Text of the presentation given by Jeffrey Shaw at Metafort

The *ZKM Center for Art and Media in Karlsruhe* is one of the most ambitious current projects worldwide whose intention is to forge a new meeting ground between art and science. With its complex of two museums, a media theater, a media library, its research institutes for electronic music and electronic image, and also its close association with the newly formed Academy of Design in Karlsruhe, the ZKM is a profound research, production and presentation environment for the media arts.

It is the ZKM's intention to nurture artistic achievement in this field and thus bring new qualities into the evolution of our technological culture. The ZKM also aims to stimulate and educate the general public, and to create innovative points of departure for those local industries that produce the hard- and software of this technological revolution.

I would like to briefly describe the early history of the ZKM. In 1984 the then head of the provincial government of Baden Wurtenburg - Lothar Spate - approved an urban enhancement project for the area around the Karlsruhe railway station whose focus would be the establishment of a European Center for Art and Media technology.

A legal plan was laid for the foundation of a public institution wholly subsidised in equal parts by both the Provincie of Baden Wurtenburg and the City of Karlsruhe. This plan emphasised close links between the ZKM and local colleges, universities, research institutions and industry. The field of work included electronic imageing, electronic music, communic-ation methods, electronic publishing, and services to the citizens of Karlsruhe.

In the period 1984 to 1987 numerous expert advisory committeees were established to help define the exact form and function of this Center, and this led to the formulation of *Concept '88* in Spring 1988. In 1989 the Founding Director Prof. Dr. Heinrich Klotz expanded this *Concept '88* with his proposal for the inclusion of a Museum of Modern Art within the ZKM.and for the formation of a Hochschule für Gestaltung (Academy of Design) in Karlsruhe.

In March 1989 an international architectural competition was announced for the ZKM, and Rem Koolhaas won this competition. But in 1992, after extensive work on this design, the District Council of Karlsruhe decided for financial and political reasons not to continue with Koolhaas's building. The decision was made to

relocate the ZKM within a large disused armaments factory - the IWKA. This monumental industrial edifice, centrally located in Karlsruhe, was built in 1915 and has been empty since the end of the last World War. DM135 million was set for the rebuilding and furnishing costs, and the Hamburg architects Schweger and Partners were chosen to make the new design.

The planned opening date is now 1997. The total amount of space allocated for the ZKM is 25.000 square meters. There will be a full time staff of about 60, persons. Important in this new situation would be the location of the Academy of Design (HfG) in the same building as the ZKM with a further 15.000 square meters. The interelationships of these two institutions - between theory and practice - has always been emphasised by Prof. Klotz

The ZKM as it is being presently planned is constituted by the following departments:
The Museum of Modern Art - a permanent collection of major international artworks with the emphasis on contemporary media art installations and with the intention to show the historical continuity of media art in relation to traditional forms.
The Media Museum - a popular science museum with specially made exhibits that offer the general public ways to better understand the nature and future directions of our technological culture.
The Media Library - a large interactive library of audio visual materials relating to all aspects of art and media technology, which will be open both to the general public and to academic research.
The Media Theater - a general purpose space for experimenting the conjunction between media thechnology and the performing arts
The Institute for Music and Acoustics - a high level research center for electro-acoustic music where professional composers and musicians are given facilititative and intellectual support for the production of new works.
The Institute for Visual Media - similarly a high level research center for the visual technologies that is open to professional artists and scientists working in this field.

Located at present in temporary premises, the two Institutes are already functioning components of the ZKM. While waiting for the opening of the new building in 1997, the two museums are purchasing and producing their exhibits - the museum has major installation by for instance Gary Hill, Bruce Nauman, Bill Viola, Rebecca Horn, Nam June Paik, Fabrizzio Plessi and Jonathan Borofsky.

The ZKM has also been organising temporary events and exhibitions such as the Museum of Modern Art's *"Moving Image"* exhibition shown at the Miro Foundation in Barcelona.in 1992, and this year the Media Museum's presented the first European retrospective exhibition of the Japanese media artist Toshio Iwai. This exhibition will be shown again in November this year at the Design Institute in Amsterdam, in connection with the Doors of Perception conference.

Since 1989 the ZKM has each two years also been organising a major festival of media art in Karlsruhe called The Multimediale. The next Multimediale will be held in May 1995.

As the Director of the Institute for Visual Media at the ZKM, I can focus in more detail on the identity and activities of this particular part of the ZKM. The main fields of our interest are *digital video, computer graphics, computer animation, multi-media, simulation, virtual reality, interactivity and telecommunications.* We believe that the media technologies signalize a fundamental transformation of our social and cultural paradigms. "Tele-virtual-reality" has become an oppropriate domain for artistic expression as we approach the 21st century. In this boundless and ubiquitous cosmography, *the invention and discovery of meaning is the essential challenge*

Since 1991, the Institute for Visual Media has been engaged, with its small staff of six skilled artists and scientists, in high level research and development of new media tools for artistic applications. It has offered the opportunity to artists from all over the world to come and work at the Institute and create new artworks with the advanced media technology resources that are located there.

This year we have begun to publish a twice yearly CR ROM magazine called ARTINTACT which contains interactive art works by the artists in residence, as well as scholarly writings. The first issue has works by Jean Louis Boissier, Erich Lanz and Bill Seaman, and writings by Dieter Daniels and Anne Marie Duguet.

We are also closely engaged in cooperations with the local colleges, universities, research instituions and industry. EVE, which is being shown here at Metafort, is a major virtual reality research project which was developed together with the Kernforschungszentrum in Karlsruhe - one of the largest scientific research establishments in Germany. This work also benefits from our cooperation with Silicon Graphics.

To conclude I would like to say that the evolution of our technological culture is an economic, social and spiritual enterprise. The role of art has become fundamentally integrated into the processes of invention, experience, understanding and production in the broad and growing field of the media technologies. Without art, without an underlying cultural dimension, the evolution of these technologies lacks any profound meaning or direction. A purely industrial/economic frame of referance is unable to sustain a long term and healthy social development of these technologies. The creation of institutions like the ZKM and Metafort is at present an essential strategy whereby the evolution of new technological achievements is made synchronous with the evolution of new cultural expressions and values.