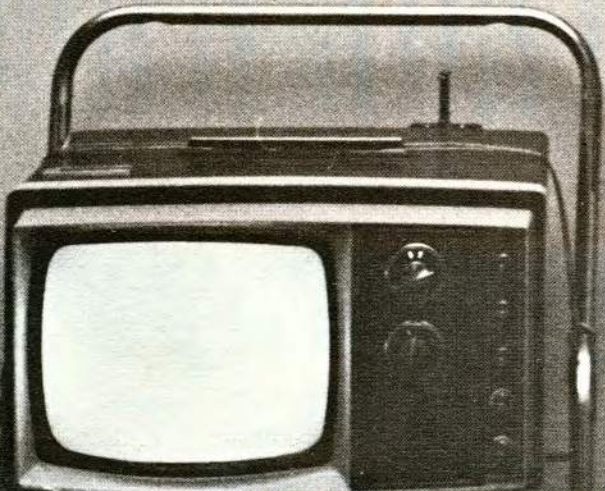


**NAM  
JUNE  
PAIK**



"Electronic Zen with Tri-Color Moon," 1967  
"Festival of Lights" Exhibition, Howard Wise Gallery, December 1967  
Photo by Bernard Gotfryd

15 YEARS OF ASSOCIATION IN VIDEO

# **NAM JUNE PAIK**

## **THE GRAND DADA OF VIDEO**

THE HOWARD WISE GALLERY/ELECTRONIC ARTS INTERMIX  
1967-1982

Nam June Paik's Exposition of Electronic Television at the Galerie Parnass, Wuppertal, Germany in March 1963 was probably the first Video Exhibition mounted anywhere.

Korean-born, European-educated electronic musician, Paik soon came to be recognized as the seminal force of video and its respected spokesman.

Coming to New in 1964, his work was exhibited at the Bonino Gallery, and subsequently at the Howard Wise Gallery, New York, which specialized in kinetic and electronic art.

One of the most sensational works shown in the sensational exhibition LIGHTS IN ORBIT (Howard Wise Gallery, Feb. 4-March 4, 1967) was Paik's "Electronic Blues." Two sine wave oscillators were connected to a TV set which Paik had modified to produce rapidly moving harmonic images controlled by the viewer on the screen.

In May-June 1969, the Gallery presented what was probably the first survey of the then-underground video movement, TV AS A CREATIVE MEDIUM, which included several participation works by Paik.

Another Paik work was also presented, "TV Bra for Living Sculpture," with Charlotte Moorman, who performed for several hours each afternoon on her Lockey-Hill Cello (1975), while she wore two tiny TV sets on her bosom. These were not ordinary TV sets, but had been hooked up to her cello by the wily Paik so that the sounds produced by her bowing distorted the images on the sets. A good example of Paik's "humanizing technology."

# **ELECTRONIC ARTS INTERMIX, INC.**

In 1970, the Gallery was closed and Electronic Arts Intermix was started as a not-for-profit corporation to "explore the potentials of video as an art medium."

Electronic Arts Intermix conducts two operations in support of video:

**THE EDITING/POST PRODUCTION FACILITY** is a sophisticated small-format facility where qualified individual video artist/producers may do their editing at modest cost in a calm and friendly atmosphere conducive to creativity.

**THE ARTISTS VIDEOTAPE DISTRIBUTION SERVICE** makes available selected programs by distinguished video artists to educational and cultural institutions and for dissemination by cablecasting.

These efforts are supported in part by public funds from the National Endowment for the Arts (a Federal organization) and the New York State Council on the Arts. The Rockefeller Foundation has supplied funds for much of the Editing/Post Production Facility's equipment.