

ElectroFringe

www.electrofringe.net

Exhibition showcases spectrum of interactive media art

International media artists converge in Newcastle exhibition as part Electrofringe 2008

September 2, 2008 – From September 19, visitors to Newcastle's John Paynter Gallery can expect more than mere spectacle, with an interactive exhibition of diverse multimedia works called 'Illudere' featuring artists from Berlin, Mexico, London, Amsterdam and San Francisco.

Running until October 6, Illudere is part of Australia's premiere festival of electronic and experimental arts, 'Electrofringe', held across five days in Newcastle each year. The Lock-up Cultural Centre is supporting Electrofringe 2008 through the use of its artist-run space, the John Paynter Gallery on Hunter Street.

Curated by Elmar Trefz, co-director of the Electrofringe festival, the three-week exhibition will engage gallery visitors in new and provocative ways. Light-hearted and interactive exhibitions will explore how humans relate with each other and with machines.

"Media art can often be very conceptual but also very boring," says Trefz. "Or very experiential but with little to say. I specifically curated works that were experiential and conceptual at the same time."

One installation will give visitors the chance to come face-to-face with a swarm of generated rats. Featuring a floor projection and a camera tracking system, a virtual playground is created where rats flee as visitors move, but also attack from behind. Visitors soon become rats too, as they develop their own rat tails formed by various quotes about the much-feared rodents.

"Rats are always found wherever humans live yet are usually the subject of disgust and phobia," says The Green Eyl. "They can be interpreted as a miniature of human society."

Other exciting exhibition highlights include a project from Amsterdam's Graffiti Research Lab (GRL) which invites visitors to create gargantuan laser projections on tall buildings. Belgium collective Boutique Vizique is bringing its 'Dustbunnies' installation which tempts visitors to explore the mysterious world of seven ball-shaped, soft sculpture dustbunnies, emphasising the visitor's own behaviours

and reactions. Work from Neen, Advanced Beauty, Angelo Plessas, Esteban de la Monja Casar and Denis Paul is also featured.

“It’s an exciting and unique program and the Lock-up is very pleased to be partnering with This Is Not Art and the Electrofringe curatorial team,” says Kerrie Coles, Artistic Director at the Lock-up.

While the original focus of the exhibition was to feature work from renowned international artists unable to attend the festival, Electrofringe is pleased to announce that two artists – Angelo Plessas (Greece) and The Green Eyl & Sengewald – will be there in the flesh. As part of Electrofringe’s commitment to facilitate skills exchange between established and emerging artists, Plessas and The Green Eyl & Sengewald will conduct specialised workshops and presentations over the five-day festival. All events at the Electrofringe festival are free.

Illudere will open on Friday, September 19, from 6pm - 8pm. The John Paynter Gallery is open to audiences from Friday - Sunday 10.00am - 5.00pm.

More about the John Paynter Gallery

The John Paynter Gallery is a contemporary gallery situated inside the Lock-up - the site of the original Newcastle Police Station from 1861 to 1982. The gallery opened in memory of John Paynter, architect, planner and conservationist who contributed greatly to the development of the heritage building. The gallery is an artist-run space, giving established and emerging artists of the Hunter the opportunity to exhibit in a professional space. It also aims to give artists support in the development of their professional practice, working both in solo and/or group exhibitions.

For more details on the John Paynter Gallery visit our website: www.thelockup.info or contact kerrie@thelockup.info.

Electrofringe is Australia’s largest festival of electronic arts and culture, Electrofringe, runs from October 2-6, 2008. It has been running for 11 consecutive years as part of ‘This Is Not Art’. The program features workshops, gigs, screenings, performance, public intervention and works from over 100 emerging and established artists. Special international guests this year include Maruosa (Japan), Domenico Sciajno (Italy), xtine (US), KK NULL (Japan), The League of Imaginary Scientists (everywhere) and Birchville Cat Motel (NZ).

This year’s screening program includes award-winning highlights from the Japan Media Arts Festival and SIGGRAPH 2008, New York’s harvestworks Digital Media Arts Centre, eclectic works from France’s Arcadi festival plus two specially curated screening reels called ElectroEtre and ElectroProjections compiled from open international call-outs.

This year's Electrofringe directors are Alex White, Somaya Langley and Elmar Trefz. For more details about Electrofringe, please contact Kate Hennessy at electromedia08@gmail.com.

This Is Not Art is a supercharged convergence of writers, electronic artists, independent music makers, creative researchers and DIY culture makers. Four unique festivals invite you to run away from home and join in on a free program of panel discussions and artist presentations, hands-on workshops, interactive exhibitions and other special events. The festivals under This Is Not Art are Electrofringe, Sound Summit, National Young Writers' Festival and Critical Animals. See: www.thisisnotart.org.

For more details about This Is Not Art, please contact Claire Hargreave at: clairehargreave@gmail.com.

