



KKK

KERNEL FESTIVAL

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KKK KERNEL FESTIVAL

_DIGITAL AND VISUAL ART
INTERNATIONAL PLATFORM/

_SOURCE OF THE FESTIVAL

Kernel international platform / 2011-2013

A multi-year project for the promotion of contemporary art, research, experimentation, talent scouting, industry application and creativity.

Kernel fosters a series of innovative cultural and training activities, aimed at promoting the development and diffusion of the new expressive languages of contemporary art, related to the new technologies.

Electronic Sound & Music / Audiovisual Mapping / Interactive & Digital Art / Temporary Architecture

Kernel triggers several processes of active involvement structured to offer young people a platform for growth, expression and protagonism connected to the arts, culture and production scene, both local and international.

In computing the "kernel" is the main component of an operating system. It is a bridge between applications and the actual data processing done at the hardware level.

Kernel Festival

The Festival is intended as a vector of new multidisciplinary synergies between Electronic Sound & Music, Audiovisual Mapping, Interactive & Digital Art and Temporary Architecture; an event that brings together renowned artists with young emerging talents in a platform open to the general public, with the aim of producing a fusion between different forms of art and their unusual dialogue with an extraordinary historical location.

Performances / Exhibitions / Round tables / Workshops

Kernel is not only a moment of pure entertainment, but also a meeting place and an exposure opportunity for young artists, who will have the chance to be selected through open calls by eminent juries (composed by international guests and renowned professionals) to perform during the event.

_CONTENTS OF THE FESTIVAL

1

LANGUAGES OF
CONTEMPORARY
ART EXPRESSION

- _electronic sound & music
- _audiovisual mapping
- _interactive & digital art
- _temporary architecture

2

YOUTH PROTAGONISM
AND COOPERATIVE
PROCESSES

- _expression
- _experimentation
- _connexion
- _multilateral target

3

VALORIZATION OF
ARCHITECTURAL
HERITAGE

- _venue of the Festival
- _artistic inspiration
- _new sense and use
- _local promotion

CONTEMPORARY ART

TALENT SCOUTING

RESEARCH

CULTURAL HERITAGE VALORIZATION

INTERNATIONALITY

CONNEXION

OPENESS

EXCHANGE

COLLABORATION

OPPORTUNITIES

_ART SECTIONS



ELECTRONIC SOUND & MUSIC

AUDIOVISUAL MAPPING

INTERACTIVE & DIGITAL ART

TEMPORARY ARCHITECTURE

In the evolution of digital technology, every electronic device has become a musical instrument. The excellence is identifiable in those works where electronics is not only a technical tool, but it's integral to the artistic nature of the work.

The audiovisual mapping is a particular technique of video projection that, relating to the themes of music performance and moving pictures, gives new shape to the components of an architecture and its complex, creating spectacular optical illusions which enhance the structure itself.

The role that technology has acquired in contemporary society generates research and works of art that use technological devices as vehicles of expression. This impact is also decisive in the relationship with the viewer, who's not any more a simple user but becomes the driving force behind the work itself.

The temporary installations contribute to build new landscapes in public contexts. An opportunity for research on innovative construction and assembly systems, dynamic structures and sustainable materials.

_YOUTH PROTAGONISM



EXPRESSION

Offering opportunities for promotion and exposure of youth potential is the way to encourage a common growth and development for the future. The introduction of selection processes, though international open calls and committees, ensures the quality of discovery of new talents.



EXPERIMENTATION

The laboratory experience and the teaching of international-standing artists and professionals give the opportunity to deepen knowledge and experiment new technical and creative solutions.



CONNECTION

Human and professional relationships, enabled by the opportunity of sharing ideas with personalities of different educational and cultural background and experience, activate a network of exchanges and collaborations, able to generate many stimulating artistic and business contexts.



EXTENDED TARGET

The highly technological imprint that identifies the Kernel doesn't limit the public involvement; on the contrary it's an opportunity to reach different audiences crosswise and let even families and children easily approach the creative potential of technology.

_LOCAL VALORIZATION



VENUE OF THE FESTIVAL

NEW SENSE AND USE

ARTISTIC INSPIRATION

LOCAL PROMOTION

Villa Tittoni Traversi, designed by Piermarini, during the years has hosted writers such as Stendhal and Cesare Cantù (1820), crowned heads, including Franz Joseph Emperor of Austria (1857) and the King of Italy Vittorio Emanuele III (1913) and musicians, for example Vincenzo Bellini (1828) who, in the beautiful park, composed his work «The stranger woman».

The approach of the Kernel promotes the architectural heritage, which the territory is rich of, not only as mere cultural containers, but as living realities open to contamination with new contemporary art forms, with new methods and systems for the promotion and enhancement of historical and cultural location.

Artists are encouraged to explore and analyze the details and peculiarities of a unique architecture and location belonging to the heritage of a specific territory, reinterpreting them according to their cultural background, and offering the public their personal vision.

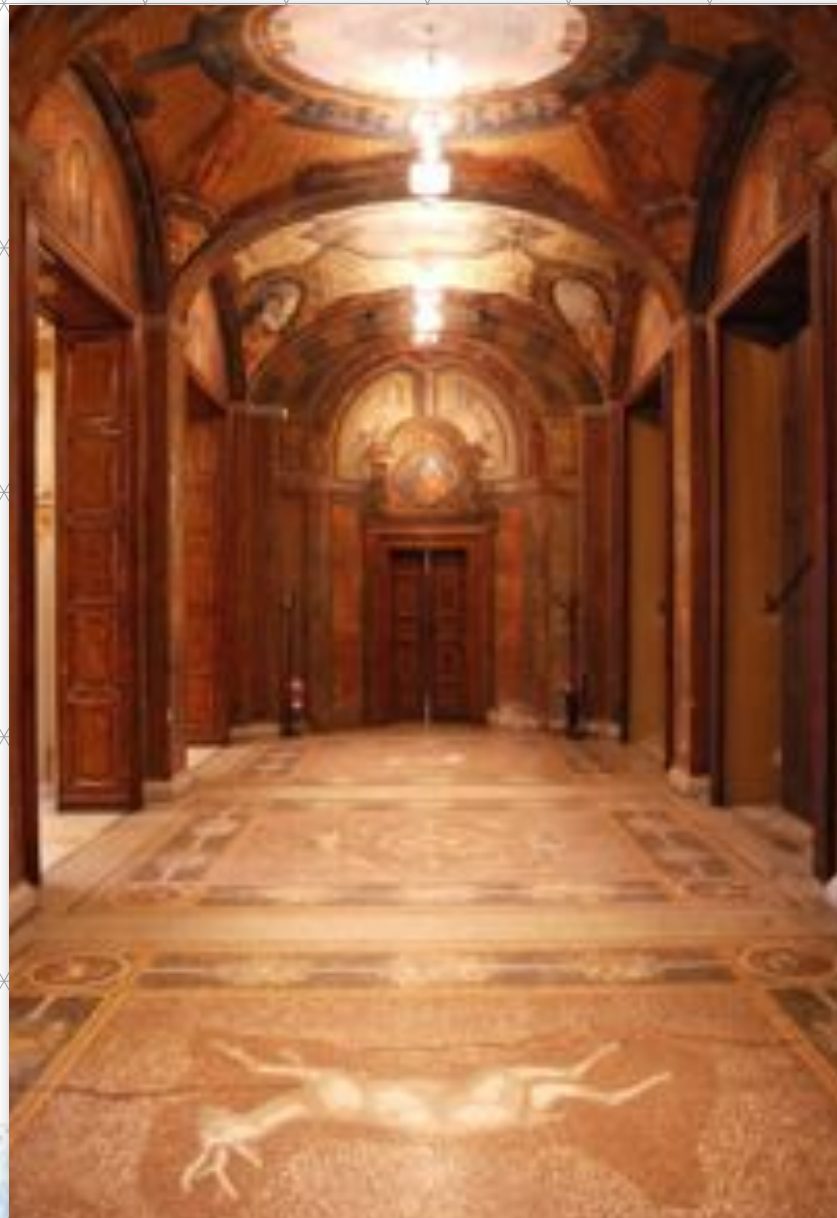
The international and media response to the Festival has a significant effect on the territory in terms of visibility, economy and tourism. At the same time, it offers to the citizenship the opportunity of an open dialogue with the foreign artistic and cultural society.

_VILLA TITTONI TRAVERSI _DESIO



_PARTERRE AND PARK

_VILLA TITTONI TRAVERSI _DESIO



_NOBLE ROOMS



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_FIRST EDITION



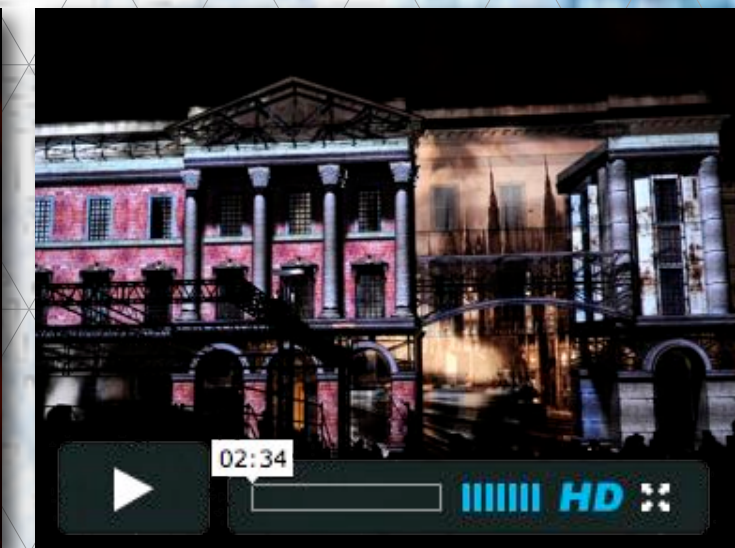
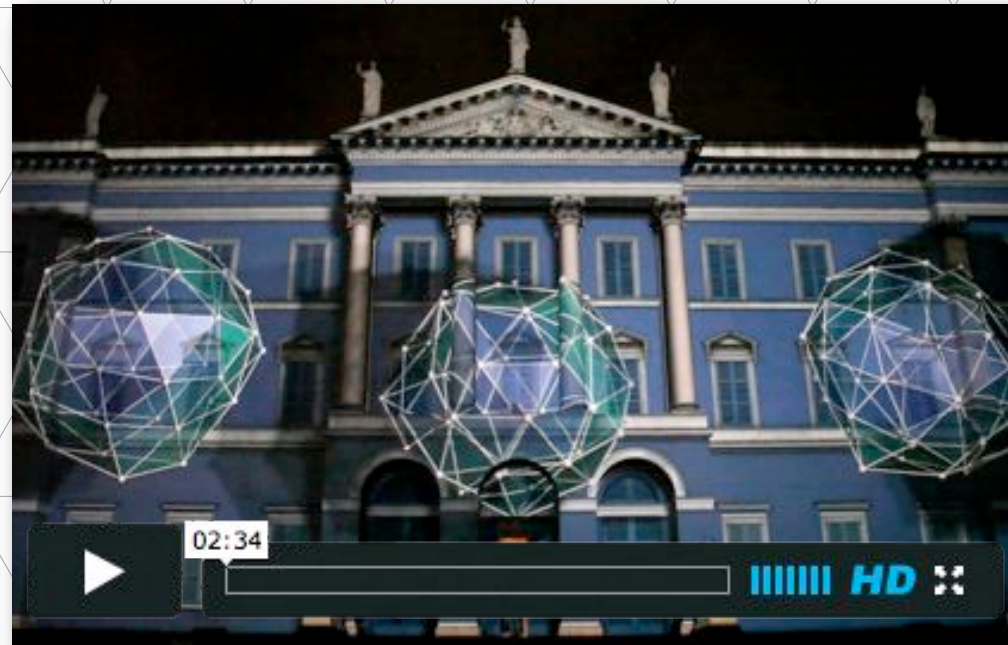
1/2/3 JULY 2011

The event involved an extensive number 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 Villa Tittoni Traversi in a monumental 3D projection screen, an amazing scenography for international musicians and DJs that alternated on stage with young selected artists from all over the world.

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

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



92 artists / 16 countries / 24 concerts / 10 mapping performances

3.500 spectators



34 shows / 5 round tables / 5 workshops / 1 exhibition / 10 interactive installations



KKK KERNEL FESTIVAL

_JUNE 29th > JULY 1st

_PROSPECTS OF DEVELOPMENT AND CONTENTS



NETWORK

COMMUNICATION

ARTISTIC OFFER

EDU / TRAINING ACTIVITIES

_LOCAL INVOLVEMENT (events / local actions / activation of receptivity processes by the citizenship / turism network / promotion of activities / collateral events)

_NEW STRATEGIES AND DEVICES FOR DIFFUSION AND INVOLVEMENT (development of smartphones apps / promotional public events before the Festival / web 2.0 diffusion)

_SPACES FOR ART (locations in town for specific artistic proposals / exhibition of schools projects / extension of the opening periode of the exhibition)

_CHROMA KIDS (laboratory educational program with children from junior school)

_INCREASE OF ARTISTIC PARTNERSHIPS (more art centres involved / art academies / national and international institutions / twinning with other festivals / exchanges / agreements for young talents promotions)

_DEDICATED AREAS IN TOWN (onkernel involvement project / site-specific installations for particular areas of the town)

_KERNEL AWARD (award and mention of the critics and the public)

_IMPROVEMENT OF THE WORKSHOPS PROGRAM (involvement of tech companies in the development of the labs contents)

_MEDIA PARTNERSHIPS INCREASE (shared strategies / creative actions)

_SOUND PARK (collaboration with art academies to present sound design installations in the park of the Villa)

_OPEN TABLES FOR DISCUSSION (for artists to discuss publicly their work and research)

_SOUND PARK



Kernel project is conceived as a dynamic platform of exchange and meeting opportunities. A space for an open dialogue among expressive languages of contemporary art, related to new technologies, the artists, the professionals and the spectators. This platform develops several activities designed to promote technology as a tool to extend our perceptive, communicative and emotional potential.

In this sense, Kernel offers to art and music academies, both national and international, and to their professors and students the opportunity to actively compare their work, research, experimentations and ideas, presenting a sound installation within the international context of Kernel Festival. Sound Park is a new open space of Kernel Festival, which will be located in the natural context of Villa Tittoni Traversi's park in Desio, venue of the second edition of the Festival. An initiative that encourages reflections on the relationship between art and context, artifice and nature. It proposes an investigation into the mechanisms able to

stimulate an unusual interpretation of the auditory dimension in relation to the other aspects of perception.

The project plans the realization of a series of sound installations which, during the Festival and for the following week, will enhance the park, entering the natural setting, defining a new horizon, without denying its harmony.

The works will be designed, built and set up, by the students of a number of prestigious academies in order to offer participants an invaluable opportunity for visibility and international sharing. The young students, artists and musicians, selected by the professors to represent each academy, will be required to present sound installations designed to communicate with the beauty of the park and the natural elements of the landscape, helping to create a new and evocative audio, visual and perceptual scenery.

The sound reflections of the installations will be a stimulus for visitors, who will be invited to interpret the environment according to a new emotional perspective.

_SELECTION COMMITTEES

ELECTRONIC MUSIC

_PAUL D.MILLER aka DJ Spooky
[New York]
musician, producer, artist

_NICOLAS COLLINS [Chicago]
musician, professor Chicago
School of the Art Institute

_FRANCESC MARTI' [Barcelona]
artist, professor Escuela
Microfusa

_DOUGLAS REPETTO [New York]
musician, professor CMC
Columbia University

_TOMMASO TOMA [Milano]
musician, critic, speaker
Radio Popolare

_PIERO CHIANURA [Milano]
director InSound magazine

_MATTIA TRABUCCHI [Monza]
sound designer
Area0deon

AUDIOVISUAL MAPPING

_PETER KIRN [New York]
director Creative Digital
professor Parsons School

_SANTIAGO VILANOVA [Barcelona]
Telenoika, artist

_FRANCOIS WUNSCHER [Paris]
1024 Architecture, artist

_ROBERTO FAZIO [Bologna]
artist, professor

_MARCELLO AROSIO [Monza]
director Area0deon, artist
architect

INTERACTIVE & DIGITAL ART

_DOMENICO QUARANTA [Milano]
critic, curator, writer

_STEVEN SACKS [New York]
director art gallery
Bitforms

_VALENTINA TANNI [Milano]
journalist, critic, Artribune

_EMMA ZANELLA [Gallarate]
director MAGA, curator

_MARCO MANCUSO [Milano]
critic, curator, director
project Digicult, Milano

_CHIARA ILARDO [Monza]
representative Area0deon
curator

TEMPORARY ARCHITECTURE

_EVA FRANCH I GILABERT [New York]
director Storefront for Art &
Architecture

_JOSEPH GRIMA [Milano]
editor in chief Domus,
architect, professor

_SANTIAGO CIRUGEDA [Sevilla]
Recetas Urbanas, artist,
architect

_TINA DI CARLO [London]
critic, curator, founder
of ASA

_ARTURO LANZANI [Milano]
professor, urban planner

_CARLO RATTI [Torino]
architect, director SENSEable
City Laboratory at MIT

_ANDREA BALESTRERO [Milano]
A12 associati, artist, professor
architect

_MARCELLO AROSIO [Monza]
director Area0deon, artist
architect

_PARTNERS & SUPPORTERS

The national and international collaborations are still being finalized and count on the involvement of additional institutions.

A PROJECT BY



INSTITUTIONAL PARTNER



WITH THE SUPPORT OF



CULTURAL PARTNERS



MEDIA PARTNERS



SUPPORTER



_PROGRAM 29 JUNE-1 JULY 2012

june-july 2012

friday 29

saturday 30

sunday 1

10:00

12:00

14:00

16:00

18:00

20:00

22:00

24:00

03:00

Art exhibition

Architecture exhibition

Chromakids exhibition

Round tables

Conferences

Workshop

Dj set and artistic performance

Musical performance

roundtables

Audiovisual mapping



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_PARALLEL ACTIVITIES

_PARALLEL ACTIVITIES

KERNEL
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KERNEL
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011/012

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/012

Villa Tittoni Traversi Desio
1/2/3 luglio 2011

Monza, Desio, Barcellona
settembre 2011 - luglio 2012

Villa Tittoni Traversi Desio
6/7/8 luglio 2012

_PARALLEL ACTIVITIES

**KERNEL
LAB
011/012**

TALENT SCOUTING

EDUCATION / TRAINING

INTERNATIONAL EXPERIENCE

PROMOTION / EXPOSURE

LOCAL VALORIZATION

OCTOBER

DECEMBER

JANUARY

MARCH

APRIL

JUNE

JULY

OPEN CALLS DIFFUSION

PARTICIPANTS SELECTION

EVENT
MANAGEMENT
LAB

AUDIOVISUAL
MAPPING
LAB

TEMPORARY
ARCHITECTURE
LAB

ELECTRONIC
SOUND
LAB

INTERACTIVE
DIGITAL ART
LAB

EVENT 1

EVENT 2

RESIDENCE
ABROAD 1

RESIDENCE
ABROAD 2

RESIDENCE
ABROAD 3

RESIDENCE
ABROAD 4

ART PROJECT
REALIZATION

ART PROJECT
REALIZATION

ART PROJECT
REALIZATION

ART PROJECT
REALIZATION

KERNEL FESTIVAL /012

PROMOTER



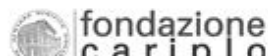
PARTNER



PARTNER ISTITUZIONALE



CON IL CONTRIBUTO DI



PARTNER INTERNAZIONALI



PARTNER TECNICI



MEDIA PARTNER





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_PRODUCER & PROMOTER

_PRODUCER & PROMOTER

AREAODEON

Kernel Festival is created, developed and produced by AreaOdeon, no-profit organization devoted since 2005 to promotes contemporary art and culture as a vehicle of knowledge and mutual growth, of active involvement and participation, often in collaboration with several international realities.

Installations / Performances / Workshops / Training / Communication / Production / Exhibitions

Sensible to the expressive potencial of technologies, in the course of time AreaOdeon 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.

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kernelfestival.net