



Get ready for an amazing experience at Medimex 2024!

We've got an incredible lineup of events, including a special showcase of legendary John Lennon and a fascinating look into the world of artificial intelligence.

The MarTA, National Archaeological Museum of Taranto, is hosting an amazing exhibition: "Bob Gruen: John Lennon, The New York Years". And at the Aragonese Castle, you can experience the incredible video mapping "Infinite Loop, AI Endless Exploration".

*Medimex 2024 is coming to Taranto from June 19-23, featuring amazing concerts by **The Smile, Pulp and The Jesus and Mary Chain** plus a special exhibition: "**Bob Gruen: John Lennon, The New York Years**" and the video mapping "**Infinite Loop, AI Endless Exploration**".* "Bob Gruen: John Lennon, The New York Years", on view from June 19 to July 14 at MarTA, Taranto's National Archaeological Museum, is an unmissable exhibition that recounts, through 60 photographs and texts, the photographer's most important collaboration, namely that with John Lennon and Yoko Ono. In 1971, the incredible opportunity of a lifetime came Bob Gruen's way, when he became the couple's personal photographer and friend. He captured them at their most candid moments, both professionally and privately.

In 1974, during a shoot with John Lennon, Bob Gruen, **who will be present at Medimex and participating in a meeting at MarTA on Wednesday, June 19**, had the brilliant idea to suggest that the former Beatle wear the white T-shirt with the words New York City on it, which Gruen himself had bought for him at a tourist stall about a year earlier. The result of that photo session were the now iconic images of John Lennon, perhaps his most famous photos, wearing the white T-shirt with the skyline of his adopted city in the background. Gruen himself cut off the sleeves! From shots of Lennon and Yoko walking together in a park to those included in the booklet for the "Walls and Bridges" album, and everything in between, including Sean Lennon as a newborn, Lennon in front of the Statue of Liberty as he makes the sign of peace, Gruen's work bears witness to nearly ten years of John and Yoko's life in New York after the Beatles disbanded. Bob Gruen often visited their apartment in the Dakota Building at Yoko Ono's invitation. (outside of which Lennon was assassinated on December 8, 1980) more and more often. And it was at their home that, in 1977, John Lennon recorded some cassette tapes. On these tapes we find tracks like *Free as a Bird*, an early version of *Real Love* and *Now and Then*. If the recordings of *Free as a Bird* and *Real Love* were good enough to be "finalized" by McCartney, Harrison and Ringo and included in the posthumously released *The Beatles Anthology* between 1995 and 1996, *Now and Then* had to wait for the advent of artificial intelligence to see the light of day. It is a simple fact that, with the technology available in 1995, it was not possible to separate Lennon's piano and vocal tracks. In 2022, thanks to the magic of artificial intelligence, the song was finally completed and released in November 2023. *Now and Then* is the ultimate demonstration of the Beatles' timeless genius! Starting from a "homemade" tape of Lennon, they have been able to produce almost 50 years later what they themselves declared to be their last song. The exhibition will take the visitor on a journey through the lens of one of rock photography's greatest masters. But the exhibition will not only take visitors back to



the time when two of music's most extraordinary artists, John Lennon and Yoko Ono, created music, art, and a socio-cultural revolution, but will also challenge them to consider the role of artificial intelligence in the process that led to the creation of *Now and Then*.

From June 20 to 23, on the façade of the Aragonese Castle in Taranto, the video mapping "Infinite Loop, AI Endless Exploration", an original work by **Roberto Santoro and Blending Pixels**, created for Medimex, will be on display as a public art installation reflecting the theme of the event. The use of AI is expanding into many aspects of daily life, raising ethical and philosophical debates about our relationship with technological progress and the opportunities and risks it brings. It has become essential to explore and focus on this issue in the form of narration and artistic representation. The first objective of the work was to find a figure that would be able to express what artificial intelligence is all about: certainty and doubt, beauty and ugliness. The allegorical image of the siren is not only a conceptual result of cultural intersections and iconographic memories, but also combines two aspects: the symbol of deception and the myth associated with the founding of Taranto. The choice to depict AI as a Cyber Siren is crucial in representing the creature *that enchants humanity* while concealing its own dangerousness. AI seduces with the promise of its growing efficiency, offering advanced solutions and new opportunities in various fields, and hides some risks that could pose serious threats: it is the first technology in history that can make decisions autonomously and take power away from us, manipulate our behavior and make decisions for us or about us. The siren snake represents a warning: it is crucial to approach AI with caution and discernment, aware of the risks that lurk beneath the surface. But it is also crucial to keep things in perspective and avoid panic: throughout history, the emergence of new technologies has raised concerns and fears, but often these same technologies have led to positive developments and new opportunities. The challenge is to recover, preserve and reconcile the values that make us human, and to bring them together in the present according to a sustainable model.

Medimex is a Project of Puglia Sounds, the Programme of the Puglia Region for the development of the regional music system, implemented in collaboration with Teatro Pubblico Pugliese - Regional Consortium for Arts and Culture, funded by POC/COP PUGLIA 2014/2020 I Axis VI Action 6. 8, and carried out within the framework of the Agreement between Teatro Pubblico Pugliese and Pugliapromozione, the Regional Tourism Agency, in collaboration with Assessorato alle Politiche Giovanili Regione Puglia/ARTI with the support of SIAE (The Authors and Publishers' Licensing and Collecting Society of Italy), the contribution of Birra Raffo, Medimex official beer and with the patronage of Radio Rai oppure and co-sponsored by Radio Rai. .

