

FACT ≠ TRUTH

"What is not communicated is not, and the more something is communicated, the more it is." - Vilém Flusser

How do we face reality in a so called post-factual and post-truth world?

The upheavals in 2016 were strange enough to raise questions as to whether we might have left behind an age of 'factual' reasoning as a motive for our actions: 'Post-factual' was the word of the year 2016 according to the Society for German Language (Wiesbaden, Germany). 'Post-Truth' was the word of the year 2016 according to the Oxford Dictionary (little Britain).

These two terms seem so alike as to be interchangeable, but might fact and truth have different implications? It appears that, today, the ways in which facts **are** produced have changed with the increasing influence of information technologies. Perhaps the question one should ask is how to distinguish between *real* and *virtual* facts.

Questions of what is right, what is wrong, what is good, what is evil are increasingly outsourced and mediated by **algorithms**. One loses independence and control in a world whose meaning is subject to quantifications of proposed facts that are meant to paint a picture of reality.

What parameters are **used** to identify truth and deception, and what factual architectures are they capable of building?

These vary, at times, according to platform.

It is a common belief that we should value diverse opinions and that reality is open to interpretations whose bases lie in ideology and power. How can prominent platforms that are used more frequently be objective tools? How can any one platform have every relevant parameter built into it?

What methods should we utilize to face reality **in the future**?

This is a question that artists must answer: by asserting new parameters, one not supplied by the existing platforms or prejudices.

We as artists and cultural producers enjoy the privilege of radical freedom of expression. We should feel empowered to be a source of inspiration for new forms and approaches to *reality*.

This potential must be made usable, transferred into social, political, scientific, and technological domains.

We claim more space for pluralism, democratisation, activation, and interaction.

NEW NORMAL bid: Manifesto of autumn 2017 event series to take place at **Import Projects, Berlin**, organized by Marietta Auras & Anja Henckel