

亚太媒体艺术

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MAAP IN BEIJING 2002

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www.maap.org.au

20 October to 3 November 2002

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“亚太媒体艺术展”于1997年创办于澳大利亚的布里斯班的新媒体艺术中心，其发起组织是澳大利亚布里斯班的媒体艺术中心。经过五年的发展，该展览已经成为亚太地区最主要的多媒体艺术展之一，涉及该地区十四个国家，并且是惟一以亚太地区为核心的新媒体艺术活动。该艺术展主要展示来自亚太地区的以互动媒体、互联网络、数码视频以及动画媒介的艺术实验，发掘来自亚太地区的多媒体文化作品。

以录像、数码技术、多媒体和互联网为媒介进行创作的多媒体艺术，近十年以来已经成为新的国际潮流。其发展迅速的原因主要在于：第一，相对于传统媒体而言，它的形象信息大、易于接受并适合现代生活的快节奏的欣赏方式；第二，相对于大众娱乐电视节目的过分的商业性，它表达了艺术家的个人感觉和个性，是大众传媒图像的补充，并且逐渐和电影、电视、摄影拉开距离，形成自己的语言特点；第三，电脑的普及和网络时代的到来，使这种艺术形式广泛受到年轻一代的欢迎。

五十余年以来，中国对外艺术展览中心致力于向全球推广中国灿烂的文化艺术，并将优秀的世界艺术介绍到中国，为中外文化交流架起桥梁。今年是中澳建交30周年，值此之际在北京举办亚太多媒体艺术展，有利于促进中澳两国艺术的交流；有利于让我国艺术界及时了解多媒体艺术的当代发展水平，吸收各国多媒体艺术的优长；有利于让广大观众认识和欣赏丰富多彩的高科技艺术作品；同时多媒体艺术展的举办对于推动科学与艺术的融合、体现我国文化在该领域与国际同步的文化态势，有十分重要的战略性意义。



中国对外艺术展览总经理

MAAP is a new media art center started by the Brisbane-based Media Art Center and founded in Brisbane, Australia in 1997. Through 5 years, MAAP has grown into one of the leading multimedia art exhibitions in the Asia Pacific Regions, covering 14 countries in the region, and, what's more, is the only festival of its kind to focus on the Asia Pacific regions. MAAP specializes in showcasing the artistic experiments in a wide range of art forms and practices including interactive multimedia, Internet, digital video and animation, and explores multimedia artworks in the Asia Pacific Regions.

Multimedia art involving media like video, digital techniques, multimedia and Internet has already become the new international art current in recent ten years. The main reason for its rapid development lies in: firstly, compared to the traditional media, it contains more information of images, is easy to be accepted and suits to the fast-moving mode of appreciation in modern life; secondly, it, expressing artist's personal feelings and personalities, is a supplement of mass media and furthermore grows separated from movie, television and photography and form its own linguistic characteristics; thirdly, the popularization of computer and the advent of network age make this art form widely accepted by the younger generations.

Through more than 50 years, China International Exhibition Agency has been specialized in promoting China's splendid culture and art to the world while introducing excellent outside art to China, building a bridge of cultural exchange between China and abroad. Held on the 30th anniversary of the establishment of diplomatic relations between China and Australia's, MAAP in Beijing contributes to further art exchange between the two countries, offers China's art scene a great opportunity to know about the present-day developing level of multimedia art and assimilate whatever is beneficial in multimedia art from other countries and conduces to brings people gathering before the diversified high-tech artworks. Meanwhile this festival bears strategic significance in promoting the blend of science and art and reflecting Chinese culture's keeping pace with the time in this domain.

Zhang Yu

Director

China International Exhibition Agency

在秋天这个标志着成熟的季节里，中华世纪坛数字艺术馆第一次对“媒体艺术”这个尚不成熟的朋友敞开了大门。或许它的魅力就在于它的不成熟，创新的试验、勇敢的探索和不灭的热情永远是这个新生力量的态度和生存方式。作为展览的承办者我们也同样以热情的方式欢迎新朋友的到来，支持新生力量的成长。

一个诞生在遥远的澳大利亚的民间艺术组织，却以开阔的视野关注着整个亚太地区的多媒体艺术。自1998年创立至今5年以来，澳大利亚MAAP艺术组织一直在为了探索新艺术形态、扶植新艺术力量而辛勤工作着，并且致力于加强亚太媒体艺术家相互间的交流，以及向外界介绍亚太媒体艺术的最新成就。在这里对于他们永远不曾减弱的热情和执著追求艺术的信念，我们谨表由衷的敬仰和感激。

恰逢中澳建交30周年这个历史性的时刻，我们欢迎“亚太媒体艺术展”第一次走出澳大利亚，来到亚洲这片更为广阔的土地，面向更为众多的人民；我们更要感谢MAAP艺术组织把这颗吸引着全世界目光的“掌上明珠”带到汇聚了亚洲魅力的北京来；我们很荣幸能首次成为艺术节在亚洲地区的第一个主办者；我们更加高兴的则是能够首次由同样为新生力量的中华世纪坛数字多媒体艺术馆来承办此次展览。毫无疑问，“2002北京亚太媒体艺术展”将会为媒体艺术家们提供一个五光十色的舞台，在这里他们可以尽情展示自己，尽情享受属于他们的狂欢节。

我们真诚地期望能够透过中华世纪坛数字多媒体艺术馆这扇刚刚打开的窗口，把亚太媒体艺术节介绍给北京、中国，同时还把世界的目光汇聚到中国、北京，我们更希望中澳人民的文化、艺术能在对于媒体艺术的相互学习和了解过程中彼此润化开来。在这里，我们只能借助语言文字这个最原始的、最单纯的媒体，祝愿展览圆满成功，祝愿媒体艺术蓬勃发展，祝愿中澳人民友谊常青。

王建琪

中华世纪坛艺术馆馆长

2002年10月

In Autumn, the ripe season, the Multi-Media Digital Art Museum of China Millennium Monument opens its door for the first time for the "multi-media art", this immature friend. Perhaps, its charm just lies in juvenility. Innovation, brave exploration, and undiminished passion are eternally the attitude and existing style of this newly emerging force. As the undertaker of this exhibition, we warmly welcome the new friend here and will support its development.

As a non-governmental art organization established in Australia far away, MAAP pays close attention to the multi-media art within the whole Asian-Pacific area with its wide vision. Since 1998, the year of foundation, Australian art organization—MAAP has been working on seeking new art form, propping up new art force and devoting itself to enhance the exchanges among Asian multi-media artists, as well as introduce the latest achievement in the multi-media art of Asian-Pacific area for successively five years. Here, we sincerely want to express our reverence and appreciation to MAAP for its undiminished passion and inflexible attitude in pursuit of art.

At this historic moment in celebration of the 30th anniversary of establishment of China and Australia diplomatic ties, we welcome the exhibition on Multimedia Art Asia-Pacific to come from Australia for the first time, reaching this wider Asian land and face more people. We should also thank MAAP for taking this pearl in the palm, which appeals the eyes of the whole world to Beijing, together with all Asian charms. We are honored to become the first sponsor for holding the art fair in Asia for the first time. And we are much more pleased that the Multi-media Digital Art Museum of China Millennium Monument, also a newly emerging force, can undertake it for the first time. Out of question, the 2002 Multimedia Art Asia-Pacific will provide the multi-media artists a colorful stage, on which they can show themselves and enjoy the carnival belonging to themselves as much as they like.

We genuinely expect to introduce Asian-Pacific multi-media art to Beijing, China through the Multi-media Digital Art Museum of China Millennium Monument, the just opened window, and attract the eyes of the whole world here. We also hope the Chinese and Australian culture and art can be melted through understanding to the multi-media art. Here, we can only wish the exhibition a great success by using language and words, the most aboriginal and simplest medium. May the multi-media art develop vigorously. Wish Chinese and Australian people an everlasting friendship.

Wang Jianqi

Director of The Art Museum of China Millennium Monument

October 2002

21世纪是信息化的时代,同时也是文化艺术创新的时代。计算机技术特别是数码技术的发展,为视觉艺术的创新提供了新的条件。以数码技术为基点,兼融摄影、录像、视频、声音、装置、互动等综合手段的“媒体艺术”,已经逐步显示出其在社会文化空间中的位置。作为当代艺术中的一种新的样式,媒体艺术一方面表现出了艺术家新的文化观念和个性的视觉感受,让人们在这种综合性的艺术语言中了解到当代艺术的探索趋势;另一方面,媒体艺术也极大地丰富了今天的视觉图像世界,给人们带来新颖的审美经验。在媒体艺术中开拓出来的一些新的形式语言,正不断进入大众文化领域,为人们所接受,成为今日视觉文化不断丰富多彩的来源。

在中国艺术教育的改革发展过程中,已越来越重视科技与艺术两栖人才的培养,满足社会对新型艺术人才的需求。中央美术学院在这方面发展了数码媒体艺术专业的教学,全国许多艺术院校也在这个领域加快发展。对世界范围内新媒体、新技术在艺术上的应用与创造,我们需要了解,也需要交流。

本着推动艺术创新和介绍艺术新的成果的目的,中央美术学院和几家主办单位联合组织了“2002北京亚太媒体艺术展”,将目前亚太地区有代表性的媒体艺术作品介绍给中国美术界和广大观众。这个展览,构筑的是一个新的视觉艺术交流的平台,来自不同文化背景的艺术家在新媒体领域所进行的探索和创造,将为人们了解今日艺术的发展提供直接的感受。实际上,提倡科学与艺术的结合,加强中外视觉文化的沟通,增进全球范围内具有人文意味的信息交流,已是我们今天的文化共识。

在此,我要对为这个展览所付出努力的中外艺术同行和工作人员表示感谢,并祝展览圆满成功!

潘公凯



中国,中央美术学院院长
2002年10月

The 21st century is the information age, and an age of cultural and art innovation. The development of computer technology, particularly that of digital technology has provided new incentives for the innovation of visual art. "Media art" based on digital technology and integrating mixed means of photography, video, sound, installation and interactive medium, is gradually finding a position in the socio-cultural space. As a new form in contemporary art, media art, on the one hand, can present the artist's new cultural ideas and individual visual experiences, allowing people to understand through this artistic language the trend of exploration in contemporary art. On the other hand, media art has greatly enriched today's world of visual images, giving novel aesthetic experiences. New formal language developed from media art is entering the field of popular culture, being accepted by the public and becoming a source of the increasingly rich and colorful visual art of today.

In the process of reform and development of art education in China, more and more attention are being paid on the cultivation of talents capable in both technology and art to meet the demand of the society on new types of art practitioners. In response, the Central Academy of Fine Arts has developed the teaching of the subject of digital media art and many other art institutions around China are also working at a fast pace on this field. As such, we need to know and to communicate the applications and creations of new media and new technology worldwide.

Targeting to facilitate the artistic innovation and present new achievements in art, the Central Academy of Fine Arts and other partners organizes the 2002 Asia Pacific Media Art Exhibition, which will introduce representative media art works from the Asia Pacific Region to the fine arts circle and viewers of China. This exhibition has constructed a new platform for the exchange of visual art, where the exploration and creation of artists from different cultural background in the new media field will provide direct experiences to understand the development of today's art. Actually, the combination of science and art, the strengthening of the communication between visual art of China and the outside, and the promoting of global information exchanges with humanistic implications are cultural common ground of today.

I hereby give my thanks to all the artists and staff whose efforts have made this exhibition possible. I wish the exhibition a success.

Pan Gongkai

Chancellor, Centural Academy of Fine Arts, China
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