

Dijana Protić

Doctoral study Publishing and Media, The Faculty of Humanities and Social Sciences in Rijeka

The Digital and Multimedia Art in Croatia and Slovenia from 1988 to 2008

Main topic of the research for PhD project is history and practice of the digital and multimedia art in Croatia and Slovenia from 1988 to 2008. *New Tendencies* movement (1961-1978) was the beginning of the media art practice and visual research in the art connected with technology in former Yugoslavia and Croatia. *New Tendencies* in art history has been well explored and there is a significant number of texts and books devoted to this topic, some of the most famous researchers who dealt with this topic were Ljiljana Kolečnik, Darko Fritz, Armin Medosh, Ješa Denegri. In

the late 1980s the development of media art continued but this time in a different context regarding the rapid development of the digital technology and the new social and political circumstances. Today, this period from 1988 to 2008 in media and digital art history still needs more exploration, analysis and presentation to the public, which is one of the primary reasons why this period is the main topic of my research. The decision to explore the history of multimedia and digital art in Croatia in that period was made for several reasons. There is no chronologically-mapped and classified review of authors, artworks with complete attributes, styles, exhibitions, symposia and events related to digital and media visual art for a given period in form of a digital archive or publication. Due to the relatively small number of artists from Croatia, and differences in the development of multimedia and digital art practice, research is extended to Slovenia arts.

There are two main analytical approaches in this research. First is to collect data on authors, artwork, curators, key exhibitions, festivals and institutions related to visual digital and multimedia art in Croatia and Slovenia from 1988 to 2008. In addition to theoretical research, methodology includes deep interviews with artists and curators who were active in the mentioned period. The collected material is classified chronologically and regarding of the means of expression and the thematic entities. Research will also include influences of other artistic surroundings on the Croatian authors who have been studying abroad. The literature particularly emphasizes the influence of German and Dutch cultural movements on Croatian artists. Second part of research is on the nowadays use of multimedia and digital technology,

specifically the Internet, for two purposes. The use of multimedia as an expression in visual art and the use of the Internet and social networks for the purpose of presenting and communicating of curators and artists with audiences. The research will be conducted through an anonymous polling method on two targeted groups of respondents. Questions will be sent to visual artists, curators and to galleries and museums. So, to conclude, here are the three main goals of the research. First, providing comprehensive data on authors, works and styles in multimedia and digital art in Croatia and Slovenia in the period 1988-2008. Second, information about number of artists and their attitudes about artistic production in multimedia and digital art in Croatia. Third, based on the collected data, there will be proposed measures to improve the production system with a special focus on the greater presence of artists and galleries on the Internet and in communication with audience.