

## Europe has a new Festival for Digital Arts – Launch of NEW NOW at the UNESCO World Heritage Site Zollverein

NEW NOW, the new Festival for Digital Arts will be opened tonight, August 27, 2021, at the Zollverein UNESCO World Heritage site in Essen with a formal welcome to the ten artists in residence who will move into the Mixing Plant. The spectacular background of the Coking Plant's Mixing Plant will become a temporary production venue for these pioneering digital artists. For a period of three weeks, until September 17, 2021, **Cibelle Cavalli Bastos, Bryndís Björnsdóttir (Dísa), Danielle Brathwaite-Shirley, Johanna Bruckner, Stine Deja, Heather Phillipson, Portrait XO, Studio Above&Below, MengXuan Sun and Julijonas Urbonas** will live and work on site, developing new works ranging from 3D-printed sculptures via video installations to virtual reality pieces. Thus, the Zollverein UNESCO World Heritage site, an architectural monument and landmark of the Ruhr region, will be transformed into a living sculpture for Digital Arts. What makes this special is the fact that visitors can follow the production of these works from their first stages, allowing them to experience the transformation of the place and the innovative creative force of the arts.

*"There is no better place to work on new models of the present than the formerly largest hard coal mine in the world. The heritage of coal, and the mission that arises from it for all of us, presents itself more clearly here than anywhere else. NEW NOW combines a belief that the world can be changed with a deliberate foundation in the now. We want to work on new models for the present now. And that includes no longer pushing responsibility into the future. The arts can be a venue for negotiation, a prototype and an experimental laboratory, opening new avenues ahead for all of us."* – **Jasmin Grimm**, Artistic Director of NEW NOW and Artistic Director of the Zollverein Foundation with a focus on Digital Arts

*"After the coal mine closed in 1986, when the miners left Zollverein, artists were the first to conquer the site, the halls and spaces. They set up studios and organised exhibitions. Zollverein is a place that inspires people. As a location of and witness to enormous technical progress, the UNESCO World Heritage site is also a place of constant development, of change – a place of the future. NEW NOW builds on this tradition, the Digital Arts have found a home at Zollverein. This festival is a glimpse into the future with space for the previously unthought-of and with fascinating technical possibilities. In the past, the raw material coal was mined at Zollverein, today it is the precious resource of creativity."* – **Prof. Dr. Hans-Peter Noll**, Chairman of the Board of the Zollverein Foundation

### From creative process to exhibition in five weeks

The creative working process of the artists in residence will be at the focus of the festival programme. During workshops, tours or performances, participants at NEW NOW experience art in the making and get to know working methods, concepts and materials of the digital artists. The second part of the festival will begin after the three-week production phase. On **September 17, 2021**, is the opening of the multi-media exhibition that will present the works created by the artists

in residence as well as pieces by other contemporary digital artists until **October 03, 2021**.

## **The first Immersive Sound Night – an audio-visual event in an industrial setting to launch the festival**

The launch of NEW NOW will feature the first Immersive Sound Night on August 27, 2021, from 20:00h – in cooperation with MUTEK Montréal, Festival for Digital Creativity and Electronic Music. International audio-visual artists like Maotik, Michela Pelusio and T. Gowdy will transform the Mixing Plant into an immersive space for electronic sounds and experimental visuals. This cooperation with MUTEK Montréal is evidence of the broad international network in the field of Digital Arts which the team around artistic director Jasmin Grimm is building. A second **Immersive Sound Night** will take place on **September 17, 2021**.

## **New arts in the Ruhr-Metropolis**

NEW NOW is an anchor project within the newly established initiative “Neue Künste Ruhr”, funded by the Ministry for Culture and Science of the state of North Rhine-Westphalia. With its stirring industrial history, the Ruhr-Metropolis provides open spaces for innovative creative experiments that are unique throughout Europe.

*“The state supports the Festival for Digital Arts NEW NOW as an important contribution to the decade-project “Künstlermetropole Ruhr” (Artists’ Metropolis Ruhr). With Künstlermetropole Ruhr, we intend to strengthen the new art disciplines Urban Art, New Circus, Electronic Club-scene and Digital Arts and to prepare them for global standards. These new art genres hold great potential for the Ruhr region’s artistic profile as an international hotspot for new, low-threshold and innovative art forms. With formats like NEW NOW, we want to target a young audience and to get them excited about art, culture and the creative potential of a metropolis region.”*

– **Reinhard Krämer**, Head of department at the Ministry for Culture and Science of the state of North Rhine – Westphalia.

## **The Festival Overview:**

### **27 AUGUST – 03 OCTOBER 21**

**NEW NOW – Festival for Digital Arts**, live on site on Zollverein and online at the digital “ZECHE” by **Christian Mio Loclair**

### **27 AUGUST 21**

Opening celebration and arrival of the artists in residence at Zollverein as part of the **Immersive Sound Night I**, in cooperation with MUTEK Montréal – on site at the Mixing Plant and online

### **27 AUGUST – 17 SEPTEMBER 21**

**NEW NOW** in production – ten artists in residence work on new pieces on site on Zollverein and invite visitors to join workshops and performances

### **17. SEPTEMBER 21**

**Official opening of the exhibition**, followed by the **Immersive Sound Night II** – in cooperation with MUTEK Montréal – on site at the Mixing Plant and online

# NEW NOW

Festival for Digital Arts  
Zollverein, Essen, 27.08. – 03.10.21

## 17 SEPTEMBER – 03 OCTOBER 21

Open-air installation “Another Moon” by **Kimchi and Chips** – at the Zollverein Machine Park

## 18 & 19 SEPTEMBER 21

“Another End Is Possible”, international und interdisciplinary conference

## 18 SEPTEMBER – 03. OCTOBER 21

Exhibition of works by the artists in residence and other artistic positions at the Mixing Plant of the Zollverein Coking Plant

### NEW NOW Festival for Digital Arts with:

Aka Alaska • Francis Annagu • Aquarian • Alex Augier • Cibelle Cavalli Bastos • Juliette Bibasse • Bryndís Björnsdóttir (Dísa) • Alejandra Bottinelli Wolleter • Francis Patrick Brady • Danielle Brathwaite- Shirley • Johanna Bruckner • Sougwen Chung • Andrew Copolov • Stine Deja • Anastasija Delidova • Andrea Familiarì • Einar Fehrholz • Lena Fiedler • Moritz Frischkorn • Robert Folger • T. Gowdy • Jorge Guevara • Ellie Hain • Orit Halpern • Nelly Ben Hayoun • Matthew Herbert • Naoto Hieda • Thomas Jenkins • Julia Kaganskiy • Rilla Khaled • Kimchi and Chips • David Koh • Ingrid LaFleur • Claudius Lazzeroni • Joanie Lemercier • Christian Mio Loclair • Gretta Louw • Maotik • Marshmallow Laser Feast • Brian McKenna • Kasia Molga • Joana Moll • Moving Target Collective • OKTA Collective • Michela Pelusio • Petluv • Heather Phillipson • Portrait XO • Savyasachi Anju Prabir • Gabriela Prochazka • Johanna Schmeer • Anika Schwarzlose • Pam Scorzin • Carlos Serrano • Shan Shan • Amber Jae Slooten • Noémie Soula • Vesela Stanoeva • Studio Above&Below • MengXuan Sun • TeZ • The Constitute • Julijonas Urbonas • Julia Vergazova & Nikolay Ulyanov • Maarten Vos • i. a.

The entire festival programme and tickets online:

[newnow-festival.com/en](http://newnow-festival.com/en)

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# NEW NOW

Festival for Digital Arts  
Zollverein, Essen, 27.08. – 03.10.21

## About NEW NOW

The festival NEW NOW is an opportunity to experience Digital Arts and will take place from 27 August to 03 October 2021 at the UNESCO World Heritage Zollverein for the first time. Pioneering contemporary artists develop new works on site, addressing issues of our times, and participants witness art in the making. The industrial monument Zollverein will be transformed into an open and temporary production centre for Digital Arts. NEW NOW is a project of Zollverein Foundation. The Festival for Digital Arts is funded by the Ministry for Culture and Science of the State of North Rhine-Westphalia and is an anchor project of the initiative “Neue Künste Ruhr”. Artistic direction: Jasmin Grimm.

## About the Zollverein Foundation

The non-profit Zollverein Foundation has two main tasks: It promotes culture and preserves historical monuments and it is responsible for the appropriate preservation and protection of the UNESCO World Heritage site of the Zollverein Coal Mine and Coking Plant as well as its development for future use. The former industrial high-performance complex Zollverein with its famous Twin Pit-Head Frame is a monument of the industrial age, a highly symbolic example of the fundamental transformation of the Ruhr region and a lighthouse of successful renewal. Zollverein is considered to be “the most beautiful coal mine in the world” and has been a UNESCO World Heritage site since 2001. With its more than 1.5 million visitors per year, Zollverein is the Ruhr region’s greatest tourist attraction. Housing 150 businesses from the creative and innovation sectors, it is also a growing business location.





PRESS RELEASE, 05.08.21

## Festival for Digital Arts Zollverein, Essen, 27.08.–03.10.21



Christian Mio Loclair, *ZECHÉ*, 2021,  
Screenshot of the virtual platform  
© Christian Mio Loclair

### Only Three Weeks Until the Opening – The Festival Programme is Announced

Industrial culture meets Digital Arts –  
International artists transform the Zollverein UNESCO World  
Heritage site into a centre of digital art production

**Tickets available  
ONLINE NOW**

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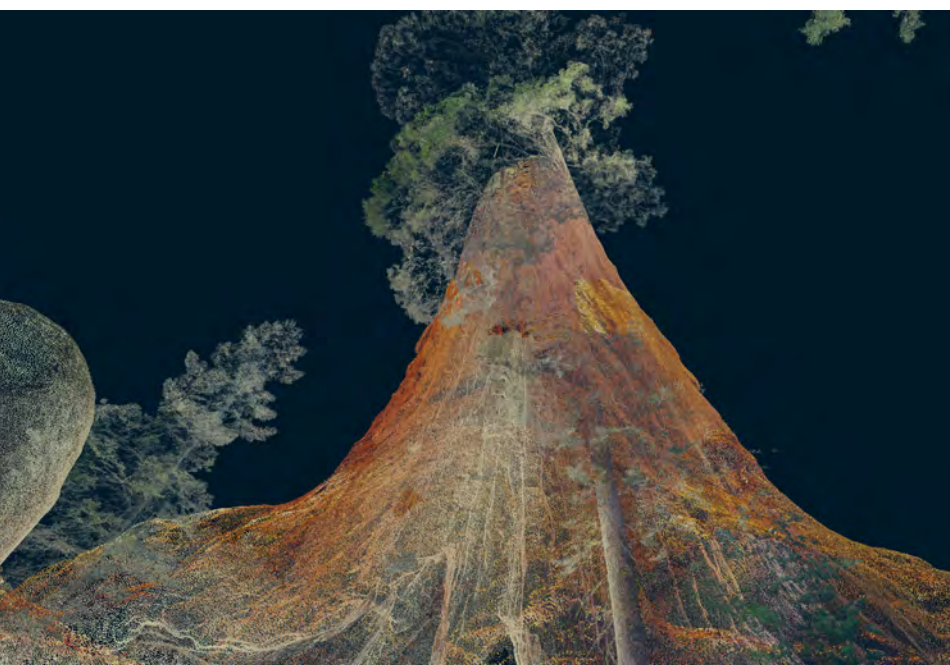
**On August 27, 2021, NEW NOW**, the new Festival for Digital Arts, will be launched at the “most beautiful coal mine in the world”, Zollverein in Essen. Around **60 international artists** will present their work in a diverse programme. Over a period of five weeks, until **October 3, 2021**, **NEW NOW** will demonstrate the wide variety of the Digital Arts – from production process to exhibition, live and online. During the first three weeks of the festival, expansive art installations at the intersection of art, technology and society will be created on two floors of the Mixing Plant. **“With NEW NOW, we will transform the Zollverein World Heritage site into a temporary centre of a new production culture and art movement – creative, progressive and agile”**, says **Jasmin Grimm**, artistic director of **NEW NOW** and artistic director of the Zollverein Foundation with a focus on Digital Arts.



MOATIK & Maarten Vos, *Erratic Weather*,  
Photo: Tiberio Sorvillo

From **September 17, 2021**, the public production phase will be followed by the presentation of the finished works in an exhibition, complemented by further artistic highlights such as the spectacular light installation *Another Moon* by **Kimchi and Chips**. Every day at nightfall, the installation will make

a second moon rise over Zollverein. The Korean-British artists will draw a virtual moon in the sky with the help of forty, solar-powered laser projectors. After a development period of six years, *Another Moon* not only celebrates its world premiere, but is also a monumental signal for the end of the coal era.



Marshmallow Laser Feast, *Treehugger: Wawona*  
© Marshmallow Laser Feast

Numerous artistic positions address the region's industrial heritage – **Joanie Lemerrier's** work series *Slow Violence* – *The Hambach Forest and the Technological Sublime* explores the impact of surface mining on one of Europe's oldest forests. **Stine Deja** investigates the significance of coal and fire for the way we live together. **Studio Above&Below** create virtual sculptures from survey data of the river Ruhr. And in their work *Treehugger: Wawona*, the virtual reality studio **Marshmallow Laser Feast** shows the inner life of the world's largest tree, questioning our relationship with nature in times of crisis and transformation.

## NEW NOW – Festival for Digital Arts features:

**Aka Alaska • Francis Annagu • Aquarian • Alex Augier • Cibelle Cavalli Bastos • Juliette Bibasse • Bryndís Björnsdóttir (Dísa) • Alejandra Bottinelli Wolleter • Francis Patrick Brady • Danielle Brathwaite-Shirley • Johanna Bruckner •**

Together with the project *Stone Techno* from Essen, British composer and artist **Matthew Herbert** collects new sounds underground, bringing the sounds of rocks and coal seams of Zeche Zollverein to light. The world premiere of Matthew Herbert's performance and other audio-visual works are components of the *Immersive Sound Nights*. On two nights, August 27 and September 17, 2021, music and visual arts will be combined in performances. In cooperation with **MUTEK Montréal** Festival of Digital Creativity and Electronic Music, the Mixing Plant will become a venue for renowned artists and their experimental, electronic sounds and visuals. The audience can join the *Immersive Sound Nights* both on site and online.

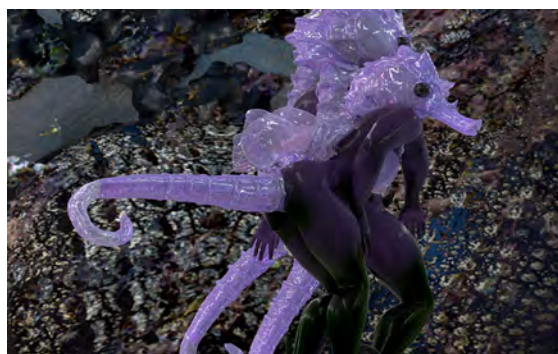


Sougwen Chung • Andrew Copolov • Stine Deja • Anastasija Delidova • Andrea Familiarì • Einar Fehrholz • Lena Fiedler • Moritz Frischkorn • Robert Folger • T. Gowdy • Jorge Guevara • Ellie Hain • Orit Halpern • Nelly Ben Hayoun • Matthew Herbert • Naoto Hieda • Thomas Jenkins • Julia Kaganskiy • Rilla Khaled • Kimchi and Chips • David Koh • Ingrid LaFleur • Claudius Lazzeroni • Joanie Lemercier • Christian Mio Loclair • Gretta Louw • Maotik • Marshmallow Laser Feast • Brian McKenna • Kasia Molga • Joanna Moll • Moving Target Collective • OKTA Collective • Michela Pelusio • Petlup • Heather Phillipson • Portrait XO • Savvasachi Anju Prabir • Gabriela Prochazka • Johanna Schmeer • Anika Schwarzlose • Pam Scorzin • Carlos Serrano • Shan Shan • Amber Jae Slooten • Noémie Soula • Vesela Stanoeva • Studio Above&Below • MengXuan Sun • TeZ • The Constitute • Julijonas Urbonas • Julia Vergazova & Nikolay Ulyanov • Maarten Vos.

The festival can be visited online via the platform *ZECHE* by media artist **Christian Mio Loclair**. *ZECHE* is a “post-apocalyptic jungle” with computer game aesthetics which will overgrow the historic buildings of Zeche Zollverein. Loclair has created a digital form of “art-in-art”-experience by integrating the works of participating artists into his *ZECHE*. The virtual *ZECHE* will go online simultaneously with the launch of the festival on **August 27, 2021** and will be accessible from all over the world.



The opening weekend of the exhibition, **September 18 and 19, 2021**, will be complemented by the interdisciplinary conference *Another End is Possible*. Researchers and artists will talk about post-apocalyptic models of society and the demand for new presents. Artist and Afro-futurist **Ingrid LaFleur** has dedicated herself to “Pleasure Activism”. In her keynote lecture, she will address the issue of mourning and show ways into a hopeful “New Now”. **Nelly Ben Hayoun**, who will also give a keynote lecture, will talk about utopian societies on the moon and post-migrant colonies beyond the earth. The diverse and international line-up of the conference promises lively discussion formats, interactive workshops and artistic interventions that will give new food for thought.



Visitors of **NEW NOW** can expect a programme for all the senses and sensors – new forms of Digital Art production can be seen and tried out. Guided by the principle of a “Living Sculpture”, everyone is welcome

to actively join the transformation of the Mixing Plant – by visiting the exhibition, taking part in workshops and performances or contributing to the exchange of ideas during the conference. The festival programme is an invitation to witness the transformation of the Zollverein UNESCO World Heritage site into a laboratory of Digital Art production for five weeks.

## THE FESTIVAL'S HIGHLIGHTS AT A GLANCE:

### 27 AUGUST – 03 OCTOBER 21

**NEW NOW – Festival for Digital Arts**, live on site on Zollverein and online at the digital *ZECHE* by **Christian Mio Loclair**

### 27 AUGUST 21

Feie Opening celebration and arrival of the artists in residence at Zollverein as part of the *Immersive Sound Night 1*, in cooperation with **MUTEK Montréal**, on site at the Mixing Plant and online

### 27 AUGUST – 17 SEPTEMBER 21

**NEW NOW** in production; artists in residence work on new pieces on site on Zollverein and invite visitors to join workshops and performances

### 17 SEPTEMBER 21

**Official opening of the exhibition**, followed by the *Immersive Sound Night 2* – in cooperation with **MUTEK Montréal**, on site at the Mixing Plant and online

### 17 SEPTEMBER – 03 OCTOBER 21

Open-air installation *Another Moon* by **Kimchi and Chips** – at the Zollverein Machine Park

### 18 & 19 SEPTEMBER 21

*Another End Is Possible*, international and interdisciplinary conference

### 18 SEPTEMBER – 03 OCTOBER 21

Exhibition of works by the artists in residence and other artistic positions at the Mixing Plant of the Zollverein Coking Plant

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NEW NOW ist a project by

#### About NEW NOW

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Mixing Plant of the Zollverein Coking Plant, Photo: Thomas Willemsen © Zollverein Foundation

Press release, Essen, 11 May 2021



## NEW NOW – FESTIVAL FOR DIGITAL ARTS

With the Festival NEW NOW, Zollverein Foundation is establishing a new, pioneering format for Digital Arts: Let's get phygital!

The festival for **Digital Arts NEW NOW** will take place from **27 August to 03 October 2021** at Zollverein in Essen for the first time. For five weeks, the UNESCO World Heritage will transform into a temporary production centre for Digital Arts, connecting the physical with the digital realm.

At the interface of art, technology and society, the active design of a NEW NOW will be the festival's central topic: Using the possibilities of Digital Arts, NEW NOW will explore phenomena of our times and invite artists and the public to imagine and try out new visions of the present. The festival is an anchor point of the newly founded initiative „Neue Künste Ruhr“. With its impressive industrial history, the metropolis of the Ruhr region offers open spaces for innovative artistic experiments that are unique across Europe.

# NEW NOW

Festival for Digital Arts  
Zollverein, Essen, 27.08. – 03.10.21

**Jasmin Grimm** is artistic director of both NEW NOW and Zollverein Foundation with an emphasis on Digital Arts. With her festival vision, she continues the industrial history of the location and develops it further:

*“With NEW NOW, we transform the World Heritage Zollverein into an open, temporary centre of a new production culture and art movement – creative, agile and progressive. We don’t simply exhibit “finished” art, but we give international artists the space they need to create new works over the course of the festival. This focus on the production of Digital Arts is unique and an exciting process for all participants, because a large portion of the works will only be created once the work begins on-site.”*

Where coal was mined yesterday, art is produced today. Zollverein’s impressive architecture of giant coal containers and concrete bunkers provides spectacular spatial situations and an incomparable festival experience.

**At the Mixing Plant, which is part of the Coking Plant, ten international digital artists will work on new pieces from 27 August to 17 September.**

The festival programme will accompany these artists-in-residence in their creative work and invites participants to actively join the creative process in workshops.

**From 18 September to 03 October, an exhibition will present** the realised works and reflect the artistic process.

Following the guiding principle of “Let’s get phygital”, the festival will not only take place physically at Zollverein, but will also digitally occupy the industrial monument. For NEW NOW, media artist **Christian Mio Loclaire** will digitally reconstruct Zollverein’s historic ensemble of buildings as an interactive and virtual exhibition and event venue. Under the title of “**ZECHÉ**”, a unique “art-in-art” experience will be produced and made accessible online from all over the world during the festival. Following an Open Call, more than 300 international artists submitted works for the virtual platform – among them digital sculptures, video pieces, performances and more.

The discursive element of **NEW NOW** will be an international and interdisciplinary conference at Zollverein on the exhibition’s opening weekend, **from 18 to 19 September**. Entitled “**Another End Is Possible**”, the conference will address questions concerning the interaction of people, environment and technology.

Another highlight will be the installation “**Another Moon**”, which the Korean artists’ duo **Kimchi and Chips** will realise as part of NEW NOW. **From 18 September until 03 October**, a second moon will appear in the sky above Zollverein – drawn by laser projectors and fed by the sun’s energy. As a digital monument, “Another Moon” celebrates the end of the coal-era, and on clear nights, it will be seen from everywhere across Essen.



# NEW NOW

Festival for Digital Arts  
Zollverein, Essen, 27.08. – 03.10.21



Portrait Jasmin Grimm,  
Artist Director NEW NOW  
and Zollverein Foundation,  
Photo: Constanze Flamme

## ARTISTIC DIRECTOR JASMIN GRIMM

Jasmin Grimm creates experimental formats for Digital Arts and artistic research. The festivals, exhibitions and workshops that she has developed bring together protagonists from the fields of art, technology and society. She was responsible for the content of the Berlin Retune Festival in 2016 and 2018, curated the 2017 TINCON (teenage internet network convention) and conceived a new exhibition format titled “Digital Arts Lab” for the industry association Bitkom. She is co-founder and Co-CEO of Rosy DX – a studio for digitality. Jasmin Grimm is no stranger to Zollverein: In October 2020, she curated the symposium of the gaming festival Next Level. Furthermore, she was appointed artistic director of Zollverein Foundation with a focus on Digital Arts in the spring of 2021.

## ABOUT NEW NOW

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**NEW NOW** is a project of Zollverein Foundation. The Festival for Digital Arts is funded by the Ministry for Culture and Science of the State of North Rhine-Westphalia and is an anchor project of the initiative “Neue Künste Ruhr”.

**[newnow-festival.com](https://newnow-festival.com)**

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# NEW NOW

Festival for Digital Arts  
Zollverein, Essen, 27.08. – 03.10.21

## ABOUT ZOLLVEREIN FOUNDATION

Beside the promotion of culture and monument conservation, the non-commercial Zollverein Foundation has the central task of carefully preserving and safeguarding the existing buildings and facilities of the UNESCO World Heritage Zeche and Kokerei Zollverein and to develop them for future use. The former industrial high-performance complex Zollverein with its famous twin pit head shaft is a monument to the industrial era, a highly symbolic example of the fundamental transformation in the Ruhr region and a beacon of successful renewal.

Zollverein is considered to be the “most beautiful pit in the world” and has been a UNESCO World Heritage Site since 2001. With its more than 1.5 million visitors annually, Zollverein is the largest tourist attraction in the Ruhr region, and 150 businesses from creative and innovative sectors make it an expanding commercial location.

[zollverein.de](http://zollverein.de)

NEW NOW  
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## DATES

### 27 AUGUST – 03 OCTOBER 2021

NEW NOW – Festival for Digital Arts

### 27 AUGUST – 17 SEPTEMBER 2021

NEW NOW in production – ten artists-in-residence work on new pieces at Zollverein and invite others to join the creative process in workshops

### 18 SEPTEMBER – 03 OCTOBER 2021

Exhibition of the created works in the Mixing Plant of the Zollverein Coking Plant

### 18 SEPTEMBER – 03 OCTOBER 2021

Open Air Installation “Another Moon” by Kimchi and Chips at the Machine Park at Zollverein

### 18 AND 19 SEPTEMBER 2021

International und interdisciplinary conference  
“Another End Is Possible”