



**JUSTINE
BEAUJOUAN**
**Project
Manager and
co-curator of
the Mapping
Festival**

- Please give us a brief definition of the institution you represent

- The Mapping festival is an international event dedicated to audiovisual art and digital cultures, taking place each year in Geneva, Switzerland.

Created in 2005 with an aim of promoting real-time imagery creation and VJing, it quickly opened to the presentation of other forms of audiovisual creation, such as exhibitions, AV performances, architectural mapping etc.

Since its 2013 edition, the Mapping Festival took a step further by dedicating a large part of its programme to educational activities through its workshops offer. By doing so, it confirmed its international reputation for being an innovative platform for artists and creative exploration.

Considered by its pairs as a unique event of this kind in Switzerland, a not-to-miss annual rendez-vous, the Mapping Festival engages rich moments of knowledge exchange and research based around new technologies, art and innovation and becomes year after year a true European reference in the field of digital creation.

- What do you think about the ENCAC initiative? How do you envision the collaboration between LABORal and the other partners involved in this network?

- We are very enthusiastic about the ENCAC initiative. One of the biggest strength of the project is probably to gather different partners, each offering different possibilities and which, together, will be able to build and follow strong artistic projects from creation to public showing. This is definitely the kind of initiative that was missing in the field of digital arts, therefore we are very much looking forward to seeing the new possibilities this network will offer to artists, audiences, and professionals.

- What do you expect from this collaboration?

- As said before, we mainly expect the collaboration to develop some new work methods for artists working in digital arts and to ease their diffusion. It is also important for us professionals to associate and share our strengths but also difficulties. I guess this collaboration will probably be a way to gain more recognition for digital arts on an institutional level.



- **Which is the role of your institution in the network?**

- The role of Mapping Festival in the network is still to be defined, and we are very open to discussing ideas and projects. The Mapping Festival could definitely host some workshops as part of a collaborative network programme, and will also be able to invite the selected artists of the network to show their work in Geneva.