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new mexican and european media art

October 5 - October 21, 2012 Halle, Germany

***.move forward* – Werkleitz Festival for media art is looking to Mexico in 2012**

Not *Apocalyptico*, but rather *Que Viva Mexico* and *Explore Europe* are the mottos for the five European and four Mexican artists awarded stipends in 2012 by an international jury for EMARE MEX (*European Media Artist in Residence Exchange with Mexico*. During a two months sojourn, the media artists will explore the culture of their host countries and create a new artwork. The results will be presented in October in a group exhibition with the title *.move forward - New Mexican and European Media Art* in Halle (Saale).

The Mexico exchange *EMARE MEX* (*European Media Artist in Residence Exchange with Mexico*) was initiated by the *European Media Art Network*, a network comprising four leading European media art centres who founded the stipend programme to promote outstanding media art across borders. *.move forward* is a project of the European Commission's cultural programme and is coordinated by the *Werkleitz Centre for Media Art* in Halle (Saale). The centre's last project, *.move – New European Media Art*, succeeded in drawing large audiences (over 11.000 visitors) and capturing the attention of the art world. In 2011, it was declared one of 15 "Best Practice" projects from the last years by the EU culture programme and was presented at the EU conference *Culture in Motion* at Brussels. The Werkleitz Festival –

previously "Werkleitz Biennale" – was referred to by the German television personality Ulrich Wickert as the "Documenta of the East".

In 2002 it received the title "Special Exhibition of the Year" by the International Association of Art Critics and has established itself as one of Europe's most important forums for the production and presentation of media art. For 2012 and 2013 *Werkleitz* and the *European Media Art Network* were again able to secure EU support for an exchange with two new Mexican partners: the *Centro Multimedia del Centro Nacional de las Artes* in Mexico City and the *Centro de Arte y Nuevas Tecnologias* in San Luis Postosi.

.move forward is focussed on Mexico as a country with a turbulent and mythic history, a receptacle for multifarious projections. Mexico is a place of contrasts between European and pre-Columbian culture, between diverse indigenous cultures, between North and South, rich and poor. This year, Mexico is particularly in the focus of the world press. This time however it is not because of the drug war, but rather due to the end of the Mayan calendar at the end of 2012.

The stipend sojourns will revolve around critical reflexion and innovative interaction with digital media in the context of the respective host locations: Liverpool (UK), Bourges (FR), Utrecht (NL) and Halle (DE) for the Mexicans and San Luis Potosi for the European artists. The new works will be mainly concerned with investigating the cultural and political aspects of the host countries.

The first stipend awardee from the *EMARE MEX Programme* will arrive in Halle in mid May. The Mexican media artist Laura Balbao will examine the economical ramifications of environmental and media politics in a globalised world. In her project, *Internitis.tv*, she studies the connections between the threat of rising sea levels for the island state Tuvalu and market prices for the worldwide coveted licences for the domain ".tv", which Tuvalu disposes of. If Tuvalu were to sink into the ocean, the expensive licence fees would also be consigned to history.

.move forward will showcase a total of 13 works from the last three years of the stipend programme in an exhibition course around the urban development area Steintor in Halle. The show will include numerous world premieres by renowned artists as well as young talents. The exhibition will be flanked by a comprehensive programme of Mexican film and video art as well as diverse musical performances. The exhibition concludes with an official closing on October 21, exactly two months prior to the end of the Mayan calendar.

Further information can be obtained immediately at the festival website:

www.werkleitz.de/moveforward

.move *forward* is a Werkleitz Centre for Media Art project in cooperation with the European Media Art Network (EMAN). EMAN brings together four leading European media art institutions: IMPAKT (Utrecht, Holland), Foundation for Art and Creative Technology (FACT, Liverpool), (Great Britain) Bandits-Mages (Bourges, France) und Werkleitz (Halle, Germany). Further partners are the Centro Multimedia of the Centro Nacional de las Artes Mexico, Mexico City, the Centro de Arte y Nuevas Tecnologias (CANTE), San Luis Potosi, Mexico and the transition MX Festival 05 2013 in Mexico City, as well as numerous partners in Halle, such as Burg Giebichenstein University of Art and Design.

Further support is provided by the European Commission's Culture Programme (2007-2013), the Mitteldeutsche Medienförderung, the Saxony-Anhalt Arts Foundation, the Goethe-Institute in Mexico and the Fondo Nacional para la Cultura y las Artes (FONCA) in Mexico.

Press contact: **artpress – Ute Weingarten** l Elisabethkirchstraße 15 l 10115 Berlin l Tel.: +49 (0)30 48 49 635 0 +49 30 21961843 l E-Mail: artpress@uteweingarten.de l www.artpress-uteweingarten.de