

INNOCULT

PRESENTS

INNOCULT RESIDENCY WEEK

FROM

5TH - 7TH OCTOBER 2021

PHYSICAL EVENT

FCZ / ETOPIA CENTER FOR ART AND TECHNOLOGY

Innocult is co-funded by the European Commission Directorate-General for Communications Networks, Content and Technology as part of the Call for Proposals Platform(s) for Cultural Content Innovation. CNECT /i3(2019)5043110. Grant agreement no LC – 01558207

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& technology

 **Zaragoza**
AYUNTAMIENTO



09:15 - 09:30	Welcome and Registration		
09:30 - 10:00	Opening	<p>Daniel Sarasa Director of Zaragoza City of Knowledge Foundation</p> <p>Blanca Perez Ferrer Residency Program Curator Innocult Project Coordinator</p>	Welcome to the third INNOCULT Blended Residency Programme event. Presentation of the agenda and welcome from to Etopia Auditorium
10:00 - 11:15	Networking Session and Community Building (I)	<p>Somos Versus Learning agency co-founded by Pablo Jimeno and Guillermo Orduña</p>	<p>Connection game: Activity where participants will get understanding of how an ecosystem behave and how to make use of their strengths.</p> <p>Own your timeline: Dynamic to create the collective history and find connection.</p> <p>Coffee Experts: A role-playing activity to explore each of the projects with different lenses.</p>
11:15 - 11:45	Coffee break		
11:45 - 13:00	Networking Session and Community Building (II)	<p>Somos Versus Learning agency co-founded by Pablo Jimeno and Guillermo Orduña</p>	Prototyping in action: A hands-on game to learn from each other by building solutions to real problems together.
13:00 - 15:00	Lunch		
15:00 - 17:00	Networking Session and Community Building (III)	<p>Somos Versus Learning agency co-founded by Pablo Jimeno and Guillermo Orduña</p>	Open Space Express: It's a powerful tool that enables participants to create inspired meetings and events. The most common form of an open space is the unconference or conference without agenda. Participants decide the topics and they engage deeply and creatively around the issues that interest them the most.
17:00 - 19:00	Break		
19:00 - 21:00	Foodie Guided tour	<p>Gozarte Blended Residency Programme participant</p>	A guided tour of the old city of Zaragoza. Participants with travel in time from the Romans to actual DOP's tasting some of the best tapas in town. A tour designed and conducted by GOZARTE.

09:15 - 09:30	Welcome and Registration		
09:30 - 10:30	Music & AI Creating with Algorithms	Juan Alonso Co-founder of Tecnológica and Both. Creative technologist; machine learning and R&D consultant.	Since the beginning of time, music has been central to humankind. Every technological breakthrough has been harnessed to create music, and computers could not be different. Music computing is a fairly new field of research. It brings together artists, researchers and engineers who want to understand, represent and create music using the computer as the primary tool. In this session we will talk about—and listen to—different applications and challenges of music computing: extracting melodies, identifying instruments in a recording, creating an original musical work or instrument, etc., using the latest algorithms and artificial intelligence.
10:30 - 11:30	An introduction to Interface Design and the origins of User Experience	Daniela Rogoza Navazo Learning Experience Designer at La Nave Nodriza	What's behind our behavior when it comes to interacting with digital devices? During this talk we will explore the origins of user experience, from cognitive science applied to the design of interactions with physical products, to the design of visual metaphors in the era of the personal computer and the principles that guide the design will help us create more functional, usable and enjoyable digital experiences.
11:30 - 12:00	Coffee break		
12:00 - 13:15	Body, technology and art, a journey of integration	Marie-Claude Poulin Transdisciplinary researcher, digital artist, choreographer-performer and movement specialist	Marie-Claude Poulin is a transdisciplinary artist and researcher exploring the combination of choreography, live arts and electronic media for over more than twenty years. Fascinated by the creative potential induced by a critical and inventive use of digital technologies, Marie-Claude will discuss two recent VR and AR works "Diver" and "Swarming Lounge", in order to explain and to unravel utopias, illusions, disappointments, discoveries, myths, deceptions, and visions, associated with the integration of digital technologies into contemporary artistic practice.
13:15 - 15:30	Lunch		
15:30 - 18:30	Workshop: Podcasting as a tool for cultural projects.	María del Castillo Director of the Efluxión podcast. Art historian and sound lover. Carmen Lozano Bright Journalist, independent researcher and practitioner for citizen laboratories and social transformation.	The workshop will introduce the participants to the podcast as a tool for cultural projects. After the introduction, small groups of participants will use Etopia's audio lab to create a podcast about their own projects, exploring their communication challenges, and learning how to best engage with audiences by sharing experiences. The conductors will lead the conversation but all participants will end with a small sound pill about their projects.
	VR and AR installation	Marie-Claude Poulin Transdisciplinary researcher, digital artist, choreographer-performer and movement specialist	Swarming Lounge & Diver

10:00 – 11:15	Placing your audience at the heart of your project Keynote & QA	Macarena Cuenca Associate Professor. University of Deusto Jaime Cuenca Associate Professor. University of Deusto	This practical session aims to help participants with their prototyping. Macarena and Jaime will talk from an audience development perspective while stressing the need to have the user at the core of the process.
11:15 – 11:45	Coffee Break		
11:45 – 14:30	On Audience Development	Macarena Cuenca Associate Professor. University of Deusto Jaime Cuenca Associate Professor. University of Deusto	The workshop is a practical guide to help participants to carry on the work started during the cross fertilisation lab with the user's map and with the user's map an with problem identification and use this practical session to focus on the implementation of the minimum viable change.
14:30 – 16:30	Lunch – Picnic at Parque del Agua		This informal lunch will be the end of the official residency programme. Using our bicycles, we will discover together EL parque del agua, one of the largest urban parks in Spain. Built in 2008, at the same time as the International Expo in Zaragoza, the park is next to the river and, from end to end, it is more than 2 km long.
16:30 – 18:30	Informal meetings and networking time		The last afternoon is free for participants to work together, have meetings with other projects. Etopia's different spaces will be theirs to self-generate encounters and create synergies among participants.

ALSO AT ETOPIA SPECIALLY FOR INNOCULT PARTICIPANTS

Diver

Interactive installation for virtual reality
head-mounted display by Kondition Pluriel

Diver presents multiple subjective points of view captured by the body of an Olympic diver, executing different types of dives. This interactive installation is presented using a virtual reality head-mounted display apparatus that integrates the aesthetic choices of the user. The visual, audio and biometric data, collected by positioning and tracking technologies, from the diver's body, constitute the separate components of his action, the basic material of the work. By moving about, the user modifies the simultaneously-transmitted viewpoints, transforms and recombines them in various layers, creating relationships between the recorded space, the media-created space and the real space. The diver's generic athletic body is made accessible to the "normal body" of the exhibition visitor, who become co-author of the work via his physical involvement. Reflecting the tension between high-performance and its representation, the organic, the mechanical and the digital, and the centralization of control and its apportionment, an inextricable post-human machine is orchestrated and re-embodied.



SWARMING LOUNGE (2018)

Swarming Lounge is a site specific, participative, body-based, mixed-reality installation-performance grounded on an intelligent virtual environment: an interactive composition system in which visitors interact with virtual characters displayed on the audience's smart-phones. In an intertwining of real and virtual situations, as well as in an inter-mixing of the two, visitors experience multiple shifting degrees of presences and micro-narratives. Combining traces of daily gestures and fragments of intimacy, a parallel world of humanoid algorithmic entities merges with the actual reality of the observing public, altering their perception. What fashions the presence of these characters? What makes them endearing to us? What becomes of our own presence, constantly extended by the surveillance devices we are using? What is the community that we, and they become together? In a playful but slightly melancholic way, Swarming Lounge deals with the multi-layered affective and autopoietic links engendered by the stratification of the states of presence of mixed realities and questions our addictive relationship with the miniaturized worlds of screens. In this journey, the persistence of virtual presences haunts us, like an unsolvable enigma.

Concept and artistic direction: Martin Kusch and Marie-Claude Poulin
Choreography: Marie-Claude Poulin, assistance Audrey Rochette
Media environment: Martin Kusch, Johannes Hucek / Sound environment: Alexandre St-Onge
Installation: Martin Kusch / Installation design: Institute for cultural policy
Programming and stage management: Johannes Hucek / 3D modelling animation: Georg Schmidhuber
Dancer/performers: Audrey Rochette and David Campbell.

Commission and co-production:
Niet Normaal Foundation, The Netherlands

With the support of: Conseil des arts et des lettres du Québec, Canada Council for the Arts

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Swarming Lounge, an interactive augmented reality performance / installation
Robot Love exhibition, Eindhoven 2018
Photographer: Martin Kusch
Courtesy: kondition pluriel

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JUAN ALONSO

CO-FOUNDER OF TECNOLÓGICA AND BOTH. CREATIVE TECHNOLOGIST;
MACHINE LEARNING AND R&D CONSULTANT.

6TH OCTOBER | 09:30

Since I was a kid, his world has revolved around two hobbies: computers and music. After graduating from Madrid Polytechnic University with a Degree in Computer Science, he worked as a programmer at ya.com, one of the first Internet portals in Spain. After that, he joined forces with two friends to found Tecnológica, a consultancy firm that came to have 80 employees. He was the CTO for 14 years until Accenture bought us in 2017. At Accenture, he was in charge of the technological innovation and creativity department, researching new technologies and implementing them on both prototypes and full projects.

He was also responsible for organizing and taking part in workshops, talks, events and hackathons, about creative programming, IOT, prototyping... in different universities and business schools.

In 2021, he got a Master of Science degree in Sound and Music Computing, at the Aalborg University (Copenhagen) Currently, he is working as a freelance Machine Learning consultant while starting up a new company, part school, part research lab, analyzing the intersection of computers and humanism.



MARÍA DEL CASTILLO

DIRECTOR OF THE EFLUXIÓN PODCAST.
ART HISTORIAN AND SOUND LOVER

6TH OCTOBER | 15:30

BA in Art History and MA in Contemporary Art and Visual Culture (UAM-Museo Nacional Centro de Arte Reina Sofía) has worked in many different places in the art system until 2013, when radio crossed her path. Since then she has never left her microphone and recorder. From 2013 to 2020 María was a creative part of the feminist radio programme Sangre Fucsia. Throughout her career she have been directing her interests towards fiction and the soundscape, linking them with a particular vision of historical memory and community culture to create podcasts, workshops and sound pieces of a very diverse nature. Since 2021 she is in charge of the art and technology podcast Efluxión, which is broadcasted on the web radio of Etopia Centro de Arte y Tecnología.



MACARENA CUENCA

ASSOCIATE PROFESSOR.
UNIVERSITY OF DEUSTO

7TH OCTOBER | 10:00

She holds a PhD in Leisure & Human Development. She is associate professor at Deusto Business School and researcher at the Institute of Leisure Studies of the University of Deusto (Bilbao, Spain). Her main line of research is cultural audience development, the topic on which she prepared her doctoral thesis. She teaches at postgraduate level at various universities and has led and taken part in competitive European and domestic research projects.

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JAIME CUENCA

ASSOCIATE RESEARCHER,
UNIVERSITY OF DEUSTO

7TH OCTOBER | 10:00

He is associate researcher at the Institute of Leisure Studies of the University of Deusto (Bilbao, Spain).

His research focuses on the role of leisure in the construction of modern experience, both from a historical and philosophical point of view, focusing on the political meanings of cultural audiences along modernity. He is an active member of several research projects on cultural audiences, both at a Spanish and European level.



CARMEN LOZANO BRIGHT

JOURNALIST, INDEPENDENT RESEARCHER AND PRACTITIONER
FOR CITIZEN LABORATORIES AND SOCIAL TRANSFORMATION

6TH OCTOBER | 15:30

Journalist, cultural researcher and agitator. Born in Colombia of Spanish and British background, she has lived in Madrid since 2012, where she experiences and researchs the rising transformation of citizen laboratories and commons-oriented practices.

She is concerned by how bottom-up and interdisciplinary cooperation can inspire different models of sustainable economies for independent artists, activists and researchers in a globalized world that faces the fierceness of contemporary neoliberalism.

Member of Nodo Común, an alliance of journalists, activists and communicators supporting collective processes through communications from an open source perspective. She is also part of FundAction, an online platform dedicated to participatory grant-making in Europe.



MARIE-CLAUDE POULIN

DIGITAL ARTIST, CHOREOGRAPHER
AND MOVEMENT EXPERT

6TH OCTOBER | 12:00 | 15:30

Co-founder and artistic co-director of the media-performance group *kondition pluriel* (www.konditionpluriel.org).

She is Senior Artist, performance teacher and artistic-researcher at the Dept. of Digital Arts and the Dept. of Media Theory, at the University of Applied Arts in Vienna.

She collaborates in international research projects that focus on choreography, somatics, and performance in relation to virtual environments, artificial intelligence and robotics. As a performer she worked, amongst other for Meg Stuart, Sascha Waltz and Benoît Lachambre. Her artistic works have been presented at venues such as Ars Electronica, CYNETart, Dance Umbrella, ICA London, Experimental Performing Arts Centre (EMPAC), International Symposium for Electronic Arts (ISEA), MAK Wien, Society for Arts and Technology [SAT], Transmediale, RobotLove and ZKM | Centre for Art and Media.

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PABLO JIMENO

SOMOS VERSUS CO-FOUNDER

6TH OCTOBER | 10:00 | 11:45 | 15:00

He has developed software projects, companies and communities for the last 18 years. Trainer and consultant in agile management, systems thinking, learning organizations and strategic planning. Events organiser for different communities: TEDxZaragoza, Startup Open Space, Agile Aragón, ZaragozaRb... Lifelong learner at VERSUS.



GUILLERMO ORDUÑA

SOMOS VERSUS CO-FOUNDER

6TH OCTOBER | 10:00 | 11:45 | 15:00

He is a Chemist specialized in experimental science didactics. He works at VERSUS where is creating learning experiences for different audiences. He has 15 years of experience as Science Communicator and has been the front man of Aragon Television science show "The Worm Hole". He also coordinated the European Researchers Night project Wanderlust. He is passionate about learning.



DANIELA ROGOZA NAVAZO

LEARNING EXPERIENCE DESIGNER

6TH OCTOBER | 10:30

User experience designer, with a special focus on the design of learning experiences, she works at La Nave Nodriza where she designs training, dynamics and materials adapted to a human-centered learning process learning, while coordinating the User Experience Design Programme (Strategic Design and Interaction Design). She also leads #LoRemoto, the adaptation of the learning experience to the digital environment since the beginning of the pandemic. As a designer she has worked for projects of public and social interest, and as a consultant for international companies such as The Boston Consulting Group and Eventbrite. She currently combines her work as a learning experience designer at La Nave Nodriza with design consultancy for the United Nations Environment Programme for Latinamerica and the Caribbean.

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ORGANIZATION TEAM

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BLANCA PEREZ FERRER
PROJECT COORDINATOR
@FZC



CAROLINNE SILVA
PROJECT & EVENTS MANAGER
@ INOVA+



FATIME ZEKJIRI
EXECUTIVE PROJECT MANAGER
@MEET



RODRIGO VOLKMANN
PROJECT MANAGER
@INOVA+



ROSANNA DI NUZZO
PROJECT DESIGNER
@ MEET DIGITAL CULTURAL
CENTRE



SARA BRANDÃO
AREA MANAGER
@ INOVA+



ISABEL CEBRIÁN
CULTURAL PROJECT MANAGER
@ FZC

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