

**DOCUMENTA IX KASSEL,
GERMANY
13.06.92—20.09.92**

International modern art exhibition which takes place
every 5 years in Kassel, Germany.

This exhibition is the Olympics of Art and Culture.

Van Gogh TV group is invited to take part in this tremendous event.

Van Gogh TV project concept:

to guarantee a SUBJECTIVE DIALOGUE opportunity between people in Europe,
Japan and the U.S.A. with the help of modern technology.

1. THE IDEA

TV tomorrow — what will it be like?

During Documenta IX, 100 days — 24 hours/day an art channel will telecast.

Van Gogh TV will explode the traditional structure of TV transmitter -
receiver system.

The program will be influenced by viewers. Van Gogh TV will show *Piazza Virtuale* (means — place of meeting, action, events). *Piazza Virtuale* — the
interactive media of the future.

The group of Van Gogh TV media in Documenta IX — as two - faced non
commercial media, as self generated art work.

The local screen becomes a *Piazza Virtuale* in an open environment.

2. THE PROGRAM

The telecast is divided into different function blocks. There are permanent, independent blocks and sequences; limited in time.

1. Sculptures

In Kassel, Germany there will be installed entrance points. At the moment spectators come into the exhibition, they simultaneously get in electronical media by the help of TV cameras.

They become a part of the transmitted picture.

Here arises interaction — the spectator, entering the sculpture can watch and hear himself in the screen monitor.

2. Models of Communication

Functions of transmission are organized as proportional transmission time for each function.

Every time function — motto, mood, reason are arranged like handicaps.

Whose functions, for example, are:

The Chair of Confession — on a black surface the spectator tells his own sin directly in transmitter.

The Market — buyers and sellers crowd in «market square» — on screen.

The Hydepark — zone of speakers and discussions.

The TV Kitchen — many and various cooks, ... but many various cooks can spoil the dish.

The Music — the first interactive orchestra.

The Exchange of Contacts — looking for financial support. Nothing seems more entertaining than to find one of the same.

3. Direct Transmissions

On the screen are simultaneously integrated events — in TV studio, in TV party, interactive sculptures, mobile cameras, etc.

4. Transmissions in Europe

Here the spectator will find programs, specified for each country in its original language with subtitles in the English language; about different subjects — Eastern and Western Europe, folk-lore and interpretation of identities or mentalities.

5. Piazza Virtuale

Represents television which is accessible to everybody thanks to connections of media networks

3. POSSIBILITIES

Possibilities of Van Gogh TV...

In districts of Kassel and Hessen the reachability is provided by ground cable. In this turn through satellite transmissions are provided in Europe, Russia, Japan, the U.S.A.

One radius of action is given absolute influence, based on 100 000 - 300 000 spectators for one transmission block in Germany, Austria, Switzerland.

World wide those possibilities will increase at least 4 times. Here we must count also about 480 000 DOCUMENTAS IX spectators from all over the world, participating in Kassel. On an average may forecast that the number of spectators will achieve about 1 Million on one transmission block.

4. CONDITIONS

Van Gogh TV is interactive media, who acts in real time.

So — transmitters of every functioning block may and must involve spectators. In the other case, in the content field can be changed that, which is technically possible.

5. THE VISION

Van Gogh makes the first step in the future, where medias will play not only technological roles, but they will screen pictures, worldwide data network, video and not in last place — the computer.

TV's role as communication carrier in society will increase more. Television is developed from telephone, from two - way communication, but it has become as rather non active one - way media.

It is about time to reorganize TV as two - way media by making use of the latest technology.

Every formed structure — beginning with family till artist groups and ending with concerns of multimedia — may reflect in this media. In appropriate moments groups will develop their media usage ways and will create absolutely new communication forms.

For Art it means:

Conception — the static art work gets reorganized as a conception, which means art as a process.

For Classic Electronical Media it means:

The Previous transmitter — receiver relations get qualitatively changed in mutually effective media.

For Advertising it means:

Strategies change in dialogue and the advertising text will have a more powerful effect on the user.

For Enterprises it means:

Communication conceptions become more powerful in interaction of the goal groups.

6. THE EXPRESSIVENESS

People meet each other in space — «before and behind» screen.
They ask for the floor, draw attention to themselves, get in touch mutually,
so become an event.

The multimedial surface, on which appear inscriptions in different
languages, pictures and sound becomes as transmission space
in the virtual world.

Spectators become as active program participants. In this way they can
make the process of interpretation, attaching importance to this process,
and without delay go into virtual society, meet people similar to
themselves.

7. THE TECHNICS

How it happens?

PONTON EUROPEAN MEDIA ART LAB and Kassel University develops the new
tele-screen surface, managed by computers, in which spectators can
communicate by telephone, ISDN, by the computer, by the picture telephone.
ISDN — the digital telephone, which provides quick transmission of picture
in colors from spectators to the goal.

Touch Tone — the digital information submission equipment for everybody
through the telephone dial — with usage of the keyboard, here as
a management mechanism.

Modem — the connection equipment between computer and telephone for data
transmission from the distance, the possibility of communication in the
text level.

Telephone — also connects people with great distances, the classical
speaker media, here is also used as a management mechanism.

8. AN EXAMPLE

Through the ISDN lines the moving picture is transmitted every minute from
4 different world cities. They are included in frame of transmitted picture.
The transmitted picture through the ISDN gets transmitted back to 4 different
stations.

The interaction occurs in process

Paralell to real picture and sound, in all the terminal; conversation is
provided on an inscription level.

WHAT THE PROJECT MEANS FOR LATVIA?

Together with spectators in all the world, everyone of Latvia's inhabitants has a possibility to watch the process of exhibition on his TV screen during all the exhibition time – from 13.06.92 till 20.09.92.

1. For the owners of satellite – in programs 3 SAT and TV 5 France.

2. For all other viewers – in the channel of Latvia TV.

During the time of exhibition special programs will be granted for guests – different countries of the world: France, Italy, Switzerland, Austria, Slovenia, Latvia, Russia, Canada, the U.S.A. Among those guests, Latvia will have attention 10 days in the end of August and beginning of September.

Each inhabitant of Latvia has the opportunity to participate in those direct interactive telecasts, which will be transmitted from Latvia to Europe, Russia, Japan, the U.S.A.

4 united sculpture will be created in Riga, to realize this before unprecedented project, each with 1 camera, 1 monitor and microphone, which in turn are connected with TV transmitters. All this provides the possibility to make direct dialogue among people in active sculptures as well as among every viewer in all the world. Each of those viewers during the course of events may not only watch, but can also participate by usage of ordinary telephone, FAX or computer help.

Latvia's inhabitants, for purpose of adopting and adjusting to extraordinary ways of communication, will be introduced to those sculptures at least 2 weeks before entrance in International telecast, by their acting in frame of Latvia TV.

The project is a before unprecedented possibility for each inhabitant of Latvia to have direct dialogue not only with latvians in all the world (because telecasts will act in original language), but also with each Documenta IX Piazza Virtuale viewer.

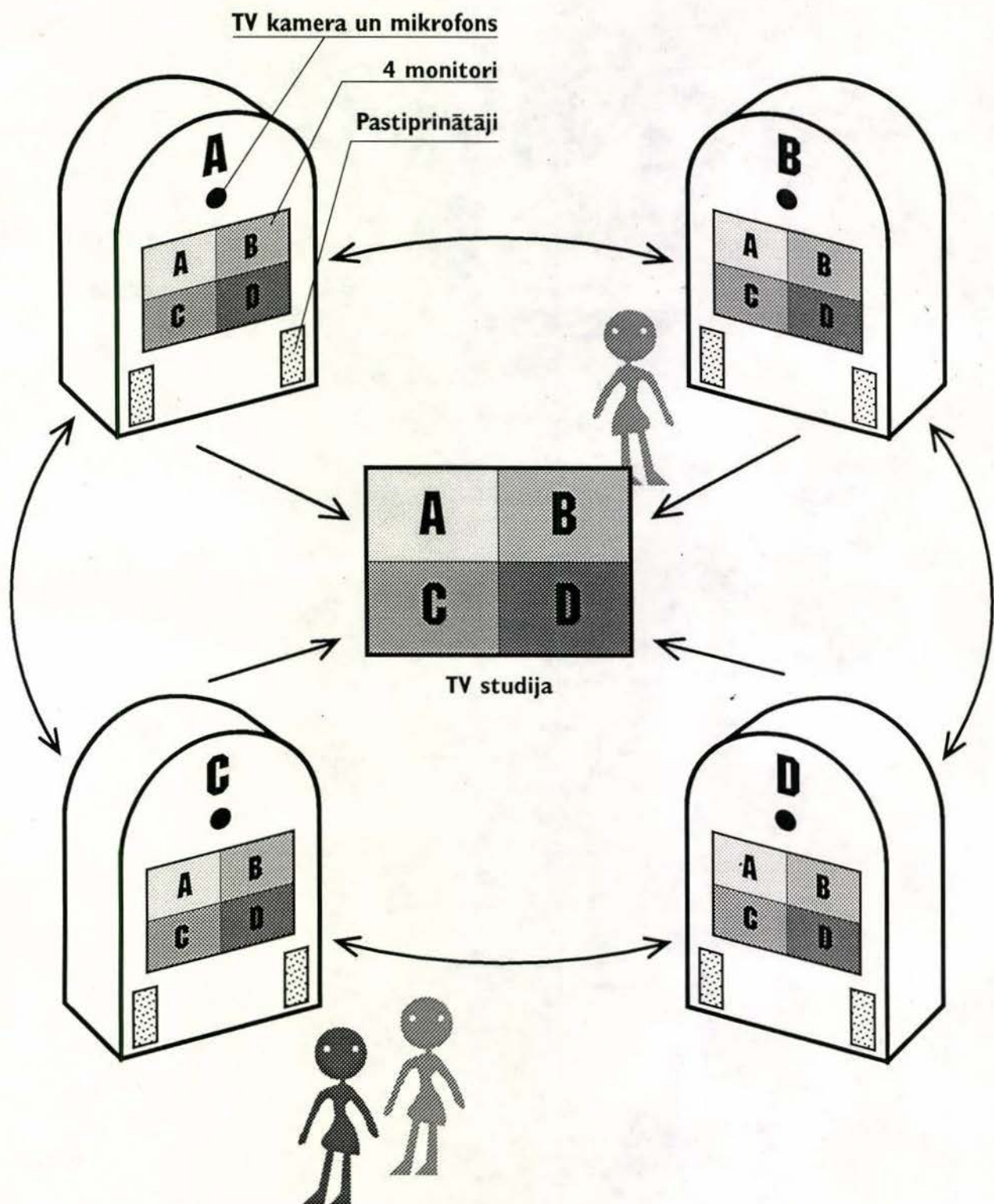
By realizing this project, authors underline that the totality of subjective viewpoints, coming from any country, may create the very objective notion of nations, their culture, people, etc..

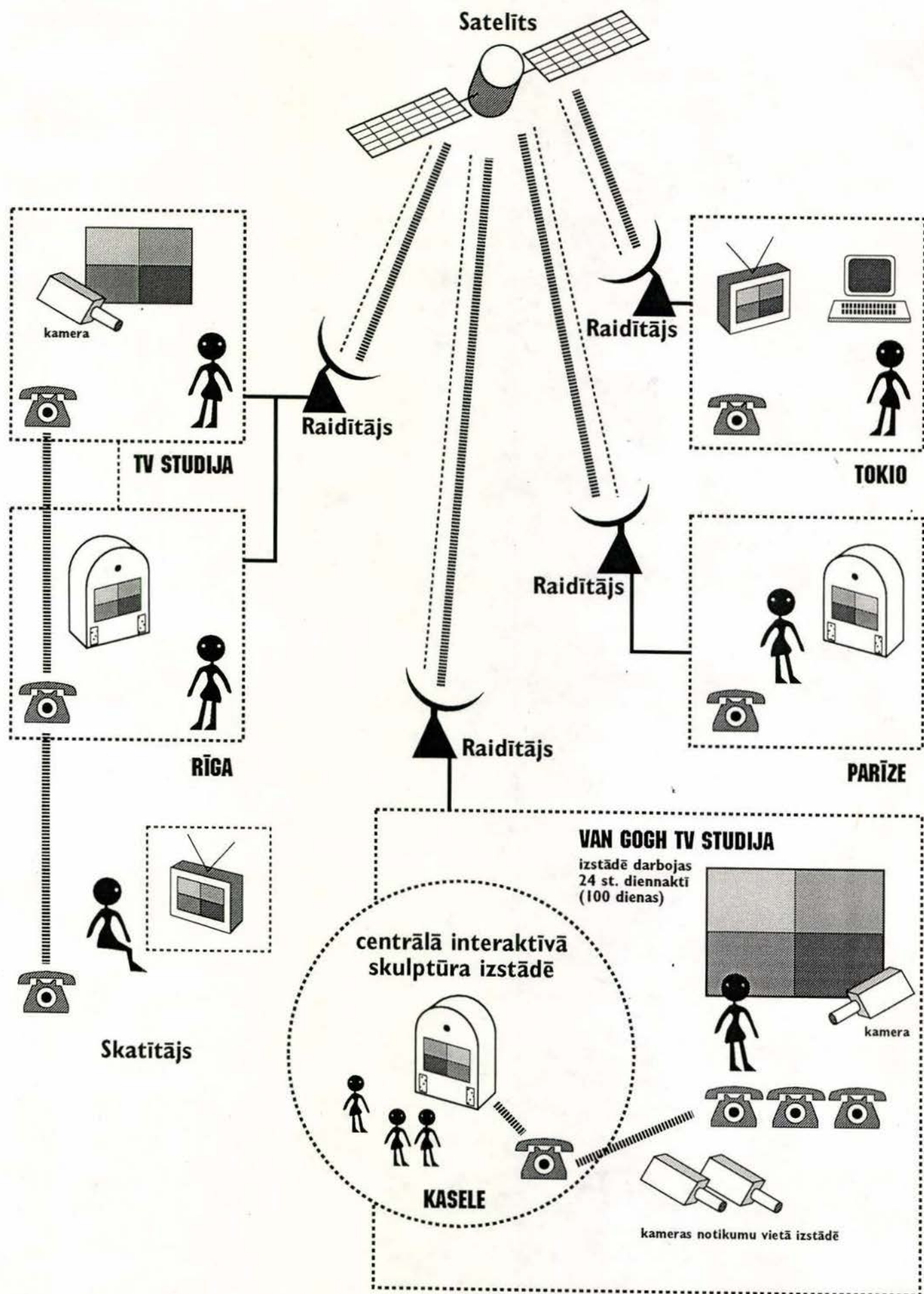
In the dialogue are invited to participate not only separate individuals but also different groups of people, united by common interests – economy, politics, business, culture, art, sport, religion, science, agriculture, folklore, music, journalism and all others.

There are a few months left till the end of August, but it is not much for such a large project as this. We, the realizers of the project in Latvia, have a great interest in it and we are sure that this interest will increase day by day.

Therefore, to prevent possible misunderstandings and prepare qualitatively for this world scale action – we invite everyone who foresees the great opportunities of this project not only for himself but also for all LATVIA.

TV-SKULPTŪRAS





THE ORGANIZERS:

9. The Agents:

Ponton European Media Art LAB

Salvatore Vanasco

Karel Dudesek

Benjamin Heidersberg

Prof. Mike Hentz

The Conversation Partners:

In Europe:

Salvatore Vanasco

Karel Dudesek

Ponton European Media Art LAB

Koppel 66

2000 Hamburg 1

Tel 040/241404

Fax 040/240511

In Riga:

Prof. Mike Hentz

BAIBA RIPA

LAILA JUREVSKA

Tel 7(0132) 275749

Fax 7(0123) 2757489

Bruņinieku iela 61-7

226001 Rīga, Latvija

ARCHITECTURE & DESIGN FIRM "A2" Ltd.

ACCOUNT N° 004468807

COMMERCIAL BANK "BALTIJA"

CODE N° 310101782

CORRESPONDENT N° 700161782