

## **Playful Interface Cultures**

### **Interface Cultures @ Ars Electronica Festival 2010**

Titel: Playful Interface Cultures

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This year's exhibition of the Interface Cultures Department is showing emerging artistic ability profiles transformed by heterogeneous sets, tools and methods of creation deriving from interactive media and interface technology. To take advantage of disciplines related to communication technology, bioscience, physical computing, interaction design, fashionable technology or information visualization, artists are focusing on new ways to combine these complex frameworks within test environments and experimental concepts. This origin is supporting group and project-based developments and inspires a flexible and multi-perspective sharing of knowledge and abilities within the process of artistic creation.

In this way, the ability of playfulness is becoming a powerful tool and mindset for individuals to overcome existing patterns and standards of culture, art, science and technology. This programme can be applied to every person who derives joy from discovering ways to circumvent limitations. Here, the meaning »Play« is quite different to »Entertainment«. Playful behaviour can be valid even for people who are not very much involved in gaming, giving them a chance to try things out. »Play« thus is a method to deal with reality and to encourage, to look at the world in different ways. »I am playing« means I can do something that I am not otherwise doing. The creation of play experiences may deal with existing resources in new ways, by operating on the intersections of different fields and disciplines.

The presented works have been contributed mainly by members of the master and doctoral programmes at the Interface Cultures department of the University of Art and Industrial Design Linz. In addition to this, some of the shown projects have emerged from collaborations with networks and communities related to the department. The selected projects and artworks embody the different transformations and approaches of playful interaction with devices, algorithms, fashion, emotions, theories, political issues as well as junk. These different vectors have been taken into account to show a change-intensive, mistake-friendly and by as a result open and flexible environment, to get a closer look at new forms of dealing with creative developments and artistic design and production.