CURRICULUM VITAE

PERSONAL INFORMATION   Dr Jelena Guga

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Date of birth 17/07/1978

WORK EXPERIENCE

Sept. 2021 -
Research Fellow
Digital Society Lab
Institute for Philosophy and Social Theory, University of Belgrade, Serbia

Aug. 2017 - July 2019
Co-founder and Lead Researcher
AUEM – Association of Electronic Media Artists, Belgrade, Serbia

Aug. 2015 – Aug. 2017
Independent Researcher

Nov. 2013 - July 2015
Postdoctoral Researcher
Department of Interdisciplinary Activities
New Technologies Research Center, University of West Bohemia in Pilsen, Czech Republic

Oct. - Dec. 2014
Feb. - March 2015
Visiting Researcher
The Synthetic Perceptive, Emotive and Cognitive Systems group SPECS, University Pompeu Fabra, Barcelona, Spain
▪ Research project: Ownership and Agency in Virtual Reality

EDUCATION AND TRAINING

2013
Ph.D. Degree
Thesis: *Body and Identity in Digital Space*
Mentor: Prof. Dr. Miodrag Šuvaković
Theory of Art and Media Department - Interdisciplinary Studies
University of Arts in Belgrade

2008
Ph.D. Research Report
Thesis: *Entropy and Terminality of Identity in Computer–Generated Environment of Virtual Reality: Critical Overview of Selected Theories of New Media*
Mentor: Prof. Dr. Miodrag Šuvaković
Theory of Arts and Media Department - Interdisciplinary Studies
University of Arts in Belgrade

2004 – 2008
Ph.D. Student
Theory of Arts and Media Department - Interdisciplinary Studies
University of Arts in Belgrade

1997 – 2002	**Bachelor of Philology – Chinese Language and Literature**
	Oriental Studies Department, Faculty of Philology
	University of Belgrade
Feb. - July 2001	**Visiting Student**
Feb. - July 2000	Beijing Language and Culture University, Beijing, China

ADDITIONAL INFORMATION

Projects

September 2014 – July 2015: Naturalness in Human Cognitive Enhancement (HCENAT)
Czech - Norwegian Research Programme (ID no. 7F14236), Department of Interdisciplinary Activities, New Technologies Research Center, University of West Bohemia, Pilsen, Czech Republic.

Nov. 2013 - March 2015: Human Cognitive Enhancement (EXLIZ - NTC - 14)
Department of Interdisciplinary Activities, New Technologies Research Center, University of West Bohemia, Pilsen, Czech Republic.

Teaching

Guest lectures

"Virtual Architectures" (5 May 2016)
Master Studies in Interior Architecture
Department of Architecture, Faculty of Architecture, University of Belgrade, Belgrade

"Theory of Identity in Art Practices" (24 Feb. 2016)
New Media Department, Faculty of Fine Arts, University of Arts, Belgrade

"Architecture of Digital Spaces" (28 Jan. 2016)
Department of Digital Art, Ph.D. study programme, University of Arts, Belgrade

"Humanizing Technologies: From Graphical to Natural Interfaces" (14 Oct. 2014)
Course: Humans and New Technologies
Master study programme, Cybernetics Department
Faculty of Applied Sciences, University of West Bohemia, Pilsen, Czech Republic

"Text, Intertext, Hypertext: The Key Concepts" (09 Oct. 2014)
Course: Text Analysis and Interpretation
Master study programme: Theory and Philosophy of Communication
Faculty of Philosophy, University of West Bohemia, Pilsen, Czech Republic

"Cyborg Metaphors: Bridging the gap between science and fiction" (07 Oct. 2014)
Course: Introduction to Artificial Intelligence
Master study programme, Cybernetics Department
Faculty of Applied Sciences, University of West Bohemia, Pilsen, Czech Republic

"Body and Identity in New Media Art" (Nov. 2009)
New Visual Media study programme, Department of New Fine Arts
Academy of Arts, Novi Sad, Serbia

Conferences

<u>Invited talks</u>

"The Seductiveness of Digital, Cyborgian, and Robotic Bodies"
International Conference *Ephemeral condition: body – eroticism – architecture*, 10-11 June 2016, Faculty of "Artes Liberales", University of Warsaw, Poland.

"Procedural Aesthetics and the Emergence of Neuroart" (co-presented with Dr. Ivana Uspenski)
The Second International Conference *Going Digital: Innovations in Art, Architecture, Science and Technology*, 2-3 June 2016, Museum of Applied Art, Belgrade, Serbia.

"Digital Identities: Online Representations of Gender, Race, and Sexuality"
Searching for Identity Summer Workshop 2015: *Identity in a Globalized World: Old Problems and New Challenges*, 17-19 June 2015, College of Liberal Arts and Sciences, Warsaw, Poland.

"VR and Extended Self: Incorporation of Virtual Body into One's Body Schema"
Going Digital: Innovations in the Contemporary Life Conference, 4-5 June 2015, Museum of Applied Arts, Belgrade, Serbia.

"Urban Hallucinations: Living in Binary Coded Artistic Spaces"
Microwave International New Media Arts Festival 2014, Keynote Conference, 15 Nov. 2014, School of Creative Media, Hong Kong, China.

<u>Regular talks</u>

"Towards Augmented Reality: The Dialectics of Physical and Virtual Space"
International Conference *Society and Space*, 25-26 Sept.2015, Novi Sad, Serbia.

"Virtual Idol Hatsune Miku: New Auratic Experience of the Performer as a Collaborative Platform"
ArtsIT 2014, Fourth International Conference on Arts and Technology, 10-12 Nov. 2014, Sabancı University, Istanbul, Turkey.

"Coding Architecture: Digital Urbanities in New Media Art"
On Architecture: International Conference and Exhibition, Serbian Academy of Sciences and Arts, 9-11 Dec., Belgrade, Serbia

"In the Machine We Trust: The Cyborg Body of Philosophy, Religion, and Fiction"
Beyond AI: Artificial Golem Intelligence, International Conference, 12-14 Nov. 2013, University of West Bohemia, Pilsen, Czech Republic

"In the Machine We Trust"
The Posthuman: Differences, Embodiment, Performativity, International Conference, 11-14 Sept. 2013, The University of Roma 3, Rome, Italy

"Cyborg: From Science Fiction to Social Reality"
Beyond AI: Artificial Dreams, International Conference, 5-6 Nov. 2012, University of West Bohemia, Pilsen, Czech Republic

"Leaving the Screen Behind: Technologically Mediated Social Reality", Enhancement, Emerging Technologies and Social Issues, International Conference, 10-14 Sept. 2012, Inter-University Center, Dubrovnik, Croatia

"Redefining Embodiment through Hyperterminality", Virtual Futures 2.0, International Conference, 18-19 June 2011, Warwick University, Coventry, UK

Public lectures

"Body as Interface in New Media Art"
30 Sept. 2015, Student Cultural Center, Belgrade, Serbia

"When Science Meets Fiction - Intelligent Agents in SF Narratives as Paradigm for Human Enhancement"
Interdisciplinary Seminary, 13 Oct. 2014, University of West Bohemia, Pilsen, Czech Republic.

"Redefining Embodiment through Digital Communication Interfaces"
Philosophy of New Media Lecture Series, March 2012, Student Cultural Center, Belgrade, Serbia

"Cultural Practices in New Media Environment: Collective Intelligence, Users' Matrixes, and Models of Identifications"
July 2011, Ozone Gallery, Belgrade, Serbia (copresented with Dr Ivana Uspenski and Dr Bojana Romic)

"Cyborg in Theory, Fiction, and Practice"
Philosophy of New Media Lecture Series, Student Cultural Center, Dec. 2011, Belgrade, Serbia

"Red Pill or Blue Pill: The Issue of Embodiment in Cyberspace"
Philosophy of New Media Lecture Series, Nov. 2010, Student Cultural Center, Belgrade, Serbia

"Towards the Post-Media Image Aesthetics: Interactive Art"
Philosophy of New Media Lecture Series, Oct. 2010, Student Cultural Center, Belgrade, Serbia

"Expressing the Movement: From Traditional Performace in China to Western Contemporary Performance Art"
Dec. 2007, Institute Confucius, Faculty of Philology, Belgrade, Serbia

"Roland Barthes: Reading the Photographic Image"
The Ilija M. Kolarac Foundation, Nov. 2006, Belgrade, Serbia

Publications   <u>Monographs</u>

Guga, J., *Digital Self: How We Became Binary*, University of West Bohemia, Pilsen, 2015

Guga, J., *Digitalno Ja: Kako smo postali binarni* (Digital Self: How We Became Binary, Second Extended Edition, in Serbian), Center for Contemporary art and Communication ArtKult, Novi Sad, 2015

<u>Chapters in edited volumes</u>

Guga, J., "The Machine Divine: Thoughts on Embodying the Omnipotence of Digital Realms", in Romportl, J., Warwick, K., Zackova, E. (eds.), *Beyond Artificial Golem Intelligence*, Springer Verlag, forthcoming.

Guga, J., "Cyborg Tales: The Reinvention of the Human in the Information Age", in Romportl, J., Zackova, E., Kelemen, J. (eds.), *Beyond Artificial Intelligence: The Disappearing Human-Machine Divide*, Springer Verlag, 2014.

<u>Journal articles</u>

<u>Guga, J., "MetaGarden: Technology and Nature in the Works of Tanja Vujinović", *AM Journal of Art and Media Studies* 25 (2021), pp. 97-109, doi: 10.25038/am.v0i25.450</u>

Grechuta,K., Guga, J., Maffei, G., Ballester Rubio, B., & F. M. J. Verschure, P., "Visuotactile integration modulates motor performance in a perceptual decision-making task", *Nature Scientific Reports* 7, Article number: 3333 (2017) doi:10.1038/s41598-017-03488-0, <<u>https://www.nature.com/articles/s41598-017-03488-0</u>>

Guga, J., "Towards Augmented Reality: The Dialectics of Physical and Virtual Space", *Sociological Review – Journal of Serbian Sociological Society,* vol. XLIX (2015), no. 3, Novi Sad, Belgrade.

Guga, J., "Self 2.0: Lost in Bio–Technological Environments", Iordache, R. (ed.), *Irregular F Review: Digital Culture - Software Theory-Net-Art*, No. 8/Vol. III, 2011,
URL <http://en.calameo.com/books/0002788786d70d2e8172b>

Conference proceedings papers

Guga, J., "Virtual Idol Hatsune Miku: New Auratic Experience of the Performer as a Collaborative Platform", in *Conference Proceedings of ArtsIT Fourth International Conference on Arts and Technology 2014*, Springer Verlag.

Guga, J., "Coding Architecture: Digital Urbanities in New Media Art", *On Architecture - International Conference and Exhibition*, Conference Proceedings, STRAND - Sustainable Urban Society Association, Belgrade, 2013.

Guga, J., "In the Machine We Trust: Cyborg Body of Philosophy, Religion and Fiction", Romportl, J., Zackova, E., Ircing, P., Polak, M., Schuster, R., (eds*.) Beyond AI: Artificial Golem Intelligence, Proceeding of the International Conference Beyond AI 2013*, University of West Bohemia, Pilsen, 2013.

Guga, J., "Cyborg: From Science Fiction to Social Reality", Romportl, J., Zackova, E., Polak, M., Schuster, R. (eds.), *Beyond AI: Artificial Dreams, Proceedings of the International Conference Beyond AI 2012*, University of West Bohemia, Pilsen, 2012.

Other publications

Guga, J., "Urbanity Reinvented: Materializing Computable Spaces", in Living Architecture: Microwave International New Media Arts Festival 2014, Festival Catalogue, Hong Kong, 2014.

Guga, J., "Book Review: Imagery in the 21st Century by Oliver Grau (ed.)", Nova Misao - Journal for Contemporary Culture in Vojvodina, No. 17, Novi Sad, April/May 2012.

Guga, J., "Cyber-prostor: Binarno kodirani urbani pejzazi" ("Cyberspace: Binary Coded Urban Landscapes"), City of Globalization / Wonderland for Alice? Redefining the Scale and Limits in the Globalized World, STRAND - Sustainable Urban Society Association, Belgrade, 2010.

Guga, J., "Nova estetika uranjajućih prostora slike: Razgovori sa Oliverom Grauom" ("New Aesthetics of Immersive Image Spaces: Conversations with Oliver Grau"), Nova Misao - Journal for Contemporary Culture in Vojvodina, No. 06, Novi Sad, June 2010.

Academic Services

Peer Reviewer
Sociologija: Journal for Sociology, Social Psychology and Social Anthropology
 Faculty of Philosophy, University of Belgrade, Serbia, since 2019.

Peer Reviewer; Scientific Board Member
4th International Conference and Exhibition On Architecture: Scale of Design from Micro to Macro, 1-15 Dec. 2016, Serbian Academy of Sciences and Arts, Belgrade, Serbia.

Peer Reviewer; Scientific Board Member; Conference Concept (with Prof. Ruzica Bogdanovic)
2nd International Conference Going Digital: Innovations in Art, Architecture, Science and Technology, 2-3 June 2016, Museum of Applied Art, Belgrade, Serbia.

Peer Reviewer; Scientific Board Member
Re-working the City through New Architecture, International Conference and Exhibition, 2-3 Dec. 2015, Serbian Academy of Sciences and Arts, Belgrade, Serbia.

Peer Reviewer
AM Journal of Art and Media Studies, Faculty of Media and Communications, Belgrade, Serbia, since 2015.

Peer Reviewer; Scientific Board Member; Conference Concept (with Prof. Ruzica Bogdanovic)
Going Digital: Innovations in the Contemporary Life, International Conference, 4-5 June 2015, Museum of Applied Art, Belgrade, Serbia.

Peer Reviewer; Scientific Board Member
On Architecture: Facing the Future, International Conference and Exhibition, 1-3 Dec. 2014, Serbian Academy of Sciences and Arts, Belgrade, Serbia.

Peer Reviewer; Organizing Committee Member
On Architecture, International Conference and Exhibition, 9-11 Dec. 2013, Serbian Academy of Sciences and Arts, Belgrade, Serbia.

Reviewer / Programme Committee Member
Beyond AI 2013 International Conference, 12-14 Nov. 2013, University of West Bohemia in Pilsen, Czech Republic.

Reviewer
Grau, O. Viegl, T. (eds.), *Imagery in the 21st Century*, MIT Press, Cambridge, MA, 2011.