Events

EVA Conference Berlin 2025. Electronic Media and Visual Art

Dominik Lengyel

From March 12-14, the *Fraunhofer Heinrich Hertz Institute* hosted the EVA Conference Berlin 2025, focusing on *Electronic Media and Visual Arts* (fig. 1). This 28th edition of the conference series brought together scientists and practitioners from diverse disciplines to discuss current developments in digital media and visual arts.

The conference unfolded across three thematic days: 'AI and the Arts', 'CH Digitally Formatted' and 'Hybrid Realities'. Day one began with a keynote from the Max Planck Institute for the History of Science, followed by four sessions on AI applications in artistic contexts.

'Generative Identities' examined how AI transforms architectural visualization, creates photorealistic imagery, and raises complex questions about authorship in AI-generated content. Meanwhile, 'Connected to the Machine' investigated how generative AI is reshaping art education and revolutionizing concept art design.

The second day shifted focus to digital cultural heritage formats. Following the opening session, participants dove deep into the concept of 'Memory Twins' through two intensive sessions. These discussions encompassed digital twins for cultural heritage preservation, virtual memory systems, and creative AI applications in heritage work.

'On Display-Experiencing the New Museum' explored innovative museum formats, while 'CH In Conversation' fostered meaningful dialogue among cultural heritage stakeholders.

The final day tackled 'Hybrid Realities' through sessions on 'Knowledge Architectures', 'CH Digitally Reproduced' and local Berlin initiatives showcased in 'What''s on in Berlin'.

This year's conference witnessed increased international engagement. The internationalization process began in 2023 when BTU University's Chair of 'Architecture and Visualisation' assumed leadership of the event. By adopting English as the primary conference language, organizers enabled participation from scholars around the globe. This geographical diversity brought varied methodological approaches and cultural perspectives to the discussions.

Presentations showed diverse strategies for integrating AI technologies into cultural studies research. The 'Memory Twins' sessions highlighted approaches to digital cultural preservation that extend beyond conventional digitization methods.

Contributors explored practical virtual reality applications in exhibition spaces, new visualization techniques for historical materials, and multimedia approaches to barrier-free communication.

EVA
Berlin
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Electronic Media
and Visual Arts

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SU6 @ Fraunhofer Heinrich-Hertz-Institut
Salzufer 6, 10587 Berlin
Entrance Otto-Dibelius-Straße, 4th floor

Fig. 1. Event program.

Projects transforming scientific collection objects into interactive experiences were particularly noteworthy. Beyond the academic sessions, the conference included exhibitions, performances, and a visit to the *Fraunhofer Institute's Innovation Centre for Immersive Imaging Technologies*. The second evening's social event provided opportunities for informal networking among participants.

The conference maintained rigorous scientific publication standards throughout. Organizers plan to publish contributions online with 'Digital Object Identifiers', ensuring long-term research accessibility through the *Artbooks platform*.

Integration within the international EVA network –spanning London, Florence, and Paris– facilitated connections with related events and research communities worldwide.

Conference discussions addressed numerous technological advances, particularly those bridging science, art, and exhibition practice. Participants examined both promising applications and critical concerns including authenticity and copyright implications.

Additional topics encompassed security considerations for digital cultural applications and strategies for managing problematic content in digital environments. These conversations highlighted ongoing challenges stemming from accelerating cultural digitization. *EVA Berlin 2025* provided a platform for exchanging ideas about current developments in digital media and culture. The international participation contributed to broader discussions. The conference agenda addressed current trends and challenges within digital humanities. By combining theoretical frameworks with practical applications, the event offered insights into various aspects of digital cultural work.

Author

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