



AIRE Mille Flux

digital art center

<http://aire-mille-flux.org>

Press pack

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AIRE / Association Artefact

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AIRE Mille Flux is a creation by the artist Marc Blieux developed with Artefact, a non profit organization.

First 3D platform entirely dedicated to the digital contemporary art, a lot of developments accompanies this project : creation workshops, actions in the territories, artists in residence, festival...

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A digital art center providing everyone with access to contemporary art

Available through the internet 24/7 each computer is a gateway to it. Once one's avatar created (vehicle enabling to move oneself in the 3D space), each one can access international artists works, visit them and experiment interactive creations. They are all original works fully using the 3D possibilities and not copies of works existing on other media.

The 3D tools integrated to the platform and the dedicated spaces allow the visitors to get to know the digital creation too. For those who want to go further, the workshops will enable everyone to take part to the collaborative creations with professional artists.

An art center linked to territories

If this art center is a technologically advanced project, the human relationship, the meeting, the exchange connected to a physical space and a population is in the center of its artistic process.

More than an exhibition area, the moving and nomadic nature allows the art center to settle down on an urban or rural territory, in places where art is sparsely present, in order to realise an artistic action taking into account all social, cultural, architectural, ecological and historical elements...

Doing so, this project operates within a plan of digital communications infrastructure to propose a new dynamic.

An art center as a thought and experiment lab

Our project is enshrined by ethical values :

AIRE : art, collective intelligence, network and ecology X 3 (natural, social et psychic from the philosopher and psychoanalyst Félix Guattari).

We privilege a collaborative model to develop artistic projects. A creation will be modified, enhanced by other participants according to the possibilities the creator would have given.

The result is an evolving space in a permanent recombination as a neuronal network.

A set of complementary activities

The workshops

AIRE Mille Flux proposes digital creation workshops for the general public (children, teenagers, adults). For pupils but also for every kind of organisation or individual participants. Each session can be isolated, for some hours or for longer times. A pedagogical project is set up in relation with the partnering organisation, according to the concerned audience, in relation with an exhibition on the platform, the work of an artist, or a project of the organisation whom theme would be linked.

Many complementary technologies are used as creation and representation support, together or apart :

- the base is the live 3D digital platform
- complementary media as photography, video, 2D creation software, sound creation...

We also propose presentation and reflexion conferences, debates about the use of the digital technologies, societal issues...

Support into creation processes

It is a support to each participant, at one's own rate, into the discovery of one's "existential territory". This territory is a big tank, both an anchorage and a resource place for a personal language that invents itself expressing. Knowing what one receives, what one expresses, what one means and projects, being able to change one's mind, having a point of view, a global perception ...

Unlike other generalist 3D platforms, AIRE Mille Flux is a privileged space for schools allowing meetings and participation to artistic project. Long-term partnerships may be realised providing a permanent space.

Artists residency

The art center sets up a 6-month residency program renewed each year. A call for applications will be launched for the 2013-2014 session. First, the residency will begin with a meeting and settlement time on the physical territory, then on the digital platform.

2012-2013 actions

AIRE Mille Flux has landed on the territory of Vichy (Allier-Auvergne) and in particular on the "Quartier des Ailes", a public housing project build in the 60's.

Marc Blieux realise there the first artistic residency from September 2012 to June 2013. He proposes a collaborative creation, the Quantic Festival on the subject of water as a natural element but above all as a metaphor of the digital flow.

21 workshops will take place - from 12 March to 24 May 2013 - in the social center René Barjavel in the "Quartier des Ailes", proposed to the inhabitants of this place and of the agglomeration.

A lot of events will happen too from February to June 2013 :

-[Presentation of the digital art center at the Point Information Jeunesse](#) in Vichy (27 February) and the setting of a terminal to access the platform until June.

-[Visit of the contemporary art center "Le creux de l'enfer"](#) in Thiers, 3 april, followed by a intervention of Frédéric Bouglé, Director and exhibition commissary.

The creations will be showed during the **Quantic Festival** from 7 to 9 June in Vichy. The participants of the wokshops will be invited to introduce themselves their creations during the festival.

Partners

Le Ministère de la Culture et de la Communication / DRAC Auvergne

Le Conseil Régional d' Auvergne

Action partners

Le CCAS et le centre René Barjavel

Le PIJ Vichy Val d'Allier

Le Creux de l'Enfer, centre d'art contemporain à Thiers



AIRE before 2012

Created in 2004 Aire opens its exhibition spaces in the heart of the historical quarter in Moulins (Allier, France). Many events and workshops are organised. The workshops help to conduct a research in order to integrate the audience into a process of creating. The first exhibition of the program was the result of a participative creation. On the theme of "Utopia collecting", this was led by the visual artist and video maker Lætitia Carton with individual participants and young people in reintegration. This interdisciplinary cooperation used writing, video, photography and model making.

Public reception always revealed positive. And the quality of proposals was many times acclaimed with young artists turning to an international dimension (Jean-Gariel Périot, Scénoscome, ...) and themes around artists such as Thomas Hirshhorn, Paul Virilio ou l'agence R&Sie agency ...

During each exhibition the audience, often neophyte, received a support to the contemporary creation. These many questions bring Marc Blieux and AIRE up to experiment a new proposal on the internet. Artefact is the first French association to settle on the live 3D digital platform Second Life in October 2006. As in the real space numerous exhibitions, concerts, debates and performances are suggested by artists around the world. The audience is there international too.

In 2009 AIRE takes a particular dimension with the project AIRE Ville Spatiale a cooperative project including architecture, installation, sound creation, etc...then, in 2011, with the project SynchroniCity AIRE Mille Flux keeps on working in continuity during these 7 busy years, including 6 using the 3D universes.

