

Press release
For immediate release

Inspiration and Connection Drive MUTEK Forum's First Virtual Market of Minds

Unveiling the exhibition and the 2020 AMPLIFY D.A.I artist cohort

Montréal, Tuesday, August 18, 2020 – As the sixth edition of **MUTEK Forum** approaches, the Festival's professional component will feature a market of minds where artists and companies in the fields of digital creation and electronic music can explore the latest in artistic practices while also developing their networks. Over **60 experts** from Québec, Canada and around the world will showcase their creative know-how and share critical ideas in some **30 keynotes, panels, case studies, and master classes from September 8 to 11, 2020**, via a tailor-made online application.

Prestigious keynote speakers

On **Tuesday, September 8**, the Forum will kick off with compelling content covering **technology's impact on our society**, explored with the help of keen-eyed, influential researchers and artists. Following **Ruha Benjamin's** opening "Race to Future?" presentation, prolific digital artist **Refik Anadol** will talk to artist and Kickstarter co-founder **Perry Chen** as part of a discussion moderated by **Karine Charbonneau**, head of exhibitions at Montréal studio Antimodular Research founded by Rafael Lozano-Hemmer.

While Wednesday and Thursday will be devoted to [extended reality \(XR\)](#) and [artificial intelligence](#), the final day will turn its focus to the **challenges facing the music industry**. Marketing and online rights management, as well as prospects for careers in the arts, will be examined by a variety of prestigious guests. These include artist **Marie Davidson**, a pillar of the Montréal electronic scene, and—for this year's closing keynote—music journalist and researcher **Cherie Hu**, founder of the widely read publication Water & Music.

All confirmed speakers: <https://montreal.mutek.org/en/speakers>

The first virtual market dedicated to digital creation and electronic music

In addition to the presentations and discussions, for the first time, the Forum will feature a virtual market that provides participants with the opportunity to stand out within the MUTEK ecosystem and to spark new collaborations. The market will welcome more than **600 people and 200 organizations and companies** from all over the world: festivals, events, cultural spaces, promoters, labels, radio stations and other media, digital creation studios, tech companies, universities and other schools, as well as a plethora of artists and independent creators.

Participants will be able to create their own profiles, reach out to each other, and take part in one-on-one meetings, directly via the online application. Exhibitors will be able to take advantage of a unique space that showcases their expertise, services, products, and projects. And, for the first time, MUTEK's programming team has put together an official selection of 20 Québec and Canadian artists, who will benefit from personalized support at the market.

Official market selection:

Alex	McLeod	CA	Alexis	Langevin-Tétrault	CA/QC	Automatisme	CA/QC	CMD	CA/QC
Desert	Bloom	CA/QC	Erin	Gee	CA/QC	Frances Adair	Mckenzie	Cy-Ens	IR/QC

Isabella Salas ^{MX/QC} Le désert mauve ^{FR+CA/QC} Line Katcho ^{CA/QC} Martin Messier ^{CA/QC}
Musique Nouvelle ^{CA/QC} Ouri ^{CA/QC} Racine ^{CA/QC} Raphaël Néron ^{CA/QC}
Sahar Homami ^{IR/QC} Softcoresoft ^{CA/QC}

List of broadcasters, cultural organizations, and other companies in the fields of digital creation and electronic music, who have already confirmed their participation:
<https://mutek.org/en/news/inspiration-and-connection-drive-mutek-forums-first-virtual-market-of-minds-unveiling-the-exhibition-and-the-2020-amplify-d-a-i-artist-cohort>

The virtual exhibition: an exceptional showcase of multidisciplinary art

Highlighting the work of 25 local and international artists, MUTEK pursues the discussion about our digital futures which began during MUTEK's 20th edition with an entirely virtual exhibition. *Distant Arcades* is interested in how artists are convening and creating using distance and technology. It features sound works, videos, 360s, and virtual-reality, echoing the tools and concepts discussed during MUTEK Forum: technology and the city, algorithmic bias, collection of personal data, technological racism, and the links between technology, machines and human emotions. Presented in the Forum's new virtual gallery—which is free to visit from September 8 to 13—and then on the MUTEK website until September 20, the exhibition centers the agency of the artist in a forced self-isolation virtual society.

Artists confirmed for the exhibition:

Aaron Bradbury ^{UK} Alex McLeod ^{CA} Debby Friday ^{CA} Depart ^{AT} Dpt. ^{CA/QC} Erin Gee ^{CA/QC}
Frances Adair Mckenzie ^{CA/QC} GLOR1A ^{UK} Heather Lander ^{UK} Isabella Salas ^{MX/QC}
Jawa El Khash ^{CA} Kathryn Hamilton & Deniz Tortum ^{TR/NL/US} Kathy Hinde ^{UK}
Krzysztof Garbaczewski ^{PL} Lila Tirando a Violeta ^{AR/UY} Lucas LaRoche ^{CA/QC}
Quantum Foam ^{UK} Raphaël Néron ^{CA/QC} Refik Anadol ^{TR/US} Sahar Homami ^{IR/QC}
Scott Benesiinaabandan ^{CA/QC} Shelley Barry ^{ZA} Sol Rezza ^{AR} Tatiana Heuman ^{AR/DE}
Vicky Clarke ^{UK}

AMPLIFY Digital Arts Initiative Turns Up the Volume with 20 New Artists

A bold proposal launched in 2018 to connect women-identifying artists working in digital arts and electronic music across the Americas and the UK—AMPLIFY D.A.I returns to MUTEK Montréal to showcase the ingenious and future-bending work of 20 new participants. Selected by the British Council, Somerset House Studios and MUTEK, artists from Argentina, Canada, and the UK, join a series of public-facing discursive, exhibition and performance activities during the festival. Enriched by its harnessing of different cultures and experiences, AMPLIFY D.A.I fosters a platform for dialogue on access and equality, while also providing career and networking opportunities—and committing resources to elevate and advance the contemporary and dynamic artistic practices of each cohort. More than 80 women have participated in the initiative, which debuted at MUTEK during the same year the festival first achieved gender parity.

2020 AMPLIFY D.A.I artist selection:

Debby Friday ^{CA} Desert Bloom ^{CA/QC} Edy Fung ^{UK} Efe Ce Ele ^{AR} Erin Gee ^{CA/QC}
Flor de Fuego ^{AR} Frances Adair Mckenzie ^{CA/QC} GLOR1A ^{UK} Heather Lander ^{UK}
Honey vH+ Haq Pazhutan ^{IR/QC} Kathy Hinde ^{UK} Le désert mauve ^{FR+CA/QC}
Lila Tirando a Violeta ^{AR/UY} Mimi Allard ^{CA/QC} Obuxum ^{CA} Sahar Homami ^{IR/QC}
Sol Rezza ^{AR} Tatiana Heuman ^{AR/DE} Vicky Clarke ^{UK}

AMPLIFY D.A.I is an initiative of the British Council in partnership with MUTEK Montréal, MUTEK Buenos Aires and Somerset House Studios in the UK. The programme is supported by Canada Council for the Arts and Fundación Williams. www.amplifydai.com

MUTEK Forum: from Tuesday, September 8 to Friday, September 11, 2020.

All the conferences and activities will be accessible through the online application from **September 8 to 20** with one of the **three passports** on sale now: Discovery, Full, and Company.

Visit the [ticketing page](#) to find out about their respective benefits and take advantage of **preferential rates ranging from CAD 25 to CAD 250 until Tuesday, August 25 at midnight EDT** (6am CEST, 1pm JST).

The complete program and the final list of speakers will be available on [MUTEK website](#) on **Tuesday, August 25, 2020 at noon EDT** (6pm CEST; Wednesday, August 26, 1am JST).

We would like to thank all partners of MUTEK Forum

Québec Government, Conseil des arts et des lettres du Québec, Secrétariat à la région métropolitaine du gouvernement du Québec, ministère du Tourisme du Québec, ministère de la Culture et des Communications du Québec, Canada Council for the Arts, Conseil des arts de Montréal, City of Montréal, FACTOR and Canada's Private Radio Broadcasters, Department of Canadian Heritage, Musicaction, British Council, Consulat général de France à Québec, Unreal Engine, Tourisme Montréal, Société des arts technologiques (SAT), National Film Board of Canada, Thinkwell Studio Montréal, École NAD-UQAC, FilmGate Miami, O Cinema, Kaleidoscope, NODE, Virtual Worlds Festival, VRAMH!, Adam Mickiewicz Institute, Akufen and Time Code Lab.

