



Transmedia Gatherings

Space Popular



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**EUROPEAN
DIGITAL
DEAL**
Residencies

Residency Host

laboral
Centro de Arte y Creación Industrial

RESIDENCY EXPERTS



Alejandra López Gabrielidis

Postdoctoral Researcher
Open University of Catalonia

Philosopher specialized in Arts and Digital Technologies. She is currently a postdoctoral researcher in the Communication Networks and Social Change (CNSC) group of the Interdisciplinary Institute of Internet (IN3/UOC); she is also part of the Vector of Sociotechnical Conceptualization Collective promoted by the Technopolitics Unit of the same group. She teaches Aesthetics and Theory of the Arts at BAU (College of Arts and Design Barcelona). In her research, she examines the relationships woven between body and data from a distributed agency and cognition paradigm. She has translated Franco "Bifo" Berardi's book *Fenomenología del Fin. Sensibilidad y mutación conectiva* (Caja Negra, 2017) and published articles and essays in various magazines and publishing houses such as Holobionte, BRAC, InterARTive, Teknokultura, Arquine, El Salto and exhibition texts such as Sssssssilex (La Capella) or *Cuerpo y Ficción* (Dilalica).



Javier Fernández

Director of Security and Digital
Strategy
Government of the Principality
of Asturias

Before he joined the Asturian public administration, his professional career had gone from a technical field to another more oriented to management and business development, always focused on business customers with complex technological solutions, over which he has had technical and commercial responsibility. All this has led him to have experience in the preparation and monitoring of budgets, as well as the management of multidisciplinary teams. As Director of Security and Digital Strategy of the Government of Asturias, he has continued to enhance these capabilities, increasing the complexity and diversity of the technologies used. He has also had the opportunity to learn about public service management.



RESIDENCY EXPERTS



Marta Peirano

Writer, Journalist
El País & Radio Nacional de España

Writer and journalist Marta Peirano is a columnist for El País, host of a technology and politics section on Las mañanas de RNE, and organizer of festivals and exhibitions on technology and power. She co-founded Hack Hackers and Copyfight Berlin, was co-director of Copyfight, Culture Editor at ADN.es, Deputy Director at eldiario.es, technology curator of the Barcelona Biennial of Thought, and a member of the working group for cybersecurity at CESEDEN. Recently, she directed (re)programming - Strategies for Self-Renewal, an interview program on technology and climate change at the Institute of Contemporary Art in Ljubljana and Deep Journalism, a seminar on new journalism at Medialab-Matadero (Madrid). Her latest book, "Contra el futuro" (Against the Future) (Debate, 2022), is a critical analysis of climate technologies and apocalyptic narratives. She previously published "El enemigo conoce el sistema" (The Enemy Knows the System) (Debate, 2019), an essay on platform capitalism selected by the NYTimes as one of the two best essays published in Spanish. Her TEDxMadrid talk, "Why do they spy on me, if I'm nobody?" (2015), is a classic in resistance to surveillance capitalism. She lives in Madrid.



Hugo Díaz

Digital Manager
Asturias Government

An executive with a solid track record in the technology sector and project management. With over 15 years of experience in TIC industry and now as Digital Manager in the public sector, Hugo showcased his ability to lead and transform organizations through the implementation of innovative technological solutions.

Throughout his career, he has held various roles, including CTO, CIO, CISO or Security Chief Auditor. His expertise spans from software quality assurance and legal compliance to implementing information security management systems, coordinating European projects, or even adapting disruptive technologies.

In his current role as a Digital Manager in the Government of the Principality of Asturias, he is dedicated to driving projects that harness the potential of emerging technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), and Robotic Process Automation (RPA). His strategic vision and ability to manage multidisciplinary teams have allowed him to successfully carry out initiatives that promote digital transformation in the public sector.

RESIDENCY EXPERTS



Ramón Rubio

Holder of the Chair MediaLab
University of Oviedo



After graduating in Industrial Engineering at the University of Oviedo in 2000, he was hired as a researcher at the same university. The following year he became a lecturer in the Construction and Manufacturing Engineering Department. In 2003, he presented his PhD in the CAD and learning innovation field.

Throughout sixteen years of teaching and working as a researcher at the University of Oviedo, he has gathered more than 4,500 teaching hours, 13 JCR papers, 25 research projects, more than 40 conference papers, 3 books, 3 software patents and given more than 40 courses.

He has supervised two PhD theses (additive manufacturing and biomimicry research lines), and more than 60 final projects and has participated as a visiting lecturer at UCL (London), Tecnológico de Monterrey and the University of Edinburgh. Since September 2015, he has been directing the “Creative 3D Printing” postgraduate course and has set up 3 spin-offs: VORTICA (generative design), PIXELSHUB (serious games) y TRIDITIVE (3D printing).

Furthermore, he worked as Vice Director of the Polytechnic School in 2010 and coordinated Erasmus programmes with the University of Sheffield and Graz. He is the TEDxGijón and TEDxYouth@Gijón organizer and curator and runs the BEEADOER programme (awarded in 2017 by the Royal Academy of Engineering).

In 2018 he set up the new MediaLab at the University of Oviedo and is now acting as its chairman. Projects undertaken in the MediaLab (www.medialab-uniovi.es) align with Asturian regional interests (RIS3) which is a new step in technological, social and humanistic training. More than 50 projects have been finished with a general budget of 450 000 €.

RESIDENCY EXPERTS



Bani Brusadin

Independent Curator,
Educator and Researcher



WEBSITE 

Bani Brusadin is a curator, educator, and researcher who investigates the possible feedback loops between art, digital cultures, planetary-scale computation and its politics. He currently collaborates with Medialab Matadero for their *Synthetic Minds* program, with Fundación Foto Colectania as curator of the *DONE* research program, and finally with TBA21's *Organismo* independent study program. He has been recently appointed curator of the Industrial Art Biennial 2025 (Croatia).

In 2022 he worked as a guest curator of the 2023 edition of the Berlin-based festival *transmediale*. In the same year, he authored a strategic report about art, technology, and society for the City of Barcelona (to be published in early 2024).

In the past, he founded and co-curated *The Influencers*, a festival about unconventional art and communication (CCCB, 2004 - 2019), and *Freeport*, an artistic research program for a world of humans, non-humans, and machines (2018-2021).

In 2021 his essay *The Fog of Systems* was published by Aksioma Institute for Contemporary Art Ljubljana (2021).

Bani Brusadin holds a PhD in art production and currently teaches at the University of Barcelona and Elisava Design School, as well as in several Master's degrees in Digital Art Curatorship (Esdi, Barcelona), Data & Design (Elisava, Barcelona), Design and Emerging Futures (IAAC/Elisava), Networked and Algorithmic Photography (Elisava).