



THE INSTITUTE
FOR ART AND
INNOVATION

Board

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THE UNIVERSAL SEA AT EU@SXSW

The Institute for Art and Innovation is proud to follow an invitation by the Delegation of the European Union to the United States.

They'll showcase their EU co-funded project The Universal Sea that they started in 2017 at the world-renowned festival **SXSW in Austin, Texas**. This year's festival brings together artists, innovators, and thought-leaders from around the world. The Universal Sea will be presented at the [EU@SXSW](#) event organized by the Delegation of the European Union to the United States.

Project leads Nicole Loeser and Viktoria Trosien will attend the program and highlight the art and innovation approach of the The Universal Sea project to find solutions for the plastic epidemic and water pollution fostering a sustainable future. Their program consists of videos and artistic positions of more than 100 artists reflecting on the topic. A special highlight is the VR installation "Coralization" by Colleen Flanigan and the wearable art dresses by Antoaneta Tica. Furthermore, innovative solutions of businesses and start-ups as well as scientific facts will also be presented. From 14 – 16 March Viktoria and Nicole will facilitate ideation workshops and promote The Universal Sea guidebook.

EU@SXSW 2020

Maggie Mae's

323 E 6th St.

Austin, TX 78701, USA

Joint he EU@SXSW Opening Night with welcoming remarks given by European Commission Executive Vice President Margrethe Vestager and EU Ambassador Stavros Lambrinidis on 14 March at 18:00.

About THE UNIVERSAL SEA

Co-funded by the Creative Europe program, 2017-2019

To push forward solutions for the plastic epidemic in the waters the Universal Sea kicked off collaborations between art, science, technology and business, together with the public. The project has been growing a massive network of change-leaders including more than 1100 artists and business innovators, 70 (scientific) institutions, 20 universities, and 10 festivals attracting an audience of more than 7 million visitors.

The project was realized as a partnership of the Foundation for Entrepreneurship (Germany), the Center of Polish Sculpture (Poland), Hybridart Management (Hungary) and EUCC-D (Germany). It was initiated and is run by the Institute for Art and Innovation e.V. (Berlin, Germany), a platform for purpose-driven interventions at the intersection of art, science and innovation, creating tangible impact for sustainable futures.

www.art-innovation.org www.universal-sea.org



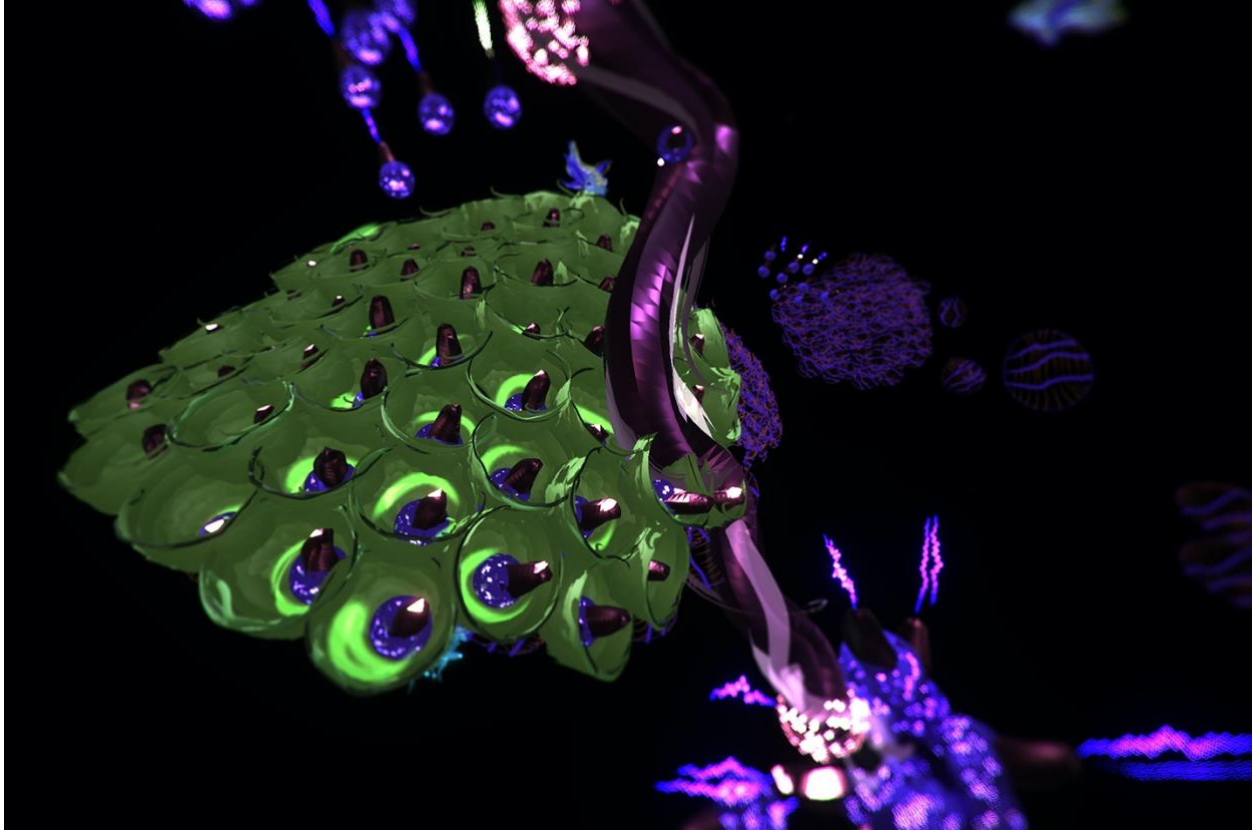
ANTOANETA TICA (Romania)

Are You Thirsty?

Garment, wearable art, 2017

The Universal Sea - Pure or Plastic?! Award was given to Antoaneta Tica. In textures and colors reminiscent of the ocean and the life, Tica's wearable sculpture captivates astonishing beauty. By cutting, melting, and remodeling the plastic of over 250 used bottles, Tica transforms it into a glass-like texture. It goes beyond sculpture to question not only our everyday plastic habits, but also our choices surrounding fashion and textiles.

Photo: Stephen Heath Photography, Model: Ryliee Benson, Courtesy: Wearable Art Mandurah



COLLEEN FLANIGAN (US)

VR Coralization

Virtual reality experience

This digital image is taken from within a fantastical VR coral reef ecosystem Colleen Flanigan realized for the International Year of the Reef, 2018. She created a 360° immersive experience for participants to discover the wonders of the vibrant ocean environment. When Flanigan was Artist-in-Residence with Google's Tilt Brush in August 2016, she discovered both how easy and extensive the technology is and how engaging it can be for sharing a message.