

Digital Arts e Cultural Heritage
Audience Engagement strategies – the Blast Theory work

Workshop and Lecture
with Matt Adams, Blast Theory leader and co-founder

WORKSHOP “Positioning systems and gaming”

Thu. 30th of November 2017

2:40 – 6:00 pm

Politecnico di Torino - Sala Studio 4 (C.so Duca degli Abruzzi 24)

Only 20 positions

LECTURE “Audience engagement strategies – the Blast Theory work”

Fri. 1st of December 2017

9:00 – 11:00 am

Politecnico di Torino - Aula 2I (Corso Castelfidardo 32)

Free and open to everyone



Matt Adams is a co-founder of the Blast Theory collective.

Blast Theory is a pioneering artist group creating interactive art to explore social and political questions, placing audience members at the centre of work.

Since 1991, Blast Theory uses interactive media to create groundbreaking new forms of performance and interactive art that mixes audiences across the internet, live performance and digital broadcasting. Drawing on popular culture, technology and games, the work often blurs the boundaries between the real and the fictional.

In virtual and physical spaces from pubs, canals and abandoned warehouses to libraries, museums and apps – Blast Theory collective goes to unexpected places to make his work accessible to everyone.

Blast Theory has been nominated for a BAFTA award four times and has won the Golden Nica for Interactive Art at Prix Ars Electronica, an International Mobile Games Award, three Lovie Awards and The Hospital’s Interactive Art Award among others. In 2016 we were awarded the Nam June Paik Art Center Prize in recognition of the group’s exploration of new boundaries in art.

Internationally, Blast Theory’s work has been shown at the Tribeca Film Festival, Sundance Film Festival, Walker Arts Center in Minneapolis, the Venice Biennale, ICC in Tokyo, the Chicago Museum of Contemporary Art, Sydney Biennale, National Museum in Taiwan, Hebbel Theatre in Berlin, Basel Art Fair, Dutch Electronic Arts Festival, Sonar Festival in Barcelona and the Palestine International Video Festival. <https://www.blasttheory.co.uk/>

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To attend Matt Adams workshop please write to: vanessa.vozzo@polito.it