

NEWSLETTER MARCH 2016

www.v2.nl

'Artificial' is the title of the exhibition with works conceived at the Media Technology MSc Leiden. It's on show at V2_ from 26 till 28 February. On Thursday (this week) there's another blockchain expert meeting, and on Saturday 5 March V2_ shows Kyle McDonald's *Exhausting a Crowd* as part of the Museum Night in Rotterdam. Ruben Jacobs' book on authenticity, art and the creative industries, which was very well received in the Netherlands, is now available in English.

ARTIFICIAL

26–28 February 2016

11:00–18:00h

Opening 25 February 17:00h

V2_ Institute for the Unstable Media

v2.nl/events/artificial



'ARTIFICIAL' is the global theme for this year's semester project of the Media Technology MSc program in Leiden. The exhibition shows works that concern multiple subthemes like: artificial architecture, artificial gravity, artificial nature, artificial reality, artificial self, artificial stability, artificial X and authenticity. No less than 9 projects are shown, made by 20 students in total. Admission free of charge.

ARTISTIC USE OF BLOCKCHAIN TECHNOLOGY

25 February 2016

13:30–15:00h

De Brakke Grond, Amsterdam

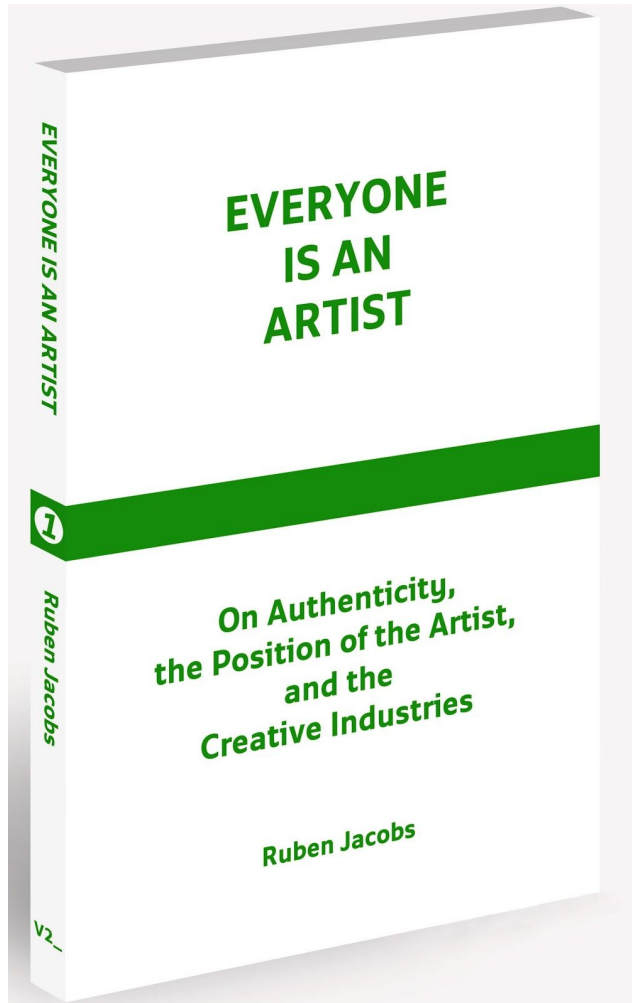
v2.nl/events/expert-meeting-artistic-use-of-blockchain-technology



This expert meeting about the decentralised ledger technology is organised by Fiber, V2_ and De Brakke Grond, and takes place in Amsterdam prior to the programme *Michel Bauwens & the Promise of the Blockchain*. The goal is to see how artists, designers and developers are currently applying the blockchain and what the value of the blockchain can be within the context of cultural production and social innovation. Participation is free but limited, based on experience and variation in background. More info [here](#).

EVERYONE IS AN ARTIST

v2.nl/publishing/everyone-is-an-artist



Last year we published Ruben Jacobs' book on authenticity, the arts and the creative industries in Dutch. It sold well, and received favorable reviews. Now the English translation is available. This is from the blurb: 'Personal authenticity was once the primary domain of the arts. Today authenticity – "being yourself" – has become a societal ideal. It has also become an economic good, something we buy and sell. The creative industries play a central role in this commercial context. As a generator of artificial scarcity, it creates the desire for unique products, experiences and lifestyles, and promotes the permanent renewal of our living and working environment. What does all this mean for contemporary art? Is it a blessing, or does it merely make the artist's role more complicated? And how can artists distinguish themselves when everyone is expected to be creative and authentic in work and in life?'. Buy a copy from our [webshop](#) for just € 9.90!

MUSEUM NIGHT 010: *EXHAUSTING A CROWD*

5 March 2016

20:00–01:00h

Several locations in Rotterdam

v2.nl/events/museum-night-010



Saturday 5 March is Museum Night in Rotterdam. Museums and cultural initiatives open their doors for a festive evening, until an hour after midnight. Of course V2_ is open too, and presents Kyle McDonald's *Exhausting a Crowd – the Netherlands*. It will be a festive night in Rotterdam.

VIDEO: H.I.T.

v2.nl/events/human-intelligence-tasks



H.I.T. stands for “Human Intelligence Tasks” and refers to the human labor involved in the development of image-recognition algorithms. To investigate the position of human labor in the production of algorithms, artists Max Dovey and Manetta Berends adapted an automatic image-tagging application to create a participatory game show with cash prizes. The performance was commissioned for the final night of *Data in the 21st Century*. The video of the premiere is now online. Watch it [here](#) or at [Vimeo](#).

COMMUNITY MEETUP

17 March 2016

19:00–22:00h

V2_ Institute for the Unstable Media

v2.nl/events/community-meetup-17-march

Last year V2_ launched the V2_Community initiative in order to connect the many artists, hackers, tinkerers, inventors and philosophers in our network and see how V2_ can provide a platform to grow, experiment, prototype and share work. The V2_Community Meetup is a chance to share what is going on in your practice in order to get feedback, ideas, and the support to take the next step. It also provides an informal setting to meet up every now and then, share a cocktail and some good old fashioned ‘gezelligheid’. If you would like to participate on the 17th, please get in touch with Alex Falk: alex.falk@v2.nl. This Community Meetup is also an information evening about our [Summer Sessions](#) talent development program.

'DERDE DINSDAG'

15 March 2016

20:00–21:30h

Kunsthall, Rotterdam

v2.nl/events/de-derde-dinsdag-1



The 'Derde Dinsdag' is the travelling live show of art and culture, a high speed live preview of Rotterdam's cultural events, with short interviews, performances, film, dance, theatre and live music. There's another edition in March, this time it will take place at the Kunsthall in Rotterdam. The program is in Dutch. Doors open at 20:00, pay as you please.

Email not your thing? You can also follow V2_ on the social medium of your choice:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [Google+](#)

The activities at V2_ are made possible thanks to financial support from the Creative Industries Fund NL, the City of Rotterdam, and DOEN foundation. *Data in the 21st Century* is part of *Futurocity*, a yearlong program with artist and writer Douglas Coupland as Kunstblock's 'artist in focus'. *Futurocity* is part of *Rotterdam viert de stad!* and is kindly supported by the City of Rotterdam (Rotterdam. Make it Happen) and The Art of Impact.

creative industries fund NL



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Kunst en Cultuur

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