

MUSEUM OF THE MOVING IMAGE

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MUSEUM OF THE MOVING IMAGE PRESENTS ‘STREET DIGITAL,’ AN EXHIBITION OF RECENT WORKS BY INTERNET ART PIONEERS JODI

March 31–May 20, 2012

JODI, influential pioneers of Internet-based art, shift their focus from the desktop computer to the street with this new exhibition. From March 31 through May 20, 2012, Museum of the Moving Image will present *JODI: Street Digital*, an exhibition of the duo's recent works in installation, software, and video. Drawing on LED screens, smartphone apps, video games, and YouTube videos, the exhibition reflects the assimilation of media technology into every aspect of the world at large in playful, frustrating, and ultimately revealing ways.

Working under the name JODI, Joan Heemskirk (1968, Kaatsheu, the Netherlands) and Dirk Paesmans (1965, Brussels, Belgium) rose to prominence in the mid-1990s as pioneers of “net.art,” a movement that explored the nascent World Wide Web as an alternative exhibition space and a creative medium in its own right. JODI quickly became notorious for their eye-popping websites and software that seemed to take over one's computer, earning them a reputation as the *enfants terribles* of the early Web. In the words of critic Julian Stallabrass, their online work seemed “designed to bring about a Brechtian education into the functioning of the net and computer culture.”

Guest curated by Michael Connor, *Street Digital* will present a selection of works made by JODI between 1999 and the present in the Museum's 4,000-square foot changing exhibitions gallery. For New York audiences, this will be the first significant exhibition of JODI's work in nearly a decade.

“From video games to Internet media to mobile devices, JODI's work uses and misuses the same digital entertainment technologies that the Museum has been exploring, collecting, presenting, and working with since we opened our doors in 1988,” stated Carl Goodman, the Museum's Executive Director. “The works in this exhibition reflect the changes in our relationship with technology over the past decade: No longer bound to the desk, digital screens now largely frame our experience of the world around us.”

The works in *Street Digital* explore the virtual streets we see on-screen, and the many screens we encounter on the street. In **LED Puzzled** (2012), a digital signage system has been scrambled to create a chaotic spectacle of brightly flashing geometric shapes, as if the giant screens in Times Square had suddenly run amok. **Burnout (History of Car Games)** (2004–2012) is a collection of video recordings of JODI playing nine driving games produced over the last fifteen years, from *Carmaggedon* to *Grand Theft Auto*. The cars screech their tires and spin in circles, making the piece equal parts media archaeology and slapstick farce. With **SK8 Monkeys on Twitter** (2009), the “street” enters the gallery as JODI transform wireless keyboards into skateboards, to be used by visitors to contribute a live stream of gibberish to the social network. In **GEO GOO** (2008), a hack of Google Maps creates an abstract animation from the familiar iconography of the web application. A complete list of works will be announced soon.

“JODI update the 1960s tradition of structural film, with its interest in taking apart the medium of cinema, for the age of ubiquitous technology,” said Michael Connor. “They approach each of their chosen media with gleeful iconoclasm, an appreciation of the absurd, and a penchant for sensory overload—thereby allowing us to develop a new, critical perspective on our mediated world.”

Support for *JODI: Street Digital* is provided by the Mondriaan Fund. Additional support is provided by public funds from the Netherlands Cultural Services. Equipment provided courtesy of Tekserve.

Joan Heemskerk and Dirk Paesmans formed JODI in 1994. Heemskerk and Paesman both attended Silicon Valley's electronic arts laboratory CADRE at San Jose State University in California; Paesmans also studied with Nam June Paik at the Kunstakademie in Dusseldorf. Their recent solo exhibitions include shows at Gentili Apri, Berlin (2011); Videotage, Hong Kong (2010); iMAL, Brussels (2008); *INSTALL.EXE* at Eyebeam, New York (2003); and *Computing 101B* at FACT, Liverpool, England (2004). Their works have also been included in many international exhibitions and festivals, including Performa, New York, and Documenta X, Kassel, Germany, among others. Heemskerk and Paesmans live and work in the Netherlands.

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In January 2011, the Museum reopened after a major expansion and renovation that nearly doubled its size. Accessible, innovative, and forward-looking, the Museum presents exhibitions, education programs, significant moving-image works, and interpretive programs, and maintains a collection of moving-image related artifacts.

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MUSEUM INFORMATION

Hours: Tuesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 10:30 a.m. to 7:00 p.m. Closed Monday except for the following **holiday opening:**

April 9, 10:30 a.m. to 5:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, screenings are included with Museum admission.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3-18. Children under 3 and Museum members are admitted free.

Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

The Museum is housed in a building owned by the City of New York and its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.

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