

BEYOND Festival announces a new strategic partnership with China

This year the BEYOND 3-D Festival in Karlsruhe will start a strategic partnership with China, announced the Head of the BEYOND Festival Ludger Pfanzen together with Yulu Wang, Director of International Coop. Dept. at China Television Artist Association Professional Council of 3-D.

To start this collaborative, multicultural partnership this year at the BEYOND Festival in Karlsruhe there will be a program focus on Chinese 3-D productions with two special „BEYOND Silk Road Awards“: One for the best 3-D program from China and one for the most outstanding and latest 3-D technical innovation from China.

Film producer and directors of China as representatives of the China Central Television will attend the event from October 15 to 18, 2015 in Karlsruhe (Germany) and the Award Ceremony on October 17, 2015 at the University for Music in Karlsruhe.

Statements of Yulu Wang and Ludger Pfanzen

„We are really excited about this collaboration with the BEYOND Festival which is the leading event on 3-D and ‘Future Design’ on our planet and with Ludger Pfanzen and Gülşel Özkan who are excellent experts of the world of new media with fantastic reputation. As the Silk Road started in Xian we are happy to have a strong and committed partner on the other side of this important cultural and economic trade-road in Karlsruhe“, says Yulu Wang.

„Over the coming decades new technologies will change our lives and the way in which we perceive it beyond our imagination. BEYOND is a creative network of science, technology, and art, an experimental laboratory for new art forms and perspectives on the social impact of technologies in a global context.

In this strategic partnership we are planning not only to cooperate between the ‘Silk Road Festival’ in Xian and the ‘BEYOND Festival’ in Karlsruhe, but also cooperate in development of new 3-D productions- ‘Space-Time-Narratives’ for the international market, on education and on technical development. The focus of the BEYOND Festival of the next year will be ‘Future Design Artistic visions for Europe and BEYOND’ and I strongly believe that uniting with visionaries and creative people from China will stretch our possibilities to design the future further BEYOND “, says Ludger Pfanzen.

This year’s thematic field: “The Dynamic Screen”

Press Information

July 2015

BEYOND 2015: New partnership with China

Location
University for Music in Karlsruhe

Duration
Oct. 15-oct. 18, 2015

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This year the BEYOND Film-Festival 2015 is dedicated to "The Dynamic Screen". In addition to current productions and trends of stereoscopic, multiscopic and autostereoscopic films in cinema and television the BEYOND Festival will focus on new narrative forms, of "space-time narrations". "The Dynamic Screen" is concerned with new dimensions of the "moving pictures" to space-time stories and the quantum theory of digital dreams. Supported by higher frame rates, higher resolutions, micro-and macroscopic insights, super slow motion and super accelerations, BEYOND also explores the changing design and behaviour of multimedia and information consumption, the dynamic screen: expanded cinema and TV - "3-D and BEYOND."

After surveying and exploring the outer or material world comes the surveying and exploration of the self. The topography of the brain, the anatomical and functional connectome of the various subsystems is being discovered, the neurological correlates of thinking processes and emotional states are on the way of being decrypted. Self-improvement and self-design through antro-techniques like yoga, meditation and physical work-out, also involving the aid of supplements, pharmaca, operations and electromagnetic brain-stimulation might become normal and will stimulate not only growth but also vertical tensions and stress on ourselves and others. Superintelligence looms promising and dangerous around the corner.

Hence, three-dimensional presentation of huge datasets and immersion into such datasets will play an ever more important role not only in entertainment and art but also in scientific simulations (and creations) of the future - we can no longer afford to fly blind and on autopilot. People will have to adapt to societal changes and changing relations between humans, as well as interrelations of humans with machines, animals, natural and digital networks. And people will have to come to terms with artificial consciousness and sub-consciousness. Virtual network worlds, like Cinema and TV, will become part of human life similar to our dreams, which are a nightly routine, somehow separated from our daily lives obeying to different physical rules. Future societies will also have to find a way to implement the "asynchronous equation" not only in „Space-Time“ but also in gender, multicultural, and multi-ethnic emancipation and in dealing with Artificial Intelligence.

BEYOND will try to give new and critical views on imagination and new insights into reality. Considering not only the chances but also the risks and possible collateral damage connected to new technologies artist have to take a stand for their values openly discussing the potential and the risks and formulate a vision for EUROPE and BEYOND.

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