

Cologne International Videoart Festival  
& Circuito Electrovisiones  
*proudly present*

# Cologne *OFF* \*2012

*Videoart in a Global Context*

As a nomadic festival project running longer than the coming 12 months and the continuation of CologneOFF 2011, CologneOFF 2012 is focussing on experimental aspects of the „global“ art medium of “video” (experimental film and videoart) by spotlighting the diversity of artistic and curatorial contributions from many countries around the globe.

<http://coff.newmediafest.org>  
<http://coff.newmediafest.org/blog/>



## Mexican Visions

*is a collaboration between  
Cologne International Videoart Festival  
and **Circuito Electrovisiones**  
an initiative around art and new media  
from Mexico City,  
based on a common call for submissions  
addressed to Mexican videoartists only  
in order to encourage videoart  
in and from Mexico*

**Mexican Visions**  
*Videoart from Mexico*

Via “Mexican Visions”

Cologne International Videoart Festival  
Is practising a new type of curatorial concept.

While the Mexican artists were able to submit up to two videos on the call published on the net, it was not clear, at all what kind of video works would be submitted, whether the artistic quality would be acceptable, at all, whether a serious selection could be made, at all. In this way, it was a kind of experiment.

After the last video arrived, however, it became obvious, that most of the works could be considered to be on a good international level and compete with the artists of any other country, and the previous scepticism was not justified, at all.

Only now, the concept was born to give all submitting artists an equal chance by including one video of each artist, and create, this way, via this type of selection a kind of discussion forum, which is leaving it totally up to the audience to make its own choice and final selection. By giving the audience an active part, that way, Cologne International Videoart Festival is practicing an interactive curatorial concept another time.

Since it was not necessary to refuse any submitting artist - many of the videos were even created on the occasion of the “open call” - this concept has additionally a strong encouraging and motivating effect not only on the artists, but also to the audience and the “art genre”, as such. This compilation of video works can be considered, therefore, to be representative for the current Mexican videoart creation in 2011.

The two screening programs - Mexican Visions I & II - including 21 artists - had the world premiere in the framework of Media Fest CologneOFF 2011 Mexico @ UAM – Universidad Autonoma Metropolitana in Mexico City on 14 & 15 November 2011.

#### List of works

**Eduardo Rangel** – Columpio, 2010, 2:24  
**Javier Ocampo** - Todos somos Todos(Everyone is Everyone), 2011, 2:53  
**Marissa Viani Serrano Ocampo** – Memories of a Man in Paradise, 2011, 1:50  
**Karla Carballar** – Rosa, 2010, 2:30  
**Ricardo Gonzalez** – Chromatic Structures, 2011, 2:23  
**Juan Carlos Duarte Regino** – Wired vegetable, 2009, 3:15  
**Emilio Reyes-Bassail** - Reverse Shot for the Colossus, 2011, 13:00  
**Alberto Estrada** – Maenad, 2009, 5:48  
**Soy Roxana T. Barraza a.k.a VjThai** - HAZ ALGO / DO IT, 2007, 10:00  
**Julio Orta** - Forgive Me Father, 2010, 3:39  
**Damián Ontiveros** – The Sacrifice Book, 2011, 3:11  
**ICETRIP** – Miguel Angel Estevez – WICCA, 2009, 2' 35”  
**Antonio Arango/Magdalena Martinez Franco** – COALESCENCIA, 2011, 9:17  
**E. S. Mayorga** – Digging Out New Statements, 2009, 6:57  
**Daniel Ivan** – N.O.W., 2010, 4:56  
**Nuria Frago** - Anomia, 2008, 4:50  
**Julian Bonequi** - Variation33, 2010, 1:55  
**Ligia Pintado** - Happy Remains, 2009, 2:32  
**Priscilla Pomeroy** - Pig's Feet, 2007, 10:22  
**Alejandro García Caballero** - Sin Juicio, 2010, 4:00  
**La sombra sin miedo** - Las Guerras Occidentales, extr. 01, 2010, 6 :55  
(Alvaro Itzamá, Sol Flores & Roberto Montiel  
Diego Alejo & Naim Said )



### Eduardo Rangel Cortés

<http://and.nmartproject.net/?p=4434>

was born in Morelia, Michoacán, has lived in Guanajuato for most of his existence, and is a musician, Photographer, and filmmaker. He began making films as a teenager, then studied cinema in Mexico City, and studied Cinematography in Madrid, where he directed his first short titled "Sliced Bread". He currently works as a freelance photographer.

### Columpio, 2010, 2:24

Esto es un ensayo sobre la pérdida de la inocencia. Una mezcla entre fotografía y el sonido de un columpio meciéndose en la noche. La chica prueba diferentes columpios como una metáfora a escoger diferentes tipos de vida.

This is an essay about the loss of innocence. A mixture of photography and the sounds of a swing moving at night. The girl tries different swings - a metaphor of different choices, different lives.

Chica/Girl: Elizabeth Saucedo

Dirección Guion y Fotografía/direction & photography: Eduardo Rangel

Jefe de Produccion/Producer Yamilé Mabarak - Montaje/Editing: Ashley Fell –

Diseño de Áudio/Sound design: Yuri Lara - Câmara/camera: Alejandro Campos

Staff: Héctor Castillo, Cristhian Mejia

**Javier Ocampo Hernández**  
<http://and.nmartproject.net/?p=4436>



**Todos somos Todos**, 2011, 2:53  
(Everyone is Everyone)

Cultural identity, social connections that come together to create a mix heterogenic, a fusion of ideas and concepts that we all share and pass on unconsciously in our daily relationship. An acquisition, intervention and ownership of manners, patterns, actions and forms of our human environment. diverse differences but these are in turn a unit of a whole. Work opens visibility points previously won a homogeneous society that gives various systems and codes that were merged together to give way to a multiplicity.

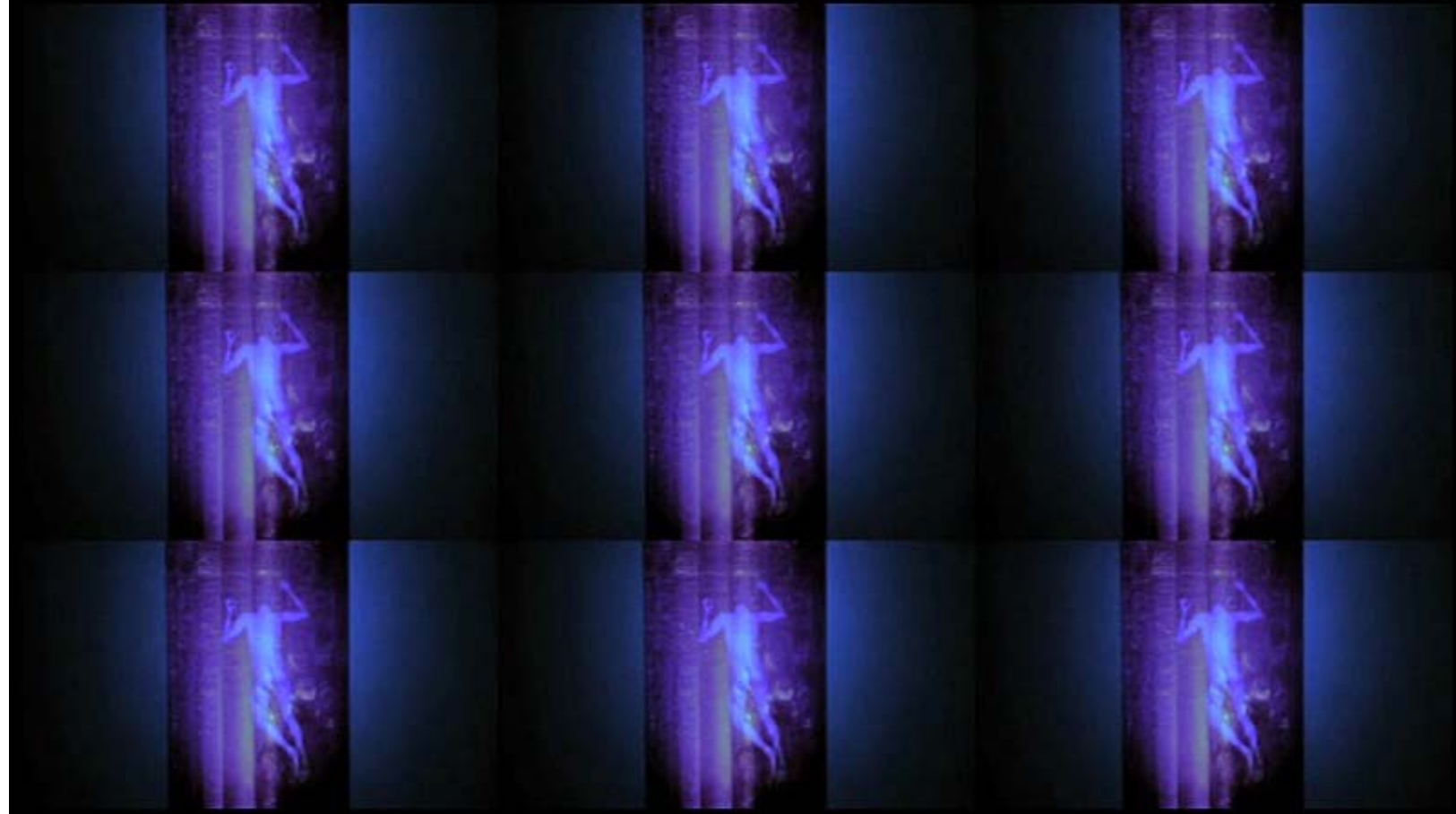
\* 1988 in Cuernavaca Morelos,  
Student Autonomous University of  
Morelos in the Bachelor of Arts.  
He is V `J (VIDEO JOCKEY) since 2007  
with DJ and producer .  
He particiapted in national festivals &  
exhibitions



**Marissa Viani Serrano Ocampo**

<http://and.nmartproject.net/?p=4438>

Born in Mexico City, she studied Philosophy, film & screenplay, has specialized in screenwriting, directing, editing & sound design, most of her works – fiction, documentary & videoart have been presented on international festivals. She works also as a director and writer for experimental theatre.



**Memories of a Man in Paradise, 2011, 01:50**

The video is about a man who remembers his time on the paradise on earth

### **Karla Carballar**

<http://and.nmartproject.net/?p=4440>

was born in Mexico City. Her work in video, photography and installation has been exhibited in the US, Mexico, Asia and Europe. She holds a Master of Arts from the New York University, and a Bachelors in Graphic Design and Photography from Universidad Intercontinental in Mexico City.

She currently lives and works in Brooklyn, New York.



### **Rosa, 2010, 2:30**

"Rosa" is a 2:30 min. video of a character dressed in drag, who performs over dramatic gestures while red roses appear, rotate, and disappear around him at different intervals and speeds. The music emphasizes the character's emotional states.

Video and sound by: Karla Carballar.

**Ricardo González Zamora**  
<http://and.nmartproject.net/?p=4443>

is a 21 year old art student, living in Pachuca Hidalgo, he is studying in Instituto de Artes (IdeA) of the Universidad Autónoma del Estado de Hidalgo (UAEH), he has been participated in different exhibitions of painting, drawing, and video. He participated in divers national festivals & exhibitions.



**“Estructuras Cromáticas(Paisaje y Retrato)”**, 2011, 2 :23  
(Chromatic Structure - Landscape and Portait)

This videos, try to merge painting and video, taking one aspect of each one; painting ( color) video (pixel). The subject of this two videos are the pictorial genres, like portait, landscape, still life, etc, this time the artist interpret the escence, color and structure of Portrait and Landscape, this two subjects has a lot of aspects that links painting and video, in the video appears a bar that shows the palette that has been used to créate each video, and in the top of the bar shows the way of identification by a single pixel that represents an specific color, this color is represented by some data that links his meaning of a color and of information with the compositional structure of a classic painting.



**Juan Carlos Duarte Regino**

<http://and.nmartproject.net/?p=4447>

Born 1985 in Mexico City, he has a degree in audiovisual communication at the University of the cloister of Sor Juana from 2002 to 2007, specializing in sound art and visual experimentation. He did his thesis on Cultural Management, investigating the production methodology of film festivals and music. 2011 he began the Masters in New Media at Media Lab Helsinki School of Art and Design, University Alvar Aalto.



**Wired vegetable, 2009, 3:15**

This is an experimental audiovisual, in which i done both music and animations, the purpose was to create an immersive experience through generative geometric shapes and particles, compound with sound composition based on plunderphonic, field recording and noise elements. even if it can result chaotic is meant to create a unique media experience for senses.



### Emilio Reyes-Bassail

<http://and.nmartproject.net/?p=4449>

Born 1987 in Mexico City Sound and visual artist living in Mexico City. His work is characterized for having an active dialogue with multiple media, disciplines, platforms and formats. Using as guiding principle the rupture with the medium, his work has sought to nest itself in “uncomfortable” areas for art and communication.



### Reverse Shot for the Colossus: A Project about Mexican “Narcovideo”, 2011, 13:00

“Narcovideo” has emerged in the last couple of years as the most provocative genre in Mexico’s amateur video culture. These videos depict messages to rival gangs in the form of the decapitation of their hitmen and the dismemberment of their corpses. The videos are shot by the own killers and spread in Internet via their own public blogs. What at first appeared as a completely amateur work has developed a highly specific language: the use of a particular kind of “narcocorrido” as a explaining voiceover of the images, a video continuum that stops until the camera is turned off, the depiction of not only the victim but also the assassins and a general final shot of a poster with the message to be spread.

**Alberto Estrada**

<http://and.nmartproject.net/?p=4459>

born in Mexico City in 1986, had studies in Social Anthropology at the National School of History and Anthropology (ENAH), his work include photography, painting, video and sound. Right now he is studying Visual Communication at the National School of Plastic Arts (ENAP) in Mexico City.



**Maenad, 2009, 5:48**

The distorted myth taken to a mexican social reality in a dystopian way, it's the central axis of this video which pretends make a reflexion generating a new reality where the visions of the two main characters can converge as a solution in the most extreme way, avoiding victimisation and making an agreement of peace through madness, violence and finally the redemption



## Vj Thai

<http://and.nmartproject.net/?p=4463>

is an independent visual artist that experiments with mixed media, specializing in realtime video creation & manipulation as a performance in situ. The main character is the visual projections, created from the composing and mixing of her recordings, photographs, motion graphics, and marvelous samples from her very own videolibrary, created with images from her everyday experience with life.



### HAZ ALGO / DO IT - 2007, 10:00

Dirección/director: Roxana T. Barraza (VjThai)  
Motion Graphics y Postproducción: Media Selectah  
Sonorización/sound design: Ivan Dimitrov  
Diseño gráfico/graphic design: Ariel Escarcega

The video pretends to inspire and promote positive values in young people, taking world images from different cultures and places that reflect this world, it's diversity but at the same time it's unity and oneness. Many ideas are evoked, yet the viewer's perception is the final destination, where more ideas and connections are born from these...



**Julio Alejandro Orta Villarreal**  
<http://and.nmartproject.net/?p=2554>

Monterrey N.L Mexico 1986  
Visual artist currently living between  
Monterrey , Los Angeles and Mexico  
City  
Hes actually on the process to do a  
masters in USC in cinema in LA , his  
works had been in various festivals in  
Latin America and Europe.



**Forgive Me Father, 2010, 3:39**

A priest walks into a bar... 'Forgive Me Father' is a performance joke about organized religion's awkward place in modern Mexico. A priest drunkenly dances in an empty bar, laughing and joking with his incredulous drinking mate that he needs no forgiveness for his strange behavior because as a priest, God is already on his side. The footage is overlapped with clips from the movie "Desperado" from Robert Rodriguez which emphasize the inherently dark nature of the Mexican social structure.



**Damian Ontiveros**

<http://and.nmartproject.net/?p=4461>

Mexican artist born in Monterrey.  
Bachelor in Graphic Design. Coursing  
Ph.D. in Art and Humanities.

He has exhibited his artwork on 16  
solo shows and more than 90 group  
shows around the world, including  
México, United States, South Korea,  
China, Germany, Czech Republic,  
Hungry, Slovakia, Italy, Spain, France,  
Argentina and El Salvador.



**The Sacrifice Book, 2011, 3:11**

**The Sacrifice Book project**

Drawing exhibition, from thumbnails passing through disturbing and distorted video animation called Animaglomeration (animation made by different sort ways of hand made drawings, running at different speed or displayed in different process of mechanical capture, for example low-tech rotoscope, real time drawing on video and high quality drawings running to 30 frames/sec mixed with 12 x 2 frames/sec.) to mural drawings moving around the phenomena of social networking, mimesis, dominium and power.

The main piece consists of 3 videos (chapters) of household video animation ("Animaglomeration") in collaboration with drawings made by volunteers, mixed with Youtube downloaded video, based on Octavio Paz "El Laberinto de la Soledad", and René Girard texts about mimesis and sacrifice.

Mark Zuckerberg (Founder and CEO of Facebook), main character of this artwork, has to be aware to his post-adolescent conscious, adopt the huge responsibility of co-create the new socio-anthropological phenomena: "Homo-Facies", and face the probability of becoming a necessary scapegoat for the social networking empire he creates.

## ICETRIP

Miguel Angel Estévez Calderón  
<http://and.nmartproject.net/?p=4457>

Born in Mexico City, 1972.  
Multimedia Artist.  
Degree in Fine Arts, National School of Arts of Mexico. My work has been show in three solo and many collective exhibitions and global screenings in places like United States, Argentina, Russia, Portugal, Sweden, France, Uruguay, Chile, Greece, Australia and Mexico. He lives and works in Mexico City.



## WICCA, 2009, 2' 35''

WICCA is an acting and dance improvisation inspired by an overwhelming landscape. The fury of a woman, claiming for vengeance, the viewer completes the story. The female force of nature, an invocation to the goddess.

**Antonio Arango Vázquez  
& Magdalena Martínez Franco**  
<http://and.nmartproject.net/?p=4455>

With a university education as a designer of graphic communication, Antonio Arango has extended his studies with various courses in art theory, film, theater, photography, comic and electronic media and is a consultant on video and multimedia producer since 1996.

Magdalena Martínez Franco has a Master's Degree in Visual Arts by the Escuela Nacional de Artes Plásticas UNAM. Her work focuses on installation, photography and video and has been exhibited in Mexico, United States, Latin America and Europe. Since 1994 she has worked with different coreographers as a Visual Director.



**COALESCENCIA**, 2011, 9:17 minutes

Realization - Antonio Arango Vázquez and Magdalena Martínez Franco  
Performers - Ariadna Franco Martínez and Itzel Martínez Arellano

This video belongs to a multimedia scenic piece where the concept refers to a organic and fantastic evolved being. It comes from **the** macro to a minimal concept and viceversa, where the origin returns to its more complex synthesis in a infinite loop.



### **E.S. Mayorga**

<http://and.nmartproject.net/?p=4445>

is a Mexican contemporary artist who lives and works in Cologne. His artistic production not only moves between the social and political phenomena hidden behind the idea of Horror but also makes use of complex narrative structures as an important element to develop intellectual faculties.

Mayorga's work has been exhibited in cities like London, Berlin or Prague and in countries like France, Germany, Mexico and Brazil.



### **Digging Out New Statements, 2009, 6:57**

A man comes into a Football-field dressed with a suit and carrying a new shovel with him. After digging a trench-like gap of approximately 40 cm deep, 30 cm wide and 170 cm long, he places the shovel in the aperture and proceeds to cover the hole using his own hands.



### **Daniel Ivan**

<http://and.nmartproject.net/?p=4465>

(born June 20th 1972, Mexico City, Mexico) is a multifaceted artist that defines himself as a multimedia artist, photographer and designer focused on video-art, performing arts and the creation of multimedia environments. In his works he mixes photography, illustration, 2D & 3D animation, design, experimental hypertext and net-art. His works are developed in digital environments with a main focus on the use of new media and of the new technologies of information and communication.



### **N.O.W.**, 2010, 4:56

A video-art about words as meaning units, about the relationship between words and space, words and life, words and death. In a world replete of words, our main problem as human beings is to fulfill meaning. Or should be.

**Nuria Fragoso**

<http://and.nmartproject.net/?p=2653>

was born in Mexico City in 1981. At college she studied Fine Arts at National School of Fine Arts in Florence Italy for two years. Then he studied photography at the School of Photography at University Tec de Monterrey for a year. Later in the quest to develop a line of research she get degrees in Social Anthropology at UAEM. In the way into dance in 2002, she began a professional training with dance studies at the Conservatorio de Danza de Morelos.



**Anomia, 2008, 4:50**

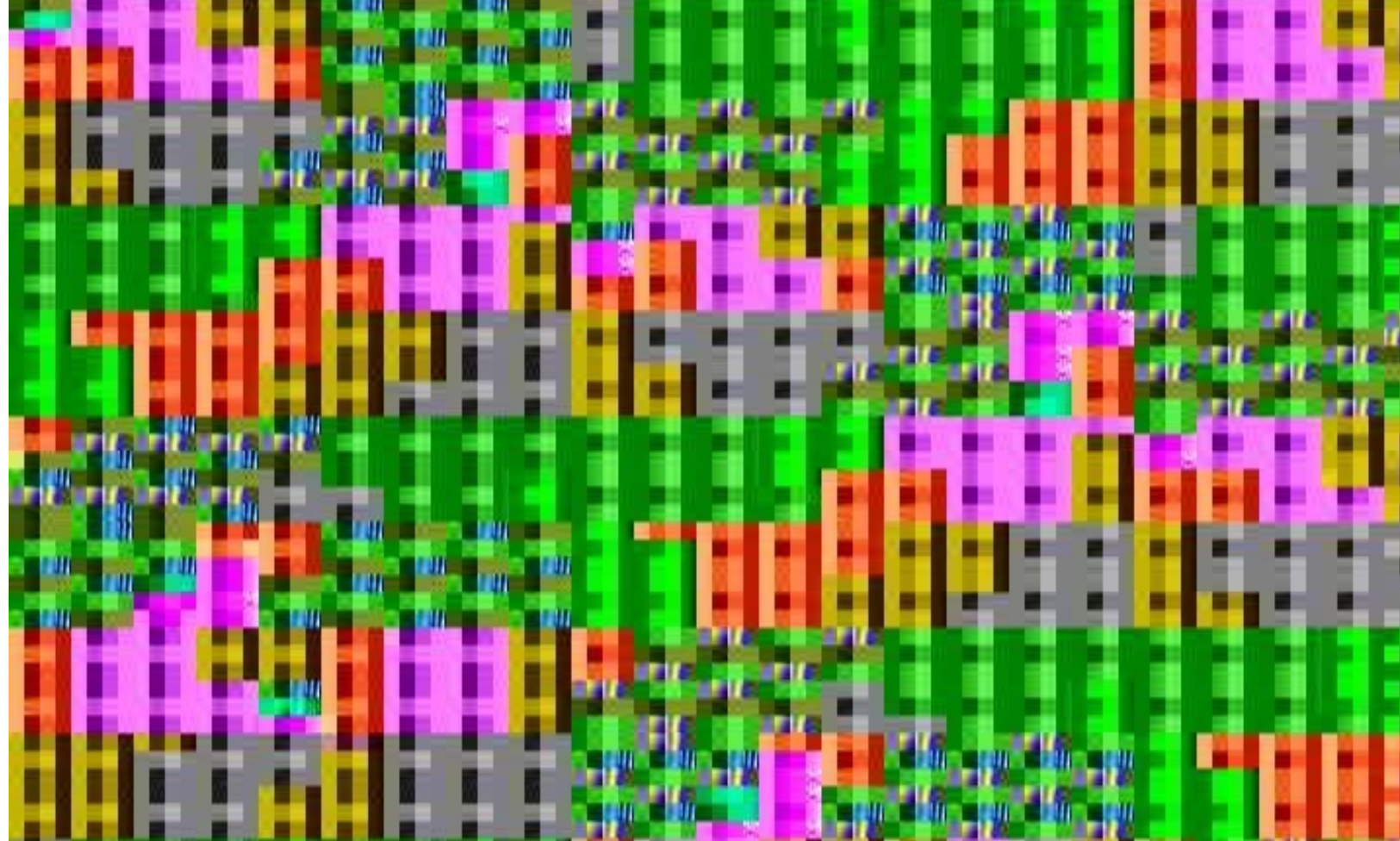
This project addresses distortions of behavioural and beauty concepts. The human being creates the mannequin, and then the process is inverted: now the mannequin “invents” the human being. The mannequin represents the ideal beauty standard.



### Julian Bonequi

<http://and.nmartproject.net/?p=4264>

(December 27, 1974 ) is a Mexican artist working with Noise and Improvisation and 3d graphics. Curator of Audition Records, Member of Musicalibre, drums on F.O.C.O. Orchestra, Berlin Improvisers Orchestra... He studied the Master Degree in Animation and also in Videogames at Pompeu Fabra University. Guest Professor since 2009 in Polytechnic University of Valencia and in UPF. He worked in MediaPRO, the laboratory for Synthetic Perceptive, Emotive and Cognitive Systems, and the Grup of Technologies Interactives.



### Variation33, 2010, 1:55

Minidv cassette spoiled apriori without post-production or edition in sound and image. This work mainly focuses on the vulnerability of things. In cracking, fissures, and defragmentation of the speech in exchange for the primitive. A glitch is a short-lived fault in a system. It is often used to describe a transient fault that corrects itself... Some accidents are beautiful, some accidents are wanted ...

### Ligia Pintado

<http://and.nmartproject.net/?p=4266>

born in Toluca in 1979, has been developing her work in many directions: as filmmaker, editor, poet, singer and dancer. She studied a BA in Latin-American Studies at the UNAM, that reaches out to many disciplines in the social sciences and humanities.

As a filmmaker she produced two documentaries and a Collection of videopoetry pieces with LANAVE. Together with her sister, Itzia Pintado, she is producing experimental video works researching the web and new media.



### Happy Remains, 2009, 2'32"

Happy Remains is the second piece of "A Collection of Emotional Poems". A video poetry project which assumes the possibilities of reunion and dialogue between written - and spoken - language with different artistic expressions, exploring different human emotions.

In this case, we recycled video material and played with the intervention of live calligraphy, speech and sound effects, trying to inquire the abstract underworld created by the poetic impulse.

#### CREDITS:

Ligia Pintado (author, post-producer and director), Itzia Pintado (author and producer), Verónica Martínez (calligraphy), Gabriel Navarro (voice), Eiji Fukushima & Salvador Patiño (sound effects) PRODUCED BY: LaNaVE, FOCAEM.



**Priscilla Pomeroy**

<http://and.nmartproject.net/?p=2566>

a self taught Mexican director /writer  
with a love for low budget filth  
making.



**Pig's Feet**, 2007, 10:22

In a palace of filth and decay, two lovers trade places. A woman's lust for blood & vintage clothes, a man's appetite....  
Erratic behaviours keep them together, power will tear them apart

**Alejandro García Caballero**

<http://and.nmartproject.net/?p=4453>

His powers are: Illustration, animation, a little bit of design and sometimes he makes like he paints. Artistically formed with his whole life friends from Valle de Bravo the animation studio Lllamarada de Petate where he is animation director since 2008.



### **Sin Juicio, 2010, 4:00**

The time has come for the four riders to arrive at Mexico city.

Producción César Moheno Plá - Guión Colectivo Lllamarada de Petate

Fotografía video Mar Farré - Edición César Moheno Plá Composición/Efectos Especiales Alejandro Caballero Romero y Daniela Villanueva Valdés

Sonido / Música Marco Perezpasten Serafín

Dirección de arte Alejandro García Caballero, Daniela Villanueva Valdés

Animación Alejandro García Caballero, Andreas Papacostas, Emiliano González Alcocer, David Torres Guevara, Adriana Caballero Romero, Luis Juárez León

Locación Video Distrito Federal, Col. Santa Fé, Col. Juárez, Col. San Miguel Chapultepec, Col. Centro.

Reparto Alejandro García Caballero

### **La sombra sin miedo**

(Alvaro Itzamá, Sol Flores & Roberto Montiel, Diego Alejo & Naim Said )  
<http://and.nmartproject.net/?p=4451>

*La sombra sin miedo* (The shadow without fear) is a group formed in 2009 that came together to participate in the festival of poetry Chilango Andalusian city of Mexico. It consists of artists from different disciplines but share an interest in live performance. That's why most of their presentations blend poetry, video projection technique and live sound experimentation.



### **Las Guerras Occidentales**, extr. 01, 2010, 10:30

This is first extract from the original "The Western Wars". This video-poetry was presented live (video mixing, music & poetry speech) in the "Chilango Andaluz 2010" festival in México City, later we make this edition. The Occidental wars its an original poem of the artist Alvaro Itzamá, his poetry talks about the Fear in different stages of life. Some videos were recorded by us as well as some animations. Other videos were extracted from videolibraries of Secretary of Health of the Mexican government (SSA) of the 70's, mixed with real records of abandoned houses, ink and 3d animation.



CologneOFF, founded in 2006 exclusively for the net as an online film festival, developed meanwhile a strong physical component via its physical screenings, projections and exhibitions worldwide, and changed 2010 its name into Cologne International Videoart Festival. It is unique in its kind, since it is no conventional festival. It has no static festival location, but it is organised in form of a media art project, which gives its founder and director Agricola de Cologne all freedom to set through his artistic ideas of creating via global networking. In this way, this festival context is as independent as it can be.

## artvideo**k**oeln

artvideoKOELN is the curatorial initiative “art & moving images” founded by Agricola de Cologne to be the holder of Cologne International Videoart Festival and responsible for the wide range of activities of CologneOFF 2011 – videoart in a global context, which again is based on a cooperation between Cologne international Videoart Festival, artvideoKOELN and Le Musee di-visioniste – the new museum of networked art.

<http://coff.newmediafest.org>  
<http://videochannel.newmediafest.org>

<http://coff.newmediafest.org/blog/>  
<http://www.le-musee-divisioniste.org>

<http://coff2011.newmediafest.org>  
<http://www.nmartproject.net>

<http://video.mediaartcologne.org>  
<http://www.agricola-de-cologne.de>



Agricola de Cologne is also no “normal” physical, but a virtual artist, launched as an artist brand on 1 January 2000. It is worldwide the only true virtual artist and curator, whose name is, in addition, simultaneously also his artistic program and concept. Only several times a year, this unusual artist is manifesting himself in physical space. Agricola de Cologne is the creator of a global Internet based network, consisting of countless projects & platforms focussing on different forms of digital art online, and more than 2000 media artists and numerous curators, institutions and organisations around the globe. Thanks to this network, CologneOFF 2011 is able to travel during the coming months once around the globe and present videoart in a global context.



The presentation of  
**CologneOFF 2012 – Videoart in a Global Context**

*General*

As the continuation of CologneOFF 2011, CologneOFF 2012 is not based on a pre-fixed concept which would be transferred from one venue to another, but for each venue an individual concept is worked out, because determining a theme or topic, the selection and compilation of videos, as well as the kind, dimension and duration of a presentation/exhibition depend on divers factors, like what kind of forms of representation is ideal for the given situation, what kind of space, time and hardware are available. So, before fixing the exhibition concept, such questions need to be cleared first.

*Forms of representation*

***The Screening***

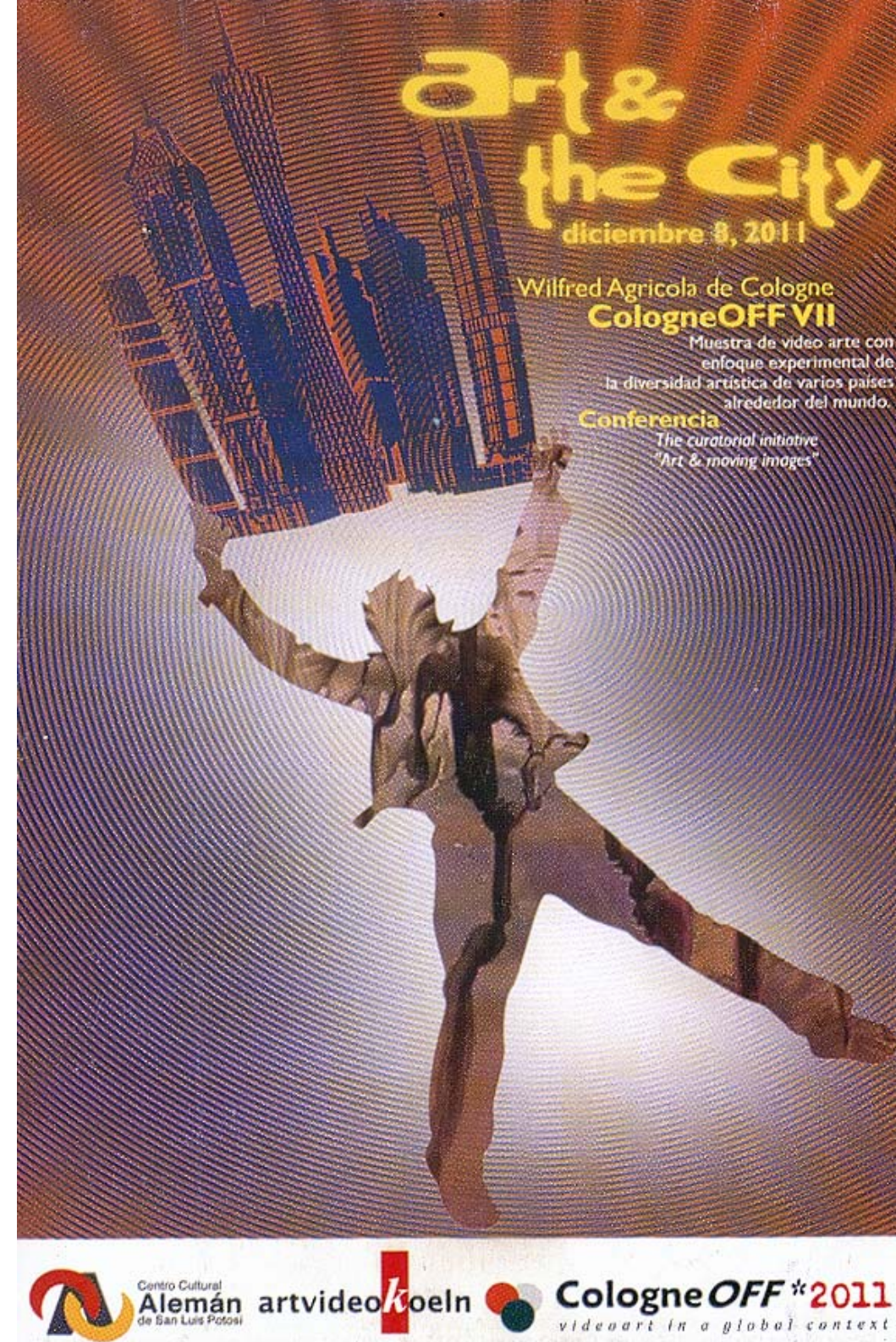
The representation form of “the screening” is certainly the easiest one to handle, concerning space – just any space for projection is needed, concerning time – max. 3-4 days, concerning hardware – just the minimum constellation of hardware is needed which is existing in most cases already, consisting of a beamer (projector) and a DVD player or a computer, whereby the latter is easier to handle.

***The exhibition***

The ideal form of representation must be seen in the combination of different forms of representing like „screening“, „projection“ (in space) and „installation“ combined in an exhibition, because the variety of individual videos and the compilation of programs can be presented, as well as dynamic exhibition concepts can be developed best this way. The exhibition taking these different forms of representing into account, may have a duration of min. 3 days and max. 4-6 weeks.

Besides some exceptions, CologneOFF includes basically exclusively a hybrid type of mono channel videos, which can be used the same way for screening, projection and installation.

An exhibition as such may be understood as an installation, but technologically too complex video installations are excluded due to the nomadic character of the festival project. In order to be presented on its global tour, the concept of CologneOFF 2012 is rooted on a minimal expenditure of technology and hardware.





Concerning selecting films & videos, CologneOFF is based on open calls like most other festivals, in the given case, open calls in Internet inviting artists and directors to submit their video works online. While the 1<sup>st</sup> festival edition in 2006 counted about 160 submissions, the 7<sup>th</sup> festival edition in 2010 increased the submissions to 700.

Whether including a jury or not, the main criterium for selecting is the artistic quality, how contents and artistic concepts are transferred into the audiovisual medium of moving images, what kind of relevance have sound or music, or how are tools handled like camera, editing etc. However, name, origin, age, gender, nationality or personal connections do not play any role.

When compiling programs, certain filters may be used like relation to certain themes or including artists from most different countries, but also creating concepts in order to irritate consciously the audience via certain selections, intending the audience to make forget or neglect established ways of viewing and visually consuming, and instead of this be actively open for concentrating on these different type of art videos.

Besides the basic programs of the festival editions 1-VII, CologneOFF 2012 features additionally about 40 curated programs from as many countries on the globe, in order to juxtapose a variety of curatorial approaches to the variety of artistic approaches, and initiate this way actively a dynamic discussion and a kind of interactive component, this way.

Yes, discussing is representing a particular matter of concern addressed to the artists and curators, as well as much more to the viewers or audience, since there does not exist a binding definition of „videoart“, like there does not exist a binding definition of „art“, in general.

Like it is necessary to learn „viewing“ first when dealing with art, exactly new learning to view is much more good for dealing with „art and moving images“. The usual habits of viewing are too much influenced by cinema, television and Internet, while art is following completely different rules.

Representing diversity on all levels is representing one of the central goals, this way.

# Art & the City

## CologneOFF VII

**Wilfred Agricola de Cologne**  
 Curador de arte digital,  
 artista multidisciplinario de medios,  
 creador y fundador de  
 NewMediaArtProjectNetwork  
 a partir del 2001.  
 Como artista, ha tenido más de  
 100 exposiciones en más de  
 70 museos entre el 89 y el 94.

**Conferencia:**  
*The curatorial initiative "Art & moving images"*  
 Jueves 8 de diciembre, Galería 2 Plaza Centenario  
 19 hrs. Sin costo presentando boleto de admisión CASLP

**CologneOFF VII**  
 Festival de video arte que se enfoca  
 en los aspectos experimentales  
 del medio global, a través de la muestra  
 de la diversidad artística de varios  
 países alrededor del mundo.

**PROGRAMA**  
**Matthias Härenstam (SWE)**  
 Closed Circuit, 2011, 3:01  
**Albert Merino Gomez (ES)**  
 The City and The Other, 2010, 3:09  
**Shahar Marcus (IL)**  
 Leap of faith, 2010, 3:02  
**Daniel Lo Iacono (D)**  
 Digital Snapshots, 2003, 2:30  
**Pablo Fernandez-Pujol (ES)**  
 142-143 - 2010, 2:10  
**Mihai Grecu (RO)**  
 Coagulate, 2008, 5:56  
**Ezra Wube (ET)**  
 Amora, 2011, 2:26  
**Francesca Fini (IT)**  
 Oasis in The Desert, 2010, 5:05  
**Doug Williams (USA)**  
 Back & Forth, 2009, 2:42  
**Agricola de Cologne (D)**  
 Silent Cry, 2008, 3:05

INFORMES EN: Centro de Arte y Nuevas Tecnologías (CANTE) del Centro de las Artes de San Luis Potosí Centenario,  
 Calzada de Guadalupe Núm. 705, Col. Julián Carrillo, teléfono 137 4100 exts. 7003 y 7005 Visítanos en <http://cante-slp.blogspot.com/>



**CologneOFF 2011 – Videoart in a Global Context**

International Film Festival Rotterdam (NL)  
Arctic and Famous Film Festival Jyväskylä (FI)  
Keuruu Art Museum (FI)  
Carnival of e-Kreativity Sattal (India)  
Goethe Institute Ukraine, CCA Kiev (Ukraine)  
City Art Gallery Kharkiv (Ukraine)  
ARTchSO Video Festival Rennes (France)  
Arad Art Museum (Romania)  
Cafekultour Festival Timisoara (Romania)  
Timisoara Short Film Fest (Romania)  
2<sup>nd</sup> Vientiane Int Film Festival (Laos)  
Int Filmfestival Yerevan (Armenia)  
Szczecin 2016 (Poland)  
St. Petersburg – ProArte / NCCA/Smolny (Russia)  
Athens Video Art Festival (Greece)  
Tampere/Fi – Galleria Rajatilla, Arteles  
Tallinn/Estonia .- Estonian Academy of Arts  
Proyector Videoart Festival Madrid/Spain  
Videoart Festival Miden Kalamata/Greece  
Shams - Sunflower Art Center Beirut/Libanon  
Budapest International Shortfilm Fest/Hungary  
Riga– Waterpieces Festival Riga/Latvia  
Arte Video Festival Roma 2011 (Italy)  
InOut Festival 2011 Gdansk/Poland  
Exteresa Arte Actual Mexico City (MX)  
Universidad Autónoma Metropolitana Mexico City (MX)  
International Videoart Festival Camaguey (Cuba)  
Centro de las Artes San Luis Potosi (Mexico)  
Digital Marrakech (Morocco)

**CologneOFF VI – Let's Celebrate! – 5 years CologneOFF**

BuSho – Budapest International Shortfilm Festival 1-5 September 2010  
Simultan Festival – Timisoara/Romania – 30 Sept – 3 October 2010  
Dehli International Arts Festival – New Dehli/India – 11-12 December 2010

**CologneOFF V – Tabu? Tabu!**

4<sup>th</sup> Medrar Video Festival Cairo – December 2010  
8. International Film Festival Yerevan/Armenien 18-20 Mai 2010  
Athen Video Art Festival - 7-9 Mai 2010  
Oslo Screen Festival - 12-14 Marz 2010  
CeC - Carnival of e-Creativity Sattal/India - 19 Februar- 21 Februar 2010  
Rauland Kunstforening & Art Video Exchange Norway - 30 Dez 2009  
ARNOLFINI Bristol (UK) – unCRAFTIVISM – 12 & 13 December 2009  
MICROWAVE - New Media Arts Festival Hong Kong - 13 Nov - 11 Dec 2009  
FONLAD - Digital Art Festival Guarda/Pt - 14 Nov'09 - 03 Jan '10

**CologneOFF – Videoart from Ukraine**

VideoFormes – Int. Festival of Video & New Media Clermont Ferrand/F – 11-27 March 2009  
Digital Salon@MACZUL – Museum of Cont Art Maracaibo/Ve – 2-9 Oct 2008

**CologneOFF IV – Here We Are!**

Rauland Kunstforening & Art Video Exchange Norway 30 December 2009  
Videoart Festival Maracaibo/Venezuela - 7-8Oct,5-15 Nov 2009  
OK Video Festival Jakarta/Indonesia – 28 July – 9 August 2009  
Image contre Nature – experimental film festival Marseille/F – 7-11 July 2009  
4<sup>th</sup> MUV – Music and Digital Art Festival Florence/Italy - 9-14 June 2009  
7<sup>th</sup> International Film Festival Yerevan/Armenia – 17-24 May 2009  
Nuit Blanche Goethe Institute Rabat/Morocco – 2 April 2009  
700IS Reindeerland Film Festival Egilstadir/Iceland – 27-29 March 2009  
CeC – Carnival of e-Creativity New Dehli/Sattal India 27. Feb –1 March 2009  
24 Hours of Nuremberg Film Festival 7-9 November 2008

**CologneOFF – Women Directors Cut – 13 :13 :13**

Video Art Festival Miden Kalamata/Greece – July 2009  
Crosstalk Video Festival Budapest/Hungary – 23-27 June 2009  
VideoFormes – Int. Festival of Video & New Media Clermont Ferrand/F – 11-27 March 2009  
Digital Salon@MACZUL – Museum of Cont Art Maracaibo/Ve – 2-9 Oct2008  
AZA – Digital Cinema Festival Thessalonik&Gr – 21-29 September 2008

**The Best of CologneOFF I - III**

Optica Video Festival Gijon/ES – 7-13 November 2009  
Budapest Int. Shortfilm Festival 2008 – 3-7 September 2008  
Celje Video Festival (SLO) - 2-6 July 2008 –  
Athens Videoart Festival 2008 – 13-15 April 2008 –  
Videosalon 3 CC Andre Malraux Sarajevo (BH) – 1 -20 March 2008

**CologneOFF III**

Museum of Contemporary Art Maracaibo/Ve – 1-7 October 2008 –  
CeC & CeC India International Center – New Dehli/India 15-17 February 2008  
3rd Digital Art Festival Rosario/Ar - 15-17 Nov 2007  
24 Hours of Nuremberg- Film Festival - Nuremberg/Germany 9/10 Nov 2007

**CologneOFF II**

Yeosu Int. Art Biennale (S.Korea) – 29 Aug – 20 Sept 2008 –  
6th Digital Art Festival Maracaibo/Ve - 7-17 October 2007 –  
1st Digital Art Festival Bahia Blanca/Ar - 13-15 October 2007 –  
ENTER Caravansarai Istanbul/Turkey - 27 - 30 June 2007 -  
CeC & CaC India International Centre New Dehli/India - 9-11 February 2007  
2<sup>nd</sup> Int. Digital Art Festival Rosario/ Ar 16-18 November 2006 –  
8th CHROMA – Audiovisual Festival Guadalajara/ Mx - 12-17 Nov 2006 –  
PI 5 Video Festival Szczecin/PI - National Museum Szczecin - 20-22 October 2006

**CologneOFF I**

Les Inattendus Film Festival Lyon/France 25-28 January 2008 –  
VIP Gallery- Belgrade/Serbia - 19 November 2007  
1st Digital Art Festival Bahia Blanca/Ar - 12-13 October 2007 -  
6th Digital Art Festival Maracaibo/Ve - 1-8 October 2007  
Mobile Institute Brussels/Belgium - 24 August 2007 -  
ENTER Caravansarai Festival - Istanbul/Turkey - 27 - 30 June 2007 –  
Dutch Electronic Art Festival R'dam/NL - unDEAF - 10-15 April 2007  
CeC & CaC India International Centre New Dehli/India - 9-11 February 2007  
2<sup>nd</sup> Digital Art Festival Rosario/Ar 16-18 November 2006  
PI 5 Video Festival National Museum Szczecin/ Poland - 20-22 October 2006  
8th CHROMA – Audiovisual Festival Guadalajara/Mexico - 12-17 Nov 2006





**CologneOFF 2011 Ukraine I** – presentation and discussion @ Goethe Institute Ukraine Kiev – 14 March 2011  
**Wife of the German Ambassador Kiev (left)** , **Ms. Vera Bagaliantz** – head of Goethe Institute Ukraine (2<sup>nd</sup> from right) , **Cultural Attaché at German Embassy Kiev (right)** & **Agricola de Cologne (center)**



**CologneOFF 2011 Mexico City** – presentation and discussion @ UAM – Universidad Autonoma Xochimilco – 15 November 2011  
**Martha Flores (standing)**, **Magdalena Martinez (3rd from left)** & **Julio Orta (right)** **Agricola de Cologne (2<sup>nd</sup> from left)**



**CologneOFF 2011 Latvia**– presentation and discussion @ Waterpieces – Festival of Contemporary Art and Video – 8-10 Sept 2011 Riga  
**Dzingars Zilgalvis (festival director – left)** & **Agricola de Cologne (right)**



**CologneOFF 2011 Mexico City** – @ UAM – Universidad Autonoma Xochimilco – 14 November 2011  
**Agricola de Cologne**

## Agricola de Cologne

**was launched on 1 January 2000 as an artist brand, standing for the**

- interdisciplinary media artist, director of experimental videos, curator of media art and the designer of culture
- founder & director of artvideoKOELN – the curatorial initiative „art & moving images“ (2010),
- founder & director of CologneOFF - Cologne International Videoart Festival (2006)
- founder and director of [NewMediaArtProjectNetwork]: | cologne –the experimental platform for art and new media (2000), a global network on different virtual and physical levels

Besides for a broad bandwidth of dynamic curatorial contexts he is initiating in physical & virtual space like JavaMuseum (2001), NewMediaFest (2002), Violence Online Festival (2003), SoundLAB & VideoChannel (2004), CologneOFF (2006), netEX (2007), Agricola de Cologne is standing also for the co-curator & co-organiser of events like festivals & exhibitions of contemporary art, but also for the jury member of divers festivals. His media art works received numerous prizes and awards.

Since its introduction in 2000, Agricola de Cologne is represented as an artist on more than 500 festivals and media art exhibitions in New York, Chicago, London, Paris, Marseille, Madrid, Barcelona, Lisbon, Oslo, Seoul, Bangkok, New Delhi, Basel, Vienna, Linz (Ars Electronica), Graz, Kiev, Riga, Moskow, St.Petersburg, Tallinn, Tokyo, Rome, Milan, Turin, Karlsruhe (ZKM), Berlin & elsewhere, but also on Biennials like ISEA Nagoya (2002), Venice Biennale 2003, Biennale of New Media Art Merida/MX 2003, Biennale of Electronic Arts Perth/Australia (2004), Biennale de Montreal (2004), Biennale of Video & New Media Santiago de Chile (2005), ISEA Singapur 2008.

His media art context "CologneOFF 2011 - videoart in a global context" is travelling 2011 & 2012 as a nomadic festival project once around the globe.

### Links

Agricola de Cologne → <http://www.agricola-de-cologne.de>  
Agricola de Cologne Moving Picture Collection → <http://movingpictures.agricola-de-cologne.de>  
artvideoKOELN → <http://video.mediaartcologne.org>  
Cologne International Videoart Festival → <http://coff.newmediafest.org>  
Le Musee di-visioniste – the new museum of networked art → <http://www.le-musee-divisioniste.org>

Google → Agricola de Cologne + CologneOFF Listings -->  
<http://www.google.com/search?q=agricola+de+cologne>  
<http://www.google.com/search?q=CologneOFF>

PDF catalogues for free download

→ [http://coff.newmediafest.org/blog/?page\\_id=733](http://coff.newmediafest.org/blog/?page_id=733)



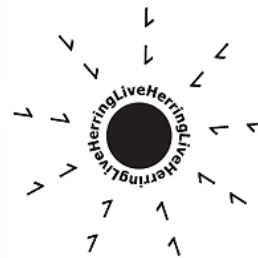


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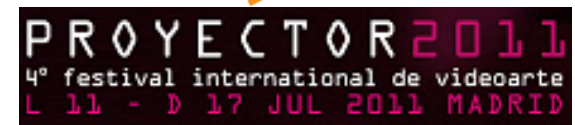
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Centre for Contemporary Art



[ the SUNFLOWER ]



VIDEOTAGE  
VIDEOTAGE