

PRESS RELEASE ELECTROHYPE 2003-12-08

The Classic II Exhibition – 16 MHz art at Electrohype-ROM

Electrohype is organizing an exhibition with artists presenting work on the Macintosh Classic II computer. The exhibition will take place at Electrohype-ROM in Malmo, Sweden during the period December 12, 2003 and January 23, 2004.

The idea is that the exhibition will focus and reflect on the development both in computer based art and the accelerating demands on hardware used to create and present art. Due to the characteristic design of the Classic II computer it will of course also focus on the software and hardware joined together as a work of art or maybe more precisely an art object.

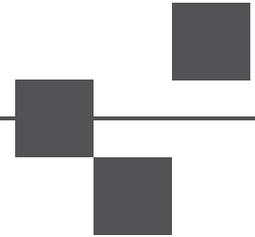
In 1997 Tamas Banovich curated an exhibition called “Mac Classics (the immaculate machines)” at the Postmasters Gallery in New York. The exhibition is also sometimes mentioned as the “The Classic Show”. In his text from 1997 Tamas Banovich says:

“In the rush to try to be on top of the minute-by-minute advances of the digital medium, there is seldom time for reflection. With the pace of technological change, the creative process becomes one of reacting to all the latest developments in programming. All too often, the exhilarating sense of freedom to communicate, coupled with the latest and showiest techniques, plug-ins and engines, seem to determine the concept and aesthetic of content.”

These issues raised by Tamas Banovich seems just as applicable today as seven years ago, if not even more. Going to new media festivals today often means that you will see huge computer controlled installations and projections accompanied by 5:1 surround audio. Too many of these works tend to be more experiments with expensive hardware and new technology than actually dealing with art and artistic content. This is very unfortunate, not only for artists with a serious approach but also for the audience and the genre itself. If computer based art continues to move on this track we will quite soon be left with only a bunch of expensive theme park installations. On the positive side one can note that lately there have been some focus on software art and code. One could suspect that the reason why this topic suddenly is focused on, even at big festivals, is related to the problems mentioned above. Software art and coding is not something easily approached by new media art charlatans and low-end artists. It requires substantial insight and knowledge. The process of working with software art itself is also a kind of slow process allowing, or forcing, the artist into a different artistic pace, a pace different from the easily approached artworks that are generated by off the shelf software.



ELECTROHYPE - ROM



The following artists and works are in the Classic II exhibition

Richard Bolam -HyperScape
Sebastian Campion - The Matrix 9x9
Mogens Jacobsen - Classico Salz Bee Jul
JODI - ALRT#ID
Tore Nilsson - Inferiorator
Torrey Nommesen - 'The Artist's Eye'
David Rokeby - Liquid Language
John F. Simon jr. - Arrow Variations - Book 1
Magnus Wassborg - Auto
Stefano Marotta & Roberto Russo - OutPut

Economic experiment

The exhibition will also be an experiment with issues concerning buying and selling computer based art. Most artists working in this field is familiar with the various aspects of this issue. There has been endless discussions, proposals for solutions and so on but the fact still remains that computer based art is rarely or never bought and sold, at least not in Scandinavia.

By implementing the artwork in a small stand alone unit it might be possible mobilize an interest for computer based art among art collectors and institutions. This might appear as a provocative issue to focus on, especially in Europe but maybe it is just time to try out an economic model in real life.

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December Friday 12, 2003 – January 23 2004
The opening of the exhibition December 12 at 16 – 20 hour

Note that Electrohype-ROM will be closed for the x-mas/new year holiday from December 20th to January 11th.

Electrohype-ROM
Södra Förstadsgatan 18
Malmö, Sweden

Opening hours at Electrohype-ROM:
Tuesday-Friday 14-18 hours

