

In the Nouvelle Vague-period Godard's cinema of the body was opposed to a "cinema of the brain" of his contemporary Alain Resnais. "Give me a Brain!" (a reference to Gilles Deleuze) takes as starting point Resnais' intellectual cinema and cerebral explorations of memory and human behavior, but will investigate more specifically our changed relationship to the brain. In contemporary cinema we no longer look through characters' eyes, we enter directly the architecture of their brain worlds. Contemporary culture has become a neuroculture. The program will investigate what this "neurological turn" means for our understanding of filmic and artistic practices.

fMRI scans and many other visualization technologies have given new insights into the inner workings of the brain. New experiments and countless books about the brain uncover new neurological details every day. We know more about the material workings of our grey cells than ever before, and yet, its mechanisms and circuits are far more complex than we can understand unambiguously. Our synaptic connections remain in many ways mysterious. And we remain puzzled by the ways in which immaterial mental life overflows the material workings of the brain.

Compared to the classic conception of the brain as rational agent (as opposed to the irrational body), the contemporary image of the brain has become visceral, emotional and has madness as its zero degree. Illusory perception, memory, affect, and the powers of the unconscious mind are the most salient elements of our modern brain screens that will be explored in this program. Can we speak of a neurocinema, neuroaesthetics and neuropower and what does this mean? Is the neuro-turn just a hype that is easily exploitable or is it possible to engage critically, passionately, creatively with these new cerebral findings?

On this day of the Studium Generale Festival the Rietveld building will be turned into a large brain space. Different "chambers" will present different areas of the brain in which artists, filmmakers, neuroscientists, philosophers and a mentalist present work in relation to the specific area of the brain that it addresses. Come and join us on a ride through our mental scapes and screens in "brainy" lectures, viewings, performances, installations, workshops and discussions!

Plenary Program:

All plenary sessions take place in "The Frontal Lobe" room (Gym, basement)

- 13.30 – 13.45: Welcome (introduction by Patricia Pisters)
- 13.45 – 14.30: The Artistic Eye and Brain: From Camera Obscura to Obscure Chambers (lecture by Frans Verstraten)
- 14.30 - 15.00: The Tactile Screen: Digitizing the Brain in Art and Science (lecture by Sarah de Rijcke)
- 15.00 - 15.30: Coffee Break
- 15.30 – 17.00: Semi-Parallel Programme in Different Brain Chambers (see below)
- 17.15 – 18.00: Inception: The Brain under Hypnosis (demonstration by Fernando Flores)
- 18.00 – 18.45: Coney Island Dream films (viewing films by Zoe Beloff; introduced by Patricia Pisters)
- 18.45 – 20.15: Dinner Break (during which some brain chambers are open for revisiting)
- 20.15 – 21.00: Neuropower (lecture by Warren Neidich)
- 21.00 – 22.00: Final Brainstorm (panel discussion with guests and audience)

Program Brain Chamber Rooms:

A detailed programme with room numbers and dedicated timeslots of different performances will be handed out during the day.

Testlab rooms (Ground Floor)

Room 00: Brain Food

Room 00: *Introspection* (installation by Joachim Rotteveel)

Brain chambers (First Floor)

Room 1.0: Occipital cortex room (visual centre):

De Zee die Denkt (film and website by Gert de Graaff)

Room 1.0: Hippocampus room (memory storage):

Resnais' Filmic Memory Experiments (*Hiroshima mon Amour; Last Year in Marienbad; My American Uncle*)

Room 1.0: Amygdala Room (fear chamber):
Depicting Fear and Follow Up Study (installation by Krien Clevis)

Room 1.0: Mescaline room (mind on drugs):
Henri Michaux's *Images of a Visionary World* and Joachim Koester's *My Frontier is an Endless Wall of Points* (introduced by Jay Hetrick)

Room 1.0: Psychosis room:
Framing Psychosis: Found Footage (composed by Bregt Lameris and Jennifer Canary Nokolova)

Room 1.0: Unconscious room (Cinema and Hypnosis, Dream, Delirium):
Nothing There (photographs by Abel Minnée), *Heart of Glass* (film by Werner Herzog)
Tool and Alex Grey (composed by Niels Tubbing)

Guests:

Frans Verstraten is neuropsychologiste serves as the Chairman of the Board of the Helmholtz Institute of the University of Utrecht. He is a frequent guest in scientific programs on national TV and has columns in national newspapers and journals. <http://www.fss.uu.nl/psn/web/people/personal/verstraten/>

Sarah de Rijcke holds a post-doctoral position at the Virtual Knowledge Studio in Amsterdam. She wrote her PhD on different visual ways of knowing the brain, and was visiting fellow at the Max Planck Institute for the History of Science and the University of California, San Diego. <http://www.sarahderijcke.nl/>

Joachim Rotteveel is an artist who utilizes techno-scientific methods to represent ideas about contemporary culture. His recent artistic research focuses on the subjectivity of perception. He is currently working on a series of self-portraits in new media technology. <http://www.joachimrotteveel.com/>

Krien Clevis is an artist and photographer. As curator/organizer and participant she was involved in *CO-OPs. Exploring new territories in art and science*. Currently she is working towards a PhD at the Academy of Arts of Leiden University. <http://thesmoothandthetriated.wordpress.com/participating-artists/krien-clevis/>

Gert de Graaff is a filmmaker who won the Joris Ivens Award for his film *The Sea that Thinks*, a film that investigates the nature of perception and reality. <http://www.theseathatthinks.nl/>

Niels Tubbing is a film scholar interested in neurocinematics and the relations between visual culture, music and the unconscious.

Abel Minnée is photographer and student at Rietveld Academy who is interested in experimenting in his work with the borders between (fashion) photography and spiritualism. <http://www.viceland.com/blogs/nl/tag/abel-minnee/>

Jay Hetrick is a philosopher currently working on a PhD at the University of Amsterdam on the aesthetics of the philosophy of Gilles Deleuze and the artistic works of Henry Michaux.

Bregt Lameris is researcher and a teacher in mediastudies, who is currently investigating scientific uses of optical technologies within the research of mental disorders.

Jennifer Canary Nikolova is an artistic researcher, PhD Candidate with Planetary Collegium of Plymouth University, who investigates how installation art could contribute to a better understanding of the subjective experience of psychosis www.labyrinthpsychotica.com

Fernando Flores is a hypnotist and mentalist who is known for his amazing demonstrations hidden powers of the mind. <http://www.fernandoflores.nl>

Warren Neidich is an artist and street philosopher. He utilizes multiple mediums to express a wealth of ideas with a variety of practices. He investigates how the history of art sculpt the material and immaterial conditions of the Brain and Mind. <http://www.warrenneidich.com/>

Curator:

Patricia Pisters is professor of media culture and film studies and chair of the department of Media Studies of the University of Amsterdam. In her forthcoming book *The Neuro-Image* she explores the relationships between cinema in the digital age, neuroscience and Deleuzian philosophy. She organized the Third International Deleuze Studies Conference in Amsterdam on the connections between art, science and philosophy, including an exhibition and international public debate on this topic www.deleuze-amsterdam.nl and <http://thesmoothandthetriated.wordpress.com>

Location:

Gerrit Rietveld Academie

Frederik Roeskestraat 96

1076 ED Amsterdam

See for information about tickets and reservation:

<http://www.gerritrietveldacademie.nl/nl/studium-generale>