

Symposium: Force of Metadata

Ian Gulland Lecture Theatre, Goldsmiths, University of London
Saturday, November 29, 2008, 9.30 am – 18.30 pm

Metadata rules the web. Its power goes beyond merely ordering descriptions of data. Metadata administers access, pre-decides preferences, enables surveillance, automates transtextuality, and shapes our experience. As metadata management becomes more and more effective and ubiquitous, it is time to ask: Are we witnessing the birth of a new regime of attention, of media control and media power? What are its chances, constraints and power relations? How does a social imaginary operate with the means and within the limits of metadata management? Can metadata acquire the power to generate content? Is it, indeed, productive itself?

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| 9.15 - 9.30 | Registration |
| 9.30 - 9.45 | Welcome: Scott Lash (Goldsmiths) |
| 9.45 - 11.15 | Chair: Jennifer Bajorek (Goldsmiths)
Bernard Stiegler (Centre Pompidou): The Alternative of Metadata: Automated Voluntary Servitude or Economy of Contribution |
| 11.15 - 11.30 | Refreshments |
| 11.30 - 13.00 | Chair : Robert Zimmer (Goldsmiths)
Götz Bachmann (Goldsmiths): The Power of Metadata Time
Yuk Hui (Goldsmiths): The production of Networks and the Networks of Production
Kuan Foo (Bocconi): Innovation, Metadata and Firm Growth |
| 13.00 - 14.30 | Lunch |
| 14.30 - 16.30 | Chair: Olga Goriunowa (Goldsmiths)
Harry Halpin (Edinburgh): Metadata and the Dialectics of Post-humanism
Stanza (Artist, London): The Emergent City
Lev Manovich (UC San Diego): Information Wants to be ASCII |
| 16.30 - 17.00 | Refreshments |
| 17.00 - 18.00 | Chair: Matt Fuller (Goldsmiths)
Rafael Lozano-Hemmer (Artist, Montreal): Antimonuments and Subsculptures |
| 18.30 – 19.00 | Round Table Discussion |
| 18.30 - 20.00 | Reception. |