses on the impact of digital and telecommunications networks on consciousness. His work has been shown at the Shanghai Biennale, Venice Biennale, Milan Triennale, Biennale do Mercosul Brazil, European Media Festival, INDAF 2010 Korea, and the Musée d'Art Moderne, Paris. His work is in the permanent collection of the Tate Gallery, London and other notable collections. He has advised universities, arts councils, media centers, and festivals in Europe, Australia, Brazil, Canada, China, Japan, Korea, USA and UNESCO. He is the founding President of the Planetary Collegium, an international network for doctoral research. In 2012, Roy Ascott became DeTao Master of Technoetic Arts at the DeTao Masters Academy, to promote the development of teaching and research in art, science, technology and consciousness in China. Since 2017, he is also Chief Specialist of the Visual Art Innovation Institute at the Central Academy of Fine Arts in Beijing.

Environment

The Roy Ascott Technoetic Arts Studio

The main studio of Roy Ascott is located in the DeTao building at SIVA, Songjiang, Shanghai. Here, lecturers and administrative personnel offices are also located, including the office of the Planetary Collegium in China. A conference room in this main studio complex provides for seminars and presentations by visiting artists and researchers, and from other Masters of the DeTao Masters Academy.

Computer Lab (Virtual Studio)

The Computer Lab (Virtual Studio) is the main space for experimentation and exposure in virtual/digital applications, creative coding, Interactivity, projection mapping techniques, and the broader spectrum of digital tools, methodologies, and techniques. Using Apple, Windows, Raspberry Pi, Arduino,

HTC Vive, and 3D Printing hardware, students are able to explore the digital realm. In terms of software a wide variety of tools are available, from 2d (Adobe suite, Open Source 2d motion/image editing), 3d (Rhinoceros, Blender, Maya, Houdini), coding (HTML, Java, Processing, Python (Raspberry Pi), Max MSP, TouchDesigner, Ableton) and more.

Physical Computing-Physical Construction Lab (Physical Studio)

In the Physical Computing/Construction Studio, students learn how to deal with sensors, micro controllers, electronics, building, laser cutting, assembly and installation.

Bio - art Lab (Moistmedia Studio)

The Bio -art Lab allows experimentation with biological organisms, fungi, plants, bacteria, microscopes, and everything related to the broad moist-media spectrum.

Shanghai Institution of Visual Art

Faculty Members

Junkai Chen

Senior Lecturer & Course Coordinator

Junkai Chen is an artist who lives and works in Shanghai. He holds a Master degree from Villa Arson National School of Fine Arts Nice, France. With his background in audio research and practice in Le Fresnoy-Studio, he became involved in audiovisual and interactive installations, leading spectators to be part of performance through their interaction with his artworks. He has developed audiovisual creation as a tool to achieve performance, and explored new musical instrument and new

audiovisual installation to tell his story with his own experiences. His artwork and performance were exhibited in China and abroad: Panorama of the studio of Le Fresnoy,2016; La nuit Blanche in Paris,2017; Re-Model the World of Pearl Art museum in Shanghai,2018. His artwork was awarded in 2017 Audi Talent in Paris, 2017 Talents Contemporains of Fondation François Schneider.

Mariana Pérez Bobadilla

Senior Lecturer

Mariana Pérez Bobadilla is an art historian and artist specialized in the intersections of art, science, and biotechnology. She received her MA from the University of Bologna, Italy, researching feminist epistemology and contemporary art. She has presented her work at ISEA, EVA, TTT, ISCMA, the Ammerman Symposium of Art and Science, and has been involved in the Mexican Pavilion of the 56th Venice Biennale. Her academic training includes courses with Rosi Braidotti, and the international curators' course of the 2014 Gwangju Art Biennale, in South Korea. Awarded by the Hong Kong PhD Fellowship Scheme, her research in the School of Creative Media and her production revolve around art and biology, the postanthropocentric turn,

epistemology, new materialism, wetware, and bacteria.

Junyuan Feng

Lecturer

Junyuan Feng is a video artist who lives and works in Shanghai. He received his BS in physics from Fudan University and MFA in fine arts from the University of Pennsylvania. His recent projects include "Hic sunt leones," 798 Art Center, Beijing, 2019; "From a Cybernetic South to a Special-Economic-Zone South," Times Museum, Guangzhou, 2018; "Building Code Violations III: Special Economic Zone," Times Museum, Guangzhou, 2018; "Parentheses," David Nolan Gallery, New York, 2018; "Double Vision," FJORD Gallery, Philadelphia, 2017. He co-curated exhibition "Whatever works, whatever it takes" with Zhihui Zhang at Goethe-Institut China in 2019. He was a finalist for 2018 Huayu Youth Award.

Jessie | Xiaoxu Dong

Lecturer

Jessie Dong is a graphic interaction designer. She graduated from University of Southampton with a master's degree in Communication Design. She works across the discipline of art with a research driven approach. She is involved in planning, developing and teaching classes, and in presenting the Studio's student work internationally.

Nolan | Xuanyang Huang

Lecturer

Xuanyang Huang graduated from School of Creative Media, City University of Hong Kong. After pursuing his double master degree in digital art and media culture, he worked as a research assistant and technical instructor in Harvestworks Digital Media Centre, New York. With his academic background in media theory and art history, he involves theoretical concepts into

creative practice, in order to reflect on philosophical or cultural approach in production. Ranging from computer graphics, photography, media installation and multimedia performance, his research-oriented practices explore the new artistic approach of time-based media and the hybrid forms of cinematic art. Huang's works have been showcased and exhibit in New York, Zurich, London, Hong Kong, and other countries and regions. Recently, his research interest focus on the exploration of mixed reality landscape.

Mujin | Bao Lixin

Part-time Senior Lecturer

Film Director / Video Artist, lives and works in Shanghai. She graduated from L'Ecole Nationale Supérieure D'Art de Nancy, France, and later was resident at Le Fresnoy-Studio National Des Arts Contemporains, on a two years film research project. As an independent film director, and one of the few Chinese female video artists, she currently works in Shanghai. Her works have been selected in several international film festivals, including Festival de Cannes 2010 (SFC), shortlisted by Air France Jeunes Talent Prize

(2010), and also nominated as Best Director Award in 2012 Madrid International Film Festival. Mujin was the winner of Grand Prize of the Jury in Festival d'art vidéo et de cultures numériques-videoformes (2012), France. "Instability" and "Drift" characterise the main themes of her research.

Vasily Betin

Part-time Lecturer

Vasily Betin is a conceptual artist and the new media director of "Sokaris studio". He focuses on visual performance generative graphics, interactive system and installation, light installation and space design. With background in Computer Science and Cinema studios his early works reflect on the feelings and communication through visual art. Recently with the rise of technological dependence of the society he moves his attention to the mediation of technology on our live through "conscious environments and objects" and interactive installations.

Zhang Hong

Part-time Lecturer

Zhang Hong graduated in new media art from China Academy of Fine Arts, Beijing, and in digital art and design from the Shanghai Theatre Academy.

Zhang Hong has won the Silver award of Lin Fengmian, participated in the 2012 Shanghai interactive ink painting exhibition, in the 2013 Himalayan art gallery opening exhibition "Image", and in the 2014 Shanghai cultural administration exhibition of radio, film and television science progress. She was nominated for Fashion art creation of Fashion influence ceremony in 2016, and the.2017 International Computer Music Association.

Eleanor | Zhang Tingting

Personal Assistant to DeTao Master Roy Ascott, and Technoetic Arts Studio Assistant.

Eleanor graduated from Zhejiang University of Finance and Economics. Since 2016, she is responsible for assisting all programmes, events and activities in the Studio, including teaching, exhibitions, workshops, fieldtrips, and publications.

Luna | Zhou Jing

Associate Director of DeTao Node of the Planetary Collegium
Business Manager

Luna graduated from Krannert School of Management, Purdue University in 2004. Since then, she has been working in the field of education, responsible for directing product and related business development. In August 2017, she was appointed Associate Director of DeTao Node, the only Asia Node for the Planetary Collegium.

DETAO-NODE
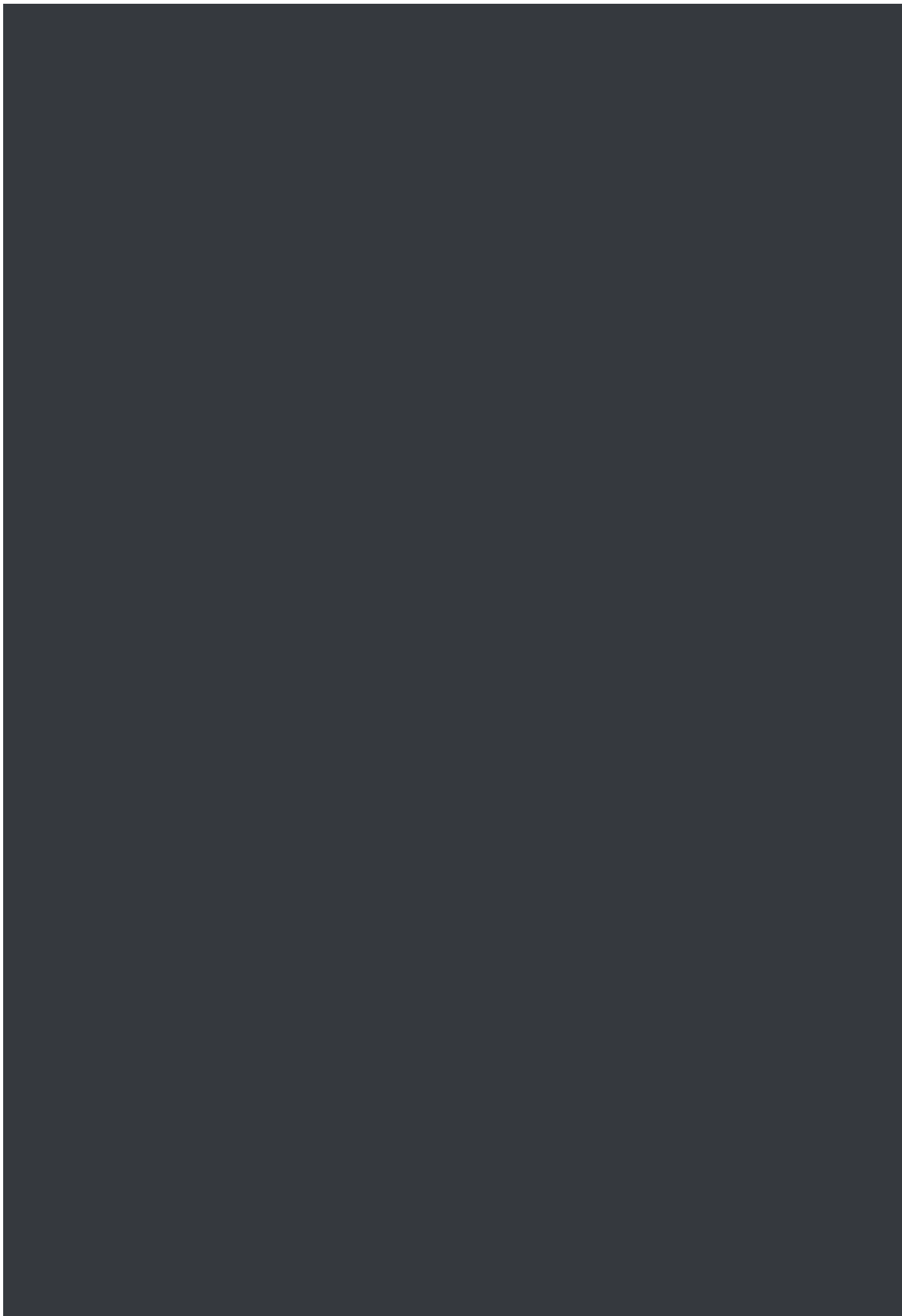
Established in 2013 in Shanghai, The

DeTao-Node is the Asian node of the Planetary Collegium. <u>detao-node@detaoma.com</u>

DeTao-Node aims to cultivate a research community, devoted to transdisciplinary inquiry, critical understanding, and the creation of new knowledge. In this program, doctoral candidates can explore and develop their research interests, improve their ability to think and work, both independently and collaboratively, to identify, analyse and solve problems, develop artistic strategies, and create new images, structures, systems and processes in the domain of Technoetic Arts. DeTao-Node seeks to foster and disseminate critical perspectives on the integration of art, science, technology, and consciousness research, and explore, through the various perspectives, in a wide variety artistic, cultural and technologically informed methods of enquiry.

THE PLANETARY COLLEGIUM

Founded in 1996 by Professor Roy Ascott at the University of Wales, and later relocated to the University of Plymouth, England in 2003, the Collegium is a worldwide trans-disciplinary research community, whose innovative structure involves collaborative work and supervision both in cyberspace and at regular meetings around the world. The Collegium will be re-located in China at the beginning of the next decade. With over 70 PhD graduates, many now in leading positions throughout the new media art world, the Planetary Collegium is consistently recognised as one of the premier platforms in the world for doctoral and postdoc work in the field of Technoetic Arts, involving a trans-disciplinary approach to art, technology and consciousness research.

<u>https://en.wikipedia.org/wiki/Planetary_Collegium</u>

President of Planetary Collegium:
Professor Roy Ascott

DeTao Master of Electroacoustic Music :
Prof. Marc Battier

DeTao Master of Emerging Media and Arts
Education　Prof. Jack Lew

Please contact us for more information
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Director of Studies:
Professor Jieming Hu

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DeTao Master of Branding, Public Space
and Visual Communication Design: Prof.
Min Wang

DeTao Master of Creativity Education
Prof. Richard Tabor Greene

DIGITAL SUZHOU 2019

Technoetic Arts Studio at Detao Masters Academy in SIVA

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