

transmediale/press release



Announcing transmediale's
exhibition and the annual
Marshall McLuhan Lecture

🦷 transmediale 2024 🦷
you're doing amazing sweetie
🦷 31 January to 4 February 🦷
2024 🦷



Exploring the horror of content that consumes more and more of the internet user's attention and the world's resources, the 37th edition of transmediale examines how the logics of content production determine and frustrate our relations to technology. The 2024 edition features exhibitions, performances, screenings, and conversations that challenge the unusable politics that are generated through the surfaces of screens. Examining how these politics are deployed through tactics of distraction, propaganda, and control, the festival will reveal how language, relations, and political possibilities become artifice through 24/7 access to content.

Inspired by the reality of reality TV, the three-day programme will take place in silent green Kulturquartier and Haus der Kulturen der Welt in Berlin, alongside the festival's main exhibition at Kunstraum Kreuzberg/Bethanien on view over two months.

Detailed information on the discourse programme as well as on performance and film will be announced soon.

29. Jan 2024 Marshall McLuhan Lecture 2024
Embassy of Canada in Berlin

31. Jan – Festival
2. Feb 2024 silent green Kulturquartier

3. Feb 2024 Festival
Haus der Kulturen der Welt

26. Jan – Exhibition
14. April 2024 Uncensored Lilac
transmediale studio,
silent green Kulturquartier

31. Jan – Exhibition
14. April 2024 this is perfect, perfect, perfect
Kunstraum Kreuzberg/
Bethanien

Exhibition

this is perfect, perfect, perfect

31 January to 14 April 2024
Kunstraum Kreuzberg/Bethanien
Free admission

Alice Brygo, Aram Bartholl, Avril Corroon, Jenkin van Zyl, Juan Obando and Yoshua Okón, Laura Lulika, Luke van Gelderen, Maria Guta & Lauren Huret, Ndayé Kouagou, Noura Tafeche, and Sungsil Ryu

Distraction, once a consequence, has become central to our algorithm-mediated realities – shaping language, identities, behaviour, and action. Scrolling, clicking, and swiping through loops of content has produced endless distraction, transforming bathrooms into stages, bedrooms into studios, and life into content.

Dissecting the hyperbolic, sensational, and often anxiety-inducing images and narratives that are generated on our screens, *this is perfect, perfect, perfect* grinds on the seamless smooth shiny surface, cracking it open – with a smile – to reveal the operations and logics of content and their never-ending toxicity at work. The festival's main exhibition brings together 13 artists and takes place at Kunstraum Kreuzberg/Bethanien.



Film Still, Surrender, Jenkin van Zyl, 2023, Courtesy of the artist and Edel Assanti

Exhibition *this is perfect, perfect, perfect*



Film Still, *Ardent Other*, Alice Brygo, 2022 - Le Fresnoy Studio National



Installation View, *The Guru*, Ndayé Kouagou, 2023, Courtesy of the artist and Fondation Louis Vuitton, Photography © Marc Damage

Exhibition

Uncensored Lilac

Bassam Issa Al-Sabah and Jennifer Mehigan

A group of goddesses and their assembly of familiars, pets, servants, and technologies are lounging. These women are hot. These women are bored. These women are plotting. They generate heat and they seek revenge.

Commissioned for transmediale 2024, *Uncensored Lilac* is an exhibition by Bassam Issa Al-Sabah and Jennifer Mehigan. Taking place at transmediale studio, the Ireland based artists will transform the studio into the fantasy world of a group of goddesses and their familiars. Set in a dreamlike hallucinatory landscape that constantly mutates, the assembly has been invaded and altered by the toxicity of climate collapse, making them nurturing but venomous. Questioning how we embody and are altered by climate crisis, Bassam Issa Al-Sabah and Jennifer Mehigan will present a new CGI film alongside a new series of 3D prints, paintings, and sculptures.

26 January to 14 April 2024
transmediale studio at silent green
Kulturquartier

The exhibition is part of Zeitgeist Ireland 24, an initiative of Culture Ireland and the Embassy of Ireland in Germany.



Image Cutout, Jennifer Mehigan, 2023



Film Still, *Uncensored Lilac*, Bassam Issa Al-Sabah, 2023

Marshall McLuhan Lecture 2024

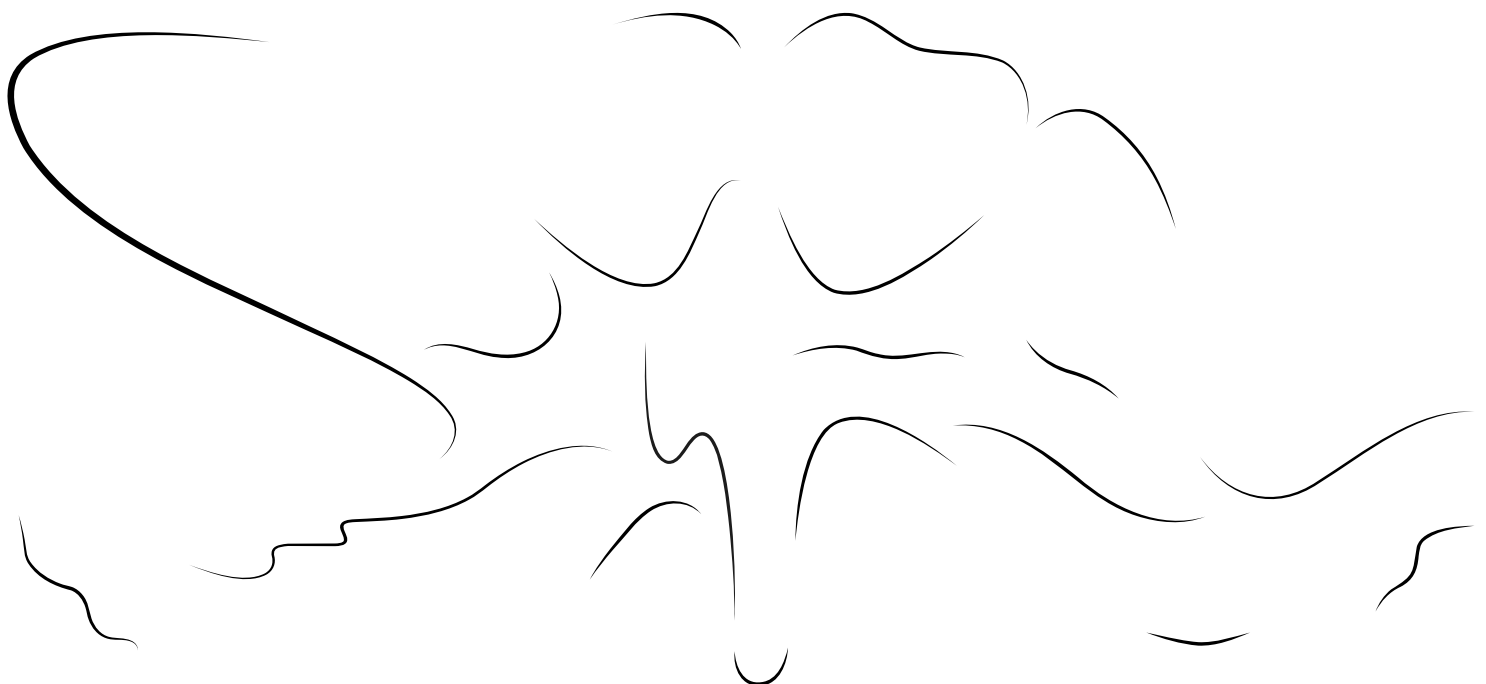
Cory Doctorow

29. January 2024
Embassy of Canada in Berlin

The annual lecture is a collaboration between the Embassy of Canada in Berlin and transmediale festival and opens traditionally the festival week. Over the last years, the lecture series hosted speakers like Svitlana Matviyenko, Phanael Antwi, and Jody Berland.

This year's Marshall McLuhan lecture will be given by the Canadian-British journalist and author Cory Doctorow. In his talk, Doctorow will discuss the enshittification of the internet – an inevitable result of policy choices made in living memory. Exploring how an assemblage of technical, social, and economic factors foster "interoperability" he discusses how the internet can be reclaimed.

Cory Doctorow is an internationally bestselling author of novels, nonfiction, and children's books. He is a visiting scholar at academic institutions ranging from the Open University to MIT, and has worked with the Electronic Frontier Foundation on digital human rights for a quarter of a century. His latest novel is *The Lost Cause*, and his latest nonfiction book is *The Internet Con*. He is a 2020 inductee into the Canadian Science Fiction and Fantasy Hall of Fame and was awarded an honorary Doctor of Laws from York University in 2023.



about transmediale



transmediale is an annual festival and a critical space for the development of experimental approaches to art and digital culture. Beyond the yearly event, transmediale is a transversal, dynamic platform that facilitates year-round activities, including a residency programme and journal. Each festival edition focuses on a specific theme in the spectrum of art and digital culture that is reflected through a variety of programmes like exhibitions, discourse formats, performances, screenings, and workshops.



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All supporters on the festival [website](https://www.transmediale.de).