

PALACES & COURTS

Outline

Palaces & Courts is an artistic strategy led by Markus Hanakam & Roswitha Schuller and Paula Marschalek until December 2022. With the integration of mediating software, it deals with the revival of a historical exhibition situation in virtual space. Palaces & Courts is an innovative communication tool that contributes to the mediation of art and helps institutions to present complex content in a simple and clear way so that the general public and interested parties, as well as people working in the sector, are picked up.

This method is intended to support art and cultural institutions in their digital transformation and can be applied to different exhibitions and exhibition spaces. The aim of P&C is to develop a prototype for this.

The basic idea of P&C is the imagination of cultural and artistic production on the internet. Since this is a virtual space, artefacts, spaces and productions cannot be discussed in terms of their actual materiality. Our method is to create imagined images that only emerge in the viewer's mind and allow for their own associative spaces.

Realization

The implementation is an interactive, web-based application that links animated colored images (gifs) with text passages and functions like a text-based role-playing game. The start screen offers four choices, which the user continues to follow, so that the image-text combination - by means of random generators - creates an individual, ever new story.

The text passages are taken from a catalogue by the author Juliet James on the Panama-Pacific International Exposition (1915) in San Francisco. This contemporary document is an encyclopedic poetic description of the exhibition spaces and artefacts of the ephemeral World's Fair architecture; it includes, among other things, architectural details, room layouts, material descriptions, accurate records of all the botany on display, as well as indigenous and Western mythological knowledge about sculptures and friezes.

Site Specific Rudolfinum

As a site-specific installation (realised as a multi-channel video as a projection, supported by voice overs), P&C also refers to the physical exhibition space. A location in the Landesmuseum Kärnten - Rudolfinum is being considered. In this way, content elements from the Rudolfinum collection will be included in the virtual space, such as the description of artefacts, material knowledge, ethnographic notes. The artistic work will be made visible with the involvement of the press and education department and above all on social media (cross-channel, all partners).

Website with a DEMOVERSION: <https://palacesandcourts.com/>

Team

The team is multidisciplinary and has years of experience in the fields of media art theory and practice, applied and interactive art production, artificial intelligence and interface studies, digital and virtual art education and art management in social media.

Markus Hanakam & Roswitha Schuller have been working collaboratively as a duo, participating in exhibitions and festivals, and curating in an international context since 2004. Their work has been presented at the Haus der Kulturen der Welt, Berlin, Eyebeam Center for Art and Technology, New York, Palais de Tokyo, Paris, Garage Center for Contemporary Culture, Moscow, MAK Museum für Angewandte Kunst /Gegenwartskunst, Vienna and MAK Center Los Angeles.

Paula Marschalek is an Austrian art historian, cultural manager, curator, and author. With Marschalek Art Management she develops individually tailored communication strategies for art and culture.