



DEM'ARTS : creation, democracy and digital media

Cross-disciplinary seminar

Second session

Lev Manovich Artist/Presidential Professor, City University of New York (CUNY)
'Make it New': AI, Modernism, and Database Art



In this lecture, I explore surprising parallels between generative AI art and a number of 20th century artistic movements. Although generative AI and modernist art may appear to be exact opposites (one based on training data of existing art, the other focused on «making it new»), I will show how they share a surprising similarity in their underlying logic. While modernist artists explicitly opposed traditions, we'll explore how their approach to innovation parallels contemporary AI art in unexpected ways. This discussion will challenge existing assumptions about both historical avant-garde movements and cutting-edge technology in art creation, offering new perspectives on artistic innovation across different eras.

Lev Manovich is an artist, writer, and one of the most influential theorists of digital art and culture in the world. He is a Presidential Professor of Computer Science at the City University of New York's Graduate Center and the Director of the Cultural Analytics Lab. After studying painting, architecture, and filmmaking, Manovich began using computers to create digital art in 1984. He has played a key role in creating four new research fields: new media and digital culture (1991-), software studies (2001-), cultural analytics (2007-), and AI aesthetics (2017-). Manovich was the first to conceptually examine the fundamental components of digital culture, such as interface, database, augmented reality, synthetic realism and others. His publications include 195 articles reprinted over 800 times in 37 languages and 17 books including *Artificial Aesthetics*, *Cultural Analytics*, *Instagram and Contemporary Image*, *Software Takes Command*, and *The Language of New Media* which has been called «the most provocative and comprehensive media history since Marshall McLuhan.» His digital art projects have been exhibited in 14 solo and 142 international group exhibitions at many prestigious institutions, such as the Institute of Contemporary Art (London), the Centre Pompidou, The Shanghai Biennale, and ZKM Center for Art and Media.

Thursday, November 14th, 2024
6-8 p.m. Paris time.

Venue: the seminar is hybrid

> **In person:** Salle 6 of the Centre Panthéon, 12 place du Panthéon, 75005 Paris

> **By videoconference:** Please register to receive the link

>> **Registration required for in-person or online participation:**

<https://demarts.pantheonsorbonne.fr/seminaire-transversal/inscription-seminaire>



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