

**EVERYTHING**  
BY NOHLAB

APRIL 14 - 23, 2023

MEET Digital Culture Center | Fondazione Cariplo  
Viale Vittorio Veneto 2, Milan, Italy

On the occasion of the Milan Art Week and the Salone del Mobile 2023, **MEET Digital Culture Center**, the International Center for Digital Art and Culture born in Milan with the support of **Fondazione Cariplo**, and the **National Museum of Digital Art** in Milan present, in collaboration with **Filmmaster Events**, *EVERYTHING* (2021), an immersive installation by the Turkish studio **NOHLAB**, for the first time in Italy.

Studio **NOHLAB**, founded in 2011 by **Candas Sisman** and **Deniz Kader**, has presented their work at major international festivals such as Ars Electronica, Japan Media Arts Festival and **NOOR**, the **Riyadh International Festival of Contemporary Art**. They have also created interactive projects for well-known international brands. *Everything* works between environmental video art and digital design, creating a bridge between digital and physical reality through immersive video installations, in which sound design is articulated as an additional narrative element.

*Everything*, 2021, is a 12.30-minute immersive experience that portrays everything as it appears, questioning human existence and suggesting new possible interactions.

Through the eyes of a narrator, who follows the unfolding of the narrative thread, we immerse ourselves in a fast-paced tripartite audio video sequence in which science, philosophy and metaphysics converge. Through the observation of familiar elements that make up the routine of our daily lives, the audience is prompted to question how the complexity of our everyday existence leaves many questions unanswered. The work questions how human beings can attempt to understand and decode our constantly evolving hybrid universe. There are many things we cannot perceive or take into account with our limited human skills, but just accepting how much knowledge eludes us can lead to an open state of constant openness to the changing world, as well as a liberated view of the technologies and machines we have created.

*“What if the world changes when I change the ways I see the world?  
What if I want to break this fabricated reality?  
I can no longer depend on my limited lenses of perception...”*

**NOHLAB** voice over **Everything**

“Collaborating with the National Museum of Digital Art on the presentation of this immersive contemporary art installation, finding a bridge between the contemporary art world and the most innovative technologies, marks a shared strategy with the Ministry of Culture and the City of Milan to create a digital art district as a centre of innovation and international transformation” – **Maria Grazia Mattei**, MEET Founder and President.

“Upon entering the Everything installation at the 2022 edition of the NOOR Festival of Light and Contemporary Art in Riyadh, Saudi Arabia, I realised it would be important to bring this work to Italy.

I was fascinated by the work's ability to create an intimate reflection on the idea of contemporary knowledge and the ability to understand the transformations of our world through a series of compelling and hypnotic images that push us to question how we use contemporary knowledge" – **Ilaria Bonacossa**, MNAD director.

**Everything**, 2021, commissioned by Culturespaces, was presented by the Royal Commission for Riyadh in the second edition of the Riyadh NOOR festival "We Dream of New Horizons" (December 2022), a revolutionary festival dedicated to light as a contemporary art form, in Saudi Arabia. NOHLAB were among the 130 featured artists whose work transformed Riyadh into a glittering museum without walls through the largest light festival ever created in the world.

For its presentation at MEET Digital Culture Center, **EVERYTHING** was transformed into a new site-specific version thanks to Filmmaster Events.

**EVERYTHING (2021)** by NOHLAB

On show: APRIL 15 - 23, 2023, Monday to Sunday, 10.00 AM – 9.00 PM

MEET Digital Culture Center

Viale Vittorio Veneto, 2, Milan, Italy

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**MEET** ([www.meetcenter.it](http://www.meetcenter.it)) is the International Centre for Digital Art and Culture in Milan. Born with the support of Fondazione Cariplo and founded by Maria Grazia Mattei, it wants to contribute to bridging the Italian digital divide in the conviction that innovation is a cultural fact, even before being technological. In addition to the Meet the Media Guru series of meetings with the protagonists of global innovation, MEET promotes programmes of meetings on new trends, workshops and conferences dedicated to innovation for culture, artistic exhibition projects on new languages and immersive site-specific works with Italian and international artists and creatives. A 1500sqm space that Carlo Ratti Associati has reinterpreted from the concept of the digital culture centre, working on the idea of fluidity, interconnection and participation. Partners of the digital culture centre are Artemide, Mediatrade, ETT Solutions, RED, PRE:MIND and George Brown College in Toronto.

#### **MNAD**

The Museum of Digital Art is one of the most recent autonomous museums established by the Minister of Culture with Prime Ministerial Decree no. 123 of 24 June 2021. The museum, entrusted to the direction of Ilaria Bonacossa, art historian and curator, former director of Artissima in Turin, will be located in Milan, in the Art Nouveau spaces of the former Albergo Diurno di Porta Venezia, designed by Piero Portaluppi in 1925, owned by the City of Milan. The renovation of the spaces and the fitting out of the new museum will be completed by 2026, to create a digital hub for cutting-edge art experiments, in synergy with the MEET Digital Culture Center. The Museum will present temporary installations created ad hoc in the historical spaces and works from its permanent collection, developed in fieri, to document the history of contemporary art through digital transformations, opening up to universal languages capable of uniting generations and communicating through art the possibility of becoming digitally aware citizens. The Museum has collaborated with MEET Digital Culture Center, the European conference "The new Atlas of digital art" (23-25 June 2022), and with MAXXI in Rome, for the exhibition Digital Antibodies (6 December 2022- 26 February 2023).

**Filmmaster Events** is one of the world's most renowned creators and producers of events, live shows and ceremonies. With over 40 years in business and offices in Europe, the Middle East and South America, its professionals are able to design and deliver unforgettable live experiences, combining

creativity and innovation with unparalleled project management to meet the requirements of a wide range of clients. The company, owing to its considerable experience, is one of the few operators in the world accredited for the creation and production of Olympic ceremonies. Filmmaster Events and is also the most awarded company in the history of the Best Event Awards.

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