



**MAO, media&arts office, is born and introduces its aims
to the Italian public**

**First MAO talk, of the series *Understanding new Media /
The Dutch Scene*, invites to Naples **Geert Lovink, Friday 6
October, 2006
4.30/6.30 pm
(free and open to public)****

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**From 8.30 pm/ Party for Geert Lovink
(upon invitation)**

"Mailing lists as Nettime are informal network made by people, texts and debates. To measure its importance is difficult. We have 3000 subscribers to international list, 500 on the Dutch one and there's also a Spanish/Portuguese one we call Nettime-lat. Many of these people work with new media and are also moderators. The importance of these lists and weblog can be achieved only if you know how the cultural production is marching on today and how it depends by informal situations, by a connected information ambient. People do not read newspaper and do not watch TV. Those are all garbage of the last year. The Old Media have installed big filters to stop signals arising from the society. Networks are more sensitive, or jammed, if you prefer. They are open, always going to produce only noise. All that we do in places as Nettime is something like "collaborative filtering", a collective process through that people attempt to extract a sense from the whole is circulating around. The Nettime topic is the cultural policy of new media, but this topic could be easily different. The term "tactical media" is not connected to Internet in itself. It was born in the first 90ies, after the fall of Berlin Wall, as a post 1989 concept, to surpass the dichotomy alternative information versus mainstream information. The tactical use of personal and local media portions, of old and new media are useful to create new and temporary free zones. It could be a techno party, a pirate radio, the design and production of a new fanzine, or a mailing list or a party."
*(Lovink, 2002)*¹

Is there, here in Italy, someone dealing with new media with a critic and curious insight, who is looking for unusual perspectives and tries to understand the incredible, deviating cultural and emotional revolution we passed and/or determined in the last two decades thanks to communication instruments, media and derives that - ubiquitous, virtual and collective - changed forever the way we meet, work and love? Is there, here, somebody who deal with all this? Yes, in Naples there is now **MAO**.

MAO - media&arts office is an Italian no profit agency devoted to design cultural events, contents and publishing on (new) media art. On its foundation, MAO organizes a talk, event and conference series (to which will follow limited hand made low-tech editions: books designed to be collected). MAO's aim is to create a strict and operative community. To explain the mission and to open the

¹ (Geert Lovink, extract from an interview of 2002 to Flirt Magazine, Lisbon, replied in Italian on Indymedia).

2006 membership campaign, MAO designs and signs special cultural appointments to open its micro-world. The MAO sign/gadgets will be highly recognizable and to be collected: as the membership card, a *red book* with multiple pages and stamps - one for each event, all different and unique.

The first MAO talk, placed in the section labelled *Understanding new media*, is dedicated to the stars of the **Dutch Scene**.

On **Friday October 6**, at **Napoli/Naples**, thanks to the crucial support of The Dutch Embassy in Rome, and the contribution of the Degree course "Lingue, culture e istituzioni dei Paesi del Mediterraneo" of the Università degli Studi di Napoli "L'Orientale", MAO invites, **for the first time in South Italy**, **Geert Lovink**, well known Dutch mass media theorist and activist (his essays translated in Italian are "Dark Fibers", and "Internet non è il Paradiso"). Lovink is the most important Net theorist and the first to highlight the sharp limits of this media: as Baudrillard, he says, before 2000: "Internet is not more a *new* thing. Email is part of our everyday life as happened with television, the Hoover and the fridge".

Abosolute *sui generis* thinker, Lovink is a young intellectual: very popular in big universities, he is, *in paralleli*, a very welcomed theorist of counterculture - cyber and not.

Lovink will meet the public in a free entrance conference, in English, from **4.30 to 6.30 pm** at **Palazzo del Mediterraneo** of the Università degli Studi di Napoli "L'Orientale": **the talk** will be also **streamed on Internet in realtime** thanks to C.I.L.A. (Centro Interdipartimentale di servizi Linguistici ed Audiovisivi) on the site www.cila.unior.it and on the MAO site, www.mediartsoffice.eu

Starting from 8.30, MAO will offer a party for Geert Lovink, only upon invitation (for information press@mediartsoffice.eu), in a splendid as unusual venue, filled with 10 statement taken from the Artist's thought: a creative provocation from which start to interact with the MAO world and the Lovink world. Napoli, the day after, will guest the opening of the solo show of Bruce Nauman in a city museum: the MAO's party will be very crowded ...

MAO introduces itself and introduces: Understanding new media: *The Dutch scene* /

Geert Lovink - Friday 6 October, 2006

Palazzo del Mediterraneo (IUO) Via Nuova Marina, 59 -
Napoli Aula T1, ore 4.30/6.30 pm /free admittance

From 8.30 pm / Party on invitation(press@mediartsoffice.eu)

Info: www.mediartsoffice.eu, info@mediartsoffice.eu Press: [Diana Marrone]
press@mediartsoffice.eu (mob. + 39 - 349 5517623)

[...read more.../ WHO'S WHO]

Who's who

media & arts office ONLUS (MAO), is a Italian no-profit company dedicated to design, curate and promote media arts with cultural events, art and editorial projects. MAO is: mr Danilo Capasso (former Sintesi Electronic Arts Festival producer, curator, exhibition designer and dj); mr Francesco Quarto (former Sintesi producer, curator, art director), mr Vito Campanelli (new media thinker, curator e net artist), ms Diana Marrone (journalist and fundraiser). They are less than 35 years old and are all from Naples.

MAO promotes actual art, expressed throughout all the platforms in which is usually declined: ambient installations made by new technologies, audio and video live acts signed by designers of all nationalities, talk and lectures on the most popular topics that involve us either as users and consumers of technologies and new communication tools.

Database, copyright, net art... these are some of the topics ran on Sintesi (www.sintesi.na.it), International electronic arts festival, held in Naples and Milan from 2002 to 2005, located in unusual and spectacular venues as church, museums, club and galleries: now MAO is picking this flower, sowed so widespread.

Geert Lovink (1959, Amsterdam), studied political science at the University of Amsterdam. Member of Adilkno, the Foundation for the Advancement of Illegal Knowledge, a free association of media-related intellectuals (Agentur Bilwet auf Deutsch), he is a radio program producer and a co-founder of The Digital City, the Amsterdam-based Freenet and 'Press Now', the Dutch support campaign for independent media in Former Yugoslavia. Former editor of the media/art magazine 'Mediamatic' (1989-1994), since 1991 he has lectured media theory in Eastern Europe and participated there in conferences on independent media, the arts and new technologies. He is co-founder of the Amsterdam-based internet content providers 'desk.nl' (culture/arts) and 'contrast.org' (politics) and a 'cultural ambassador' for 'de Waag', the Society for Old and New Media. Regular contributor of Andere Sinema (Antwerpen) and member of the editorial board of ARKzin (Zagreb).

He co-organized the 'Wetware Convention' (Amsterdam, 1991), 'The Next Five Minutes', an international conference on public access and camcorder activism (Amsterdam, 1993), 'Ex Oriente Lux' (Bucharest 1993), the first Romanian media/art event, 'Metaforum I/II/III' (Budapest, 1994-6), 'Interface 3' (Hamburg, 1995) on the culture of computer networks, 'Next Five Minutes II' on 'tactical media' (Amsterdam, 1996) and moderated the (net) symposium of Ars Electronica 96 on 'memesis'. He was the project coordinator of the Hybrid WorkSpace, which took place during the Documenta X (1997) in Kassel. In the spring of 1995, together with Pit Schultz, he founded the International 'nettime' circle which is promoting 'net criticism' (www.nettime.org). Nettime is both a mailing list, a series of gatherings (The Beauty and the East, Ljubljana, 1997) and also appears in paper (Netzkritik, Edition ID-Archiv, Berlin, 1997 and ZKP 1-4). Among his publications are Adilkno's 'Empire of Images' (Amsterdam, 1985), 'Cracking the Movement' (Amsterdam, 1990/Berlin, 1991/New York, 1994) on the squatter movement in Amsterdam, 'Hoer zu oder Stirb'

<http://www.thing.desk.nl/bilwet/#lovinken>

<http://laudanum.net/geert/>

<http://www.dds.nl/> (The Digital City)

<http://www.nettime.org/> Mailing list for networked cultures, politics and tactics