

Alexei Shulgin

**Foredrag på Det Jyske Kunstakademi
tirsdag d. 10. februar kl. 10–12**

TEKNE og Det Jyske Kunstakademi inviterer til foredrag med den russiskfødte kunstner Alexei Shulgin, der er højaktuel på ARoS Aarhus Kunstmuseums digitale kunstudstilling, ENTER ACTION – Digital Art Now.

Electroboutique: answer to the Web 2.0 challenge in arts

The emergence and growth of Web 2.0 and a consequent information blast bring new challenges to art producers. An old paradigm of artistic vision does not work anymore as all enormous amounts of artists go online and contribute extensively to the inflation and devaluation of a personal artistic message. Answering the challenge we propose a new, corporate approach in art production: making of technologically complex, unique, interface-based (but also plug-and-play and zero-maintenance) pieces-commodities that cannot be reproduced and experienced online but only in presence of and interaction with the audience.

Bio (from Wikipedia)

Alexei Shulgin (born 1963 in Moscow) is a Russian born contemporary artist, musician, and online curator. Working out of Moscow and Helsinki, Shulgin established the Immediate Photography Group in 1988 and started his career in this area of study. After 1990, he shifted his interests from photography to the Internet, and consequently, in 1994, founded Moscow-WWW-Art-Lab, collaborating with many artists from London and Slovenia. That very same year, the artist created an online photo museum called "Hot Pictures". In 1997, Shulgin continued his work with the invention of Form Art (Form Art), and later that year the introduction of the easy life website (Easy Life). In 1999, Shulgin became Webmaster at FUFME, Inc. Since 2004, Shulgin has been a co-owner of Electroboutique (www.electroboutique.com).

Bemærk tidspunkt!