

Out in

OUT IN THE LOOP
Global Pop Cultures Festival

the Loop

TONI AREAL
Zurich University of the Arts
02.—03.09.2022

SHARED CAMPUS

Out in the Loop Global Pop Cultures Festival

with Drinks & Food!

1st Edition, 02–03 September 2022

Toni-Areal, Zurich University of the Arts

Welcome to the first edition of “Out in the Loop — Global Pop Cultures Festival” by Shared Campus!

Shared Campus is a unique cooperation platform of 13 leading international arts universities. The forthcoming mini festival will showcase our activities around one of five core themes: (Global) “Pop Cultures.” In our opinion, pop cultures are one of the main driving forces in the globalisation and innovation of cultures. Pop is also a sphere where politics, identities, and social questions are negotiated. It is characterized by the interplay between “high and low,” mainstream and subculture, academia and entertainment.

The festival includes (1) an international symposium on “Real Fake, Fake Realness,” (2) the launch of “Journal of Global Pop Cultures,” a new online publication format, (3) the final presentations of the 2022 Summer School with participants from all arts disciplines and six partner universities (Hong Kong, Tokyo, Taipei, Amsterdam, London, and Zurich), and (4) a supporting programme featuring installations, performances, DJs, and well-known pop bands from Berlin and Bucharest!

See below for short descriptions of the main parts of the festival (symposium, journal launch, summer school presentations, concerts, and performances). All events are free and open to everyone interested! Join us at our congenial open-air bar and catering at the back of the Toni-Areal!

shared-campus.com

shared-campus.com/themes/pop-cultures/

PROGRAMME OVERVIEW

TIME	Kunstraum 5.K12	Rampe, Level 5	3.E08	Mehrspur
FRIDAY 02 . 09				
14:00–18:30	Global Pop Cultures Symposium “Real Fake, Fake Realness”			
19:00–22:00			Showcase International Summer School “Hacking Global Pop Icons” Exhibition & Performances, Garden of NFT	
22:00–23:00				Pop Music Showcase Amsterdam University of the Arts X Zurich University of the Arts
23:00–02:00				Summer School Afterparty
SATURDAY 03 . 09				
14:00–18:00	Global Pop Cultures Symposium “Real Fake, Fake Realness”			
18:00–19:00	Launch “Journal of Global Pop Cultures”		Tarot Goddess Madame Selma	
19:30–20:30		Concert Luzius Schuler	Glam Up Club	
20:30–22:00		Concert OY	Faketal Reality by Paulina Zybinska	
22:30–23:30	Concert Techno Witches			
23:00–02:00	DJ Mega			

Global Pop Cultures Symposium “Real Fake, Fake Realness”

SYMPOSIUM PROGRAMME

Friday, 02 September 14.00–18.30
Kunstraum, 5.K12

Saturday, 03 September 14.00–18.00
Kunstraum, 5.K12

Once upon a time, “symposia” were not isolated academic events. In ancient Greece, a “symposion” was a gathering after a meal where not only heated discussions took place, but where music and dances were performed. The “Global Pop Cultures Symposium” is intended to follow in those ancient footsteps.

The “Global Pop Cultures Symposium” is organized as part of a hybrid whole rather than as a self-contained event. Under the opalescent umbrella of the Shared Campus Festival *Out in the Loop*, emerging and established scholars, artists, authors, researchers, and performers will convene to share their ideas on Fakeness, Realness, Appropriation, Irony, and Fandom in the context of Global I Pop Cultures.

Most of our speakers have contributed to the first edition of the newly established *Journal of Global Pop Cultures*, edited by Shared Campus Publications, while others will be joining us as invited speakers. Some will be present on-site, others will be joining us remotely. Whether *in corpore* or as avatars: all of them are looking forward to exploring global pop cultures from both theoretical and practical perspectives, amid pop events such as concerts, screenings, and performances. Topics range from deep fakes, mockumentaries, the signifiers of Futurism in hyperpop through interactions between brands and humans in social cyberspace to the appropriation of religious apocalypticism in heavy metal. In each case, the analytical and/or aesthetic engagement with global pop cultures is understood as a way, sometimes perhaps even as the best possible way, of looking at and being able to understand the present, with all its fluorescent contradictions, ambiguities, and inconsistencies.

Organizers: Judith Mair and Jörg Scheller, members of the editorial board of the *Journal of Global Pop Cultures* and the Shared Campus theme group *Pop Cultures*.

Friday, 02 September

- 14:00 HYPERPOP: A POST-IRONIC GLIMPSE INTO THE FUTURE
Chris Inglis, Bristol Music College www.bimm.ac.uk/bristol
- 14:30 LIVING INSTRUMENTS IN PRACTICE: CIRCUIT-BENDING TOWARD A NEW MATERIALISM
Yasuharu Akiyoshi, Takuro Oshima, Masahiro Yasuda, Kyoto Seika University www.kyoto-seika.ac.jp/eng
- 15:15 APPROPALYPSE. HEAVY METAL AS SUCCESSOR TO RELIGIOUS RESILIENCE TRAINING
Jörg Scheller, Zurich University of the Arts www.joergscheller.de
- 15:45 Break
- 16:15 REAL FAKE JAPANESE MUSIC FROM THE 1920S TO TODAY BY DJ SNIFF
Takuro Mizuta Lippit, Turn-tableist, Curator and Producer, Tokyo www.djsniff.com
- 16:45 CREATING AUTHENTICITY: EVERY LIFE IS A SONG
Yiu Fai CHOW, HBU, Hong Kong
- 17:15 SUPERHEROES: FAKE REAL OR REAL FAKE? CANON, CONTINUITY, RETRO-CONTINUITY, INTERTEXTUALITY, PERFORMATIVITY, FAN MEMORY AND OTHER ASSEMBLAGES: A DEBATE (with Lillian Cespedes Gonzalez, Richard Reynolds, Lorraine Henry King, Geoff Klock)
Organised by Richard Reynolds, Central Saint Martins College, University of the Arts, London
- 18:00 VIRTUAL INFLUENCERS AND THE QUESTION OF AUTHENTICITY
Annekathrin Kohout, University of Siegen sofrischsoqut.com
- 18:30 End of Day 1

Saturday, 03 September

- 14:00** A NEW ERA OF [SYNTHETIC] IDENTITY TOURISM — OPENING A BLACK BOX: DEEPFAKES, CHEAPFAKES AND SYNTHETIC MEDIA
Katherine Mazzei, Trends & Identity, Zurich University of the Arts
www.katherinemazzei.com
- 14:30** CUDDLING WITH THE CROWD HOW SOCIAL MEDIA IS SHAPING THE AESTHETICS OF LIVE CONCERTS
Tobi Müller, Author and Journalist, Berlin
www.tobimueller.net
- 15:00** TOUCHING GRASS IS NOT ENOUGH AT THIS POINT
Gaia Del Santo, Fine Arts, Zurich University of the Arts
www.instagram.com/3i3gai-a3i3/?hl=de
- 15:30** Break
- 16:00** CROSSING BOUNDARIES WITH MOCKUMENTARY
Takuro Kotaka, Artist and Filmmaker, Tokyo
takurokotaka.net
- 16:30** SOMAVISION: OUR BODIES WATCH POPULAR CULTURE DIFFERENTLY FROM ‘US’
Max Ryyänen, Aalto University, Helsinki
maxryynanen.net
- 17:00** MOOTS: COMMUNICATIONAL INTERACTIONS BETWEEN BRANDS AND HUMANS IN SOCIAL CYBERSPACE
Jacqueline Brantschen, Trends & Identity, Zurich University of the Arts
cybermoots.com
- 17:30** THE SOOTHSAYINGS OF IRIS
Maria Guta, Artist, Geneva
mariaguta.com

Saturday, 03 September 18.00

Kunstraum, 5.K12

The *Journal of Global Pop Cultures* is celebrating the launch of its first issue! Established in 2021 by a team of international scholars and artists from the Shared Campus partner institutions, the open access online journal aims to discuss the complexity, hybridity, and transculturality of global pop cultures in three sections: a) a peer-reviewed Journal section dedicated to the publication of research papers/projects, both scholarly and artistic ones, in annual thematic issues; b) a more playful *Magazine* section intended for a broader public; c) an *Insights* section showcasing pop-related artworks from the Shared Campus partner institutions. The first issue revolves around the topic of “Real Fake / Fake Realness: (Re) appropriation, the Ironic, and Fandoms in Pop Cultures.” It contains peer-reviewed papers on topics as diverse as ostensive singing with artificial intelligence, living instruments and the new materialism of technoculture in the Anthropocene, realness in drag and the ballroom scene (among others) in the Journal section. The *Magazine* and *Insights* sections include contributions on synthetic identities, pro fake brands, cottage core as an escape fantasy, or the mockumentary as a means of cutting into the truth.

Co-editors Judith Mair and Jörg Scheller will present the first issue, recount how the journal came into being, and provide insights into the editorial engine room: What is it like working in an international, interdisciplinary team that hardly ever meets in the same physical space? What are the challenges, what the advantages of cooperating across temporal, spatial, and cultural distances? And how will the journal develop in the next years?

EDITORIAL BOARD

- Jörg Scheller, Zurich University of the Arts
- Masahiro Yasuda, Kyoto Seika University
- Judith Mair, Zurich University of the Arts
- Annekathrin Kohout, University of Siegen
- Richard Reynolds, Central Saint Martins, University of the Arts London
- Rada Leu, Zurich University of the Arts
- Takuro Mizuta Lippit, Turn-tableist, Curator and Producer, Tokyo
- Joseph Imorde, Weissensee Art University Berlin

Website
journalofglobalpopcultures.com

Showcase International Summer School “Hacking Global Pop Icons”

Friday, 2 September

19:00 Exhibition & Performances,
Garden of NFT (Room 3.E08)

22:00 Pop Music Showcase Amsterdam
University of the Arts X Zurich
University of the Arts, Mehrspur Club

23:00 Summer School Afterparty,
Mehrspur Club

Hacking Global Pop Icons is a practice-based summer school. Twenty students from Shared Campus partner institutions will explore the relationship between global pop cultures and local identities, as well as the political, social, and historical dimensions of (mass) production and reception.

This year, NFTs will serve as a common starting point for cultural analysis and for the transdisciplinary production of new artworks in cross-disciplinary and culturally mixed groups, with the aim of deconstructing, remixing, and expanding the influence and impact of the chosen icon. At the end of the three-week summer school, groups will present their work to the public.

In addition, there will be a special showcase and the first-time collaboration of pop music students from Amsterdam and Zurich later at the Mehrspur Club!

STUDENTS:
Dana Keren, Xinyuan Ma, Xi Zhu, Ka Sin Fong, Wai Check Chan, Tan Ker Wei, Malena Ley, Yan Yi Tang, Joseph Bokea, Eden Kebebe Keshela, Wing Hung Fung, Carlotta Buyst, Caroline Ammer, Raoul Verhoeven, Mayuko Yamamoto, Noortje Dupont, Lena Bossaerts, Huinee Lim, Tim Kento Zbinden, Victoria Voss

FACULTY:
Claudio Bucher, Zurich University of the Arts
Caitlin Shepherd, University of the Arts London
Tom Gerber, Zurich University of the Arts
Yiu Fai Chow, Hong Kong Baptist University
Justin Wong, Artist, London
Blanka Pesja, University of the Arts Amsterdam

ASSISTANCE:
Nora Gailer, Artist, Zurich

CONCERTS MEHRSPUR:
Luca Burkhalter, Zurich University of the Arts

Concerts, Performances & Installations

SATURDAY, 03 SEPTEMBER



Luzius Schuler, Zurich (Concert)
Saturday, 03 September, 19:30, Rampe/Level 5

Luzius Schuler is a Swiss pianist, keyboard player, composer, and producer. His new album “Penta Festival” is a testimony to his soul-searching, isolated self as expressed on the upright piano and through various electronica. Listeners enter a world full of distorted and down-pitched Roland 606 beats, some awesome manipulation of the upright piano blending with pitch-bent synth lines, and multiple layers of sound, all gradually emerging as fully fledged pieces.

luziusschuler.com/Solo-work



OY, Berlin (Concert)
Saturday, 03 September, 20:30, Rampe/Level 5

Berlin-based duo OY first came to prominence when singer-musician Joy Frempong joined forces with producer-musician Marcel Blatti to form what is now known as a symbiotic avant-pop and genre-bending body of sound. Their symphonic odyssey expanded to

new horizons in 2014, when they released their first collaborative album, “No Problem Saloon,” in which they masterfully crafted a rich tapestry of African landscapes and pearls of wisdom. In 2016, meanwhile signed to Belgian cult label Crammed Discs, the duo embarked on journey to outer space with “Space Diaspora,” a critically acclaimed concept album where retro and modern sounds dance in harmony. Vocal loops sprinkle the album with reflective notes on modern alienation while the bouncing beats, quirky samples, and electrifying synthesizers paint a cosmic dreamscape. Through a transnational prism, OY’s music boldly blurs the lines and casts the notion of borders into blissful oblivion. Notorious for their vibrant scenic presence, every performance captures the hearts of festivalgoers and music lovers with their wondrous storytelling and somersaulting rhythms, stretching the boundaries of music into uncharted realms. Their unique musical imprint stands at the crossroads of many cultures and voices and has led to 300+ shows in over 20 countries and to appearances at various festivals, including Les Transmusicales, Les Eurockéennes, Sonar, and Montreux Jazz.

oy-music.com



Techno Witches, Bukarest (Concert)
Saturday, 03 September, 22:30, Kunstraum, 5.K12

Techno Witches is a Roma trap-rap duo from Bucharest consisting of Mihaela Drăgan aka Kali and Nicoleta Ghită aka Niko G. Mihaela Drăgan is a multidisciplinary artist who lives in Bucharest and works in several other countries. In 2014, she founded Giuvlipen Theatre Company, for which she is an actress and playwright, together with other Roma actresses. In 2018, Mihaela developed Roma Futurism, a concept situated at the intersection of Roma culture, technology, and witchcraft.

Concerts, Performances & Installations

SATURDAY, 03 SEPTEMBER

Her performance "Roma Futurism" has featured at multiple art spaces: Belgrade Museum of Contemporary Art; FutuRoma – a collateral exhibition at Venice Biennale; the Critical Romani Studies conference at Budapest's Central European University; and the Romanian Cultural Institute in London. Inspired by Niko G., Mihaela learns rap flows after co-writing the lyrics for the soundtrack of the Giuvlipen shows.

Niko G. is a singer and actress. She started her artistic career very early, as an actress at Ferentari teen drama club. In the meantime, her portfolio includes several shows (performed as a part of Giuvlipen in Bucharest and beyond). She also runs youth drama projects. Lately, she has focused on writing lyrics and performing songs that she publishes on her TikTok account.

Niko G. and Kali are a unique duo in Romanian music: they are girls, they are Roma, they sing trap, and they set out to revolutionize Romania's sexist music industry. They will present their first album based on a SF concept, which brings to the fore the vulnerabilities, emotions and life stories of some women who want, at the same time, to have fun on happy and liberating lyrics. The album talks about Roma cosmonauts in space and heralds a glorious era ruled by techno-witches: the Romacen, the era in which the Roma invent and control the technology of the future that they have turned into a craft. At the same time, this very personal album talks about love, about the struggle of Roma women, about their passions, vices and, of course, about enemies and allies.

open.spotify.com/album/1unSyr3fZES8FINS9escU

soundcloud.com/giuvlipen-theatre/sets/tehno-vrajitoarele

youtube.com/watch?v=nwAOakJSXKY&list=OLAK5uy_niE5CPL3IGR3oR8d0VJVouG079MkuMbQ



DJ Mega, Zurich (DJ)
Saturday, 03 September, 23:30
Kunstraum, 5.K12

On a journey into disorder, we will encounter highlights from various musical styles and enjoy the refreshing, alternating bath of lucky bags and table crackers.

soundcloud.com/der-kern/dj-megamp3



Madame Selma, Zurich (Performance)
Saturday, 03 September, 17:00–22:00,
Rampe/Ebene 5

The Tarot Goddess from Zurich. The oracle receives intergalactic messages from everywhere. Fancy Magic for you!

madameselma.ch

Concerts, Performances & Installations

SATURDAY, 03 SEPTEMBER



GLAM UP – Club by Mo Müller
Saturday, 03 September, 17:00–22:00,
Rampe/Ebene 5

At GLAM UP – Club! you can create your own glamour piece with trashy materials. In the opulent world of kitsch, glitter and fake fur, you can go crazy, give your unique personality dazzling expression, and make a statement.

moannabarblina.allyou.net
IG @moannabarblina



Faketual Reality by Paulina Zybinska (Installation)
Saturday, 03 September, ongoing,
Rampe/Ebene 5

Faketual Reality is an interactive installation that expresses the complexity of the relationship to the "self" in the age of artificial intelligence. Combining images and sounds creates new, fictional, and disturbing deepfakes of the viewer from personal data.

faketual.me

Festival Credits

Festival Curating Team:

Daniel Späti, Claudio Bucher, Brooke Jackson, Rada Leu

Symposium:

Jörg Scheller, Judith Mair

Producers:

Brooke Jackson, Daniel Späti, Rafael Gil Cordeiro

Graphic Design:

Think Work Observe, Italy

Huge thank you to ZHdK event services: Nadja Furrer, Virginia Alder, Hans-Jürg Hofmann

Shared Campus Partners:

- Amsterdam University of the Arts
- City University of Hong Kong / School of Creative Media
- Hong Kong Baptist University
- Kyoto Seika University
- LASALLE College of the Arts (Singapore)
- Taipei National University of the Arts
- Tokyo University of the Arts
- University of the Arts London
- Zurich University of the Arts

Website:

shared-campus.com

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