

YOUR ART BEAT

MISSION STATEMENT - YOUR ART BEAT e.V.

By Johanna Griebert, Chair of the Board – Nov 2016

„YOUR ART BEAT e.V. is a non-profit association, devoted to protecting and storing the artistic and cultural heritage of past, present, and future generations. Furthermore, creative works will be presented in ways that make interactive experiences possible, and future generations will be able to share past events and assembled knowledge in new ways.“

YOUR ART BEAT e.V. was founded in 2017. Its aim is to establish a site for the preservation and enduring existence of the rich artistic and cultural heritage of humanity. Thus, we not only want to counteract the problems of transience and oblivion but adopt an approach to (inter)actively experience all content and contributions.

YOUR ART BEAT e.V. offers a setting to retain new impressions, findings, and progress. This virtual site not only represents a collection of diverse knowledge and experiences but is a communication platform which invites participants to take part in a discourse concerning art (and in a rational exchange of views).

The diverse fields of art, the different backgrounds and perspectives find a common setting in the YOURARTBEAT project, which allows for the creation of an interdisciplinary network. This creative matrix directly contributes to the expansion of knowledge and the gain of information, which will benefit future generations of professional artists and recipients. This future-oriented approach could also have an impact on research and science, social developments, and even on cultural education and artistic practice.

However, the mere accumulation of knowledge is neither durable in our society nor does it reflect the exciting, inspiring, and affective qualities of art. Although theoretical discussions influence the individual perception of art, only an emotional experience can lead to a profound understanding of art.

Of course, we are aware that the intensity and emotions, which live art events evoke, cannot be fully reproduced virtually. However, we want to create a dynamic and interactive image by means of innovative technologies, the use of cross-media, and novel formats of preservation and display.

Thus, special forms of exhibitions, unique artistic formats, and curatorial services can be documented; they are not restricted to time or local distance anymore and can be repeatedly relived, visible for future generations. This holds true not only for visual art but also for performative and applied art.

The association wants to help artist to get in touch with each other, Furthermore, its aim is to activate creative individuals to share their experiences in order to put together a manifold collection – a sort of 'collective art memory'. It is to be understood as a visual and interactive resource of knowledge, which transforms a mere flow of information into practical experiencing, learning, and discovering.

The single elements are interconnected by categories – thus, an entire oeuvre of its own emerges: – a collective art project which is steadily enriched and which owns its virtual quality not to a single person but to everybody!

YOUR ART BEAT

Hauptstrasse 20
10827 Berlin
0176 3033 4274
info@yourartbeat.de

YOUR  BEAT

www.yourartbeat.net
www.your-art-beat-market.myshopify.com
facebook: @YOUR ART BEAT
instagram: @yourartbeat

YOUR ART BEAT e.V.

Chair off he Board
Johanna Griebert
0176 8488 7706
johanna@yourartbeat.de