



*„A few wander towards the edges“*

## Aims

FACE is a distributed network for changing, modelling and testing concepts. FACE permits the flexible manipulation and visual representation of ideas, concepts and projects, and also forms an arena for brainstorming, discussions and confrontations among its authors. There is a clear link between author's local intervention and network's global behaviour.

FACE functions on the exchange of concepts created by leading artists, curators and specialists working in the avant garde of contemporary art and cutting-edge technology.

Participants have at their disposition a tool which allows self-reflection and reconstruction of their own position in the discourse of new media art. This leads to the development of new concepts in discovering patterns in their work which hitherto were unnoticed.

Each of the participants is a co-author of the architecture of FACE and is jointly responsible for its form. The fusion of tools for the exploration and visualization of knowledge with an infrastructure which can exchange information between participants, enables the development of new ideas in the arts.

## Structure and Operation

The process of creation, organization and dispersal of concepts is represented by flow graphs. Each concept has its own node in the graph, or is a configuration of several nodes. Content published by the participants is found at the edges of the graph, while the nodes represent a system of tags used by participants while designating the contents.

Each participant has complete control his own graph, and can also navigate freely among the graphs of other participants.

Material published through FACE is not restricted in form - it could be text or any kind of multi-media element, such as photos, graphics, video, messages etc.

The data which arises while working with this application can have many different characteristics and parameters - such as time, place, creation process, distribution, references, criticisms - which can then be analyzed and visualized.

## Social Dynamics

The actions and interactions of participants lead to the personalization of values and imply a change in social order, regardless of whether the authors are aware of this or not. Online activity forms a starting point for further activity in the physical world, in the form of interventions, performances and exhibitions.

## Participants

FACE is an international project. The participants invited to join the first phase of the project are from Poland, German and Central Europe.

## Curators

FACE is an open environment which looks after the comfort of work and the level of effect attained during the use of the application.

The initial participants are chosen by the project's council: Robert B. Lisek, Joanna Kryza, S. Cichocki. The choice of participants for successive stages of the development of FACE is the responsibility of the curators and those artists already taking part in the project. The distributed curating takes into account differing and often extreme views and concepts during the selection of the next participants.

## Organizators:

Fundamental Research Lab, N.Y. – <http://www.fundamentalresearch.org>

eCulture Factory, Bremen – <http://www.eculturefactory.de>

Robert Bosch Stiftung, Stuttgart – <http://www.bosch-stiftung.de>

Mit Ost e.V., Berlin – <http://www.mitost.de>

Netzspannung.org – <http://www.netzspannung.org>

## Credits:

- conception: Robert Lisek
- realization; Fundamental Research Lab
- project management: Pawel Oczkowski
- partners: netzspannung.org & Robert Bosch Stiftung GmbH

This project is an expansion of the original project FLOAT  
[http://fundamental.art.pl/float\\_00.htm](http://fundamental.art.pl/float_00.htm)

## Contact:

Pawel Oczkowski  
Fraunhofer IAIS/eCulture Factory  
Hermann-Köhl-Strasse 7  
D-28199 Bremen  
T. (+49) 224 114 34 40  
F. (+49) 421 960 14 15  
M. (+49) 176 760 63 068  
(+48) 514 269 615  
[pawel.oczkowski@iais.fraunhofer.de](mailto:pawel.oczkowski@iais.fraunhofer.de)



eCULTURE  
FACTORY



**fundamental research lab**

Robert Bosch **Stiftung**

**netzspannung.org**

