



*figure 1 - graphic of selection process from Curatron promotional video.*

Invented by artist Cameron MacLeod, Curatron is an anonymous system of peer evaluation and selection, which enables a pool of artists to select co-exhibitors from amongst a group of applicants of which they are a part of. The prize sought out by the Curatron software is the algorithm for the perfect, or at least perfectly coherent, thematic group show. With the cooperation of human artists, this may just be achievable.

### **How Curatron works:**

The foundation of Curatron is two-fold: firstly, it is a menu of open calls, posted by exhibition venues wishing to host and facilitate a Curatron exhibition. Secondly, it is a web-based archive of artists' profiles, which are created as artists apply to these open calls. Each open call is specific to a venue, and has an application window of a few weeks. After applications for a specific call are closed, all the applicants are invited to participate in a selection process, in which each applicant anonymously chooses a specified number of other applicants with whom he or she would like to exhibit at the host venue.

Through a complex process of aggregation and comparison, these proposed groupings are automatically evaluated, and a final selection is made from the pool of applicants based on the most



*figure 2. J.C.R. LICKLIDER internet pioneer. Excerpt from Curatron promotional video appropriated from 1972 film "Computer Networks - The Heralds Of Resource Sharing"*

consistent selection relationships to have emerged from the peer-evaluation process. More complex than a simple voting system, Curatron “decides” on the final group of exhibiting artists based on the patterns of connection between selected artists that emerge in the peer-evaluation stage. In other words, if one artist is selected by all his or her peers, this does not guarantee participation in the exhibition. Rather, the software tests something like collective taste or sensibility by recognising when artist groupings appear across different selection proposals.

Curatron is a groundbreaking system, not because it maximises the efficiency of the selection processes, and places authorial control within the collective, but because it forces artists to engage with each other’s work strategically, to think beyond “liking” or “disliking” a peer’s practice, and to reflect on one’s own work in light of others’.

All Curatron calls are international, and application is free of charge. In this respect, the system aims to erode as far as possible the regionalism and economic prejudice that is sometimes built into selection processes. Curatron strives to isolate the threads of connection between artists from vastly different contexts, and to work outside of the ambit of individual and institutional gatekeepers.

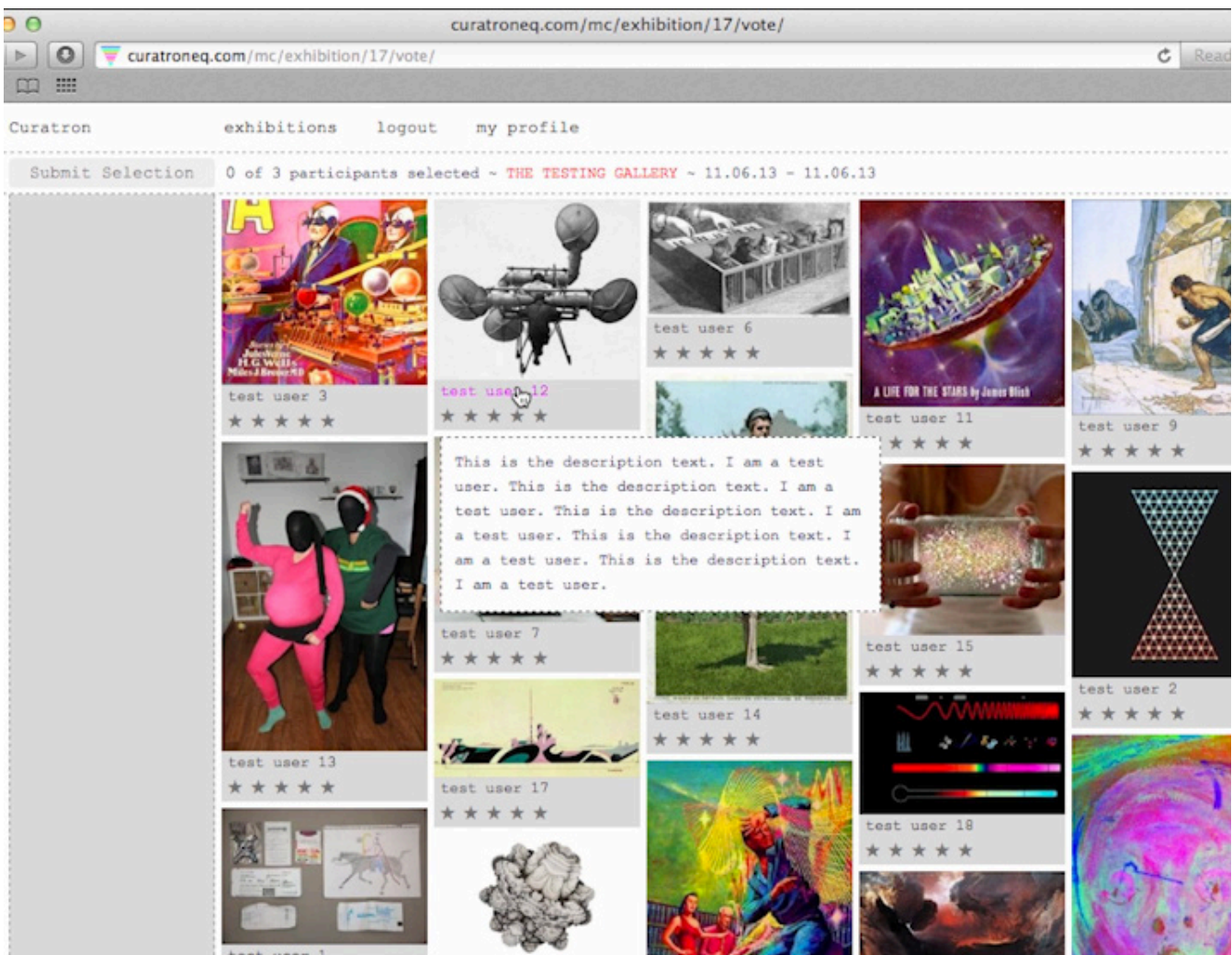


figure 3. Screenshot from Curatron selection process.

## How to apply for an exhibition using Curatron:

1. The first Curatron exhibition will be taking place at Platform Stockholm from November 9th to the 24th. Applications are now open, and close on the 15th of September.
2. Visit the website [curatroneq.com](http://curatroneq.com) and sign up as an artist.
3. Find an open call to which you would like to apply (right now, apply to the Platform open call!)
4. Submit your profile following the guidelines on the website.
5. You will be notified when it is time to check in to the website in order to make your peer selection for the exhibition.
6. Once everyone has made their selection, the final group of artists will be automatically calculated and you will be notified of the exhibiting group.
7. Finally, the host venue steps in and manages the realization of the show.

## Important to remember:

- Your selections are anonymous.
- There are no gatekeepers, other than your peers.
- Application is free.
- You can modify your profile at anytime between applications.

## Venues interested in using Curatron:

In the future venues will be able to use the tool to create and upload their own exhibition open calls. For the time being, however, venues interested in hosting a Curatron exhibition should contact the Curatron team: [info@curatroneq.com](mailto:info@curatroneq.com)



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