

audiovisiva 5.0 2008 edition



audiovisiva 5.0 - call for entries

The call for entries for the 2008 edition of *audiovisiva*, a festival run by *esterni* dedicated to musical, visual, artistic and technological experimentation, will soon be published. **From January 1st to March 31st** it will be possible to submit **sounds** (live and digital music, turntablism, circuit bending, micromusic, sound engineering, chiptune), **images** (VJ sets, live soundtrack performances, video-art, light design, theatre, dance, scene design, graphic design) and proposals for **installations** (interactive, video and sound installations) to *esterni*'s headquarters, via Paladini 8 - Milan (for further information info@audiovisiva.com).

audiovisiva 5.0

A moment dedicated to **artistic experimentation**, to the **exploration of non-conventional expressive languages** and to the research on new technologies.

An occasion for some among the most interesting **international artists** - known for their ability to **play with collective imagery**, to transform it and reconsider it - to investigate the creative and communicative potential of music, video art, sound design and electronics/electronic arts in synergy. None of these artists can easily be filed under one genre, they **cross paths** and test **new languages**, in a project of blending different arts.

A festival which keeps on changing and being born, enriched by the interaction between the audience and the artists, the performances and the areas where they take place, as well as between images and their users. *audiovisiva 5.0* is not a goal, on the contrary, it is meant to be a **starting point** for a **reflection** on our times, on the media system and the images. Through new impulses and stimulations, the actual goal is to boost **a more critical and undeceived vision of reality**, as well as a greater awareness in the use of images.

Times and places

From **May 22nd to 25th** the most representative places of Milan will be transformed through performances and installations from international artists. *audiovisiva 5.0* penetrates the urban tissue, flows through the streets and the squares, takes museums, antique buildings, private villas and underground garages as its milestones while turning **the city into one wide stage**.

From the Navigli to the colonne di San Lorenzo, all the way to the suburbs through locations such as the Auditorium or the ex Magazzini di Porta Genova (former storage rooms), following an

ideal straight line which cuts the city in half a **wide experimentation area** will come into existence, for the audience to witness a revolution of the public spaces.

Contents

audiovisiva 5.0 makes space for new artists as well as for musicians known on an international scale, for visual performers, for composers and communication explorers, keeping an eye on **all which is contemporary**.

Live performances: from new versions of orchestral pieces to distortions of light and image, DJ sets and VJ sets, interactive exhibitions and live acts.

Cinema: special features and video art, real time image mixing, techno and dub rhythms synchronized with TV images.

Visual, sound and interactive installations, shows ranging from light design to projects made with recycled material, mirror effects and immersive sound...

Besides that, **workshops** with experts and professionals, **meetings and seminars** with philosophers and writers, to investigate the imagery and the different ways to use and reconsider images.

The audience

audiovisiva 5.0 appeals to an audience interested in music, cinema, arts, design, technology and innovation. To professionals such as producers and music labels, talent scouts, net-labels, graphic designers, music, cinema and art journalists. Finally, to everyone who's curious and keen on dealing with images, communication, sound and arts.

The website

Starting from December 2007 the website **www.audiovisiva.com** will be the main access portal to the event: a constantly updated **info point** about the artists' selection, including a section dedicated to the artists' biographies, images and multimedia contents, news and information from the world of sound and video productions, tips for festivals, exhibitions, meetings and seminars not to be missed, in Italy and abroad, a direct way to get in touch with the staff, in order to have a confrontation and suggest new ideas.

Past editions

audiovisiva is an *esterni* production. It was originally conceived inside the Milano Film Festival, as a moment dedicated to the interaction between electronic music and video, but from 2005 on *audiovisiva* has become an event of its own, it has been opening doors to different music genres and visual areas while earning international acknowledgements (in 2004 it won the Impresa e Cultura award). It has brought the spotlight on artists such as Pan Sonic, Murcof, Scanner, Rechezentrum, taking place in highly suggestive locations of Milan such as the moats of the Castello Sforzesco, the Arena Civica and antique villas like Villa Necchi Campiglio, in the city centre. It has changed the city, discarded the habits of everyday life and explored the potential of new synergies and mixes. It has focused on experimentation through the newest digital technologies; it has melted sound with new shapes of cinema and video languages. It has brought music closer to theatre performances, silent movies have been re-interpreted with sounds coming from a different century, new paths have been suggested with the aim of developing new forms of expression.