

PRESS RELEASE

IT REMINDS ME // FEBRUARY 11 TO FEBRUARY 28, 2011
MERCHE BLASCO, GREG BORENSTEIN, NICK YULMAN

VIEWING HOURS : THURSDAY-FRIDAY 5PM-7PM, SATURDAY-SUNDAY 12:00PM-6:00PM
OPENING RECEPTION: FEBRUARY 11, 6:00PM TO 9:00PM

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MERCHE BLASCO AND NICK YULMAN WILL PERFORM ON THE OPENING NIGHT AT 730PM

VENTANA244 Art Space is pleased to present "It Reminds Me", an exhibition of interactive, media based works by Merche Blasco, Greg Borenstein, and Nick Yulman. It Reminds Me is about a common interest in the relation between memory, technology and change. During the opening night, Merche Blasco and Nick Yulman will utilize their installations in a performance. Individually these three artists use technology to reflect on the beginning of the internet, landscapes of the past and object-sound collisions. Together, their work raises questions about the way memory is formed, recalled, narrated and altered.

SKETCHING THE VOICE // MERCHE BLASCO'S

This piece, was originally conceived as a performance tool to create a visual narrative through the music that is being performed. For this exhibition, this tool has been modified as a self sufficient installation where the character of the voice of each user will reveal in a unique way different images taken by the artist in the past years representing fragile abandoned paradises in europe.

As a performer, Merche has focused on different ways to create and control audio, visuals and interactive elements that are generated in live situations. Concerned also about the aesthetics and physicality of digital controllers in electronic music, where the relationship between interaction and output is usually unrelated, she developed an interface where the relationship of her body-movements and the output in screen are much stronger.

LO: OCTOBER 29, 1969 // GREG BORENSTEIN

Greg Borenstein presents a multimedia sculpture, LO: October 29, 1969, that tells the story of the first Internet transmission between UCLA and Stanford on October 29, 1969. LO dramatizes the interaction between the counterculture and the military industrial complex that was key to the formation of our contemporary technoculture. Two half-cube miniature scenes with projection and electronic screens are networked together to represent the two labs.

Greg's work explores the use of special effects as an artistic medium. He is fascinated by the way special effects techniques cross the boundary between images and the physical objects that make them: miniatures, animatronics, motion control photography, 3D rendering, physical fabrication. He frequently uses these mediums to examine the cultural history of technology, a history that is intimately tied up with the evolution of these techniques themselves.

SONG CABINET // NICK YULMAN

Nick's Song Cabinet is an interactive musical sculpture that users activate by exploring the contents of a set of drawers. Each drawer contains small mechanical instruments that play patterns which vary as the drawers open. By opening and closing drawers, users mix the song, muting and unmuting the individual instruments and selecting different musical phrases. The objects contained in each drawer, culled from the artist's personal collection, are associated with particular places, indicated by the drawers' labels. In exploring the collection, users coax these static objects into a rhythmic dialog with each other, intermingling their associated memories.

Nick works with sound in a variety of contexts including mechanical musical instrument installations, oral histories, field recordings and songs, often in combination. He is interested in using digital technology as a tool for animating the physical world and exploring the past. His work often explores the aesthetic and cultural motivations behind collections and the role they play in preserving and constructing individual and collective memory.