



fluid 
new media laboratory v.2



Screening event at
El Museo del Barrio
September 19, 2009
New York



Local Project

queenscouncil
onthearts



QUEENS MUSEUM OF ART

creative partner: www.bohorquez.org
fluid.localproject.org

experiments in visual narrative

fluid new media lab

Technology and its dizzying evolution continue to expand the ways ideas and creative pieces are executed and presented. The result is a rich and fertile backdrop of concepts and executions vying for attention. This complex setting requires that artistic statements have a strong conceptual base that can deliver a powerful emotional impact across diverse yet converging media such as filmmaking, video art, animation, music, painting, sculpture and installation. This interplay across media presents challenges and a rich set of possibilities for the new media artist.

The concept of "new media" when first originated, was tied to computers and technology back in the 90's and to the web in the "turn of the millennium." Nowadays, it is the increasing juxtaposition of techniques, influences, theories and narratives.

When I accepted the generous invitation to curate fluid new media lab, I got ready to dig into the many submissions and look for those pieces that excel in achieving the delicate task of juxtaposing techniques, and embedding them with rich narratives. And what we found in this search is nothing short of inspirational, and a powerful continuum of the ongoing artistic drive to find new ways of expression.

Artists through history have challenged linear stories and experimented with techniques influencing each other, as we can see from the work of Georges Méliès, Maya Daren, Doug Aitken, David Lynch, Sergei Eisenstein, Kenneth Anger, Luis Buñuel, Nam June Paik, Bill Viola and Mathew Barney among many others. They all worked in different areas of visual storytelling but connected with the idea of transgression of media. They were

also all inspired by the seminal role of the moving image and the space it presents for ongoing experimentation.

This avant garde tradition is still alive with the artists presented in this exhibit. We found a group of voices that are strongly influenced by the ubiquity of visual arts as a medium in all aspects of popular culture. This experimental tribe includes storytellers that ably dabble in fields such as journalism, advertising, viral videos, films, sitcoms, reality tv, etc. What brings them together is an inquisitive energy and an exploratory drive that sets its eyes on new territories and techniques that turn the visual medium onto itself, creating with their work a fresh vehicle of self-expression.

These dynamic exercises are taking place, at a time, when an eternal source of inspiration for storytelling, the self, is getting increasingly lost in a louder and more saturated visual clutter. The result is thought-provoking pieces that question and expand the role of media, but also shed a new perspective on the human condition.

I'm looking forward to the evolved definition of new media in the coming years. It's a merger with the arts and the exploration of new narratives. What defines art is a very personal answer, but I like the definition of art as the medium that generates questions and dialogue.

That said, please say hello to, observe, listen to, and explore these novel experiments in visual narrative, reflect on their intent, and use that reflection to start a conversation.

Andrés F. Cortés
Curator

Installation

selection

White Light
Rivka Karasik
NYC, USA
emerce1978
@gmail.com
performance
2009

The piece - White Light offers the opportunity for both contemplation and participation, as a semi-translucent projection screen where projected lighted visions upon a surface is viewable from both sides. Each side of the work is made up of different interwoven fabrics that undulate, creating a dream-like experience. The screen may also be walked through, immersing, washing, and integrating the participant into the work in whatever way is most meaningful to them. **Showing:** **Sub par life, a brilliant death, Cinammon & Time is Honey** by Takako.

Sand Animation Box

Sebastian Alba
Lima, Peru
emerce1978
@gmail.com
performance
2009

The piece - This interactive piece is a Fluid New Media Laboratory work. The producers got inspired by sand animations found on the web. Tattoo artist "Cebiche" took the task of building a light box that will serve as the support for making drawings over sand in sequences that played in fast forward will create an animation. **The artist** - Sebastian is a NYC based artist with a specialty in tattoos. Besides being an illustrator and sculptor, he custom-makes tattoo machines. He has engineered the product design of the Sand Animation Box.

Lunchbox Stories

Paula Winograd
Bogotá, Colombia
paulawinograd
@gmail.com
00:06:17
2009

The piece - Lunchbox Stories is a system designed to empower the people of Colombia to tell and collect their own stories. Excerpts from stories are collected in Medellín during 2008 and are presented with the actual device used to record them. **The artist** - The artist focuses on the power of memory and storytelling. She is interested in daily life and strongly believes in the power of each individual for change.

Special

feature

Fortification
Andrés F. Cortés
Bogotá, Colombia
acortes
@thevoxcollective.com
00:07:00
2005

The piece - The art or science of constructing defensive mechanisms. A military construction or building designed for defense in warfare. **The artists** - Directed by Andrés F. Cortés. Music by David Vélez.

Fluid Screenings

additional dates

3rd Ward

October 13th, 2009

Queens Museum of Art

November 7th, 2009

fluid.localproject.org

More
information



Screening event at El Museo del Barrio

screening program

Video

selection

Sinus Aestum

Brett Battey
Leicester, UK
bret@bathatmedia.com
00:08:30
2009

Arachne

Michelle Basta
New Orleans, USA
bastafrankenstein@gmail.com
00:04:30
2009

Dream Test Pattern

Miguel Cubillos
NYC, USA
emerce1978@gmail.com
00:03:47
2008

1. Sub par life, a brilliant death

2. Cinammon 3. Time is Honey

Takako
Japan / NYC, USA
kame@gol.com
1. 00:03:22 2. 00:30:25 3. 00:05:00
1. 2004 2. 2005 3. 2006

LoopLoop

Bergeron Patrick
Montreal, Canada
patbergeron@yahoo.com
00:05:00
2008

The piece - One sound-synthesis and nearly 12,000 points are continually transformed and warped, restrained and released without cuts, to form compound, multi-dimensional waves of activity moving through unstable states between plateaus of pitch and noise. **The artist** - Born 1967, Battey creates electronic acoustic and multimedia concerts and installations. He is a Senior Lecturer with the Music and Innovation Research Centre at De Montfort University, Leicester UK.

The piece - The piece blends the artist's personal recollections and experiences along with ancient folktales in a hybrid and personal mythology. A narrative translated through allegory, riddle and metaphor into deeper realms of mystery, beauty and the grotesque. **The artist** - A New Orleans based sculptor and filmmaker with a BFA from Maryland Institute of College Art and an MFA at Tulane University of New Orleans.

The piece - A short animated video that seeks to create a mood rather than to present the viewer a specific message by using image sequences, patterns and shapes synchronized to dream-like music. **The artist** - A highly creative and multitalented artist dedicated to the active pursuit of diversity as a creative virtue. Cubillos holds an MFA in Arts and Technology from the University of Dallas in Texas.

The pieces - This music and the title makes reference on how everyone is lightly wrapped in gentle light and dies of nakedness. A person's life is beautiful, so death is also beautiful. **The artist** - Japanese artist residing in New York. Has made music videos since 2001. Moved to NYC from Japan based on inspiration from videos.

The piece - In a train going to Hanoi in Vietnam, the houses boarding the railroad are passing by. Using animation and time shifts this video goes forward and backwards looking for forgotten details, mimicking the way memories are replayed in the mind. **The artist** - Bergeron is a video artist and researcher who modifies and manipulates images and its details. His work is a mix of animation, experimental film and documentary. For the past 15 years he has been working in special effects for films like the Matrix and Lord of the Rings.

Seduction

Julie Mardin
NYC, USA
juliemardin@earthlink.net
00:01:55
2009

Roue

Taili WU
Taichung, Taiwan
taili.wu@gmail.com
00:05:13
2009

1. Youme 2. Kinda Pingpong

Shantell Martin
Miami, USA
shantellmartin@gmail.com
1. 00:04:36 2. 00:05:36
1. 2008 2. 2008

Drishti III

Jen-Kuang Chang
Taiwan
cjk306@yahoo.com
00:07:36
2008

From One Dream to Another

Jason Lujan
Chiricahua, USA
jason@jasonlujan.com
00:02:00
2007

The piece - The work has to do with the pain and trauma in the heart of our cartoonish culture for war. Going back to those culture's earliest roots, this piece tells the story of Odysseus as he is trapped on Calypso's island. It plays irreverently with the archetypes of Warriors and Goddess, and asks why it is that adventure and masculinity always has to be tied with war and the soldier. **The artist** - Julie Mardin has been investigating society through its toys and exhibiting her works since the mid 90s. Starting out as a photographer, she has branched out into making her own anti-war toys, and interacting with them in multi-media works. She lives and works in New York City.

The piece - This is a self portrait project composed of fragments of dreams, childhood memories and emotions. It is an exploration of the unconscious and a recording of the artist's thoughts as a track. **The artist** - Taili explores primal fears, anxieties, and motion from the conflicts of personal behavior and social expectation. Most of her works are mottled marks of daily life and have ineffable feelings. WU has a BFA from Taipei Municipal University and an MFA in Computer Arts from the School of Visual Arts of NYC.

The pieces - These pieces are a collection of works and lights based on art from Shantell Martin. Her unique and flexible illustrations have a style that have proved adaptability to other forms of expression. **The artist** - Is an illustrator, designer, VJ artist. Each persona is linked by a common thread of a trademark of continuous line styles. As a VJ she has created two unique art forms. One, which she calls PPP (pen, paper, projector) and another called Test Tone at Super Deluxe which involves her covering the walls with an interconnected veil of hallucinatory lines and images to sounds of an eclectic mix of live performances.

The piece - "Drishti III" refers to a term describing visions one experiences during meditative states. The composer invites the listener to actively contemplate one's Self. The interaction between self and the immediate surrounding that might be fallacious and misleading to one's true understanding of divinity. **The artist** - Mr. Chang is working on the acoustic composition, electro-acoustic, and audiovisuals as expressive agents. He is a recipient of the Omi International Musicians Residency Award, and the CLIL Foundation Digital Art International Contest Award.

The piece - As a crimson-robed figure moves through a forest toward a distant light, her fate evokes questions of traditional identity and cultural assimilation. The artist uses a series of long exposure photographs that are animated with graphic overlays and sound. **The artist** - Lujan is a NTC based artist of Caricahua Apache descent. He is interested in the transformation and hybridization of cultural data in contemporary society and global communities.



Untitled [cubicle]

A. Jacon Galle
Bowdoinham, USA
ajacobgalle
@gmail.com
00:06:22
2005

LiminalB

(Non-Profit Organization)
Barcelona, Spain

Se está mejor en casa que en ningún sitio (It is Better Home than Anywhere Else)

LiminalB
Fuimfoto
Barcelona, Spain
00:05:00
2005

A love story

LiminalB
Aldo Giannotti
Stefano Giuriati
Mazza & Vicencia, Italy
00:01:00
2005

Oval

LiminalB
Zumo Natural
S. de Compostela, Spain
00:05:38
2008

Playa (Beach)

Perla Montelonga
Mexico
00:03:00
2004

The piece - This piece questions reality and how is it we go on our daily routines. The labor the artist performs is real and continues even after the video ends with weaving and the harvesting. **The artist** - Artist was born, raised and still works as a sheep farmer where he learned about caring for the land, animals and plants. Galle holds an MFA in Visual Art from Vermont College of Fine Arts and works mainly in performance-based video and installation.

The organization - LiminalB is a non-profit organization that promotes contemporary interdisciplinary art with a creative direction. One of its objective is to create channels of exchange with international communities. Led by independent curator, **Federica Matelli** (fmatelli@liminalb.org), the organization functions in Barcelona since 2006. www.liminalb.org. The selection of videos are part of LiminalB Video Selection:

The piece - This video is an expression of how reality and fiction merge together in our nightmares and fears. It is a metaphor on how the human conscience is affected by media and television. **The artists** - Cristina de Silva Marbán (1972) & Nacho de la Vega (1968) make Fiumfoto artist collective. They focus on the creation of video and multimedia since 2000.

The piece - Two Italian police officers discover 'Westhoek'. They cross the Belgium and French border as well as the French and German border in a simple open and light environment where the illusion of fresh sea breeze can be breathed. The locals have a particular and unique sense of the border. **The artists** - An artist duo that has worked together in Monaco di Baviera/Germania, and collaborated in exhibitions in Vienna, Valencia, Munich among other European cities in art shows and multimedia exhibitions.

The piece - Gives a form of purpose for the path to a Samurai in the Underworld. **The artist** - Javier Alvarez Alonso is a video artist that participated in many exhibitions since 2006, besides having a career in the army of Spain.

The piece - Video shows a sequence of images of a paradise-like beach converted into ASCII code (American Standard Code for Information Interchange). It is a reflection on consuming fictitious realities in contraposition of a real model represented in a computer language. **The artist** - Holds a Master in International Interactive Systems at Universidad Ramón LLull y Mecad and a practice of Cultural Management in communication and design at the Media Centre d'Art i Disseny MECAD, Barcelona, Spain. She also produces and directs the "Berlin's Video Radar".



2nd short film, video, animation and visual experiments festival

Executive Producer

Gabriel Roldós

Creative Director

Aura Sosa

Chief Designer

Andrés Bohórquez

Coordinator

Juan David Casas

Curator

Andrés F. Cortés

Fluid is a new media movement that focuses on the potential of emerging audiovisual artists, without consideration of genre or where they come from.

Fluid, in its second edition, made an open call to collect audiovisual pieces and ideas to be presented at

El Museo del Barrio, Local Project, Queens Museum of Art, and the Moviehouse.

Fluid opens the scene to a new movement of audio visual & performing arts in educational and screening spaces that have cultural programming.

More info - fluid.localproject.org



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