

MIDWAY CONTEMPORARY ART
527 SECOND AVENUE SOUTHEAST
MINNEAPOLIS, MINNESOTA 55414
TELEPHONE: 612+605+4504
FACSIMILE: 612+605+4538
WWW.MIDWAYART.ORG

Media Ontology – Mapping of Social and Art History of Novi Sad ***organized by New Media Center_kuda.org***

April 19th – May 24th, 2008

Opening Reception: Saturday, April, 19th at 7-9pm

The exhibition *Media Ontology - Mapping of Social and Art History of Novi Sad* represents a dialog between conceptual art practice from the 1960s and 1970s and contemporary new media art practice. Combining two aspects of artistic engagement, New Media Center_kuda.org wants to re-establish a practice that determined the end of the 1960s and 1970s in Novi Sad, bridging it with contemporary art practices that are closely related to local and global socio-political developments.

Experience of Conceptual Art from the 1960s and 1970s

Part of the exhibition that maps and reveals art and social practice of Novi Sad Neo-Avantgarde scene of the 1960s and 1970s has been an integral part of the research project and exhibition named *The Continuous Arts Class* produced by New Media Center_kuda.org in 2005. To the majority of practices presented within this project, the product itself, the artifact, was not of crucial importance, which was common ground for conceptual art regarding the process of dematerialization of art works. What was important were processes, ideas, experiences, the social, political, ethical and aesthetical positions of creation as such, which corresponded to the investigations and experiences of so-called new artistic practice of the 1960s and 1970s, that is, conceptual art, performance, mail art, visual poetry, analysis of the art market, social engagement, feminism.

New Media Art and the Critique of the Industry of Ideas

The exhibition *Media Ontology - Mapping of Social and Art History of Novi Sad* also presents contemporary and new media art practices, having in mind that in the postindustrial information economy ideas became commodifiable objects that constitute today's capitalistic exchange. The exhibition also raises the question of so-called 'new media' today, pointing out that exploration of media is qualitatively identical to the problems of the neo avant-garde of the 1960s and 1970s, while conducting experiments with installations, video and electronic sound. These problems deal with the question of relationship between the medium and the content, specifically asking: what is new in new media? The avant-garde's aspiration to penetrate society and lead it into a utopian project of creating a just society is closely connected to today's media research, which also seeks channels to address society

New Media Center_kuda.org is an independent organization located in Novi Sad, Serbia, which brings together artists, theoreticians, media activists, researchers and the wider public in the field of Information and Communication Technologies. In this respect, kuda.org is dedicated to the research of new cultural relations, contemporary artistic practice, and social issues. Specifically kuda.org's work focuses on questions concerning the influence of the electronic media on society, on the creative use of new communication technologies, and on contemporary cultural and social policy. New Media Center_kuda.org opens space for both cultural dialog and alternative methods of education and research.

Artists, filmmakers, etc. included in the show are E. Kôd, Branko Andrić, Bogdanka Poznanović, Božidar Mandić, Čedomir Drča, Februar, Janez Kocijančič, Januar, Katalin Ladik, Kôd, Mirko Radojičić, Miroslav Mandić, Slavko Bogdanović, Slobodan Tišma, Tibor Várady, and Želimir Žilnik.

Additional events:

Saturday, April 19th 4PM

Kuda.org members Branka Curcic, Zoran Pantelic, Borka Stojic, and Orfeas Skutelis present on New Media Center_kuda.org

Saturday April 19th 6PM

Curatorial tour of the exhibition: *Media Ontology – Mapping of Social and Art History of Novi Sad*

Midway's programming is made possible with the support of: the Boss Foundation, the Harlan Boss Foundation for the Arts, the Bush Foundation, Toby and Mae Dayton, the Dorsey & Whitney Foundation, MAHADH Fund of HRK Foundation, the McKnight Foundation, Minnesota State Arts Board (through an appropriation by the Minnesota State Legislature and a grant from the National Endowment for the Arts), The Peter Norton Family Foundation, Target, the Andy Warhol Foundation for the Visual Arts, and many generous individuals.



With special thanks to the: SALZBURG GLOBAL SEMINAR