

100x100=900

a project to celebrate 50 years of videoart

To celebrate 50 years of videoart, conventionally recurrent on 2013, **Magmart | video under volcano** organize the videoartistic project **100x100=900 (100 videoartists to tell a century)**.

The concept

The core of the project embeds the idea that, in order for humanity to progress, it is necessary to identify what elements of the past needs to be archived, once and for all. The 20th century is characterised by the ubiquitous presence of moving images (cinema, television, web). In the attempt of proposing an overall narration of the last century, each of the one hundred artists will interpret a different year.

Videoart is intimately close to the contemporary languages and to their grammars and syntaxes, probably as never before in art. Furthermore, the progressive switchover to digital media, occurring in any form of expression through images, has been reducing the separation from other usages of the digital technologies. In this perspective, the tools of videoart may be defined as the most suitable ones for the artistic communication between the two millennia. Videoart has the greatest potential in influencing current forms of communication.

The present approach to a collective and visionary narration of the century, through an artistic and plural outlook, aims at stimulating the public discourse about the forthcoming roots of our present. The artistic freedom granted to the artists, whose only bond will be to interpret a specific year of the century, is likely going to change our view of that past.

100x100=900 is also a call for artists to experiment their own production within a collective context: altogether, the artworks will constitute a meta-layer of interpretation, both including and overcoming that of each one. The artists' awareness of this meta-layer will likely influence the creative process, although in unpredictable ways. It is the first time, in videoart, that such a project is attempted. It is an experiment itself.

Although great differences exist, the inspiring model to this project could be identified in Terræ Motus. In that project, Lucio Amelio calls some artists to work collectively on the tragic event of an earthquake.

At end of project, will be published a catalogue. Furthermore, our intention is to involve in the publication some young art critics, to be selected from different geographical and cultural backgrounds.

The *manifesto* of project, published on website www.9hundred.org:

Human life passes through two fundamental season, youthfulness and adulthood. What we become result from that which we have been. This is true for individuals, as well as communities.

The american videoartist Bill Viola has said that: *“The digital era will overwhelm us, as it happened with the industrial revolution. And I am not talking about technological changes, such as the internet, Twitter or in art. The changes will hit all of life: from politics to science, from medicine to culture. Will change our way of life. The role of artists will be even more relevant. Our vision will communicate knowledge and compassion.”*

Therefore, the role of artists is very important. Art can help us to observe and understand the transition between the two human seasons.

This evolutionary shift, step-by-step, entails reaching an understanding of what aspects of the past must be definitively archived.

Our past and our roots are firmly anchored in the 1900s. Even in such an fast time, where all our lives are subjected to the stress and excitement of the accelerating speed of change, the greater part of our culture remains a child of 20th century.

The artists

The project was born under the umbrella of **Magmart | video under volcano festival**, which along the years has built a community of videoartists, as well as a network of international organizations mainly focused on videoart. In this perspective, the most natural choice has been to invite one hundred of these artists, who have been selected from the winners of last edition of the festival.

From this parterre, we tried to extrapolate a list of one hundred names, including - whereas possible - the widest range of styles and of cultures, in the aim of offering a heterogeneous outlook.

The official website of the project (www.9hundred.org/century.php) presents the entire list both of the participating artists and of the years on which they will work.