In an era of rapid digitization of nature and culture we face a crisis of representation. Data is no longer constrained to scientific or analytical domains, it is now a cultural raw material with myriad expressive potentials. Remaking of digital, visual, and auditory information in everything from the cut and paste of our word processors to mashups, animated gifs and DJ culture has emerged as a form of 21st century digital literacy. But how do you interpret this richness, and how do you make best use of it for daily decision making? How do we look for what we don’t know we’re looking for? This talk will discuss the role of crossdisciplinary art-science collaborations in creating novel ways of seeing, and new ways of knowing.

Ruth West is a veteran creative catalyst. Blending the arts and sciences she creates new ways of seeing and knowing. Her work envisions a future in which art-science integration opens new portals of imagination, invention, knowledge, and communication across cultures to create breakthrough solutions for our most pressing global problems. At the University of North Texas, she directs the xREZ ArtScience research lab and is an associate professor cross-appointed in new media art, information science, biology and computer science. Her work has been presented or featured in venues such as Los Angeles Municipal Art Gallery, FILE 09 Sao Paulo, SIGGRAPH, WIRED Magazine's NextFest, Perot Museum of Nature and Science, IEEE Visualization, Leonardo and the Proceedings of the National Academy of Sciences.

Web: http://www.viewingspace.com