

# RE:GENERATIVE

XI MEDIA ART HISTORY  
XXI Foro Académico

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FESTIVAL  
INTERNACIONAL DE LA  
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VICERRECTORÍA  
DE PROYECCIÓN  
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FACULTAD DE  
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DEPARTAMENTO DE  
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**UTADEO**  
UNIVERSIDAD DE BOGOTÁ JORGE TADEO LOZANO

Fundación  
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**RE:GENERATIVE**

## *From Adversity We Live:* Archiving and Digital Media in the Global South

**Giselle Beiguelman**

Faculty of Architecture, Urbanism, and Design of the University of São Paulo (USP)

**Ana Magalhães**

Museum of Contemporary Art of the University of São Paulo (USP)

**Ana Avelar**

Institute of Fine Arts of the University of Brasília (UnB)



## ABOUT THIS PANEL

This panel discusses case studies for documenting and preserving collections in the Global South. Drawing from the concepts of **social documentation** and **entangled objects**, it presents Brazilian experiences in the field, focusing on **digital art, sustainability**, and **machine learning**. The case studies were developed within the framework of the Research Groups Digital Archives and Research (FAPESP) and Academia de Curadoria (CNPq), respectively.

# CASE STUDIES

Cannibalizing Digital Archives: The Entangled Object (Giselle Beiguelman)

Digitization, 3D Printing and Conservation: a case study from the Collections of MAC USP (Ana Magalhães)

Curating Online: The Case of Artmediamuseum (Ana Avelar)

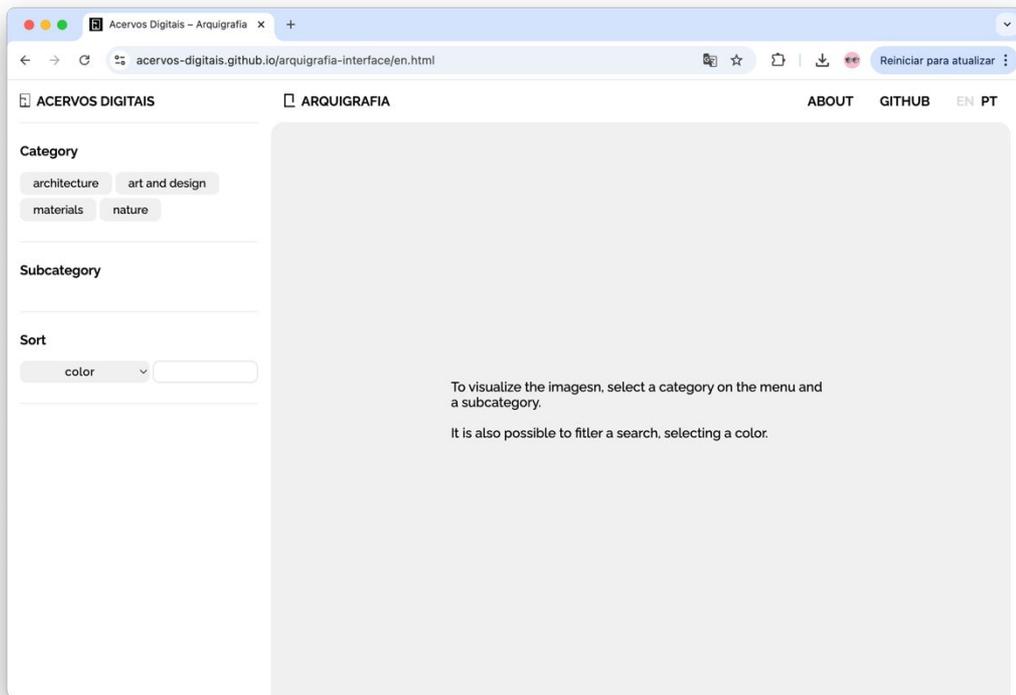
CULTURAL FACILITIES THAT PROVIDE DIGITAL COLLECTIONS  
TO THE PUBLIC ON THE INTERNET - BRAZIL

Type of Cultural Facility	Yes (%)	No (%)
Archive	64	36
Listed Heritage Site	19	81
Library	9	91
Museum	35	65

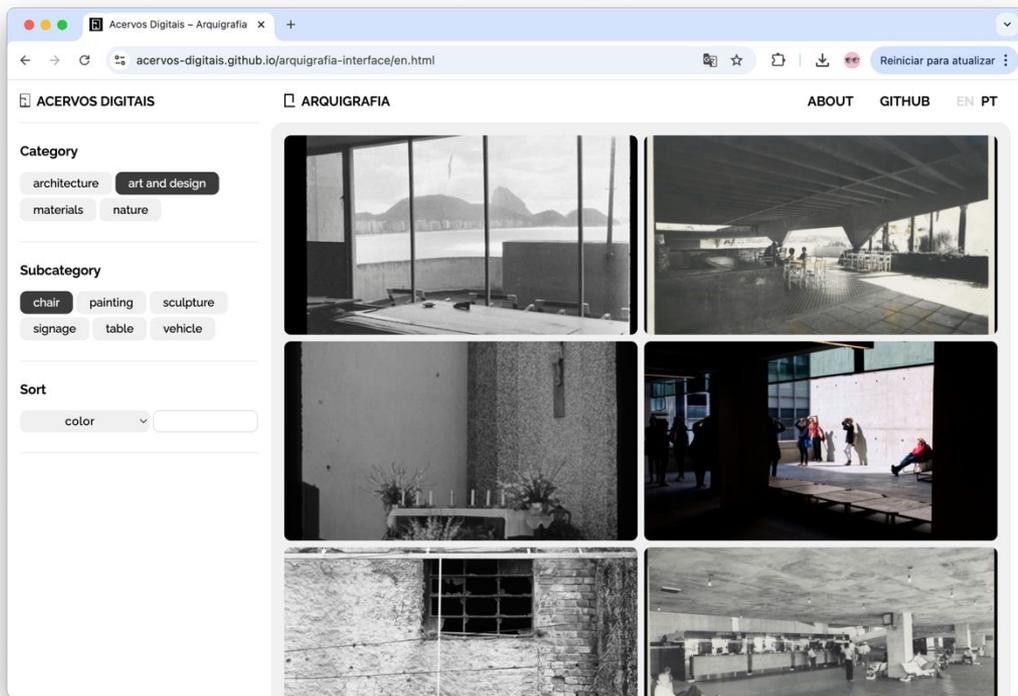
Survey on the Use of Information and Communication Technologies in Brazilian Cultural Facilities, 2022

**BRAZILIAN DIGITIZED COLLECTIONS IN NUMBERS  
IN COMPARISON WITH INTERNATIONAL COLLECTIONS**

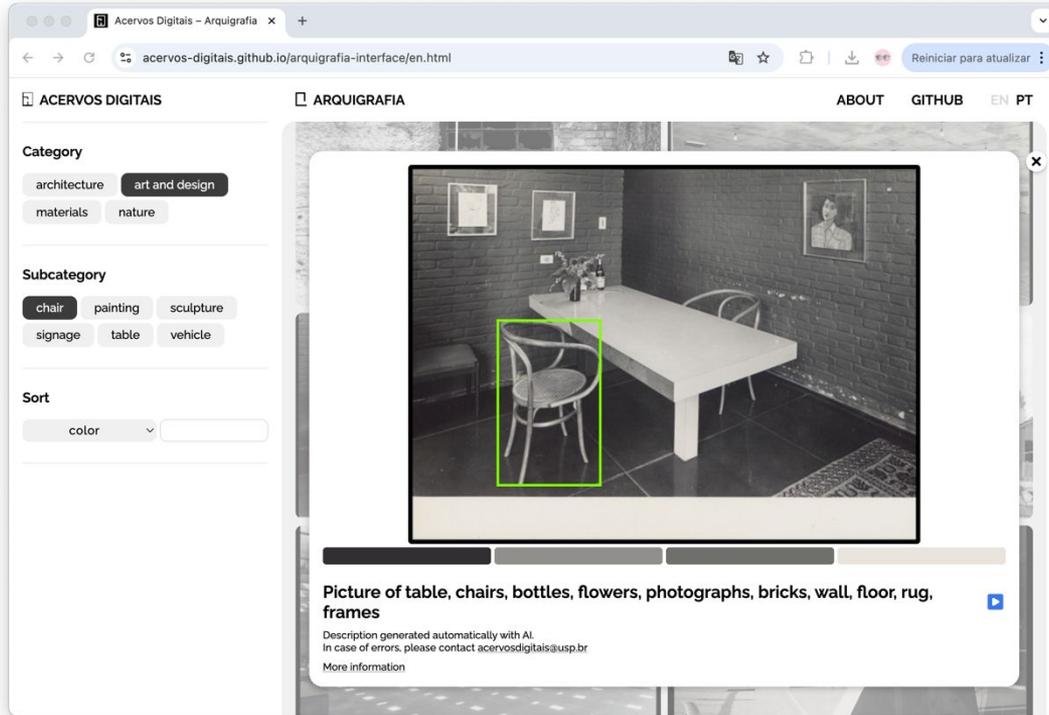
<b>Brasiliana Museus</b>	Database from the Ministry of Culture of Brazilian collections	<b>20.000</b> items online
<b>Museu do Ipiranga</b>	Biggest and oldest historical museum in the country	<b>33.500</b> items online
<b>Smithsonian Institution</b>	Oldest network of museums in the United States	<b>18 million</b> items online
<b>Europeana</b>	European Union digitized collections	<b>60 million</b> items online
<b>Instagram</b>	Private social network	<b>50 billion</b> archived images



Project developed by the team of the *DIGITAL COLLECTIONS* project, employing computer vision and artificial intelligence to analyze and digitally describe images of architecture, art, and design.



The initiative scans the *Arquivgrafica* project's collection, recognizes objects in the photos, and enables filtering by categories, subcategories, and colors, thereby creating archives that have not yet been cataloged, as is the case with digital archives on Brazilian design.



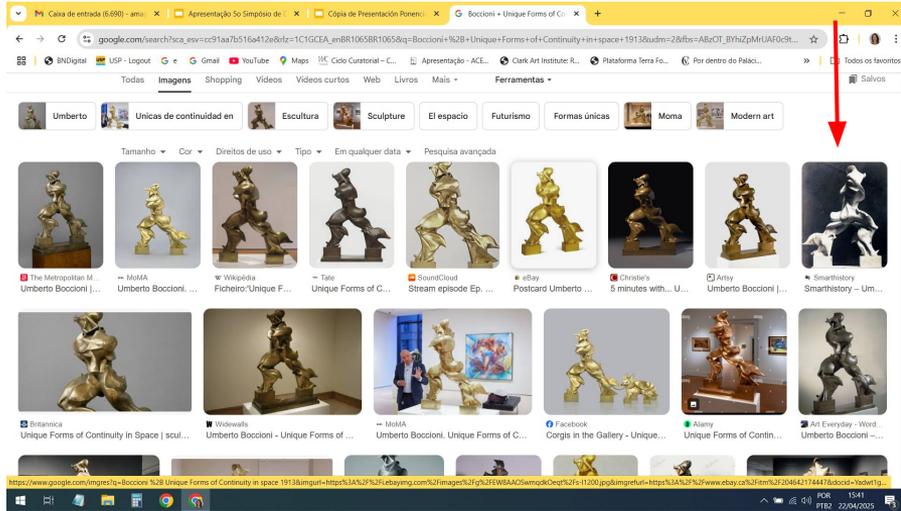
The goal is to broaden access, facilitate research, and promote the preservation of visual documents in these fields, integrating technology and cultural heritage while also serving audiences with visual impairments.

# Digitization, 3D Printing and Conservation: a case study from the Collections of MAC USP

Experimentation with exhibition copy in 3D printing of futurist masterpiece “Unique Forms of Continuity in Space” by Umberto Boccioni - from the original plaster belonging to MAC USP.

## References:

- Media Art Histories practices
- Contemporary art practices
- ReaCH V&A (Great Britain, 2017)



## Curating Online: The Case of Artmediamuseum

Curating online focuses on creating narratives and curatorial strategies that take into account digital environments.

The rise of social media and digital technologies has transformed curatorial research, allowing curators to discover artists and trends without relying solely on institutional agents.



“Unavailable file” exhibition. National Museum of the Republic. [www.academiadecuradoria.com.br](http://www.academiadecuradoria.com.br)  
artists: Lucas Bambozzi, loveletter.exe, Gabriel Massan

The project ARTEMÍDIAMUSEU conceived by the Academia de Curadoria Research Group is a response to the need for an online structure for exhibitions, curatorial-pedagogical activities, and audience communication, aiming to promote and discuss digital arts. The project's goal was to fill existing gaps in Brazilian museum art collections, specifically related to digital arts, by presenting possibilities for preserving and showing these works.



“Attached file” exhibition. National Museum of the Republic.  
[www.academiadecuradoria.com.br](http://www.academiadecuradoria.com.br)  
Artists: Giselle Beiguelman, Vitoria Cribb, Bruno Kowalski

Unlike projects that simply digitize physical exhibitions, **this initiative aimed to:**

Create conceptual connections.

Explore innovative exhibition formats.

### Reflections proposed by the project:

Questions regarding internet accessibility.

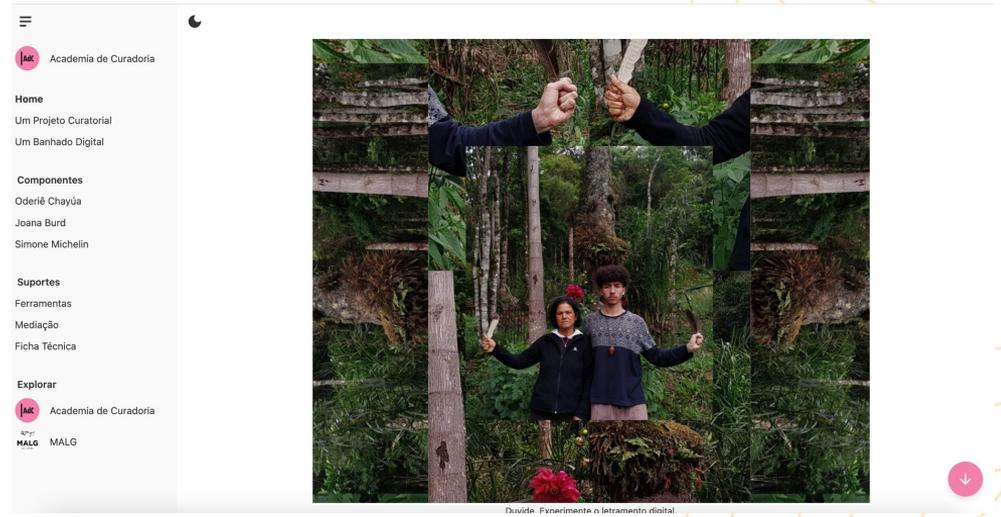
The impact of technological inequalities on online curatorial practices.



“Aceitar e continuar” exhibition. National Museum of the Republic. [www.academiadecuradoria.com.br](http://www.academiadecuradoria.com.br)  
Artists: biarritz, Suzete Venturelli, Gilberto Prado, Denu.

## Latest project: **Um Banhado Digital (A digital wetland)**

- curated by the Academia de Curadoria for Leopoldo Gotuzzo Museum of the Federal University of Pelotas - MALG
- **digital art exhibition** that responds to the floods in Pelotas by imagining the region's wetlands as **symbols of resilience, biodiversity, and ecological renewal**
- **art, technology, and environmental critique**
- the wetland as a **physical ecosystem and metaphorical space** for reflecting on climate, coexistence, and digital curatorship.



“A digital wetland” exhibition. Leopoldo Gotuzzo Museum.  
[www.academiadecuradoria.com.br](http://www.academiadecuradoria.com.br)  
artists: Oderiê Chayúa, Joana Burd, Simone Michelin

# OUR PROJECTS

ACERVOS DIGITAIS E PESQUISA: <https://www.acervosdigitais.fau.usp.br>

MAC-USP- ACERVO <https://acervo.mac.usp.br/acervo/>

ARTEMIDIAMUSEU <https://academiadecuradoria.com.br/>

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# REFERENCES

01

Avelar, A. & Roman, A. & Grizilli, T. & Imparato, M. (2024). ARTEMÍDIAMUSEU: a collection of digital arts for a Brazilian museum. *Revista de Comunicação e Linguagens*, 246-279. DOI: <https://doi.org/10.34619/qrji-eeqy>

02

Beiguelman, G., DeVries, M., Soon, W., & Tyzlik-Carver, M. (2023). *Boundary Images*. University of Minnesota Press.

03

Magalhães, A.G. & McKeever, R. (2022). *Boccioni in Brazil: Reassessing the Material History of Unique Forms of Continuity in Space*. Edusp.

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