



DIGICULT

Since 2005 one of the main international platforms investigating the impact of digital technologies and applied sciences on art, design and contemporary culture



GENERAL INFORMATION



WHAT IS DIGICULT

Established in 2005, Digicult is a cultural platform that focuses on the impact of digital technology and science on art, design, culture and contemporary society. Digicult was founded and is directed by curator, critic and academic Marco Mancuso, part of The Leonardo Affiliate Program

Digicult is an editorial project with its headquarters and editorial offices at 4 Largo Murani, Milan, 20133, Italy. The journal is registered at the Milan Court, with the number 240 as of 10/04/06. Digimag's ISSN Code is: 2037-2256. Digicult was created with the aim of giving a voice to a new generation of authors and allowing them to establish a professional network with international status, while simultaneously doing away with strict print editorial rules and taking advantage of the Internet to grow and flourish.

Digicult is a web platform (in English and Italian) updated daily by an editorial team engaged in gathering and publishing cultural news, and responsible for collating and reporting news of cultural significance. Items covered include international festivals, seminars, workshops and exhibitions, along with announcements concerning artists, researchers and freelancers, book publications, new cultural projects, as well as interviews with new artists, reports on key events and theoretical and critical analyses.

The 3000 plus articles (including interviews, reports and in-depth analyses) published by Digicult (in Italian and in English) over almost 10 years of activity constitute a unique and free online resource for researchers, academics, scholars and amateur enthusiasts. The portal is today an internationally recognised site now receiving more than 100,000 visitors, 150,000 hits and 200,000 page viewings per month (figures updated as of July 2017). In addition, it boasts an official mailing list of some 8500 freelancers, more than 9,000 fans on Facebook (company and individual pages), more than 5,800 followers on Twitter, and more than 2,500 contacts on Linked In.

Currently Digicult is a 'Cultural Association' whose contents are disseminated under the Creative Commons License 2.5 Attribution-Italian Non Commercial-No Derivs 2.5 (CC BY-NC-ND 2.5). It is working towards a new economic model for culture: independent, autonomous and based on production and communication strategies, and peer-to-peer networking and co-operation



PARALLEL PROJECTS

Digicult is fuelled by the active participation of more than **50 freelancers representing a far-reaching international network** comprising teachers, journalists, curators, artists, theorists, practitioners and critics, and representing a wealth of professional, academic and research experience in the field of the arts, design and contemporary digital culture. Over the years the concept of networking has expanded to include the main international mailing list for digital art and culture, but also the most important media centre, art galleries, festivals, cultural events, online blogs and web platforms, best-known social network accounts, online academic archives, network libraries and the search engine Google Scholar.

Since its launch in 2005, Digicult has been committed to publishing Digimag (<http://www.digicult.it/it/digimag-journal/>), which began as a monthly online magazine and was transformed in 2013 into a bona fide scientific journal. Over this time Digimag has become a hybrid entity, capable of reflecting the complexity of contemporary artistic and cultural production: a tool for those academics, researchers, students, artists, designers, geeks and practitioners who continually transgress the disciplinary boundaries between the various media technologies. Envisaged as a quarterly, the journal collates themed international calls for papers or for collaborations of academic symposia, conferences, and seminars on the relationship between art, science and technology. The growing recognition of the importance that Digimag's contribution is making is reflected in its inclusion in the main archives and networks and its integration into international academic institutions, including MIT WorldCat, the Schweizerisches Institut für Kunstwissenschaft SIK-ISEA, Zürich, and Rhizome

In 2010 the Digicult Agency (<http://www.digicult.it/it/the-agency/>) was launched. It works closely with a network of institutional and non-institutional partners to offer a series of advanced communication-facilitating tools (integrated media partnership, banners, newsletters, social networking, Press Office services) as well as consultancy services for those curating and organizing exhibitions and cultural events, workshops, lectures, performances, screenings, seminars and round tables. It also creates opportunities for participating and collaborating in special editorial projects developed with external partners

In 2013, the Digicult family was completed with the creation of a publishing wing, Digicult Editions (<http://www.lulu.com/spotlight/digiculteditions>). Digicult Editions uses all the digital formats of open publishing (Pdf, Epub, Mobi) and print-on-demand technologies to publish both the Digimah Journal, books and high-powered critical pieces on the media, art, design and culture.



WORKS AND SERVICES



WHAT WE DO

The online portal is currently active in the publication of content in part generated by our author network, and in part gathered from the main underground sources of information in the world of contemporary media art.

Current typical contents are:

- News of events, exhibitions and festivals worldwide
- Interviews
- Reports/investigations
- Themed reflections and analyses
- Professional Calls and Announcements
- Book reviews
- Editorial productions (journal, books)

Digicult is a complex cultural project. It uses its media visibility, the reputation, prestige and network it has built up over almost a decade, to power a series of ancillary activities concerned with curatorial, communication, production and consulting, working both off- and online, in collaboration with a number of national and international external partners.

Current agency services are:

- Curating exhibitions and events
- Consulting and organization of lectures, workshops, seminars
- Publications and editorial services (catalogues, books, magazines)
- Education activities and courses
- Productions

Current supporting communication activities are:

- Banners and online displays
- Media partnerships
- Newsletter services
- Press office
- Social media

Digicult collaborates with organizations, institutions and work teams to promote productivity and efficiency within art, design and contemporary digital culture.



WHAT WE OFFER AGENCY SERVICES

Exhibitions and Events

Working side by side with its partners, Digicult produces exhibitions and performances, special events, workshops and film-screenings, incorporating into every project the professional training, theoretical knowledge and work experience of all members of our network. Thanks to these partnerships, Digicult is able to develop curatorial projects in formats that are frequently replicated in many festivals and exhibitions.

Productions

Productions are developed through close, often long-lasting relationships with some of the most significant artists, theorists, curators, critics and researchers, and are supported by a wide range of technical scientific and artistic collaborations. Digicult aims to make an important contribution to the development of new ways of production, presenting, experiencing media art.

Publications and Editorial Services

Digicult is currently engaged in the publication of special editorial projects, catalogues, books and publications in collaboration with other national and international publishers. Digicult is able to work on different type of editorial projects, from paper to digital, giving skills and services of Digital Publishing for Epub, Mobi and Print on Demand.

Education and Courses

Digicult offers theoretical and practical courses which have been delivered for several years at universities, academies and schools of art / design. This educational activity is able to provide a broad and comprehensive critical overview of the field of contemporary digital art production.

Lectures and Workshops

Those professionals representing the Digicult network of curators, theorists, practitioners and critics often contribute to seminars, conferences, meetings and round tables, thanks to their hybrid and interdisciplinary training, their studies and their professional experiences in different cultural fields of contemporary media art.



WHAT WE OFFER COMMUNICATION SERVICES

Communication partnerships are intended to function both as critical-journalistic media coverage (articles, interviews, presentations, reports), and as online campaigns using banners and web pages to increase visibility, as well as Web 2.0 strategies exploiting all unconventional networking communication tools, as well as social network accounts. Digicult is able to support the communication of new interdisciplinary cultural partners.

Banners and Displays

Digicult website offers a variety of banners and display formats featured in the articles section, the most visited area in the home page. Banners and displays are visible both in the head and in the two main sidebars in the home page, while also in the inner pages.

Media Partnership

A promotional activity focused on cultural events, festivals and exhibitions in the context of new digital technologies applied to art, design and culture. Digicult and its broad network can offer a full collaborative package based on banners, critical analyses, interviews, artist presentation and reports, all tailored to the specific events that are being promoted.

Press Office

The Press Office aims to bring together in a single communications operation both traditional cultural ventures (festivals, fairs, exhibitions, galleries and cultural events, foundations, museums, reference) journals) and those emerging from experimental circuits.

Newsletter

Digicult produces a newsletter service that currently reaches a selected virtual online community of over 10,000 registered users (institutions, museums, galleries, media centres, festivals, artists' studios, design studios).

Social Media

A wide range of digital tools and methodologies to provide a modular approach to communication. Using various methods of social network analysis, we study our partners' relationships, connections and interactions to identify the most influential communication nodes, local and global structures.



WHO USES DIGICULT

OUR READERS

Digicult readers can be classified into four categories:

Enthusiasts of Net Culture - interested in the development of new technologies and their impact on the arts and society. People with an above-average cultural profile who have grasped the potential expressive capacity of the new technologies, having participated in cultural events, exhibitions, soirées, seminars, and workshops. Because they travel and keep up to date, and are major users of the Internet and social networks, constantly switching back and forth between the different media available to them, these readers are familiar with media technologies, and appreciate the research, aesthetics and creative skills that underpin them.

Professionals - Art critics, curators, musicians, designers, communication experts, style leaders, graphic artists, IT experts, experts in communication, journalists, advertising executives, and those working for graphic design studios, Web agencies, sound design studios, ad agencies and the specialized press; in short all those whose work involves using and reinventing sound recordings, images, bits, communication synergies and the relationship between all these elements, the human environment, and new technologies.

The World of Education - Academies of Art, Faculties of Arts and Science, graphic design courses, video and design courses, music composition and sound design courses within technical colleges that promote the use of computers. Those who teach or study disciplines such as architecture, graphic design and music through the use of new software and hardware, or again sociology, philosophy or communication sciences, are often extremely enthusiastic about the work of those who have spent many years exploring a complex and culturally divided sphere.

Cultural Institutions – These constitute our cultural and artistic area of reference, the players digital art measures itself against and competes with, though in recent years digital artists have matured to the point of offering an entirely innovative and independent art form. The overlap between digital art - and therefore Digicult - and cultural centres and institutions is evident in the contemporary art world, but also in the sphere of communication through images, graphic design, contemporary electronic music, advertising, street art, activist art, multimedia communications, photography, video art, experimental theatre, free software and open-source culture, P2P and Net art



STRUCTURE AND REFERENCES



CONTACTS AND EDITORIAL STAFF

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REFERENCES

Main site pages

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Agency and projects: <http://www.digicult.it/the-agency/>

Digimag Journal: <http://www.digicult.it/it/digimag-journal/>

Digicult Editions: <http://www.lulu.com/spotlight/digiculteditions>

Social Networks

Facebook Fan Page:

https://www.facebook.com/pages/Digicult/395885952192?ref=tn_tnmn

Twitter Account: <https://twitter.com/digicult>

Google+ Account: <https://www.google.com/+MarcoMancusoDigicult>

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