



Press release November 2017

**More than Real. *Art in the Digital Age.*
18-20 January 2018, Verbier, Switzerland.**

The Verbier Art Summit connects thought leaders to key figures in the art world. A platform for discourse, innovation and change in a non-transactional context, where original ideas about art and society are stimulated, created and shared with a wide audience. The different perspectives of the keynote speakers make the Summit a unique multidisciplinary event.

We are proud to release the 2018 Summit theme, curated by acclaimed Swedish museum director Daniel Birnbaum of the Moderna Museet Stockholm:

MORE THAN REAL. ART IN THE DIGITAL AGE.

Emergent technologies and their impact on art, culture, economy and our environment will be key topics in the discussions. The innovative possibilities for art created by new digital technologies such as virtual reality and augmented reality will also be explored during the Summit. As the French writer Paul Valéry claimed already a century ago: *“We must expect great innovations to transform entire techniques of the arts, thereby affecting artistic innovation itself and perhaps even bringing about amazing change in our very notion of art.”*

The internationally renowned thought leaders at the 2018 Verbier Art Summit include artists, writers, curators, museum directors, and academics such as philosophers, technology experts, professors in art history and even a professor in cognitive science and neurorobotics. These keynote speakers will participate in an exclusive debate programme that is by invitation only. The general public is however welcome to attend their art talks at the W Hotel on 19 & 20 January for free. Registration on our website will open from 1 December 2017. The talks are also broadcasted on social media and will be featured in our annual publication.

The 2018 Verbier Art Summit collaborates with the Centre d'Art Contemporain Genève, which will present a digital programme at the Verbier Cinema. In addition, the EPFL+ECAL Lab will demonstrate a VR prototype, the Verbier 3-D Foundation will organise an art walk in the snow, and the Verbier Festival will add a musical element relating to the digital theme.

Daniel Birnbaum on his choice for the 2018 Summit theme: *“Technology will change art in the most fundamental way. As Walter Benjamin said, it is art’s task to create a demand which can be fully satisfied only later. I believe that some artists can be said to anticipate the digital possibilities that are being developed with such speed today. For instance, was Salvador Dalí already thinking in terms of virtual reality?”*

Should you have any further questions, please email info@verbierartsummit.org or visit www.verbierartsummit.org. For press inquiries: please contact noepy@verbierartsummit.org