

## A3.Format group

a3format.org

A3.Format is an art&design collective initiated in 2005 by Filip Bojović from Novi Sad, in intensive cooperation with Vladimir Manovski. Idea of the A3.Format project comprehends creation of, before all, online collaborative platform, which is open for diverse interventions on so called “digital canvas”, dimensions 29,7 x 42cm. Concerning the theme, works created so far are varying from simple intimate messages to themes which are concerned with the issue of human rights, politics, cultural policies, economy, ecology, nature of art, etc. Although those works have been created by dozens different artists and designers of younger generation, majority of them (although not exclusively) are characterized by visual simplicity: using of one color, specific type of typography and simple letters-based solutions on this template format. Primary idea of the A3.Format project has started to develop in its digital format, over the internet. The authors of the project themselves have said that initiation of this project was inspired by “lack of the public space for free thought and expression”. Indeed, today, public space is fragmented, commercialized, mediated and privatized, which to big extent applies to the internet itself. Today, we can not speak anymore about “public” space. Broader ripeness of technology makes the internet accessible to the bigger number of people, which is usually understood as a synonym for openness, non-hierarchical and participative structure of the internet. But, internet as the “public” space is overwhelmed by proprietary monopolies and strongly present technologies of control, and privatized in such a way, it still propagates promises of unlimited communication and total networking of people and goods on the global “super-highway of information”. Under those circumstances, by using a template, standardized format for potential intervention, A3.Format project almost makes ironic *template* mode of the internet as an open, public space for eternal participation and networking. Based on that, A3.Format project tries to form small-scale and effective online platform, which will create the opportunity to add new quality to the principle of collaboration, outside of representative strategies of dominant media regimes. A3 format is in the same time format of the poster, which stands for effective and telling form for sending out messages and (unconventional) advertisement. One of the ideas behind A3.Format project is that anyone can take part in it by choosing and printing any work and by further applying it in a different contexts: in a gallery, at the street, in printed media, on the places provided for application of posters and on the places non-provided for application of posters. This creates successful link between participative and vivid internet archive of works and their application in the physical space. A goal is to annually print a book of 100 works in their original format, in a manner which allows every print to be ripped out of the book, so that it can be used as poster. With this book, a process is circled and what was once only an idea becomes a DIY piece of art. In that sense, A3.Format project comments on the principle of authorship in the field of design and introduces something unusual for this practice – principle of sharing in design. By that, this project significantly distances itself from almost exclusive market-driven character of design and it opens possibility for its enrichment by practices of collaboration, sharing, engagement and participation.