

# PATCH Lab — digital art festival

13th edition

October 17-20, 2024, Krakow

Exhibition until October 27, 2024

Krakow, September 5, 2024

## PRESS RELEASE

The 13th edition of the Patchlab Digital Art Festival is coming up!

This year's edition of the event, which presents what is new, interesting, and revealing at the intersection of visual arts and advanced digital technology, will take place from October 17 to 20 in Krakow, Poland, and the main exhibition presented at the Potocki's Palace on the Main Square will be available until October 27. Following the title: **ERROЯ?** the creators of the festival and the artists participating in this edition invite the public to jointly seek answers, but also to ask questions: what exactly a mistake is, and what its effects can be - potential? Consequences? Opportunities? And ending? Or perhaps a new order?

### **ERROЯ? Curiosity and reward**

Progress or regression? Utopia or dystopia? A new beginning or the end? Together we will search for answers and pose our own questions.

**Elwira Wojtunik, Artistic Director of the Patchlab Festival**, tells us:

*The program of the 13th edition of Patchlab – entitled **ERROЯ?** - will feature digital artworks and interactive installations by artists from Poland and abroad, which are sure to interest both regular attendees of our festival and those for whom the world of digital art is new.*

*In this year's program you will find a variety of forms and events, including interdisciplinary special projects, such as **IVF-X** - exploring the theme of digital procreation in the post-human era - an experience by Dutch artist and philosopher Victorine van Alphen carried out at the Potocki Palace on the Main Square, or a series of events - **Chromosome Fulldome** – presenting immersive audiovisual shows (also for the youngest audience) and live performances, be presented in the 360° dome created especially for this project, which will stand for the duration of the Patchlab Festival in the heart of Wesoła, Krakow's*

*new creative district. The calendar of the Patchlab Festival will not be short of **musical attractions** this year either.*

*More details of this year's program to be revealed soon!*

## **ERROR? Vision and awakening**

The visual identity and trailer\* for this year's 13th edition of Patchlab Festival was designed by Jakub Wróblewski, an interdisciplinary artist from Warsaw, founder and creator of the XR Inexistens collective, author of KV for Patchlab in 2022 and a guest of last year's festival events. This year, Jakub returns in the role of creator. Here is his interpretation of the edition's theme: **ERROR?**

*Key visual ERROR? touches on the theme of error, confusion, inaccuracy and turbulence, particularly relevant to current aspects of visual culture. Awakening young algorithms, machine learning models and databases are tentatively taking their first steps into prompt, unrestricted aesthetics and styles. The awakening, (in)limited possibilities are often clumsy, imperfect, becoming versions of duplicated prototypes. References to organic or synthetic 3Dd prints, morphing, machine image processing and intimidating and elegant high-tech, were the main ideas behind the graphic concept I created for the key visual of the 2024 festival.*

\* among the materials sent in the attachments.

## **Patchlab Digital Art Festival - for the 13th time!**

Patchlab Festival, held in Krakow since 2012, seeks to present the ever-changing impact of technology on society and the environment through art. The event is organized by the Photon Foundation, whose founders - Elwira Wojtunik and Popesz Csaba Láng - are also the initiators of the festival.

The Patchlab Festival program focuses each year on the creative potential hidden in machines, algorithms, programming and databases, exploring key current phenomena in contemporary digital culture and art, including VR (virtual reality) / AR (augmented reality) / XR (mixed reality), artificial intelligence, machine learning, hacking and digital identity.

Patchlab audience can find exhibitions, interdisciplinary performances or immersive audiovisual concerts, as well as video projections, workshops, presentations of the effects of artistic residencies, and lectures and panel discussions with experts in the festival's calendar.

The Patchlab Festival has received the *EFFE Label*, the European Festivals Association's (EFA) seal of quality for outstanding art festivals, awarded for its unique and innovative approach, contribution to the arts, social engagement and international openness. In addition, in 2021 it was awarded the *Badge of Invention* label for exceptional activities during the COVID-19 pandemic. Patchlab Festival is also a member of *AVnode*, an international platform of artists and events presenting contemporary audiovisual art supported by the European Union's Creative Europe program.

Patchlab Festival is subsidized by the City of Krakow.

Chromosphere, presented in 2024, is realized thanks to funding from the EU's Creative Europe program.

Partners of the 13th edition of the Patchlab Festival are: French Institute in Warsaw, Italian Cultural Institute in Krakow, Cervantes Institute in Krakow, Austrian Cultural Forum in Warsaw, KBF (Krakow Festival Office), Agency for the Development of the City of Krakow, Cricoteka, Pharmacy of Design, Potocki's Palace, Hevre, Academy of Fine Arts in Krakow, Ars Electronica and Société des arts technologiques [SAT].

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The full schedule of events of this year's edition of the Patchlab Digital Art Festival will be announced soon - in the next Press Release and on the festival website: <https://patchlab.pl/program/>

Please find graphic materials of this year's edition of Patchlab and illustrative materials presenting this year's festival program (the file description includes the name of the project and authorship) enclosed.

You are cordially invited to support the festival in promotional activities and publish information about the upcoming edition in your channels.

If you have any questions or would like accreditation for members of the editorial team - feel free to contact me.

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## **Patchlab Festival 2024**

### **Curatorial text**

### **Patchlab 2024: ERROR?**

An error, a mistake, a deviation from plans, assumptions or the course taken. Seemingly pejorative, this phenomenon actually opens up a space for discourse on the unpredictable consequences and directions of violent aberrations. In the era of unchecked development of artificial intelligence technologies

constantly pushing the boundaries of human understanding, and the growing climate crisis, geopolitical instability, polarization of societies and new tools for manipulating reality - such as fake news, deep fake or hallucinatory AI - have become an everyday reality, we must ask ourselves a fundamental question: has something gone wrong? Or could these disruptions paradoxically become the impetus for discovering new ways of thinking and perceiving the world?

From the point of view of art and creation, a mistake often reveals an unexpected course of action, a new idea or space for interpretation, creating something peculiar, unusual and even innovative. It is through openness to experiment, distortion, abandonment of the chosen course and permission to make mistakes that new and surprising phenomena are discovered. What was a peculiarity yesterday, becomes the tamed ordinary today. Results that do not fit into the framework initially expected now reveal hidden desires, and horizons expanding allow for new solutions and potentials to appear.

Digital art is the space for exploration of the unknown, allowing for celebrating the mistakes, feeding on them as an integral part of the creative process. It is an area where discourse not only analyzes and interprets contemporary changes, but also makes them real, translating them into new forms that are accessible to the wide audience.

In the constant dialogue between failure and discovery, exploration and fulfillment, our understanding of technology and its impact on our reality is being transformed, where art and technology coexist revealing infinite possibilities for the future.

The title **ERROЯ?** – is it progress or regression? Utopia or dystopia? The beginning or the end? Let's find out.

**Elwira Wojtunik**

**Artistic Director of the Patchlab Festival**