

PRESSRELEASE FROM ELECTROHYPE – Malmo May 16 2003

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(<http://www.electrohype.org>)

Electrohype – ROM

On Saturday may 24th Electrohype will open a small permanent exhibition space for computer based art in Malmö. The exhibition space called Electrohype-ROM is a new addition to the Electrohype Center that was established in September 2002.

Electrohype-ROM will from September this years also include an archive and library that will be open for people seeking more information on computer based and high technological art.

The opening exhibition will be an “open hardware” installation by the artists known as JODI.

JODI

10 Programs written in BASIC ©1984

Instruction sets in BASIC for
vintage ZX Spectrum computer
and for the user to edit

As the title implies the exhibition will present ten programs in BASIC that the visitor can add and change things to. The programs will be presented in an installation consisting of eight, vintage, Spectrum ZX computers in complete setup with cassette player and TV. Visitors with knowledge of the once popular but now obsolete programming language BASIC will be encouraged to modify these programs and through this make their addition to the exhibition.

In 1982 the Spectrum ZX represented the dawn of the European home computing era. Finally everyone could get their hands on this technological wonder called a computer. In the late 1970s and early 80s the word computer was, for most people, still associated with Sci-Fi movies, huge corporate mainframes and huge price tags. By providing a relatively inexpensive computer that could be connected to a standard TV and Cassette player the Sinclair Corp. struck gold. Sinclair laid the foundation a whole new community of enthusiasts eager to learn how to utilize the marvelous 48K of memory that resided in side the small black box with the characteristic Spectrum rainbow colours.

To access and use the computer the user had to learn the computers language BASIC. The main difference between a computer running BASIC and today's "point and click" systems is that BASIC was used both to create the programs and to operate the computer itself. So if the user wanted to start a computer game he or she would have to type in several commands to do so. On the other hand the beauty of the system was that the user could easily modify or even create new programs,- just by typing lines of code.

By utilizing old hardware and software JODI creates a computer based art installation where the "user" is encouraged to interact with the software or code. Hardware without software is just hardware,- like a hammer. JODI often makes art that refers to code, visually or by feeding your browser with code that generates strange behaviour. JODI never makes art that is obvious or light. In the exhibition *10 Programs written in BASIC ©1984* you can do the coding yourself,- through "open hardware". The installation also reflects on the connection between hardware and software, and the fact that yesterdays new media rapidly transforms into today's dead media. What is new media? What is old new media and what is new new media? Where and how will we be able to experience and see today's new media ten years from today? Well right now, or at least from 24th – June 19 you can come to Malmö and visit Electrohype-ROM.

Note: there will also be a presentation by JODI at LAB in Copenhagen on Sunday May 25th, Komponent #43 (www.electrohype.org). More information soon.

More about Electrohype-ROM

Electrohype -ROM will provide a test site for exhibition of computer based art in a longer time span than the usual three to ten day festivals. At the present, art in this genre is most often shown at festivals and other short-term events. At Electrohype -ROM exhibitions will run for three to four weeks and by this give the audience an opportunity to study the art more closely and revisit the exhibition at a later stage.

The study section of Electrohype -ROM will provide a valuable source of information for students, theorists and the general public who wants to learn more about computer based and high technological art. In the study there will also be a permanent collection of relevant literature that otherwise might be hard to find. We are currently building up a small library for this purpose. If you would like to recommend or even better donate a book for this collection please contact us.

We will also compile a hard-disk based collection of computer based art works and documentation of several projects. A selection of links to art and theory sites will also be present and of course also be available on line.

The exhibition space will not only present artwork and installations but also be used to present projects carried out by Electrohype and other organizations. This can be projects ranging from theoretical investigation to research on practical work process in new media art.

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Electrohype – ROM Malmö,- Sweden May 24 – June 19
Opening, May 24, 12-17 h
Opening hours: Tuesday–Friday: 14-18, Saturday: 12–16
Address: S. Förstadsgatan 18, Malmö, Sweden
www.electrohype.org