Title

Social Network Art.

Elevator Pitch

A new kind of art based on social networks that uses all available posts from the web to create -using tools such as sampling, remixing and sharing-, artworks capable of being indefinitely extended and modified, and which do not belong to just one, but to multiple authors at the same time.

Idea Summary

An interactive installation which proposes a new kind of art through the explanation of this basic principle:

Social networks enhance all the sharing properties of new digital media technologies; sampling, remixing, and collaboration between users. At the same time, users can post or share works of artistic quality on social networks (photographs, texts, videos, etc.) whether authored by them, or not. These works can be amplified or enriched by the interaction with other users (other comments, posts, links) giving birth to a whole new art piece. In consequence, the act of exhibit artistic works on social networks can lead to a new type of artistic sensibility and emotional response, within the framework and specific rules of the network in which the piece of art is displayed.

This principle will be explained in a video during the installation. In this video, the principle will be reinforced by the demonstration of a fictional application created to designate art on social networks, as well as a fake documentary about the history of this art.

This concept intends to raise questions about copyright, authorship and appropriation between new digital media platforms. At the same time, intends to question the role of the artistic establishment in relation to new digital media.

Audience

People interested in the convergence of new media, cultural events and art. Artists. Researchers interested in issues related to copyright, authoring and sharing new digital media.

Execution

This is an interactive installation divided into three rooms.

The first room will contain a structure similar to that of a tent. The spectator will be invited to enter into it. Once inside, two projectors will be used to perform a back projection into the tent walls. Thanks to this projection the viewers will be exposed to the social network art concept, followed by a sample of works belonging to this kind of art. The tent is used for the purpose of isolating the viewer, and for avoiding the influence of other people regarding his opinion about what is art, or not.

In the second room a fake documentary will be projected, with the aim of establishing a link between previous avant-garde artistic movements (appropriation, *ready-mades*) and the use of new interactive technologies. With this, I intend to establish Social Network Art as a natural evolution of art related to new media technologies.

In the third room, a computer with an open interface will be installed. This computer will display a blog that uses a crowd sourcing model to explore and identify artistic works on social networks. Viewers will be able to comment on more examples of artistic works (as well as to express if they consider those examples as art, or not). In the process, they will be encouraged to participate in a crowdsourcing model for identifying this type of artistic manifestations.

Contact details

Please outline the contact details for your company and the name of the person we should respond to.

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Please save the document in format of "name of your company_name of project". Please save each idea in separate documents.