

ircam
Centre
Pompidou **40**



The VERTIGO STARTS project

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Coordinator, VERTIGO project

STARTS : Science, Technology and the ARTS



- STARTS initiative of the European Commission (DG Connect) : promote artists as catalysers of innovation from ICT projects

Myron Krueger's *Video Place* (1974), and the *Sony EyeToy* (2003)



Source : <http://www.flong.com/blog/2009/new-media-artworks-sequels-to-everyday-life/>

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Michael Naimark & MIT ArchMac's *Aspen Movie Map* (1978-1980), and *Google StreetView* (2007-)



Source : <http://www.flong.com/blog/2009/new-media-artworks-prequels-to-everyday-life/>

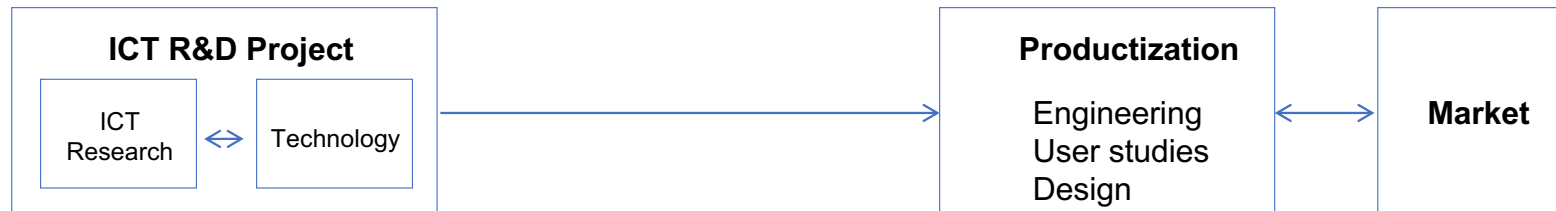
The VERTIGO STARTS project



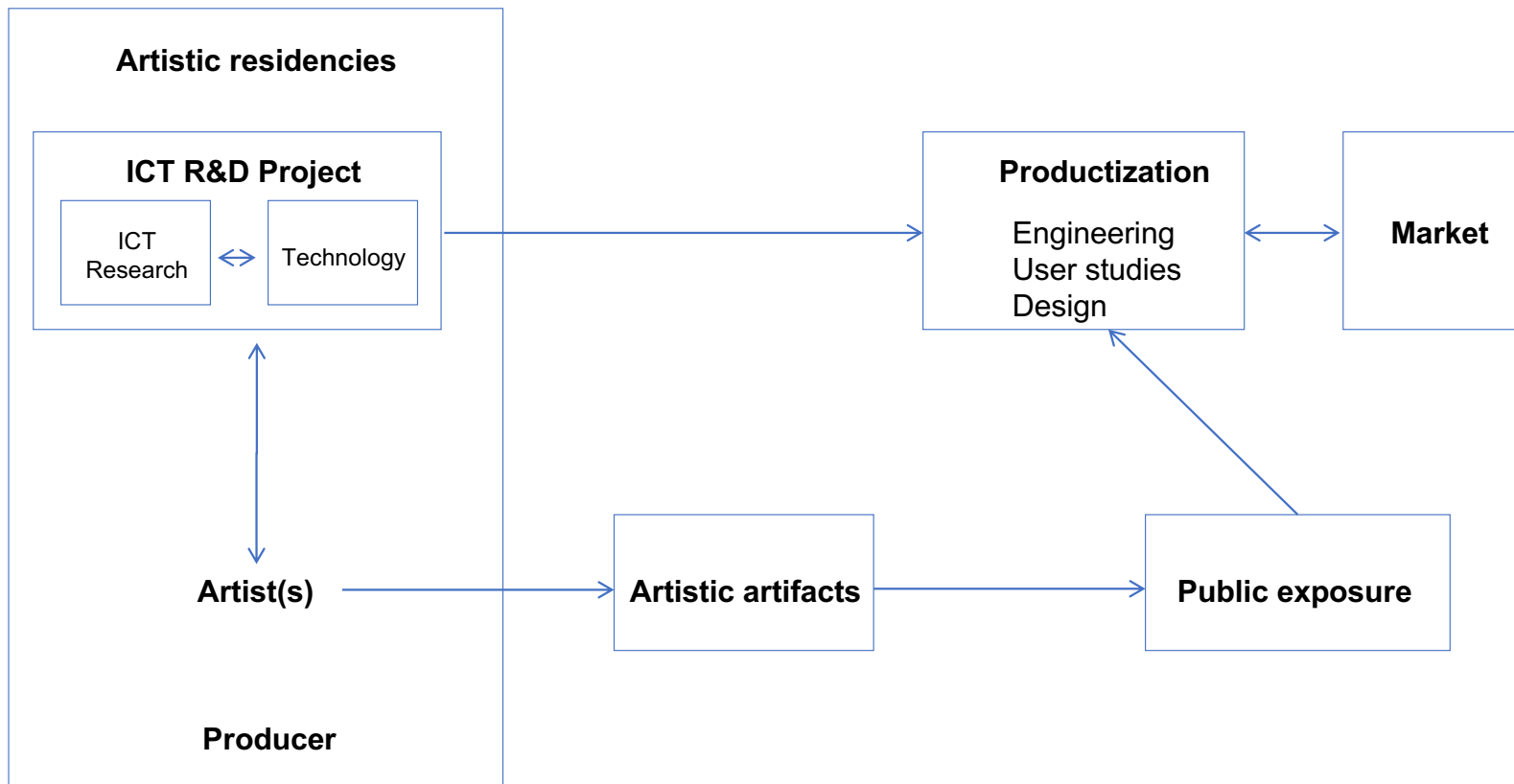
Purpose : bring tools and support to the STARTS community

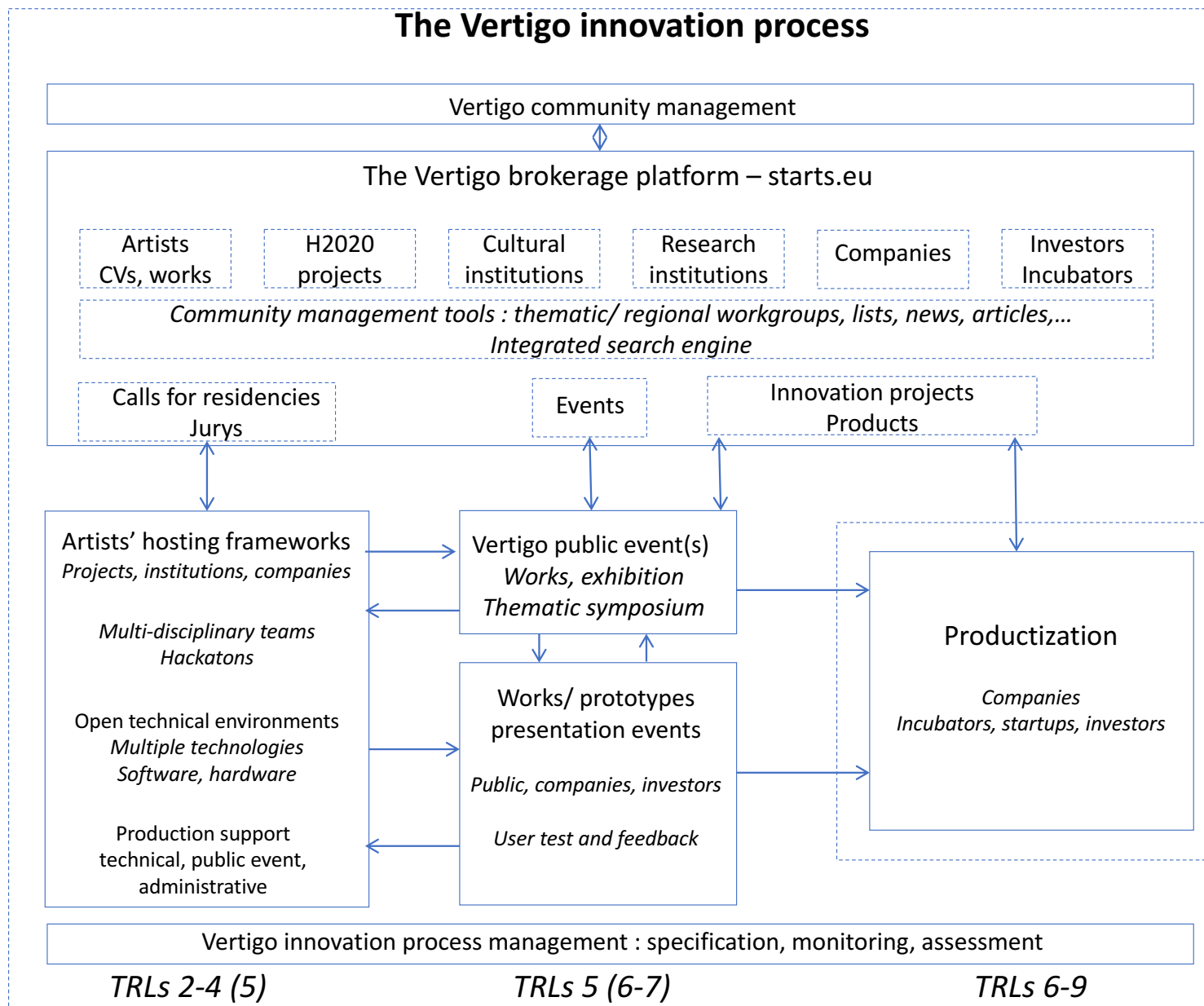
1. Organise and fund artistic residencies in ICT R&D projects throughout Europe
2. Set up and manage an online brokerage platform – vertigo.starts.eu/ starts.eu
3. Organise a yearly high visibility event and showcase Art-Science-Technology successful results – as part of Vertigo Forum at Centre Pompidou

Standard R&D « innovation » scheme



The VERTIGO innovation scheme



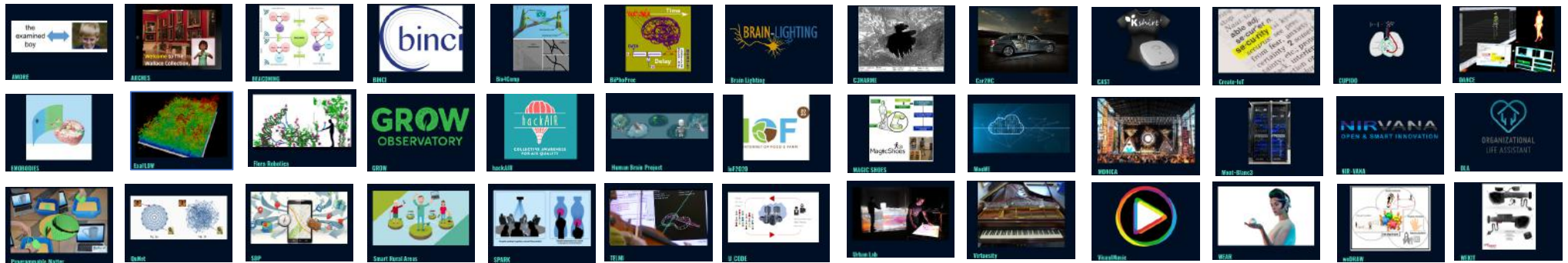




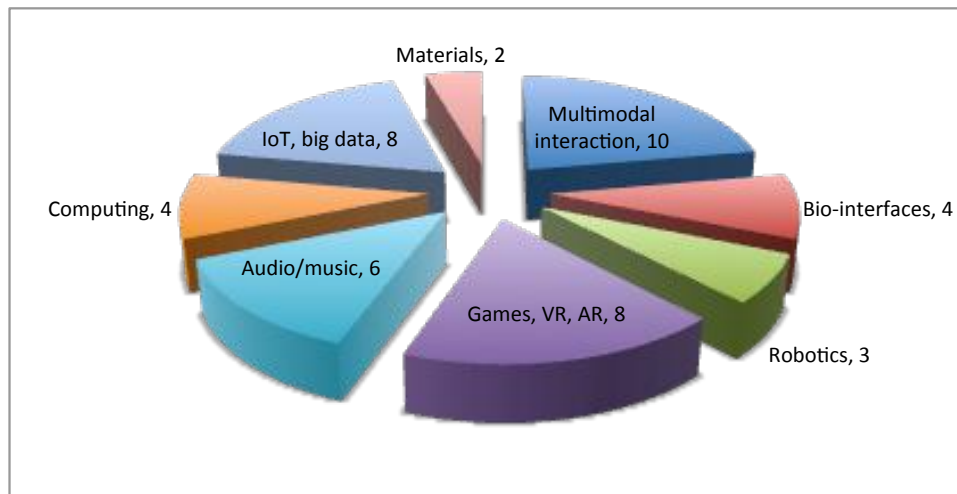
The VERTIGO STARTS residencies program

- **900 k€ budget – 45 residencies foreseen in 3 years**
- Applicants : R&D project/ artist(s) /producer triplet
- Artists paid directly by VERTIGO for designing an artwork using the R&D project technology
- 3 yearly calls : 2017 – 2018 – 2019
- First call 2017
 - Call for R&D ICT-Projects – March 14th -April 10th. **39 projects selected, all ICT fields**
 - Call for artists/ producers – April 21th- May 29th

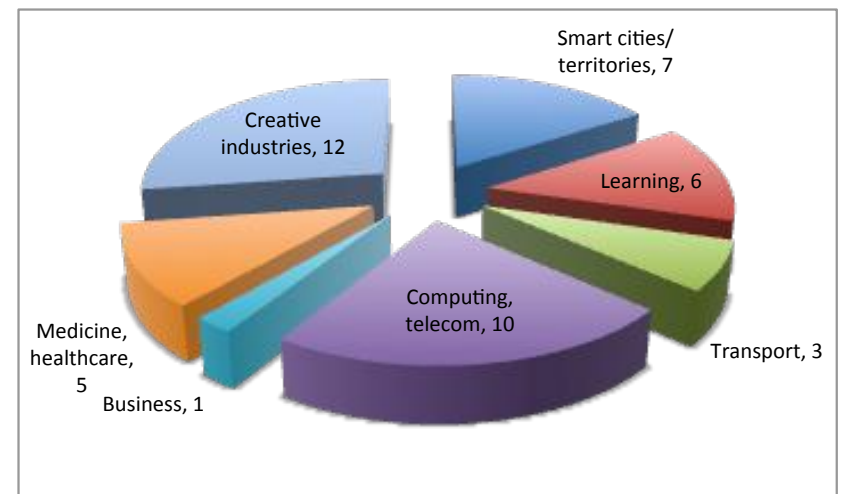
The 39 ICT projects selected for the 2017 call



ICT Topics



Application areas



VERTIGO 2017 call – next stages

- Interdisciplinary high-level jury July 3-4th
- **Selection announcement at Festival d'Avignon : 11 July 2017**
- Start of first residencies : September 2017



Cloître Saint Louis,
Avignon,
© *Christophe Raynaud de
Lage*



VERTIGO yearly public event : New Mutations/Creations and Vertigo Forum at Centre Pompidou

<http://vertigo.ircam.fr>

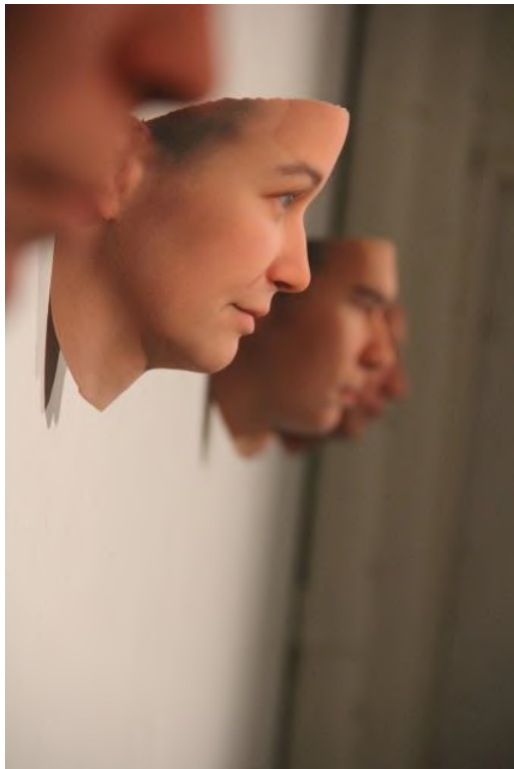


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2017 Edition :

- Exhibition *Imprimer le monde*
- Exhibition *Ross Lovegrove*
- Vertigo Art-Innovation Forum « Simulated spaces – the forms of Digital » 15-18th March
 - Architecture and 3D design – 15th March
 - Simulation and virtual reality – 16th March
 - Design, makers and morphogenesis – 17th March
 - The forms of Digital – 18th March

Mutations Creations Centre Pompidou 2017 Exhibition “Printing the world”



Heather Dewey-Hagborg, *Stranger Visions*, 2012
© Heather Dewey-Hagborg



Joris Laarman, 2016, *Butterfly Screen*, 3D printed bronze,
Credit photo Adriaan de Groot

Mutations Creations Centre Pompidou 2017 Exhibition “Printing the world”



Olivier Van Herpt, 2016
Sediment Vase
3D printed ceramics

Mutations Creations Centre Pompidou 2017 Exhibition “Printing the world”



Michael Hansmeyer and Benjamin Dillenburger, 2013
Digital Grottesque



- For more info :

vertigo.starts.eu

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