
VLADAN JOLER

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Vladan Joler is SHARE Foundation director and professor at the New Media department of the University of Novi Sad. He is leading SHARE Lab, a research and data investigation lab for exploring different technical and social aspects of algorithmic transparency, digital labour exploitation, invisible infrastructures, black boxes, and many other contemporary phenomena on the intersection between technology and society.

WORKING EXPERIENCE

- *Dates* 2000 – up to date
- *Employer* [Academy of Arts - University of Novi Sad](#)
- *Position* Professor and Chair of New Media department
Coordinating department for New Media and *Lecturing “Digital Arts”* and *“New media”* courses. Envisioned as a modern educational, artistic and research institution, based on the latest achievements in contemporary art and research and the best world traditions of teaching in the area of university education in arts, the Academy of Arts is one of the most renowned university institutions in the field of arts in former Yugoslavia and one of the most successful faculties of the University of Novi Sad.

- *Dates* 2002 – up to date
- *Employer* [EASTWOOD Real Time Strategy Group](#)
- *Position* Co-founder
Eastwood - Real Time Strategy Group was founded in 2002 and creates and uses computer games as a tool for new visions of art, cultural practice and activism. Group is dedicated to the strategic research of relations between information technology and cultural practice. Eastwood establishes platforms for the understanding of basic principles of the information society and the wider implications that a new social and class system brings.

- *Dates* 2001-2010
- *Employer* [EXIT Festival](#)
- *Position* Creative Director
Exit (also known as **State of Exit**) is an award-winning summer music festival which is held at the Petrovaradin Fortress in the city of Novi Sad, Serbia. It was officially proclaimed as the 'Best Major European festival' at the EU Festival Awards, The festival was founded in 2000 in the University park as a student movement, fighting for democracy and freedom in Serbia and the Balkans. After the democratic changes happened in Serbia, Exit moved to the Petrovaradin fortress in 2001. Nonetheless, social responsibility is still a very important aspect of the festival activities.

- *Dates* 2005-2010
- *Employer* [NAPON – Society for flexible culture and technology](#)
- *Position* Co-founder,
Institute for Flexible Cultures and Technologies – NAPON is a nonprofit organisation oriented towards research of contemporary artistic practices based on digital technologies, critically analysed and (re)interpreted through different phenomena and concepts of the specific fields. The focus of NAPON's activities are fields of social and cultural practices, information and communication technologies (ICT) and recent official and unofficial media and cultural history. The goal of the Institute is to contribute to development of new fields of contemporary art and culture and to establish new models of collaboration based on network and interdisciplinary approach.

EDUCATION

- *Dates* 2001-2004
 - *Institution* [Academy of Arts - University of Novi Sad](#)
 - *Degree* MA, Master of Arts
 - *Fields of Specialization* Design and structure of digital space, computer game interventions and modifications.
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- *Dates* 1996-2000
 - *Institution* [Academy of Arts - University of Novi Sad](#)
 - *Degree* *Graduate Program Degree in graphic and visual communication*
Academic artist

EVENTS, LECTURES, PUBLICATIONS AND EXHIBITIONS

2019

- XXII Triennale di Milano, Broken Nature: Design Takes on Human Survival, exhibition, Milano
- “Governing the Game Changer – Impacts of artificial intelligence development on human rights, democracy and the rule of law”, Council of Europe and Finnish Chairmanship of the Committee of Ministers, Helsinki
- “Open Codes” exhibition ZKM, Karlsruhe
- Unbox Festival, exhibition and lecture, Bangalore India,
- Open Codes. The Art of Coding | ZKM at Gothe Institut Mumbai, India

2018

- HfG Karlsruhe, Karlsruhe University of Arts and Design, “Forensics of Exploitation : Anatomy of an AP”, Lecture and Workshop, Karlsruhe
- Gaîté Lyrique | Persona Non Data, Exhibition and lecture, Paris
- CNIL, The Commission nationale de l'informatique et des libertés, presentation, Paris
- Facial machines and obfuscation in an age of biometrics and neural networks, Seminar and workshop at Aarhus University, Denmark.
- Pinchuk Art Center, lecture Kiev, Ukraine
- E- relevance of Culture in the Age of AI, Council of Europe conference and exhibition, Rijeka
- EU parliament : Listen to the Silenced: The state of artistic freedom in Europe, presentation, Brussels
- Art + Data : Open Web / Exhibition at Mozfest 2018, London
- Beyond the Obvious (BtO) conference, talk and workshop, Temisoara
- Athens Biennale 2018: ANTI, presentation, Athens
- V&A Museum · Artificially Intelligent Display, exhibition, London
- University of Oxford, 2018 Annenberg-Oxford Media Policy Summer Institute, Lecture
- Freeport 0, Trespassing the data factory, study program, CCCB, Barcelona
- Reial Acadèmia de Medicina de Catalunya, Exploitation Forensics lecture, Barcelona
- Re:Publica 2018, Exploring standards for algorithmic transparency, workshop, Berlin
- Digital Mapping and Historical Imagination, lecture, Center for Urban History of East-Central Europe, Lviv
- Border Sessions, lecture, Hague
- Dundee Design Festival 2018, exhibition and lecture, Dundee
- Transmediale, Face value : unmasking cyberwar, discussion, HKW Berlin
- UCL Faculty of Laws, "Privacy online and offline: Data, the personal and the public interest", lecture, London.

2017

- **Aksioma** - Exploitation Forensics, exhibition. Ljubljana
- **RE:PUBLICA 2017** – Media Convention 2017 : Mapping Facebook’s algorithmic empire, Berlin
- **RightsCon** : Algorithmic Accountability and Transparency, Bruxelles
- **National Institute for Design**, lecture, Bangalore India
- **Hangar : Data & Interfaces**: Invisible storytelling in the age of algorithmic governance, Barcelona

- **Hangar** : Tracking Forensics Workshop, Barselona
- **WRO 2017 Biennale** : Draft Systems , exhibition, Wroclav
- **Point 6.0** : Data Stories, exhibition, Sarajevo
- **Monologue of the Algorithm**, project in cooperation with Panoptykon Foundation
- **Data investigation camp** , SHARE Lab in cooperation with Tactical Tech Collective, Perast
- **The Influencers**, Centre de Cultura Contemporània de Barcelona, lecture, Barselona
- **GlassRoom**, Facebook Algorzthmic Factory, exhibition, London
- **FSCONS 2017**, Networks of metal, sweat and neurons, lecture, Oslo
- **Digital-born Media Carnival**, lecture, Kotor
- **Data & Society Resesarch Institute**, lecture, New York
- **50 People Who Made the Internet a Better Place in 2016**, Mozilla Foundation, award
- **BBC**, How Facebook's tentacles reach further than you think, article
- **Strelka Institute**, Algorithms, discourses and «patternocracy», article
- **Avalanche**, Neoliberal Grooming, exibition, London
- **WIRED Germany**, Diese Forscher wollen den Facebook-Algorithmus entziffern, article
- **The Rockefeller Foundation Bellagio Center**, Mozilla Retreat for Healthy IoT, lecture
- **SIBOS**, How does Facebook know You better than You know Yourself? predavanje, Toronto
- **N1 "U Mreži"**, TV Series, co-author
- **ART+HACK+DATA**, exhibition, Miami
- **MUD 1.0 eTALK** - Live streaming with Vuk Ćosić & Vladan Joler, lecture, Miami
- **Media Under Dystopia 1.0**, exhibition, Miami
- **School of Visual Arts | SVA** , lecture , New York
- **Eurozine, 28th European Meeting of Cultural Journals**, lecture, Tartu
- **Casa Jasmina**, Decentralised IoT, invisible labour and the materiality of the networked society, lecture, Torino

2016

- **Hangar: Critical Interface Politics research Group**, Barcelona
- **MozFest : Dilemmas in Connected Spaces**, session, London
- **V&A Museum : London Design festival**, exhibition, London
- **Disruption Network lab : Ignorance**, talk, Berlin
- **Contentious Data**, talk , Amsterdam
- **Gaining a Digital Ege : Fteedom of Expression**, talk, Vienna
- **RE:PUBLICA 2016 – Metadata Investigation.** talk, Berlin
- **Prototyping privacy in the connected home**, Berlin
- **"The Art of Bots"**, AND Festival, Somerset House London UK
- **Nervous Systems, Quantified Life and the Social Question**, HKW Berlin

- **University of Southampton**- School of law, lecture, Southampton, UK
- **Defenders' Days**, Stockholm, Sweden
- **EU Digital Rights Retreat** , working sessions, Berlin
- **Unbox Caravan**, Bangalore, India - 3 week residence

2015

- **32C3, Chaos Computer Congress, Hamburg** - Metadata Investigation, workshop
- **Gaining a Digital Edge, Belgrade** - Metadata Investigation, Lecture
- **OPEN JOURNALISM** , The Third Expert Meeting, Vienna
- **Wired UK**, contributor, august edition, Infoporn
- **Popular Science**, author, august edition, Internet Atlas
- **Newsweek**, author, Hacking Team analysis
- **DOKU:TECH**, Dokufest, Prizren, Kosovo – program director
- **Invisible Infrastructure**, research project, www.labs.rs
- **Transmediale**, Berlin , Calculated Play - panel
- **Transmediale**, Berlin , CAPTURE ALL - exhibition
- **Engage**, Skopje, Macedonia - talk and workshop
- **MSUV**, Novi Sad, Umetnost u proširenom polju 1995/2014 - exhibition

2014

- **European Cloud Computing. A Threat or Wishful Thinking?**. 24th Economic Forum, Poland
- **DOKU:TECH**, Dokufest, Prizren, Kosovo – program director
- **Mezhirya Festival**, Kiev, Ukraine –program director
- **Media Censorship and Self-censorship**, NDNV, Novi Sad - conference
- **LevelUp**, Hammamet, Tunisia – program director
- **Surveillance Action Research**, SHARE Defense – research
- **Keep Calm and Code New Laws**- FSCONS - Göteborg, Sweden – public lecture
- **Data Hygiene and Information Nutritionism** - SIME – Copenhagen, Sweden -workshop

2013

- **Share Cyberpunk Academy**, Republika, Rijeka – program director
- **Visualizing Google's Transparency Report**, EFF – research
- **Creative campaigning: tactical media mash up**, State Surveillance And Human Rights Camp, Rio de Janeiro, Brazil - public lecture
- **Internet Freedom Moving Forward**, Kotor, Crna Gora – conference
- **SHARE Defense** - project
- **Leaderless World: Workshop For Ordinary People**, Global Leaders Summit Belgrade – public lecture
- **Sharing content on social networks and copyright law** , Američki kutak, Novi Sad – public lecture

2012

- **SHARE Beirut**, Lebanon - conference director
- **SHARE Belgrade**, Srbija – conference director
- **Akvizicije** – MUSV - exhibition
- **Internet republika** - project
- **Share This Book** – book

- **Facts&Pies** – project / publication
- **Share Magazine** - Future Scenarios -publication
- **Lebanese Parliamentary Monitor**, Nahwa Al-Muwatiniya, Lebanon– consulting
- **Exploring the Territories of New Media Activism** - IT week, FTN Novi Sad - public lecture
- **Open Everything** - "Open PDP5 - Open Accesss" , FTN Novi Sad –public lecture
- **Visible Data / Financing Culture** – Open Design, MLS Novi Sad - exhibition

2011

- **SHARE Conference Belgrade**, Serbia - conference director
- **The Alphabet of Freenternet** – publication
- **Zbirka medijske prakse MSUV**, Novi Sad – exhibition
- **Open Data RS**, The Creatures Lab – research project / exhibition
- **Decentralizacija edukativnog sistema i alternativni modeli edukacije** - TEDxNoviSad
- **Novosadski digitalni umetnici**, KCNS –public lecture
- **Open Data and privacy**, Agora, EXIT Festival – program director
- **Syntetic Cinema** , Share Conference, Belgrade – co-curator

2009

- **Wealth of Nations**, New Media Program, Cinema City - program director

2008

- **ISEA 08**, Singapore – exhibition / lecture / residency
- **Media Ontology** - Midway Contemporary Art, Mineapolis, SAD, (2008) - exhibition
- **Territories and Resources**, Cinema City Media Program - program director
- **Game World**, LABoral Centro de Arte y Creación Industrial, Gijón, Spain – exhibition

2007

- **Games and Activism** , University of Prishtina, Kosovo - public lecture
- **Play Cultures**, Napon, MSUV, Novi Sad, Serbia – exhibition and public lecture
- **Alternative game tools**, New Leaders Conference, Beograd, Srbija - workshop
- **Web Fest** , Belgrade, Serbia (2007) - award
- **Entering the Territories of Second Life**, Laboral, Spain - project
- **Virtual Culture and Its Impact on Cultural Tourism**, Zagreb - public lecture
- **On Social Networks**, B-Link Festival, O3on Beograd - public lecture

2006

- **EU visa regime in the Western Balkans**, De Balie, Amsterdam - public lecture
- **EU Visa Regime in the Western Balkans**, EU Parliament, Bruxells - public lecture
- **The Continuous Art Class**, WHW, Zagreb, Croatia - exhibition

2005

- **The Continuous Arts Class**, MSUV Novi Sad - exhibition
- **Entermultimediale2**, Praha, Czech Republic – public lecture and exhibition
- **On Difference #1**, Württembergischer Kunstverein Stuttgart, Germany - exhibition

2004

- **École supérieure des arts décoratifs de Strasbourg**, France - public lecture
- **DEAF's** (Dutch Electronic Arts Festival), Rotterdam Nederland - exhibition
- **"The Ideal"** Center for contemporary art-Plovdiv, Bulgaria - exhibition
- **Werkleitz Biennial**, Halle an der Salle, Germany - public lecture
- **ISEA 2004**, Helsinki, Finland - public lecture
- **Struktura i dizajn digitalnog prostora**, Zlatno oko, Novi Sad - exhibition
- **Situationist Sim City**, FACT, Liverpool, UK - public lecture
- **Free Bits Flows**, Cultures of Access and Politics of Dissemination, Vienna - exhibition
- **RAM "Open Source Media Architecture"** ,Riga, Latvia - public lecture
- **Trans-European Picnic**, Novi Sad, SCG - exhibition

- **Rotterdam Film Festival**, Rotterdam, Netherlands - public lecture
- **Game commons at game Scenes**, Yerba Buena Center SF, USA - exhibition

2003

- **DEAF's ARENA/Open Territories**, KOP/Eastwood , Rotterdam - public lecture
- **FACT's Media Lounge**, KOP/Eastwood , Liverpool, England - public lecture
- **CEAAC** (Centre Europeen d' Actions Artistiques Contemporaines),Strasbourg,France- residency
- **Catch me if you can**, (Critical Art Ensemble + Kuda.org) - project
- **Eastwood/Explorer98** , REMONT, Beograd - public lecture
- **World-information.org**, MSUB, Beograd - exhibition
- **World-information.org**, MSUV, Novi Sad – exhibition

2002

- **Kingdom of Piracy**, Ars Electronica, Linz, Austria - public lecture
- **KEF 3**, REX, Belgrade– exhibition

2001

- **Mostra Di Artisti Balcanica** , Roma, Italy - exhibition
- **El Carte Politico Cultural Yugoslavo**, Universidad Veracruzana, Mexico - exhibition
- **Croporation**, krugovi u žitu, Odžaci - land art project
- **B92 Award** - KEF2, REX, Belgrade– award
- **Body weather**, Praha, Czech Republic – research project

2000

- **Dossier Serbia**, Akademie Der Kunst Berlin - exhibition
- **Royal Norwegian Embassy Belgrade** - exhibition
- **Scholarship of Royal Norwegian Embassy** - award

FIELDS OF INTEREST

- Digital Activism, Cyber Security, Data Visualisation, Media Theory, Computer Games and Activism, Digital Media Law, Free Speech & Privacy Policy, Cyberspace and Internet Law, Transparency, Accountability and Open Data, Open Software and Hardware

LANGUAGES

- **Serbian, Croatian, English** – Excellent
- **Spanish, German** - Basic