

Furtherfield.org

" The value of learning lies in enquiring actively - with an expanding, abundant attitude - into the materials of one's own environment. "

- Hannah Higgins, Fluxus Experience, 2002.

Furtherfield.org was founded in London in 1996 and is the collaborative work of artists, programmers, writers, activists, musicians and thinkers who explore beyond traditional remits; dedicated to the creation, promotion, and criticism of adventurous digital/networked media art work for public viewing, experience and interaction. Developing imaginative strategies in a range of digital & terrestrial media contexts, Furtherfield develops global, contributory projects that facilitate art activity simultaneously on the Internet, the streets and public venues.

Twelve years on, the Furtherfield neighbourhood of sister-sites and projects such as **VisitorsStudio**, **Rosalind-Upstart New Media Lexicon**, **HTTP** [*House of Technologically Termed Practice*], **Furthernoise**, **5+5=5 NetArtFilm**, **Do-It-With-Others (DIWO)**, has morphed and expanded with over 600 active and regular contributors and a regular readership/audience of approximately 26,000 people around the world. Its activities and projects have steadily grown in scope and ambition and Furtherfield.org is currently listed second in **Dazed and Confused's Digital 50**, favorite sites for global creativity.

Behaviour Statement

An artist-led group that utilizes networked media to create, explore, nurture and promote the art that happens when connections are made and knowledge is shared - across the boundaries of established art-world institutions and their markets, grass-roots artistic and activist projects and communities of socially-engaged software developers. This is a spectrum that engages from the maverick media-art-makers and small collectives of cross-specialist practitioners, to projects that critique and change dominant hierarchical structures as part of their art process.

Furtherfield.org's core activities of review, criticism and discussion have been directed, sustained and driven by the research, skills and energy of the Furtherfield team, and its diverse international group of users, on a mainly voluntary basis. Specific projects that facilitate in-depth collaboration between programmers, artists, and artist-programmers have received some public funding. Since 2004 Furtherfield has run a gallery for networked media art in North London called **HTTP** and has received regular core funding from the Arts Council of England to help to consolidate and develop the sustainability of its activities.

As an artist-led group, Furtherfield.org has always been interested in the cultural value of collaboratively developed visions as opposed to the supremacy of the vision of the individual artistic genius. This interest has led Furtherfield to develop **artware** (software platforms for generating art) that relies on the creative and collaborative engagement of its users (formally known as artists and their audiences) to make meaning. Through projects such as **VisitorsStudio** it explores the extent to which those who view and interact with work, including those from under-represented groups, become co-producers in a network for collaboratively authored and variegated visions. We can make our own World . . .

<http://www.furtherfield.org/>