IMPAKT FESTIVAL 2015

THE FUTURE OF THE PAST

28 OCTOBER
—
1 NOVEMBER

ENGLISH VERSION

ART — TALKS — TECHNOLOGY
WWW.IMPAKT.NL

THE FUTURE OF THE PAST
IN A WORLD WELL DOCUMENTED

Consciously as well as unconsciously, we document every aspect of our lives in pixels and bites. Seas of data are being shared, distributed and stored on the internet and other platforms. Will our memory be affected when technology will remember the past for us? Can the future be predicted from data analysis of our behaviour? What about collective memory and our perception of the past, present and future? The Impakt Festival *The Future of the Past* examines the workings of memory and time in a world of massive data storage.

WEDNESDAY 28 OKTOBER 20:00
HKU - OUDENOORD 700 - UTRECHT

KEYNOTE SPEECH BY **DAAN ROOSEGAARDE**
The visionary artist **Daan Roosegaarde** has attracted international attention with projects like *Smart Highway* and *Smog Free Tower*. Roosegaarde uses technology and creative thinking to give the world an update: 'Beyond the first horizon of our short-term needs, there's a second and third horizon where there is room for sustainability and dreams.'

THURSDAY 29 OKTOBER 20:00
TIVOLIVREDENBURG - VREDENBURGKADE 11 - UTRECHT

KEYNOTE SPEECH BY **EVGENY MOROZOV**
While technology companies promise a better world, **Evgeny Morozov** wonders what price we are paying for their 'free' services. What are the social and political consequences of this deal? In his lecture, he casts a critical eye at such promises and the position that governments hold in these developments. Afterward, Morozov will be joined by **Arjan El Fassed** (Open State Foundation) and **Jons Janssens** (www.disrupted.vc and soverin.net) in a discussion moderated by **Mirko Tobias Schäfer** from the Utrecht Data School.

INSTALLATIONS

FRIDAY 30 OCTOBER - SUNDAY 1 NOVEMBER 11:00 - 23:00
THEATER KIKKER - GANZENMARKT 14 - UTRECHT

DELETED CITY - RICHARD VIJGEN
Geocities was one of the first places on the internet where people could build their own website. Users deserted the site en masse after it was sold to Yahoo. Take a trip through this lost world in *Deleted City*.

GIVE ME SOME TIME! /
THIS PAGE IS NO MORE... - OLIA LIALINA
How excitement, promise and high expectations in the early years of the internet gave way to technological 'progress', limitations, boredom and disappointment.

WORLD BRAIN - STÉPHANE DEGOUTIN & GWENOLA WAGON
A group of nomadic investigators fight against a future in which the internet develops into a self-regulating world brain: all knowledge and information is linked within one nerve centre that controls the world and makes people superfluous.

SATURDAY 31 OCTOBER 10:00 - 17:00
HACKATHON: THE NATIONAL BIRTHDAY CALENDAR
The National Birthday Calendar is SETUP's attempt to build a database of all the Dutch, including gift suggestions based on profiling algorithms. Location: Central Library of Utrecht (Oudegracht 167).

THE PAST

FRIDAY 30 OCTOBER

11:00 - 12:30

THEATER KIKKER - SMALL HALL
GOOGLE AND THE WORLD BRAIN - BEN LEWIS
(SPAIN 2013, 53 MIN.)
SHORT FILM **TOUTE LA MÉMOIRE DU MONDE - ALAIN RESNAIS**
(FRANCE 1956, 22 MIN.)

A documentary on the most ambitious internet project ever: Google's plan to digitize every book in the world. Google claims it wants to build a library for mankind, but **Evgeny Morozov** and various other opponents of the project suspect that Google's motives are less idealistic.

13:00 - 14:00

THEATER KIKKER - MAIN HALL
EVGENY MOROZOV × COLLEGE TOUR

Researcher, publicist and author **Evgeny Morozov**, renowned for his books *The Net Delusion and To Save Everything, Click Here*, studies the social and political consequences of new technologies and the internet. Morozov will be interviewed by **Mirko Tobias Schäfer** and taking questions from the audience.

15:00 - 16:00

THEATER KIKKER - FOYER
FUTURE TENSE COFFEE BAR

Inspiring meetings take place in the Future Tense Coffee Bar in the heart of the Impakt Festival. Guests and speakers take a *savvy* look at the future of the past. Pull up a chair, share your thoughts and fire away with your questions!

16:30 - 18:00

THE MEMORY OF TECHNOLOGY × THE PAST

THEATER KIKKER - MAIN HALL
DIGITAL FOLKLORE

The early days of the internet were filled with hope and the feeling of unlimited possibilities. Users copied and pasted as they liked and everyone was thrilled by the idea that the whole world was watching. The book *Digital Folklore* by **Olia Lialina** and Dragan Espenschied is a tribute to the days of online amateur culture, DIY electronics, typo-nihilism, memes and penis enlargements. **Evan Roth** will talk with Lialina about the fun of the old days of the web.

Presentation followed by the video *Trapped:* artist **Cory Arcangel** digitally digs for the unique historical treasure of Andy Warhol's experiments on the Amiga computer.

18:00

THEATER KIKKER - SMALL HALL
INSIDE THE DARK WEB - MIKE RADFORD
(UK 2014, 60 MIN.)

This revealing documentary provides insight into the fight over the future of the internet and the question of whether online anonymity is still even possible. Insiders explain how human behaviour can be predicted on the basis of online information, and how this can be used to exert power and control.

19:30 - 21:00

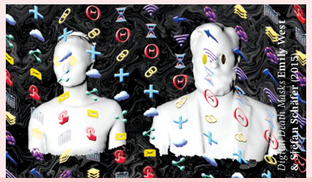
THEATER KIKKER - MAIN HALL
KEYNOTE SPEECH EVAN ROTH

Evan Roth investigates the interface between popular and digital culture, and explores proper and malicious use of technology. Using prints, videos and sites, he undertakes a multifaceted metaphorical journey into the workings of the internet and its memory. For instance, he ensures that his website will be the first to come up if you type *'bad ass motherfucker'* in Google Search, and he makes self-portraits based on his browser cache.

21:30 - 23:00

THE BETTER YOU × THE PAST

THEATER KIKKER - MAIN HALL
YOUR HEART STOPS BEATING, U KEEP ON TWEETING



Death is not the end, certainly not on the internet. We continue to exist in social media, even after our last heartbeat. This is an optimistic program about the (un)imaginable future of our online and social past. **Emily West** and **Sţëfan Schäfer** investigate life in the hereafter for our online identities in *Digital Death & the Post-Mortem Self*. **Boris Meister** made *Above the Cloud – Archaeology of Social Networks*, an atlas about life and death on social media. *Utopia 1.0: Post-Neo-Futurist-Capitalism in 3D!* by **Annie Berman** is completely shot on location in Second Life, once a flourishing world, now full of ghostly structures and missing plug-ins. In *Networked Collective Memory*, the Utrecht artist **Patty Jansen** shows how traumatic events can be commemorated on the internet.

THE PRESENT

SATURDAY 31 OCTOBER

11.00 - 12:30

THEATER KIKKER - SMALL HALL
THE FUTURE OF THE PAST ROUND TABLE

Guests, curators and artists participate in informal roundtable talks. Experts and researchers on data, memory and the future are invited to share their ideas with each other. Pull up a chair and join in the discussion.

13.00 - 14:30

COLOSSAL DATA × THE PRESENT

THEATER KIKKER - MAIN HALL
DEALING WITH DATA

The archives of the future are now being written almost automatically by data storage. How do the techniques for storing and investigating gigantic amounts of data work? In her thesis *The Web as Platform: Data Flows in Social Media*, **Anne Helmond**, assistant professor at the University of Amsterdam, examines how the architecture of the web and social media platforms make data collection possible. Researcher **Fernando van der Vlist** explores the social and cultural significance of digital calculations and software. **Kristoffer Gansing**, director of transmediale, investigates the 'blind spots' of Big Data and how artists use them to criticize systems. With screenings of *Simulacra* by Theo Tagholm and *You, the World and I* by Jon Rafman.

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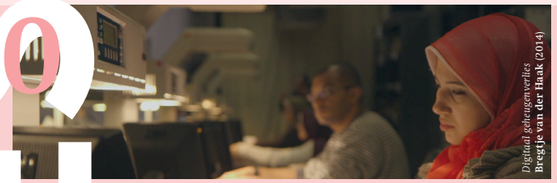
THE MEMORY OF TECHNOLOGY × THE PRESENT

THEATER KIKKER - MAIN HALL
THE HOOKS AND LOOPS OF ARCHIVING


Digitaal geheugenverlies
Bregtje van der Haak (2014)

The advent of computers and information technology in the 20th century stimulated the gathering and storing of knowledge tremendously. We place blind faith in digital technology. But are there also risks? How can we make sure that in the future we will be able to find our way in the continually expanding amount of information about the present? Three experts present their work: **Kristen Gwinn-Becker**, director of HistoryIT.com, warns that digital information can become unfindable; **Bregtje van der Haak** made the VPRO television documentary *Digitaal geheugenverlies (Digital memory loss)* and **Charles van den Heuvel** talks about Paul Otlet's Mundaneum (known as the 'internet of paper'), and sketches an alternative history of the World Wide Web.

18:00

THEATER KIKKER - SMALL HALL
WORLD BRAIN - STÉPHANE DEGOUTIN & GWENOLA WAGON
FILM VERSION OF THE INSTALLATION (FRANCE 2015, 75 MIN.)

World Brain warns of the collective intelligence of the Internet gaining self-sufficiency. The film largely consists of found material, such as YouTube videos and newsfeeds, supplemented with scenes from the guerrilla research of an underground group of scholars.

19.30 - 21:00

THEATER KIKKER - MAIN HALL
KEYNOTE SPEECH CÉCILE B. EVANS

Sketch for What the Heart Wants Cecile B. Evans (2016)

Feeling For You is an ongoing, frequently updated performance lecture that reverse engineers the artist's practice through a series of personal anecdotes, Google searches, images, and video clips. Meandering through the last few years of Evans' work, the talk follows the same 'hyperlinked' logic used in recent projects like *Hyperlinks or It Didn't Happen* or *AGNES*. Touching on the impacting rise of digital technology and the disorienting feedback loops it creates within society, the performance takes this year's festival theme as its starting point.

21.30 - 23:00

THE BETTER YOU × THE PRESENT

THEATER KIKKER - MAIN HALL
SCULPTURING OURSELVES

Gemma Galdon Clavell on *Data Doubles* (2015)

How can we use digital applications to create online personalities? As social media users, we are only too glad to play starring roles in the fiction of our own lives. But how much control do we have over how we are presented and remembered? Are there alternatives to Facebook, or is it time to resolutely say goodbye to social media? In a performance, **Famous New Media Artist Jeremy Bailey** presents his hyper-connected alter ego. Further, a lecture by **Gemma Galdon Clavell** (Eticas Research & Consulting) and a contribution by critic and author **Geert Lovink** (Institute of Network Cultures).

COLOSSAL DATA

KEYNOTE SPEECH

THE MEMORY OF TECHNOLOGY

THE BETTER YOU

THE FUTURE

SUNDAY 1 NOVEMBER

11.00 - 12:30

THEATER KIKKER - SMALL HALL
THE FUTURE OF THE PAST ROUND TABLE

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COLOSSAL DATA × THE FUTURE

THEATER KIKKER - MAIN HALL
CLOUDY FORECASTS

The value of Big Data and intelligent systems mostly lies in the promise that they will allow us to make better estimates of the future. But is that really true? Who and what determines the learning process and settings of these systems? 'Predictive analytics' and 'predictive policing' are issues that are as controversial as they are hot. Time for a social, political and ethical debate. **Ramon Amaro** investigates the ethical implications of Big Data at the Centre for Cultural Studies at Goldsmiths, University of London. **Rutger Rienks** wrote the book *Predictive Policing: Taking a Chance for a Safer Future*. The two of them are joined by **Frank Rieger** from the Chaos Computer Club (Berlin) and freelance data scientist **Egge van der Poel** for a discussion.

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THE MEMORY OF TECHNOLOGY × THE FUTURE

THEATER KIKKER - MAIN HALL
THE SECRET LIFE OF TECHNOLOGY

Gregory Halpern and Jason Fulford, *Revell* (2013)

How will technology change our lives in the near and distant future? Trans-humanists dream of a technological Nirvana, while sceptics fear a world in which people will be reduced to an insignificant part of a digital world brain. With **Tobias Revell**, designer and researcher of techno-political relations in historical, social and economic systems and future perspectives; **Stéphane Degoutin** of *World Brain*, a film and web project on the architecture of data centres, the collective intelligence of kittens, high-frequency trading and the laws of the jungle in the Wikipedia age; and Australian sound artist **Gail Priest**, who presents her installation *Sounding the Future* and explains how trans-humanism and the writings of Anne Leckie, William Gibson, Philip K. Dick influence her work.

18:00

THEATER KIKKER - SMALL HALL
DIGITAAL GEHEUGENVERLIES (DIGITAL MEMORY LOSS)
- BREGTJE VAN DER HAAK (THE NETHERLANDS 2014, 49 MIN.)
SHORT FILM **REMEMBER CARTHAGE - JON RAFMAN** (USA 2013, 14 MIN.)

How does our ever-shorter attention span, high-frequency capitalism, the fear of missing out, and our society's big focus on the here and now relate to the survival of knowledge which has been built up and collected for centuries?

19.30 - 21:00

THEATER KIKKER - MAIN HALL
KEYNOTE SPEECH JASON SCOTT

Evgeny Morozov

Jason Scott is an American archivist and the founder of Textfiles.com. He works for the Internet Archive and the Wayback Machine, with which you can search through 15 petabytes (15,000 terabytes) of information and 400 billion archived websites. Scott helps to save archives and websites that are in danger of disappearing. A recent example is his involvement with the downloading of Hyves, the social network that drastically declined after being taken over by the Telegraaf Media Groep.

COLOSSAL DATA

KEYNOTE SPEECH

THE MEMORY OF TECHNOLOGY

THE BETTER YOU

GENERAL INFORMATION

TICKETS
For more information go to our website
Tickets: www.eventbrite.nl

ONLINE
Website **www.impakt.nl**
Facebook **ImpaktFestival**
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ADDRESSES
Theater Kikker - Ganzenmarkt 14 - Utrecht
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TivoliVredenburg - Vredenburgkade 11 - Utrecht

FUNDERS

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The lecture by Daan Roosegaarde is co-organized by Impakt and HKU (University of the Arts Utrecht) and is part of Residencies in Utrecht. The lecture by Evgeny Morozov is co-organized by the Impakt Festival, the art manifestation Hacking Habitat in collaboration with TivoliVredenburg, and is part of Residencies in Utrecht.