Visual language of technology erases social barriers in IDAprojects, Transverse

International digital artists feature in the annual exhibition IDAprojects reflecting on culture, language and the environment through the visual language of modern technology.

From mid July, IDAprojects: TRANSVERSE will be exhibited at The Block, in QUT’s Creative Industries Precinct at Kelvin Grove, displaying differing cultures as one through the nature of ultramodern technology.

Acclaimed new media artists from UK, Italy, Finland, China, Korea and Australia incorporate animation art, digital poetry and interactive gaming to communicate with future generations.

IDAprojects Director Steve Danzig describes TRANSVERSE as investigating cross cultural perspectives and values, focusing on the merging of physical and virtual environments.

“Technology poses new questions about the way artists are exploring the landscape,” Steve Danzig said.

“TRANSVERSE reshapes the ideas of traditional histories of landscape, painting and cinema,” he said.

IDAprojects is proud to host The Errorists, as an Australian first, who reflect on the past and question the future through audio visual performance and animation work.

An exhibition featuring Hungarian digital artist Istvan Horkay will be shown in collaboration with TRANSVERSE at the Queensland Academy of Creative Industries, Kelvin Grove coinciding with the exhibition at QUT.

IDAprojects has been in partnership with QUT Creative Industries Precinct since 2000 and continues to build on works incorporating revolutionary interactive technologies developed to new social conventions.

**IDAProjects presents TRANSVERSE**

23 July to 8 August

The Block, QUT Creative Industries Precinct
Cnr Kelvin Grove Road and Musk Avenue, Kelvin Grove
Phone: 07 3138 5494
Website: www.ciprecinct.qut.com
Free admission, all welcome

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