

A NEW INTERACTIVE ART EXHIBITION EXPLORING EMERGING TECHNOLOGY POPS UP IN CAMBRIDGE THIS APRIL

Cambridge, UK, 11 March 2019

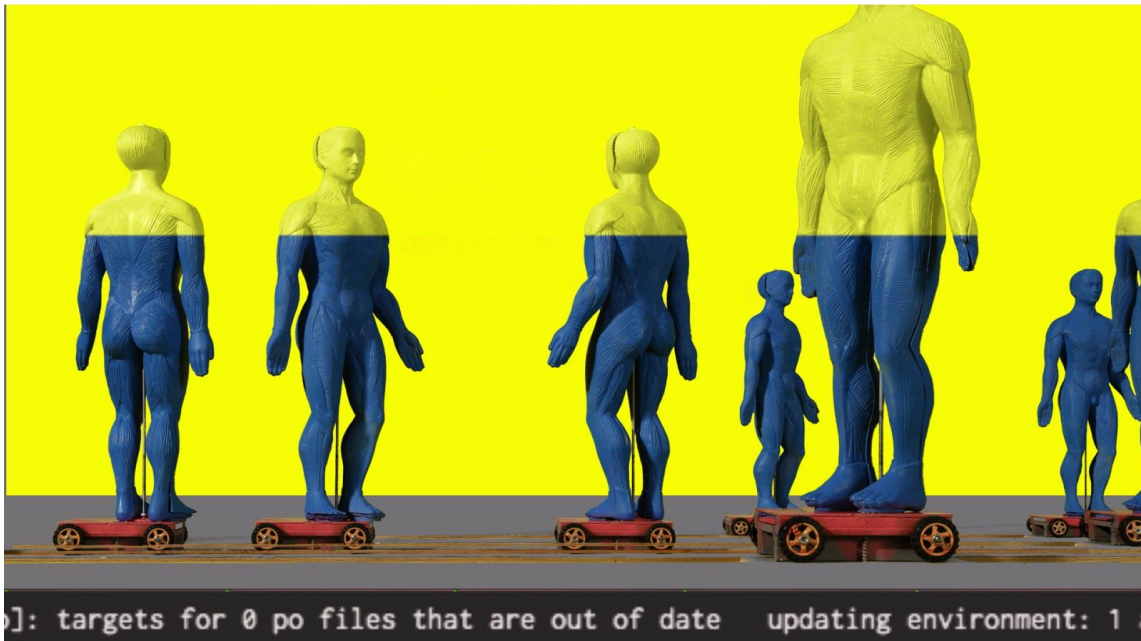


Photo credit: DATACOSM, by Jo Lawrence // Collusion 2019. Image courtesy of Jo Lawrence.

Collusion 2019: An exploration of emerging technology through extraordinary art – a new public art exhibition that explores our relationship with emerging technology – opens to the public in the square outside Cambridge Junction during the Easter holidays. Visitors to the free exhibition can explore a series of six interactive artworks housed in specially designed pavilions. The unique experiences include a party set in a 2030 home hosted by a virtual assistant, a multi-narrative film driven by music and artificial intelligence, and a memorial to the 21st century that broadcasts hidden messages excavated from the blockchain.

The artworks – commissioned by Cambridge-based arts and technology organisation [Collusion](#) – span theatre, music, dance, sculpture, film and animation and incorporate a variety of emerging technologies. The brief was to explore the impact on society of such technologies as artificial intelligence, data culture, and augmented reality. The works also touch on concerns raised by the UN’s Sustainable Development Goals, engaging with such themes as consumption and social justice.

Participating artists [Jo Lawrence](#), [Crowded Room](#), [Adham Faramawy](#), [DDBC](#) (led by [Christian Nold](#) & [James Stevens](#)), [Above&Below](#), and [Henry Driver](#) & [Barbara Dougan](#) were selected in November 2017 from more than 120 applicants. They subsequently took part in a 12-month research and development programme supported by Collusion, working with our technology and innovation partners [Cambridge Consultants](#) and [Arm](#) to explore relevant ideas, themes, and technological solutions.

“Over recent years we’ve seen the emergence of highly sophisticated ‘deep’ technologies that hold world-changing potential and significant social impact,” says Richard Traherne, project sponsor and Chief Commercial Officer of Cambridge Consultants.

“We’ve provided experts, from disciplines ranging from user experience to artificial intelligence, to collaborate with Collusion to help explore these implications and prompt artistic reflection and debate. We’ve found the project fascinating – an unusual combination of technical and artistic perspectives

examining the potential of technology, resulting in thought-provoking art that's accessible to a broad audience."

The build of the show at Cambridge Leisure, outside Cambridge Junction, will begin in the third week of March. Passers-by will be able to watch as the pavilions – designed by renowned architect [Charles Holland](#) – emerge ahead of the show's public launch on 12 April.

Collusion 2019 is a showcase representing the culmination of *in_collusion*, a three-year programme of work supported by Arts Council England, the Cambridgeshire & Peterborough Combined Authority, Cambridge Consultants, Arm, and a range of partners including local authorities, business improvement districts, higher education providers, arts organisations, and cultural development programmes. The programme supports artists, creatives, and businesses in developing new skills, exchanging ideas, and encouraging collaboration involving emerging technologies. It has so far engaged over 2,100 people in more than 400 hours of activity.

Amy Vaughan, Director, Cambridge and Touring, Arts Council England, said: "In Collusion is once again showing how digital technology can help artists to challenge audiences in new and engaging ways. These are all really accessible and it is exciting that so many people will have the chance to experience these interactive installations."

Collusion 2019: *An exploration of emerging technology through extraordinary art* is open from 12 to 22 April 2019. Opening hours: Monday – Saturday 11am to 7pm; Sundays 12 noon to 5pm. Please allow 60 to 90 minutes to visit all the works.

Watch the teaser trailer <https://youtu.be/vZzhsWNtDa0>

Media are invited to attend the preview session on 11 April. Contact Clare Green (details below) for more information.

Further information about the project, including trailers, may be found at www.collusion.org.uk and will be shared on our social media channels. The hashtag for the project is #Collusion2019.

Twitter: @in_collusion Facebook: /InCollusion Instagram: @incollusion

Notes to Editors

- The showcase is funded by [Arts Council England](#), the [Cambridgeshire & Peterborough Combined Authority](#), [Cambridge Consultants](#), [Arm](#), and [Anglia Ruskin University](#) with support from venue partners [Cambridge Leisure](#) and [Cambridge Junction](#).
- Cambridge's experimental not-for-profit arts organisation, Collusion, works at the intersection of arts, technology, and human interaction, exploring the impact of technology on society.
- Collusion's mission is to build an international profile for the wider Cambridge area as an R&D centre for interdisciplinary arts & technology collaboration – one that engages artists, creatives, academics, and technologists to work together as never before. They deliver a broad range of outcomes – including producing exceptional artwork uniquely developed here that is of interest to national & international audiences.
- Collusion 2019 is the culminating showcase of *in_collusion*, a three-year talent-development programme that supports artists, creatives, and businesses in developing new skills, exchanging ideas, and encouraging collaboration involving emerging technologies such as artificial intelligence, data culture, and virtual/augmented/mixed reality. *in_collusion* covers Cambridge and five hubs: King's Lynn, Wisbech, Peterborough, Huntingdonshire, and Bury St Edmunds.

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