



DAW Seoul 2014 Celebrating 8th edition of the Digital Art Weeks in Seoul

History of the DAW International

The DAW International began in 2005 as a trans-disciplinary event under the direction of Arthur Clay. Titled “Zappy Birthday”, the event was organized to celebrate 150 years of ETH - one of the world’s leading international universities for technology and the natural sciences. Since then, the Festival has been presented in Zurich and Basel Switzerland, Shanghai and Xian China, BC Canada and in Singapore. Over the last eight years, it has earned the recognition of the artists, appreciation of scientists, and has brought satisfaction to its sponsors and enjoyment to the general public.

The organizing body behind the DAW Festival consists of Prof. Juerg Gutknecht (Educational Chair), Arthur Clay (Artistic Director), Stefan Mueller Arisona (Science Chair), and Monika Rut (Organization and Marketing).

Art & Science Creatively Connected

Into its 8th year, the DAW International has been acknowledged as an internationally roaming festival showcasing the ideas of the future, as a platform for innovation, and as a case study example of inter-disciplinarity in practice. The Festival has been supported by ETH Zurich, various governmental agencies of Switzerland including Presence Switzerland, Pro Helvetia, swissnex offices from around the world, and diverse arts councils including the Canada Council, Japan Foundation, and the National Arts Council Singapore.

By converging art and science creatively, the DAW has played a role of synergist and catalyst in the promotion of innovation in art, science and technology and has contributed to development of long lasting partnerships by setting up collaborations and on going exchange programs worldwide. Known for its trans-disciplinary approach to promoting the arts and sciences, DAW contributes each year to knowledge transfer by setting up conferences, organizing creative workshop, and assisting in research residencies. The Festival has generated an international following and supports the growing demands for interdisciplinary exchange platforms that combine art and science through intercultural dialogue.





DAW Programme

The DAW international bridges art and science within the cultural context. Under the motto “art and science creatively connected”, the festival program presents diverse perspectives on innovations in art, science and technology from authoritative voices from around the world. Consisting of conferences, exhibitions, workshops and performances, the DAW program offers insight into current research and innovations in art and technology as well as illustrating resulting synergies during its events, making artists aware of impulses in technology and scientists aware of the possibilities of application of technology in the arts. Being a Swiss-based Festival, DAW International promotes the image of the Switzerland abroad as an outward-looking country with a wealth of knowledge and talented people, high-tech capabilities and creativity. A touch of “swissness” is always manifested in the festival’s core events showcased by leading Swiss figures from the arts, science, education, technology and the industry.

DAW Seoul 2014

In its 8th edition, DAW International comes to Seoul to explore the crossroads between arts, science and technology and offer a unique opportunity for all those who participate to find a meeting point culturally and network internationally. The festival focuses on convergence as its general theme, applied to the context of Seoul and its manifestations within academia, industry and creative fields. Driven by interdisciplinary initiatives, DAW promotes innovations in both arts and sciences, resulting in new possibilities of collaborations between Switzerland and its host country. This year’s edition of DAW is organized in collaboration with Museum of Art, Seoul National University. DAW’s local partners include the Museum of Art (MoA), Seoul National University – who are host to the most significant events, the Hybrid Highlights exhibition and then Innovation Forum; The Platoon Kunsthalle where a unique set of Off Label events is planned to take place between locals and non locals; Seoul Station and Gyeongbokgung Palace will be occupied by a selection Augmented Reality artworks from abroad.

Acknowledgement

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