

NEWS
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OCAD U's President's Speaker Series continues with a free workshop and talk by Lev Manovich

(Toronto—February 16, 2012) Dr. Sara Diamond, President of OCAD University (OCAD U) welcomes renowned digital culture theorist, data visualization artist and educator **Lev Manovich** on **Friday, March 23**. He will give a free practical workshop (2 to 5:30 p.m.) and lecture (6:45 p.m.) exploring the dynamic field of information and scientific visualization. Both events are open to everyone; ([registration for the workshop is required](#)).

A celebrated thinker, designer, digital media artist, and programmer, [Lev Manovich](#) is the publisher of several books, including [The Language of New Media](#) (The MIT Press, 2001), considered to be the first systematic and rigorous theory of new media to be published, and hailed as “the most suggestive and broad-ranging media history since Marshall McLuhan.” His other publications include [Software Takes Command](#) (released under CC license, 2008) and [Soft Cinema: Navigating the Database](#) (The MIT Press, 2005).

In *The Language of New Media*, an accessible and insightful study, Manovich places digital media within the histories of visual and media cultures of the last few centuries. He discusses digital media's reliance on conventions of old media, such as the rectangular frame, and shows how digital media creates the illusion of reality and engage audiences. He also analyzes categories and forms unique to new media, such as the interface and database.

OCAD U President's Speaker Series:

Lev Manovich: “How to compare one million images? Visualizing patterns in art, games, comics, cinema, web, and print media”

Friday, March 23, 6:45 p.m.

Manovich shares OCAD University's significant engagement with the growing field of information and scientific visualization and visual analytics. “The explosive growth of cultural content on the web including social media, and the digitization work by museums, libraries and companies, make possible a fundamentally new paradigm for the study of cultural content,” says Manovich. “We can use computer-based techniques for data analysis and interactive visualization employed in sciences as well as the artistic techniques developed in media and digital art to analyze patterns and trends in massive visual data sets. We call this paradigm Cultural Analytics.”

“In 2007 we established [Software Studies Initiative](#) at University of California, San Diego (UCSD) and California Institute for Telecommunication and Information (CALIT2) to begin putting this vision into practice. I will show examples of our research including visualization of art, film, animation, video games, magazines, graphic design and other visual media. I will also discuss how working with massive cultural data sets — such as one million Manga pages — forces us to question most basic concepts of cultural analysis which we normally take for granted.”

Workshop with Lev Manovitch

Friday, March 23, 2 to 5:30 p.m.

In 2007 Lev Manovich established the Software Studies Initiative to develop "[Cultural Analytics](#)" — intuitive visual techniques and software tools for exploring massive sets of cultural images and video in new ways. The examples of lab work include visualization of artistic development of van Gogh, Mondrian, Rothko and other artists; mapping the "design space" of variations in hundreds of Google logos; exploring visual languages of Manga by analyzing one million Manga pages; and many other projects which take on everything from motion graphics to 19th century American newspapers. The lab received grants from both National Science Foundation (NEH) and National Science Foundation, and its visualizations have been included in many exhibitions. In this workshop Manovich will lead the participants through the number of the lab's project, discussing the methods and practical techniques which make them possible. Participants will be introduced to the powerful open source [ImageJ](#) digital image processing platform used in all these projects, and the lab's recently released free [ImagePlot](#) software.

Biography

Manovich is a Professor at the [Visual Arts Department](#), University of California, San Diego (UCSD) where he teaches practical courses in digital art as well as history and theory of digital culture. He also founded and directs the [Software Studies Initiative](#) at California Institute for Telecommunications and Information Technology ([CALIT2](#)), which facilitates work in the emerging field of software studies. The lab is also developing a new paradigm of [Cultural Analytics](#): data mining and visualization of patterns in large cultural data sets. Manovich is also Visiting Research Professor at Goldsmith College (London, UK), De Montfort University (Leicester, UK) and College of Fine Arts, University of New South Wales (Sydney, Australia). Among Manovich's accomplishments is receipt of a National Endowment for the Arts Humanities High-Performance Computing grant (2008), a Guggenheim Fellowship (2002-2003), a Digital Cultures Fellowship from UC Santa Barbara (2002), a Fellowship from The Zentrum für Literaturforschung, Berlin (2002), and a Mellon Fellowship from Cal Arts (1995). His writings have been published in over thirty countries, and he has delivered more than 300 lectures, seminars and workshops around the world over the last ten years.