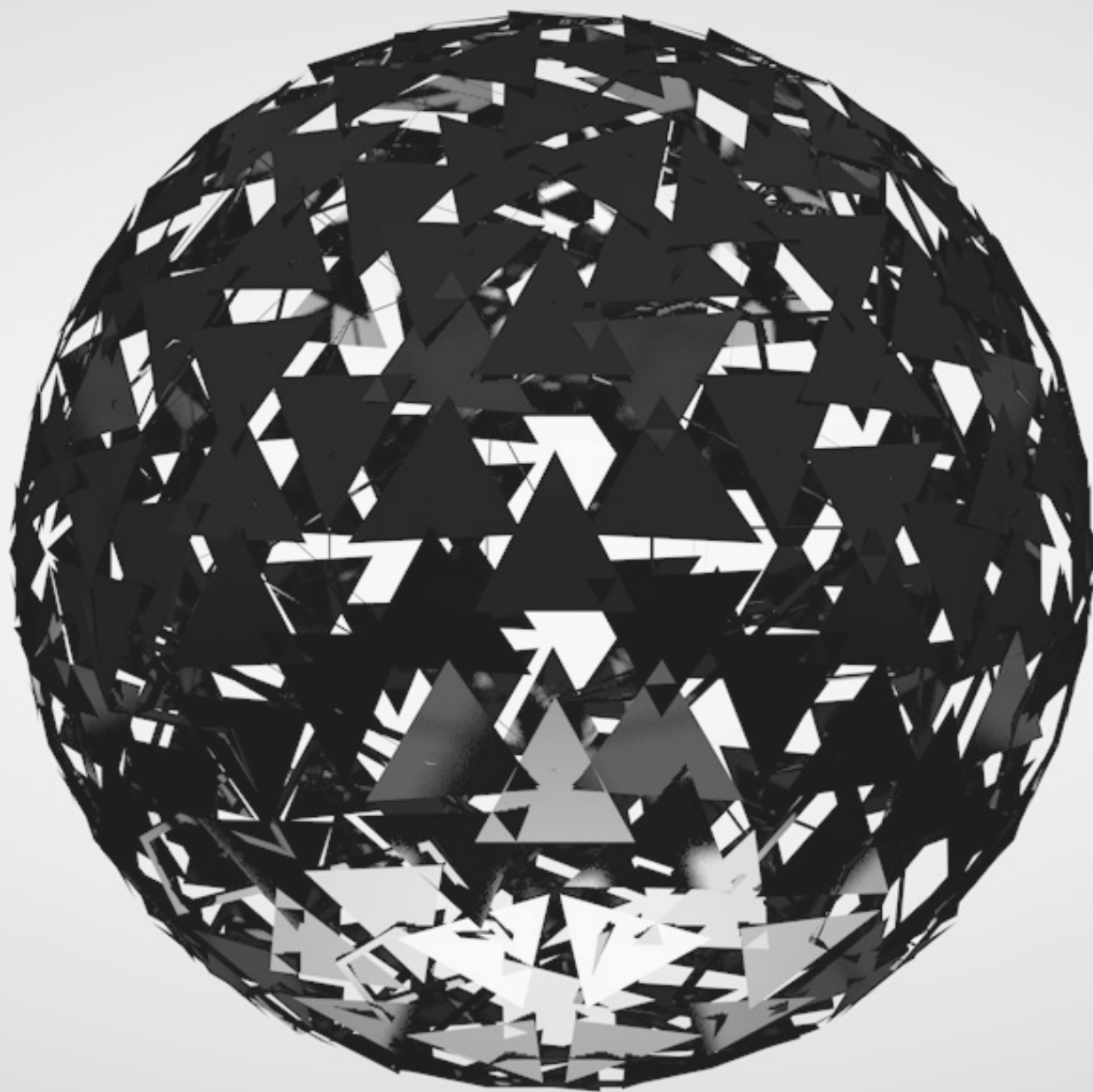


2012 EDITION ***/ NEW CODES** EXPLORE - THINK - CREATE



**ATHENS
VIDEO */ART
FESTIVAL**

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA





ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA



INDEX

CONCEPT	3
HISTORY	4-5
PROGRAM	6
2012 EDITION	7
CALL FOR ENTRIES!	8-11
PARTNERSHIPS	12
OPPORTUNITIES	13
ALTERNATE ASPECTS	14
THE FESTIVAL IN NUMBERS	15



ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA

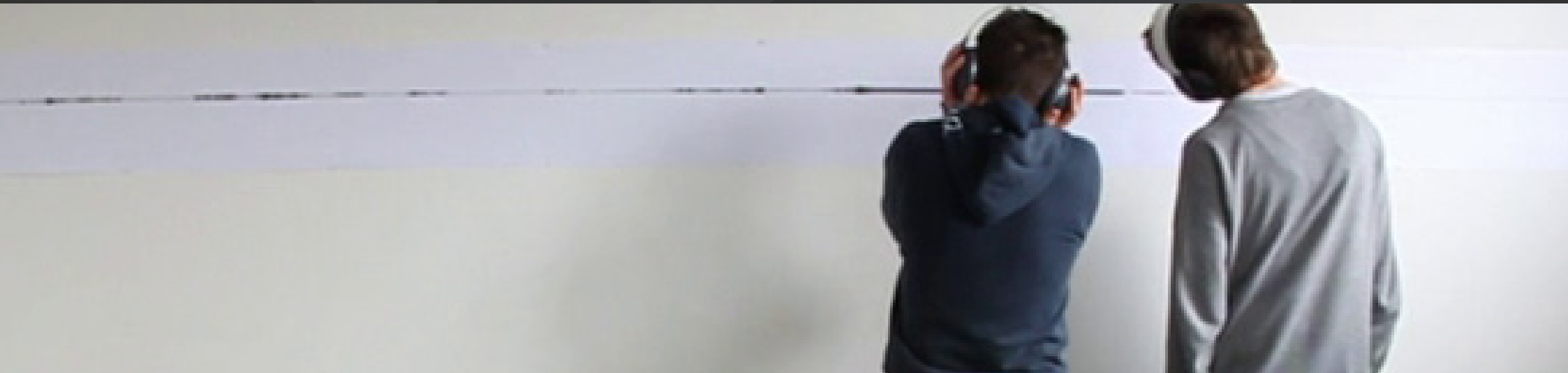
CONCEPT

Athens Video Art Festival is the most important festival of digital arts and new media of Greece. It annually takes place with Athens as its basic context, dedicated to contemporary artistry and new technologies.

It aims at bringing together experimental projects of contemporary artists and at promoting free

expression, exchange of ideas, and creative interaction while exhibiting new media and new technologies application in arts.

Through a variety of creative forms, it presents alternative ways of “viewing” urban landscape and of perceiving art, and new codes of interaction between art and contemporary societies.





ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA

HISTORY

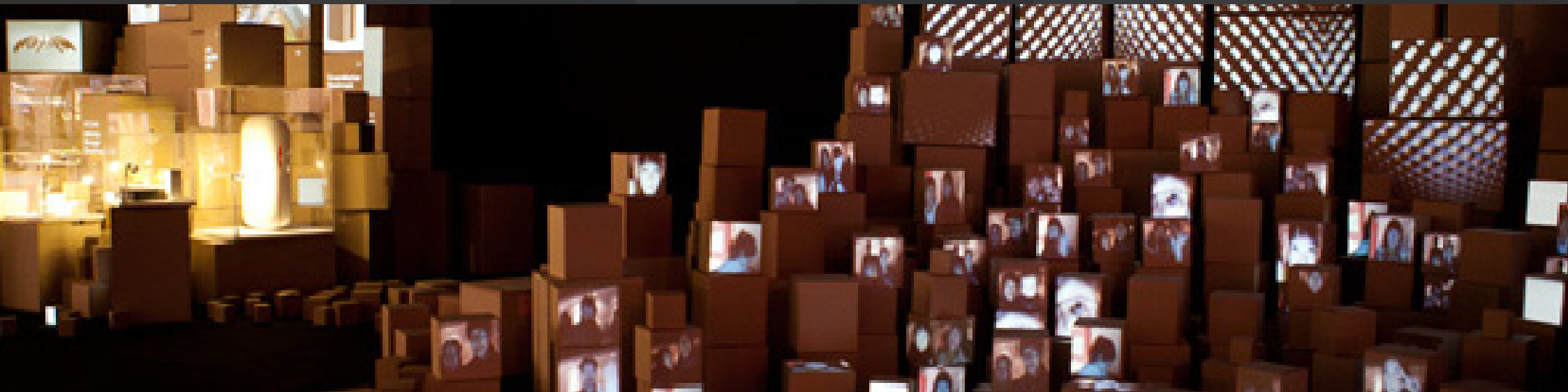
Athens Video Art Festival supports contemporary artistic trends, within the frame of the urban culture out of which it originated.

By using as a primary tool its diverse program, it pursues within this frame a multitude of goals. It welcomes projects in seven official categories, collaborates with festivals, agencies, institutions and organizations throughout the globe, incorporates art history by way of special tribute shows, and in parallel stages music events. Its first priorities are: high aesthetic quality of projects shown, and

dialectical interaction with the international art community, and the Festival's visitors.

Athens Video Art Festival began in 2005 thanks to an initiative by Multitrab Productions that invited more than 100 video artists from all over the world to show their work to the Greek audience. The first show having been a success, four more shows followed that took place at Technopolis of the City of Athens, each adding a new official category to those of the previous one (2006: Installations/Video Installations; 2007: Performance Art; 2008:

Web Art; 2009: Animation και Digital Image). During the last five years, AVAF has had the honor to organize special tributes to some of the most emblematic figures of contemporary art: Bill Viola (2008), Bill Vorn (2009), Nam June Paik (2009), Andy Warhol (2010), the influence of Fluxus (2011) It presented 24 outstanding festivals from abroad with exclusive material and official invited representatives. It also multiplied its collaborations with academics, festivals, organizations, agencies and institutions in Greece and abroad.





ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA

HISTORY

In 2010-2011, AVAF, promoting decentralization of artistic creation, travelled (AVAF on tour) to thirteen locations in Greece (Syros, Leucas, Rethimnon, Mytilene, Tilos, Oresteias, Kozani, Volos, Tripolis, Kalamaria, Ardas, Oropos, Euboea), thus creating new artistic and commercial perspectives at a national level.

The seventh edition of AVAF (2011 Edition/The future is now) constituted a turning point. By featuring multilevel experimentation, establishing two-way relations with internationally important art institutions (onedotzero-adventures in motion, participation in the selection panel of Waterman's digital arts festival and more), introducing new, upcoming artists (Believe the hype) and setting up a second mu-

sic stage to explore the possibilities of electronic music (Koreless, Young Montana, Paul White & The Purple Brain), it boldly renewed its character and nature.

Athens Video Art Festival, always faithful in experimentation and constant self-criticism as contemporary art and life prerequisites, welcomes 2012 with its eighth official edition.





ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA

PROGRAM

Every year, AVAF extends an invitation to artists, students and art lovers to participate in it with their ideas and projects. Its program also includes various interrelated actions; it brings into focus festivals that take place abroad, makes special tributes, hosts interactive workshops, and features image-sound interaction- by way of concerts- in order to emphasize the communicative character of arts.

**THE FESTIVAL PROGRAM
COMPRISES FIVE CATEGORIES:**

***/ SCREENINGS**

Video art, animation, archival material

***/ EXHIBITIONS**

Web art, digital image, installations, video installations

***/ PRESENTATIONS**

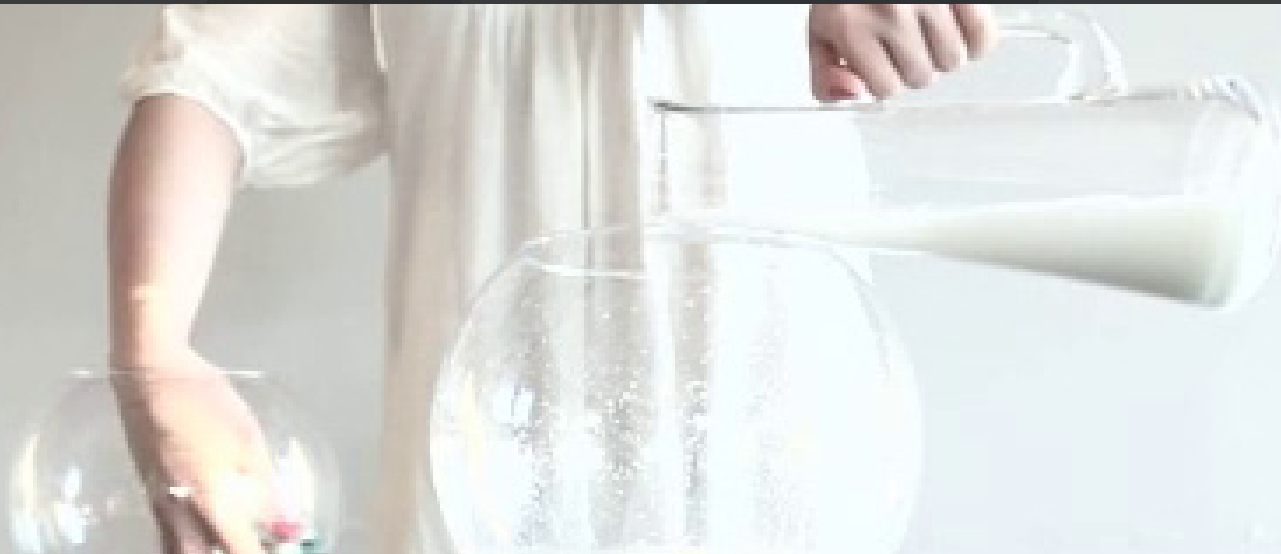
Special tributes regarding the history of digital arts; shows, festivals, institutions on the international scene

***/ WORKSHOPS**

Specially designed workshops that invite visitors to discover digital media possibilities through active participation

***/ LIVE ACTS**

Performances, video performances, music line-up





ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA

2012 EDITION ***/ NEW CODES** EXPLORE - THINK - CREATE

In a spirit of renewal and reorganization that is dictated by the new social conditions of our time and the consequently changing social role of new media, AVAF renews its program based on the concept of new code, while retaining an important number of its structural components.

By helping create new perspectives in digital arts' presentation and their perception by society, this new code constitutes a powerful tool for redefining AVAF in its entirety.

The units forming a whole create, by the use of symbols, codes and languages, in order to perceive, understand, and communicate with each other. A whole, a code, a language or communication in general must begin with the formation of a sequence of cohesive meaning.

The innate need of human beings, as units forming a

whole, to express themselves leads them to discover a code, whose starting point is their perceptive ability. Every code as an active structure, a communication system, influences the social structure, while the transient nature of society causes the continuous development of new codes and the redefinition of existing ones.





ATHENS VIDEO */ART FESTIVAL

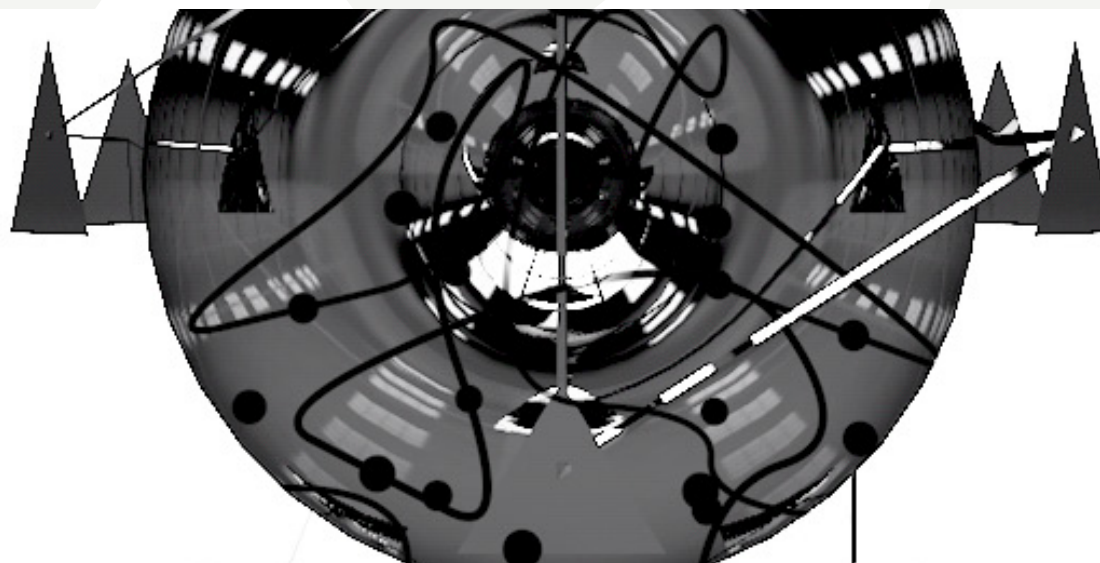
INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA

2012 EDITION */ **NEW CODES** EXPLORE - THINK - CREATE

The artistic medium is conducive to the development of the code: through creative dialogue it enriches the sensory experience of the viewer. The recorded material resulting from the artistic activation of space and/or appropriation of the body is filtered and forms a new language, new communication potential. The exploration of the new communication code then brings together, in an original way, artist and viewer, and forges a two-way relation between

them, as demanded by the times. Athens Video Art Festival is a living organism created and developed within the contemporary art and society environment to address a wide range of artistic and social issues. It aims at contributing to the strengthening of the ties between audience and artists, on the foundation of a multipurpose program seeking to enhance artistic and social awareness and understanding.

“The New Code establishes an alternative view of digital arts history and of their relation to an ever changing everyday life, thus reintroducing AVAF.”





ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA



CALL FOR ENTRIES

AVAF extends an open invitation to artists who are interested in developing their ideas by experimenting on the platform of new technologies, under no thematic restrictions, in 7 categories. Artists have the opportunity to submit their art works for the seven categories of its program.

MORE SPECIFICALLY:

VIDEO ART

By the use of recording and editing devices and computer code the artist creates a composition of moving pictures and sound

ANIMATION

Moving drawn images. The illusion of movement: the rapid succession of slightly differing drawn images which the mind unifies into a cohesive motion

INSTALLATIONS

Appropriation of space incites the viewer's sensory activation and, by incorporating creatively the surrounding space elements that interact dialectically with the artistic elements, offers him/her a full-fledged space-time experience

WEB ART

A characteristically alternative evolution of digital arts: using as a platform its "ancestors" and also the Internet, gives the viewers the possibility to interact with the work of art, thus getting around the restrictions of traditional museum and art gallery environments

DIGITAL IMAGE

Still images processed by means of computer code

PERFORMANCE

Single reproduction action that is accomplished through appropriation of the body

MUSIC

Through artistic experimentation, sound has evolved into an essential tool of free expression; from lengthy compositions to the briefest of sample sounds, from natural sounds to the sounds of improvised musical instruments, anything can constitute a form of communication



ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA

CALL FOR ENTRIES

HOW TO SUBMIT

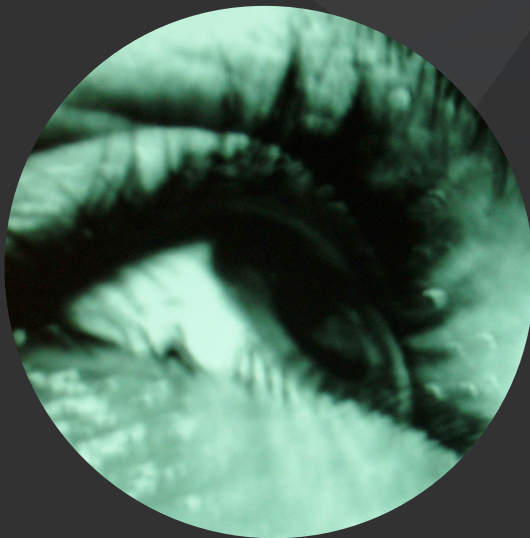
Applicants should follow the next simple steps:

1. Visit the official website of Athens Video Art Festival
2. Read and accept the terms of participation for their category/ies of choice
3. Download and fill out the corresponding form/s of participation
4. Put their work, four (4) photo stills of it and the participation form in one (1) file, and compress the file (those who wish to submit more than one work should repeat the steps from the beginning for each work)
5. Visit AVAF channel at **wetransfer** > athensvideoartfestival.wetransfer.com and send the compressed file to their chosen category's/ies' email address/es
For postal service submission, follow steps 1-3, then send one (1) DVD containing your work (1 DVD per work), one (1) CD containing the four photo stills for each work, and the participation form/s to the following address:
Athens Video Art Festival , Miltiadou 18, 10560, Monastiraki, Athens Greece, Tel: +302103230005
Please write "cultural sample / no commercial value" on the envelope.



ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA



PARTNERSHIPS

Athens Video Art Festival always tries to expand its network of collaborators, aiming at interacting with festivals, agencies, organizations and institutions in Greece and abroad, in order to keep broadening its artistic horizons without any restriction.

FESTIVALS

59 SECONDS VIDEO FESTIVAL
ANIMA
ART VIDEO SCREENING
COLOGNE OFF
CON CAN FESTIVAL
IN EDIT BEEFEATER
IN VIDEO
LOOP
MILANO FILM FESTIVAL
VAIA
FILE
TRANSMEDIALE
REC FESTIVAL,
VIDEOHOLICA
DANUBE VIDEO ART FESTIVAL
VIEW FEST/VIEW CONFERENCE
MAGMART
LIVE PERFORMERS MEETING
NORDIC MUSIC DOC
FONLAD
ALPHA-VILLE FESTIVAL
ONEDOTZERO – ADVENTURES IN MOTION
WATERMAN'S DIGITAL ARTS FESTIVAL

INSTITUTIONS

CURARE ART MOVEMENT
THE SWEDISH INSTITUTE AT ATHENS
DANISH INSTITUTE AT ATHENS
GOETHE INSTITUT ATHEN
INSTITUTO CERVANTES
BRITISH COUNCIL ATHEN
PAIK STUDIOS
ELECTRONIC ARTS INTERMIX

PRATT INSTITUTE
UNIVERSITY OF ARTS BREMEN
MANCHESTER METROPOLITAN UNIVERSITY MEDIA LAB
CONCORDIA UNIVERSITY
SMITHSONIAN AMERICAN ART MUSEUM
TEI OF ATHENS-DEPARTMENT OF GRAPHIC DESIGN
UNIVERSITY OF IOANNINA-DEPARTMENT OF PLASTIC ARTS
AND ART SCIENCES
UNIVERSITY OF PELOPONNESE-DEPARTMENT
OF THEATRICAL STUDIES
UNIVERSITY OF THE AEGEAN-DEPARTMENT
OF CULTURAL TECHNOLOGY AND COMMUNICATION.

ORGANIZATIONS

MINISTRY OF CULTURE AND TOURISM
MINISTRY OF EDUCATION
LIFELONG LEARNING AND RELIGIOUS AFFAIRS
MINISTRY OF ENVIRONMENT
ENERGY AND CLIMATE CHANGE
MINISTRY OF TRANSPORT
AND COMMUNICATION
GREEK TOURISM ORGANIZATION
GENERAL SECRETARIAT FOR YOUTH
CITY OF ATHENS
TECHNOPOLIS OF THE CITY OF ATHENS
ATHENS HOTEL ASSOCIATION
HELLENIC POST
EMBASSY OF SOUTH KOREA
EMBASSY OF THE UNITED STATES OF AMERICA
EMBASSY OF CANADA

AGENCIES

AV – ARKKI
VIDEO DATA BANK



ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA

OPPORTUNITIES

Athens Video Art Festival is a living cell of the community in which it plays an active role and by which it is inspired. Year by year, it furthers its exploration of the various "meeting points" between art and technology. It extends an open invitation to volunteers who, as active members of urban culture themselves, are willing to contribute to its realization.

CALL FOR VOLUNTEERS

We seek enthusiastic individuals with a passion for digital arts, new technologies and music, in order for them to join our team, and undertake various tasks.

The volunteers may assume responsibilities in curatorial assistance, brainstorming, communication, installation/deinstallation of facilities, showing artists around the city or

acting as liaison between artists and production members. Thus volunteers will have the chance to acquire experience on event management, and expand their social and professional circles.

Our invitation regards both the Call For Entries period (January to March 2012) and the actual Festival (May 2012). The volunteers may choose

the time and nature of their involvement, according to their skills, fields of interest and availability.

Further information

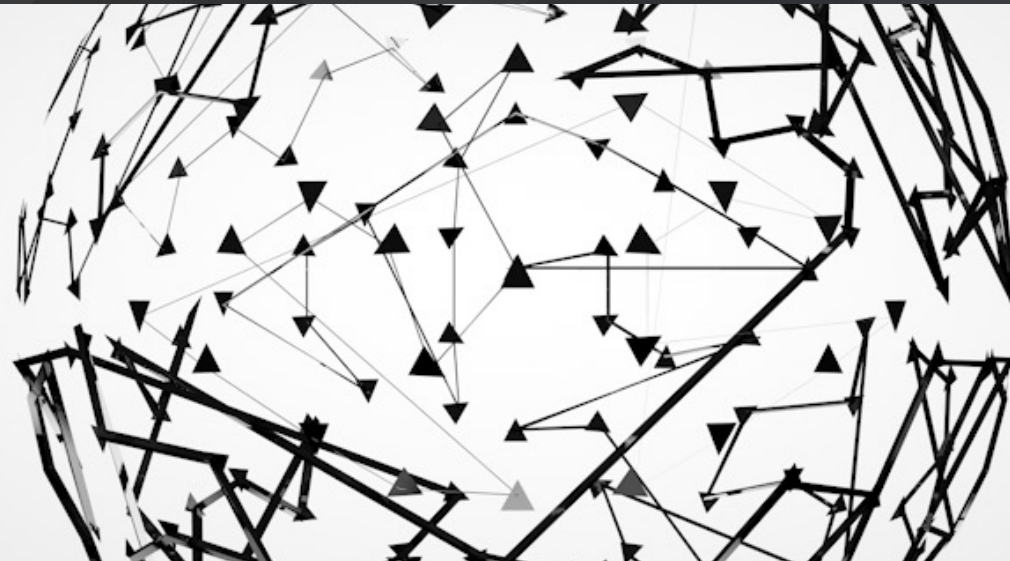
Tel: +30 2103230005

Email:

volunteers@athensvideoartfestival.gr

Facebook: www.facebook.com/#!/AthensVideoArtFestival

AthensVideoArtFestival





ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA

ALTERNATE ASPECTS

In consistence with its basic principles and aiming at the fullest possible exploitation of the dynamics of art, AVAF also tries to make social contributions. Through a number of alternative actions, it works towards expanding the awareness and knowledge of diverse population groups.

EDUCATION

In the context of its previous editions, AVAF has organized educational projects with the objective to familiarize diverse age and social groups with digital media. By collaborating with academic institutions, it offers students the opportunity to construct their professional identity.

More specifically, until our days, it has developed an even structured program of direct education (animation workshop) entitled: Bringing Image to Life (under the aegis of the Ministry of Education, Lifelong Learning and Religious Affairs), and also has presented university students' experimental projects in-

spired by AVAF's yearly special tributes (University of Ioannina-Department of Plastic Arts and Art Sciences: special tribute to Nam June Paik, under the title Global Pool, 2009, and special tribute to Fluxus, 2011; TEI of Athens-Department of Graphic Design: moving image course, 2010).

SOCIAL ISSUES

Given the broad dimensions of several social issues, AVAF is inspired by them, and transforms them to proposals, by means either of the projects in its official program or Multitrab Productions' parallel actions.

FEEL FREE TO FEEL GREEN, 2010

A collection of projects inspired by Environmental issues
(under the aegis of the Ministry of Environment, Energy and Climate Change)

ART + NATURE, 2008

Environmental action (under the aegis of the Ministry of Environment, Energy and Climate Change)

WE CELEBRATE LIFE

WITH MUSIC & DIGITAL ARTS, 2008-2011

Various events (under the aegis of the Ministry of Health and Social Solidarity), on occasion of December 1, World AIDS Day

15-15 SURPRISE YOURSELF IN ATHENS

Digital arts in the historical centre of Athens
(Ministry Of Culture and Tourism),
on occasion of World Museum Day

"EUROPEAN YOUTH WEEK"

Organized by the General Secretariat for Youth

"EUROPEAN YEAR OF VOLUNTEERING 2011"

Participation in the National Coordinating Committee
Volunteering campaign for raising Special Olympics 2011
volunteers, in collaboration with the Body of Greek
Scouts and the Greek Guiding Association



ATHENS VIDEO */ART FESTIVAL

INTERNATIONAL FESTIVAL
OF DIGITAL ARTS & NEW MEDIA



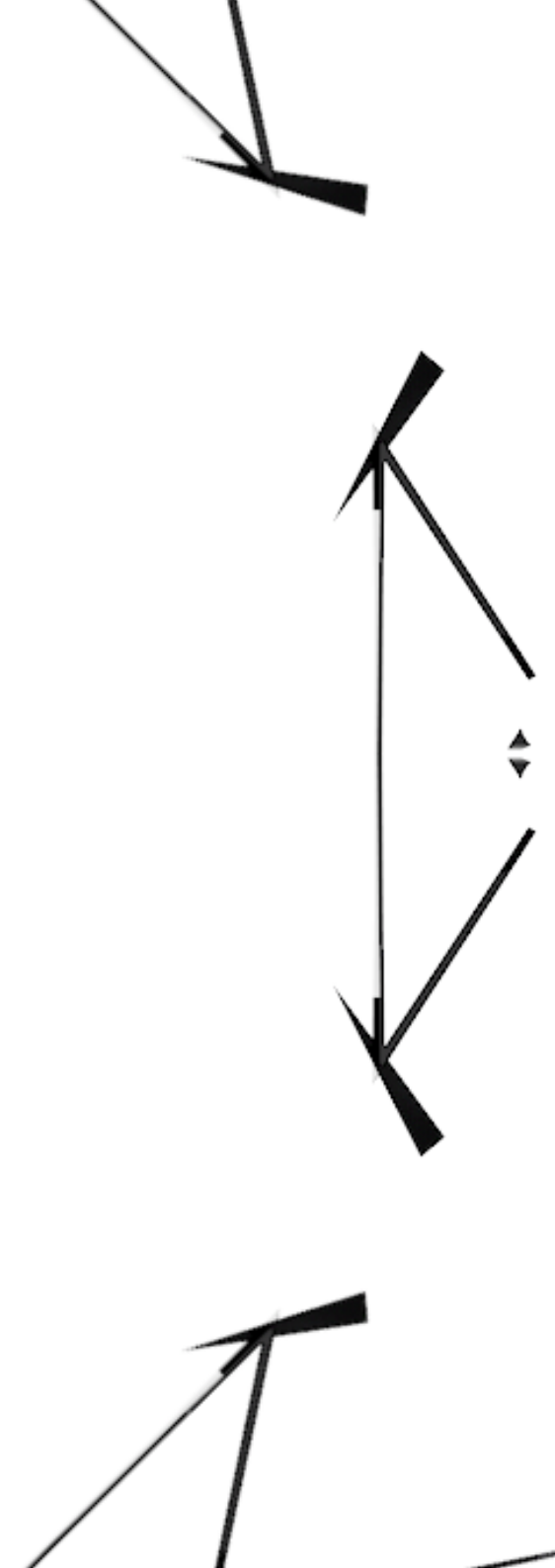
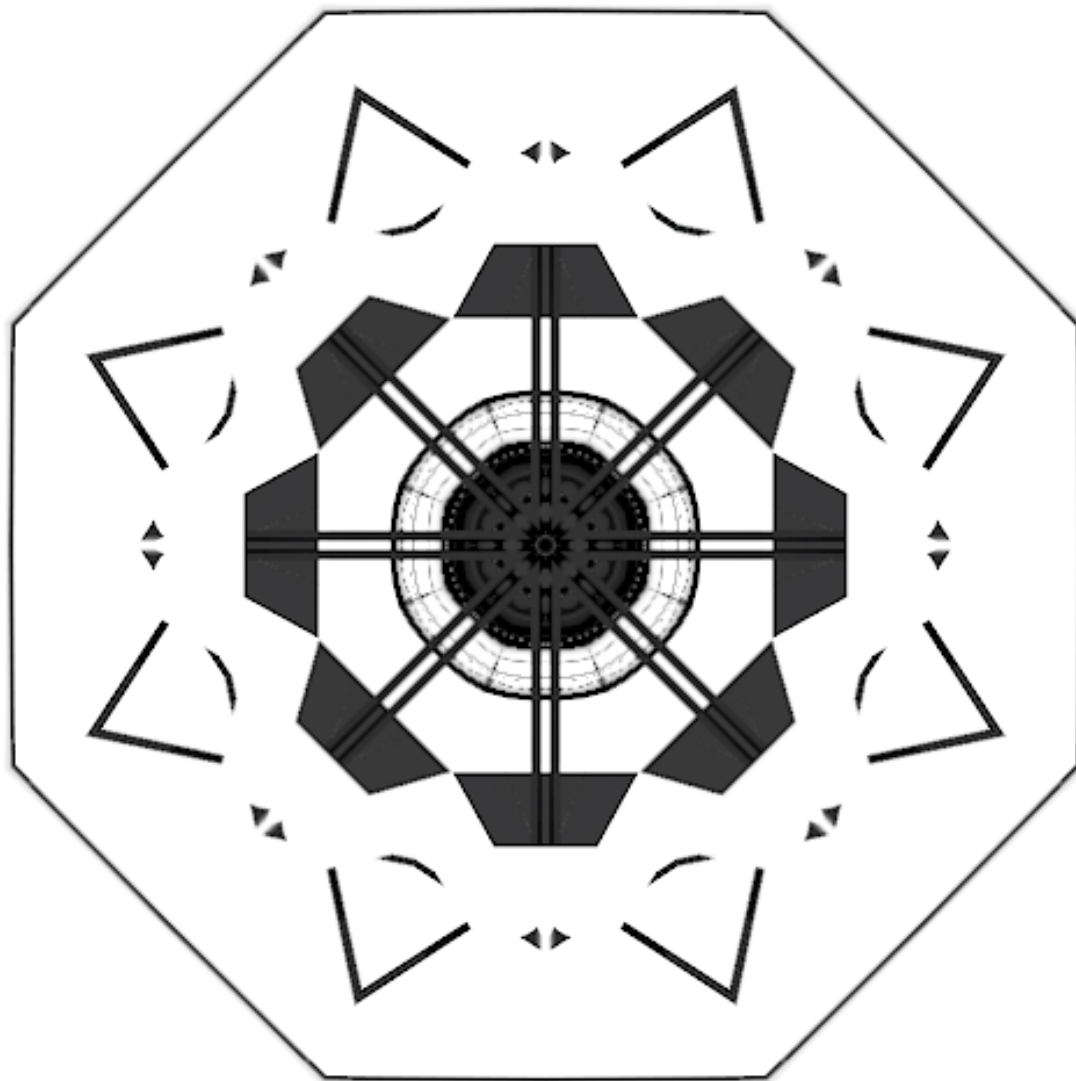
THE FESTIVAL IN NUMBERS

Edition	Dates	Submissions	Participants	Attendees
2005	19, 20, 21 April	180	137	1000
2006	7, 8, 9 April	600	405	2800
2007	27, 28, 29 April	1200	447	11000
2008	11, 12, 13 April	1350	235	12000
2009	14, 15, 16, 17 May	1400	256	14000
2010	7, 8, 9 May	2000	339	13000
2011	19, 20, 21 May	2250	267	7100

DIVERSITY OF ORIGIN OF ARTISTS

Athens Video Art Festival, by its annual call for entries as well as its official realization, invites artists and viewers from all over the world to submit their art works and ideas, as well as to live the unique experience of a journey through the world of contemporary culture and new technologies. More precisely, the organization has hosted art works, artists and viewers from the following countries:

Ireland, Spain, Argentina, Australia, Austria, Belgium, Bosnia, Chile, Brazil, China, Croatia, Czechia, Denmark, Finland, France, Germany, Hungary, Iran, India, Israel, Italy, Japan, Korea, Lithuania, Mexico, Holland, Portugal, Romania, United Kingdom, United States of America, Serbia, Sweden, Switzerland, Russia, Turkey, Poland.



Multitrab Productions
Αστική μη κερδοσκοπική εταιρεία

Miltiadou 18, T.K. 10560 Monastiraki, Athens
Tel.: 2103230005 , Fax: 2103230009 www.athensvideoartfestival.gr / info@athensvideoartfestival.gr