

VERBIER ART SUMMIT

Press release December 2017 – Keynote speakers

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

The Verbier Art Summit is proud to announce the keynote speakers who will feature at their 2018 edition. In addition to selecting the theme **More than Real. *Art in the Digital Age***, the acclaimed Swedish museum director Daniel Birnbaum of the Moderna Museet Stockholm has invited 15 international keynote speakers based on their critical thinking and their experience on this chosen subject.

Amongst the confirmed speakers are artists Ed Atkins, Douglas Coupland, Olafur Eliasson, Pamela Rosenkranz and Anicka Yi, curators Karen Archey and Lars Bang Larsen, Virtual Reality specialist Dado Valentic, writer Michelle Kuo, neuroscientist professor Paul Verschure and museum director Susanne Pfeffer.

The 2018 Verbier Art Summit welcomes this diverse selection of thought leaders to stimulate meaningful dialogue on art in the digital age. Museum director **Daniel Birnbaum** elaborates on his choices for the 2018 keynote speakers:

*“I am very pleased with the exceptional group of keynote speakers at the 2018 Verbier Art Summit. Among them is Icelandic-Danish artist Olafur Eliasson, who is internationally recognised for working in a variety of media and just launched a Virtual Reality (VR) work: ‘Rainbow’ generates an ephemeral natural phenomenon – a rainbow – through digital processes. **The different perspectives of the keynote speakers make the Summit a truly multidisciplinary event. Don’t miss the unique opportunity to be inspired by their art talks in Verbier.**”*

Olafur Eliasson will share how he employs natural elements and technical devices to transform museums and public areas into immersive environments. He will also discuss the recent VR work he created with developer and digital colourist **Dado Valentic**. Artist **Anicka Yi** will examine concepts of "the biopolitics of the senses": how physical perception is shaped by assumptions related to gender, race, and class. The artist **Ed Atkins** will discuss the use of cutting edge digital technologies to address the virtuality of our world, and its effect on our lives. Furthermore, the Swiss artist **Pamela Rosenkranz** will explain how her work engages with the reality of materials beyond our subjectivity. Acclaimed writer and artist **Douglas Coupland** will look at how technology impacts our way of thinking and perceiving.

Professor of Cognitive science and Neurorobotics **Paul Verschure**, Universitat Pompeu Fabra in Barcelona, will discuss a unified theory of mind, brain and body, which will be used to develop new cognitive technologies for robots.

The influential German art curator and museum director **Susanne Pfeffer** will discuss the exhibitions she curated at Kassel's Fridericianum which address the virtual rise of the internet as a shift in our physical reality. Curator and art critic **Karen Archey** will explore how art can be redefined for the age of the internet, while the work of curator and art historian **Lars Bang Larsen** focuses on cybernetics and psychedelia. Finally, the Summit is happy to host writer **Michelle Kuo**, former editor in chief of Artforum, who wrote extensively about Experiments in Art and Technology (E.A.T.) and will be the editor of the 2018 Summit publication.

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. Emergent technologies and their impact on art, culture, economy and our environment will be key topics in the discussions for the 2018 Summit. The internationally renowned keynote speakers at the 2018 Verbier Art Summit 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 verbierartsummit.org is open. The talks are also broadcasted on social media and will be featured in the annual Summit publication.

In 2018, the Verbier Art Summit partners with several established cultural institutions. Further to an introduction by Verbier Art en Mouvement, the 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.

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