

A New Digital Deal

8.–12. Sept.



Event Agenda



Cultural Heritage
Innovation Program



Puerto Rico
Science, Technology
& Research Trust



UNIVERSIDAD
ANA G. MÉNDEZ
UAGM
Recinto de Gurabo

A New Digital Deal

8.-12. Sept.



A NEW DIGITAL DEAL

Ars Electronica 2021
Festival for Art, Technology and Society
September 8-12

PROGRAM Garden Puerto Rico

From September 8th through 10th, Garden Puerto Rico will be hosting a series of webinars and activities lead by Puerto Rican artists, thinkers and scientists to showcase both the vision of our talent, and the commitment the Puerto Rico Science, Technology and Research Trust has towards creating spaces of dialogue, creativity and innovation with international forums and our local community.

Throughout the duration of the festival, you will be able to visit our festival homepage, where you will find information about the webinars and our approach to this year's theme

"A New Digital Deal"

<https://ars.electronica.art/newdigitaldeal/en/rediscovering-art-culture/>

The webinars will be pre-recorded and aired through the festival's platform, where after each webinar we will hold a 15-minute live Q & A with the speakers.

On September 9th, we will host a special event in collaboration with the University Ana G. Méndez, Gurabo Campus, where we will hold the live broadcast of a performance by Argentinian artist Joaquin Fargas, a virtual tour through the library of congress, and a special performance by local artist, Carola Cintrón Moscoso.



Webinar Program

Day 1 – Sep 8th

9am-12pm AST

Digital Innovation in Cultural Heritage and Art Studies Documenting the Intangible:
Heritage preservation in an attempt of "making sense"

This Webinar Series presents different documentation approaches and methods using digital technologies for cultural heritage conservation and preservation.

9am

OSO BLANCO EXPERIMENTAL SPACE- AN INTANGIBLE PRESERVATION PROJECT BASED ON INNOVATION AND EDUCATION

Alitza Cardona MA, MS.

Abstract: The discussion Alitza Cardona brings to the table explores the future of heritage in Puerto Rico, from innovation within the concept of the current and under construction project of Oso Blanco: Experimental Space and Conservation Lab. This experimental approach to heritage seeks to integrate creative and technologically innovative activities to generate a reconstructive experience of value and significance, through educational and somatic experiences.

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10am

THE LATIN AMERICAN ARTIST DOCUMENTATION PROJECT: CONTEMPORARY ART PRESERVATION IN THE DIGITAL ERA

Irene Esteves Amador, PhD

Abstract: Conservation through documentation pioneer and specialist, Dr. Irene Esteves-Amador will discuss the Proyecto de Documentación de Artistas Latinoamericanos (PDAL), a one-of-a-kind contemporary art conservation initiative with a crucial digital component. This webinar will give insight on the challenges and opportunities posed by contemporary artistic practices, the artist interview method, and the Registro del Arte Contemporáneo (RAC) or Contemporary Art Registry, a digital tool designed for artists.

11am

OLLER PROJECT WEBSITE: AN INFORMATION EXCHANGE MEDIUM ABOUT THE OEUVRE OF THE PUERTO RICAN PAINTER FRANCISCO OLLER

Antonio Martinez Collazo, PhD

Abstract: Francisco Oller y Cestero is the Puerto Rican artist with the most international recognition. The Proyecto Oller (Oller Project) seeks to contribute to the establishment of the artist's palette and practices through the scientific study of his paintings. The results of the study are being made available to the art community through the establishment of a website. The website will permit other researchers and institutions to contribute their results to provide a more comprehensive profile of the artist. We will share the project's findings up to the present that are featured on the website.

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BIOS:

Alitza Cardona Collazo, M.A is an Anthropologist-Historian, Architectural Designer, and Museum Professional. She currently works as a Cultural Heritage Specialist at the Puerto Rico Science Technology and Research Trust. Her research focuses on human-space relations and transformations through theoretical interpretation of the Cultural Heritage, specializing on the analysis and development of intangible heritage.

Irene Esteves-Amador PhD is an art historian and conservator who teaches art history at the university level. A pioneer in the conservation through documentation practice in the Caribbean, she is author to the book *Conservation through Documentation. Myrna Báez: the Artist and her Voice. The Preservation of Contemporary Art through the Artist Interview*, published by Isla Negra Editores. She is the Ana G. Méndez University, Gurabo Campus' Museum director and Fundación Ángel Ramos Art Exhibition Gallery's Coordinator. At present, Dr. Esteves-Amador is also the Menil Collection's Artists Documentation Program Fellow, as part of collaboration with the Whitney Museum of American Art.

Antonio Martinez holds a Ph.D. in Physics from the American University, Washington DC. He joined the faculty of the University of Puerto Rico in 1991 and, currently serves as a professor of Physics. After 24 years of research in materials physics, he has dedicated the last 10 years to the scientific characterization of material cultural heritage. His current research projects, besides the Oller Project, include the identification of pigments in pre-Columbian ceramics from Puerto Rico and the development of new techniques in conservation science.



Webinar Program

Day 2 – Sep 9th

9am-12pm AST

Social Transformations in a Digital World: Digitalization, Videogames and NFTs

This webinar series explores how technology access has a concrete (and potential) social transformative effect when applied to cultural heritage conservation and cultural production.

9am

TECHNOLOGY IN THE DOCUMENTATION OF CULTURAL HERITAGE ASSESSMENT FROM EARTHQUAKES - THE HACIENDA MATTEI

Johnny Lugo Vega, PhD

Abstract: The Hacienda Mattei is one of the first Coffee-Sugar Rural Complex in Guayanilla, Puerto Rico (1834). The family had been kept the Hacienda being in our national register of historic places. One of the elements, the sugar mill complex (Tren Jamaquino) has been affected by both Hurricane María (2017) and Earthquakes (2021). The PRSTRT has been helping the Mattei family in the proper scientific assessment to stabilize the Brick Tower which is close to a collapse. Using high technology, we deliver a diagnosis method using photogrammetry, 3D Scanning, Lidar and Drone Flight imaging. TH results showed interesting facts of its condition, but moreover, we establish a potential technology & innovation Heritage Conservation Proces that can be applied to the rest of our historic inventory.

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10am

PLAYING CULTURE: VIDEOGAMES AS CULTURAL OBJECTS AND TOOLS OF SOCIAL TRANSFORMATION

Shirley McPhaul MA, PRSTRT-CHIP

Abstract: Digital games are changing the world. It is enough to look at the growth of eSports in the past two years alone, or the fact that the videogame industry makes more money annually than the film and music industries combined. But far beyond the overall industry growth, games are an underrated medium with great potential to help humanity grow in fundamental ways, and for conveying (and engaging with) the great diversity of human experiences and cultures in a format that most people can enjoy. It is time that we treat games as what they are: cultural objects capable of speaking of the time they were created, the people who enjoyed them and as a medium designed to engage the player in ways no other medium had before.

11am

INTO THE METAVERSE: NFTS AND OUR POSSIBLE DIGITAL FUTURE

Shirley McPhaul MA, PRSTRT-CHIP

Abstract: Nowadays most people who own a computer and have an internet connection also have an online presence. From videogames, to social media, to online classes and remote work, our lives online have been evolving for the past ten years into a lot more than just a profile and some pictures. As a matter of fact, the idea of having a fully “digital life” is no longer a subject of science fiction, but a matter of refining and time. This begs the question, what would our lives online look like, and how could those lives be productive? Non-Fungible-Tokens or NFTs, digital assets enabled by blockchain technology, might be the link we are missing in order to build a truly digital life, where we work within virtual environments, get played for our labor and attention, and either become better for it, or fall into a dystopian abyss.

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BIOS:

Johnny Lugo Vega, PhD - has a BS in Chemistry (1992); a M.S. in Environmental Health (2005) and a Ph.D. in History of Puerto Rico and the Caribbean (2017), from the University of Puerto Rico (UPR). He got a diploma in Painting Restoration at the Istituto Per L'Arte e il Restauro in Florence, Italy (1994-1997). He is a Fellow -NSF- IGERT in Environmental Sciences (2012) and Fellow -Prince Claus Funds-Smithsonian (2019). He is the director of the Cultural Heritage Innovation Program at the PRSTRT. (2018-now)

Shirley McPhaul MA - Passionate about people and technology, Shirley believes that the future of humankind lays in digital realms and virtual worlds. She holds M.A.s in the Humanities from the University of Puerto Rico and the University of Iceland, with an emphasis in narrative, game design, gender studies, myth and legend, narrative and interactive design. She currently works as Cultural Heritage Technology Specialist at the Cultural Heritage Innovation Program.



Webinar Program

Day 3 – Sep 10th

9am-12pm AST

Technology and the Challenge of Education

This webinar series takes a closer look at the importance of democratizing technological tools and the practical applications of technology in education.

9am

AR & MACHINE LEARNING AS A TRANSFORMATIONAL EDUCATIONAL TOOL

Pedro Cruz, CEO VeoVeo Studios

Abstract: Computer Vision is one of the most important subsets of Machine Learning (ML) that helps power self-driving cars, detect skin cancer faster than doctors, and is the technology behind Augmented Reality Filters. In the last decade, there has been an explosion of “no-code” applications that make it easy for anyone to use ML in new ways. Whether you’re a 2nd grade teacher or a professional Data Scientist, there is a tool for you. Discover how to get started in this webinar.

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10am

VR AS AN EDUCATIONAL AND SOCIAL TRANSFORMATION TOOL

José David Torres, CEO Social Key

Abstract: XR industry is growing at a fast pace. We want our communities to grow at the same pace, by engaging VR and AR educational content to disadvantaged communities. It is possible to reduce poverty and inequality gaps caused by the lack of access to emergent technologies. Because innovation rarely reaches those who need it most first

11am

EDUCACIÓN PARA EL FUTURO: STEM

Jorge Valentine

Abstract: Education evolution is more evident through the pass of time and technology. This webinar is closely focused on the effort of technology, science and innovation inspired in our quest for a digital world under -Avant le Gard- learning and teaching methods applying digital tools.

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BIOS:

Pedro Cruz - Pedro Cruz is a Software Engineer specialized in VR/AR, Machine Learning, and Tech for Good applications. Pedro is the co-founder of VeoVeo Studios, a Puerto Rican VR/AR studio creating VR Sports games; and Developer Advocate at IBM, where he helps communities launch open-source projects for disaster response

José David Torres - José David Torres Quiñones is a lawyer with consistent participation in the start-up environment of Puerto Rico. At law school he was elected as the Student Council President, during the CoViD-19 pandemic. Additionally, he was awarded a fellowship by the American Bar Association in order to participate in an internship at the PR Department of Justice. His legal experience allows him to stand out as a social entrepreneur. In 2020 he confounds Social Key, due to his interest in emerging technologies and commitment to eradicate inequality.

Jorge Valentine - Jorge Valentine is the Director of STEM Program at the Puerto Rico Science Technology and Research Trust and is a PhD candidate at Ana G. Méndez University.



Special Event Program Garden PR and Garden Buenos Aires Sep 9th 1PM – 2:30PM AST

The Pulse of Earth:

A Close Encounter with Echoes and Voices in the Americas

This program opens with a welcome from our host institution, the UAGM Museum. Soon after, Joaquin Fargas' performance will take place, effectively connecting Garden Buenos Aires with Garden Puerto Rico.

Abstract

The performance will attempt to showcase the Earth's lifeforce as it relates to our human body, where information is dispersed in every cell, while also being interconnected as a whole – a sort of crypto body. After, an interactive section with the artist will take place, where participants download an application and send a one-word-messages to the mythical Earth Pachamama/Atabey or to the Universe, creating a word cloud diagram that will be projected to the audiences of both Garden Puerto Rico and Garden Buenos Aires.

Then, a round table will take place with various guests from Garden Buenos Aires and Garden Puerto Rico with an open discussion around the festival's theme and the Garden's program proposal.

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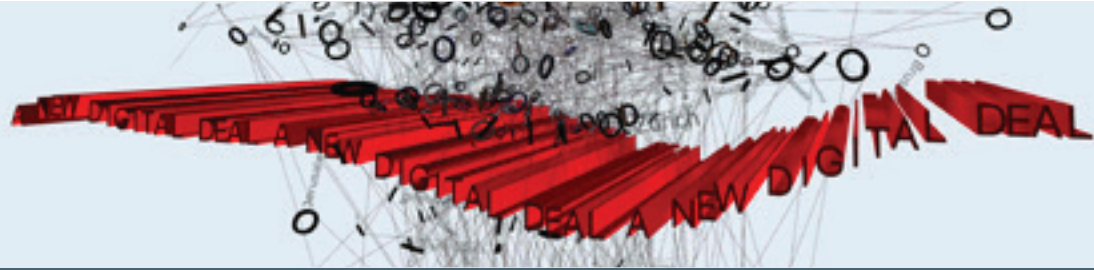
Right after, we will be transported to the Hispanic Reading Room at the Library of Congress in Washington DC, through a virtual experience under the care of Dra. Giselle Aviles.

The program ends with a live local exchange with artist Carola Cintrón Moscoso and her artistic installation at MCHE. The work of Cintrón Moscoso mixes physics and geographic properties into art, and she will also share an ongoing project related to the transformation of landscape properties into sounds.

1:00 – 1:05pm	WELCOME TO ANA G. MÉNDEZ UNIVERSITY David Méndez, PhD Chancellor Gurabo Campus - AGM UNIVERSITY
1:05 – 1:10pm	WELCOME TO THE MUSEO Y CENTRO DE ESTUDIOS HUMANÍSTICOS Irene Esteves Amador, PhD Museum Director - AGM UNIVERSITY
1:10 – 1:15pm	PULSAR LA TIERRA: UN MENSAJE UNIVERSAL – CON INSTRUCCIONES INCLUIDAS Johnny Lugo Vega, PhD Garden PR Coordinator - PRSTRT
1:15 - 1:30pm	PULSAR LA TIERRA- MICRO ECOS DE MI CUERPO, DE LA PACHAMMA Y ATABEY EL UNIVERSO: UN MENSAJE DE TODXS Joaquin Fargas - Live, from Garden Buenos Aires
1:30 – 2:00pm	MESA REDONDA Making of “Pulsar la Tierra”
2:00 – 2:15pm	¡BIENVENIDOS! A VIRTUAL VISIT TO THE HISPANIC READING ROOM AT THE LIBRARY OF CONGRESS Giselle Aviles, PhD - Researcher Library of Congress
2:15 – 2:30pm	Close Johnny Lugo Vega, PhD - Garden PR Coordinator - PRSTRT

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BIOS:

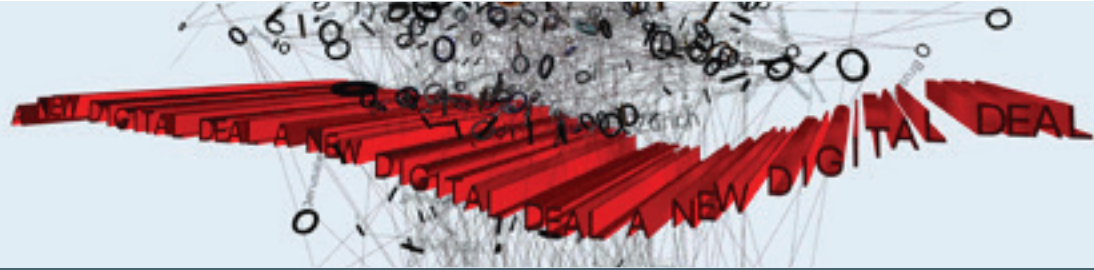
Joaquin Fargas is an artist-engineer, Engineer-artist. Joaquín Fargas integrates the artistic, scientific and technological fields in his work. Through art, he teaches how to grasp the properties of nature and become aware of its care. Through science, it communicates concepts and theories in a playful and poetic way. His technology production focuses of utopian materials. His latest execution of works are as Glaciator and Rabdomante. Now Fargas will be performing Pulsing Earth, a project between Puerto Rico and Argentina showing earthquakes-humans connections in the past, present and the future

Giselle Aviles is a researcher and librarian in the Hispanic Reading Room at the Library of Congress. She received her Ph.D. at the École des hautes études en sciences sociales (EHESS) in Paris in Social Anthropology and Ethnology. Holding a specialization in Multimedia Communication and Documentary Filmmaking from the University of Puerto Rico and the Autonomous University of Barcelona, respectively. Awardee from Quai Branly Museum-Martine Aublet Foundation, Center for Puerto Rican Studies, and Institute of Caribbean Studies Research Scholar.

Carola Cintrón Moscoso is a multimedia artist whose works explore various relationships between landscape, politics and technology, with emphasis in sound. Has an MFA from School of Visual Arts (NYC) and BA from the University of Puerto Rico. She is currently Artist in Residence at the UAGM's Museum in Gurabo, Puerto Rico and completed the MASSMoca residency (2019) in Massachusetts. Has participated in artist talks and exhibited her work internationally in New York, China, Brazil and Spain.

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Sponsors:

PRSTRT-PR

Puerto Rico DMO-PR

Universidad Ana G. Méndez- Gurabo Campus- PR

Joaquin Fargas Art Science and Technology-AR

Special thanks:

Luz A. Crespo Valentin, CEO- PRSTRT-PR

Brad Dean CEO- DMO-PR

DMO Staff- DMO-PR

Dr. David Méndez, Chancellor UAGM Gurabo-PR

Irene Esteves- PhD- Director MCEH

Fideicomiso TV- PRSTRT-PR

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Special Contribution:

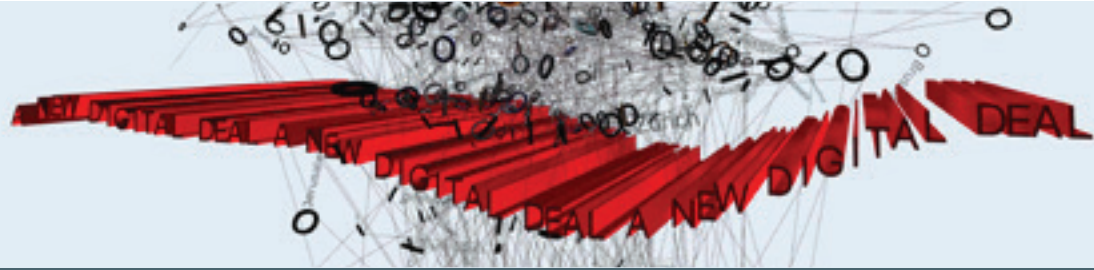
Giselle Avilés, PhD-Library of Congress, Washington - US

Carola Cintrón Moscoso- Resident Artist- UAGM Gurabo Campus's MCEH -

Josefina de la Nuez-PR

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Credits:

Johnny Lugo Vega, Puerto Rico Science Technology and Research Trust
Garden -PR Coordinator, Pulsar la Tierra - Co-Creator-PR
Director-Cultural Heritage Innovation Program

Alitza Cardona, Puerto Rico Science Technology and Research Trust
Cultural Heritage Specialist - PR

Shirley McPhaul, Puerto Rico Science Technology and Research Trust
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Joaquin Fargas - Artist, Engineer, Pulsar la Tierra - Co-Creator - AR
Nicolás Muñoz - Filmmaker - AR