

## **MEET joins Ars Electronica Festival 2020**

### ***The Italian Center for Digital Culture is the host of a Kepler's Garden***

*Milan, August 17* – MEET Digital Culture Center is the Italian partner of Ars Electronica 2020. As the host of one of 120 Kepler's Gardens, MEET has curated its own "garden between art, technology and society", joining +120 hosts from all over the world.

**Hybridizing life experiences** is both MEET's Garden title and a declaration of intents. Its contents explore the interbreeding of physical and virtual experiences tackling AE 2020's major topics such as Humanity, Technology and Ecology.

MEET has curated and produced a **phygital program** composed of an inspiration talk on what a biobased society looks like and a live guided tour of a virtual dance studio.

### ***Meet the Media Guru with William Myers***

A talk about emerging practice of integrating life sciences, technology and digital creativity held by William Myers on Ars Electronica's platform. An exhibition curator and lecturer based in Amsterdam, Myers is the author of two widely-acclaimed books about the intersections of design, art, and science, "Biodesign" and "BioArt".

**On September 10** (5pm CEST) Myers' talk explores how the Nature/Tech hybridization possibly disrupts our concept of what a society is. Can biology, ecology, genetics and other life sciences extend their boundaries through arts and digital creativity? Is technology a true resource to design and grow a "biobased" society?

As part of the Meet the Media Guru conference format, Myers' talk is going to be designed and staged as a fully engaging infotainment performance followed by a live Q&A session.

The Meet the Media Guru with William Myers is integrated into MEET's activities as a S+T+ARTS Regional Center whose aims is to strengthen collaborative practices between professionals working in STEM (Science Technology, Engineering and Math) and Arts.

### ***Dance the distance***

A live guided tour through a virtual dance studio on Mozilla Hubs: spectators wearing a virtual reality headset meet the virtual dancers and join a VR open rehearsal.

**On September 12** (7pm CEST) attendees can interact as customizable avatars and, eventually, pose a question to the choreographer Ariella Vidach and the VR dance company.

*Dance the distance* is an artistic research project by MEET's Intermedia Lab in partnership with AiEP Avventure in Elicottero Prodotti; Ariella Vidach AiEP and DIDstudio aimed to test new forms of dance performances in virtual and augmented reality or via VR devices. It's also a beta test to establish new formats of phygital experiences in performing arts.

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MEET Digital Culture Center ([www.meetcenter.it](http://www.meetcenter.it)) is the Italian organization that supports digital culture and creative technology. MEET delivers a massive plan of online and onsite activities that bring people to experience and embrace digital technology as a part of their daily life and a resource for their creativity.

A social enterprise, MEET collects, promotes and shares creative ideas projects to encourage participatory innovation and thoughtful digitalization by involving families, professionals, young people, companies, public institutions and associations.

MEET's main partner is Intesa Sanpaolo; the digital culture center is supported by Artemide and Fondazione Fiera Milano.