



Second International Conference on the Digital Age

GOING DIGITAL:
INNOVATION IN ART, ARCHITECTURE, SCIENCE
AND TECHNOLOGY

Museum of Applied Art, Gallery Jade,
18 Vuka Karadzica, Belgrade, Serbia

CONFERENCE

2 JUNE 2016 – DAY 1

10.15 Registration

10.45 Opening - Welcome Speeches

Prof. Ružica Bogdanović, STRAND,
Ljiljana Abramović Miletić, Museum of Applied Art,
Nina Gligorijević, Serbian Chamber of Engineers,
Prof. Dejan Grba, Faculty of Fine Arts,
Representative of Italian Cultural Institute Belgrade.

11.00 Theme – ARCHITECTURE
Moderator Aleksandra Stupar

Bojan Tepavčević (Serbia)
Rethinking Design and Materiality
in Architecture at the Age of Computational Design

Anastasios Tellios (Greece)
Investigating Space

Djordje Stojanovic (Serbia)
Toward a Digital Fabrication Lab
at the University of Belgrade – Faculty of Architecture

Ewa Łukaszuk (Poland)
Emergent Topologies: Transcultural Symbolic Space and its
Architectural Translations

13.20 Break/Cocktail

13.50 Theme – TECHNOLOGY & ART / NEW MEDIA
Moderator Jelena Guga

Paul Verschure (Spain)
Science Art Synergy: Towards Science Based Humanities
and a Meaning Oriented Science

Elif Ayiter (Turkey)
To Play in Virtual Worlds: Stories, Metaverse Ecologies and
Dress-Up Games

Stahl Stenslie (Denmark)
Somatic Sound as an Electric Skin

Ivana Uspenski (Germany)
Consumer Machines - Idiographic Signals as Target Audiences
in Contemporary Advertising

16.10 Break

16.30 Theme – TECHNOLOGY & ART
Moderator Zane Cerpina

Uroš Krcadinac (Serbia)
Textual Communication Design via Affective Annotation
and Evocative Artistic Visualization

Jelena Guga & Ivana Uspenski (Serbia, Germany)
Procedural Aesthetics and the Emergence of NeuroArt

Anton Dragan Maslic (Cyprus)
Running Code to Control Sculptures in Installation Art

18.15 Boat ride
[Optional, please sign up at Registration Desk]

20.30 Conference Dinner
[Optional, please sign up at Registration Desk]

3 JUNE 2016 – DAY 2

10.00 Theme – ARCHITECTURE / NEW MEDIA
Moderator Ranka Gajić

Andrea Graziano (Italy)
InFORMed Matter

Svetlana Batarilo (Serbia)
Virtual Space / Space of Control
Shopping as a Means of Control

Milan Nikolić, Mihailo Mitković,

Aleksandra Kostić (Serbia)

The Influence of Contemporary Digital Achievements in Architectural Planning Methodology through Parametric Design

Ksenija Bulatović, Ksenija Bunjak,

Sandra Persiani (Serbia, Italy)

Symbiotic Architecture between Science and Utopia

Ranka Gajić (Serbia)

Data Processing in Urban Morphology Based Methodology

Dragana Ćirić (Serbia)

Disappearing Borders: Ethics of Power Invisibility

12.15 Break

12.40 Theme – ARCHITECTURE / TECHNOLOGY & ART
Moderator Ana Ćuzović

Alexander Ćetković (UK)

The (not so) Intelligent Building

Boris Debackere, Stahl Stenslie (Netherlands & Denmark)

Extreme Labour in the Cloud

Gordana Novaković (UK)

Neuroplastic Arts: Plastic Brains in the Post-Digital World

Zane Cerpina (Norway)

The Global Change App: Managing the Earth in the Age of Anthropocene

Dejan Grba (Serbia)

Avoid Setup: Insights and Implications of Generative Cinema

Ana Ćuzović (Serbia)

Broken – A Digital Installation

Dragana Vasiljević Tomić (Serbia)

Color Code: Identification System of Space

15.00 Break

15.30 Theme – NEW MEDIA
Moderator Ewa Łukaszuk

Jovana Karanovic (Netherlands) *By Skype*

Sharing Economy and Self-Sufficiency
Using 3D Printing to Achieve Genuine Progress

Nora Lefa (Greece) *By Skype*

Conceptuality in Virtual Reality

Ewa Niedziałek (Poland)

Becoming-Medium – the Exhibition An Imagined Museum as a Case Study for Reflection about New Media

Daliborka Mihajlović (Germany)

The Information Age of Image, its Subjection to Political, Consumer Forms of Culture and Interaction of Image and Text in Contemporary Media

Ivana Bajšev (Serbia)

The Influence of Globalisation and the New Media onto Education and Learning

Danica Stolica (Serbia)

The Performativity of Cyberspace

17.30 Conference Closing

BOOK PROMOTION

3 JUNE 2016

18.00 Book Promotion (in Serbian language)
“Digital Self: How We Became Binary”
 (“Digitalno ja: kako smo postali binarni”)

Participants:

Miodrag Švakovic, Professor and Dean of the Faculty of Media and Communications, Singidunum University, Belgrade.

Dejan Grba, Digital artist, Assistant Professor at the New media, Faculty of Fine Arts, University of Arts in Belgrade.

Ivana Uspenski, Media Director Mindshare Germany, media theorist.

Jelena Guga, theorist of new media and art, Author.

WORKSHOP

4-6 JUNE 2016

“Parametric Design with GRASSHOPPER”

Andrea Graziano (Italy), Workshop Tutor,
Co-de-iT member & Co-founder

“Parametric Design with GRASSHOPPER” is a basic Grasshopper workshop that will focus on how its nature as an information processor and how it can be used in order to manipulate data and to inform geometry from the very simple up to more complex ones. The modeling of parametric surfaces and geometries (Nurbs or Mesh) requires an understanding and manipulation of information and data structures in order to define the entire design process from design to production. The aim is to give an understanding of information and data articulation as already a spatial and architectural operation.

The workshop for registered participants only with following timetable:

9.00 - 13.00 Morning Session

14.00 - 18.00 Afternoon Session

www.strand.rs/goingdigital2016