



EAI PROJECTS: LAUNCH & SCREENING

BERNADETTE CORPORATION SHANA MOULTON TAKESHI MURATA SETH PRICE

Thursday, September 22, 2005, 6:30 pm

535 West 22nd Street, 5th Floor, New York, NY 10011

Please join EAI for a screening and reception to celebrate the launch of EAI Projects, a new initiative dedicated to presenting innovative contemporary media work by emerging artists. The screening will feature recent video by **Bernadette Corporation**, **Shana Moulton**, **Takeshi Murata**, and **Seth Price**.

Dedicated to promoting vital new developments in moving image work, **EAI Projects** will present dynamic new film, video, computer, and Web-based artworks made by artists at the cutting edge of the international art world. These works will be made available for exhibition and collection through EAI's distribution program, helping to introduce these significant emerging artists to new audiences. An essential element of this project will be a series of public programs, featuring screenings, artists' talks and presentations.



Bernadette Corporation: Since 1994, the anonymous, international group of artists known as Bernadette Corporation has explored strategies of cultural resistance, appropriating contemporary entertainment modes for their own experimental purposes. From the BC fashion label and the magazine *Made In USA*, to the collectively-authored novel *Reena Spaulings* and videos starring the likes of Sylvère Lotringer and Chloe Sevigny, Bernadette Corporation's interventionist projects amount to a precisely-calibrated critique of a global culture that constructs identity through consumption and branding.

Shana Moulton: Shana Moulton has created a character named Cynthia who wears clothing embedded with medical devices and surrounds herself with inspirational new age knickknacks. In a series of episodic videos, performances, and installations, Moulton depicts Cynthia's search for purpose, fulfillment and salvation through her banal home decorations. Played by Moulton herself, Cynthia copes with life's little struggles by creating her own reality out of the mundane.

Takeshi Murata: Los Angeles-based artist Takeshi Murata produces abstract digital works that refigure the experience of animation. Creating Rorschach-like fields of seething color, form and motion, Murata pushes the boundaries of digitally manipulated psychedelia. With a powerfully sensual force that is expressed in videos, loops, installations, and electronic music, Murata's synaesthetic experiments in hypnotic perception appear at once seductively organic and totally digital.

Seth Price: In conceptual works that include video, sculpture, sound, written texts, performance and Web-based projects, Seth Price engages in strategies of appropriation, remixing and repackaging to consider issues of cultural production, the distribution of information, and political structures. Investigating the cultures generated and re-circulated by mass media technologies and information systems, Price ultimately questions the production and dissemination of art.

About EAI: Founded in 1971, Electronic Arts Intermix (EAI) is one of the world's leading nonprofit resources for video art and interactive media. As a pioneer and advocate of the media arts and artists, EAI's core program is the international distribution of a major collection of new and historical media works by artists. EAI's leadership position in the media arts extends to our preservation program, viewing access, educational services, online resources, exhibitions and events. The Online Catalogue provides a comprehensive resource on the 175 artists and 3,000 works in the EAI collection, including artists' biographies, descriptions of works, QuickTime excerpts, research materials, Web projects, and online ordering.

For more information about this program contact: Josh Kline (josh@eai.org) T: (212)-337-0680 www.eai.org

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