



LE CUBE

Digital art center

Issy-les-Moulineaux / France



LE CUBE

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DIGITAL ISSY

Le Cube has earned a reputation as one of the most innovative places on the cultural scene by performing essential missions such as educating the public, providing access to the new multimedia creation applications and discovering and promoting talented young practitioners of the digital arts.

Through its programme inviting us to discover new fields of artistic expression, Le Cube aims to help the public discover a field of contemporary creation that gives priority to openness and dynamism. Through regular rendez-vous held throughout the year such as "Sunday at Le Cube" and the Thursday evening video sessions (Fenêtres du Jeudi), Le Cube welcomes a regular audience keen on discovering new cultural horizons.

Le Cube also has an innovative policy of giving all categories of the public opportunities for hands-on experience. Children are invited to discover the enormous potential of multimedia tools in workshops led by artists, while their elders often prove to be virtuosos of the keyboard. Le Cube also invites confirmed artists to present their work.

For several years now, Issy-les-Moulineaux has been in the forefront of dissemination of the services and new applications linked to the new technologies. In 1996, it adopted a local information plan to accompany development of the new technologies. These innovative approaches include the interactive town-council meeting, online administrative procedures, electronic voting, citizens' panel, Internet TV, the cyber-crèche, Issy Mobile and the famous World Forum for e-Democracy.

With Le Cube, Digital Issy has added another string to its bow. This special place is firmly grounded in the new challenges facing society, inviting us to participate actively through culture and the arts in the great changes taking place in our time.

André Santini

Former Minister, Mayor of Issy-les-Moulineaux, M.P. for Hauts-de-Seine



© Romain Osi / Le Cube

A STEP AHEAD

Developments in information and communication technologies open up numerous areas of innovation for society as a whole. They are radically modifying our practices and methods of organisation and are also a powerful vehicle for cultural renewal, based on access to knowledge and inter-creativity.

At a time when the alternative globalisation movement is taking shape, the intrusion of the virtual into the world of reality is stimulating exchanges and mobility, linking cultures together and giving birth to unexpected encounters and phenomena that are creating a new eco-diversity.

With the digital revolution, whose future repercussions are still virtually impossible to imagine, artists are the pioneers exploring new ways of gaining access to sense and sensibility. They are inventing forms of expression and representation that bring into play interaction, artificial intelligence and connectivity.

The film *Matrix* describes a virtual world generated entirely by a computer programme. Like the network games, this futuristic film foreshadows the imminent arrival of very high speed networks, interconnected virtual universes and collective sensory experiences.

These new practices, which will soon be available in cyberspace, are being invented and tried out today on the Internet, a genuine tool of creation, exchange and interaction with the world. Thanks to the web, everyone can create multimedia content accessible to all. In response to these developments, Le Cube offers an approach based on hands-on experience, exchange and promotion of digital talent. For all categories of amateurs, around projects led by experienced trainers, or for professionals through the residencies offered to digital artists. Exchanges, to stimulate the transfer of ideas and sharing of experience. Discovering and promoting new practitioners by means of an eclectic programme that runs throughout the year and the digital art festival, Le Cube Festival.

Learning, practical experience, exchange... digital creation invites us to discover and own the new means of expression as a way of remaining in responsive to change, in touch with the present and keeping a step ahead.



Mix A/V by Mimetic - 2008 / Le Cube



Exhibition "Optronica - Hybridations sonores et visuelles" - 2008 / Le Cube

Nils Aziosmanoff

Chairman of ART3000 – Le Cube

MISSION



Demonstration of "Les maîtres invisibles" by Rachid Koraïchi - Work in progress - 2008 / Le Cube

Le Cube, **the first cultural space dedicated entirely to digital creation**, opened its doors in September 2001. Created at the initiative of **the city of Issy-les-Moulineaux**, ICT pioneer in France, Le Cube is managed by **ART3000**, an association that has been involved in the field of digital arts since 1988.

Le Cube's mission is to **inform and educate the public about the use of information and communication technologies in the artistic and cultural field**. Far from seeing digital technology as an end in itself, Le Cube is keen to show that it is a means: a means of accessing culture and knowledge, a means of expression and creation.

Le Cube, which is closely involved with the ongoing changes in the world of creation, **also provides a space for reflection, experimentation and production** focused on digital culture and the challenges it represents for our society.

As a showcase for digital creation, Le Cube closely associates creation and diffusion thanks to the coexistence in one place of a structure that combines artists' residencies and exhibition spaces. It also supports the emergence of new forms of artistic creation while at the same time offering them a showcase accessible to the general public.

The Cube is a member of the "Espaces Culture Multimedia et des Espaces Publics Numériques" network (Multimedia culture and digital public spaces).

A PLACE FOR PRACTICAL, HANDS-ON EXPERIENCE FOR ALL

Le Cube welcomes all categories of people, children, adults, amateurs and professionals. It aims to be a place of discovery, practice, production and exchange.

DEVELOPING MULTIMEDIA CULTURAL PRACTICES

Giving children and adults **the opportunity** to discover artistic and cultural practices using multimedia tools and the Internet. **Encouraging and accompanying** the development of collective and individual projects guided by professional artists.

BUILDING A SPACE FOR EXPERIMENTATION AND PRODUCTION OF DIGITAL CREATION

Supporting the production of artistic projects by providing the necessary material and human resources. **Facilitating exchanges and pooling the experiences** of the different players involved in digital creation: culture - education - research - industry.

ENCOURAGING DISCOVERY AND PROMOTION OF NEW TALENT

Promoting exploratory, high-quality multimedia creation.

Providing high-quality documentary resources for amateurs and professionals involved in digital creation.

ARTISTIC PRACTICES



"Music Box" by PJ Pargas - Workshop - 2007 / Le Cube

ADULTS

Le Cube offers adults a genuine itinerary in the use of digital creation tools. Introductory sessions and regular workshops offer practical hands-on experience adapted to the level and learning curve of each participant. The public can also access documentary resources to enrich their discovery of digital creation and the new technologies.

FROM DISCOVERY TO PRACTICAL EXPERIENCE

First steps : initiation into the IT environment, browsing and Internet search.

Students are encouraged to become independent users: Le Cube provides computers with broadband Internet connections, initiation into advanced Internet search, use of peripherals (scanner, digital photo and video, etc.), transformation of the digital image, video editing, sound, creation of web pages, etc.

Consultation : participants have access to a media library specialising in digital creation (CD-ROMs, books, videos, festival and artists' catalogues, studies, specialised papers and magazines, etc.).

FROM PRACTICAL EXPERIENCE TO CREATION

Participation in an artistic project : exploring the different disciplines of multimedia creation alongside the professional artists and experts leading the thematic expression workshops.

Completing a personal project : assistance in devising and completing personal projects thanks to provision of technical resources and tools and operational follow-up of the project.

CHILDREN

Le Cube welcomes children from the age of 3 and helps them gradually discover multimedia tools through theme-based activities.

A SPACE ESPECIALLY SET ASIDE FOR CHILDREN

Discover, read, play, surf : activities led by specialists in a space especially designed with young people in mind: exploration of the different disciplines, such as initiation into the Internet, practical work on drawing, stories, sound and photography.

Participating in group projects : through weekly clubs adapted to each age bracket, children participate in a multimedia project which is then finalised in the form of a CD-ROM or website: creation of mini-films, web-documentaries, 2D/3D illustrations, animations, etc.

TEACHING THE TEACHERS

Projects bringing together teachers and artists : Le Cube's mediators and experts work with primary and secondary school teachers on pedagogical projects using digital tools and multimedia design techniques.

Training sessions for education professionals : training trainers, IUFM (University Institute for Teacher Education) artistic practice workshops, theme-based encounters with teachers.

PROMOTING THE DIGITAL ARTS /

Space for discovery...



Exhibition "Quels talents" - 2006 / Le Cube

A SPACE FOR DISCOVERY, SHARING AND DEMONSTRATION OF THE DIGITAL ARTS

As a showcase for the new forms of digital creation and the people working in this field, Le Cube proposes an artistic programme that runs throughout the year.

SUNDAY AT LE CUBE

A theme-based afternoon with creators and authors : discovery of digital creation through presentation of the work of confirmed artists or the new wave of young artists around themes such as web design, graphic illustration, video games, multimedia dance, electronic music, Flash creation, etc. Some of the shows presented in past Sunday meetings are *By Heart* (K.danse), *Enjeu3+4x3* by the res publica company, *Reflot* by the VO2002 company, and works such as *New York exit New York* by Priam Givord and Martin Lenclos, *Alternative Nomade* by Caravansérail, and shows by artists like François Chalet, Florian Schneider, Philippe Terrier-Hermann, Nicolas Clauss or collectives like Bechamel, Panoplie, Œil pour Œil, Team cHmAn, etc.

A free multimedia creation workshop for children, and a selection of CD-ROMs and websites are also available during these Sunday encounters, along with the traditional afternoon tea for all the people contributing to the cheerful atmosphere of this Sunday rendezvous.

THURSDAY EVENING VIDEO MEETINGS (LES FENETRES DU JEUDI)

A window open onto all kinds of visual creation : projection of video works ranging from experimental to short films and including 2D/3D animation, flashes, web films, clips and festival highlights. Le Cube invites VIPs from the cultural world and related structures to these meetings: the Clermont-Ferrand short-film festival, EDV, Bandit-Mages, Addictive TV (London), etc. Projections are followed by a discussion with the public.

EXHIBITIONS

Interactive displays and installations at Le Cube: permanent or temporary exhibitions of digital works by well-known and emerging artists in the form of installations, CD-ROMs and projections. Three or four exhibitions are programmed throughout the year. Past exhibitions include: Antonella Bussanich and Antony Hequet (sound video-objects); Allo...Moshi, Moshi: a bilateral look at graphic creation in Paris and Tokyo.

PROFESSIONAL ENCOUNTERS

Through its programme of encounters and conferences led by VIPs from the cultural and artistic world, Le Cube hopes to create a space for sharing and reflection based on the new creative challenges around presentation of artists' work and encounters with experts and VIPs from the world of culture and the information and communication technologies (ICT).



PROMOTING THE DIGITAL ARTS /

Special events



"Bandoneon" by Xavier Boissarie and Roland Cahen / Cube festival 2008

SPECIAL EVENTS

CUBE FESTIVAL : BIENNIAL FESTIVAL OF THE DIGITAL ARTS

In October 2002, Le Cube, the Town of Issy-les-Moulineaux and Community of cities Arc de Seine organised the first Cube Festival, festival of the interactive city whose next edition will be held on June 2010.

An open-air exhibition in the heart of the city : interactive installations displayed in the public space using specially designed multimedia urban furniture.

The different editions of this festival displayed the work of Catherine Ikam and Louis Fléri, Michel Jaffrennou, Pierre Bongiovanni, Joseph Rabie, Thierry Coduys, Du Zhenjun, Marie-Hélène Tramus and Michel Bret, Vincent Lévy, Jean-Pierre Balpe, Michaël Cros, Damarys Risch, Jean-Marc Gauthier, John Gerrard, Maurice Benayoum, Kyoko Nagashima, Jans Brend, Ivo Flammer, Wolf Ka, Jane Mulfinger, Graham Budgett, Tale of Tales, Datenstrudel, etc. This festival invites the public to a unique encounter with virtual characters which have the capacity to move and engage with spectators. These characters are in a sense new inhabitants or visitors, who take up residence in the town and engage with its human inhabitants by interacting with them in public places.

Partners : placed under the prestigious patronage of the Ministry of Culture and Communication and the Minister responsible for Research and the New Technologies, the Cube Festival was supported by the Ministry (DRAC Ile-de-France, DDAT, CNC), and also the Ile-de-France regional council, the Hauts-de-Seine county council, France Telecom R&D, Dassault Systeme, Fnac...

www.cubefestival.com

THE GENERAL ASSEMBLY ON INTERACTIVE WRITING

The goal of the General Assembly on Interactive Writing, launched in 1995, is to regularly examine the state of research into artistic writing linked to the use of the digital medium. Conferences and round-table discussions have already assembled some one hundred international speakers, VIPs and experts in the fields of culture, research and education, along with representatives of ICT companies.

The themes tackled: the writing mechanism: the constituent parts - from interactive narration to autonomous agents - spectator / user and retroaction - from written interactivity to generated narration - virtual universes and autonomous components - search engines and presentation tools - copyright - institutions and markets - interactive and generative fiction - new forms of narration - interactivity, generativity: a new way of articulating discourse - interactive and generative music - from the structure of sound and music structures to interactivity and integration with the image - culture, creation, education and markets - drivers of change - digital creation, mediators.

OTHER EVENTS

Le Cube also hosts outside encounters and events such as FIFI (Internet Film Festival), the French National Encounters for Multimedia Culture Spaces, the Internet Festival, Netdays Europe, Siggraph (Computer Animation Festival - Los Angeles), etc. It also participates regularly in events related to digital creation, such as the Villette Digital Festival and the World e-Democracy Forum.

EXPERIMENTATION AND PRODUCTION

ARTISTS' RESIDENCIES

Le Cube offers artists access to a technical production platform and production assistance.

SPECIAL TRANSDISCIPLINARY APPROACH

Real-time systems : the residencies give particular priority to projects linked to interactivity and "real-time" systems.

All artistic disciplines are eligible : the plastic arts, fiction, live events, music, literature, whether disseminated on the Internet, on CD-Rom or in the form of interactive installations.

RESOURCES AND SPACES

The Workshop : a space housing sophisticated work stations equipped with specialised creation software.

The interaction platform : a space for testing "life-size" installations or performance experimentation.

RESIDENCE AND HOSTING: TWO WAYS OF ACCESSING LE CUBE'S RESOURCES

Residency projects : selection of residents by a committee of artists and professionals, artistic follow-up, assistance with production and technical supervision.

Hosting projects and providing material assistance : welcoming artists in need of IT resources and spaces. Several artists have already benefited from the Workshop's support. They include Alexandra Chevillotte: *Playhouse*; Joseph Rabie: *Collidoscope*; Magali Desbazeilles: *Key-words*; Constance Trubert and Pierre Félix: *Animated stories*; Florent Aziosmanoff: *Little Red Riding Hood*; Kassen K: *Le réceptateur*; Pierre-Yves Bérenguer: *Minotaur*; Jacquie Bablet: *The heifer and the Pythagorean*; Keiko Courdy: *Space tourism*; Gérard Cherqui: *In the company of the dead*; Maflohé: *Narval*...

PARTNERSHIPS

With Virtools : official partner of Le Cube, which has installed its event-integration software in the workshop.

Virtools, created by Bertrand Duplat in 1993, is used primarily by the video games industry and in architectural visualisation. It is one of the most sophisticated tools in this field.

With culture and digital creation professionals : development of a network of cultural partners in France and elsewhere to encourage sharing of experiences, co-productions, dissemination and promotion of works.

PROFESSIONAL WORKSHOPS

To allow artists to familiarise themselves with and gain experience in the new technological tools and methods, Le Cube proposes introductory courses and workshops aimed at professionals.

INTRODUCTORY COURSES AND WORKSHOPS

The introductory courses are offered to artists keen to familiarise themselves with conceptual approaches and methods of creation in the field of interactive, real-time systems.

The workshops provide in-depth research, training and encounters between technicians and creators and may lead on to public presentations at Le Cube. Le Cube workshops tackle subjects such as dance or acting in multimedia environments and are led by well-known professionals.

B A C K G R O U N D

ART3000, a cultural not-for-profit (law of 1901) association set up in 1988, was chosen by the City of Issy-les-Moulineaux to manage and run Le Cube when it was launched in 2001. For 15 years, ART3000 has managed an international network of over 4000 creators using the new technologies, providing a multicultural, transdisciplinary space for sharing and reflection around digital culture.

ART3000'S ACTIVITIES OVER THE LAST 15 YEARS :

PROMOTING CULTURE

Cultural encounters and events : organisation of over 100 events including the International Infographic Art Encounters - Beaubourg, Palais de Tokyo, Images en Scène (Images on stage - Palais de Tokyo), Ciné Synthèse (international tour), The General Assembly on Interactive Writing (4 organised to date), interactive art exhibitions (UNESCO, Futuroscope, Carrousel du Louvre, Milia, Tokyo, Montreal...), ISEA2000, the International Symposium of Electronic Arts, one of the most prestigious events on the international digital creation scene, with 30 countries participating and many other events.

SUPPORTING CREATION

Artists' residencies : in 1993, ART3000, in partnership with Sun Microsystems and software publishers, set up its first digital creation workshop, a space dedicated to experimentation in "the interactive languages". This workshop, initially installed in the Château de l'Églantine in Jouy-en-Josas and later in the Ecole Nationale Supérieure de Création Industrielle (French School of Industrial Creation) in Paris, has welcomed numerous artists, engineers and researchers and produced some thirty interactive and immersive installations.

OBSERVATION AND EXPERTISE

Studies and reports : ART3000 has produced specialised studies and works including: Le Guide Pratique des Aides Françaises et Européennes au Multimédia, Création et réalité virtuelle, and Le Guide des outils d'écriture interactive, Internet et correspondance. (Practical guide to French and European multimedia subsidies and bursaries, Creation and virtual reality, Guide to interactive writing tools, the Internet and correspondence).

Legal observatory : from 1993 to 1996, ART3000 organised a legal observatory focusing on copyright and multimedia, which resulted, notably, in a study entitled Legal regime and management of multimedia works.

Edition de Nov'Art, a review devoted to the new forms of creation and expression linked to use of the new technologies, was sold in newspaper kiosks and bookstores for several years.

PARTNERS

Numerous public and private organisations have supported the activities of ART3000. They include: the Ministry of Culture, UNESCO, the European Council, the European Commission, the Ministry of Foreign Affairs, the Ministry of Industry, the Ministry of Research, the French Education Department, the Quebec Arts and Literature Council, SACD, SACEM, SCAM, ASDARP and the Ile-de France Regional Council, the Centre National de la Cinématographie (French National Cinematography Centre).



Conference "Creation - Innovation" - 2008 / Le Cube

ISSY : THE CYBER CITY

Under the impetus of its Mayor, M.P. André Santini, the City of Issy-les-Moulineaux has, in just a few years, become one of the most advanced digital cities in the world. It owes its reputation to the success of numerous projects bringing into play the new applications of the information and communication technologies (ICT) in social, educational, economic and cultural fields.

ISSY-LES-MOULINEAUX : BETWEEN CULTURE AND INNOVATION

Adoption of the local information plan in 1996 aimed at accompanying development of the ICTs in the commune turned Issy-les-Moulineaux into a genuine "cyber-city". Sixty per cent of its population have Internet connections: website, interactive city council meetings, Web TV, teleservices, cyber crèches, schools with broadband connections, videoconferencing between parents and holiday centres, Issy Mobile (using mobile phones to pay for parking), etc. The commune's cultural structures were very quick to take advantage of the possibilities offered by the ICTs. The multimedia library has been loaning CD-ROMs since 1994, providing free Internet access since 1995 and loan of DVDs since 1998.

On the international level, André Santini, M.P. and Mayor of Issy-les-Moulineaux, is chairman of the "Global Cities Dialogue", a network of 145 digital cities throughout the world (including Athens, Berlin, Boston, Buenos Aires, London, Seattle, Stockholm, etc.) which are committed to promoting an information society for all. The network's role also includes promoting initiatives such as the Electronic Democracy World Forum organised in Issy-les-Moulineaux since 2000, which brings together experts and VIPs from around the world to discuss the ICTs and new forms of citizenship. On the economic level, Issy-les-Moulineaux has succeeded in attracting many large information and communication technology companies to the commune. Today, over 57% of the companies operating in the commune are active in the field of communication, with a concentration of major audiovisual and ICT specialists. This unique local environment for the information and communication technologies was the backdrop to the opening of Le Cube in 2001.

THE TEAM

LE CUBE'S TEAM

Chairman : Nils Aziosmanoff

Treasurer : Jean-Pierre Alix

Directors : Xavier Boissarie, Carol-Ann Braun, Roland Cahen, Pierre de la Coste, Magda Danysz, Odile Fillion, Pierre Kosciusko-Morizet, Etienne Krieger, François Laburthe, Vincent Lévy, Joël Paubel, Philippe Perennez, Bruno de Sa Moreira, Laurent Sorbier, Gilles Vercken

Executive director : Stéphanie Fraysse-Ripert

Creative director : Florent Aziosmanoff

Assistant director : Hélène Gestin

Accountant : Nathalie Theaud

Communication and press relations : Rémy Hoche

Multimedia communication : Aurélie Jullien

Mediation : Isabelle Simon

Artistic Programming : Carine Le Malet

Technical director : Michaël Limousin

Workshop technical manager: Didier Bouchon

Multimedia training experts : Teddy Peix, Véha Balian, Annabelle Lavour

Documentation : Nathalie Brémaud

Reception of the public : Jessica Paquet, Pauline Casteras

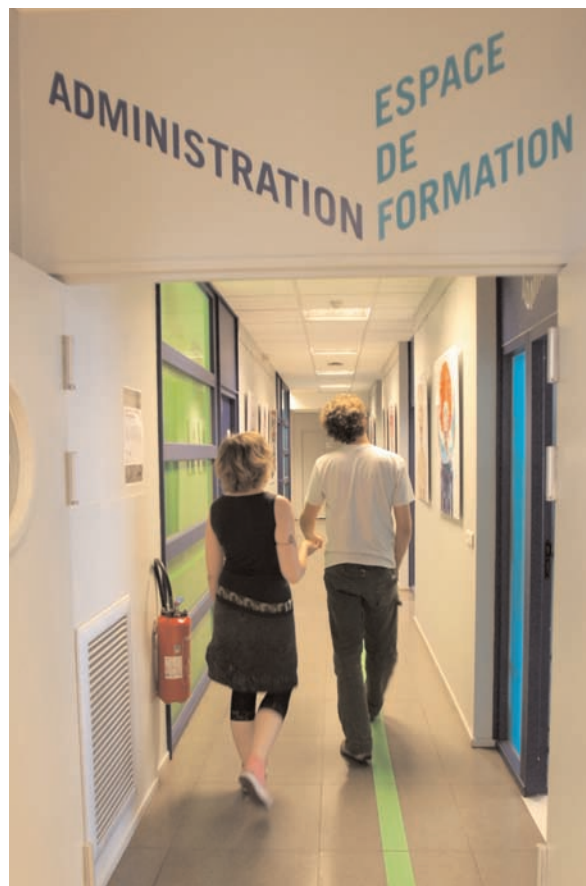
Graphic creation of communication vehicles : Philippe Lakits

Website : Trafik

Technical advisor : Pleine Lune

To contact a member of the team:

first name.family name@art3000.com



GENERAL INFORMA- TION

EQUIPMENT

700 m² dedicated to practical work and digital creation
 A multimedia dissemination and exhibition space with audiovisual and stage equipment
 A WiFi space (wireless Internet) open to the public
 80 multimedia computers with broadband Internet connection
 500 multimedia creation software licences
 Tools of creation: digital camcorders and cameras, graphic palettes, midi studio, video editing centre, etc.

OPENING HOURS

Wednesday, Friday and Saturday from 12 p.m to 7 p.m
 Tuesday and Thursday from 12 p.m to 9 p.m.

CONTACT

ART3000 - LE CUBE
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LE CUBE MEMBERSHIP CARD

Valid 1 year (from date of joining). The membership card entitles holders to :

- free access to the Internet all year round
- free access to introductory sessions
- free access to the documentation space
- free access to project accompaniment and the project space
- free entry to the Thursday evening video meetings

Full price for residents : 20 euros

Reduced price* : 14 euros

Single price for non-residents : 40 euros

1-day discovery ticket : 3 euros

* The reduced price is offered to : unemployed people, RMI beneficiaries, under-18s, students, large families, disabled people, seniors (over 60). Schoolchildren and students from other communes attending educational establishments in Arc de Seine (District Community) are eligible for the special residents' price.

