

## Generative Art Cloud

From 16 years we worked for building Generative Art Cloud, together with a lot of our friends that have actively participated in the past GA conferences, exhibitions and live-performances.

We all are proud of this mirroring identity. But sometimes we discover ourselves alone in a sea of omnipresent simplifications and of reductive and generic definitions of our approach to science and art. But in these 16 years, for a long time, we have discussed which are the characters and the identity of this group, by performing thoughtful meetings, with an happy open mind and sometimes also with hard contrasts, but always in respect to the nature of complexity in Generative Art approach.

We are an open group that was formed and it still exists because we have discovered in progress how to meet for exchanging ideas and for putting in discussion our more advanced artworks and performances. In this way it is formed something strongly identifiable: Generative Art. Generative Art was a little child in 1998 and now has spread all over the world. We all wanted, with hard motivation, to perform our participation to Generative Art conference each year for discussing and for exchanging their ideas. So we continue on looking to the future with hope, by trying to do our best.

This annual meeting is not in fact only an academic conference as so many others over the world. We know very well many of these conferences, where the main aim is to extend the field of electronic art to all the multiple possible approaches, dividing crowds of different people in a lot of different sub-topics and sessions without any possible scientific exchange. Art is a site of connections, not of differences. Generative Art meeting is instead a conference among people that are identified or they try to be identified in the generative approach to art and science. For many different reasons, during these meetings, many for us have tried to write a definition of Generative Art, by defining the potentiality and the distinctive characters of it. It might happen also in the future, if someone will discover a new course of our river. This doesn't happen in other conferences. Our annual meeting is unique in the international panorama also for this reason. GA conference, together with our experimental work in Art and Science, has founded Generative Art and the participants are proud to be identified as Generative Artists.

Following Futurism, the art movement more closed to GA for reason of time after Renaissance, we can try to identify some points:

We want to sing the unstoppable process of ideas and the progressive dynamics of creating Art.

Two are essential elements of GA:

1 - the strength of a generative thought

2 - the interpretative logics, written in algorithms, able to represent the characters of our contemporary world.

As Generative Artists we:

- move from static forms to dynamic transformations, performing our artwork as process and not only as result;

- manage the complexity of our vision, step by step, with progressive increasing identity by running not-linear systems for their unique multiple results;
- perform our artist identity in a recognizable style as a poetic process, able to generate artworks/variations with recognizable imprinting;
- can represent our idea with a progressive process before any possible results;
- our artworks are software able to generate variations.

Actually technology works by exalting only itself in art. We want, instead, to exalt ideas as imaginary products that are able to produce the construction of multiple, sudden and unpredictable results also through the unpredictable use of the technology, using a logic brought to the extreme paradoxes.

Starting from more than one century ago the mass production of all equal objects, from housing to industrial objects, over all word grows. After that, the technological imprinting degenerated in author, project and subjective creativity death. In contrast of this dark vision we proudly find again with GA the uniqueness and recognizable vision of every generative artist, his hard strength in project and in ideas, following ancient Maestri.

We don't want to hymn technology but the man that knows how to use it for pursuing his own vision, useful for the progress of human life.

Beauty is in the continuous transformation of the past into the future and our generative algorithms work by telling operatively this progressive vision.

Still today the innovation has been mainly a market of opportunisms. We want go beyond the commercial software and the homologating technologies for finding again our creativeness in writing progressive algorithms and in building our generative engines.

There are people among us that have lived the first advent of the digital era by founding again, in their really personal process of discovery, the pride to generate the possible, by pursuing their own vision. For youngest generation there are some problems about their getting easily fast results. But these often are not able to perform experience of knowledge. We hope that they too can generate the possible pursuing of their own vision, by producing their first generative results with conscience, following our or others experiences, but with the main aim of destroying the thrones of the homologating technologies.

So we will still meet again for discussing on how to draw progressive paths toward the infinite.

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