

3500 spectators

92 artists / 16 countries

34 shows / 9 meetings
/ 10 interactive installations

FIRST EDITION

In the beautiful location of Villa Tittoni Traversi in Desio (MB), next to Milano, from the 1st to the 3rd of July 2011 took place the first edition of Kernel Festival. The event involved a variety of artists and professionals from all over the world, catalyzing the attention of a large and heterogeneous public.

The performances of Audiovisual Mapping transformed the facade of the Villa in a monumental 3D projection screen, an amazing scenography for international musicians and DJ's that alternate on stage with young selected artists from all over the world.

The park of the Villa hosted eco-installations of temporary architecture to generate new functional spaces for the public and the artists.

In the Noble Rooms of the Villa was presented the exhibition "Unframed", a digital and interactive collective artshow, while in the S. Francesco Chapel, usually closed to the public, was shown an interactive sound installation, inspired by the dynamism of sound and light.

NUMBERS

_ 3500 spectators in three days

_ 92 artists from 16 countries, among guest stars (Dj Spooky, Kode9, Shed, Moritz Von Oswald Trio, Troy Pierce, Telenoika, Quayola...) and young emerging talents

_ 34 concerts/shows, djsets, music and audiovisual performances

_ 10 interactive and digital art installations, 9 round tables, workshops and conferences

_ 250 artistic proposals received from 39 different countries

_ 30 sponsors, technical partners, media partners and supporters

_ 30 volunteers from 6 countries

_ 78 press and media accreditations

_ 60 articles on local and national newspapers and periodicals, 3.200 web-blog-references

_ 37.000 web site visits from 83 different countries for 120.000 and more visualizations in 3 months

_ 123.000 visualizations of the videos of the event in 2 months

_ 550.000 and more views of Facebook's page and over 3.400 followers

COMMUNICATION

Promotions strategies worked equally on print, web and video advertising.

_ 61.000 promo card

_ 3.000 flyers, posters, stickers

_ 1.000 billboards in the area of Monza, Brianza, Como and Lecco

_ 1.596 video transmissions in 21 days on 832 screens of 35 railway stations of Centostazioni - Gruppo Ferrovie dello Stato, with an average of 14.584.920 contacts (stations such as Milano P.ta Garibaldi, Milano Lambrata, Milano Rogoredo, Monza, Genova, Bergamo, Brescia, Pavia, Udine, Treviso, Parma)

_ 30 advertisements on Lifegate Radio's network

_ 6 radio broadcasts on national networks (Radio 2, Radio Popolare) and web radios

_ 12 advertising campaigns on Facebook and promotions on national and international web sites (Wooloo, InSound, Digicult, Undo, Teknimedia, Artbox, Reggae.it, RA: Resident Advisor)

KERNEL FESTIVAL

Promoter and producer: AreaOdeon

Art Direction: Marcello Arosio

Executive Management: Marcello Arosio, Daniele Ceddia, Carlotta Fumagalli, Chiara Ilardo, Stefano Milani, Giuseppe Pepe, Mattia Trabucchi

NETWORK

Institutions: Provincia di Monza e Brianza, Città di Desio

Sponsors: Banca Popolare di Milano

International Partners: Hangar - Centre de producció d'Arts Visual (Barcelona), Bitforms gallery (New York), Minus (Berlin)

Partners: Università IULM, Istituto Europeo del Design di Milano IED


Technical Partners: MX Group, Saes Getters, Covre Manifatture, Shining Production, Over the Rainbow

Media Partners: Centostazioni - Gruppo Ferrovie dello Stato, Digicult, InSound, 2night, Zero

PROMOTER

The Festival is created, developed and produced by AreaOdeon, no-profit organization, that since 2005 has been promoting contemporary art and culture as a vehicle of knowledge and mutual growth, of active involvement and participation, with continuous collaborations with many international realities. AreaOdeon's activities engage in different artistic areas of intervention: installations, performances, festivals, workshops, education, communication, in a constant research for art and cultural promotion.

Sensible to the expressive power of technologies, AreaOdeon, in time, has directed its own artistic research toward the audiovisual and interactive fields, developing 3D audiovisual mapping performances that place particular emphasis on the close relationship between visual arts, architectural excellences, cultural contexts and historic references.

a project by  areaodeon



KERNEL FESTIVAL

www.kernelfestival.net

KERNEL FESTIVAL / INTERNATIONAL DIGITAL AND VISUAL ART PLATFORM

In informatics, kernel is the core of an operating system. Similarly, Kernel Festival is conceived as a dynamic and stable platform from which a series of activities reach out aiming to provide exchange and meeting opportunities.

An open dialogue among the expressive languages of contemporary art, related to new technologies, the artists, the professionals and the spectators.

Four areas of research offered an extensive and intense program open to a wide public.

ELECTRONIC SOUND & MUSIC

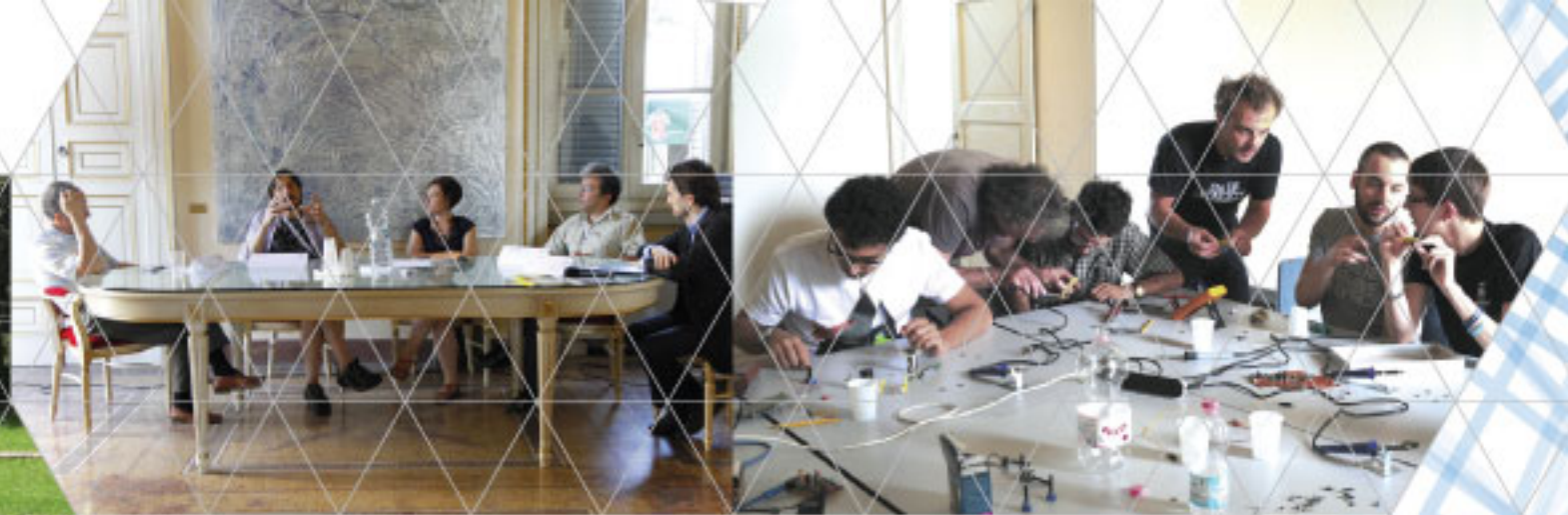
AUDIOVISUAL MAPPING

INTERACTIVE & DIGITAL ART

TEMPORARY ARCHITECTURE

The Festival aims to give space and visibility to emerging talents, presenting their performances, shows and artworks, beside already successful artists' ones.

The location, Villa Tittoni Traversi in Desio, was selected among all the historic and architectural monuments of the region. The very antithesis of the cultural and artistic offer, focusing on its most innovative aspects, and the neoclassical architectures, encourages a stimulating dialogue between the contemporary and the historical component, which co-exist without contradicting each other, promoting the rediscovery of territorial assets and the most advanced artistic experimentation.



"An international event that has encouraged the participation of many young people and not only, providing visibility, artistic-cultural contamination and economic development [...]"

[Cristina Redi, Cultural Councillor of Comune di Desio]



"The feeling was to attend to an event in some way unique, not only for Italy [...]" [Davide Cappelletti aka Hellzapop]



"The Kernel Festival has offered an exciting and innovative show, of high cultural quality, getting a large and well-deserved appreciation [...]" [Enrico Elli, Cultural Councillor of Provincia di Monza e Brianza]

"To be the first edition, we believe it is positioned at a high point of European festivals of electronic music, experimental art and mapping [...]"

[Diego Calcedo - Snorkel Quintet]



*"Kernel Festival has been one of the greatest mapping events that we've ever seen [...]
it was fantastic and we would like to repeat next year!"* [Eloi Maduei i Garcia, Telenoika]

