SOFT WARE ART

fórumai

Oláh Róbert /// 2011

FILE / Electronic Language International Festival

- **Newmedia art festival**

- **Brasil: São Paulo, Rio de Janeiro, Porto Alegre**

- **The bigges art and technologie festival in Brasil**

- **Main areas of interest:**

  - FILE Prix Lux: 3 categories (Interactive Art, Digital Language, Electronic Sonority)

  - FILE Archive is a collection of works.It has now more than 2000 in several supports of digital media such as cd-rom, zips, diskettes, and video tape, texts and catalogues.

-**http://www.fileprixlux.org/awarded-interactive-art.aspx** - FILE Prix Lux winners

  - Interactive Art:

    Reational Lights by Ernesto Klar is an interactive audio-visual installation that explores our relationship with the expressional-organic character of space.

  - Electronic sonority:

    The Silent Percussion Project by Jaime E Oliver LR consists in building a set of computer musical instruments that use human gestures to control sounds, composing and performing with them in an attempt to re-incorporate the body in music performance practice.
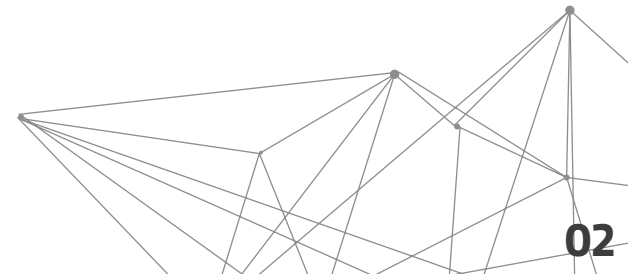
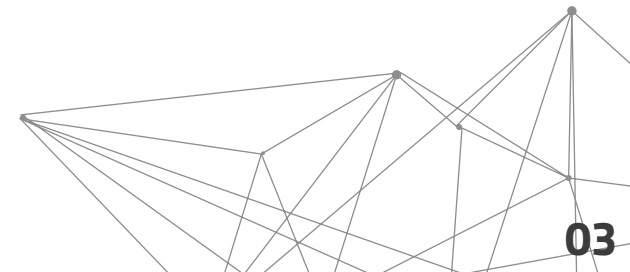# FILE / Electronic Language International Festival

- Digital Language: (2nd Price)

   Hi! A real human interface by Multitouch Barcelona: Dani Armengol, Roger Pujol, Xavier Vilar & Pol Pla is a metaphor for how interaction with technology should be. It was the group attempt to create the perfect interface; one that really understood people´s deepest needs, a human interface indeed.

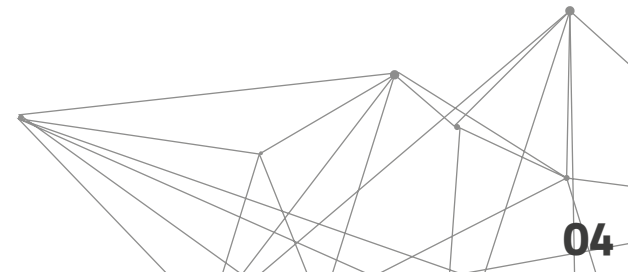- **http://filefestival.org** - official website

PAE / Prix Ars Electronica

- **One of the most important festival of electronics, interactive art, computer animation, digital culture and music**
- **since 1987**
- **Grand prize: „Golden Nica"**
- **Categories:**
  - Digital Communities 3 categories (Interactive Art, Digital Language, Electronic Sonority)
  - Computer Animation (Paulista Avenue Interactive = Interactive Public Art)
  - Interactive Art
  - U19
  - Digital Music / Sound Art
  - Hybrid Art
  - The Next Idea
- **http://www.aec.at/ - official website**

TM / Transmediale

- **Annual Media Art and Digital Culture festival**

- **Berlin, 7 days in February**

- **Exhibitions, conferences, film/video programs, performances, publications**

- **Club Transmediale**

  - Parallel electronic and experimental music festival

- **Themes** (the festival is based on different themes each year):

  - TM 2011: Response/Ability

  - TM 2012: In/Compatible

- **http://archive.transmediale.de/site/index.php?id=192 - archive of past nominees and winners**

- **http://www.transmediale.de/ - official website**

OFFF/ Let's feed the future

- **Annual Intenational festival**

- **Three days**

- **The OFFF network includes a teaching centre, OFFF Atelier, a continuous presence in the web 2.0 and a permanent group of artists, organizers and producers ready to host OFFF events wherever they are in demand.**

- **The festival is divided into seven major sections:**

  - Roots is the stage where the main artists of our time go to share their ideas, projects and experiences with the audience.

  - Openroom is a completely devoted stage for emerging talent where new artists are given the chance to make a name for themselves in front of their natural audience.

  - The workshops area provide a valuable way of engaging attendees in a process of interactive learning.

  - The exhibition area is space where you can enjoy interactive installations, generative art pieces, immersive environments of sound, video and graphic work.

  - Cinexín is the area where, for three days, a complete programme of audiovisual work specifically selected by OFFF's art directors is projected.

OFFF/ Let's feed the future

- **Mercadillo** is the place to exchange products, projects and ideas.
- **Speaker's Corner** is the place where to meet and get to know people. A multipurpose space, something between a bar and the mercadillo, made for socializing.
- **OFF 2011 Main Titles:** http://vimeo.com/24982650
- **OFFF 2012 Main Titles:** http://vimeo.com/31502738
- **http://www.offf.ws/2012/ -** OFFF's official website in 2012