

# DIGITAL IMPACT

FROM APRIL 27<sup>TH</sup>  
TO AUGUST 27<sup>TH</sup>

DISSENY HUB  
BARCELONA

AN ART AND DESIGN  
EXPERIENCE BRIDGING  
THE PHYSICAL AND  
VIRTUAL WORLDS.



A project powered by

Disseny Hub  
Barcelona

Directed & organised by

OFFF

Supported by

Generalitat  
de Catalunya

Ajuntament de  
Barcelona

[digitalimpact.art](http://digitalimpact.art)

# SUMMARY

This page is  
interactive

Manifest

Curation

## Artists

REFIK ANADOL  
*Machine Memoirs: Space*

QUAYOLA  
*Storms*

RANDOM INTERNATIONAL  
*Public (II)*

UNIVERSAL EVERYTHING  
*Infinity & Future you*

ALBA G. CORRAL  
*Mercuri (II)*

Antoni Arola  
*Oasi*

BRENDAN DAWES  
*Passengers: BCN*

DOMESTIC DATA STREAMERS  
*Data Critters*

FIELD.IO.  
*DeepTime*

FUTUREDELUXE  
*Your Garden is a System, Too*

JOËLLE SNAITH  
*Duality*

JOSUÉ IBÁÑEZ  
*Drift*

LOWKEYMOVES  
*Digital Humans*

SIX N. FIVE STUDIO  
& SOMEFORM STUDIO  
*Generative Architecture*

STATE  
*Archaeology Dreams*

Exhibition Project by Antoni Arola

Practical Info  
Collaborations



# DIGITAL IMPACT

AN ART AND DESIGN EXPERIENCE BRIDGING THE PHYSICAL AND VIRTUAL WORLDS.

We are surrounded by screens, data clouds and online presences, and technology is a language that mixes with our own. We are both physical and digital people. We learn every day to exist in both worlds. What's digital is a mirror of who we are.

Digital art, too.

It's art.

It's human.

DIGITAL IMPACT is an exhibition, but more than that, it is an experience; it is a city to explore and a map to name those people creating art's present and future. It is a door to a revolutionary world, a bridge from Barcelona to the immersive, the colour, the shapes and the limitless imagination. It is a disruptive x-ray of the current state of digital art and design, a sample of the creative force of a reality full of possibilities. It's breaking barriers, it's creating, and it's exciting. It is a space to enjoy, fill your eyes, feel, connect and be deeply human.

This exhibition wants to bring digital art closer to citizens and integrate into the collective consciousness the idea that digital, far from the coldness or asepsis with which it is often associated, can provoke reactions and emotions in the public that enter it. DIGITAL IMPACT stages, through the artistic avant-garde, design, poetry and interactivity, the impact that digital has on us and, above all, the effect that we have on it. With Barcelona as the playing field, it explores the different facets of the people and the city itself in that parallel reality to which we are destined to belong.

Directed by PEP SALAZAR and curated by HÉCTOR AYUSO (with ORIOL PASTOR at the technical area), Digital Impact is a project promoted by DISSENY HUB BARCELONA, directed and produced by OFFF and with the support of the TOURISM AND CREATIVE INDUSTRIES COUNCIL OF BARCELONA CITY and the MINISTRY OF CULTURE OF THE GOVERNMENT OF CATALONIA.

“LIFE IS A SERIES OF COLLISIONS WITH THE FUTURE; IT IS NOT THE SUM OF WHAT WE HAVE BEEN, BUT WHAT WE YEARN TO BE”

Who defines on what is alive and what is intelligent? Can an artificial form be empathetic? Digital Impact invites everyone to experience forms of cohabitation between organic and artificial forms of life.

Through the unlimited imagination of 15 global artists, we created a city that represents past, present and future of digital art and design.

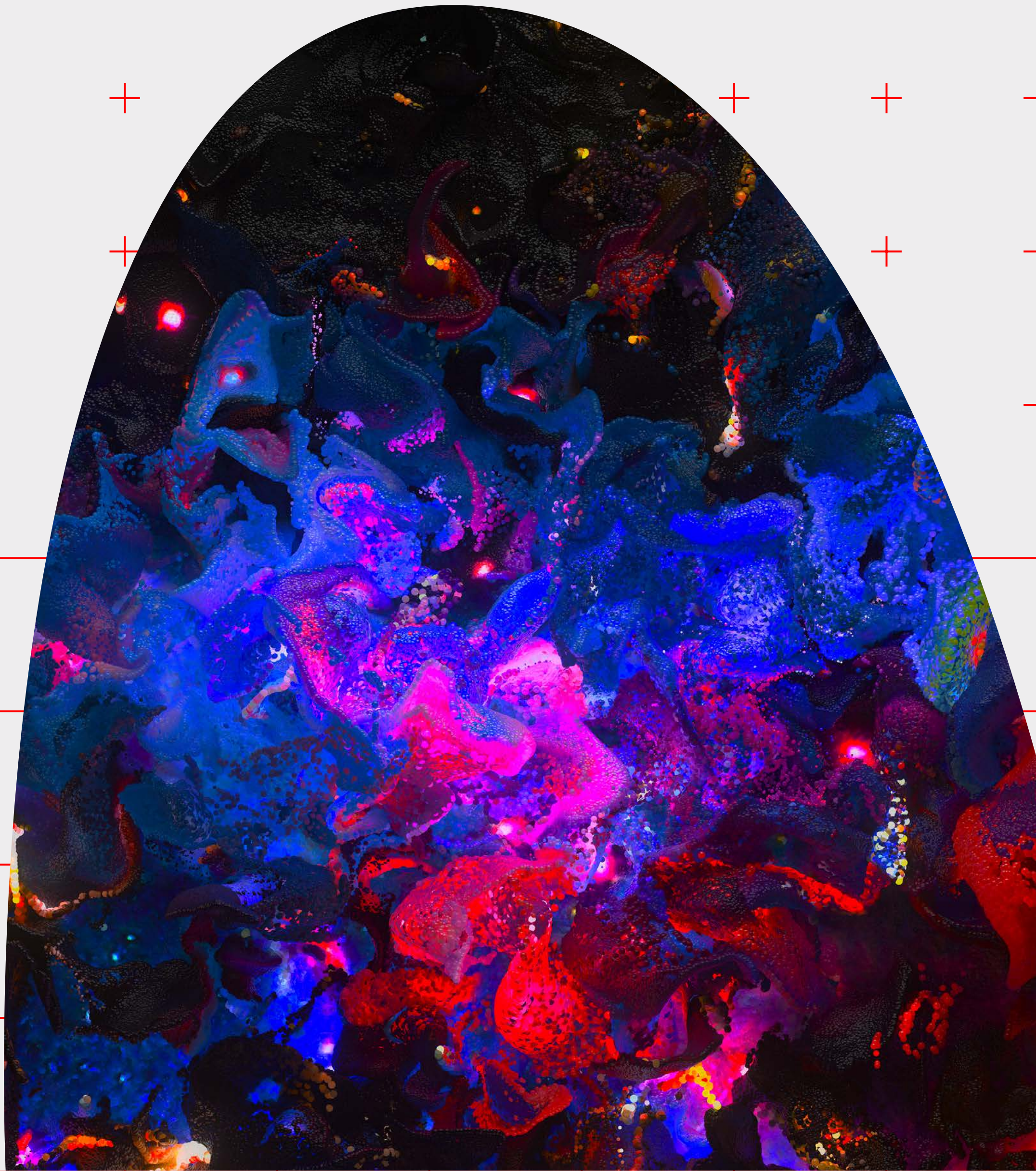
A space on constant transformation, a place to be, to feel, timeless, where anyone and anything fits. No trends. Immersive, inclusive and engaging.

An exhibition is born; its imagination is mellowed with visual stories beyond time and space; to be reborn itself everyday. An everlasting hub where visual art, creativity, innovation and digital culture will come together.

Welcome to your new groundbreaking playground.

Welcome to your new groundbreaking playground.





# REFIK ANADOL

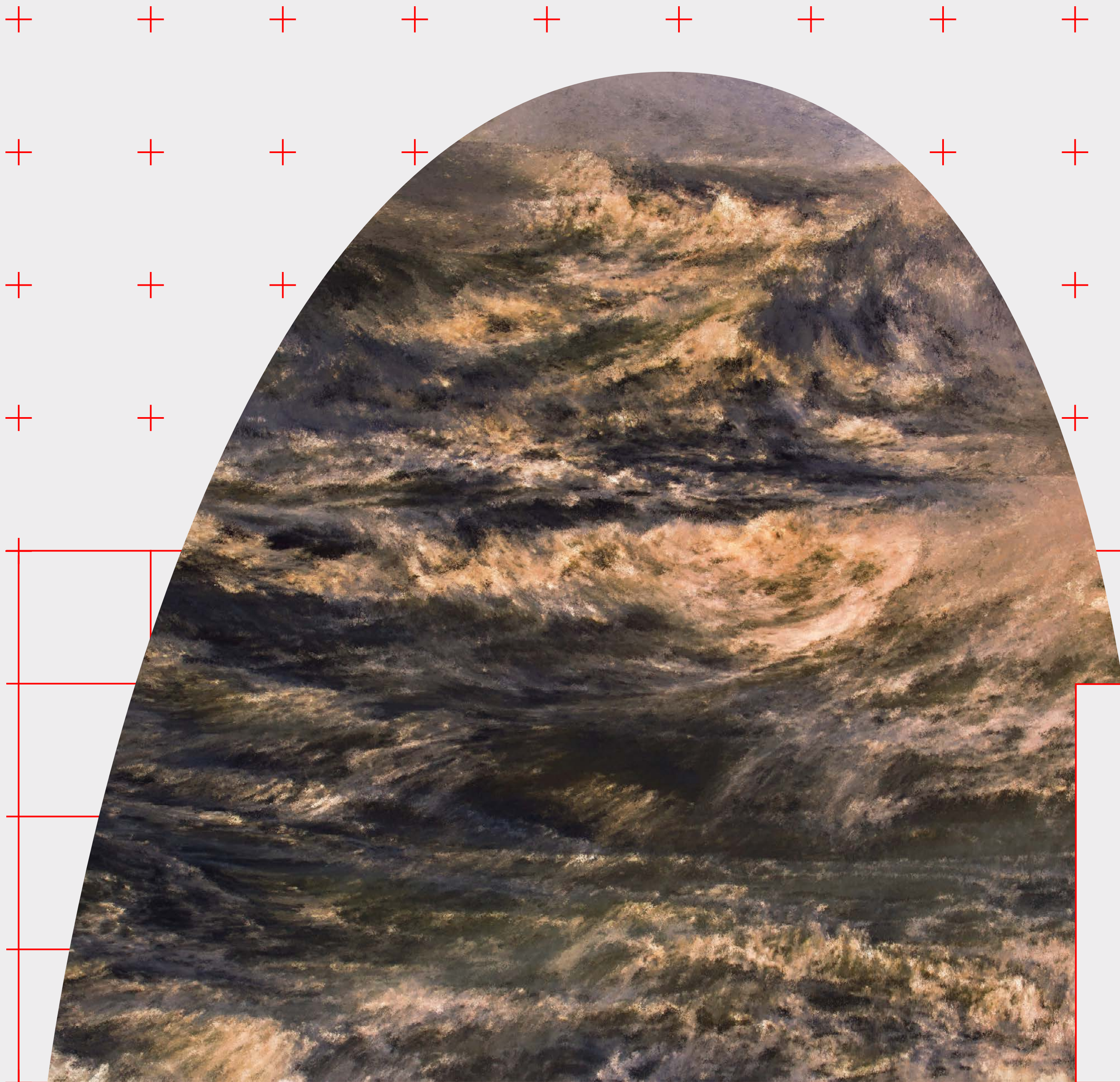
Refik Anadol is a media artist, director and pioneer in data and machine intelligence aesthetics, offering radical visualisations and expanding the possibilities of the human experience itself.

Presents

## *Machine Memoirs: Space*

*Machine Memoirs: Space* is a machine-based visual speculation of humanity's historical attempts to explore its depths, unveiling the intricate connections between obscurity and openness, creating an alternate data universe of abstract forms where reams of visual information produce open-ended aesthetic possibilities. All the data used comes from publicly available Nasa archives.





# QUAYOLA

Davide Quayola is a London-based artist who uses technology to explore the tensions and equilibriums between opposing forces: the real and artificial, figurative and abstract, old and new.

Using audiovisual performance, immersive video installations, sculpture, and works on paper, he builds immersive installations reimagining and engaging with contemporary technology.

Presents

## *Storms*

*Storms* is a series of video works that further Quayola's research on the tradition of landscape painting, exploring its pictorial substance through advanced technologies.



AKTHR, Jeddah, 2022 Photo by Haneen Majdi

# RANDOM INTERNATIONAL

Random International is a postdigital art group founded in London that explores the human condition in a technological world, and are best known for their large-scale interactive installations

Presents

*Public (II)*

*Public (II)* is a sentient environment of monolithic objects. Made from fabric on a monumental scale and suspended from the ceiling in a linear formation, the monoliths respond collectively to those who enter their habitat, perhaps turning towards a visitor or shying away from them.





# UNIVERSAL EVERYTHING

Universal Everything is an international media art and design collective established in 2004. They mainly produce screen-based artworks that combine cinematic computer-generated imagery (CGI), physics simulations, and real-time gaming graphics to create new moving images.



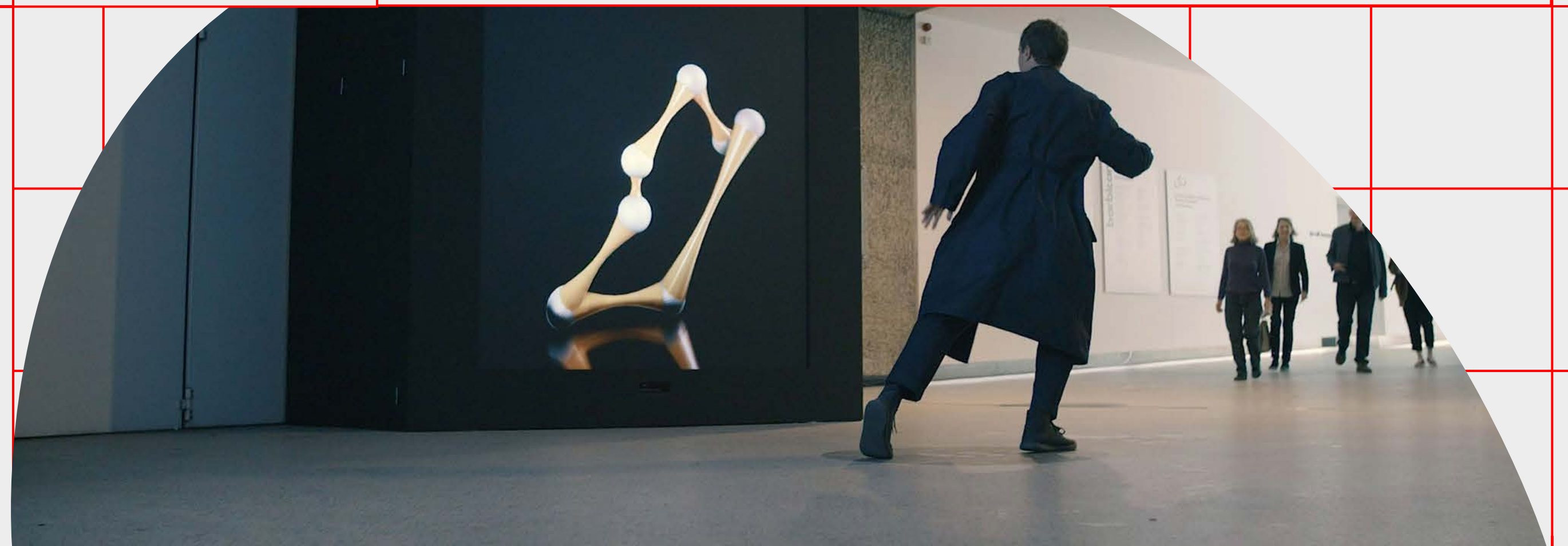
## *Infinity*

*Infinity* is a never-ending video artwork, an endless parade of unique personalities born from code. Glimpse something new every time you look, for every minute, of every day, forever.

## *Future you*

Presents

In *Future You*, you are faced with a unique reflection of your potential, synthetic self. Starting as a primitive form, it learns from your movements to adapt, suggesting an agile, superior version of you.





WORK IN PROGRESS

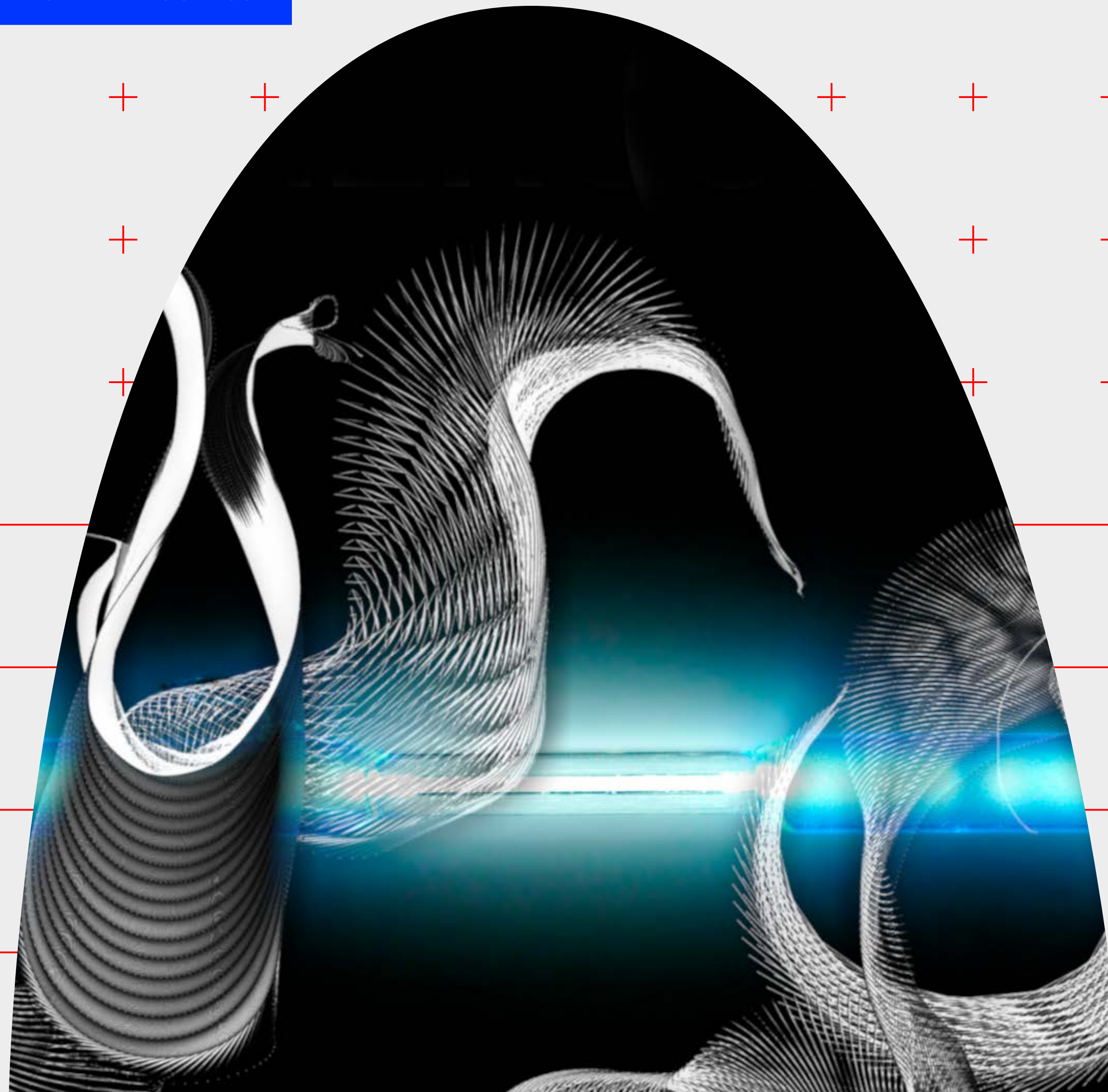
# ALBA G. CORRAL

Alba G. Corral is a catalan-based visual artist and creative coder who has been creating generative art using software and coding for the past decade. She is known for her stunning live audio-visual performances, where she integrates real-time coding and drawing in collaboration with musicians.

Presents

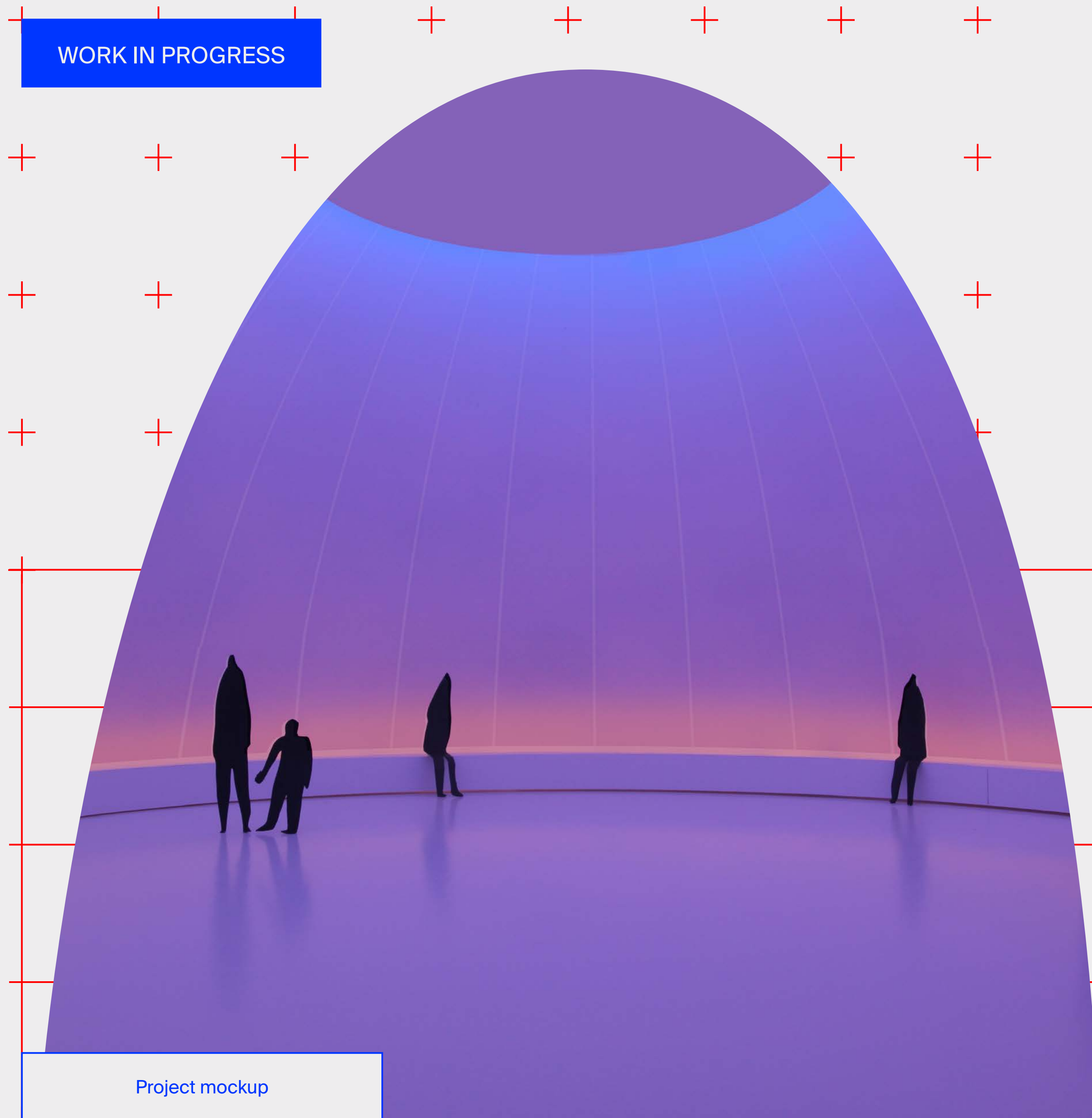
## *Mercuri (II)*

*Mercuri (II)* will explore the beauty of complexity using algorithms and generative code in both the visual and the sound parts, everything from open source tools. An immersive, contemplative and abstract piece that explores immersive language focused on digital aesthetic elements, speculating with new textures and movements.





WORK IN PROGRESS



Project mockup

# ANTONI AROLA

Presents

*Oasi*

Antoni Arola's artistic research revolves around an essential and immaterial element: light. It does so in its absence and presence, whether natural or artificial.

From the dialogue with it- and its interaction with space -, seeks to appeal to the visual perception of the viewer, inviting him to immerse himself in a new world: intangible, poetic and always open to new interpretations.



WORK IN PROGRESS

# BRENDAN DAWES

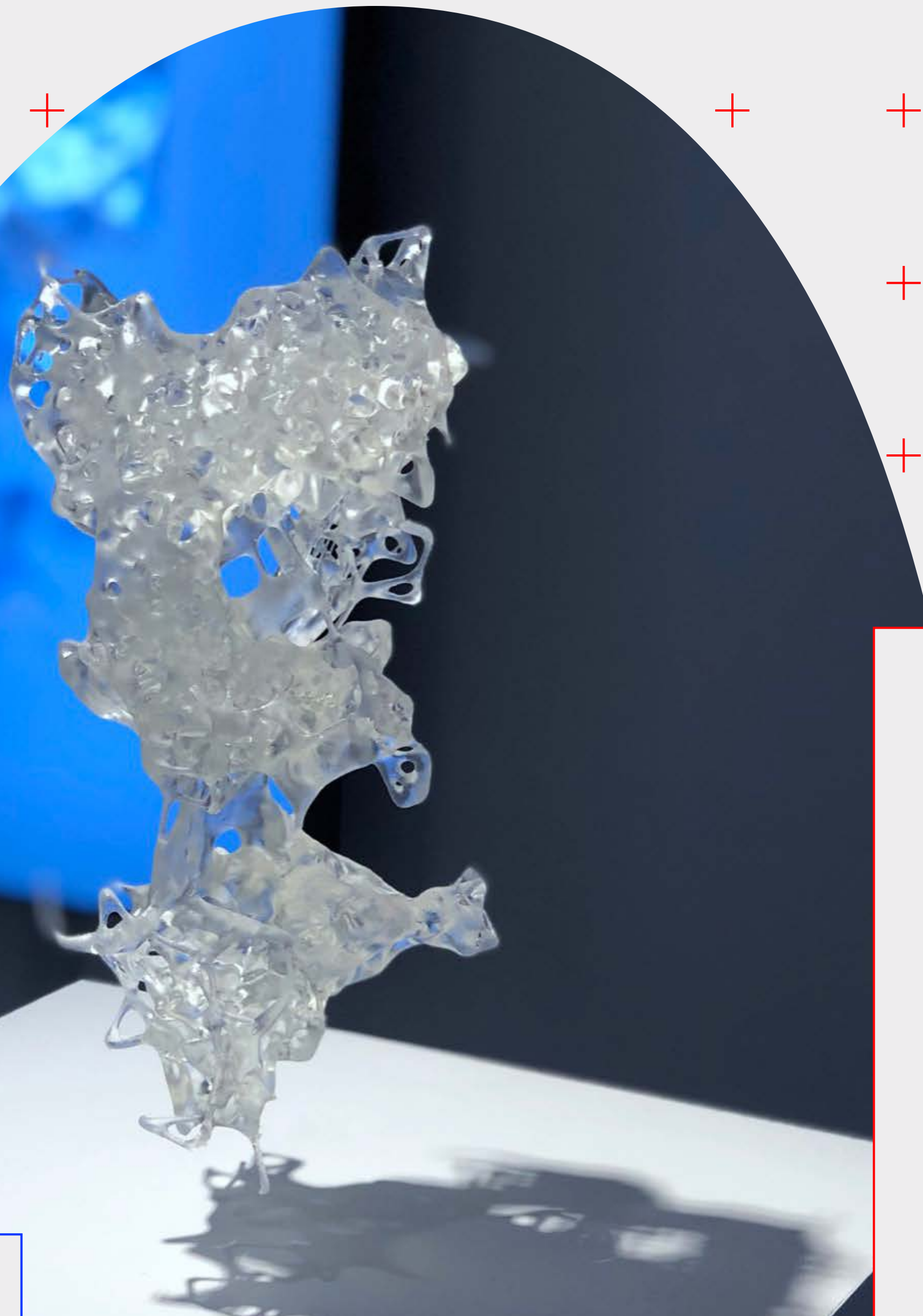
Brendan Dawes is an artist who uses generative systems involving data, machine learning and code to create his work and explores the interaction between objects, people, technology, and art with an eclectic mix of analogue and digital materials.

Presents

## *Passengers: BCN*

*Passengers: BCN* will be three 3D printed sculptures showing the effect of the pandemic through passenger traffic flowing through Barcelona airport, from 2019 – 2021. The work will also feature projections onto the sculptures themselves together with a relevant soundscape featuring airport ambiance.

*The Collectors Series*





# DOMESTIC DATA STREAMERS

Domestic Data Streamers is a creative studio comprising researchers, designers and coders from Barcelona who has taken on the challenge to change how we understand data, playing with the boundaries of arts, science and sociology to explore new data languages and storytellings.

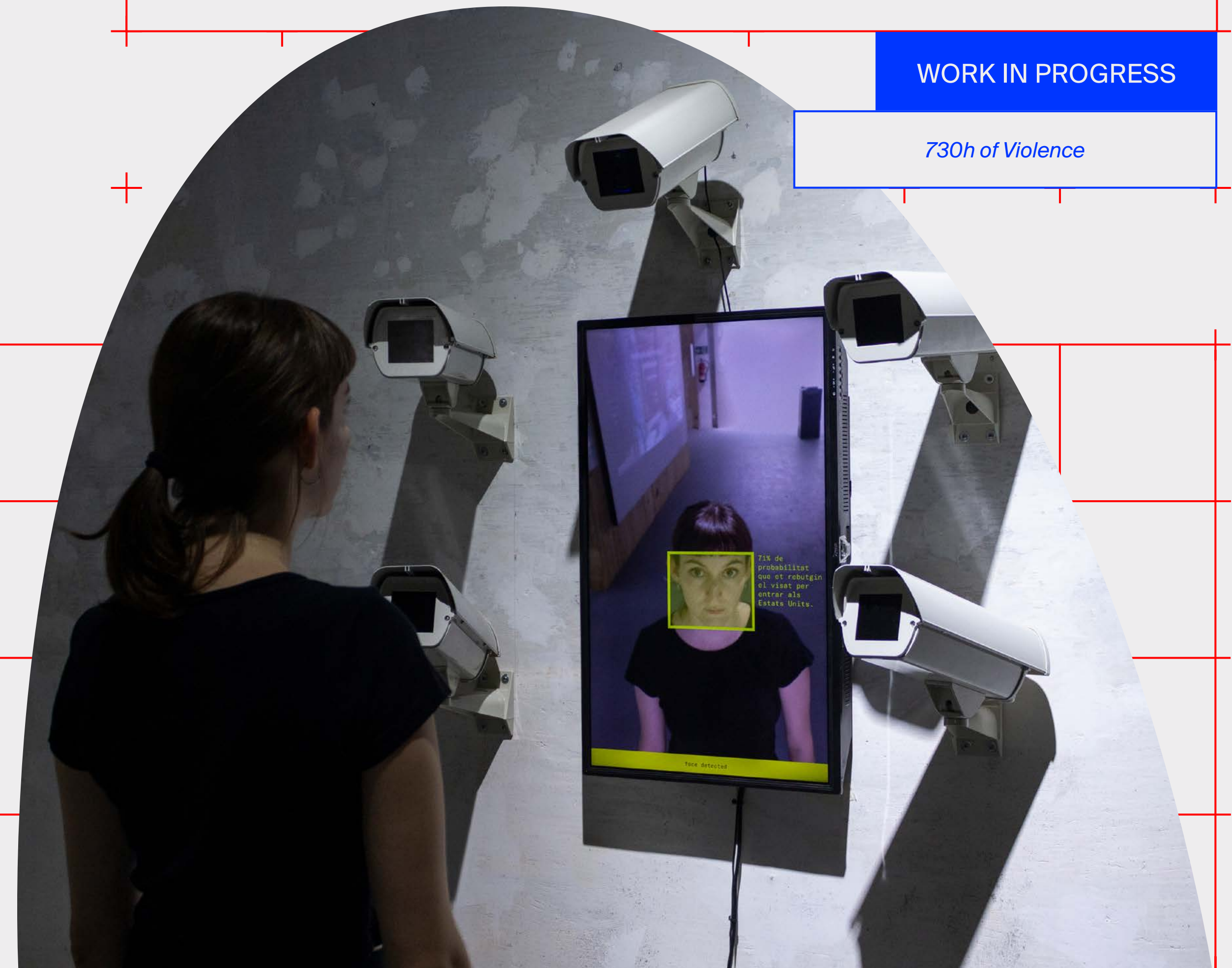
Presents

## *Data Critters*

DDS propose the creation of a new species: the *Data Critters*, a group of mechanical creatures whose duty is to physicalise information as it is being generated in the online space. Programmed to transform these invisible inputs into graphic marks, the digital scribes visualise data in real time. Unprocessed, unordered and chaotic, just like a physical never-ending internet feed.

WORK IN PROGRESS

*730h of Violence*







# FIELD.IO.

FIELD.IO is a London-based digital art practice founded in 2009. On the cusp of technological singularity, their visions speculate on the future of the human condition and the as yet invisible synthetic nature in which it exists.

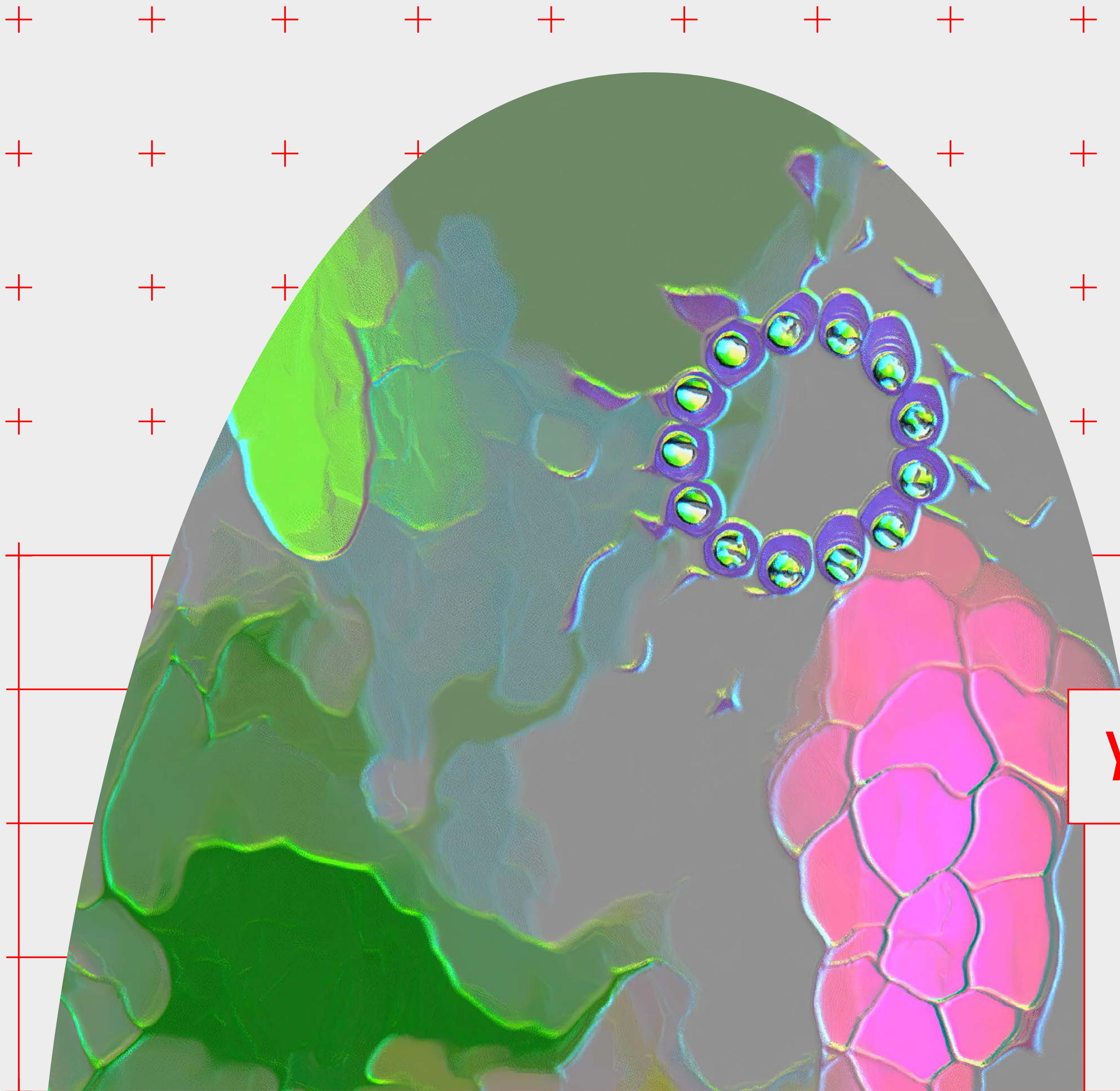
WORK IN PROGRESS

Presents

## *DeepTime*

In their media installation *DeepTime* Field.io will employ geological data simulations and custom AI artistic models to generate many possible “climate futures” and see them evolve in accelerated time.





# FUTUREDELUXE

FutureDeluxe is a research-driven global creative studio focused on experimentation. This group of artists and creative technologists seeks to define and explore the edges of emergent visual and technical cultures.

WORK IN PROGRESS

Presents

## *Your Garden is a System, Too*

*Your Garden is a System, Too* is a multi channel interactive experience that cultivates algorithmic visual blooms and tends to living soundscapes.



Rhythmic Recursion: TOKEN

# JOËLLE SNAITH

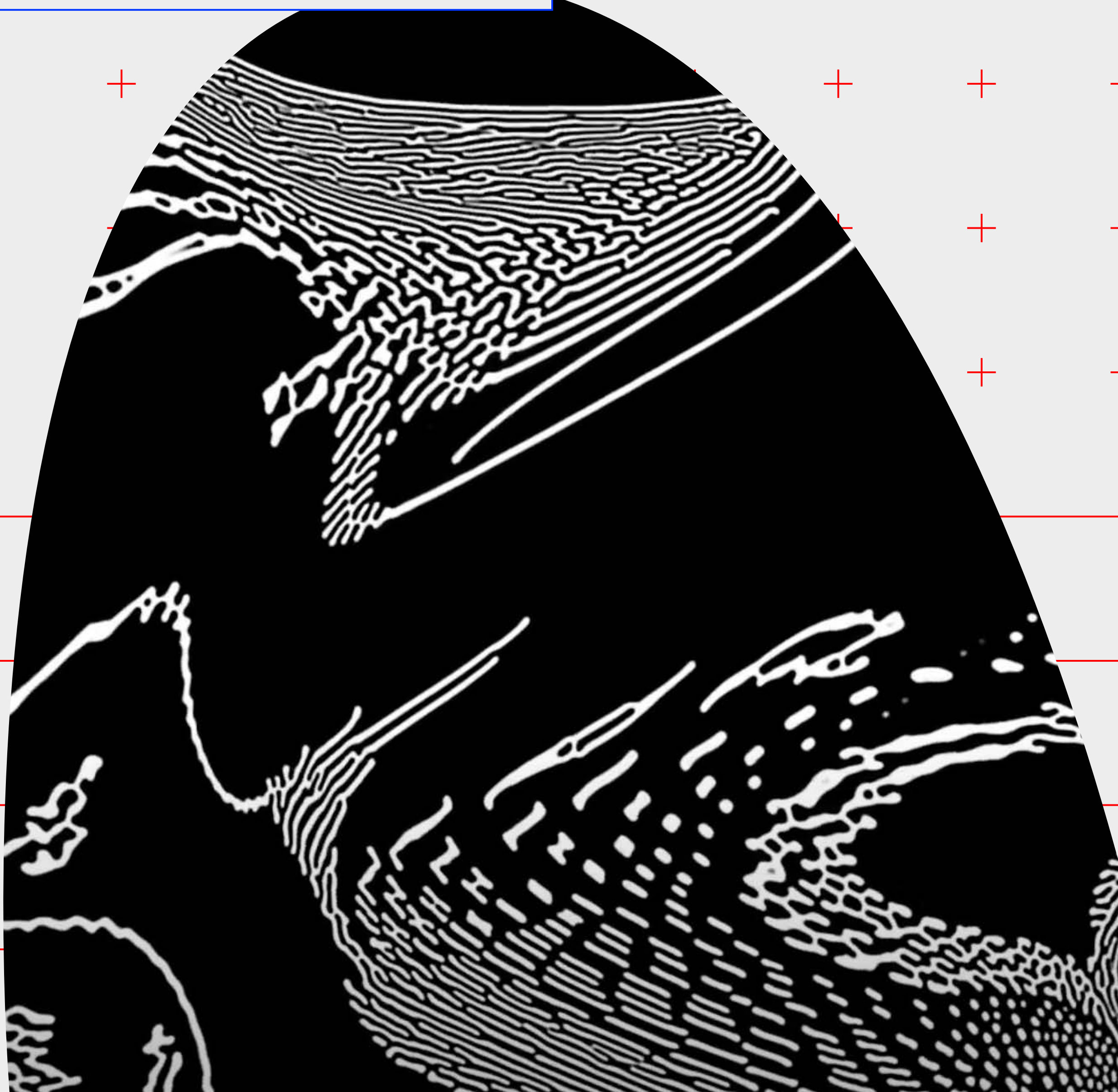
Joëlle Snaith is an audiovisual artist and design. She focuses on user experience and interaction design, visual design and prototyping, which combines working in the realm of live visuals and performance, a space in which she explores the relationship between sound and form.

WORK IN PROGRESS

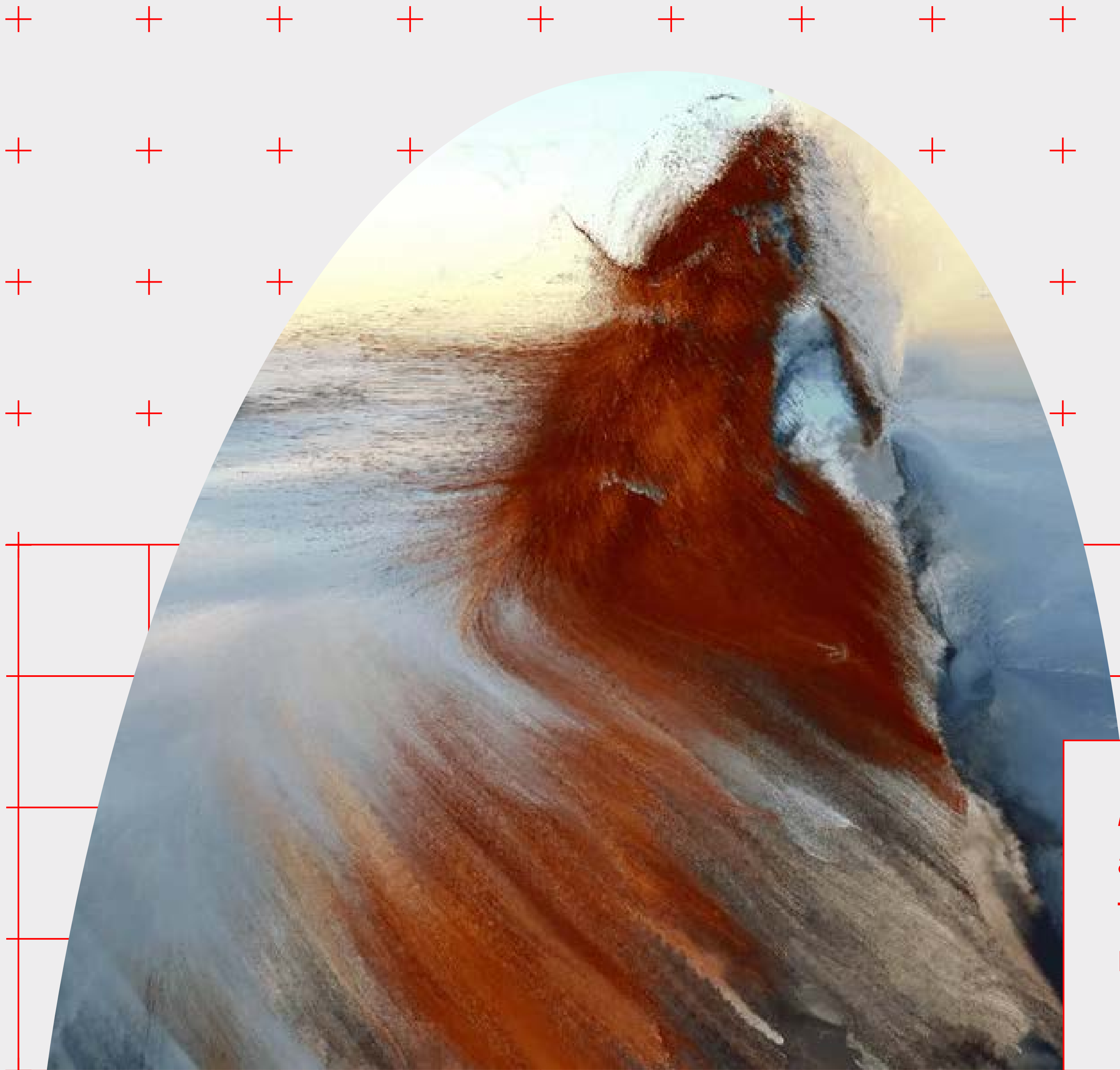
Presents

## *Duality*

*Duality* will present a series of audiovisual contemplations that explore the union of opposites and reflect on the complexity and nuance of a human system constructed from internal and external conflict.







# JOSUÉ IBÁÑEZ

Josué Ibáñez is an immersive experience designer, media artist and creative director who works with emerging technologies, data-driven paintings and experimental digital environments in Mexico City. He is also co-founder of Cocolab, one of the largest multimedia studios in Latin America.

WORK IN PROGRESS

Presents

## *Drift*

*Drift* is an immersive passage where the audience experiences an infinite move of flows from the city of Barcelona painted by real-world data.



WORK IN PROGRESS

# LOWKEYMOVES

Founded in 2017, LOWKEYMOVES is a creative agency specialising in music, culture and technology. They have a holistic approach to their projects, combining strategy, creativity and production, and are known for creating disruptive content and experiences.

Presents

## *Digital Humans*

The *Digital Humans* installation aims to be a point of contact with the audience that sparks their thoughts on the relationship we have with technology in the present and the future. The interaction with a digital entity we recognize as human arises the debate around digital art, artificial intelligence, and the metaverse.

*MetaHuman*





WORK IN PROGRESS

# SIX N. FIVE STUDIO & SOMEFORM STUDIO

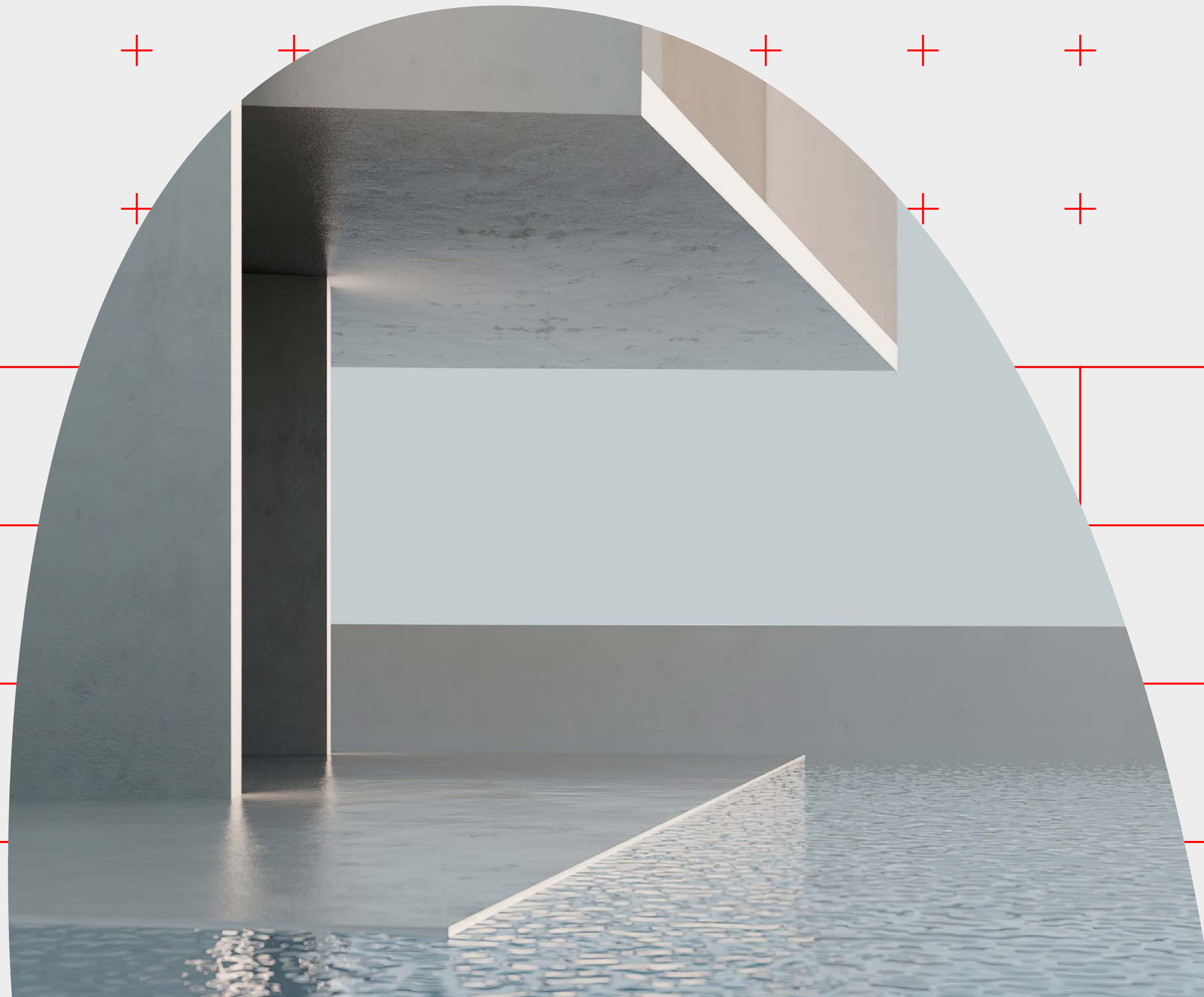
The award-winning designer and artist Ezequiel Pini is the name behind the Barcelona-based Six N.Five creative art studio. Poetic compositions and an avant-garde artistic mindset are usual in his work.

For this occasion, Six N. Five Studio has collaborated with Someform, a Berlin-based design and branding studio specialising in the conceptual and creative development of complex 3D design systems.

Presents

## *Generative Architecture*

*Generative Architecture* aims to explore the in between of different disciplines, looking to highlight the common factor “Beauty” present in all of them, and asking the fundamental question of our time: Can we automate the creation of what we as humans deem beautiful?





WORK IN PROGRESS

# STATE

State is a global Creative Studio with an unrestrained passion for heartfelt ideas, unique experiences and sleek design. Each creation is one of a kind and made for fun or for serious, but constantly engaging and championed by style.

Presents

## *Archaeology Dreams*

*Archaeology Dreams* is not just a nostalgic recollection of the Web journey, it seeks to restore and archive the influential website of our recent digital past, as to look at what's coming. All represented in a very powerful visual narrative.

*Two Sides Creativity*





## Exhibition Project

# ANTONI AROLA

The DIGITAL IMPACT exhibition project is conceptualized as a landscape between fantasy and urban. The intention is to separate each of the works to make the experience purer.

Domes, bubbles containing works that in most cases show their own light and movement. A city where each of its buildings is a large "lamp" that connects and coexists, generating a path between labyrinthine and organic.

An experience for and within the future.





# PRACTICAL INFO

## DIGITAL IMPACT EXHIBITION AT DISSENY HUB BARCELONA

[www.digitalimpact.art](http://www.digitalimpact.art)  
[info@digitalimpact.art](mailto:info@digitalimpact.art)  
[press: serra@wearecosmica.com](mailto:press:serra@wearecosmica.com)

### DATES

From april 27th to august 27th of 2023

Closed on Mondays (except June 5th)  
and May 1st and June 24th

### SCHEDULES

From Tuesday to Sunday from 10:00  
a.m. to 8:00 p.m. (last access 6:30 p.m.)

### VENUE

Disseny Hub Barcelona

Plaça de les Glòries Catalanes, 37-38  
08018 Barcelona

**Tel** +34 93 256 6770

### Transportation

**Metro** Line 1 Glòries

**Bus** Lines 7, 192, V23, V25 i H12

**Tram** T4, T5, T6 - Glòries

**Bicing stations** Av. Meridiana, 66; Bolívia, 76

**Train** Renfe-Rodalies de Catalunya: lines R1, R3, R4  
& R12/Arc de Triomf & lines R1, R2 i R11/El Clot-Aragó

**Parkings** Ona Glòries (Ciutat de Granada, 173-175),  
Centre Comercial Glòries (Av. Diagonal, 208)

**Coordinates** 41.402451, 2.1880918

### PRICES

Early Bird until January 31, 2023

€11 general admission

€8 for retirees and children under 16

Free under 6 years old

### Regular prices

15€ general admission weekends

General admission workdays 13,5€

Retirees and children under 16: 10€

Free under 6 years old



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