

## VIDA Awards celebrate their 10th anniversary as a worldwide reference in electronic art

The VIDA Awards, created by the Telefónica Foundation to foster artistic creation based on new technologies and artificial life, are celebrating their 10th edition as a world reference. Now a pioneering award in this field, the anniversary will count with two parallel events: an anthology exhibition called “The Best of VIDA” followed by an international forum with experts from all over the world and some news regarding the next edition. In its nine previous editions the VIDA Awards have received submissions from 572 artists from more than 30 countries, giving out awards to 100 projects and 25 winning works shown at ARCO. On the 29th of November, the awards for the 10th edition will be given out in Barcelona as part of a gala with artists, critics and experts in the relations between art, technology and biology.

The term “artificial life” was coined in 1987 by Christopher Langton, who was then the director of a laboratory workshop in Los Alamos (New Mexico) that carried out artistic projects that explored the diffuse boundary between technology and biology. In the 20 years following those beginnings, works of artificial life have entered daily life: digital creatures that evolve in virtual spaces, robots that react like human beings, digital pets ... And they have also found a place in museums as interactive works, performances or installations.

The international VIDA Awards have showcased throughout these years works that allow interaction by the user, pieces that operate autonomously, robots that sweat, genetically modified animals: instruments playing “visual music,” robotic and sound sculptures, electromagnetic waves turned into points of light, works of net art, plants that grow in step with the stock market, machines that whistle and interpret human whistles. These unique projects, says Daniel Canogar, artistic director of the awards, “reflect on how technology and biology in our culture are becoming ever more indistinguishable.”

### Activities for an anniversary

The celebration of the 10th anniversary of the VIDA Awards will take place in two events to be held next year in Madrid, and their initial aim is to become a meeting place for artists, experts and researchers in art and new technologies. The first will be an anthological exhibition of VIDA, which constitutes a review of the history of the awards through its winning artworks and an overall look at the evolution of artistic disciplines related to artificial life.

The second event is an International Experts’ Forum bringing together the best specialists in art and artificial life to debate the past, present and future of the field.

### News for upcoming editions

The 10th edition of VIDA will represent the consolidation of a project focused in promoting digital and electronic art. Thus, three major innovations are being prepared for the upcoming editions. The first of these is the creation of an Online Virtual Museum with the 100 winning works from all editions, which aims at becoming a place of reference that will transcend the mere physical limits of the traditional museum and become a space accessible to a broader public. In this museum, visitors will be able to see all the awarded works and learn about the evolution of artificial life in relation to art.

Another new item will be the creation of the Telefónica Foundation Award, which seeks to recognize the career of artists engaged in investigation of new formats and innovation. With a 30,000 euro prize, this award will also include an exhibition in the Telefónica Foundation.

Finally, the third new item is the increase in the money prizes of the awards. This year, the prize totals 40,000 euros, distributed in two categories: finished works (three prizes of 10,000, 7,000 and 3,000 euros) and incentives for Latin American works (with a single prize of 20,000 euros). Starting in the next edition, the prize will reach an amount of 80,000 euros and the works, as usual, will also be displayed in the Telefonica Foundation stand in ARCO.

### For further information:

#### Comunicación Mahala Alzamora

Silvia Pérez Crespo and Eva Rexach  
La Rambla, 130, 3º  
08002 Barcelona  
Tel. 93 412 78 78  
spcrespo@mahala.org; eva@mahala.org

#### Communications Area of the Telefónica Foundation

Belén de Paz de la Brena  
Gran Vía, 32 plta. 5ª  
28013 Madrid  
Tel. 91 584 23 21  
belen.depazdelabrena@telefonica.es