

COMMUNICATIONS AND NEW MEDIA PROGRAMME

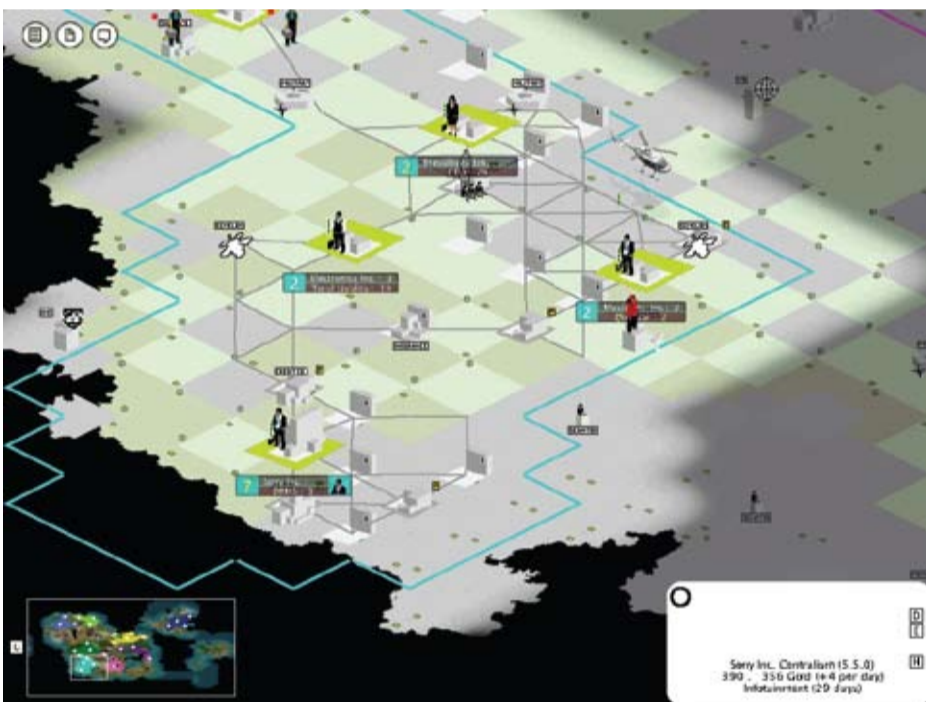
FACULTY OF ARTS AND SOCIAL SCIENCES



Factories, resources and love - Virtual worlds and social networking

A Talk by Kristian Lukic
Eastwood Real Time Strategy Group

CNM Playroom, AS6 #03-38
Faculty of Arts and Social Sciences, NUS
Tuesday, 1st July 2008, 2 p.m.



How do social networking and virtual worlds combine all aspects of human life: work, love, public and private? Introducing free labour, entertainment and boredom.

In the frame of lecture/presentation Kristian Lukic will present the works of Eastwood: Explorer98 and Civilization IV. Also he will talk about the game Civilization V that Eastwood is preparing for ISEA festival which is about the world of virtual worlds and social networks.

Civilization IV - Age of Empire is a project by Eastwood Real Time Strategy Group (based in Serbia) that explores and simulates the flow and control of information and capital. Based on the famous "Civilization III" game-engine, it displays the relationships between some of the main determinants of our global culture - the military entertainment complex, immaterial labor, the pharmaceutical industry and the net economy - to name just a few.

Civilization IV is a game that creates a socio-economical model, mapping the processes, flows, comparativeness and differentiation in the market. This model simulates activities of some of the world's top IT corporations.

The name of the game, Civilization IV is questioning the copyrighting of the word "Civilization" by Sid Meyers & Co. which should be common for whole mankind. Using of Civilization III engine is an act of appropriation of world's famous Real Time Strategy Game as universal cultural heritage.

Eastwood uses the interactive computer strategy game Civilization IV as a medium to express their attitude towards contemporary social cultural practice and to map and visualize how systems are functioning. Yet in contrast to the "normal" Civilization IV Eastwood chose IT companies to emphasise the "military" structure in today's economy.

Eastwood - Real Time Strategy Group is a group dedicated to the strategic research of relations between information technology and cultural practice. Eastwood establishes platform for understanding of basic principles of information society and wider implications that new social and class system is bringing. They create and use computer games as a tool for new visions of art and cultural practice.

About the Speaker

Kristian Lukic is writer, computer games researcher, new media artist, curator. He is director of Napon Institute for flexible culture and technologies, based in Novi Sad, Serbia. Working also as digital art and culture curator in Museum of Contemporary Art Vojvodina in Novi Sad.