

PRESS RELEASE FROM ELECTROHYPE : OCTOBER 6th 2010

**Electrohype 2010**, The sixth biennial for electronic art at Ystad Art Museum, Ystad Sweden. Opening at Saturday, November 27th 2010, the exhibition will be on show for eight weeks until January 30th, 2011.

The theme for this year's biennial is "objects", a suitable theme for an exhibition that will be presented in an art museum, where the object, in the sense of an artwork often is focused upon. Both historically and in contemporary art.

This year we are focusing on the electronic art work with a defined physical frame. Within this defined frame, there will be width, ranging from the mechanical to the organic, from sound to light and from dry observation to humor.

The following artists are participating in the exhibition:

**boredomresearch**, Great Britain

**Serina Erfjord**, Norway

**Sion Jeong**, Korea

**Yunchul Kim**, Korea

**Nikki Koole**, the Netherlands

**Diane Landry**, Canada

**Caleb Larsen**, USA

**Enrique Radigales**, Spain

**David Rokeby**, Canada

**Norman T White**, Canada

One important goal for Electrohype has always been to present new art for a broad audience. This is why we choose to work closely with established art institutions, and present new art in a well known and established context. We are therefore proud and happy to be able to show this exhibition in Ystad Art Museum, an institution with a good tradition of combining tradition and avant-garde.

This year Electrohype also celebrates ten years as an organization. From the first event in the autumn in 2000 the biennial has grown significantly in size and format to become the largest reoccurring event for electronic art in the Nordic region.

**Press images:**

[www.electrohype.org/2010/pressbilder/](http://www.electrohype.org/2010/pressbilder/)

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