

ever elusive
thirty years of transmediale
2 Feb – 5 Mar 2017
HKW and various venues, Berlin



Design Concept *ever elusive*

The visual concept of this year's transmediale addresses Snapchat's distribution and media format "Story," and at the same time attempts to capture the *ever elusive* aspect of fleetingness in images and videos.

Taking the classic human/technology dichotomy as a departure point, stories that treat this apparent contrast in both direct and more subtle ways are told. One narrative axis, for example, examines the incompatibility and tension between oil and water. Another axis deals with viscosity, the transformation of materiality and immateriality.

The solidity of the transmediale logo is lost in the nebulous images of Story; an ASMR voice repeats: "A movement is aimless." Different discourses merge, ideas flash. Simultaneously, sense of disorientation arises under the influence of the Story format, which treats non-linearity as the driving force of awareness.

Over the course of the festival month, different narratives representing individual parts of the festival will unfold in a stream on the website. The Story twists incessantly, zipping into the tiniest niches and crossing vast oceans. Here, the *ever elusive* feeling finds expression.