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GERMAN-SINGAPORE MEDIA ARTS COLLABORATION HITS THE STREETS

A large-scale digital media exhibition featuring 18 artists from the Nanyang Technological University (NTU) in Singapore and Ansbach University of Applied Sciences (Hochschule Ansbach) in Germany will soon light up the bustling intersection between Middle Road and Short Street. Titled “Entangled Futures”, this is the inaugural presentation of such cross-cultural collaboration held at Ten Square, Landmark of Good.

“This is a unique collaboration between Singapore and Germany,” said German Ambassador to Singapore Dr. Norbert Riedel. He shared his hopes for the exhibition to be a “creative exchange and dialogue” for young artists and people in both countries to engage with climate change and sustainability – the overarching themes behind the repertoire of works.

Acting Chair for the School of Art, Design and Media (College of Humanities, Arts and Social Sciences) at NTU, Associate Professor Wong Chen-Hsi added that such cross-cultural collaboration “showcases the power of media to transform boundaries, energize contemporary discourse and promote awareness of the key challenges to humanity.”

The showcase is the brainchild and culmination of a close partnership between Associate Professor Ina Conradi from the School of Art, Design and Media at NTU and Professor Verena Kraemer from the Faculty of Media at Hochschule Ansbach. Through a thoughtfully planned and curated syllabus, the students from both universities were able to glean insights into the creativity and possibilities that media arts could open to while creating their own artistic interpretations.

Associate Professor Conradi shared that the planning for the collaboration had been in the works since the start of the pandemic – where media arts could provide artists with a “safe public space to reconnect with each other and with their audience through a one-of-a-kind collective artistic experience”.

Professor Kraemer added that such cross-cultural collaborations at the university level “opens up new perspectives on media art in public spaces in the context of research and development”, paving the way for future dialogues and media art engagements of similar nature.

While this exhibition may be the first of its kind at Ten Square, the scale and location of the LED 3D billboard provides new possibilities for artists and the development of media arts in Singapore. Mr. Gary Hong, Founder of Ten Square and supporter of the arts poignantly summed up the role of the arts as a “universal language that brings people together”.

Information for Media:

Launch Event (by RSVP) on 16/11 1800H to 2000H | Public Exhibition: 16 and 17 November 2022, 1900H to 1930H
Website: <https://entangled.mediaartnexus.com> | Contact information: InaConradi@ntu.edu.sg

*Professors Conradi and Verena are available for a doorstop interview at the launch event.