

# 100x100=900

## a project to celebrate 50 years of videoart

To celebrate 50 years of videoart, conventionally recurrent on 2013, Magmart | video under volcano organize the videoartistic project **100x100=900** (100 videoartists to tell a century).

### The concept

The idea base of project is that *to evolve it is necessary to understand what of past must be once and for all archived*. In this sense, to call 100 videoartists to *interpret* anyone a year of the past century, besides to constitute a really global *narration* of 1900s, represent an attempt to processing the past, not by coincidence entasted to artists, and not by coincidence videoartists - due *the moving imagine* (cinema, television, web) is one of characterising elements of 1900s.

Maybe never like videoart, an art has been so *intimately close* to languages of contemporary, at their grammar and syntax. And the progressive switchover to digital of any expressive form by images, render always more subtle the wall that separate the artistic use of *medium* by all other uses.

In this sense, videoart can reasonably be consider like the form of art more *inner* at XXI century, and in this - hence - gifted of more suitable communicative tools for *comparison* on this *crest* between the two millennium. For the same reason, is even - potentially - that in prospect will can exercise a more significant influence on *shapes* of communication.

To approach, through an artistic and *plural* look, the history of 1900s, therefore want be - at same time - a *coral and visionary narration* of century, its new reading in an artistic key, its *interpretation* and *elaboration*. Avoiding from a historiographical or political look, for its own nature *partisan*, and resorting to artists look instead, subjective and partial but not *partisan*, the project want exite a collective consideration on *near root* of our present.

And absolutely freedom of any artist, which the only bond will be to focalize her/his own work on a certain year, presumably will bring with itself a capability of *unsettling*, and at same time of *re-alignment*, of our view of century.

**100x100=900** also call the artists to experiment a different context for their own production: indeed, even if interpretative freedom is strongly solicited, is plain - *in primis* at involved artists - that global vision of artworks will determine a *meta-layer* of reading, that include and overcome that of any artwork.

This consciousness is highly probable that - even if under unpredictable shapes - will reflect itself on creative process. At same time, this is the first time that a similar project is tryed, at least for videoart, and then is an *experiment* itself.

With absolute awareness of enormous differences, the *inspiring model* of project should empathize with *Terræ Motus*, where Lucio Amelio calls some artists to intervene - exactly in a global way - on an event of tragic greatness like earthquake.

At end of project, will be published a catalogue. Is our intention to cut a closed number of young art critics in this publication, preferably of different geographical and cultural origin.

The *manifesto* of project, published on website [www.9hundred.org](http://www.9hundred.org):

Human life passes through two fundamental season, youthfulness and adulthood. What we become result from that which we have been. This is true for individuals, as well as communities.

The american videoartist Bill Viola has said that: *“The digital era will overwhelm us, as it happened with the industrial revolution. And I am not talking about technological changes, such as the internet, Twitter or in art. The changes will hit all of life: from politics to science, from medicine to culture. Will change our way of life. The role of artists will be even more relevant. Our vision will communicate knowledge and compassion.”*

Therefore, the role of artists is very important. Art can help us to observe and understand the transition between the two human seasons.

This evolutionary shift, step-by-step, entails reaching an understanding of what aspects of the past must be definitively archived.

Our past and our roots are firmly anchored in the 1900s. Even in such an fast time, where all our lives are subjected to the stress and excitement of the accelerating speed of change, the greater part of our culture remains a child of 20th century.

### The artists

The project born in strongly contiguous with **Magmart | video under volcano** festival, that along the years has build a *community* of videoartists - and a network of international organizations that are mainly *focused* on videoart. In this perspective, the more natural choice has been to invite 100 artists selected within the *winner*s of previous edition of festival.

From this parterre has been done an attempt to extrapolate a list of one hundred names, that includes - if possible - the max wide range of styles, but especially of cultures, namely capable to assure a look the more various possible. In any way, in fact, the final outcome of project is wanted like signed by a definite specific cultural mark - even in the awareness that, in globalization era, many differences tend *to lower*.

On project official website ([www.9hundred.org/century.php](http://www.9hundred.org/century.php)) is available in real-time the full list of participating artists, matched with the year on which they will work.

### The network

The project scheduled an official presentation in Naples, Italy, along the Universal Forum of Cultures 2013, associated with an international tour, realized through a partnership with other organizations.

A first invite has been sent to the more closer member of the network.

ACTIVA, AllArtNow, Art Video Exchange, Athens Videoart Festival, Cairo Video Festival, Conflito Estetico, Crosstalk Video Art festival, danubeVIDEOARTfestival, elmur.net, Experimenta India, FIVA Festival, Fonlad, Gaza's International Festival for Video Art, InstantsVideo, Kurye Video Festival, La Tostadora, Loop Barcelona, Miden festival, Optica Festival, Orebro Art Video Screening, Oslo Screen Festival, OK Video Festival, Saisonvideo, Simultan Video Festival, Videoarte en Movimiento, Video Art & Experimental Film Festival, Videobrasil, VideoFormes, Videoholica.

Further contacts will be gradually start with other organizations and single curators, to assure the most wide possible presentation of project itself, on five continents and along the 2013.