



# ARTE ART PRIZE LAGUNA 11.12

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## Press Release

### **THE NEW FRONTIERS OF ART AT THE ARTE LAGUNA PRIZE: artworks created using iPad and iPhone**

*Venice 3rd November 2011-* **The 6th Arte Laguna Prize is the first international competition based in Italy to present a section dedicated to *virtual Art***, a growing field which will revolutionize the world of arts. **The Arte Laguna Prize** stands out, once again, for their pioneering spirit. From pictures to video to net performances, artworks are dematerialized and displayed on tablets and smartphones. This is why for the Prize 11.12, besides paintings, photographs, videos, sculptures and performances, the collective exhibition at the Arsenale of Venice will be partially set up using tablets to show to the public these new ways of making art.

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The **project is sponsored by Fope**, Italian jewelry company that since 1929 is synonymous with expert craftsmanship and constant experimentation. The winner of this new section will be selected by an international jury and will be rewarded with 7,000 euros and an artistic collaboration with the Vicenza-based company.

**The gradual recognition of the value of the Virtual art is a symptom of a change of direction in social culture.** In fact the new artistic movement, branch of media art, was born within social networks, forums and video games, supported by a grassroots community: a community of individuals based on cooperation and intellectual, emotional exchanges.

Thus **the age of mechanical reproduction is abandoned for a new trend of technological irreproducibility** - as said by Roberto Diodato, professor at the Catholic University of Milan and expert in aesthetics and new technology- because, thanks to its interactive nature, virtual art is an unstoppable and irreproducible form of experience.

And the new artist is the developer, the lead designer, who combines technology and imagination into a single artwork without distinct boundaries.

**Smartphones, tablets, PCs:** many are the new canvases used by virtual artists, who are members of a movement that changed a lot since its beginning. The digital form was born in the 70s, initially focusing on animation and video games, then on computers and recently on iPhone and iPad. The 73 years old British artist David Hockney is an emblematic example of how to create art without using brushes and canvas: his artworks have been used for the covers of the Telegraph and the New Yorker and has been exhibited in Denmark, Canada and England.

With this new section the Arte Laguna Prize is looking for the future Hockney.  
Virtual artists have time until the 11<sup>th</sup> of November to submit their artworks.