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7th Seoul International Media Art Biennale | Media City Seoul 2012



The 7th Seoul International Media Art Biennale will open from 11^{th} September ~ 4^{th} November 2012. The theme of this year's biennale is 'Spell On You'. This proposes to imagine a vision for a new world and society in two ways.

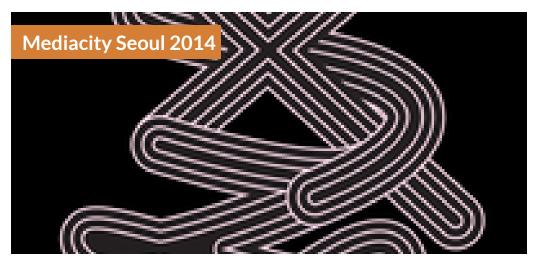
On the one hand, it will show how the recent production of new technology and social media is generating various renewals in social communication and exchange. On the other hand, it aims to reinterpret art and technology in an attempt to re-envision our future, and find alternative ways of living. Against this background, this exhibition will highlight the notion of a 'Spell' to convey active and direct modes of communication. It is hope that 'Mediacity' can bring an illuminating insight into the current dynamic shifts in contemporary art and technology. 'Spell On You' brings together works by approximately fifty artists from all over the world. Jinsang Yoo is the artistic director of the 7th Seoul International Media Art Biennale, and he will be joined by three renowned curators of contemporary media art; Yukiko Shikata (Independent curator based in Tokyo), Olof van Winden (Director of Netherlands Media Art Institute, NIMk), and Dooeun Choi (Co-curator of The Zero1 festival at San Jose). Since 2000, the 'Seoul International Media Art Biennale,' also known as 'Mediacity' has been hosting the event every two years. In the 7th edition. the biennale aims to show a multitude of interests that captivates the world of contemporary media art today.

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