# EyeMyth Media Arts Festival

**EyeMyth is a festival of art, technology and new media expressions.**

EyeMyth was created in the Indian digital sub-culture scene in 2011, where it started as a celebration of 'Visual Music' at the UnBox Festival in New Delhi, India. Today, it is a media arts festival, unique in its juxtaposition of Indian and global artists with progressive media and digital expression.

As a festival, EyeMyth presents a unique mix of exhibitions, workshops, seminars, performances and screenings that reflect a cohesive blend of local and international contexts. The future of EyeMyth holds exciting forays into the future of storytelling through Virtual and Augmented Reality experiences. Having already held immersive media workshops and exhibitions in both these fields, it is well positioned to pioneer visions for the development of both VR and AR content in India.

The festival has witnessed multiple partnerships with institutions that endorse its vision. Over the years, it has partnered with Goethe Institut, British Council, Red Bull Music Academy, Dell, and Gizmodo to consistently bring fresh insights into the world of technology and art. It has also had defining collaborations with Japan Media Arts Festival and Indian School Of Design And Innovation through its editions.

**About Unbox Cultural Futures Society**

EyeMyth is a project born out of the UnBox Cultural Futures Society, an experiential platform for creative practice. UnBox celebrates interdisciplinary collaborations that bring together creative, academic, and development professionals keen on pushing the boundaries of their practice.

**The Way forward**

How do new media and digital technology influence the way we perceive our reality and its temporal notions of past, present and future? This question can be reversed: How can perceptions of time influence our imagination of emerging technology?

To a keen observer, the seemingly radical progress in media and technology is meaningless until it is constrained with the imminent societal, cultural, economic and ethical challenges and opportunities of India.

Positioning human interests and experiences above market-led progress is essential for harmony in the country. The volume of platforms and narratives that India could provide to future global media is immense — however, it demands honest introspection. An outpouring of globalised technological expressions might need to be humanised with a few questions:

Can hyperlocal systems exist within the connectedness of everything?

What is the relationship between network creation and craftsmanship?

What is the position of art — our tool to mediate reality — in a world that's mediated by technology?

EyeMyth seeks to answer these questions and more through future editions of the festival,

Contact us
eyemyth.unboxfestival.com
hello@unboxfestival.com
aanchal@unboxfestival.com