

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

Postdoctoral Researcher

Nov. 2013 - July 2015

Department of Interdisciplinary Activities

New Technologies Research Center, University of West Bohemia in Pilsen, Czech Republic

Oct. - Dec. 2014

Visiting Researcher

Feb. - March 2015

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**
- November 1, 2022 – October 31, 2025: [Distributed Archiving at the Institute for Philosophy and Social Theory \(IFDT\)](#)
Filecoin Foundation for the Decentralized Web
Institute for philosophy and Social Theory
- 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 [Invited talks](#)

“The Metamorphic Role of the Artist Across the Digital Technology Timeline”, IAA Europe Symposium: Arts and Robots: The future of artists’ labour in the context of technological developments, 18th October 2023, Belgrade.

“AI (and) ART: Co-creating with the Machine”, Laboratory of Culture 21, 13th October 2023, Novi Sad: Kulturni Centar Vojvodine "Miloš Crnjanski".

“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.

Regular talks

Panel “Library Remembered and Reimagined”, *Virtual Otherwise 2022: A Biennial Anthropology Conference*, Penn State University, June 2-4, 2022.

Panel “(New Media) Art and Critique of Digital Society”, Scientific conference *Digital and Media Literacy – New Roles and Functions of Media*, April 19-20, 2022.

“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, Sabanci 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 Romić)

“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 Performance 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

Monographs

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

Chapters in edited volumes

Novaković, J., Guga, J., “Art after AI: The Impact of Generative AI on the Artworld” in. Jörg Matthes, Damian Trilling, Ljubiša Bojić and Simona Žikić (eds.) *Navigating the Digital Age: An In-Depth Exploration into the Intersection of Modern Technologies and Societal Transformation*, Vienna and Belgrade: Institute for Philosophy and Social Theory and University of Belgrade and Department of Communication, University of Vienna, 2024 (forthcoming).

Bojić, L., Agatonović, M., & Guga, J. (2024). The Immersion in the Metaverse: Cognitive Load and Addiction. in *Augmented and Virtual Reality in the Metaverse*. Springer Series on Cultural Computing Springer, Cham., 211-223.

https://doi.org/10.1007/978-3-031-57746-8_11

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.

Journal articles

Mevorah, V., Guga, J. & Markov, Č.. "Divine Genius, Subversive Hero, or Creative Entrepreneur? Exploring Various Facets of the Artist as a Mythical Figure" in *Glasnik Etnografskog instituta SANU, Beograd: Etnografski institut SANU.*, 71(1), 2023, pp. 99-121.

<https://doi.org/10.2298/GEI2301099M>

Uspenski, I., Guga, J., "Embodying Metaverse as artificial life: At the intersection of media and 4E cognition theories", in *Philosophy and Society* Vol. 33 (2), 2022., pp. 326-345.

<https://doi.org/10.2298/FID2202326U>

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

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,

<<https://www.nature.com/articles/s41598-017-03488-0>>

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", lordache, 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.. (2023). "Pomeraj u kôdu" in Goran Despotovski (ed.), SMIC : pomeraj u kôdu : [pokretna forma : izložba pokretnih formi : 25 september - 6 october 2023. Gallery SULUV, Novi Sad] = [move in code], Novi Sad : The Union of Associations of Fine Artists of Vojvodina, pp. 4-6.

Guga, J., "Body Relations: The Intersection of Technology, Nature, and Culture in New Media Art" in ART body art : SMIC. Motion art form : The Art body art project : The Body relations : Creative District, [Novi Sad], 22th November – 6th December 2022, 2022, pp. 7-13.

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

Scientific and Organizing Committee Member
EMERGE 2024: Ethics of AI Alignment, International Conference and Forum, 12-13 December 2024, Belgrade.

Scientific and Organizing Committee Member
EMERGE 2022: Forum on The Future of AI driven Humanity and the International Scientific Conference on Digital Society Now, 16-18 December 2022., Belgrade.

Program Committee Member
Third international conference Why Still Education? *Humanism, Posthumanism, Anti-Humanism: Educational Perspectives*, 05-07 October 2022, Belgrade.

Peer Reviewer
Philosophy and Society, Institute for Philosophy and Social Theory, University of Belgrade, Serbia, since 2021.

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.