

IMPACT PRACTICE

Organiclab.zip & Slam Jam

19.4.2024
Cotonificio
auditorium
2>5 pm

contribution by **Bill Kouligas**
introduction by **Gabriele Monti**

Impact Practice investigates the multiple ways the creative community adopts to have an impact. Different practices fuse in new ways that start with deep research across the Internet and new media and end up becoming authentic tools for brands to connect with their consumers.

The open session will feature a presentation of the digital humanities project LAB.ZIP to illustrate the journey from research to tangible impact and a contribution by artist and PAN-founder Bill Kouligas, who will explore the variety of new practices deployed to have an impact on culture these days.

The open session aims to expand on the context that led to the postgraduate specialisation programme in Street Culture & Fashion Design co-curated by Slam Jam.

