

Contact & Venue

Institute of Experimental Design and Media Cultures (IXDM)
Academy of Art and Design FHNW
Campus of the Arts
Freilager-Platz 1
CH-4023 Basel

Aula (main building, 1st floor, D 1.04)

The conference fee of 25 CHF includes free admission to the exhibition
»Poetics and Politics of Data« at HeK, coffee & snacks. Attendance is free for students.

Please register until June 30, 2015: felix.gerloff@fhnw.ch

»Poetics and Politics of Data« is an interdisciplinary project between HeK (House of Electronic Arts Basel), the Institute of Experimental Design and Media Cultures (ixdm) of the University of Applied Sciences and Arts Northwestern Switzerland FHNW, the Centre for Technology Assessment TA-SWISS and Opendata.ch, the Swiss chapter of the Open Knowledge Foundation.

H3K
Haus der
elektronischen
Künste
Basel

Institute of
Experimental
Design and Media
Cultures

**Critical
Media
Lab
Basel**

Zentrum für Technologiefolgen-Abschätzung
Centre d'évaluation des choix technologiques
Centro per la valutazione delle scelte tecnologiche
Centre for Technology Assessment
SWISS



n|w

University of Applied Sciences and Arts Northwestern Switzerland
Academy of Art and Design

The collaborative project »Poetics and Politics of Data« is supported by the Swiss Arts Council Pro Helvetia as part of its »Digital Culture« initiative. The exhibition is additionally funded by Roldenfund and Migros Kulturprozent.

prohelvetia

ROLDENFUND

MIGROS
kulturprozent

Organization:

Prof. Dr. Claudia Mareis,
Director of the Institute of Experimental Design and Media Cultures,
HGK FHNW Basel

Sabine Himmelsbach,
Director of HeK (House of Electronic Arts Basel)

Exhibition program:

www.hek.ch

Institute of Experimental Design and Media Cultures:

www.ixdm.ch

Gestaltung: The Laboratory of Manuel Bueger, Photo: HELLO WORLD OR: HOW I LEARNED TO STOP LISTENING AND LOVE THE NOISE by Christopher Baker (photo by Sarah Samperio)

Conference Data Traces Big Data in the Context of Culture & Society

A collaboration of
Institute of Experimental Design and Media Cultures &
HeK (House of Electronic Arts Basel)
Basel, 03.–04. July 2015



Data Traces

Big Data in the Context of Culture & Society

Keynote Lecture:
Lev Manovich
Using Big Data as an Artistic Tool

Datenspuren

Big Data im Kontext von Kultur und Gesellschaft

The conference will be held in English and German.
Die Tagungssprachen sind Deutsch und Englisch.

Big Data describes a passage into a new era in which the power of data induces a radical transformation of a society whose actions and production of knowledge rely increasingly on the accumulation and evaluation of data. The conference *Data Traces. Big Data in the Context of Culture & Society* draws upon this prospect and delves into critical questions of Big Data in dialogue with international experts, academics and artists. It addresses the paradigm of a data-driven society and reflects life in an increasingly datified world. The conference is organized by the Institute of Experimental Design and Media Cultures at the Academy of Art and Design FHNW and HeK (House of Electronic Arts Basel). The conference is part of the exhibition *Poetics and Politics of Data* at HeK.

Big Data ist das Schlagwort einer neuen Zeitrechnung, in der die Macht der Daten eine radikale Transformation der Gesellschaft in Aussicht stellt – eine Gesellschaft, deren Handlungsmaxime und Wissensproduktion sich zunehmend auf die Analyse und Auswertung von Daten stützt. Die Konferenz *Datenspuren: Big Data im Kontext von Kultur und Gesellschaft* widmet sich dem Paradigma der Datengesellschaft und reflektiert das Leben in einer zunehmend datifizierten Welt. Sie vertieft kritische Fragestellungen, die im Kontext von Big Data aufkommen, im Dialog mit internationalen ReferentInnen aus Wissenschaft, Design und Kunst. Die Konferenz wird vom Institut Experimentelle Design- und Medienkulturen der Hochschule für Gestaltung und Kunst FHNW in Kooperation mit dem HeK (Haus der elektronischen Künste Basel) durchgeführt und ist Teil der parallel laufenden Ausstellung *Poetics and Politics of Data* im HeK.

Friday, July 3rd

13.00 Claudia Mareis (Basel), Sabine Himmelsbach (Basel):
Welcome & Introduction

Session 1 / Moderation: Johannes Bruder (Basel)

13.30 Ramón Reichert (Wien):
Big Data. Der digitale Wandel von Gesellschaft, Kultur und Ökonomie

14.30 Sabine Niederer (Amsterdam):
Digital Methods and the Technicity of Web Content

15.30 Coffee Break

Session 2 / Moderation: Christiane Heibach (Basel/Konstanz)

16.00 Jutta Weber (Paderborn):
,a certain anticipatory readiness about the world'.
Big Data als (Selbst-)Überwachung

17:00 Jamie Allen (Basel/Kopenhagen) with Moritz Greiner-Petter (Basel):
Bread and Roses and Data

18.00 Apéro / Drinks

Keynote / Moderation: Claudia Mareis (Basel)

19.00 Lev Manovich (New York):
Using big data as an artistic tool

Saturday, July 4th

Session 3 / Moderation: Leonie Häslar (Basel)

09.00 Felix Stalder (Zürich):
Politik der Daten: Zwischen Post-Demokratie und Commons

10.00 Roberto Simanowski (Hong Kong):
Von den technologischen und gesellschaftlichen Gründen und Konsequenzen des Big Data Paradigmas

11.00 Coffee Break

11.15 Ellie Harrison (Glasgow):
Confessions of a Recovering Data Collector

12.15 Lunch Break

Session 4 / Moderation: Felix Gerloff (Basel/Berlin)

13:00 Orit Halpern (New York):
Beautiful Data: Clouds, Crowds, and Cybernetics

14:00 Nicolas Nova (Genf):
Adventures in Algorithmic Cultures

15.00 Coffee Break

15.15 Shintaro Miyazaki (Basel):
Ping Echo Request: Some Historical Remarks on Data Analysis

16.15 Claudia Mareis (Basel), Sabine Himmelsbach (Basel):
Wrap-Up

16.30 End of the Conference