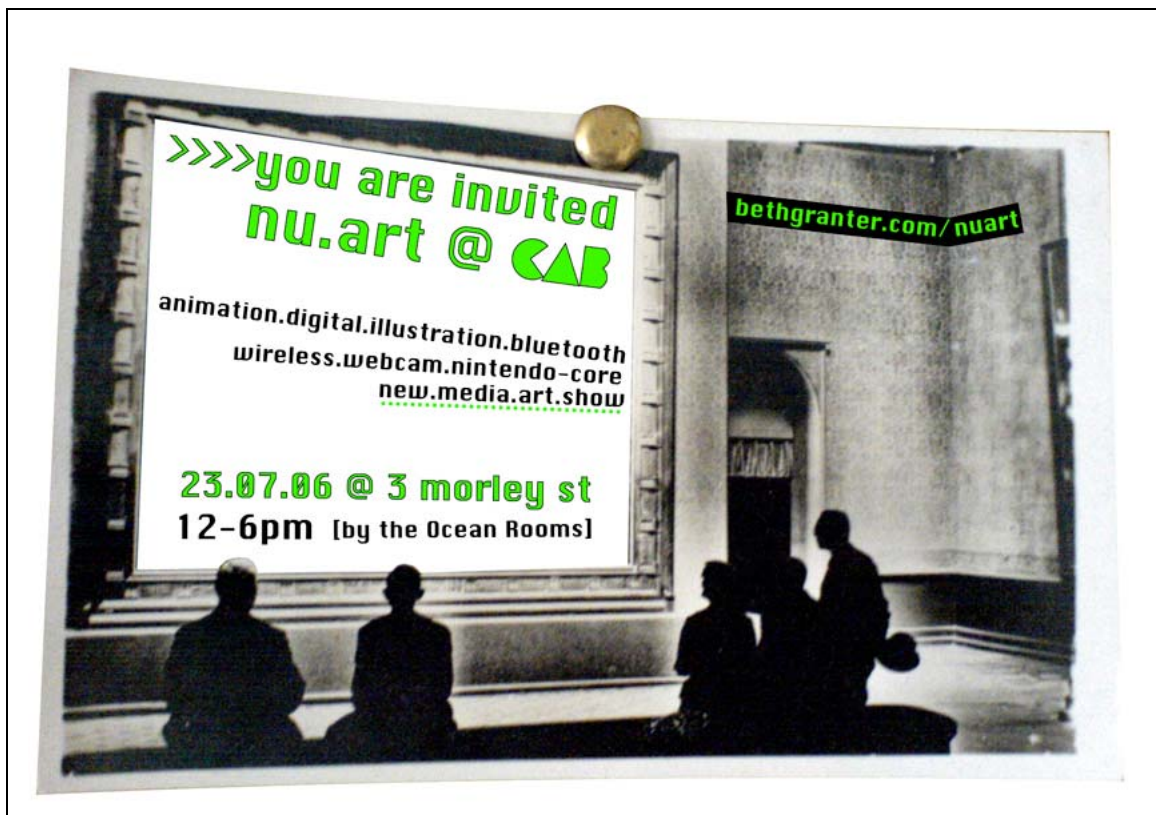


CURATING NEW MEDIA ART
APPENDIX

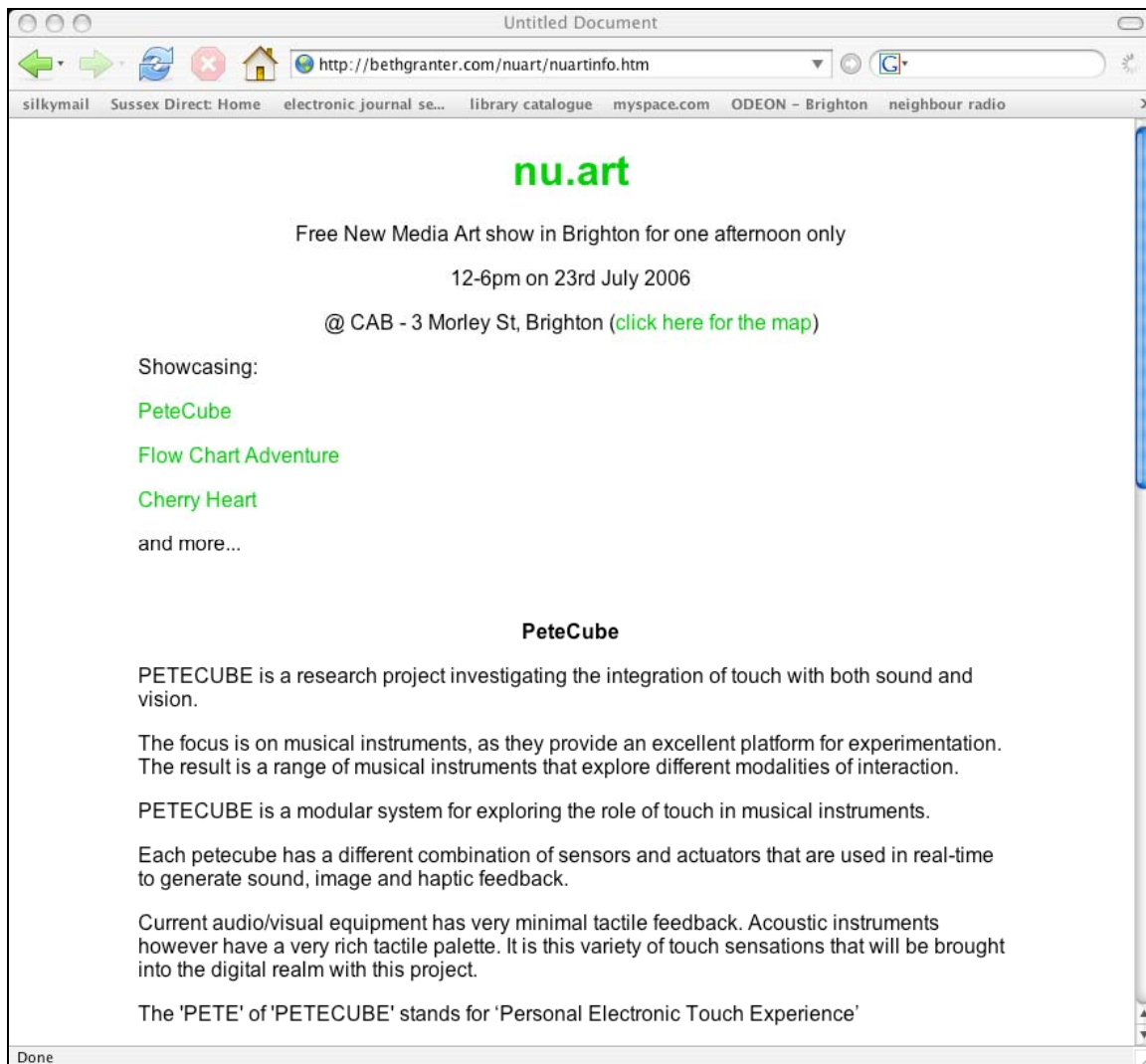
[Figure 1. Desert Rain press release image from <http://www.blasttheory.co.uk>]



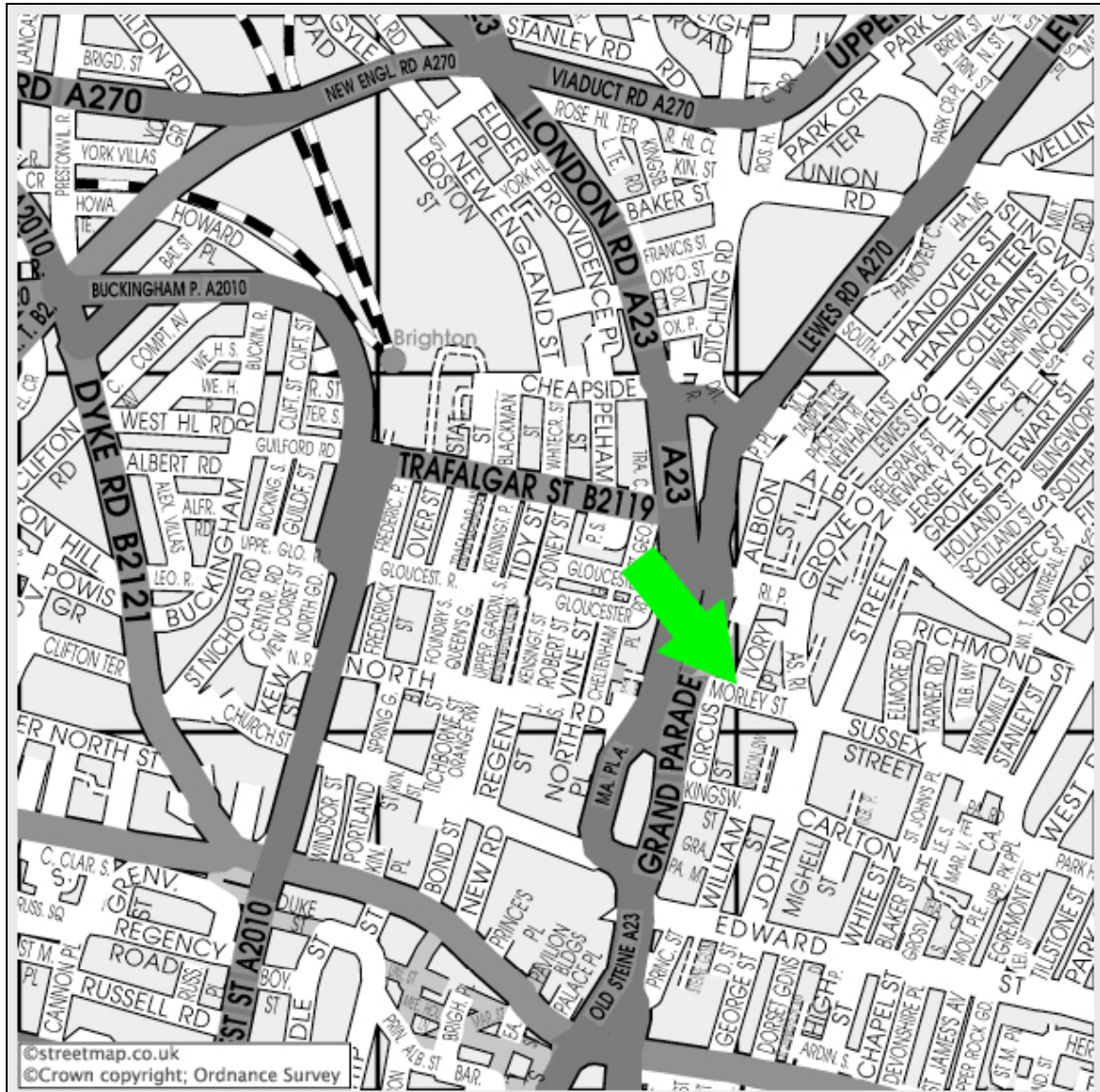
[Figure 2 – nu.art flyer design]



[Figure 3 – screenshot from promotional nu.art website]



[Figure 4 – edited map for nu.art show]



[Figure 5 – Flow Chart Adventure template]

Start A Story

Flow Chart Adventure

Instructions
Complete the flow chart adventure by filling in the boxes, to create your very own story. It can be written, drawn or both. Fill in your name and email/website below, scan & send the story to info@startastory.com or post to the address at the bottom of the page. Thankyou. www.startastory.com

What is the name of your hero?

What does the hero look like?

Where does the adventure take place?

Who or what is the Hero searching for?

What does the hero encounter on the journey?

How does the hero overcome this crisis?

The hero is soon confronted with a difficult decision, what is it?

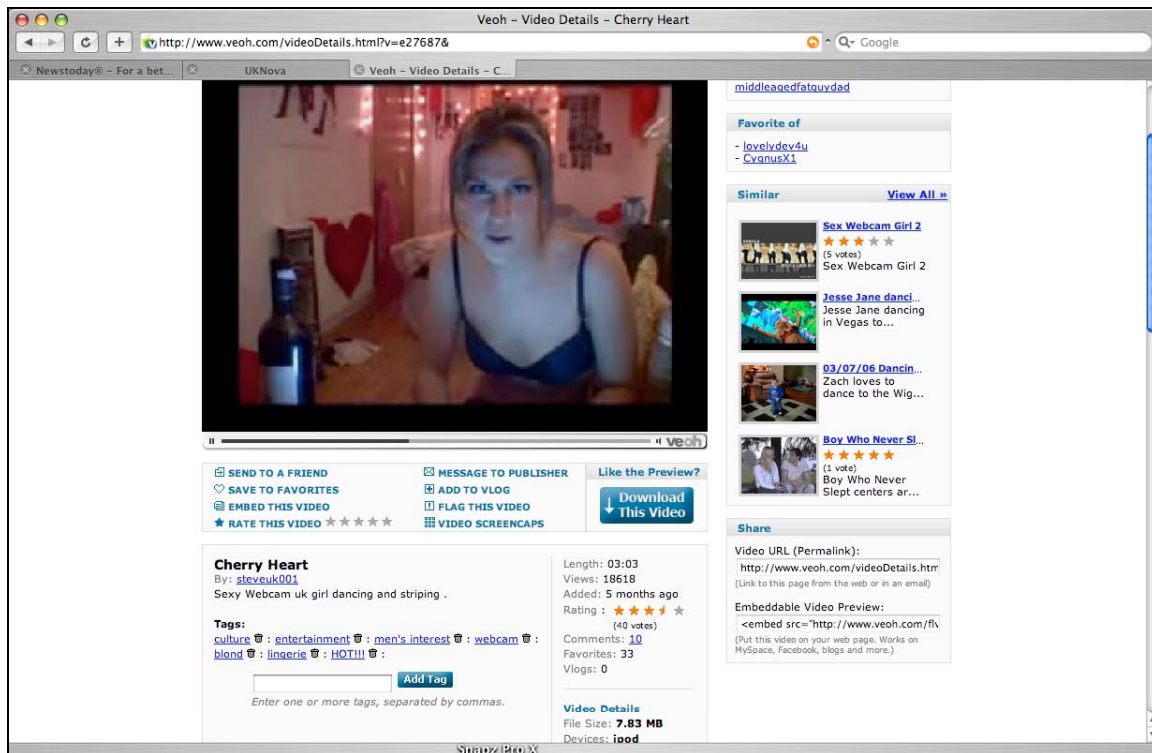
The End, or is it?

How does the Hero resolve this final conflict?

Author
Name:
Email / Website:

Start A Story, 13 Brockhurst, Swanborough Drive, Brighton, BN2 5QF

[Figure 6 – screenshots from Cherry Heart online with comments]




[Figure 6 continued – screenshots Cherry Heart online]


Veoh - Video Details - Cherry Heart


http://www.veoh.com/videoDetails.html?v=e27687&


For a bet... UKNova Veoh - Video Details - C...


Comments


 **writerjudd** | Videos (1) | Series (0)
Very nice treatment of the ravages of distance on a romantic relationship. Loved watching the room mature along with the subject. Totally relatable.
Posted 3 months ago | [Reply to this comment](#)


 **johny55** | Videos (0) | Series (0)
fit fit fit. i wouldn't mind her in front of me.
Posted 2 months ago | [Reply to this comment](#)

 **antaug** | Videos (0) | Series (0)
I really loved it!! Very nice to watch, I'm almost in love!! And the song is beautiful! Does anyone knows the nome of the song and band?
Posted 2 months ago | [Reply to this comment](#)

 **uberligar1** | Videos (3) | Series (0)
this girl is amazing
Posted 1 month ago. | [Reply to this comment](#)

 **heartkore** | Videos (0) | Series (0)
her room looks like a cheap infested motel room for couples or hookers.
Posted 1 month ago. | [Reply to this comment](#)

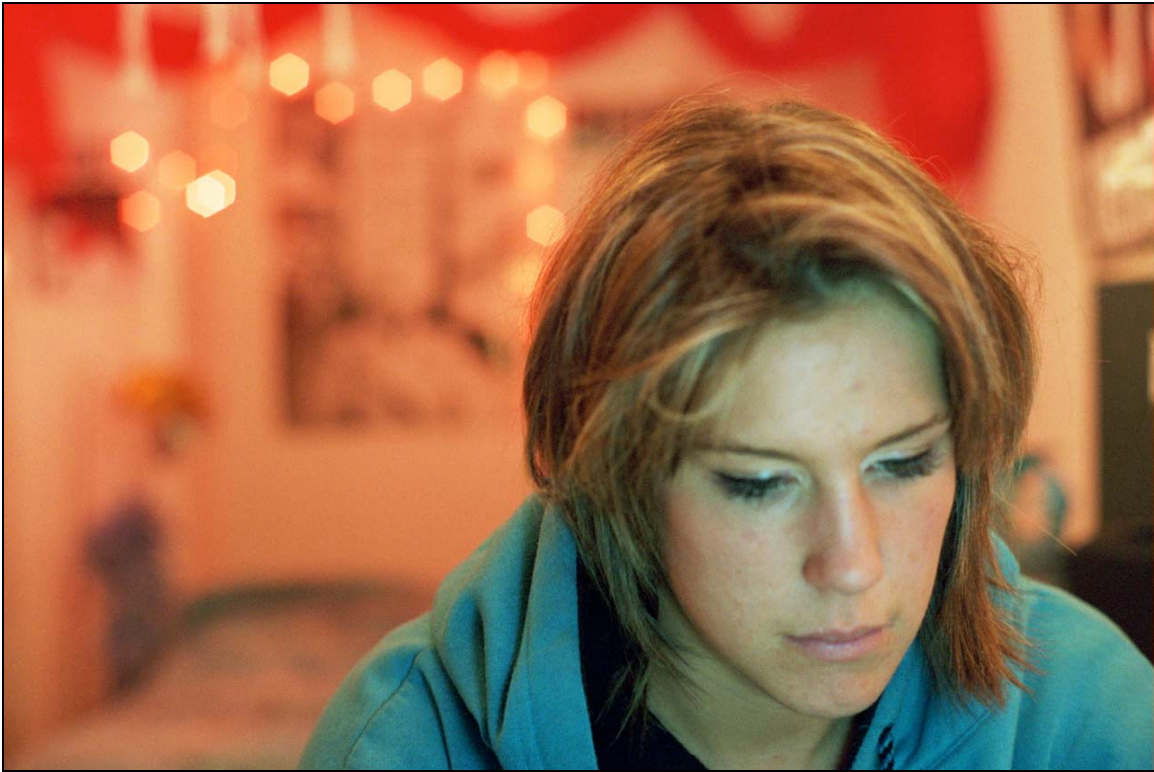
 **damien6sic6** | Videos (7) | Series (0)
Yes! Wait... I dunno.
well hello u sexy thang damn this girl is fine
Posted 1 month ago. | [Reply to this comment](#)

 **Treveon1** | Videos (0) | Series (0)
where have you been these 16years?
Posted 1 week ago | [Reply to this comment](#)

[Comment](#)

w.veoh.com/videoDetails.html?v=e27687&”, completed 83 of 84 items

[Figure 7 – Cherry Heart stills that were displayed in the exhibition]



[Figure 8 – Artist Statements that were displayed in the exhibition]

Cherry Heart

Deadzilla purvey a brand of sleazy disco metal that demanded a new approach to promo-making.

The video took its cue from the lyrics and imagined a scenario of unrequited love over the internet. It was deliberately shot to resemble webcam footage from a period of months, then edited together and released virally over the internet as a genuine webcam.

It was also disseminated to mobile phones during the Brighton International Arts Festival. This guerilla action is the first ever use of 'bluejacking' (sending content to strangers' phones using bluetooth) as a marketing tool. People were alerted to the phenomenon by the 'Are You Discoverable?' signs posted around the Festival, but the risqué content and the public's prurience turned this deliberately engineered promotion into a self-sustaining event.

450 people were successfully bluejacked over a Festival weekend, all of whom could have passed it on ad infinitum. To date, the Cherry Heart site has received 5,000 hits. 1,600 people have downloaded the video and it is now to be seen in hundreds of shared folders on networks such as Soulseek and Emule.

Cherry Heart now has a life of her own.

Director [Steve Glashier](#)

nothing-to-see-here.com

PeteCube

PETECUBE is a research project investigating the integration of touch with both sound and vision.

The focus is on musical instruments, as they provide an excellent platform for experimentation. The result is a range of musical instruments that explore different modalities of interaction.

PETECUBE is a modular system for exploring the role of touch in musical instruments.

Each petecube has a different combination of sensors and actuators that are used in real-time to generate sound, image and haptic feedback.

Current audio/visual equipment has very minimal tactile feedback. Acoustic instruments however have a very rich tactile palette. It is this variety of touch sensations that will be brought into the digital realm with this project.

The 'PETE' of 'PETECUBE' stands for 'Personal Electronic Touch Experience'

email [Pete](#) at: pete@petecube.com

[Figure 8 continued – artist profiles as they were displayed in the nu.art exhibition]

Flow Chart Adventure

'Flow Chart Adventure' is part of the Start a Story project. Start a Story is a website with the aim of encouraging people to start stories.

The internet has seen many collaborative projects. Start a Story differs in that it doesn't focus on one idea; it has an aim, which is to encourage collaboration and creativity. It does this by presenting a number of different projects that you can participate in.

Many of the projects are open to anyone who's interested such as the 'flow chart adventure'. Contributions have come from all over the world from Argentina to Taiwan. With a diverse mix of people participating the results have not only been enjoyable for the people who contributed but also to a wider audience. Any 'flow chart adventure' stories contributed will be put onto the Start a Story website.

Start a Story was created by [John Harrison](#) who also set up [whatwhat.co.uk](#) with his twin brother. He is currently studying an MA in Sequential Design at Brighton University.

If you'd like more information please visit the website:

www.startastory.com

PROJECT DIARY

15 May 2006

Dissertation theme decided on. Research began. Reading.

06 June 2006

Dissertation ideas presented to academic panel. Plans revised around constructive criticism received.

07 June 2006

Joined BALTIC 'curating new media' discussion and mailing list.

15 June 2006

Plans consolidated. It is decided I will do case studies of the curation of 3 new media art pieces that have been shown in the past, alongside curating a new media art exhibition myself, with the decision to document this exhibition using photographs, a project diary and digital video footage combined into an interactive DVD or website.

16 June 2006

Research into case study candidates. This included using my contacts with new media curators, such as Chris Rogers from The Junction in Cambridge, to gather information on suitable projects. Art pieces from my reading were also looked at.

19 June 2006

Research into case study candidates. A call to artists for the exhibition was also put out in a bulletin post on social networking site 'MySpace.com' to over 400 of my personal contacts. The call was re-posted by a number of these contacts to all their respective contacts via their bulletin boards.

20 June 2006

Research into case study candidates. A call for new media artists was put out to my existing network of contacts, via email, including one to local street art collective 'Grafik Warfare', of which I am a member.

21 June 2006

Case study candidates decided on – "Desktop Subversibles" by Jonah Brucker-Cohen (<http://www.coin-operated.com/ds>, 2003), "Desert Rain" by Blast Theory (http://www.blasttheory.co.uk/bt/work_desertrain.html, 2000) and "Uncomfortable Proximity" by Harwood@Mongrel (<http://www.tate.org.uk/netart/mongrel>, 2000).

22 June 2006

Documentation gathered on case study pieces and artists. Most of this information was made available via the artists' websites and included critical reviews from the press and artist statements and descriptions of the work.

23 June 2006

Meeting with street art collective Grafik Warfare was called to discuss contributions to the show. Responses were positive, required equipment was detailed and three artists offered work to be shown. This included What What's 'Start A Story – Flow Chart Adventure' project, Richard Frazer's 'Crazymum Oracle' project and Ashab Defacto's quicktime animations of corel painter illustration processes of computer game character design. Presentation ideas discussed, such as which pieces needed monitors, projections, laptops, paper, pens etc. Possibility of building an arcade game machine body to house a monitor discussed. Further contacts gained.

24 June 2006

New contacts from Grafik Warfare meeting utilised, resulting in Steve Glashier's bluetooth mobile phone music video project 'Cherry Heart' and Peter Bennett's music cube project 'Petecube' being confirmed pieces for the show. Meeting with flash video artist Neil Antcliff arranged.

25 June 2006

Research into potential venues for the show. Gardner Arts Center deemed too expensive at £350 per day. Fringe basement deemed too large and too expensive at £140 per day. Various unoccupied commercial venues considered but found to be unavailable. Part of Snoopers' Paradise Photography exhibition space was offered, but was deemed too small. Contacting social acquaintances proved a success – the venue at CAB design and photography studios was suitable in terms of size, location and cost (free). Also at this location a projection screen and digital projector and set up space is available. This extra equipment and flexibility on using the space for set up played a large part in the decision on venue.

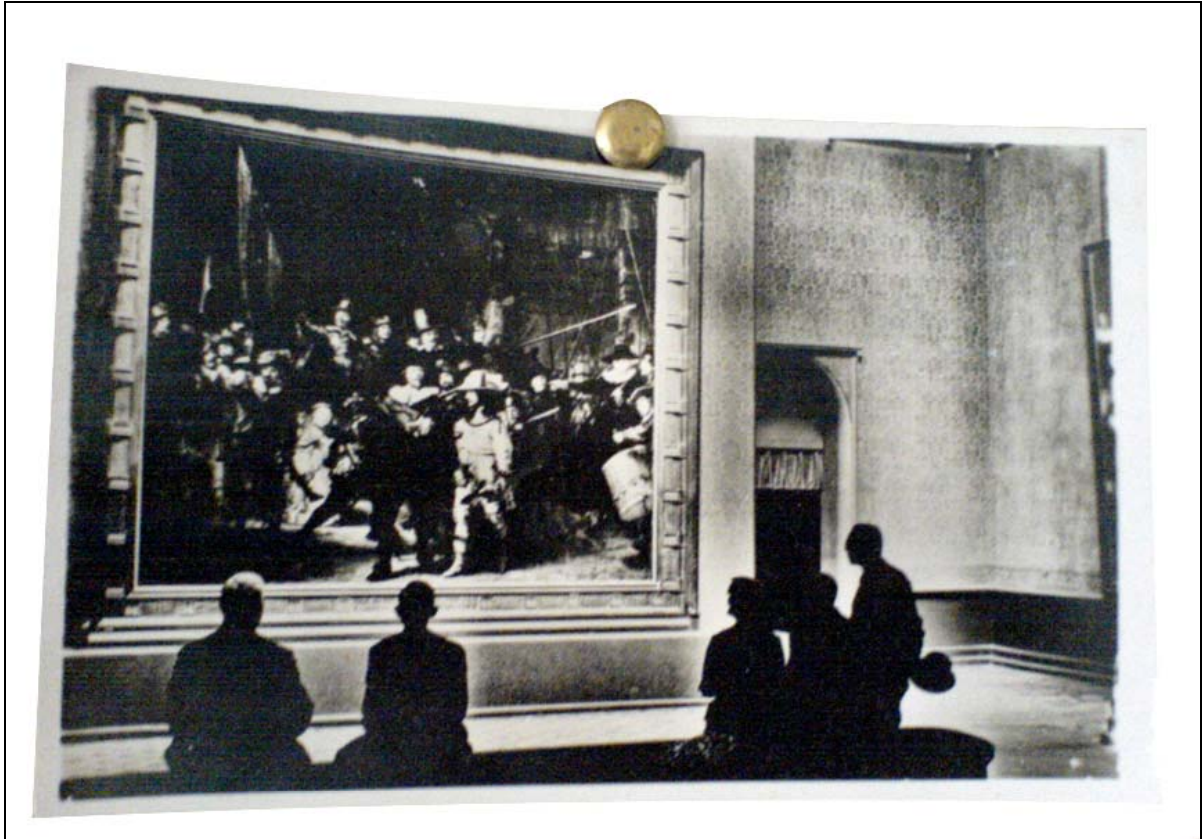
26 June 2006

Meeting with flash video artist Antcliff resulted in confirming another piece being made specifically for the show – to be projected onto a rough wall to emphasise the 'dirt' style of his animation and video editing. This project uses cut up copyright free old texts and images juxtaposed with video clips exported into Flash animations, cut up and filtered to emphasise pixelation and imitate

out of date video techniques, using animation program Macromedia Flash MX for video editing with unexpected results.

30 June 2006

Design of promotional materials. Initially this involved flyer/poster design, using an original found antique postcard photograph of an art gallery and manipulating this digitally (edited version is 'figure 2').



2nd July 2006

Artists asked for personal statements for promotion and display.

5th July 2006

Last meeting with artists to confirm required equipment, availability and to discuss presentation methods. Idea to build arcade game machine body dropped as it seemed unnecessary.

8th July 2006

Editing of artist statements.

9th July 2006

Booking of required equipment from Sussex University's Media Service Unit ('MSU').

10th July 2006

Design of promotional materials. Using the image above and its manipulated version, these were incorporated into the 'splash page' of a promotional site in the form of a rollover leading to an information page (see figure 3) and a map, taken from streetmap.co.uk and edited to fit the color scheme of the website and flyer (see figure 4).

15th July 2006

Promotion of site through the internet, using posting of linked flyer image on MySpace.com and to relevant websites such as GrafikWarfare.co.uk, WomenInMedia.co.uk and theArgus.co.uk. Additionally, the information was emailed to mailing lists such as the Curating New Media Art at CRUMB.

17th July 2006

Equipment picked up from MSU:

- 2 x digital projectors
- 2 x apple mac G4 ibook laptops
- 1 x digital video camera with tripod
- 1 x digital stills camera
- 1 x .3gp compatible mobile phone

Also associated data connection cables were hired. Despite having explicitly requested correct cables between ibooks and projectors, on arrival at the University, it became clear that the necessary conversion cables had been lost and I would have to purchase these myself. A car journey to the first apple mac shop proved unsuccessful but thankfully they were purchased at a secondary location for approximately £30.

18th July 2006

Purchase of general equipment such as pencil crayons, masking tape, extension leads, marker pens, blank canvasses, artist quality paper, printer ink cartridges and white sheets

19th July 2006

Printing and distribution of flyers to local art spaces and cafes. Printing and mounting of artist statements and Cherry Heart still images. Downloading of Cherry Heart video, conversion to .3gp file format and putting the video on the mobile phone. Mounting of the phone on to canvas.

20th July 2006

Clearing out unnecessary equipment and furniture from venue. Installation of PeteCube, Flow Chart Story and Cherry Heart pieces. Artists Bennett and Harrison were present to assist with installation of their pieces, whereas Glashier preferred to leave all curatorial decisions to me. Mounting of the phone canvas onto the gallery wall alongside artist statements and still images. Presentation of pencil crayons alongside ibook with Flow Chart Story animated visuals.

21st July 2006

Installation of Foundry video. Antcliff was present to assist in directing where the films could be projected and how his artist statement should be displayed.

22nd July 2006

Installation of CrazyMum Oracle piece on ibook placed on a pedestal. Installation of Scroll Story piece assisted by Fraser and using his PC laptop to run the program. Encouraged by myself to use the frame provided by the window for projection.

23rd July 2006

Purchase of refreshments to be provided free of charge during the show. The show opened at 12 noon and although aiming to close at 6pm, was so busy at that time that the opening was extended to approximately 7.30pm. Throughout the day approximately 60 people visited the exhibition. The average time spent in the exhibition was approximately 20 minutes and most visitors came in pairs. The youngest group of visitors, a group of 4 teenagers, spent at least an hour and a half in the exhibition, focusing mainly on Scroll Story and Flow Chart Story.

24th July 2006

Clearing out of the exhibition. Save photographs and film taken during the show. Return hired equipment to MSU.

26th July 2006

Edit photographs digitally and choose the best ones for presentation.

27th July 2006

Edit film.

31st July 2006

Begin making website. The biggest problem here was learning how to embed video files in a web page and also learning CSS to aid with layout. Also rollovers with multiple images with the use of image mapping had to be learnt.

The whole of the website construction took approximately two weeks and was tested on an online server. No outside links were used in order to allow the site to function as a fully self contained entity which could be saved to disk, providing the correct software is used.

Photographs were displayed on the Grafik Warfare homepage.

This critical essay was written throughout the production of the nu.art exhibition.