EAI PROJECTS

**Launch and Screening
September 22, 2005**

BERNADETTE CORPORATION

SHANA MOULTON

TAKESHI MURATA

SETH PRICE

EAI PROJECTS: LAUNCH & SCREENING

Dedicated to promoting vital new developments in moving image work, EAI Projects is a new initiative that will present dynamic new film, video, computer, and Web-based artworks made by artists working at the alternative edges 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.

A central component of this program will be a new online project space. A series of public programs, featuring screenings, artists' talks and presentations will also be an essential element of this project.

This screening presents new and recent works by each of the initial artists working with EAI Projects as it launches: Bernadette Corporation, Shana Moulton, Takeshi Murata, and Seth Price.

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, and written texts, 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.

Screening Program:

Bernadette Corporation
The B.C. Corporate Story, 1996, 7:03 min
This video examines the sorts of propaganda that a corporation might distribute internally to communicate an over-arching mandate or vision to its workers in order to boost morale. Bernadette Corporation slyly turns the notion inside out, yielding a document that at once subverts and expresses the form. Write the artists: "An early self-portrait of Bernadette Corporation and an in-house film whose purpose was to inspire and motivate members of the New York-base artist collective cum underground fashion label. Corporate propaganda for a subculture-obsessed youth market."

Shana Moulton
*Fe*eling *Free with 3D Magic Eye Poster Remix*, 2004, 8:13 min
Appropriating a dated exercise video hosted by actress Angela Lansbury, *Feeling Free* presents a woman, played by Moulton, who attempts to follow the televised workout in her living room even as elements of her home décor begin to appear onscreen. Deriving its title from an inspirational segment of Lansbury's program, *Feeling Free* subjects the appropriated footage to eccentric visual and audio displacements, culminating in a psychedelic dance sequence set to a remix of the program's insipid theme song. The piece was first shown in the context of Moulton's multimedia performance *Decorations of the Mind*.

Takeshi Murata
Monster Movie, 2005, 3:55 min
Takeshi Murata continues to push the boundaries of digitally manipulated psychedelia. In *Monster Movie* Murata employs an exacting frame-by-frame technique to turn a bit of B-movie footage into a seething, fragmented morass of color and shape that decomposes and reconstitutes itself thirty times per second.

Seth Price
Rejected or Unused Clips, Arranged in Order of Importance, 2003, 10:38 min
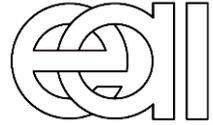This piece presents itself as a collection of unused video and audio clips left over from the artist's other works. Interlacing voice-over and sound with the sorts of graphic imagery that could belong equally to advertisements, corporate reels, amateur home pages, and video games, Price takes on religious and scientific discourse, the history of experimental cinema, the interrelation of culture and technology, and the social naturalization of violence. At the same time, however, this index of material at once discarded and made useful, with its claim to a formal structure based on "importance," provokes the question of how much its themes and messages are actually intended to cohere and communicate.

Screening during the reception (looped):

Takeshi Murata
Melter 2, 2003, 3:50 min
Melter 2 finds Murata applying his deft touch with image-making software to questions of fluidity. Exploring formal tropes of melting, rippling, and bubbling, Murata's abstract experiment in hypnotic perception is at once organic and totally digital.

About EAI

Founded in 1971, Electronic Arts Intermix (EAI) is one of the world's leading nonprofit resources for video art and interactive media. EAI's core program is the international distribution of a major collection of new and historical media works by artists. EAI's programs include a preservation program, viewing access, educational services, online resources, and public programs such as exhibitions and lectures. 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.

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