

The history of a prequel... CYLAND began their annual festival in 2007, in their home base of St Petersburg. CYFEST (CYBERFEST) grew to be Russia's largest new media event, held across the city's most prestigious institutions including The State Hermitage Museum, Peter and Paul Fortress, Kuryokhin Modern Art Centre, Creative Space TKACHI, Gallery of Experimental Sound and Art, among others. In recent years, this festival expanded outside of Russia to cities across the world (St Petersburg to Berlin, Tokyo, Vilnius, Moscow, Bogota) to initiate physical interaction among a growing global digital Art/Tech innovation community.



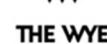
FOR IMMEDIATE RELEASE: The era of a real :: virtual global series... CYFEST comes to NYC (Feb 2016) where CYLAND and Pratt University connect those engaged in the borderless, multidisciplinary, progressive movement redefining the intersection between Art :: Tech.

Event: **PRATT UPLOAD / CYFEST NYC: Patterns of the Mind**
 Presented by CYLAND Media Lab and Pratt Institute
 Vernissage: **February 6, 2016** (7pm - 10pm)
 Dates: **February 6 – March 3, 2016**
 Venue: **The Rubelle & Norman Schafler Galleries, Pratt Institute**
 200 Willoughby Ave, Brooklyn (G or C to Clinton-Washington)
 Curator: **Anna Frants**
 Artwork by: **Petr Belyi, Justin Berry, Alexandra Dementieva, Marianna Ellenberg, Carla Gannis, Elena Gubanova / Ivan Govorkov, Pavel Ivanov, Alexander Terebenin, Alyona Tereshko, Peter Patchen, Vitaly Pushnitsky, Bryan Zanisnik**

CYFEST NYC: PATTERNS OF THE MIND: Digital networks provide the traditional means of communicating within a new borderless set of parameters, creating a whole new structure of collective consciousness where dynamic, self-assembling tribes can unify instantaneously. Enabled by digital catalysts, society has gone from local to national and from national to transnational tribal behavior and congregation.

In this post-post-modern epoch, what defines one's place in the virtual and the physical world is the ability to communicate convincingly reality or fantasy. Medium matters, but only up to a point, as a conduit for the message. CYFEST NYC: Patterns of the Mind enquires into the primacy and power of a creator's message, in which any medium is only the tool used to carry it across.

CYLAND MEDIA ART LAB: Founded in 2007, CYLAND is a nonprofit project dedicated to expanding the intersection of Art :: Tech through an annual international festival, visual exhibitions, sound art, video art, and educational programming.



CYFEST NYC: PROGRAMMING

EXHIBITION

“Patterns of the Mind”

Date / Time: Feb 6 – Mar 3 (Gallery Hrs: Mon – Fri, 9am-5pm & Sat 12-5pm)

@ The Rubelle and Norman Schafler Galleries, Pratt Brooklyn Campus / 200 Willoughby Ave

Curator: **Anna Frants**

Artwork by: **Petr Belyi, Justin Berry, Alexandra Dementieva, Marianna Ellenberg, Carla Gannis, Elena Gubanova / Ivan Govorkov, Pavel Ivanov, Alexander Terebenin, Alyona Tereshko, Peter Patchen, Vitaly Pushnitsky, Bryan Zanisnik**

Excerpt from Curatorial Statement: The exhibition, “Patterns of the Mind” showcases works by artists from different places in terms of geography, excited by similar themes that get embodied in various techniques and genres that use technologies as an artistic material. “Patterns of the Mind”, also exposes constants in a developing technological society – that no matter how fast the innovations develop, people are still creatures of habit, and what we love the most are the things that we understand and are used to. – Anna Frants, 2016

PERFORMANCE

“Subjectivization of Sound”

Date / Time: Feb 6 (6:30pm)

@ Digital Arts Gallery, Pratt Brooklyn Campus / 536 Myrtle Ave, 4th Fl

Artists: **Alexey Grachev** and **Sergey Komarov** (CYLAND Media Art Lab)

There are two technologies of sound synthesis: digital and analog. If we are to forego serial solutions for any given synthesizer, we can find an infinite number of options for creation of sound forms, from simple oscillators to complex generative algorithms. The path of the authors is the ambition to achieve a sound minimalism and a continuity of creative process during the creation of musical compositions and forms where the choice comes down to the subjective tendency of each one to a certain sounding.

EDUCATIONAL

Panel Discussion: “Digital Tribalism in Contemporary Art”

Date / Time: Feb 6 (2pm – 3:30pm)

@ Pratt Digital Arts Department / 536 Myrtle Ave, 4th Fl

Moderator: **Anna Frants** (Founder, CYLAND and CYFEST)

Panelists: **Alexandra Dementieva** (artist), **Carla Gannis** (artist and Assistant Chair, Dept of Digital Arts / Pratt Institute), **Natasha Kurchanova** (Art Historian / Eastern European Art Critics Society), **Lev Manovich** (Professor / CUNY Graduate Center), **Peter Patchen** (artist and Chair, Dept of Digital Arts / Pratt Institute)

Cutting edge technology has made possible global communication and created a “digital tribalism” phenomenon – in which artists band together not on geographical grounds, but by interests. Historically, cultural tribes have formed among people sharing ideas, observations, and views in proximity to each other. As the world grew a virtual parallel, networks now connect like-minded members regardless of location. This panel will explore the transition of self-assembled, dynamic network structures from tangible roots to digital reality.



EDUCATIONAL (continued)

Panel Discussion: “**Infrastructural Aesthetics**”

Date / Time: Feb 6 (11:30am — 1pm)

@ Pratt Digital Arts Department / 536 Myrtle Ave, 4th Fl

Moderator: **Tyler Coburn** (artist and Assistant Professor, Dept of Photography / Pratt Institute)

Panelists: **Ian Hatcher** (poet), **Shannon Mattern** (Associate Professor of Media Studies / The New School), **Nicole Starosielski** (Assistant Professor of Media, Culture, and Communication / NYU), **Lance Wakeling** (Filmmaker)

In modern times, “Infrastructure” departs from its conventional definition by becoming a relational field that various agents can potentially influence. Recently art has explored a wide range of sophisticated (often covert) systems, from military black sites to the electromagnetic signals that suffuse our everyday life. Culturally, these artworks speak to the broader concern of contemporary “infrastructure” - a term geographers Steven Graham and Simon Marvin attest doesn’t just describe what “runs ‘underneath,’” but comprises the “multiple, overlapping and perhaps contradictory” arrangements of politics, technology and economy. Drawing on their work in Media Studies, poetry, and film – panelists will inquire into how art can engage with systems that rarely have singular forms, but concatenate physical, immaterial and asignifying processes.

Panel Discussion: “**Redefining Women in Technology: Tools, Agency, and Representation**”

Date / Time: Feb 6 (3:30am — 5pm)

@ Pratt Digital Arts Department / 536 Myrtle Ave, 4th Fl

Moderator: **Faith Holland**

Panelists: **Seung Min Lee** (artist), **Mendi Obadike** (artist and Assistant Professor, Dept of Media Studies / Pratt Institute), **Martha Wilson** (artist and Director / Franklin Furnace, Associate Professor / Pratt Institute)

In a reality where technology is not new but constantly evolving, multiple generations of artists have developed approaches to various media. Panelist Martha Wilson was an early adopter of video technology as a way to document her performances that challenge the constraints of femininity. Panelist Seung Min-Lee’s work uses live performances and installation to reflect our varied relationships to technologized food across races and classes. A discussion on how women can mobilize digital media toward political and artistic agendas — this panel will explore the way females, as an intersectional group, can deploy technology to create new pathways to agency and (self-) representation.

About the curator:



Anna Frants is an international new media curator and artist who co-founded both CYLAND Media Art Lab and the St Petersburg Art Project. An important voice in the cultural dialogue regarding experimental and new media art, Frants has served as a contributing writer to NYArtsmagazine and Art & Antiques Magazines. Frants’ interactive art installations have been exhibited at top venues across the world including the Venice Biennale, the St Petersburg Biennial, Moscow Biennial and Polish Biennial, KuoseinoSato Museum of Contemporary Art (Fukuoka, Japan), The Museum of Art and Design (New York, USA), The State Hermitage Museum (St Petersburg, Russia), Chelsea Art Museum (New York, USA), VAP / Gogolfest (Kiev, Ukraine) and Transmediale (Berlin, Germany), and an exclusive 17 day expedition to The Arctic Circle with The Farm Foundation. Frants is represented by Dam, Stuhltrager Gallery (Brooklyn, USA & Berlin, Germany) and Barbarian Gallery (Zurich, Switzerland).

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