



Microglobalization: from renaissance maps to web 2.0 mashups

A Talk by Dr. Denisa Kera
Charles University

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In 1507 Martin Waldseemüller created the first image of the world as we know it today and his map became famous as America's birth certificate after the name it gave to the New World. In 1570 another influential atlas of our world was published by Abraham Ortelius under the famous title "The Theater of the World". These two maps mark the age of discoveries in science and technology but also of colonization which transformed the whole planet.

Some 500 years after these revolutionary maps, new models of our world are emerging. In 2007 everyone can place or name a new layer on our common world, discover and share new data territories on the so called map mashups. Millions of users launch their own textual or graphic adventures on the face of earth every second. The age of map mashups and personal geographies lets everyone organize information about anything that happens on the planet: study the effects of climate change, do a medical research that links environment to health, mash together personal data with public databases.

The new Theater of the World transforms the relation between small and big, private and public, local and global and even human and cosmic. The cosmography of the web 2.0 universe is revolving around the users which publish, share, organize, annotate and mash content. We are witnessing a personal colonization of media, the public space and the whole globe. The Renaissance colonization, the Modern and Postmodern globalization are transgressing into something which could be described as microglobalization done by everyone individually on the interactive models of our world but also on the imaginary maps of the MMORPGs. The world is becoming a canvas for a massive data jamming.

About the Speaker:

Denisa Kera is a research associate at the Center for Global studies, Academy of sciences and Charles University in Prague, Czech Republic. MA degree in Philosophy and PhD in Information Science from Charles University where she also teaches at the New Media Studies Department which she co-founded. Her current research focuses on posthuman aspects of society and globalization. Curator of several exhibitions and festivals related to art, technology and science. Currently managing a programme for artist residencies „Artists in science labs“ supported by the Czech Ministry of Culture.