



Digital Museum

Intelligences and Artifices

The international conference *Digital Museum: Intelligences and Artifices* is a space for reimagining museums in the digital era. Its third edition seeks to explore and question digital practices in Latin American museums and connect these practices to global perspectives; it also recognizes the rich history of art and technology in the region and questions its dependence on Western digital narratives.

In *Digital Museum*, a group of international experts will redefine and problematize the digital practices of museums by incorporating themes involving Indigenous cultures, artistic perspectives and the critical use of data and artificial intelligence (AI). This encounter thus seeks to broaden the discussion on how museums approach digital practices through pioneering contributions from Latin America.

Day 1 March 6, 2024

Museo Universitario Arte Contemporáneo

10:00-10:45 h • Welcome

SPEAKERS: Nidia Chávez • Director, Fundación Telefónica Movistar México

Amanda de la Garza* • Director, Dirección General de Artes Visuales / MUAC, UNAM

José-Carlos Mariátegui • Writer, curator and professor, London School of Economics and Political Science and LUISS (Rome)

*Prerecorded message

11:00-12:30 h • Keynote Address

Reshaping: Building Alliances for Inclusive Knowledge in the 21st Century

SPEAKER: Sara Diamond • Researcher and president emeritus, Ontario College of Art & Design University

MODERATOR: Bárbara Perea • Curator and external consultant, Fundación Telefónica Movistar México

12:45-14:00 h • Case Study

The Usule Project

SPEAKER: Priscilla Molina • Researcher, Universidad de Costa Rica

MODERATOR: Julio García Murillo • Deputy Director for Public Programs, MUAC, UNAM

14:00-15:45 h • Break

16:00-18:00 h • Panel

Future Technologies: Ancient Memory, Languages and Knowledge in the Time of Artificial Intelligence

MODERATOR: Guillermo García Pérez • Academic curator, MUAC, UNAM

•Indigenous Youth, Linguistic Transmission and Ancestral Knowledge in the Amazon: Challenges for the Human Future from the Perspective of Museums

SPEAKER: Roberto Zariquiey • Doctor in linguistics, Universidad Católica del Perú

•Brushing history against the grain: the museum in the face of Indigenous memory practices

SPEAKER: Fernanda Pitta • Professor, Museo de Arte Contemporáneo de la Universidad de São Paulo

Day 2 March 7, 2024

Museo Universitario Arte Contemporáneo

10:00-11:30 h • Keynote Address

Cultural Responses to Data Colonialism

SPEAKER: Ulises A. Mejías • Professor of Communication Studies, SUNY Oswego

MODERATOR: Tania Aedo • Coordinator, Cátedra Max Aub, Transdisciplina en Arte y Tecnología

11:45-12:45 h • Case Study/Hybrid Session

On Vegetal Politics

SPEAKER: Juan Cortés* • Artist, programmer and educator

MODERATOR: Federico Pérez Villoro • Artist and researcher

*Virtual intervention

13:00-14:00 h • Screening and Talk

An Image is a Factory – Exchanges, Labour and General Strike in the image datasets that train Artificial Intelligence

SPEAKER: Bruno Moreschi • Researcher and visual artist, Collegium Helveticum, joint Institute for Advanced Studies (IAS) of ETH Zurich, the University of Zurich, and the Zurich University of the Arts

MODERATOR: Mariel Vela • Coordinator, Lecture Series, MUAC, UNAM

14:00-15:45 h • Break

16:00-18:00 h • Panel

The Museum as Laboratory: Technology, Data and New Artistic Practices for a Twenty-First Century Museum

MODERATOR: Cinthya García Leyva • Director, Casa del Lago Juan José Arreola, UNAM

•All the Lighthouses of Peru

SPEAKER: Luz María Bedoya • Artist and researcher

•A Museum Without a Library Isn't a Museum

SPEAKER: Luis Martínez • Director, Biblioteca de la Fundación Juan March

Program may be subject to changes

FOR MORE INFORMATION: muac.unam.mx

enlace.mediacion@muac.unam.mx

Museo Universitario Arte Contemporáneo (MUAC, UNAM)

Insurgentes Sur 3000, Centro Cultural Universitario, Coyoacán, 04510, CDMX