



# IVCE #2

INTERNATIONAL  
VISUAL CULTURE  
EXHIBITION

# TRANSCODING

Curated by Sudjud Dartanto (Indonesia) & Yakup Mohd Rafee (Malaysia)

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Faculty of Arts and Design, Universitas Sebelas Maret  
Surakarta, Central Java, Indonesia

**PRE EVENT CATALOGUE**

Organized by:





### **Transcode in the Era of Technology and New Media**

In general, transcode is termed as a process of translating an information or content from one form to another form, or another format (Buchanan, 2010). Transcoding can also be viewed as a form or content modification method. As a term, transcoding is seen as more synonymous in the context of new media and is often linked to discussions involving the exchange of information in the digital age. At present, with the emergence of mobile technology and social media, transcoding has become a necessity in ensuring that the transfer and delivery of information occur more efficiently. Even though the term transcoding is said to be closely related to the digital technology approach, its transformation or adaptation into a visual artwork interpretation that is synonym with conventional or contemporary works of 2-dimensional and 3-dimensional artworks (such as paintings or sculptures) is still in question. Therefore, this exhibition tries to convey this approach, however it is not an easy thing to do, especially in ensuring that every artist involved meets the curatorial and predetermined themes.

Based on the methodology described by Borgdorff (2006), the division of the exhibition category will be more open and determined through three different disciplinary approaches: arts, cultural and technological studies and artists' understanding in distinguishing between art research and academic or scientific research based on the ontological, epistemological and methodological issues. Through ontology questions, the assessment process is based on how an artist appreciates their final artwork, that is to be on par with the process of producing it. This can be observed based on the collection of inspiration, the exploration of communication and the artistic value. Artists need to understand and display the artistic practices as a unique form of presentation, in other words, the artwork and creative process involved can induce and modify the way audience understands and revisits the world. Therefore, the artwork needs to make an impression, represent the identity of the artist involved and the artist must describe the artwork through the best process and material. Therefore, intrinsically, transcoding artworks can stand on its own as opposed to facts presented only in scientific, sociological or historical form.

With the use of transcoding, this artistic process is developed through the culture of exhibitions, thereby opening artistic potential to the wider society through the domain of contemporary artworks. With the participation of various parties through this exhibition, the collection of information on the perspective of art in the region and interaction within and beyond the scope will be more open. As a result of advancement of the technological era, this global network is growing rapidly, which indirectly influences art's ability to influence other cultures, leading to the concept of a global society. Hence, this transcoding themed exhibition is hoped to be a starting point for the development and collaboration of universal artworks.

**Dr Yakup Mohd Rafee**  
Curator