

 **ARS ELECTRONICA 2020**
Festival for Art, Technology & Society
Garden PAROS/ GREECE
by MADE Group

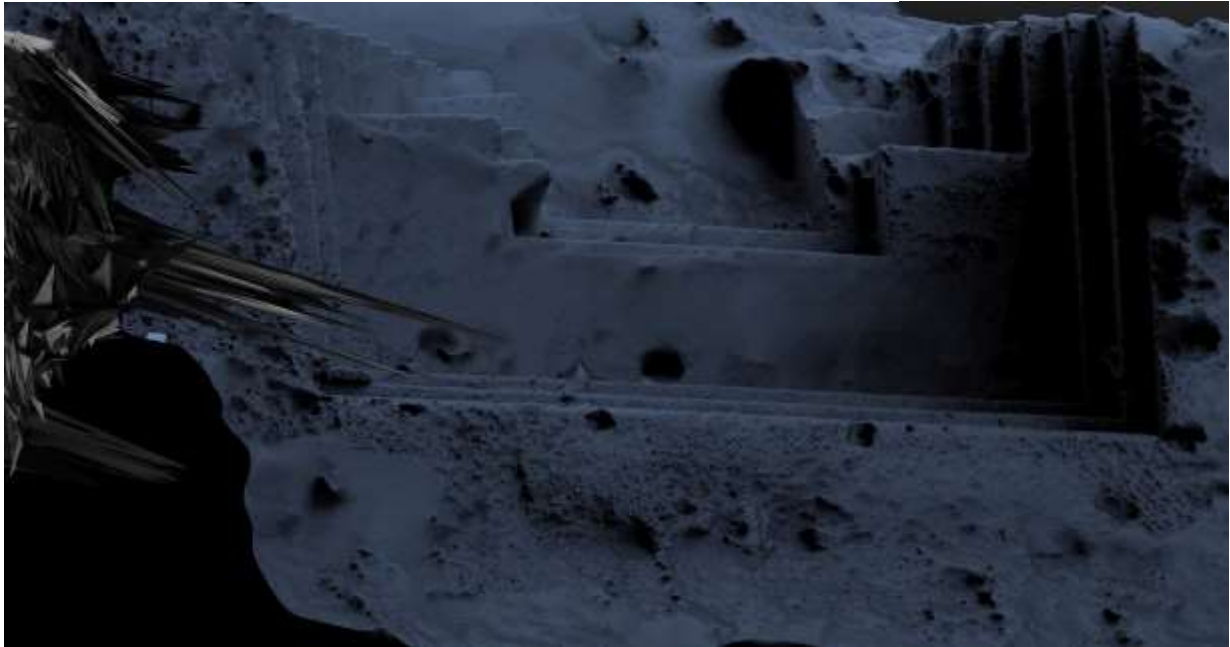


Photo Credit © Ioannis Melanitis, Random Rhetoric

‘Random Rhetoric’

Ioannis Melanitis curated by Christiana Kazakou, MADE Group

In Kepler’s Gardens: A global journey mapping the ‘new’ world

9.-13. Sep

MADE GROUP in partnership with **STARTS** (Science, Technology & the Arts) Regional Centers in Greece with the support of Athens Tech College, the Cultural Association of Archilochus and the Municipality of Paros Island presents “Random Rhetoric”, GARDEN PAROS (GR) by conceptual artist & academic Ioannis Melanitis.

“Random Rhetoric“ refers to computerized practices in politics, which are carried out through computers under the norm that political ideas operate as an outcome of mechanized processes and statistics, aiming at the absolute persuasion, the seduction of the audience, allured from the representation of a machine mimicking a human being.

About Random Rhetoric

“Random Rhetoric” assembles democracy with Epicurus’ swerve (παρέκκλιση parénklisis; Latin: clinamen); an idea that describes the slight deviation and randomness of atoms from their “ordinary” pathways. Melanitis’ works on democracy refer to a geometrization of the art of oratory and its processes through the randomization of information: “Political speech and philosophy emerging from machines and computers render humans to mere ‘viewers’ or envisage new roles in society”. He anticipates that “even the official state structures of future dialectics may be derived from self-programming computers”.

Epicurus (341–270 BC) founded his School as a counterpoint to Plato’s Academy in a Garden outside Athens, where he taught philosophy until his death. “Random Rhetoric” acts as a metaphor of an epicurean garden, a dynamic place where logos, speech and dialectics are remodeled with the use of machines. The digital environment serves as the main forum where interactive code-based works like “The Oratory Machine” (a computer programmed in real-time speech synthesis) participate in a philosophical dialogue with the public, reshaping the art of rhetoric in some cases through the pretencing of intelligent dialogue. Attributing fraud to machines is something intertwined with the structural elements of their construction; not accidentally, in etymologies of techne (= art), the entries art and deceit derive from a common root.

Academic/Artist Bio

Yiannis Melanitis is a conceptual artist, theorist and academic, based in Athens. His artistic research examines the biological dynamics and the role of ‘Information as a new Conceptualization’. One example is his recent project ‘Leda Melanitis’ where his gene is micro-injected into a butterfly to produce a genetically modified transgenic butterfly breed.

After studying painting, sculpture and digital art at the Athens School of Fine Arts, his practice finds expression through heterogeneous media works and derives from physical sciences, philosophy, epistemology, linguistics and politics to synthesize cross disciplinary ideas within the art and science discourse. He is currently an Assistant Professor at the Athens School of Fine Arts, Department of Sculpture and he is working in Paros island to bridge communities between practitioners and the local ecosystem through educational and cultural programmes.

Publications and international exhibitions include the MACRO Museum of Contemporary Art (Italy), the HAU (Switzerland), Museu D. Diogo de Sousa (Portugal), the Tongeren Museum and Praetorium (Belgium), Generative Arts (Polytechnic of Milan), the National Museum of Brazil, the National Library of Brazil, the Athens Science Festival amongst others. He has published essays on art and philosophy and his texts are translated into English, Italian, Korean and Greek. Further information can be found on the following websites [IM Official Website](#) & [Wikipedia](#)

With the technical support of Athens Tech College – Coding/Tech Collaborators are

Dr Ioannis Nikolakopoulos, Academic Director

Alexandros Kanakis, Computer Scientist

Program: Landing Page

9.-13. Sept - In Kepler’s Gardens: A global journey mapping the ‘new’ world

“Random Rhetoric“, Digital Environment, Ioannis Melanitis (GR)

Click here to enter [Random Rhetoric - GARDEN Paros \(GR\)](#)

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MADE GROUP is a non-profit policy advisory, strategy design and cultural consultancy for social innovation initiatives and projects. MADE aims at creating sustainable futures, promoting cross-disciplinary synergies and cultivating digital culture with a social impact. Its core mission is to bridge the digital divide based on the potential for growth, innovation and social inclusion that emerging technologies and the EU Digital Single Market Strategy can bring. MADE is the implementing partner for co-ordinating a network of Regional STARTS Centers in Greece. **Memberships:** Digital Skills and Jobs Alliance, Group of Shared Knowledge Platforms for Sustainability and Social Innovation-CAPSSI, supported by the EU Commission.

STARTS (Science + Technology + Arts) is an initiative of the European Commission under the Horizon 2020 research and innovation programme. It was launched in 2015, following up the findings of previous activities funded by the European Commission, namely ICT & Art 2012, FET-ART, ICT ART CONNECT 2013 and ICT ART CONNECT study, whose results demonstrated the worldwide emergence of communities of hybrid collaborations among science, technology and arts and their relevance. The **Regional STARTS Centers** intend to expand the STARTS initiative on a local level towards a number of European regions. The partners of the consortium work at developing a network of players interested in creating local centres in the spirit of STARTS and public activities that strengthen collaborative practices between the fields of art, industry, business, and research.

Athens Tech College is the first educational institution in Greece that specialises in computer science and ICT studies. ATH/TECH offers courses designed to educate professionals who are interested in technology and entrepreneurship and want to thrive in the current and future employment arena. Having significant experience in the industry of new technologies, education and communications has shaped ATH/TECH's philosophy and their goal to play a leading role in the industry of innovation. Athens Tech College is member to the Regional STARTS Centres Network in Greece co-ordinated by MADE Group.

The Cultural Association of Archilochus is one of the oldest cultural Associations of the island (founded in 1976), and is an active member of the society of Paros. Exhibiting consistency and continuity with its activities, the Association has succeeded in sensitizing citizens and authorities alike and sustains the following activities: i) Film Club ii) Music Group with choir and independent musicians iii) Ecological Group. Deals with issues related to the protection of the ecosystem of the island, management of water and waste, pastures, wetlands and marine ecosystems. An Association with history, present and future.

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STARTS (Science, Technology & the Arts) is an initiative of the European Commission, launched under the Horizon 2020 research and innovation programme. Its purpose is to support collaborations between artists, scientists, engineers and researchers to develop more creative, inclusive, and sustainable technologies