

Plutopia 2012: The Future of Imagination



On March 8th, the eve of SXSW 2012, Plutopia Productions, Inc. will present its 5th annual signature event, Plutopia 2012 – The Future of Imagination. This follows on from 2011’s highly successful “Future of Play” theme at this year’s SXSW. The decision to embrace the concept of “imagination” was driven by a desire to create a Plutopian “sense event”, which provides a borderless framework capable of delivering a multi-perspective spectacle combining fun, challenge and discovery. Plutopia 2012 will be held across four distinct, but connected arenas at Austin’s Zach Theater.

As is the case in all Plutopia productions, Plutopia 2012 – The future of Imagination will be future-focused and will artfully weave together technology, the arts, and entertainment in order to offer attendees exposure to and direct experience of amazing emerging innovations and cultural developments. The ultimate goal is to generate a positive feeling about the future by exploring the emerging worlds of sensation, performance, innovation, and human advancement.

Imagination reflects the ability to form mental images, sensations and concepts, to expand upon and extend what we experience through our senses. Imagination helps provide meaning to experience and understanding to knowledge. It is a fundamental facility through which people make sense of the world.

At Plutopia 2012 – The Future of Imagination, through a multitude of interactive installations, demonstration, performances and sensation, attendees will experience innovative approaches to both imagination and evocative new worlds.

We have created a Plutopian playground, where imagination travels far beyond the realms of reality. We have assembled some of the most creative minds and most progressive innovators from the fields of simulated and imagined spaces, augmented reality, immersive sensory enhancement and processing; 3D / holographic worlds, creative machines, emerging visualization and projection, performance and interactive art, new approaches to narrative, as well as opportunities to create new musical and visual forms. These will include **Britain’s** internationally recognized award-winning artist and performer *Stanza*, who has been exhibiting worldwide since 1984. An expert in arts technology, CCTV, online networks, touch screens, environmental sensors, and interactive artworks Stanza’s generative artworks have been exhibited at the Venice Biennale: Victoria Albert Museum: Tate



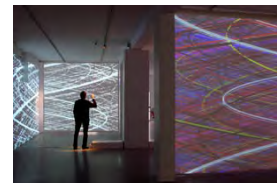
Britain: Mundo Urbano Madrid: New Forest Pavilion Artsway: State Museum, Novorsibirsk. Biennale of Sydney, Museo Tamayo Arte Contemporáneo Mexico: ICA London: Sao Paulo Biennale and many more.



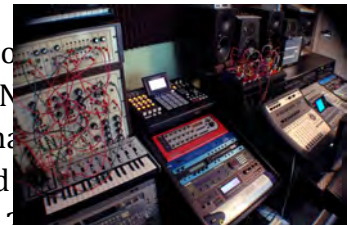
Richard Devine is an **Atlanta-based** electronic musician. Richard is the king of DSP, the guy who invented the flanged jitter beat. He constantly remanipulates his sound to bombard the brain with a style that will still be fresh in the year 3000. Devine's live shows across Europe and the US have shown a whole new level of mastery of his style

taking elements of techno, electro acoustic and jungle but remapped through his pure electronic futuristic filter.

From **Paris, France** we have **Pascal Dombis** who exploits the paradoxical coexistence of orderly control and chaotic aleatory forces to shape destructuring structures and develop irrational environments. Using computers, he produces unpredictable, unstable and dynamic visual forms, which he synthesizes into digital wall drawings, light boxes or video installations, which create futuristic imaginary worlds and provide commentary on future societies.



Alessandro Cortini is an **Italian musician** best known for touring and recording with the American industrial rock band Nine Inch Nails from 2000 to 2008. Currently, Cortini is also the frontman of the Los Angeles based electronic-alternative band **1000 Hours**. He was part of UK megastars Muse and in 2010, he recorded a song called Birds of Prey with pop artist Christina Aguilera,



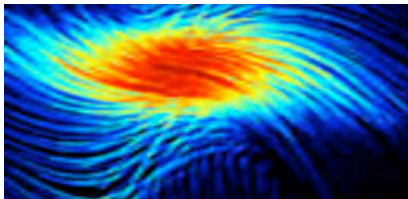
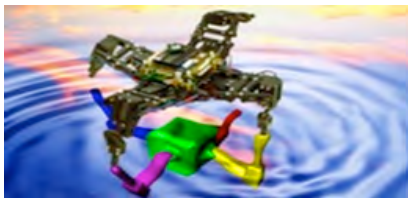
produced by Ladytron. His unique approaches to future music and entertainment development will be supported by a collaborative future music installation, demonstration and interactive studio presented in collaboration with electronic music pioneers **Trash Audio** and Austin-based music Electronics company **Switched On**, who will present a wide range of cutting-edge equipment from a host of synthesizer and electronic music making gear, such as: Matrix Synthesizers, Gear Track, Make Noise, Tip Top Audio, Twisted Tools, Subconscious Communications, The Harvestman, etc.,

New approaches to narrative, simulated environments and immersive sensory enhancement will all be part of a futuristic “Haunted House’ created and produced by Georgia State University’s Digital Arts and Entertainment Lab, under the leadership of Elizabeth Strickler. Titled “**A Ghost of a Story**” – a futuristic interactive psychomanteum, the visitor will take on the role of the ghost.



Also from DAEL, Matt Rowles and a team from the Audio Lab will present an interactive installation dealing with “Sonic Interfaces as embodied digital culture”.

From MIT’s MIT’s Lifelong Kindergarten, who were a big hit at Plutopia 2011, we will have Project Q, which is about making it radically easier to construct your own physical interface to the digital world. No programming and almost no electronics is involved. Want to control your computer with a teacup? Browse the web using home-made Dance Dance Revolution floor pads? Make music using your pants? You can do all that with project Q.



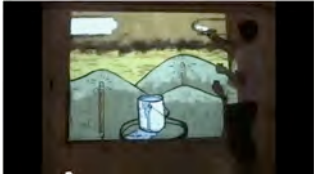
Cornel University’s Creative Machines Lab will present robots that create and are creative. The team explores novel autonomous systems that can design and make other machines – automatically. They will show developments in artificial life, evolutionary robotics and computation that stretch the imagination to create irresistible inventions.

Czech-born Lenkadu’s performances are immersive musical and visual worlds. Her music combines influences of electronic music, avant-garde sound art and various genres of live music, such as progressive metal and noise rock. She creates her beats, samples her field recordings, sings and plays multiple instruments such as kalimba, guitar, bass guitar and anything else that makes intriguing sounds.



Lenkadu plays video as one of the instruments in her musical and visual textures. Building on her experiences as a touring VJ, she mixes visuals live, creating a collage of her own and pirated imagery. Image and sound are closely interwoven in

Lenkadu compositions.



Gabe Shaughnessy's Living Murals – an augmented reality mural project". San Francisco-based Gabe creates layered, interactive art installations using a combination of digital projection, animation and hand painted and sculptural elements.



Gabe will be joined by world famous illustrator, **Dan Cohen**, whose murals have adorned Times Square and Sunset Strip, as well as multimedia artist **Aaron Rogosin**.

A very welcome return will be Austin-based **Johnny Villarreal's "The Edge of Imagination Station."** This interactive entertainment center uses stop-motion photography that lets children and adults make their own animated movies. Johnny will set up a number of stations, each having a monitor and workspace. Once the filmmaker is finished taking pictures, she /he then hits play and, voila!, there's the movie. Sound can also be added. Villarreal creates the installation using software he and his partners developed.



There will be return performances and installations from Austin Robot Group's **Dr. Conrad and John Funk**, music from psychedelic electronica trio **Channel 13** and a performance from brilliant convergent renaissance man **David DeMaris**. By day he's engaged in the design of VLSI (very large-scale integration) systems, but his interests also include nonlinear dynamics and oscillation phenomena in networks (applications to signal processing, pattern recognition, perceptual and cognitive modeling), scientific visualization, user interface design, usability, adaptive design methods, and algorithmic composition techniques in music and visual arts. He's a jazz musician, a visual projection artist, and the finest DJ we know.



Set on the eve of SXSW 2012, Plutopia 2012 – The Future of Imagination will explode the senses through a multitude of interactive installations, demonstration, performances and immersive environments. Play, learn, educate, dream, interact

and just have fun in this sensory extravaganza of evocative new worlds.