

B3 Biennial of the Moving Image

- **B3 Lead Exhibition explores REALITIES**
- **European premiere: Immersive stage from New York**
- **VR_PARK with premieres**
- **MOVING IMAGE PARK featuring young art**
- **AI reveals identities**

(Frankfurt/M./Offenbach, 1 July 2019) The B3 flagship exhibition is the heart of the B3 Biennial of the Moving Image. Since 2013, it has been presenting the current state and future of the moving image industry - technologically, artistically, but also in terms of its socio-political relevance.

2019 will also demonstrate, that existential questions are linked with artistic and technical aspects. With reference to the main theme of B3 2019, "REALITIES", areas such as virtual reality and artificial intelligence will become more prominent in the event.

"In view of the drastic political and economic upheavals in the world - from Brexit to climate change - many artists feel called upon to adopt clear positions through their art. Developments such as immersive technologies give artists new means to make their positions clearer and at the same time more tangible and experienceable for the public," says Prof. Bernd Kracke, Artistic Director of B3 and President of the Hochschule für Gestaltung Offenbach.

For the first time this year, the B3 leading exhibition presents itself in a strategic cooperation with THE ARTS+ Future of Culture Festival, which takes place annually as part of the Frankfurt Book Fair. This year, the B3 makers have developed various thematic blocks under the REALITIES theme for the categories Immersion, Virtual Reality, Film and Artificial Intelligence.

European premiere: Immersive Stage from New York

The central focal point of the 800 square meter exhibition area is the walk-in large-scale installation of the New York artist collective "3-Legged Dog". Up to 90 spectators can be present simultaneously in the approx. 350 sqm immersive installation, in which 3 video works realized especially for this occasion are presented to a European audience for the first time.

Dirtscraper is a room-sized virtual reality game by digital media artist Peter Burr (USA). It simulates a post-apocalyptic future in which people live in a huge, multi-layered underground complex whose life is determined by the strange moods of artificial intelligence.

In his generative installation analmosh, the artist Matt Romein (USA) creates a dynamic audio-visual landscape in which images, sounds, colors, and graphics are repeatedly distorted and remixed under program control.

Esperpento (Monstrosity) by Victor Morales (USA) is a digital 3D performance inspired by the aesthetic vision of the Spanish painter Francisco Goya. Using VR and AR techniques, a visually charged digital mediation about the rejection of the other and the dehumanization of the stranger emerges.

AI reveals identities

The Chinese artist Fei Jun, Associate Professor at the Digital Media Lab of the China Central Academy of Fine Arts (CAFA) Beijing, is presenting his interactive installation "Interesting World, Installation 2" (2019) for the first time in Germany. It celebrated its premiere in the Chinese Pavilion at this year's Venice Biennale and is based on an AI-controlled categorization system developed by Fei and a group of engineers that uses information from Google Maps. The AI captures the emotions and faces of the audience to derive elements of their identity. In an interview with

arbet.com, the artist explained: "This work is about exploring the thinking process of the machine, which is the algorithm. We are all observed in one way or another. But the interesting thing is that you don't know with whom the machine can connect you."

A Multitude of VR Park Premieres

The B3 Main Exhibition will focus on the Trends of Virtual Reality. Additional main topics underlining the B3 Exhibition REALITIES are Narrative and Emotion; with Illusion and Simulation. They inform our understanding of the digital mediums explored throughout the B3, and the world. More than 20 presentations are world wide, European and German premieres. The main partner of the VR Park is the European cultural catalyst, ARTE.

Their mission inspires the new and challenging interpretations of art works in general and the canon of Art and immersive sound experiences. The VR Park strives to challenge the status quo in both business and current affairs.

Additional participants in the VR Park are Hochschule Darmstadt and the Zurich University of the Arts, Departement Design.

MOVING IMAGE PARK featuring young art

On approx. 300 sqm, the B3 shows a view of the moving image outside of classical cinema productions, such as purely artistic positions, games or even web series.

The B3 partner Film London (UK) and its associated support programmes (Jarman Award Touring Programme and FLAMIN Touring Programme) present a representative selection of young British moving image art, including works by Vikesh Govind, Ollie Dook, Sarah Cockings & Harriet Fleuriot, Laura O'Neill, Clifford Sage, Sid Smith, Alia Pathan, Alexander Storey Gordon and Kimberley O'Neill. The film programme also includes recent works from China as well as from students and graduates of the Zurich University of the Arts ZHdK and the Babelsberg Film Academy.

B3 Biennial of the Moving Image

Today, B3 is one of the central European hotspots for moving images and contemporary media art, for innovative media developments and scientific discourse. Since 2013, B3 exhibits and themes have inspired around 800,000 people at home and abroad and generated a broad national and international media resonance.

In 2019, B3 will take place for the first time in strategic cooperation with "THE ARTS+" Future of Culture Festival at the Frankfurt Book Fair and other selected venues in Frankfurt and the Rhine-Main region.

Moving image and media professionals from all over the world will present their projects, works and views in exhibitions, screenings, conferences and other events from 16 to 20 October under the guiding theme "REALITIES".

The aim of the Biennial is, on the one hand, to create a broad interdisciplinary and cross-genre alliance for moving images and, on the other hand, to offer the international creative and cultural industries an overarching platform for professional exchange. The organizer of the B3 Biennial of the Moving Image is the Hochschule für Gestaltung Offenbach (HfG). The B3 is supported by the Hessen State Ministry for Higher Education, Research and the Arts.

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