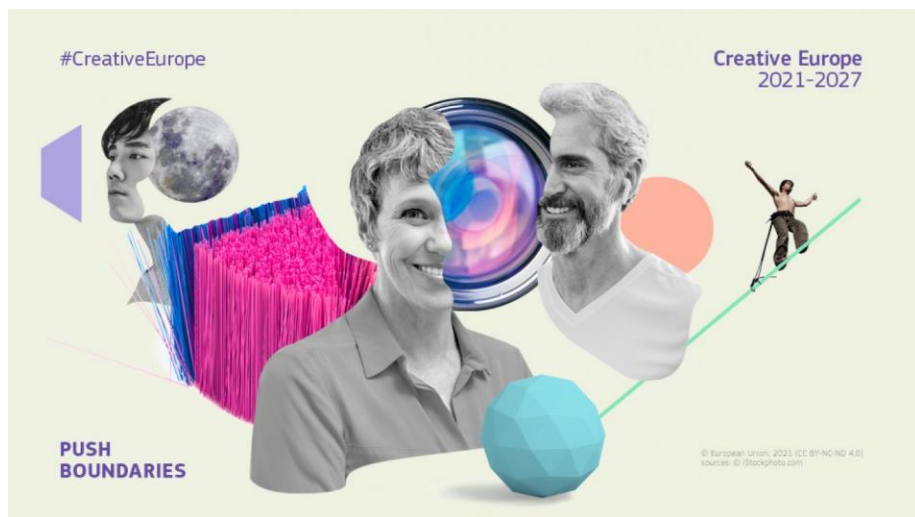


Society. Technologies. Solutions
International Scientific Conference
11th-12th April 2024

Tērbatas iela 10, Valmiera

Vidzeme University of Applied Sciences

ImGame – An Innovative Digital Environment Based on Research with Elements of Immersive Aesthetics and Serious Gaming No. 101054570



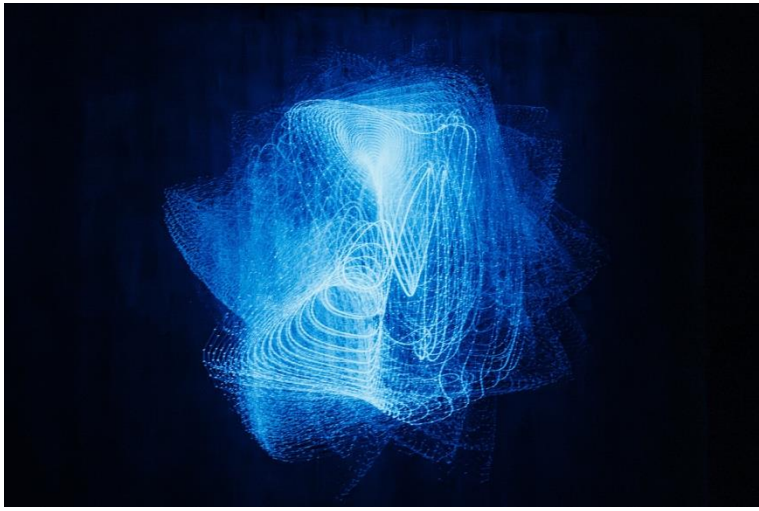
Partners:

Pro Progressione (Hungary)
Municipality of Tripolis (Greece)

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Audio-visual aesthetics of the 21st century

Ideological context



Serious art game projects: concepts and trends

+ Discussion, interpretations

Culture today: an open text (Umberto Eco)



VIDZEME UNIVERSITY
OF APPLIED SCIENCES

Latvia

Ieva Gintere



New media art projects

Down to earth, applied arts

Pragmatic world

Why do I have to learn?

Not any more *Art for art's sake* (Ad Reinhardt & co)

L'art pour l'art – isolated, self-referencing

Educative, informative learning

Communication of ideas

The main goal: understanding of the world today



Educational, artistic VR environments with gaming elements



Aims:

- to invite users to experience contemporary aesthetics
- representation of messages

Study on weirdness

Punks

freaky

uncanny

«not at home» (unheimlich)

Kitsch

anti-mainstream

beauty? ugliness

funny

Fafi, a street artist, France



**Recalls the trend of punk
(emerged in the 70ies)**

ripped clothing
eerie hairdo and piercing

Rebel against conservative values

Sexual freedom

Liberative worldview



Édouard Manet. Le déjeuner sur l'herbe (1863)
Pablo Picasso. From the series *Luncheon on the Grass* (the 1960ies)

Art is not always about beauty





Transfungus by Gints Gabrāns, 2023
Shark bag by Lily Chen, 2023

A Pandora's box tradition: funky creatures
The aim?

Lady Gaga
Bad romance

creepiness

stylistic bizarreness (a puffy and luminous dress, lobster claw-life shoes), latex costumes

female's power, self-liberation

capability to destroy the oppressing force

a strong personality with an intention to break the system



A previous slave, lies in bed next to a skeleton (most likely her master) after a combat



Thank you!