> WELCOME TO IMCA 220!

TODAY

- Welcome + Intros
- Course Overview
- IMCA Facilities Tour
- What Is Intermedia?
- Intro To Mapping Intermedia Assignment

IMCA 220 | Intro to Critical Intermedia Practices | Mondays | 13:30 PM to 17:30 PM

INTRODUCTIONS

- *What is your name + pronouns + year of study?*
- *What kind of art do you make / want to make?*
- *Are there any skills you are hoping to learn?*

hailey guzik (they/them)

- Interdisciplinary artist + VJ + lighting designer
- 3rd Year Intermedia MFA @ Concordia

what do i do? research-creation

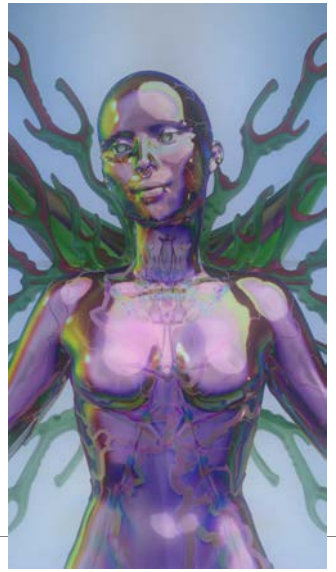
Hybrid machines, Immersive installation, 3D/XR and video, Live visual performance, Light installations

themes + focus: entangled ecologies + climate futures + speculative worldbuilding

Plant-human-machine ecologies; Science fiction; Speculative proposition; Mapping; Digital gardening; Diffraction and iridescence

what tools and approaches do i use?

- **Visual Programming:** TouchDesigner, MaxMSP
- **Coding:** Arduino, Python
- **3D + Real-time:** Blender, Unreal Engine
- **Fabrication:** Electronics, 3D printing, laser cutting, CNC
- ++++





irid-essence, video installation, 2025.

- Contact: hailey.guzik@concordia.ca
- Website www.haileyguzik.ca

a total internal reflection (2026)

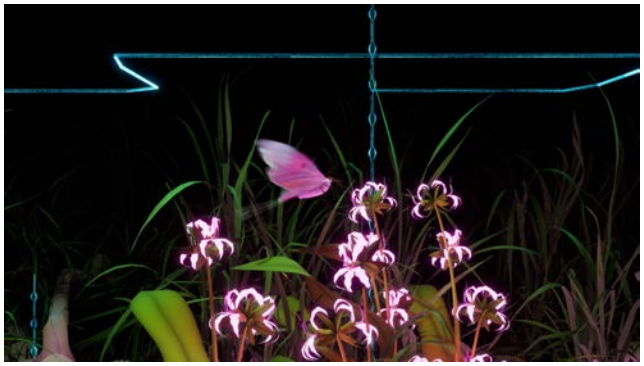




IMMERSIVE AUDIOVISUAL INSTALLATION, CNC-FABRICATED WOOD STRUCTURE, LAYERED FLESH TONE MESH, MOTORIZED FRESNEL LENS/LIGHT FIXTURE, CHAIN, IMMERSIVE SOUND

Contact: hailey.guzik@concordia.ca | Website www.haileyguzik.cahttps://dickhiggins.org/intermedia)

alter_florescence (2024)

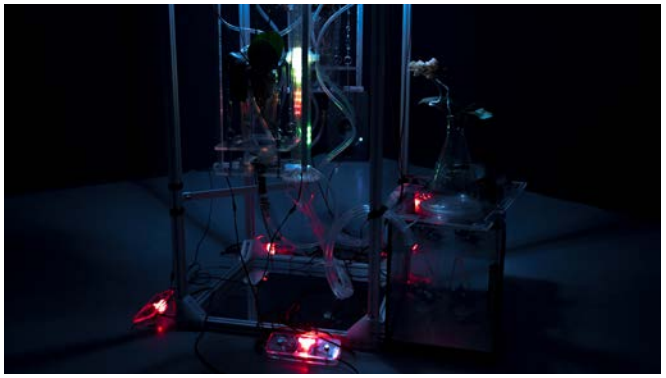


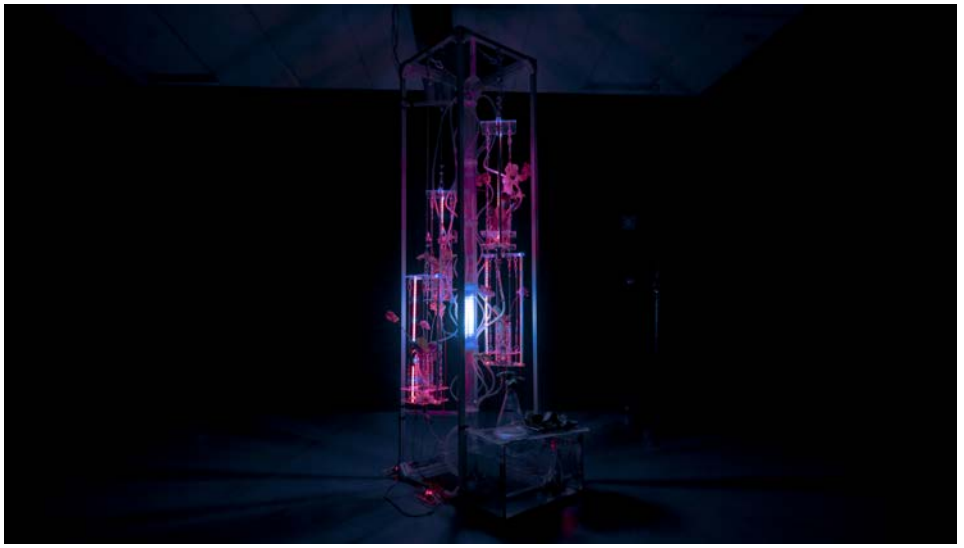


REAL-TIME 3D ANIMATION AND SOUND SCORE MAPPED TO A GENETIC ALGORITHM.

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sos v0.1.0 (2025)





A SPECULATIVE PLANT-MACHINE SYMBIONT. PHALAENOPSIS ORCHIDS, SEMI-WATER CULTURE EBB AND FLOW HYDROPONICS SYSTEM, ALGORITHMIC PROGRAMMING, DIGITAL FABRICATION, WATER, LIGHT, AND SOUND

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live visuals + diy event lighting





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IMCA 220 COURSE PLAN

- *Moodle - submit written assignments*
- *Syllabus - course description + policies*
- *Class Website - class content (weekly schedule, slides, assignment descriptions, readings, learning resources)*
- *Github - workshop and demo files*

IMCA FACILITIES

- *Meet your techs! Benoit + James*
- *EV 6th Floor - IMCA lab, editing suites, production facilities*
- *EV S2 - Presentation and work spaces*
- *EV 5th - CDA equipment depot*

WHAT IS INTERMEDIA ART?

- History + Context
- Key Figures
- Types Of Practice

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GROUP ACTIVITY #1

Collaborative Brainstorm: What Do We Already Know About Intermedia?

In groups, brainstorm a list of mediums, materials, technologies, and ideas or concepts that fall into intermedia practice.

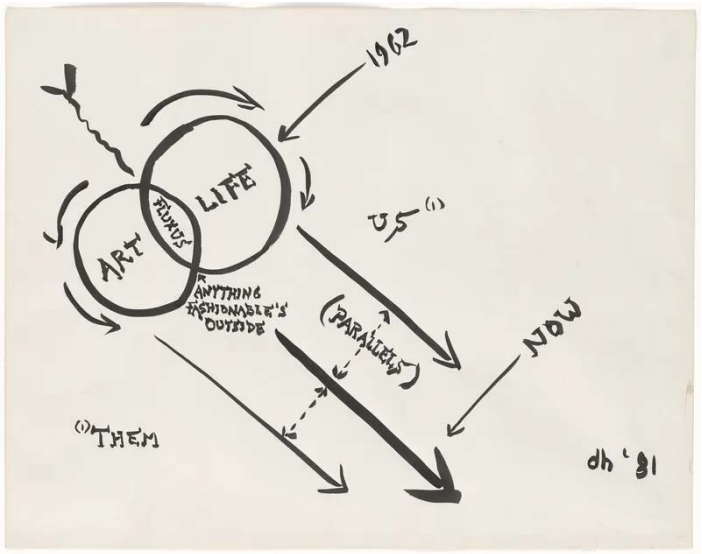
INTERMEDIA 101

- *The Fluxus Movement*
- *Origins and meaning of "Intermedia"*
- *INTER-/TRANS-/MULTI-/NEW- ~ Different approaches to "media"*

the fluxus movement, 1960s + 70s

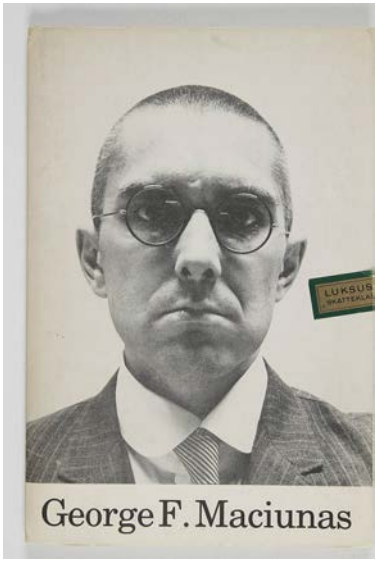
A radical art movement engaged in experimental art performances and early time-based art including social practice, performance art, intermedia, concept art, video art, +++.

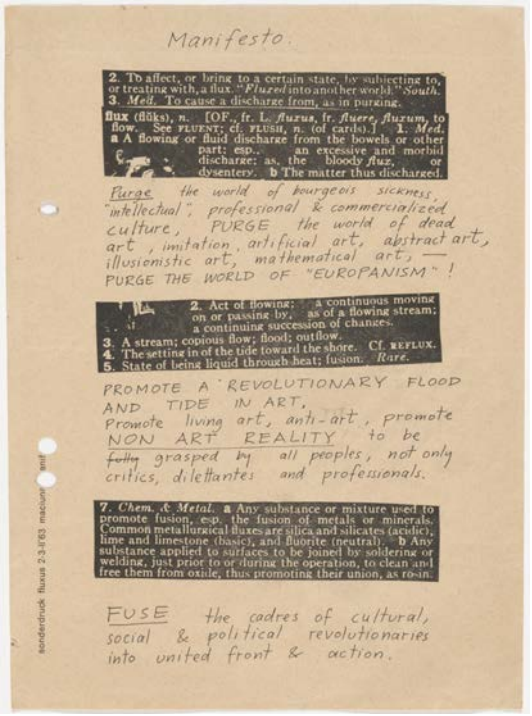
- **Anti-commercial** and **anti-art** stance
- Emphasizing **process** over finished product



Fluxus Art-Life Chart, 1981 via dickhiggins.org

the fluxus manifesto





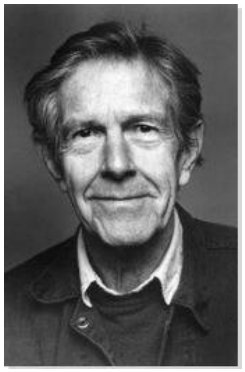
George Maciunas, Fluxus Manifesto (1963) via moma.org

some key figures of the fluxus movement

- John Cage (music performance)
- Dick Higgins (intermedia)
- Henry Flynt (concept art, anti-art)
- Nam June Paik (video art)
- Wolf Vostell(video art)
- ++++

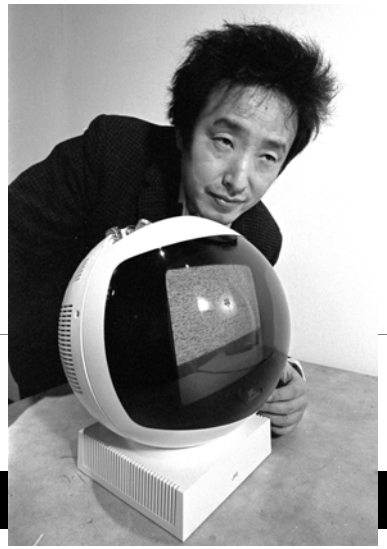


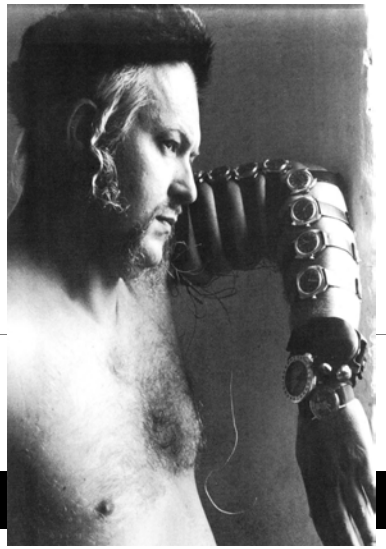
Fluxus artists performing (1962) via hypermedula.org





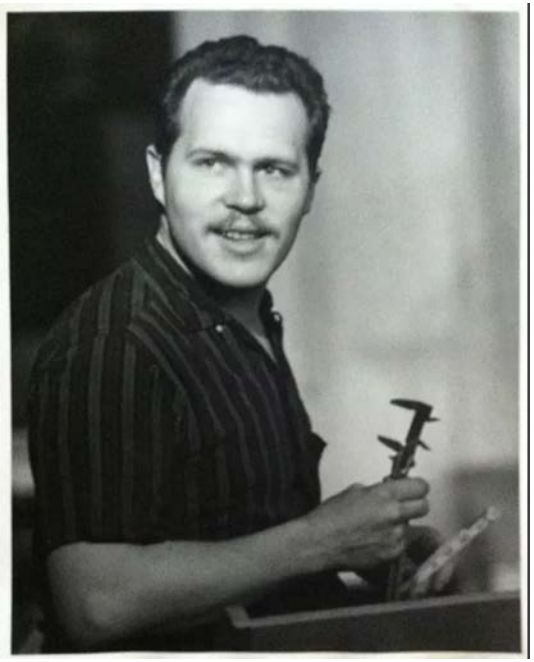




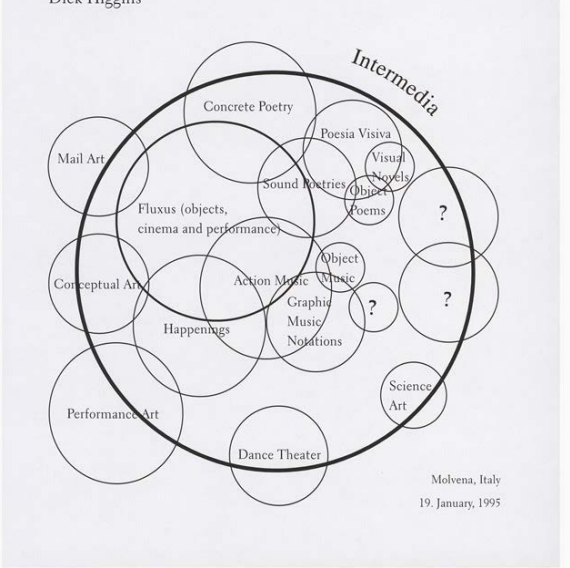


dick higgins + "intermedia"

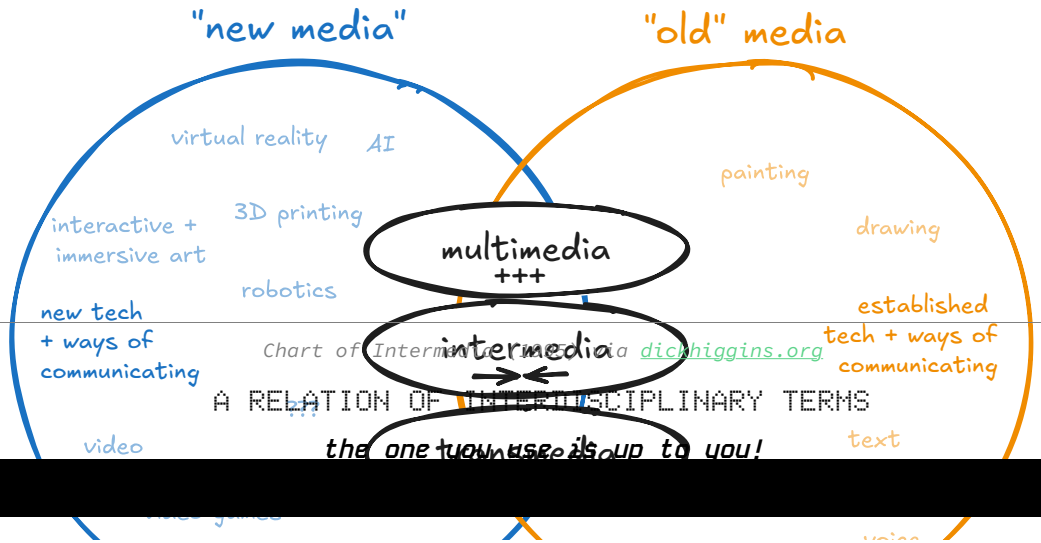
- 1938–1998
- American artist, composer, theorist, poet, publisher, printmaker
- Co-founder of the Fluxus Movement (1962)
- Coined the term "intermedia" (1966)



Photograph of Dick Higgins (c. 1962) via dickhiggins.org

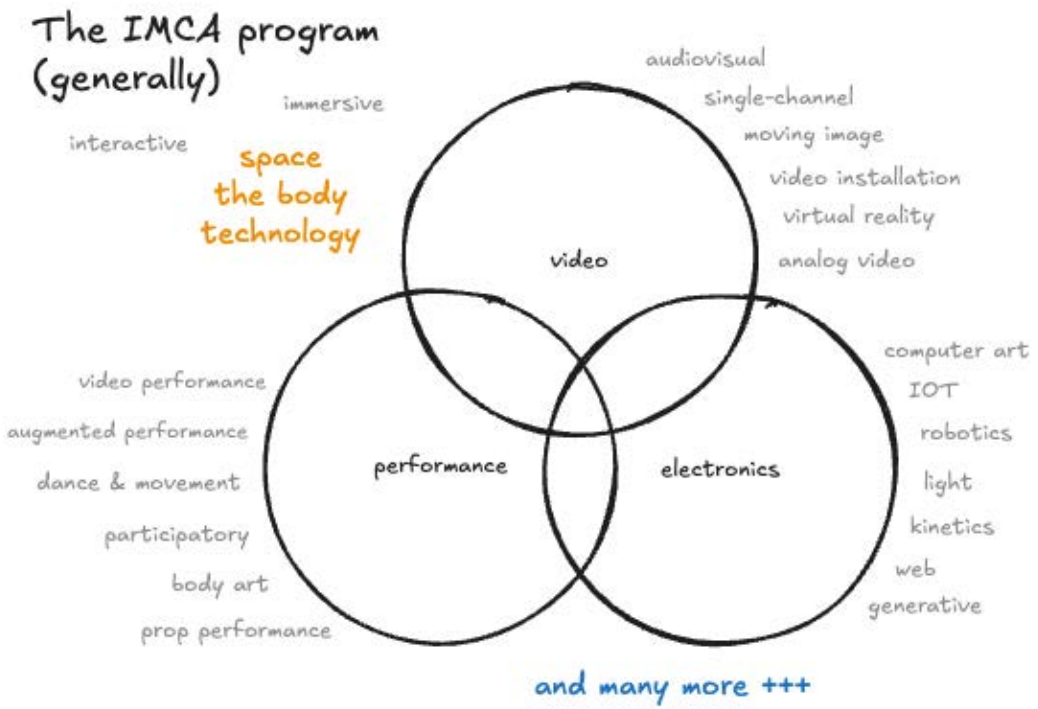

Dick Higgins
Intermedia
Concrete Poetry
Poesia Visiva
Visual Novels
Mail Art
Sound Poetries
Object Poems
Fluxus (objects, cinema and performance)
?
?
?
Conceptual Art
Object Music
Action Music
Graphic Music Notations
Happenings
Science Art
Performance Art
Dance Theater
Molvena, Italy
19. January, 1995

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"new media"
"old" media
virtual reality
AI
3D printing
interactive + immersive art
robotics
new tech + ways of communicating
painting
drawing
established tech + ways of communicating
text
video
multimedia
+++
intermedia
Chart of Intermedia via dickhiggins.org
A RELATION OF INTERDISCIPLINARY TERMS
the one you use is up to you!



different ways of relating between media



THE INTERMEDIA PROGRAM AT CONCORDIA

3 streams

WHAT DOES IT MEAN TO BE CRITICAL?

criticality

- to approach something through analysis or examination
- to point out problems in a current system
- propose new perspectives or ways of looking that allow us to understand complex issues in a different way
- to build empathy, discussion, and care around a certain topic
- to examine power, social structures, identity, contemporary issues
- to use technology with awareness of it's history and relationship to systems of power

feminist / intersectional / ecological /decolonial



the "inter" in intermedia

A POSITION OF CRITICALITY FROM...

being "in-between"

hybridity

meaningfully recombining mediums, old and new

anti-establishment, anti-commercial

intersectional perspectives

experimentation

embracing relationalities, pluralities

questioning the materials that make up our technologies

valuing process over final outcome

+++

WHAT DOES "INTERMEDIA" MEAN TO YOU?

MAPPING INTERMEDIA

Your First Assignment!

- *Assignment description*
- *Instructions*

first reading set for mapping intermedia

>>> READING GROUPS

1 FOUNDATION READING

Freidman and Díaz, Intermedia, Multimedia, and Media (2018)

+1 ADDITIONAL READING PER GROUP

- **Group 1** - Burnham, Systems Esthetics (1968)
- **Group 2** - Parikka, Materiality Grounds of Media Culture (2015)
- **Group 3** - Youngblood, The Artist as Ecologist (1970)
- **Group 4** - Leroi-Gourhan, Technics and Language (1993)

SUPPLEMENTARY

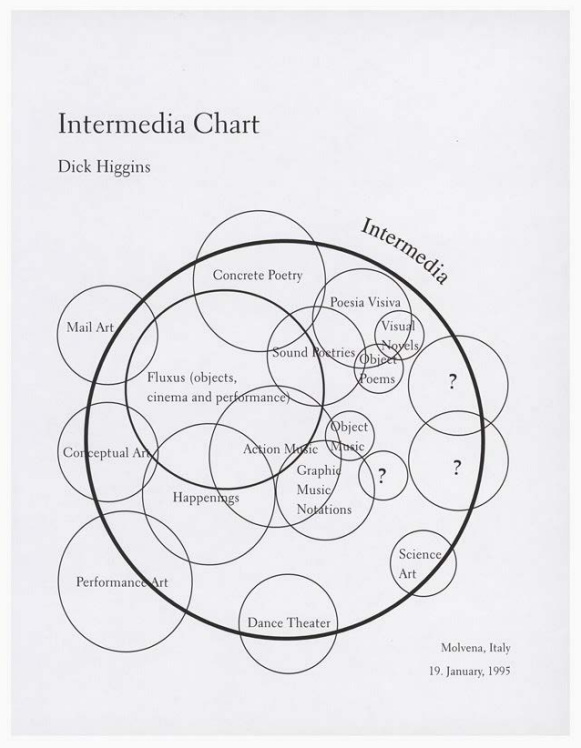
- Higgins, Intermedia (1966)
- Maciunas, Fluxus Manifesto (1963)
- Zielinski, A Deep Time of Media (2006)
- Kaprow, Happenings in the New York Scene (1961)
- McLuhan, The Medium is the Message (1964)

GROUP ACTIVITY #2

Remap Higgin's Intermedia Chart

In your groups, add contemporary media to the Intermedia chart.

- *Have any new media replaced those of the 60s?*
- *Are any obsolete or no longer relevant? Why?*
- *What media could you place in the ???'*
- *Are there new media important to work with today?*



>>>>>> FINAL REMINDERS

Homework - Read Assigned Texts For Mapping Intermedia 1 Next Week. Be Prepared To Discuss The Readings In Class.

NEXT WEEK

- Hybrid (Audiovisual) Thinking
- AV Skills - Intro To Some Audiovisual Tools
- Intro To Digital Sketchbook Assignment