

The Wrong

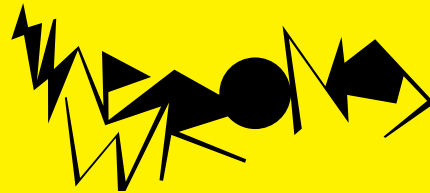
November 1st, 2013 to January 31st, 2014

The Wrong (again)

November 1st, 2015 to January 31st, 2016

The Wrong (biennale)

November 1st, 2017 to January 31st, 2018



November 1st, 2019 to March 1st, 2020

The Wrong

November 1st, 2021 to March 1st, 2022

The Wrong

November 1st, 2023 to March 1st, 2024

agenciaCultural™

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The Wrong is a decentralised art biennale divided into online and offline locations around the world, celebrating today's exciting digital culture community.

pavilions ^{online}

virtual curated spaces in any online accessible media where selected artworks are exhibited

routers ^{offline}

virtual curated spaces hosted in offline routers, where selected artworks are exhibited via wifi.

embassies ^{offline}

art spaces, galleries, institutions and artist run spaces in cities around the world which feature temporary IRL projects featuring live performances, workshops artist talks and exhibitions



An infinite navigation on the surface of the Kim Kardashian's skin (58151 pictures)
by Gregory Chatonsky, part of Internet Fame pavilion & embassy curated by Clusterduck
<http://chatonsky.net/projects/perfect-skin-ii/>

“*The Wrong* just might be the world’s largest art biennale — the digital world’s answer to *La Biennale di Venezia*.”

The New York Times
2018/01/22

12M visits*
1,621 artists
124 curators
114 pavilions
78 public events
35 embassies

The Wrong (biennale)
Nov2017 - Jan2018

* estimated



The Wrong Embassy Network

The Wrong biennale also happens offline in “temporary embassies”; museums, universities, galleries, institutions and artist run spaces in cities around the world, which feature temporary IRL projects, featuring live performances, workshops, artist talks and exhibitions.

“*The Wrong* Biennale, la plus grande manifestation d’art contemporain en ligne”

Le Journal des Arts.

2018/02/05

A biennial event that gathers an extensive selection of digital artworks, while embraces the young artists and curators of today’s exciting digital art scene.

Open to participate and to attend, mostly everything is one click away.



Hello Selfie Miami - URL/IRL performance
by *Kate Durbin*, part of Lucky Charms for Dinner pavilion curated by *Kamilia Kard*
<https://www.katedurbin.la/hello-selfie>

The Wrong generates spontaneous high quality press via powerful local and global media outlets worldwide.

EL PAÍS **The New York Times** **SPIEGEL**

Le Journal
des Arts.fr

Creators 创想计划

VICE

HYPERALLERGIC

RHIZOME ARTSLANT

NEO2

artnet® news

WIDEWALLS

i-D

DAZED

Subjekt

INFORMACIÓN

Metropolis M АРТГИД

MASSAGE

DE
TIJD

|||

HAPPENING

and many more...

Selected recent press at
<http://thewrong.org/press>

They Are Nominees, Hear Them Roar

Eight of the 10 Oscar-nominated actresses are over 40. And almost none play a character you would want to ruin.

By Dana Buckley | THE GARDEN

It's a bit of a surprise that the 10 Oscar-nominated actresses are over 40. And almost none play a character you would want to ruin.

... (text continues) ...

The Wrong Biennale Hopes to Belie Its Name

A digital art show that finds shared online practices to be alternative to elitist fairs.

By Chris Hampton

... (text continues) ...

"What's right about *The Wrong*"

The New York Times
by Chris Hampton
Jan. 22, 2018

The Wrong Biennale Aims to Belie Its Name

... (text continues) ...

... (text continues) ...

... (text continues) ...

... (text continues) ...

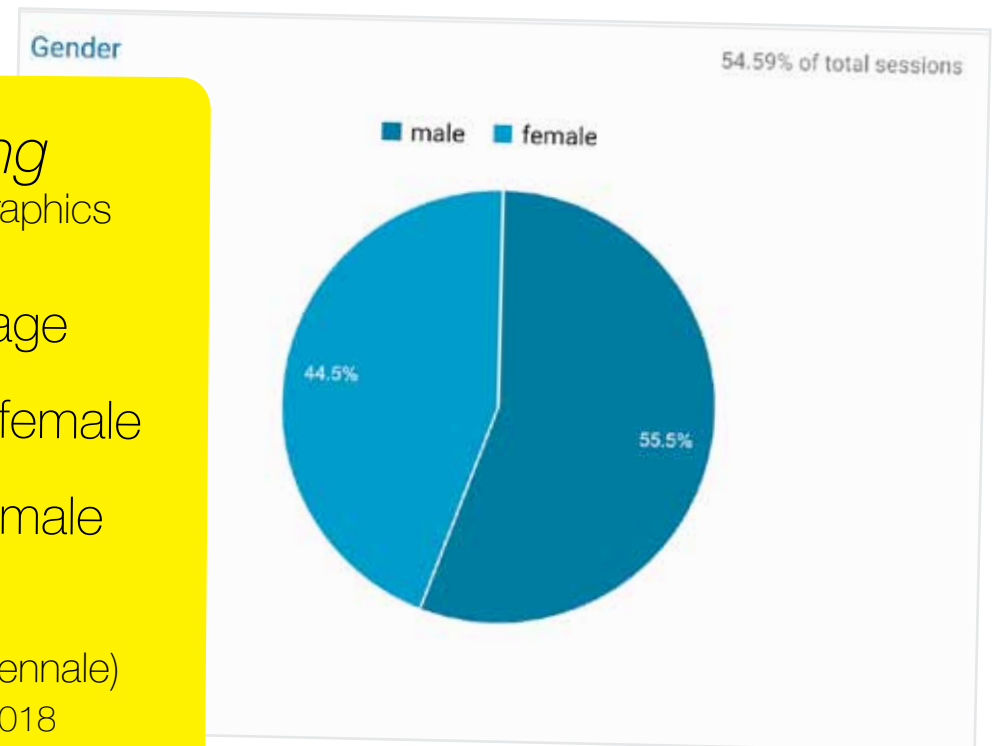
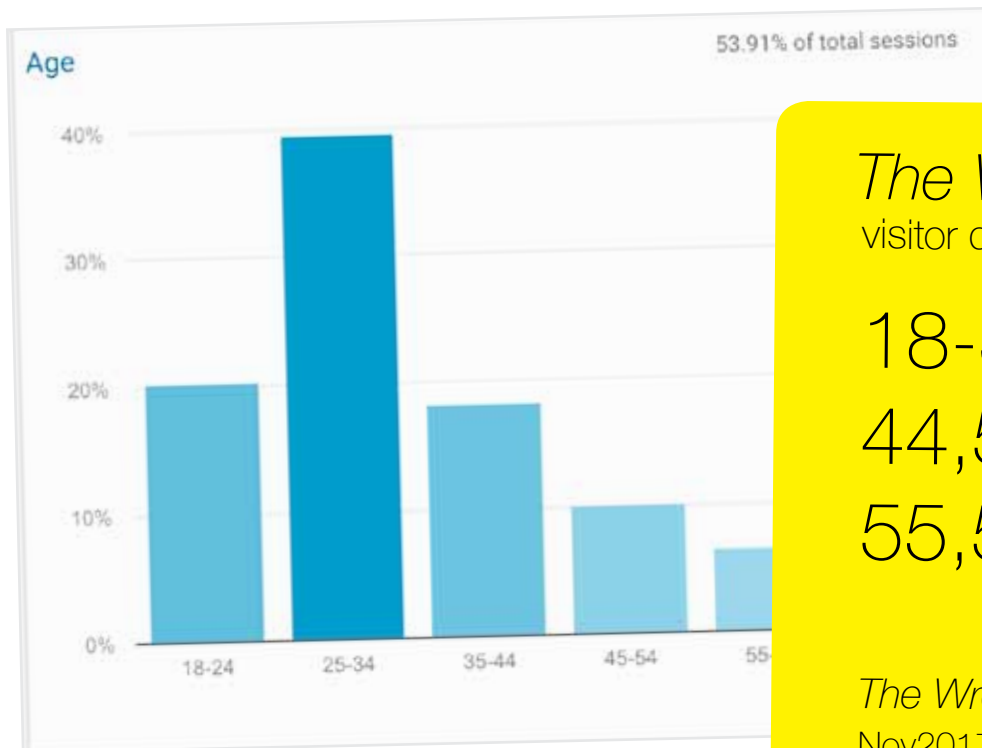


read the article here
<https://nyti.ms/2G8c0to>

“Anyone interested in the field of digital art ought to pay attention to *The Wrong*.”

Christiane Paul

Curator of digital art
The Whitney Museum of American Art
2018/01/22



The Wrong
visitor demographics

18-34 age
44,5% female
55,5% male

The Wrong (biennale)
Nov2017 - Jan2018

*“The Wrong is not a pointer to the future.
It is the art of NOW.”*

Bob Georgeson
maker
2018/01/31

VISITOR profile from the 2017/2018 edition

- Young adults; 18-34 years old.
- All genders.
- Early adopters and influencers within their networks.
- Enjoy creativity, art and technology.
 - Generations born in the digital era; social network and digital interfaces as part of their daily routines.

MAKER profile from the 2017/2018 edition

- Adults; 18-65 years old.
- All genders.
- Artists, designers & curators who set up trends or influence people in a digital scale.
- Explore new creative ideas and experiment with technology.

The Wrong is an international art & tech community growing and reverberating exponentially.

1,621
artists

124
curators

SOCIAL MEDIA
social media influence
friends + followers
x 2,500*

* estimated

Direct
public

+ 4,5M

General public
via press + promotion

The New York Times (reach)
571,500 (print copies) + 2,500,000 (online)

+ 3M

Other press and promotion (reach)

+ 1,2M*

* estimated

The Wrong (biennale)
November 2017 - January 2018

“Every edition of *The Wrong* is
a new opportunity for digital art.”

David Quiles Guilló

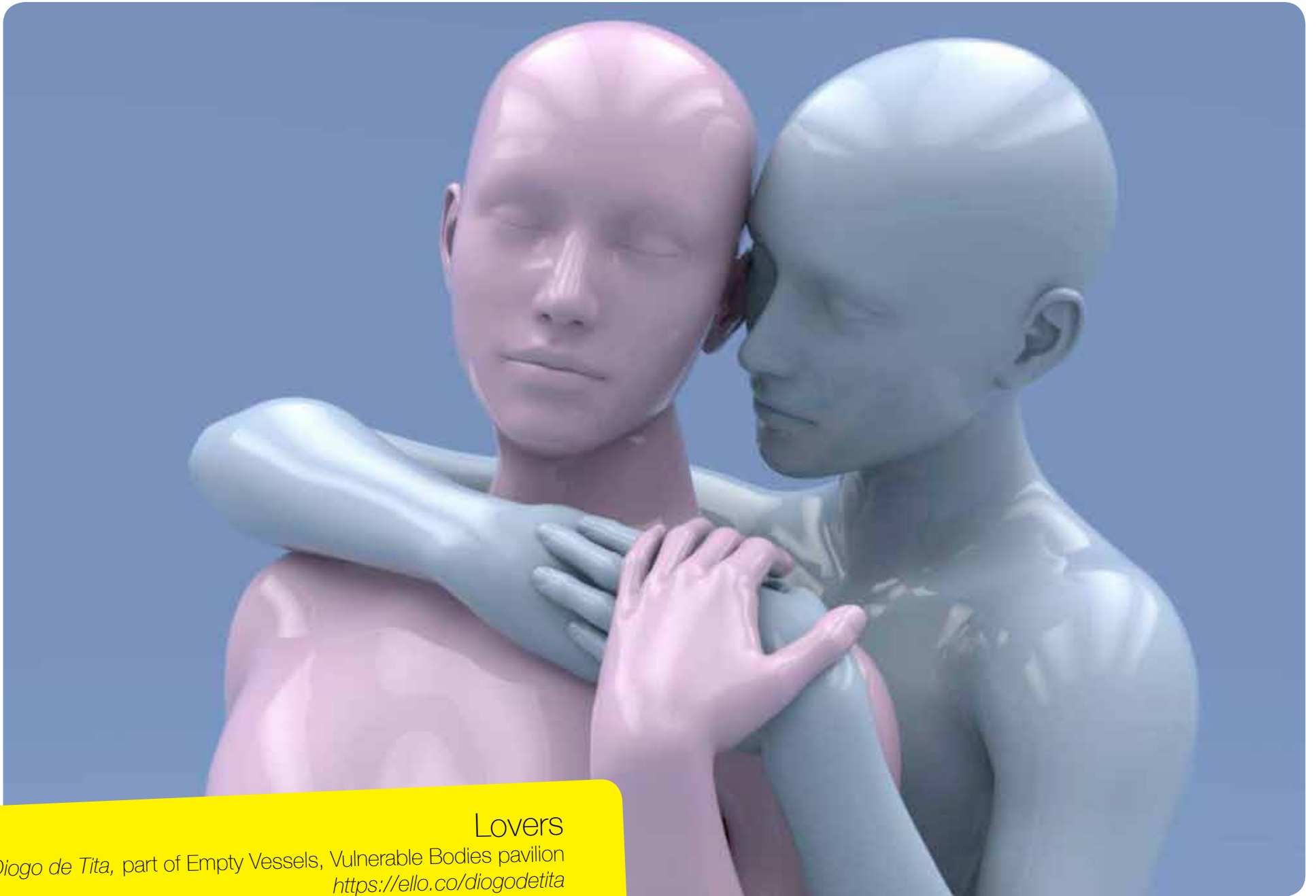
The Wrong founder & director

2018/01/08

The Wrong is looking for artists,
curators, institutions and partners
to build together the most open,
universal, comprehensive and
diverse art biennale possible.

The Wrong opens its 4th edition
on November 1st, 2019

more informations at
<http://thewrong.org/faq>



Lovers

by *Diogo de Tita*, part of Empty Vessels, Vulnerable Bodies pavilion
<https://ello.co/diogodetita>

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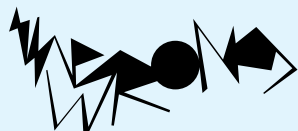
Founder & Director
David Quiles Guilló

Sponsor & Institutional Relations
Graziela Calfat

The Wrong Council 2019/2020
Florian Kuhlmann, Patrick Lichty, Ben Grosser,
Erica Lapadat-Janzen, Guilherme Brandão,
Miyö Van Stenis, Janire Goikoetxea,
Graziela Calfat y Pablo Hannon.

Former members
Yae Akaiwa, Josephine Bosma, Jon Cates, Cürt Cloninger, Yvette Granata,
A. Bill Miller, Julia Borges Araña, Kensuke Sembo y Winnie Soon.

Press & Artists Relations
Jennifer Talbot



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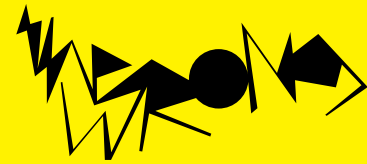
press
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